# UNIT 7

# ART AND DESIGN

### LEARNING OBJECTIVES

Key Reading Skill	Scanning to find information
Additional Reading Skills	Understanding key vocabulary; predicting content using visuals; reading for details; taking notes; making inferences; using your knowledge; reading for main ideas; understanding paraphrase; identifying opinions; synthesizing
Language Development	Paraphrasing; vocabulary for art and design

### ACTIVATE YOUR KNOWLEDGE

Work with a partner. Discuss the questions.

- 1 Do you like art and design? If so, what media (e.g., painting, music, architecture, fashion) do you like?
- 2 Are you artistic? If so, what kinds of artistic activities do you like doing?
- 3 Look at the photo. Would you call this art? Why or why not?
- 4 Are art and design important for a country's economy? Why or why not?



# READING 1

### PREPARING TO READ

1 UNDERSTANDING KEY VOCABULARY Read the definitions. Complete the sentences with the correct form of the words in bold.

aesthetic (adj) relating to the enjoyment or study of beauty, or showing great beauty

conceptual (adj) based on ideas or principles

contemporary (adj) existing or happening now

distinction (n) a difference between similar things

established (adj) generally accepted or familiar; having a long history

notion (n) a belief or idea

significance (n) importance

- 1 A sculpture in which the artist's main idea or message is considered more important than the technique can be called \_\_\_\_\_\_ art.
- 2 The new museum in town has a lot of \_\_\_\_\_\_ appeal. The exterior of the building is very beautifully designed.
- 3 It is common these days to prefer \_\_\_\_\_ architecture, but I like the classic, old homes in my neighborhood.
- 4 In art class we learned the \_\_\_\_\_\_\_ between fine art and applied art.
- 5 It is now well \_\_\_\_\_\_ that Pablo Picasso was one of the great artists of the twentieth century.
- 6 Art historians often explain the \_\_\_\_\_\_ of very famous works of art and how they may have influenced our society.
- 7 Many people share the \_\_\_\_\_\_ that the term "art" also applies to things like car and video game design.

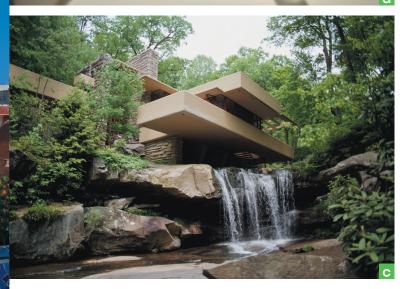


# 2 PREDICTING CONTENT USING VISUALS Read the descriptions and match the artists to the photographs of their work.

- 1 Andy Warhol: An artist who was famous for his colorful prints of celebrities.
- **2 Damien Hirst:** A radical British artist who famously used dead animals in his work.
- **3 Marcel Duchamp:** An early twentieth-century French artist who changed what people thought of sculpture.
- 4 Frank Lloyd Wright: An American architect who focused on the role of buildings within the landscape.











What is art? This question has puzzled philosophers and great thinkers for centuries. In fact, there is disagreement about exactly what art is. Most of us would agree that Leonardo da Vinci's Mona Lisa is art, but what about a video game? One dictionary definition states that art is "making objects, images, or music, etc. that are beautiful or that express certain feelings." This, however, could be regarded as too broad a definition. There are actually a number of different categories of objects and processes under the umbrella term of art that can be explored.

2 Art is typically divided into two areas: fine art (such as painting, sculpture, music, and poetry) and applied art (such as pottery, weaving, metalworking, furniture making, and calligraphy). However, some claim that the art label can also be attached to car design, fashion, photography, cooking, or even sports. Fine art is categorized as something that only has an **aesthetic** or **conceptual** function. This point was made over a thousand years ago by the Greek philosopher Aristotle, who wrote, "the aim of art is to represent not the outward appearance of things but their inward **significance**." He noted that artists produced objects, drama, and music that reflected their emotions and ideas, rather than just trying to capture a true image of nature. Andy Warhol, the American artist famous for his Pop Art in the 1960s, once said, "An artist produces things that people don't need to have." This is the **distinction** between fine and applied art. Applied arts require an object to be functional as well as beautiful.

