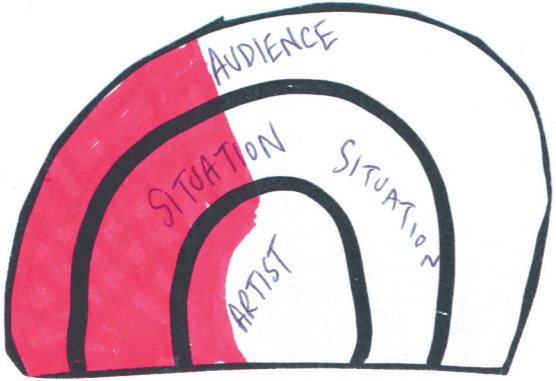


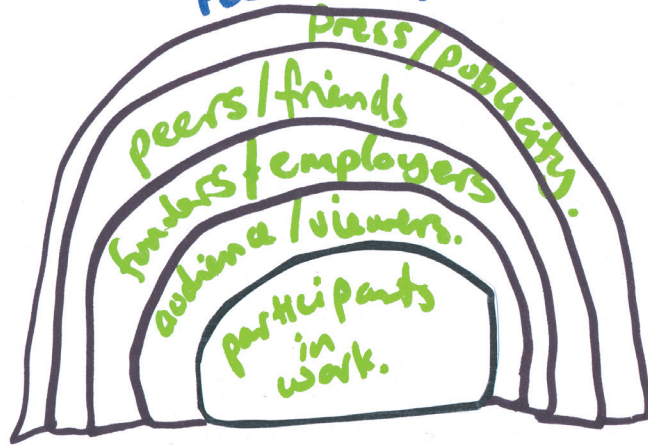
Free Evaluation Service Toolkit

**A selection of dashboard dials created by artists
to represent their practices**

Lucy Kimbell



AUDIENCE +
FEEDBACK.



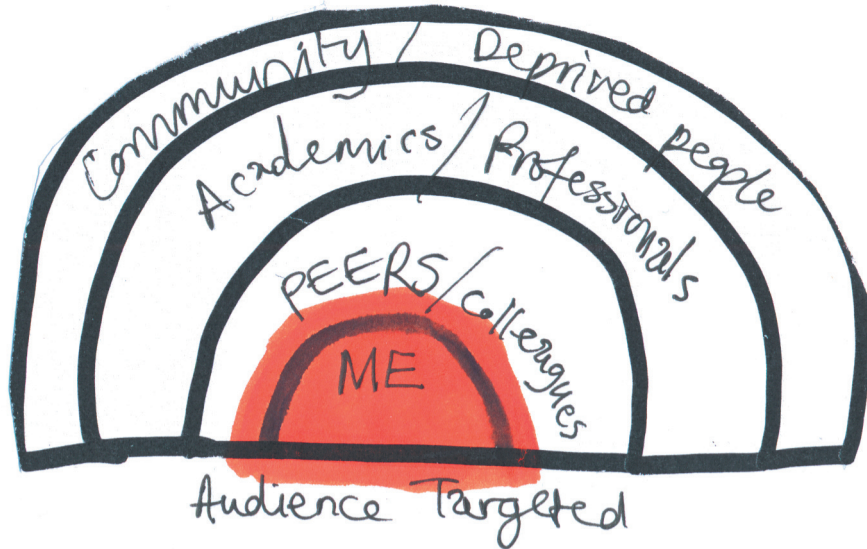
press / publicity.

