



**Artistic Evaluation – Visual Arts**

**Organisation/Venue:** Tramway, Glasgow

**Title of Event:** The Echo Show

**Type of Event:** Exhibition

**Date of Visit:** Sat 20 December 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<br>(Please tick) |          | Comments and key reasons for rating: |
|------------------------------------------|----------|--------------------------------------|
| Very Poor                                |          |                                      |
| Poor                                     |          |                                      |
| Competent                                |          |                                      |
| Good                                     | <b>x</b> |                                      |
| Excellent                                |          |                                      |

### 1.2 Clarity of Communication:

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

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<br>(Please tick) |          | Comments and key reasons for rating: |
|------------------------------------------|----------|--------------------------------------|
| Very Poor                                |          |                                      |
| Poor                                     |          |                                      |
| Competent                                |          |                                      |
| Good                                     | <b>x</b> |                                      |

|           |  |  |
|-----------|--|--|
| Excellent |  |  |
|-----------|--|--|

1.4 Curatorial Vision/Selection:

| Rating for this section<br>(Please tick) |          | Comments and key reasons for rating:                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very Poor                                |          | Kind of programming expected from a key visual art space<br><br>The scale of the group show, along with the inclusion of several moving image works, did demand time from the visitor. However, there were opportunities to experience works at a purely visual level or investigate accompanying material and information for a fuller understanding. |
| Poor                                     |          |                                                                                                                                                                                                                                                                                                                                                        |
| Competent                                |          |                                                                                                                                                                                                                                                                                                                                                        |
| Good                                     | <b>x</b> |                                                                                                                                                                                                                                                                                                                                                        |
| Excellent                                |          |                                                                                                                                                                                                                                                                                                                                                        |

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

has been originated by the exhibiting organisation  **X**

hired  a collaboration

part of a festival  artist led

(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<br>(Please tick) |          | Comments and key reasons for rating:                                                                                                                                                                                          |
|------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very Poor                                |          | High quality installation making great use of the Tramway space. Visually impressive. Discrete areas were successfully created for viewing the filmic works, which prevented unnecessary visual distraction from other works. |
| Poor                                     |          |                                                                                                                                                                                                                               |
| Competent                                |          |                                                                                                                                                                                                                               |
| Good                                     | <b>x</b> |                                                                                                                                                                                                                               |
| Excellent                                |          |                                                                                                                                                                                                                               |

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<br>(Please tick) |          | Comments and key reasons for rating: |
|------------------------------------------|----------|--------------------------------------|
| Very Poor                                |          |                                      |
| Poor                                     |          |                                      |
| Competent                                | <b>x</b> |                                      |
| Good                                     |          |                                      |
| Excellent                                |          |                                      |

An interpretive leaflet/gallery plan, wall panels and some press clippings were available. Catalogue info at front desk in foyer. Could have done with more contextual info given the curatorial vision for the show and the claim that it was going to change the way people looked at and discussed contemporary art.  
In some instances there were issues of interpretive material in English perhaps losing some of the subtleties of the artists' native language.

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

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

Two other visitors in the main exhibition at time of my visit, although the Tramway public spaces were quite busy. Unable to ascertain how many of these overall visitors to the site had experienced the work.

1.8 Please indicate the audience reaction – to include:

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

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

Visitors stayed for about twenty minutes walking around all the work and dipping into the screenings.  
No comments book available.

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

| Rating for this section<br>(Please tick) | Comments and key reasons for rating: |
|------------------------------------------|--------------------------------------|
|                                          |                                      |

|           |          |                                                                         |
|-----------|----------|-------------------------------------------------------------------------|
| Very Poor |          | Very appropriate work for the space – high quality international work.. |
| Poor      |          |                                                                         |
| Competent |          |                                                                         |
| Good      | <b>x</b> |                                                                         |
| Excellent |          |                                                                         |

1.10 Please indicate events available and groups targeted:

| Rating for this section<br>(Please tick) |          | Comments and key reasons for rating:       |
|------------------------------------------|----------|--------------------------------------------|
| Very Poor                                |          | No information available from foyer staff. |
| Poor                                     | <b>x</b> |                                            |
| 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 – in terms of quality of work and relevance to profile/artistic programme of venue.
- 2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc)
- range, quantity and clarity
  - No range of interpretive levels. As discussed, give the complex issues and range of approaches revealed, the show may have warranted more reading room type material.

- 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.

Only info on show seen prior to visit was the website info. Which was clear and the site easy to use. Individual poster and catalogue produced for the Echo show.

- 2.4 Accessibility of the venue
- ease of payment (if applicable)
  - location
  - external signposting
  - internal directional signing
  - access and provision for disabled people
  - opening hours/ timing of event
  - attractiveness for children/families

Tramway is a slight distance from the city centre with public transport limited to bus or taxi - no immediate underground station – making it more difficult to pull in the passing public. Internal signage is adequate. Venue accessible to wheelchair users – all on one level through to gardens with lift access to upper floor.

2.5 Customer service

- quality and efficiency of staff (eg welcoming, informed)
- Staff were friendly but not particularly informed about the show – one assistant did try to contact a member of curatorial staff but they were unavailable.

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.

SAC credited on print material and website.

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<br><i>(Please tick)</i> |                          | Comments and key reasons for rating: |
|----------------------------------------|--------------------------|--------------------------------------|
| Very                                   | <input type="checkbox"/> | Strong work, well presented.         |
| Poor                                   | <input type="checkbox"/> |                                      |
| Poor                                   | <input type="checkbox"/> |                                      |

|           |          |  |
|-----------|----------|--|
| Competent |          |  |
| Good      | <b>x</b> |  |
| Excellent |          |  |

**Name: Lorraine Grant**  
**Date: 4 January 2004**

**Advisor**       **X**  
*(Please tick above as appropriate)*

**Scottish Arts Council Officer**