



Artistic Evaluation – Visual Arts

Organisation/Venue: New Media Scotland/Edinburgh International Festival/Edinburgh Filmhouse

Title of Event: Crossing Over Time

Type of Event: Screening

Date of Visit: 14 August 2003

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named below. It has been prepared by either a Specialist Advisor or a Council Officer as indicated at the end of the form. The report will be circulated to the organisation which produced the work and to the management of the venue if it is Core Funded by the Scottish Arts Council.

The report may be made available to Scottish Arts Council Officers, Council and Committee members, and Specialist Advisors as appropriate. It will be taken into account in assessing the work of the organisation in relation to applications for funding to the Scottish Arts Council. It may also be used by the Council to report on the overall performance of its Core Funded organisations.

Evaluators should enter their rating under each section, explaining briefly their reason for the rating with reference to their comments under each section. Ratings should be given in accordance with the following:

- **Very Poor** – standard falls well below what is acceptable
- **Poor** - not attaining acceptable standards of conception or presentation
- **Competent** – routine rather than especially interesting
- **Good** – well conceived and executed.
- **Excellent** – conceived and executed to a high standard.

This form is available electronically. Please word process/type response.

Assessment will depend of nature of event/exhibition reviewed but we anticipate it should take between 30 - 45 minutes to fill this form in.

1. Artistic Assessment

Please evaluate the **artistic quality** of the event

1.1 Vision and Imagination:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		The short films were created as part of an extremely interesting project – ‘Crossing Over’ - which has been run over the last 6 years. The project (to my knowledge) is unique in the scope of its vision, the process of creation and the ‘nomadic’ nature of its operation. Each of the short films (23 in total, 3 mins in length) addressed a predetermined theme which gave a strong and coherent framework to the programme.
Poor		
Competent		
Good		
Excellent	X	

1.2 Clarity of Communication:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		The films were created in response to a predetermined ‘theme’ or idea relating to cultural identity (individual or collective) in the “new” Europe. These ideas presented themselves in a variety of ways and the ideas were communicated with a greater or lesser degree of success, although taken as a whole, the programme communicated these issues very well.
Poor		
Competent		
Good		
Excellent	X	

You are also asked to assess the **strengths and weaknesses** of the event with specific reference to the following:

1.3 Artist’s Work - please include:

- quality of ideas
- skills in execution
- have you seen the work of this artist/these artists before (particularly in relation to new work, or second productions)

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		<p>These short films were created by contemporary artists rather than filmmakers and as such demonstrated a different approach to the medium. Although technique is not particularly different, the development of content and structure is quite different. It was also interesting to note the various ways in which artists had interpreted the overarching themes of Crossing Over – approach to the subject matter ranged from quite literal to fairly oblique.</p> <p>The quality of filmmaking & editing was high. I have not seen the work of most of these artists (although I have seen the work of Phil Collins before). I thought the work of Lala Rasic, Chris Speed and Antal Bodozcky was particularly strong.</p>
Poor		
Competent		
Good		
Excellent	<input checked="" type="checkbox"/>	

1.4 Curatorial Vision/Selection:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		<p>The event took place as part of the Edinburgh International Film Festival and fitted within the stated festival themes of 'the new Europe' and 'Black Box'. The selection of this event made curatorial sense in terms of the Film Festival's programme.</p> <p>The programme of 23 short films was curated by Chris Byrne, Artistic Director of New Media Scotland from a selection of more than 50 films made over the six years of the project. The final selection worked together very well. Although the work manifested itself in hugely different ways, the journey was taken as a common theme, illustrating change or transition. Another common theme was the use of the body as a metaphor for larger social & political issues.</p>
Poor		
Competent		
Good		
Excellent	<input checked="" type="checkbox"/>	

Please also indicate, as far as you are aware, if the event:

has been originated by the exhibiting organisation **X**
 hired **X** a collaboration **yes**
 part of a festival **yes** artist led **X**
 (Please tick above as appropriate)

1.5 Standards of presentation – please include:

- use of equipment
- use of space
- overall layout/hang

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor	X	
Competent		
Good		
Excellent		

I have to give this rating because the projector failed during the screening. There should have been a technician on hand to assist but there didn't seem to be. This caused a couple of delays in the screening. Unfortunately, as a result of the technical failure, three of the films couldn't be shown.

