

The Three Degrees

Group Show by Fiona Stoddart, Andrew Cox and Ewen McClure

Evaluation

Duration: 24th - 27th July 1997 during Huntly Gala

Venue: Battlehill Lodge, Huntly

The general feeling was that this was a very positive and worthwhile event. The exhibition was opened by the artists Daziel + Scullion, at which about 100 people were present. About 40 people came during the following four days, and some 50 people looked at the work after the opening of the show during the summer by appointment. Their visit was enhanced by the presence of one of the artists who was at that time carrying out a residency in Huntly.

We had significant media coverage in the local press, but possibly in the future that could be extended to radio.

The preview evening was very jolly and well perceived. We got lots of positive feed back from people in the town and in fact still get this feed back long after the event. Jean Longley gave the opening speech which was great fun to listen to. Regarding the organisation we felt that we have to make more sure that we have committed volunteers who give out wine etc. We also have to make sure that the sponsor is there in time for the opening speech.

Daziel & Scullion were a good choice for opening the exhibition since they are successful young artists, who were able to tell about the importance of debut exhibitions in artist's careers. Think early about an opening speaker. Food and Drink were excellent.

The music should be thought of early too next time; possibly in a different location - people could not hear very well.

The hanging went well with the husband & wives teams of the three organisers. Next time we should make absolutely sure that the artists are there when arranged to save everybody's time. Lighting arrangements need to be sorted well in time.

The visitor's book proved a good tool for feed-back. During future events people should be encouraged to write into it during the opening evening too.

The marketing went well. However, we all had a few hick-ups with the various print work:

Cards were printed wrong at first and then came much too late. Make sure that cards are organised at least six weeks in advance.

Posters were printed with wrong dates and it proved costly and tedious to work with the artists on this.

Press Release needs careful revision before sending.

The artists statement came very late and we should in future request it before taking the show on board.

The funding was made possible by the Gordon Forum for the Arts and Robertson Wallcoverings, a local decorator shop. We had a shortfall of approximately £80 which was covered by the general Deveron Arts budget. Funding for future events should be arranged early to make sure that it is in place at the time the exhibition is held. Possibly find somebody to sponsor the drinks.

It proved to be a good idea to combine the show with a residency. But in future we should give the residency more 'to do': e.g. work for Huntly, work for the schools.

Some discussion took place about the fact whether the aim of the exhibitions should be to sell work. In general this was seen as desirable but not the prime aim. It should be discussed whether the preview should be used for some form of fundraiser, such as selling tickets, first prize a drawing, etc.

Future: we feel that it is worth taking this event forward and make it annual. We decided to continue working with the Gray's School of Art on a more structured basis and try to establish an award attached to the exhibition and the residency.

We thought of prolonging the exhibition time to about one month. But maybe make it 'by appointment' unless we find funding for guarding the show. We also feel that the show should be placed at a time during school term time so the school can make use of it. Great interest was expressed by the Principal Teacher of Art and Design of the Gordon Schools.