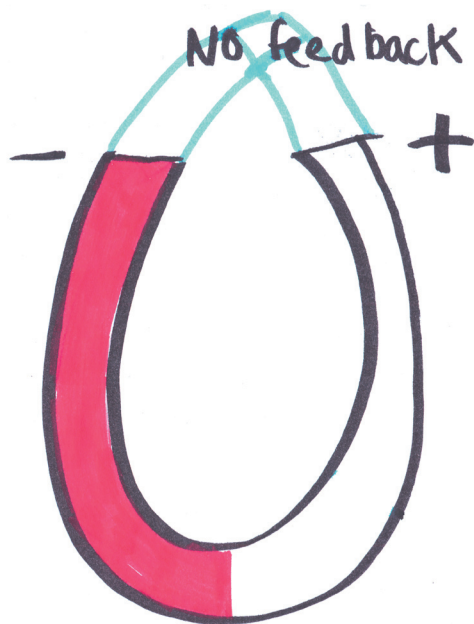
peers / friends

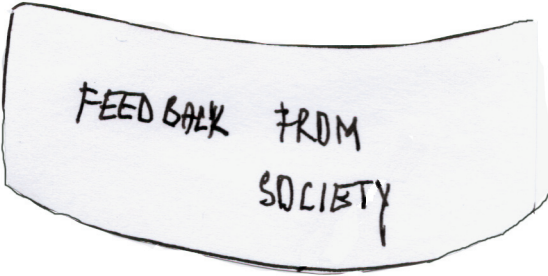
fundors / employers

audience / viewers.

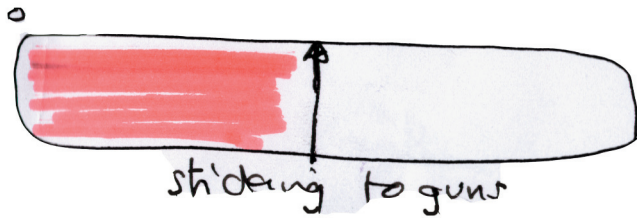
participants
in
work.

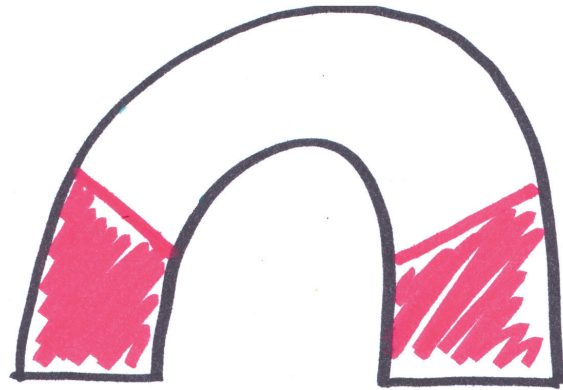






FEEDBACK FROM
SOCIETY





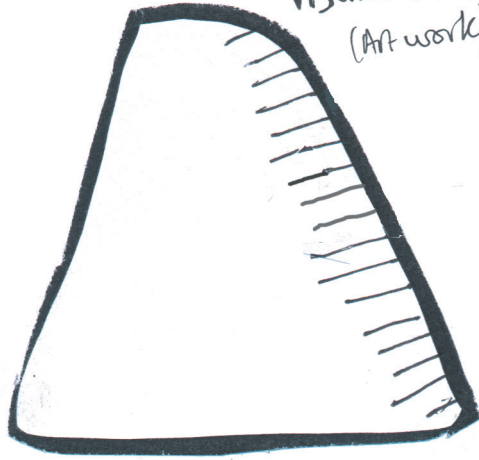
making

selling

SEEING A NEW IDEA
AND FEELING YOU
REALISED IT WELL

PRECISE IDEA - OBVIOUS
TO VIEWERS

Visual Aesthetics / Skills
(Art work)



Concept / Ideas Based

HAVING A REASON FOR DECISIONS ABOUT AESTHETICS
AND PRODUCTION VALUES

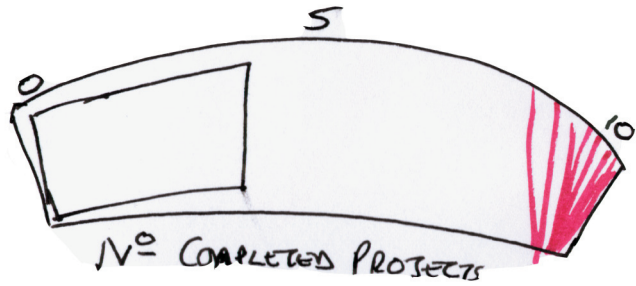


ideas.



