



Scottish Arts Council

## ARTISTIC EVALUATION – CRAFTS

<b>Organisation/Venue:</b>	<b>Northlands Creative Glass</b>
<b>Title of Event:</b>	<b>Klaus Moje Masterclass 'Finding New Horizons'</b>
<b>Type of Event:</b>	<b>Workshop</b>
<b>Date of Visit:</b>	<b>24 July – 1 August 2005</b>

**Overall Rating** – excellent

**Strengths** - the workshop was led by one of the major figures in contemporary glass, a natural and very experienced teacher whose life's work has centred around developing techniques using Bullseye glass.

An international group of participants with appropriate experience for the class who interacted extremely well in the atmosphere created by Klaus Moje and his teaching assistants and generated a powerful and productive dynamic.

**Weaknesses** – none to speak of, perhaps only the need to ration access to a piece of equipment due to its popularity.

Name: Alison McConachie

Date: 09/09/2005

Advisor

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 an officer of the Scottish Arts Council, 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 the venue 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 producing company 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:**

**1-Very Poor** – standard falls well below what is acceptable.

**2-Poor** – not attaining acceptable standards of conception or presentation.

**3-Competent** – routine rather than especially interesting.

**4-Good** – well conceived and executed

**5-Excellent** – conceived and executed to a high standard.

## 1. Artistic Assessment

Please evaluate the artistic quality of the event, taking account of the following:

Criteria	Rating	Comment and key reasons for rating
Vision and imagination	5	The structure of the workshop encouraged artistic development for each individual through an initial shared exercise followed by their own personal project with one to one guidance. Participants progressed both technically and creatively.
Clarity of Communication	5	Clarity of communication was good between tutor and participants in group instruction sessions, critiques and individual tutorials. The group had a dynamic exchange of ideas ongoing throughout the workshop.

## 2. Strengths and Weaknesses

Assess the strengths and weaknesses of the event, with reference to the following:

Criteria	Rating	Comment and key reasons for rating
Artist's Work – quality of ideas, skills in execution, use of materials	4	The emphasis on individual development produced a wide variety of approaches and outcomes. Most brought experience of working with Bullseye glass with them but the introduction of cold glass working was new to many and led to a great deal of experimentation in surface quality and texture. Much of the resulting work was extremely interesting and broke new ground for the individual creatively.
Curatorial Vision/Selection – also indicate if the event has originated from the exhibiting organisation, artist-led, commissioned, part of a festival	5	The choice of workshop leader was excellent. Klaus Moje is an important addition to the impressive list of major artists who have taught at Northlands. His reputation attracted participants from many different countries.
Standards of Presentation – use of equipment, space and overall arrangement	4	Each participant had their own work station and evening access to the studio is a real benefit. The working atmosphere in an event of this kind is so intense that there is always more demand for equipment than it is possible to meet. One piece of machinery in the cold workshop had to be timetabled for use as it was so popular.
Foot Traffic – number of visitors/ participants at time of visit	4	Eleven participants
Audience Reaction – time spent, feedback, interest and participation	5	The feedback from the participants was wholeheartedly and enthusiastically positive about all aspects of the workshop experience.

Events Available/ Groups Targeted <sup>1</sup> – appropriateness of event for the audience	5	The event was most appropriate for the group. Most had previous experience with the Bullseye and were well placed to make the best use of the knowledge and experience of the tutor.
---	---	--

## 2. Management of Event

*Please evaluate the way the event was presented/organised by the organisation and the venue, with reference to the checklist below, including additional comments/observations.*

Criteria	Rating	Comment and key reasons for rating
Suitability of the venue for the event	4	Good studio facilities with space for individual work stations. It could be useful to have some additions to the cold working studio equipment.
Information/ interpretive material at venue <sup>2</sup>	4	Information print out with class information, health and safety guidelines and general information about the venue. Also contact details for all involved.
Publicity/ pre-publicity <sup>3</sup>	5	Professional, attractive publicity for the workshops, conference, hiring of facilities and residencies. Website easy to use and informative.
Ease of booking and payment	5	On line booking available as well as by mail. Northlands is fortunate to have an excellent and highly efficient Administration Manager.
Location of venue	5	The location concentrates focus on studio activity as set in a small community. The surrounding landscape is dramatic and inspirational.
External signage and signposting	4	Adequate for small venue
Internal directional signage	4	Adequate for small venue
Access and provision for disabled people	4	Good, ground floor access to studios and kitchen. Disabled toilet.
Timing of the event	4	Appropriate.
Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	4	Organisation of meals, accommodation, assistance in workshops, all good.
Acknowledgement of Scottish Arts Council funding <sup>4</sup>	5	SAC logo is prominently displayed on all printed material and web site pages.

<sup>1</sup> Whether the event included workshops, artist's talks and/or discussion group, targeted at pre-school/primary/secondary/tertiary students, >18, >60 etc.

<sup>2</sup> These include programmes, displays etc., including the range, quality and clarity.

<sup>3</sup> Publicity/pre-publicity (leaflets, posters, etc), including the range, content, and when and where available. Be alert to the publicity available prior to your visit to the event. Also view and comment on the company's website where one is advertised, commenting on the ease of use, and quality of content and presentation, and currency of information

<sup>4</sup> The 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, 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, computer programmes etc.”  
Please comment on whether these conditions of grant were met, including use and prominence of the Scottish Arts Council logo on the company’s website.