



Scottish **Arts** Council

**ARTISTIC EVALUATION – DANCE**

**Artist/company:** Moti Roti/The Builders Association

**Venue:** Tramway

**Title of Event:** Alladeen

**Type of Event:** (*e.g. performance, informal showing, work-in-progress, etc*)

Performance

**Date of Visit:** 7 November 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 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:**

**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.



1. **Artistic Assessment** - please evaluate the **artistic quality** of the event taking account of the following:

1.1 **Vision and imagination**

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

The production values were excellent, the ideas completely new and engaging and the use of new technology was extremely well executed and for good purpose. The acting was wonderful.

1.2 **Clarity of communication**

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

Although perhaps the tale had veered from its original inspiration in the Aladdin story, the acting and narrative were very good, if unusual. As I said in the previous paragraph, the imaginative use of technology added to the communication in a way that was entirely complimentary and all accompanying material was very clear. If I have a small comment it is that it could have been edited slightly in that the message was uncomplicated and so didn't need to be quite as long and there were a couple of odd scenes but they were wonderful to watch whatever the logic.

1.3 **Quality of production**

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

For all the reasons stated above – this was a highly polished and engaging production at all levels – lighting, acting, use of technology, direction

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

**1.4 Choreography (including originality, use of space, number and use of dancers, length of piece, etc)**

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

There was very little dancing or even movement, except in a couple of places. Where there was it was certainly good and I would have enjoyed more although it wasn't necessarily appropriate for the production.

**1.5 Performers – including technical standard, performance skills, and ability to communicate.**

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

The ensemble performances were wonderful – the changes between different characters, accents, settings were beautifully directed and executed. This was a group of highly talented actors.

**1.6 Sound – appropriateness of sound/music to the production. Please also indicate whether the music was performed live or recorded, in whole or in part, and what effect this had on the quality of the production.**

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating:  As above – production values very high
Very Poor		
Poor		
Competent		
Good		
Excellent	<b>X</b>	

**1.7 Design – including costume, set, lighting design.**

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating:  Wonderful use of lighting and technology – the set changed regularly and the use of screens and filming were bright and engaging. They managed to make the call centre attractive to watch and also created separate scenes on the stage which transported the audience from the theatre and created a whole visual world that was at once real and surreal.
Very Poor		
Poor		
Competent		
Good		
Excellent	<b>X</b>	

**1.8 Technical standards – comment on the whether the production was technically well presented (e.g. lighting and sound cues, etc)**

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating:  As above
Very Poor		
Poor		
Competent		
Good		
Excellent	<b>X</b>	

**1.9 Overall production – assess the success of the production in relation to any stated aims (e.g. in the programme or other printed material)**

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

Although the production was completely new and unusual and magical (in a high technological way), and I would never have been able to anticipate what I saw, the marketing material was completely clear – both in image and text. The narrative slightly went askew in the end but that didn't matter in some ways as the whole production was of such a high standard and, as I repeat it was so fresh. It managed to be politically and socially challenging but completely engaging, intelligent and, dare I say it, entertaining.

**1.10 Audience – assess the appropriateness of the production for the audience, estimate the size of the audience and record their reaction.**

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	<b>x</b>	
Excellent		

Much better audiences at the Tramway than is often the case, so my assessment is relative to the often very poor attendances at Tramway. They seemed very enthused by what they had seen.

**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 Suitability of the venue for the event.**

The Tramway is a wonderful venue for this sort of work and yes, we should have more imaginative, and engaging theatre like that.

- 2.2 Information/interpretative material provided at the venue (e.g. programmes, displays etc), including the range of materials, quantity and clarity.

Programme was of a very high standard – nice quality paper, lots of information and well-designed.

- 2.3 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.

I received a flyer through the post from Tramway and did see some preview coverage in the press. I have also seen other marketing and reviews prior to the Tramway visit so they clearly had good marketing and PR support.

- 2.4 Accessibility of the venue, including:

- Ease of booking and payment

Very easy if you phone Tramway direct

- location of venue

Very easy – 5 minute walk for me.

- external signposting and signage

You couldn't miss it.

- internal directional signage

Getting better

- access and provision for disabled people

Seems adequate but hard to tell

- timing of the event

As normal

2.5 Customer service, including: quality and efficiency of staff (e.g. box office, front of house, bar and/or catering).

Staff at the Tramway are always helpful, even if they don't always know what they are working with

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

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.

### **4. Scoring**

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.

Excellent production

**Name: Roanne Dods**

**Date: 9 December 2003**

**Advisor**

**X**

**Scottish Arts Council Officer**