

ADUK RESOURCE

ART FORM CLASSIFIERS



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1. Introduction

Audiences Wales was commissioned by Network in February 2008 to recommend an art form classification system for possible adoption by arts organisations across the UK.

Since 2006 Audiences Wales has been developing a three-tier art form classification system for its data analysis project, The Knowledge, which utilizes Purple Seven's Vital Statistics software. The Audiences Wales system is based on the matrix proposed by Peter Verwey in his report 'The Use of Classifiers in the Arts' produced for Audience Data UK in 2005.

The events of all 31 venues in the Audiences Wales project are coded using the three tiered classification system.

- First Tier: Theatre, Dance, Music, visual Arts & Crafts, Literature, Combined Arts, Film, Museum Exhibitions, Participatory Events, Linked Participatory & Performance, Other
- Second Tier: Subdivides each First Tier Art form – please see art form classifiers
- Third Tier: Subdivides each Second Tier Art form – please see art form classifiers

As a result of feedback to the classification system from venues in The Knowledge project and organisations across the UK, the system has been revised and developed with a number of new codes to accommodate regional differences.

The revised classification will be used by Audiences Wales on The Knowledge from April 2009.

The Knowledge Project

Audiences Wales' The Knowledge project was introduced to:

- track attendances for the performing arts at theatres and arts centres across Wales
- provide an overview of the performing arts sector in Wales
- analyse box office data by region, art form, clusters of venues, touring work, etc
- benchmark against other arts organisations in Wales
- look at crossover of audiences between venues

How the art form classifiers are used

Each event is assigned a 1st tier, 2nd tier and 3rd tier art form category. Analysis can then be undertaken on all 1st tier art forms such as Theatre, or delve deeper to look at the 2nd Tier such as Theatre/Drama or be very specific and look at 3rd tier analysis on Theatre/Drama/New Writing. This approach allows for analysis that is consistent between arts organisations and builds up a detailed picture across the whole of the UK to support further analysis and benchmarking.

Art Form Classifiers (July 2008)

First Tier	Second Tier	Third Tier	NOTES
Theatre	Drama	Classical Play	Shakespeare to WW2
		Drama- New Writing	First Performance within last 4 yrs
		Contemporary Play	Post WW2
		Welsh/Gaelic Language Theatre	In a regional language i.e. Welsh/Gaelic Lang Drama
		Other Language	Any other language
	Theatre Entertainment	Pantomime	Family Ents. not aimed specifically at Children
		Variety (inc sing-a-long)	More than one act
		Cabaret	Cabaret style
		Family Entertainment	Non age specific Ents.
		Comedy/Comedians	From stand up to farce (Reduced Shakespeare), not plays that are funny e.g. Frank Vickery
		TV Personality/ reminiscence/talk	'Audience With'
		Magic/Illusion	Family Ents.
		Supernatural/Adult Magic/Hypnotism	Adult specific Ents. / Tony Stockwell
		Ice shows	Large family Ents. on ice
	Children's/ Youth Theatre	Youth Theatre/Drama	Theatre including Children on stage
		Theatre in Education	TIE
		Children's and Young People's Theatre	Prof production aimed at Children. Could divide to Pre school primary and secondary
		Children's Theatre (indigenous to region)	Prof production aimed at Children in Welsh/Gaelic)
	Musicals	Musical	
	Other theatre (not dance or opera)	Experimental Theatre (inc visual and digital)	
Physical Theatre			
Mime/ Puppetry			
Circus Arts			
Street Arts			
Community Amateur	Community/Amateur Theatre	Amateur Dram	
Dance	Ballet	Ballet	
	Contemporary Dance	Contemporary dance	Include Urban Dance
	Culturally-specific Dance	Traditional Dance (Indigenous to Region)	Irish, Welsh, Scottish Traditional Dance
		Asian Dance	
		African Dance	
		Other World Dance	Could add a 4 th Tier for Popular International Dance
	Other Dance	Other	
	Commercial Dance	Commercial Dance	(Tap Dogs – West End shows)
	Dance Theatre	Dance Theatre	Theatre with narrative to music
	Youth Dance	Youth Dance	Dance including Children on stage
Community/Amateur Dance	Community/Amateur Dance	Amateur Dance Could inc Line/Tea Dance unless taught in workshop style	

