

JA
AC



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Transmission, Glasgow

Title of Event: Members' Show 2004

Type of Event: Exhibition

Date of Visit: 31 July 2004

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). **3**

Regular point in the gallery's annual programme, allowing their large number of artist members, at varying points in their careers, to exhibit a single work. One of the few such events in Scotland - the exhibition is entertaining for those who know the local arts scene; an overview for those that don't, and it provides a valuable service for the gallery's artist membership.

Name: Kirsteen Macdonald Date: 1/8/2004

Specialist Advisor

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.

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	3	Varies greatly from piece to piece- running the gamut of quality and skill!
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	3	Overall the exhibition is interesting as it's full of curiosities for those who know the exhibiting artists and also of general interest through the huge number and variety of works. Plays an important role in the gallery's annual programme.
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	N/a	Not part of Transmission's key aims –it functions primarily to serve a large artist membership, rather than the general public. Audience development and advocacy come from their support and representation of Scotland-based artists within an international context.
Standard of Presentation – use of equipment, space and overall layout/hang	4	The whole space is used and considering the number of works it is professionally installed throughout.
Foot Traffic – number of visitors/ participants at the time of visit	4	10 visitors during time of visit
Audience Reaction – time spent, interest, activity, and visitors' books comments	5	Each person spent a long time looking the various works within the exhibition.

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	Made use of the whole gallery space. An opportunity for the whole membership to exhibit.
Information/ interpretive material at venue ²	3	Not really necessary to have this kind of material due to the disparate nature of the exhibits. The gallery bookshop contains lots of catalogues and magazines covering many of the exhibiting artists.
Publicity/ pre-publicity ³	3	Eye-catching poster circulated with newsletter by direct mail to venues & individuals, nationally & locally. Listings in usual press. Website – current exhibition out-of-date when I looked, but full of usual information and programme archive with strong design & good links section.
Ease of booking and payment	N/a	
Location of venue	4	City Centre within easy walking distance of public transport and situated alongside other arts venues on same street.
External signage and signposting	4	External signage is clear and fits with nature of venue-name painted across the exterior of the building. Also exhibition posters displayed by entrance door.
Internal directional signage	3	Not necessary for main gallery. Could benefit from sign to draw attention to the basement space.
Access and provision for disabled people	2	Doors not ideal for wheelchair users, although could be used with assistance. Toilet facility not fully adapted. No large print labels, hearing loop, etc
Opening times/ timing of the event	3	Usual gallery opening hours
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	4	Gallery space invigilated by artist members - well informed of the programme/artists. Committee members also easily accessible in the office off the gallery.
Acknowledgement of Scottish Arts Council Funding ⁴	1	No logo within venue or on poster. SAC link on website, text not logo.

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.