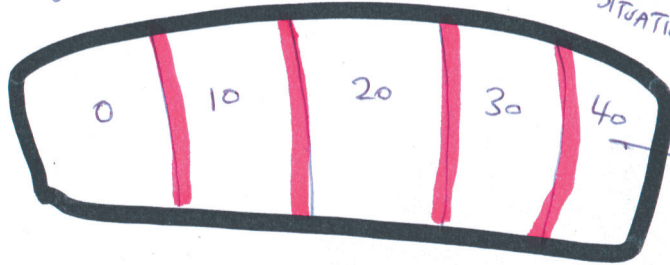
loads of
energy +
excitement
but quite
disorganised.
not necessarily
sure why.

more focused
less intuitive.
(head like a
finding form).
ideas more
conforming.



2004.

SMALL INTERVENTIONS WITHIN EXISTING SITUATIONS



?

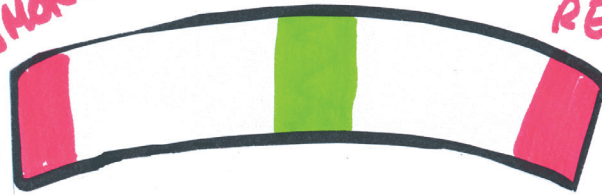
ADMINISTRATION ETC.
□□□□□□□□□□

DOING + DEVELOPING ART
□□□□□□□□□□□□



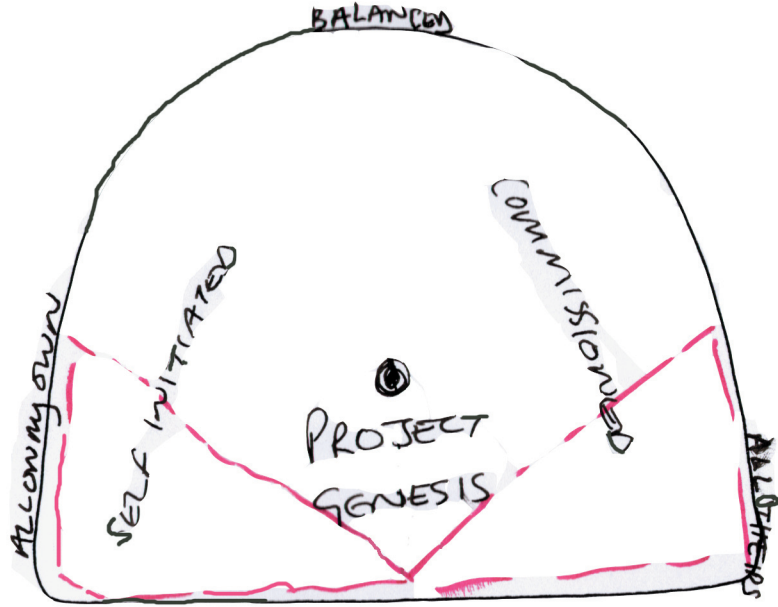
NO MONEY

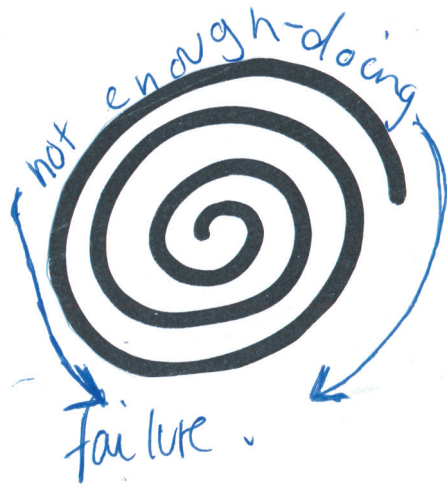
TOO MANY
RESTRICTIONS.

