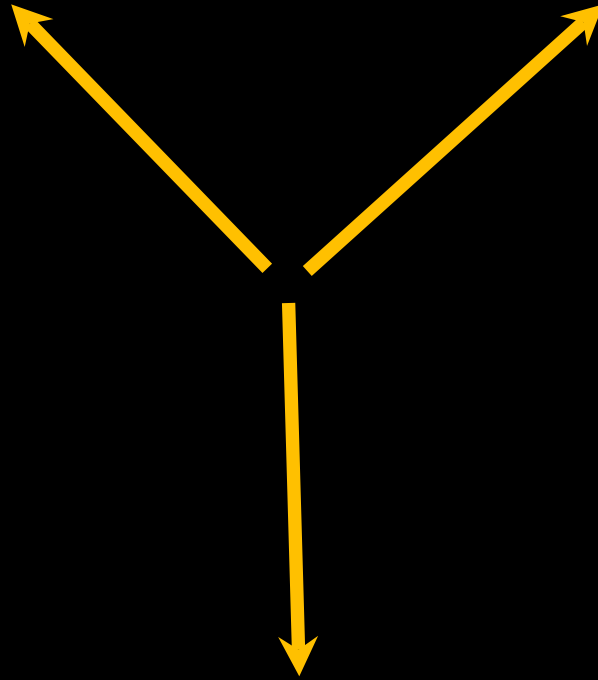


The IAN model

Assessment and evaluation of performative art

Intention

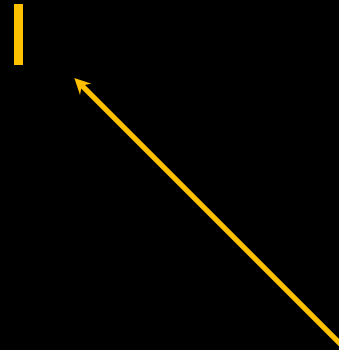
Ability



Necessity

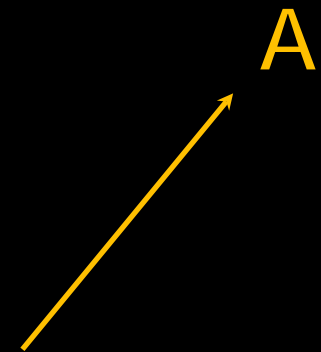
Intention

- Motivation
- Engagement
- Communication
- Internal and external will
- Originality
- Dream/vision



Ability

- Knowledge and technique
- Craftsmanship
- Professionalism
- Unique personal qualities
- “Magic”



Necessity

- Need
- Application
- Resonance with the present
- Dialog with the audience
- Courage/conviction

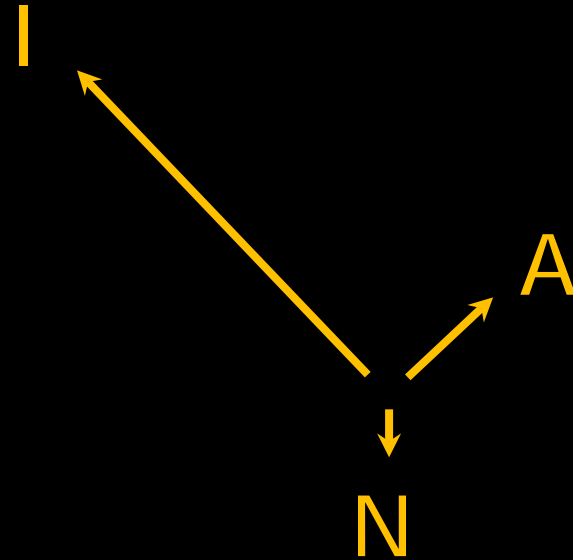


N

Examples

Amateur

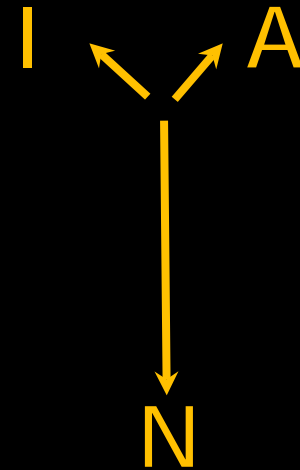
- Amateur
- Low skill level
- Little preparation
- Lots of will and ambition
- Little regard for the audience's experience