3 In the twentieth century, artists began to challenge the **established** idea of art. They recognized that their work belonged to the higher social classes who had the wealth to purchase art and the leisure time to enjoy it. The architect Frank Lloyd Wright commented, "Art for art's sake is a philosophy of the well-fed." In an attempt to challenge this **notion**, the French painter Marcel Duchamp submitted a toilet to an art exhibition in 1917



instead of a painting. He signed it and said, "Everything an artist produces is art." Today, many people complain about the lack of skill in the production of conceptual artistic objects. Some **contemporary** artists use assistants to produce all their art for them. British artist Damien Hirst claims that as long as he had the idea, it is his work. He has compared his art to architecture, saying, "You have to look at it as if the artist is an architect, and we don't have a problem that great architects don't actually build the houses."

# **66** Everything an artist produces is art. **99**

- Despite a hundred years of modern art, fine art is still regarded as a preserve of the wealthy. Hirst's works, for example, sell for millions of dollars. Even so, we can see examples of art all around us that are not expensive. Many towns and cities have public art that can be enjoyed by all. Some museums, like the National Gallery of Art in Washington, D.C., are free. Others are free for children and students. Street art is also popular in different neighborhoods around the world. One British artist, Banksy, has become world-famous for unauthorized¹ works of art painted on building walls. These can be viewed at no charge by anyone who knows where to look.
- Art anthropologist Ellen Dissanayake, in the book *What is Art For*? offers one intriguing function of art: "the heightening of existence." In other words, art makes our ordinary, everyday lives a little more special. This notion may not apply to all art, but perhaps we can agree that it is a good goal toward which all artists should reach.



### WHILE READING

### **%** SKILLS

### SCANNING TO FIND INFORMATION

Scanning is a reading technique used to look for specific information in a text. If you know what information you want from a text, you do not need to read it all. Just move your eye quickly down the page looking for the key words related to the information you want. When you find the information, you can just read that part in detail.

	3				ID INFORMATION Scan the article on pages 126–127, and put the order in which they are mentioned.
		а	Andy V	Varh	
		b	Damie	n Hi	rst
		С	Marce	l Du	champ
		d	Frank L	loyo	d Wright
(b)	4				Read the article. Write $T$ (true), $F$ (false), or $DNS$ (does not say) atements. Correct the false statements.
				1	The writer feels that the dictionary definition of art is too wide.
				2	Metalworking is an example of fine art.
		_		3	Some people argue that sports are a type of art.
				4	Aristotle was the first to say that art should be affordable for all.
				5	Andy Warhol invented Pop Art.
				6	"Art for art's sake" refers to applied art.
				7	Duchamp's toilet was sold at an art exhibition for a very high price.
		_		8	Damien Hirst produces all his own art.

idea idea 5 TAKING NOTES Use many definitions the diagram as a model to take notes on the article. P1 topic subject P2 topic Paragraph 1 has Art been done for you. What is art? examples examples categories of art categories of processes

### READING BETWEEN THE LINES

# 6 MAKING INFERENCES Which of the artists mentioned in the article would probably have these opinions?

- 1 It is the idea of the work of art that is most important.
- 2 Art isn't functional.
- 3 Everything an artist makes can be considered art.
- 4 A building wall can be used like a canvas.
- 5 It does not matter if the artist doesn't actually make the work of art.
- 6 Only the rich think that art does not need a purpose.

### \* CRITICAL THINKING

7 Work with a partner. Discuss the questions.

### **APPLY**

Which of the artists in the text do you agree with most? Why?

### **ANALYZE**

Do you think art is only for rich people? Why or why not?

### **EVALUATE**

Should car design be classified as art? Why or why not?

### COLLABORATION

- 8 A Work in a small group. Discuss the following questions:
  - What is the main purpose of art?
  - Does art have to have a purpose, or can it just be beautiful or interesting to look at?
  - **B** Choose three examples of "art for art's sake" and three examples of "art that has a purpose." Share your examples with the class, and explain your choices.
  - C As a class, classify all the examples of art by category on the board.