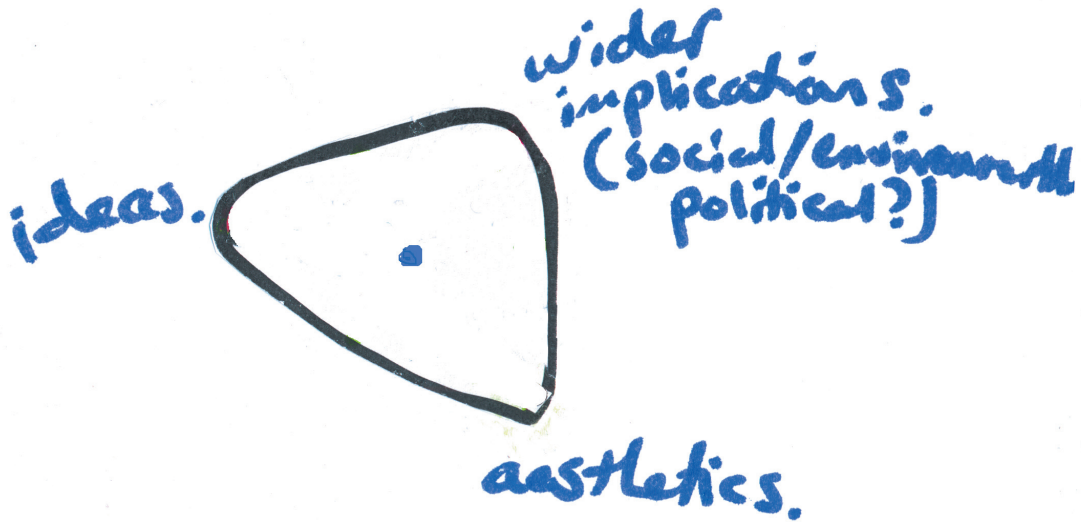


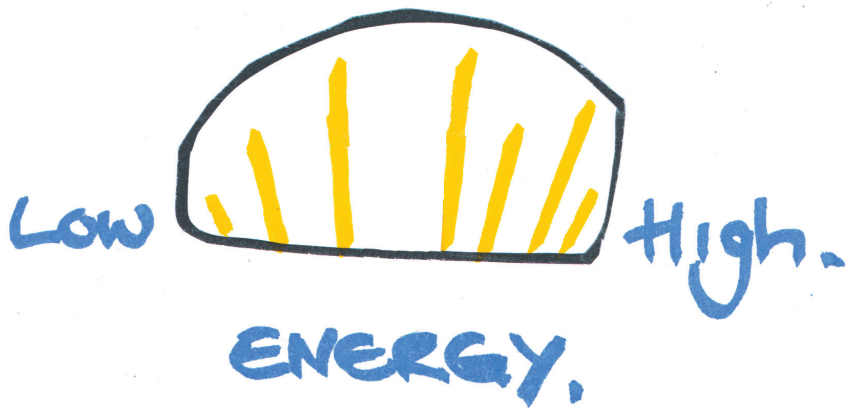
Self
initiated
(unfunded
work)

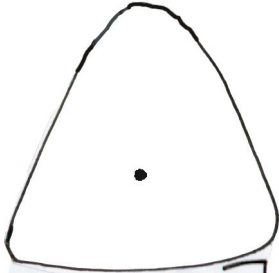
commissioned
or paid
work.