Music	Classical Music	Early Music	Pre 1600	
		Baroque	Roughly 1600-1750	
		Orchestral Music	Roughly 1750-1975	
		Chamber Music/Recital	Small instrumental group, solo instrumental/singer	
		Contemporary Classical	1975 - present	
		Light Classical	TV/Film music, Mantovani, Katherine Jenkins, Josh Groban	
	Opera/Music Theatre	Choral		
		Opera		
	Jazz	Music Theatre		
		Swing/Big Band	Sid Lawrence	
	Culturally –specific Music	Jazz - Improv/Cont/Vocal	Improvised, Contemporary, Vocal	
		Gospel		
		Barber Shop		
		Male Voice Choir/Female Voice Choir		
		UK/Ireland traditional regional music	Irish, Welsh, Scottish, English Music	
		Roots		
		Folk Music		
		Blues Music		
	Popular Music	World Music		
		Brass/ Silver Bands		
		Pop/Rock/Hip hop	Could have 4 Tier Crooners, Divas, Americana etc look for Industry agreed standard	
		Country & Western		
	Youth Music	Experimental/Electronic Music		
		Youth Music	Music including Children on stage. Could inc. Opera or Proms for children	
	Community/Amateur Music	Community/Amateur Music	Amateur Music	
	Visual Arts & Crafts	Visual Arts	Animation	
			Fine arts/ Painting/ Drawing	
Sculpture				
Photography				
Graphic arts/illustration				
Print-making				
Public art				
Architecture/ landscape				
Installation/ site specific art				
Environmental art				
New media/digital media/ Multi-media art/Computer-generated art				
Moving image (artists film & video)				
Sonic art				
Live Art/Time-based art				
Murals				
Performance Arts				
Crafts			Design	
		Applied art		
		Ceramics		
		Textiles		
		Jewellery		
		Glass		
		Metal		
		Wood		
		Thatching		
		Multi/Mixed media craft		

Literature	<i>Literary Events/Activities</i>	Poetry readings	Benjamin Zephania
		Storytelling/Author Readings	Mabinogion, Daniel Mordon. The author doing a reading from a play or book
		Library events-reading groups	
		Literary Talks	Lit Groups. Discussion/interaction rather than readings from the stage.
	<i>Literature publishing</i>	Literature publishing	
Combined Arts	<i>Combined Arts</i>	Carnival	
		Multi-Disciplinary festivals	Events where art forms are intertwined
		Community/Amateur combined art	Am events where art forms are intertwined
Film	<i>Cinema Screenings</i>	Mainstream Cinema	Everyday screenings
		Art-house/Specialist Cinema	Could have 4 th Tier look for industry agreed standards
	<i>Film production</i>	Film Production	Production/Animation Projects not taught as workshops
Museum Exhibitions	<i>Museum & Non art exhibitions</i>	Archaeology/History	
		Natural History/nature Science	
		Science/technology	
		Ethnography/Anthropology	
		Other type of non-art exhibition	
Participatory Events	Workshops/Classes	Drama	Workshops and Classes
		Dance	
		Music	
		Visual Arts & Crafts	
		Literature	
		Combined Arts	
		Film	
		Museum Exhibitions.	
Linked Participatory & Performance	Workshops/Classes and performance	Drama	Combined projects where the workshops end in a performance. Unless Performance is sold as an individual item.
		Dance	*
		Music	*
		Visual Arts & Crafts	*
		Literature	*
		Combined Arts	*
		Film	*
Museum Exhibitions.	*		
Other	Other	Non arts/Other	Inc Charity Concerts and Pre/Post show talks/ Radio Broadcasts