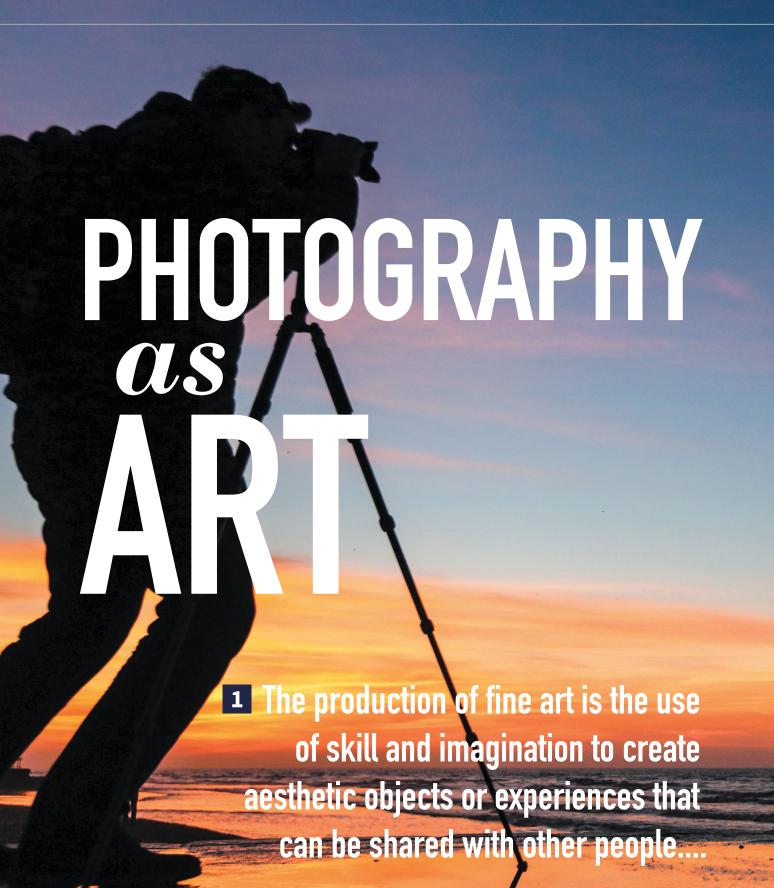


# READING 2

# PREPARING TO READ

		SYOUR KNOWLEDGE Work with a partner. Put a check next to the activities you think are sidered art. Explain your reasons.
c	a C	omputer games
k	ь [	oooking cooking
C	с [	drawing
C	d [	a fashion
$\epsilon$	е [	] football
f	f [	gardening
9	g [	] photography
ŀ	h [	3 sculpture
		RSTANDING KEY VOCABULARY Read the sentences and choose the best definition for the ds in bold.
1	1 (	Critics <b>perceived</b> him to be an especially good painter of real-life situations.
	C	thought of in a particular way
	b	misunderstood
2	2 A	camera, unlike a person's hand, is a <b>mechanical</b> device.
	C	related to fixing equipment
	b	related to machines
3	<b>3</b> S	ome people think that taking a photo of a person is <b>analogous</b> to painting a portrait.
	C	similar; comparable
	b	the opposite of
130		

- The artist uses a **sophisticated** 3D printer to create perfectly identical plastic models of real people. The models show great detail from the wrinkles in people's faces to the folds in their clothing.
  - a basic and simple
  - b highly developed and complex
- 5 News reporting, unlike other kinds of writing, is expected to be **objective** and not based on someone's opinion.
  - a based on facts and reality
  - **b** focused on real objects
- 6 Although I do not think Banksy has the right to paint on buildings without permission, I do **acknowledge** that his work is very imaginative.
  - a agree; admit something is true
  - b make a guess about something
- 7 Her fiction is very banal because the plots are never exciting and the characters are unoriginal.
  - a popular; successful
  - **b** boring; uninteresting
- 8 I have a **cynical** view of modern art, and I wonder why it's considered good or why anyone would buy it.
  - a suspicious; negative
  - b formal; academic



... Photography is thought by some to be a form of fine art because it is made using the same critical and creative process that a painter or sculptor would use. It seems clear, however, that there is a significant difference between creating images by hand—using paint, clay, or other tools—and pointing a **mechanical** device at something interesting and clicking. Although photography does have some features in common with other kinds of art, it cannot be said that photography is unquestionably art.

It is true that photography can be appreciated on the same level as other recognized forms of visual art. Sometimes decisions involved in creating a photograph are **analogous** to those made by any other artist. A photograph is not always just a **banal** record of the world, but a deliberately created image with its own artistic features. Ansel Adams, the American photographer, commented on this point when he noted that *take* is not the right verb for a photograph. Instead, he said, one *makes* a photograph. To this end, there is a growing trend for photographers to call themselves artists. Nevertheless, we cannot ignore the fact that artists can sell their pieces in the higher-priced, fineart markets, whereas photographers cannot. A photograph by German artist Andreas Gursky, for example, recently sold for almost \$4.5 million. As **cynical** as it may sound, no one would likely pay that much for a photograph unless the photographer presented himself as an artist.





