



**Artistic Evaluation – Visual Arts**

**Organisation/Venue:** WASPS Patriot Hall and WASPS Albion Studios  
**Title of Event:** WASPS Open Days  
**Type of Event:** Open workshops/exhibitions  
**Date of Visit:** 3 & 4 October 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 (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	√	
Good		
Excellent		

### 1.2 Clarity of Communication:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	√	
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 (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	√	
Good		

Excellent		
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1.4 Curatorial Vision/Selection:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		<p>This does not really apply as there was no curatorial selection. However Albion Road had worked well together to present a cohesive presentation of exhibitions.</p> <p>The nature of this project which was organised by WASPS but left to each individual studio building to determine their involvement meant there was some confusion about what form the event should take.</p>
Poor		
Competent	√	
Good		
Excellent		

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

- has been originated by the exhibiting organisation
- 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 (Please tick)		Comments and key reasons for rating:
Very Poor		<p>Again Albion Road was Good they had a Preview event, all spaces had exhibitions and had represented their work well. Patrioathall was more an experience of how artists work with only a few studios presenting work.</p>
Poor		
Competent	√	
Good		
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 (Please tick)		Comments and key reasons for rating:
Very Poor		<p>Leaflets and cards were generic and it was up to the artists to provide their own interpretation. The majority chose not to do this but in many cases this was not a problem.</p> <p>My only concern was that many people would find such an experience – without any objective interpretation – intimidating (especially as many of the spaces are quite intimate and the artists are sitting in their space).</p>
Poor		
Competent	√	
Good		
Excellent		

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

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		<p>Both studios were very busy – although I believe the artists felt the numbers were down on last year.</p>
Poor		
Competent		
Good	√	
Excellent		

1.8 Please indicate the audience reaction – to include:

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

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		<p>Confident visitors seemed to enjoy it immensely and seemed to be looking to buy work. Although about half that I saw at Patriothall were very unsure of what to do and pensive about entering studios.</p> <p>Artists had to be encouraging to get people into their studios.</p>
Poor		
Competent	√	
Good		
Excellent		

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

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		<p>It was quite unclear to the audience (and the artists) of what they were getting from the experience – exhibitions</p>

Poor		or a chance to see artists at work, sales, exposure or a nuisance.
Competent	√	
Good		
Excellent		

1.10 Please indicate events available and groups targeted:

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor		
Poor		
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**

2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc) range, quantity and clarity

**SEE 1.6**

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.

**SEE 1.6**

## 2.4 Accessibility of the venue

**COMPETENT – poor disabled access but considering the age and design of these buildings they had made the best of what they have.**

- ease of payment (if applicable)  
**N/A**
- location  
**GOOD – central locations were great**
- external signposting  
**GOOD – no problem finding either as both studios had made signposts and the promotional leaflets did this too. However permanent external signs allowing promotion of exhibitions etc would be better.**
- internal directional signing  
**COMPETENT**
- access and provision for disabled people  
**POOR**
- opening hours/ timing of event  
**GOOD**
- attractiveness for children/families  
**GOOD, the children seemed to have a good time**

## 2.5 Customer service

- quality and efficiency of staff (eg welcoming, informed)  
**The artists who took part were all very welcoming and were pleased to have dialogue. However some studios were open but with little work apparent and 30% were boarded off allowing no entry.**

## 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.

**Acknowledgment was on all print material**

**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 <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor		<p>WASPS is an exciting concept. Artists from all different backgrounds, practices and ages working alongside one another. This was a great opportunity to see the breadth of working going on. I took the opportunity to look at and enjoy work – some new to me – which reflected a lot of this and was only let down by the lack of input from the more established artists, and the feeling represented by the closed doors that this was more of a nuisance than an opportunity for some. Albion Road was the more cohesive experience out of the two and the Preview was busy and enjoyable. Patriothall was more mixed but it was still a good opportunity.</p> <p>I do think there is room for tours and events as many families seemed to be attending and if possible to make a little less intimidating to first time visitors. It would have been interesting to know what the audience were wanting from the experience to help guide the studios to prepare better across the whole network.</p>
Poor		
Competent	√	
Good		
Excellent		

**Name: Elizabeth McLean**

**Date: 20 October 2003**

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

**Scottish Arts Council Officer**      □