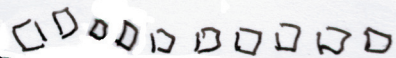


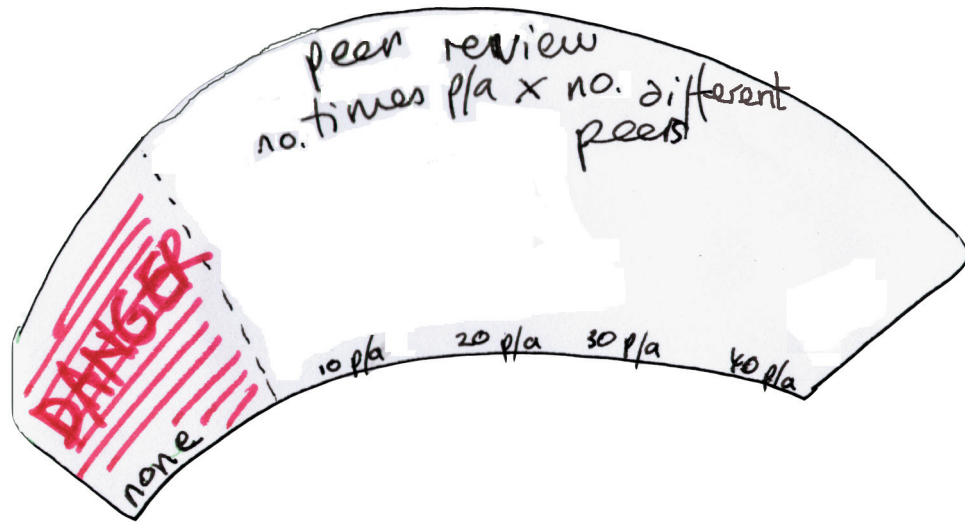


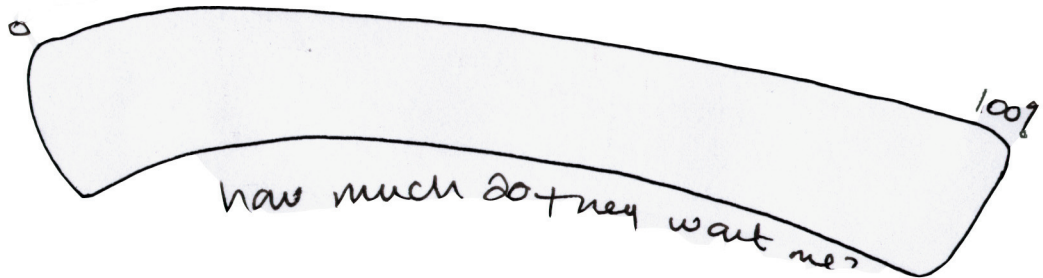


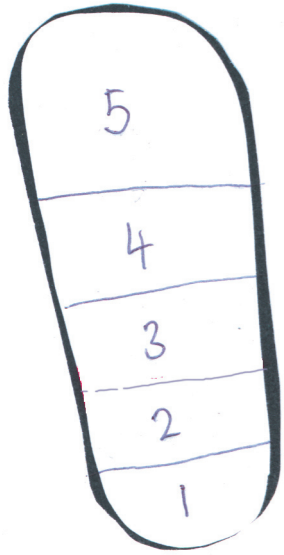
BALANCE &
WELL-BEING

CONNECTION WITH OTHER PEOPLE

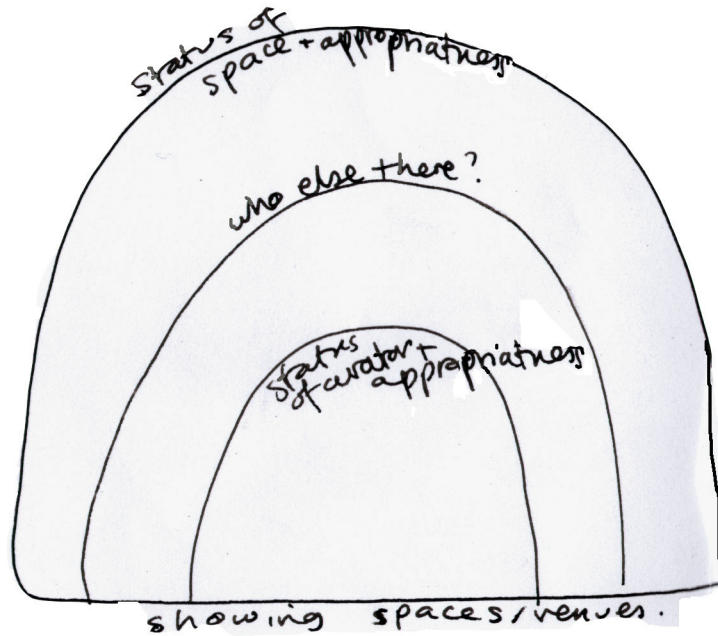








Artist's reputation or
standing amongst
contemporary associates





Money



trendy
loft
apartm-
ent

— holidays

— house

— car



INTEGRITY

MONEY



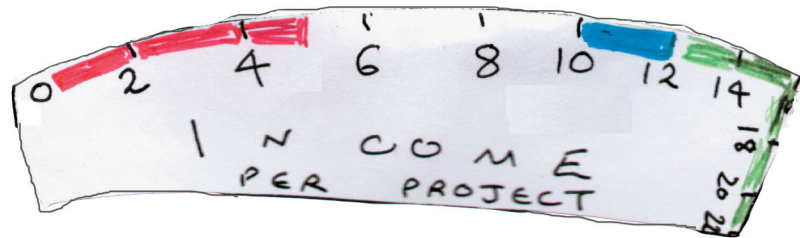
funding
dial



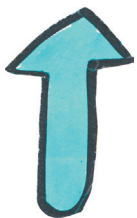
ammout p/a

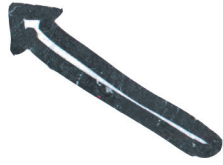
openness of
brief

status of
funding
body

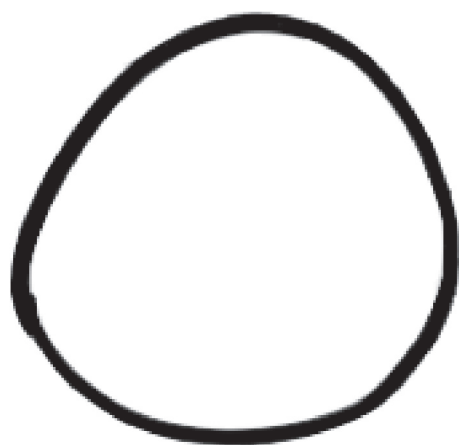


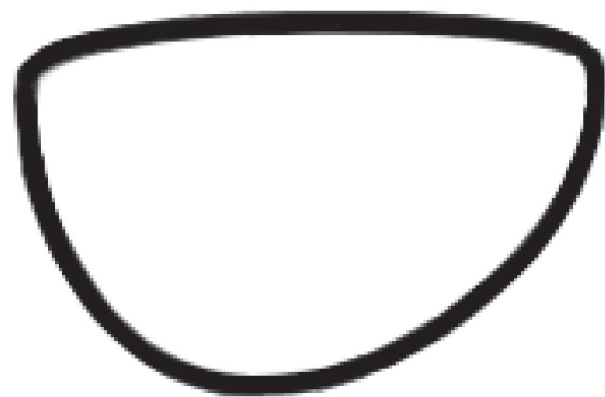




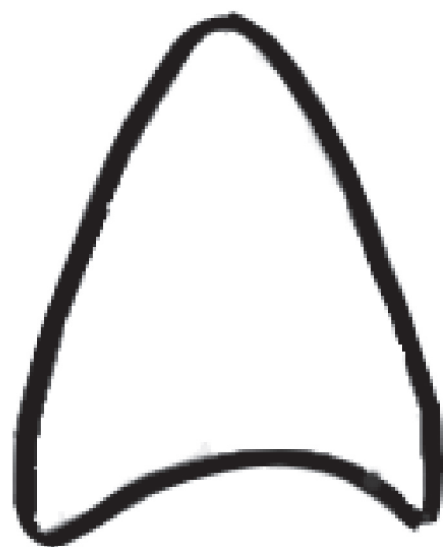














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How to use this toolkit

- 1 Select a dial that represents something within your own practice and photocopy the page
- 2 Mark an arrow on the dial to show where you are right now
- 3 Add units, labels or danger zones to increase the usefulness of the dial
- 4 Repeat the process, gathering together around seven to ten dials. Create your own dials if you prefer using the blank shapes provided.
- 5 Lay out your dials on a large piece of paper and consider your dashboard. Rearrange and stick them down when you are ready
- 6 Notice where each arrow is now: think about where you'd like each arrow to be
- 7 Repeat in a month

This toolkit includes a selection of dials created during Free Evaluation Service sessions with individual artists. The service helps an artist design a dashboard representing his or her practice, where each dial indicates something the artist wants to keep an eye on as their work develops - a performance indicator shaped by individual concerns in response to different contexts. The project was originally commissioned by the Live Art Advisory Network. This toolkit will continue evolve as more participants make use of the service.

www.lucykimbell.com
January 2005