- In truth, most photographs are basically **objective** records of a particular place at a particular time. Certainly we can appreciate a beautiful photograph when we see one, but any beauty that is **perceived** in the picture comes from the time and place where it was taken, and it is not the creation of the photographer. Also, **sophisticated** and expensive equipment often plays a greater role in the success of a photograph than the photographer's creativity. Even some of the greatest photographers **acknowledge** that there is a limit to the amount of influence they can have on a final product. Henri Cartier-Bresson, the famous French photographer, admitted that luck was the most important factor. Finally, photography is so widely used for practical functions that have little or nothing to do with art, such as police work, advertising, and news reporting, that it cannot claim to be made for aesthetic purposes alone.
- 4 People have argued whether photography is art ever since the first photographers shared their work. A photographer may make the same aesthetic choices as a fine artist: subject matter, lighting, color, or even a theme or message. However, cameras can also be purely functional tools, capturing visual records and presenting information. Photography is a medium that can be used to make art, but that does not mean that all photography is art.

### WHILE READING

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# READING FOR MAIN IDEAS Read the essay on pages 132–133. In which paragraphs are these points discussed?

1	The concept that fine art is one thing and photography is another.	
2	Photography is more objective than other kinds of art.	
3	Some photographers are more vocal about calling themselves artists.	
4	Photography is a means of producing art, but it's not always art.	

### READING BETWEEN THE LINES

### 4 MAKING INFERENCES Read the essay. Answer the questions.

- 1 Which statement would the author of the article agree with most?
  - a Photography is never art.
  - **b** Photography shares some things in common with other art forms.
- 2 Why does the author mention the high selling price of the Andreas Gursky photograph?
  - a to imply that photographers may call themselves artists to make more money
  - **b** to show that even if it is not art, photographs are valuable
- 3 Why does the author paraphrase Henri Cartier-Bresson?
  - a because it indirectly supports the thesis
  - b to show that some photographers disagree with him

5	LINIDEDSTANDING DADADUDASE	Match the paraphrases to the original st	tataments
၁	UNDERSTANDING PARAPHRASE	Maich the paraphrases to the original si	idieilleilis

### **Original statements**

1	any beauty that is perceived in the picture is the beauty of the time and place where it was taken, and it is not the creation of the photographer.	
2	there is a significant difference between creating images by hand—using paint, clay, or other tools—and pointing a mechanical device at something interesting and clicking.	
3	photography is so widely used for practical functions that have little or nothing to do with art, such as police work, advertising, and news reporting, that it cannot claim to be made for aesthetic purposes alone.	
4	he noted that <i>take</i> is not the right verb for a photograph. Instead, he said, one <i>makes</i> a photograph	

### **Paraphrases**

- a Since photography is frequently used for non-artistic purposes, it cannot be considered art.
- **b** Art cannot be created by a machine.
- **c** The aesthetic value of a photograph comes from the natural world, not from the skill of the person holding the camera.
- d Photography requires artistic input.

6	IDE	ENTIFYING OPINIONS Match the opinions to the people.
	Op	pinions
	1	There's no reason for a great photograph to be any cheaper than a great painting.
	2	Even a child could take a great picture of that view.
	3	There's a lot more skill to making a picture than just pointing a camera at something and clicking. It's something that I create.
	4	Most of us would just walk by and not notice something that could make a fabulous photo. And even if we did notice we probably wouldn't know how to take a photo that would stir other people's feelings.
	5	Sometimes you just see something that will make a great picture and the light is perfect and you have your camera with you. At other times, nothing seems to be right.
	Pe	pople
	a	Ansel Adams d The author of the essay

### \* CRITICAL THINKING

Andreas Gursky

Henri Cartier-Bresson

7 SYNTHESIZING Work with a partner. Use ideas from Reading 1 and Reading 2 to discuss the questions.

is art

### APPLY APPLY ANALYZE

Have you ever taken an artistic photograph?

Describe it.

Do you agree with the author's thesis "It cannot be said that photography is unquestionably art"?

Can a photograph really be worth \$4.5 million? Why or why not?

e Someone who believes photography

COLLABORA	ION
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8 A Work with a partner. Do you think photographs can achieve the level of "heightening our existence"? Write your opinions and reasons in the chart.

Yes	No	Why or why not?

**B** Survey five people, and add their information to the chart. Report your findings to the class.

## LANGUAGE DEVELOPMENT

### PARAPHRASING

### LANGUAGE

Writers often refer to what somebody else has written to support their arguments. One way of doing this is *paraphrasing*. Paraphrasing uses reported speech—explaining someone else's opinion without using the same words.

Henri Cartier-Bresson, the famous French photographer, admitted that luck was the most important factor.

