


## ARTS &amp; BUSINESS SCOTTISH AWARDS 2002: QUALITATIVE ANALYSIS

RESPONDENTS	QUESTION 1: DESCRIBE THE TROPHY DESIGN	QUESTION 2: HOW WOULD YOU INTERPRET THE (3) ELEMENTS?	QUESTION 3: HOW WOULD YOU DESCRIBE 'SUCCESS'?	Q4: DOES THE TROPHY DESCRIBE YOUR SUCCESS?	COMMENTS	
B: BUSINESS ORGANISATIONS	1	<ul style="list-style-type: none"> <li>• Unique</li> <li>• Eye-catching</li> <li>• Prestigious</li> </ul>	<input type="radio"/> To see clearly <input type="checkbox"/> Building block - success <input type="triangle-up"/> The point of success	Satisfaction Recognition Pride Incentive	Y	
	2	<ul style="list-style-type: none"> <li>• Substantial</li> <li>• Pretty</li> </ul>	<input type="radio"/> <input type="checkbox"/> } Imaginative/masonic <input type="triangle-up"/>	Achieving your goals	Y	Trophy given prominent position (in office)
	3	<ul style="list-style-type: none"> <li>• Fabulous</li> <li>• Inspiring</li> </ul>	<input type="radio"/> Dazzling-looking <input type="checkbox"/> Business-structured <input type="triangle-up"/> Arts - aspirational		Y	Beautiful, the best
	4	<ul style="list-style-type: none"> <li>• Eye-catching</li> <li>• Piece of art</li> </ul>	<input type="radio"/> Invitation to look <input type="checkbox"/> Power - strength <input type="triangle-up"/> Dynamic	Personal achievement Confidence Elation	N	Not uplifting. Too restrained. Does not represent freedom of expression
	5	<ul style="list-style-type: none"> <li>• Impressive</li> <li>• Important</li> <li>• Interesting</li> </ul>	<input type="radio"/> Pink Floyd <input type="checkbox"/> Sugar cubes <input type="triangle-up"/> Ice cream	Achieving your goals	Y	Represents success within Arts & Business
A: ARTS ORGANISATIONS	6	<ul style="list-style-type: none"> <li>• Pleasing</li> <li>• Intriguing</li> <li>• Air-fix model</li> </ul>	<input type="radio"/> Vision <input type="checkbox"/> Multi-faceted <input type="triangle-up"/> Pinnacle - top	Goals, achievements, mountains to climb, personal standards	Y	Facets to be successful. Reflects: skill, vision, top peak
	7	<ul style="list-style-type: none"> <li>• Bold</li> <li>• Dynamic</li> <li>• Contemporary</li> </ul>	<input type="radio"/> Alternate view <input type="checkbox"/> Stability - connectedness <input type="triangle-up"/> Growth - prosperity		Y	Very proud to own it and show off
	8	<ul style="list-style-type: none"> <li>• Simple/effective</li> <li>• Looks like an award</li> </ul>	<input type="radio"/> Art - colour <input type="checkbox"/> Business - corners <input type="triangle-up"/> Middle ground	The best you can be	Y	No nonsense design. Must have worked to achieve it
	9	<ul style="list-style-type: none"> <li>• Framework</li> <li>• A&amp;B Guidance &amp; assistance</li> </ul>	<input type="radio"/> Jewelled centre, A&B <input type="checkbox"/> Hard-edged. Immovable <input type="triangle-up"/> Route. Peak of success	Climbing a mountain Goal Summit	N	Retro design. Not timeless. Do not like juxtaposition. P.s. Delighted with it
	10	<ul style="list-style-type: none"> <li>• Businesslike</li> <li>• Urban</li> <li>• Angular</li> </ul>	<input type="radio"/> <input type="checkbox"/> } Inhabit inner space <input type="triangle-up"/>	A big smile all round	N	The Sponsors Award cements our relationship
	11	<ul style="list-style-type: none"> <li>• Contemporary</li> <li>• Abstract</li> <li>• Stylish</li> </ul>	<input type="radio"/> Vision (Eye) <input type="checkbox"/> Creation <input type="triangle-up"/> Sound	Energy directed towards identifiable goal	Y	Thank you!