



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Talbot Rice Gallery

Title of Event: Cyclorama

Type of Event: (e.g. exhibition/workshop/screening/lecture) exhibition

Date of Visit: 1.9.04

Overall Rating (Please rate the production overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – i.e. the particular strengths and weaknesses).

Judging by the comments book the audience enjoyed the show. The standard of presentation was very high and the curatorial rationale for showing the piece was strong given the work in the university's collection. Good range of interpretative material. Small weaknesses include the venues internal signage, which can be confusing given the number of signs as well as the limited ways in which people can pay.

Overall rating: 4

Name: Sally Lai

Date: 19/10/04

Specialist Advisor X

Scottish Arts Council Officer

Please circle the relevant title

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.

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1. Artistic Assessment

Please evaluate the artistic quality of the event, with particular reference to the strengths and weaknesses of the following:

Criteria	Rating	Comments and key reasons for rating
Vision and imagination of artist's work ¹	4	Very coherent body of work. The Cyclorama is definitely the most ambitious work in terms of scale. The work was meticulously executed and historically rooted. It not necessarily be the most cutting edge or innovative work but very accessible to a broad audience.
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	4	Although not a piece commissioned by Talbot Rice the decision to show the work at the gallery was very good and the rationale for doing so was supported by the exhibition as a whole through the presentation of material from the University of Edinburgh's collection.
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	4/3	There were limited events and talks relating to the exhibition. With only to my knowledge 1 talk on the Saturday afternoon following the opening. I checked at the reception but was lead to believe that there weren't any other activities. This may have been due to the fact that it was still the school holidays.
Standard of Presentation – use of equipment, space and overall layout/hang	5	Very high quality of presentation. The installation of the Cyclorama was meticulous and the overall hang of other works and historical material was also very good.
Foot Traffic – number of visitors/ participants at the time of visit	4	There were 9 people during my visit.
Audience Reaction – time spent, interest, activity, and visitors' books comments	4	Very good visitor feedback with exceptionally positive comments in the visitors' comments book. Most people spent a good amount of time looking at the work.

¹ Quality of ideas, skills in execution, if you've seen the work of this artist(s) before – particularly in relation to new work or second productions

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 particularly given its contextualisation with historical material from the university collection.
Information/ interpretive material at venue ²	4	Lots of material made available to enhance the understanding of the process of creating the work and the artist's practice as a whole.
Publicity/ pre-publicity ³	4	Good range of materials and press coverage e.g. listing in the Guardian guide.
Ease of booking and payment	3	Not great. There are no credit card or switch facilities and the nearest cash point is outside of the grounds.
Location of venue	4	Good central location within reach of a number of other art venues and sights.
External signage and signposting	3/4	OK.
Internal directional signage	3	At times confusing due to the number of internal signs.
Access and provision for disabled people	3/4	Whilst access to the building as a whole is alright due to the nature of the installation there was no disabled access to be the piece itself although a view of it could be seen from the level above.
Opening times/ timing of the event	3/4	Not open on Sundays but otherwise good opening hours. The timing of the event to coincide with the festival was good given that it is a strong show that may be of interest to international audiences.
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	4	Good. Friendly staff.
Acknowledgement of Scottish Arts Council Funding ⁴	4	Good. Logos are present on print including catalogues. The website also acknowledges the support of SAC.

² These include wall panels, labels, catalogues, leaflets, artists CVs etc., assessing the range, quality and clarity

³ Publicity/pre-publicity (leaflets, posters, etc), including the 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

⁴ 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.