



Scottish **Arts** Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Tramway, Glasgow

Title of Event: Big Mouth, Snaebjornsdottir & Wilson

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

Date of Visit: 20 May 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).

Excellent (5) – very strong show well presented in space.

Additional Note

I was also asked to review George Wylie's show in the Project Room at Tramway, but was unable to do so as the show had been closed the previous weekend. The show was incorrectly advertised as running to the 30th May (alongside Big Mouth) in the Tramway brochure and website. Staff apologised for the error at the time of my visit, but there was no public information within the venue to alert further visitors to this error.

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.

Name: Lorraine Grant Date: 6 / 06 / 04

Specialist Advisor Scottish Arts Council Officer *Please circle the relevant title*

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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 | 5 | Holistic installation, utilising a range of media, crafted and presented to a very high standard |
| Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned | 5 | Strong selection for Tramway 2 space – very theatrical and performative in look Curated by Tramway, utilising material produced during an ACE/Ruskin/VCA residency in Melbourne 2002. |
| Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc | 2 | At the time of my visit the gallery staff were unable to tell me of any educational activity which had been organised. Unable to comment on groups targeted. |
| Standard of Presentation – use of equipment, space and overall layout/hang | 5 | Coherent display of a range of works/mediums. Seating structure encouraged visitor to spend time viewing projected videos – as well as physically interact with the work. Well lit. |
| Foot Traffic – number of visitors/ participants at the time of visit | 3 | Two visitors to the gallery space at the time of my visit. About ten other people in café bar. |
| Audience Reaction – time spent, interest, activity, and visitors' books comments | 4 | Visitors were taking time to go around the works and reading available material. |

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 | 5 | Dramatic multi-media installation – ideal for nature of Tramway space |
| Information/ interpretive material at venue ² | 3 | Gallery handouts available at Tramway reception and entrance to Tramway 2 - gallery plan of works and interpretive text. No previous catalogues present but leaflet mentioned a project book being published in June 2004. Some cv info available in Tramway Spring/Summer '04 programme |
| Publicity/ pre-publicity ³ | 3 | Didn't see any print material in the north east prior to visit. Website listing only. |
| Ease of booking and payment | | N/A |
| Location of venue | 3 | Some way out of Glasgow city centre, but with reasonable public transport links |
| External signage and signposting | 4 | Prominent façade on Albert Drive. Additional new signage to Hidden Gardens helps public awareness of site. |
| Internal directional signage | 3 | Foyer staff on hand to direct visitors to relevant spaces (signage refers to spaces rather than exhibitions) |
| Access and provision for disabled people | 4 | Off street access – key spaces all on lower level. Lift available for wheelchair users to access upper floor. |
| Opening times/ timing of the event | 4 | Good range of opening times. (closed Mon) Tues - Fri 10am-9pm, Sat 9am-pm, Sun 12-6pm |
| Customer service - quality and efficiency of staff (e.g. welcoming/ informed) | 4 | Front of house Staff welcoming and happy to answer queries |
| Acknowledgement of Scottish Arts Council Funding ⁴ | 4 | SAC acknowledged on all print material and website |

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.