1.6 Please indicate the range, quantity, clarity, tone and level of Interpretative information/material provided at the venue:

- wall panels
- labels
- catalogue
- leaflets
- artists CVs

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good		
Excellent	X	

There was a very good and informative brochure available for each audience member, which gave details about the project, the curatorial selection and the filmmakers. The brochure was well designed, well produced and easy to read. The breakdown of the projector gave a chance for the project's director (Ilyana Nedkova) to give more background information, which was interesting & useful. Information on the project is also available on the New Media Scotland website.

1.7 Please indicate the number of visitors/participants at the time of your visit:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	X	
Excellent		

The cinema was probably one-third to half full for the screening.

1.8 Please indicate the audience reaction – to include:

- time spent
- interest
- activity
- visitors' book comments

Rating for this section (Please tick)		Comments and key reasons for rating: Despite the fact that the projector failed twice, nobody left the screening, which demonstrates a high level of interest. The projector breakdown led to an impromptu participatory discussion and the audience interest was clearly demonstrated. I spoke to a couple of the audience members after the screening, who gave positive feedback.
Very Poor		
Poor		
Competent		
Good	X	
Excellent		

1.9 Please indicate how appropriate you think the work was for the audience:

Rating for this section (Please tick)		Comments and key reasons for rating: This was a very appropriate screening for the film festival audience. It appealed to those interested in both film and visual art, as well as those interested in wider social and cultural developments in Europe.
Very Poor		
Poor		
Competent		
Good	X	
Excellent		

1.10 Please indicate events available and groups targeted:

Rating for this section (Please tick)		Comments and key reasons for rating: Not applicable
Very Poor		
Poor		
Competent		
Good		
Excellent		

- | | | | |
|-------------------|--------------------------|------------|--------------------------|
| workshops | <input type="checkbox"/> | pre-school | <input type="checkbox"/> |
| artist's talks | <input type="checkbox"/> | primary | <input type="checkbox"/> |
| discussion groups | <input type="checkbox"/> | secondary | <input type="checkbox"/> |
| | | students | <input type="checkbox"/> |
| | | over 18 | <input type="checkbox"/> |
| | | over 60 | <input type="checkbox"/> |
| | | other | <input type="checkbox"/> |

(Please tick above as appropriate)

2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and by the venue. Please answer, where relevant, with reference to the checklist below adding any other comments/observations you may have.

- 2.1 Was the venue suitable for the event? **Yes**
- 2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc)
- range, quantity and clarity **very good**
- 2.3 Publicity/Pre-Publicity for the Event (leaflets, posters, etc)
- range, content and when and where available. Please be alert to the publicity available prior to your visit to the event. Please also view and comment on the company's website where one is advertised. Comment on the ease of use, and quality of content and presentation, and currency of information.
The event was advertised in the main festival brochure and on the festival website. The event was also advertised on the New Media Scotland website and contextual information was available.
- 2.4 Accessibility of the venue
- ease of payment (if applicable) **Good**
 - location **Easy to find**
 - external signposting **Good**
 - internal directional signing **Good**
 - access and provision for disabled people **Good**
 - opening hours/ timing of event **Good**
 - attractiveness for children/families **n/a**
- 2.5 Customer service
- quality and efficiency of staff (eg welcoming, informed) **Customer service was good**

3. Acknowledgement of Scottish Arts Council Funding (if applicable)

Following is an extract from the Scottish Arts Council's conditions of grant for funded organisations:

"The company should acknowledge Scottish Arts Council funding in press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, notices display and exhibition materials, websites and advertising). Acknowledgement of the Scottish Arts Council grant must also be made in any secondary or indirect products arising from the revenue funding such as recordings, publications, video, broadcasts, and computer programmes etc. "

Please comment on whether the above conditions of grant were met, including use and prominence of the Scottish Arts Council logo on the company's website.

The Scottish Arts Council was acknowledged on all publicity material and in the opening introduction to the event.

4. Scoring

Overall Rating. Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – that is the particular strengths and weaknesses.

Overall Rating <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor	<input type="checkbox"/>	
Poor	<input type="checkbox"/>	
Competent	<input type="checkbox"/>	
Good	<input checked="" type="checkbox"/>	
Excellent	<input type="checkbox"/>	

Name: Lisa Kapur

Date:

Advisor

(Please tick above as appropriate)

Scottish Arts Council Officer