“Art on Command”

Examples

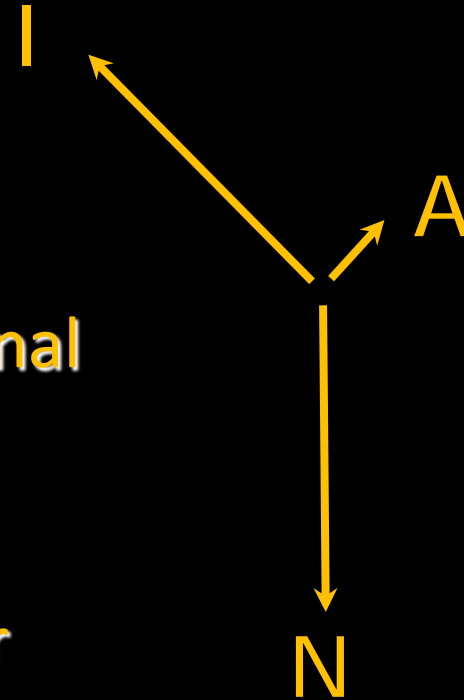
- Institutions meet external demands
- Outside of what the organization does best
- Low engagement/enthusiasm
- N is an external criteria



Art with political intentions

Examples

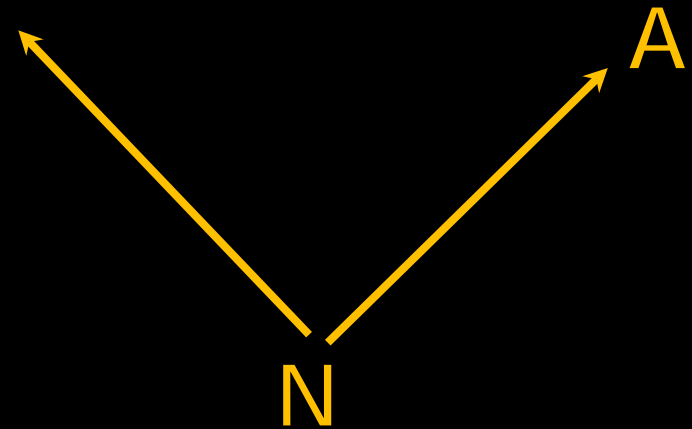
- Strong intent
- Low on ability
- The expression is one-dimensional
- Societal necessity
- Relation to the audience is clear



Art for the Sake of Art

Examples

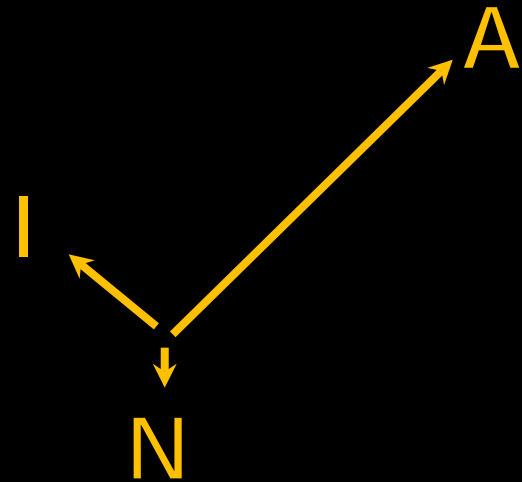
- Without necessity as a goal
- Closed process
- Concept driven
- No responsibility for communication



“Art” by the meter

Examples

- Created for a defined market
- Performed after a facit
- Strong and well-defined “ability”
- Others own the “intent”
- The audience are consumers



Institutional Stagnation

Examples

- Everything looks professional
- The goal is not clear
- Artists are craftsmen
- Low engagement/enthusiasm
- Things are done according to demand
- Product has no external relevance