Since the writer is not quoting the original source, it is important to make sure that the paraphrase is different from the original source (even if the main idea is the same).

Writers do this by using synonyms or antonyms, changing some of the parts of speech, or sequencing the ideas differently. Also, when attributing the idea to the original person, they use reporting verbs such as *state*, *say*, *feel*, *insist*, *believe*, *point out*, *emphasize*, *maintain*, *deny*, *suggest*, and *theorize*.

Notice how all of these strategies are used in the paraphrase below.

**Original quote:** "The chief enemy of creativity is 'good' sense." —Pablo Picasso

Paraphrase: Pablo Picasso felt that doing things in the usual, sensible way was the main obstacle to imaginative art.

	<b>(3)</b>
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1	Read the quotations and complete the paraphrases with a reporting verb. Put the verb in
	the correct form.

	The superintendent that art should be part of the school curriculum.
2	"Perhaps the statue could be put in the main square." (sculptor)  The sculptor that the main square would be a suitable location for the statue.
3	"We cannot say art is only for the wealthy because many great artists never knew anything but poverty throughout their lives." (lecturer)  The lecturer that it was not unusual for famous artists to live in poverty.
4	"I told you. I did not steal the painting." (burglar) The burglar that he had stolen the painting.



Read the quotations and write sentences paraphrasing them. Your paraphrase should include the suggested language.

"A picture is worth a thousand words." —Napoleon Bonaparte (use the verb *explain*)

Napoleon Bonaparte explained that a picture could tell us the same as a thousand words could.

- 1 "A picture is a poem without words." —Horace (use the reporting verb pointed out and a synonym phrase for poem)
- 2 "Creativity takes courage." —Henri Matisse (use the reporting verb *felt* and an antonym for *courage*)
- 3 "The painter has the universe in his mind and hands." —Leonardo da Vinci (use the reporting verb *state*, and sequence the ideas differently)

### VOCABULARY FOR ART AND DESIGN

and emotional way.



Read the definitions. Complete the sentences with the best adjective.

abstract (adj) relating to ideas, not physical things
avant-garde (adj) relating to ideas and styles that are very original and modern
decorative (adj) made to look attractive
expressive (adj) showing what somebody thinks or feels
figurative (adj) showing people or things in a similar way to real life
lifelike (adj) looks very real
monumental (adj) very big
moving (adj) causing strong feelings of sadness or sympathy

1	The	bronze sculpture weighs seven tons
2	It was a(n) people in tears.	performance that left many
3	I think art is purely to look nice.	It is only there
4	The tiger sculpture was so were a little scared by it.	that people
5	Her work was very years for people to accep	; her ideas took ot as normal.
6	there are no realistic imag	can look easy to produce because ges.
7	He was interested in many realistic portraits of	people.
8	The paint was applied au	ickly to the picture in a(n)





### PREPARING TO WATCH

- 1 ACTIVATING YOUR KNOWLEDGE Work with a partner. Discuss the questions.
  - 1 What kinds of art do you like?

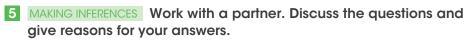
**tarragon** (n) a plant whose narrow leaves taste similar to licorice and are used in cooking as an herb

- 2 What materials are commonly used in art?
- 3 What are some nontraditional materials used in art?
- 2 PREDICTING CONTENT USING VISUALS Look at the pictures from the video. Discuss the questions with your partner.
  - 1 What materials is the artist using?
  - 2 Do you consider this art? Why or why not?

### WHILE WATCHING

3		IDERSTANDING MAIN IDEAS Watch the video. Put the activities at they happen (1–6).	s in the orde
	a	Lauren photographs her finished artwork.	
	b	Lauren peels the skin off a radish.	
	С	Lauren creates petals from the inside of a radish.	
	d	Lauren finds leftovers in her refrigerator.	

	е	Lauren arranges her design on a plate.		
	f	Lauren thinks about what she would like to create.		
<b>4</b>	UNDERSTANDING DETAILS Watch again. Write a supporting detail for each r			
	1 Lauren's work is very popular on social media.			
	2	There are several great food markets and stalls right outside her apartment.		
	3	Leftovers are used for her artwork.		



The time of day when the piece is photographed is critical.

- Why do you think Lauren has so many followers on social media?
- 2 How long do you think it takes Lauren to create each piece?
- 3 What characteristics do you think Lauren possesses?

### \* CRITICAL THINKING

6 Work with a partner. Discuss the questions.

**APPLY** 

Do you like Lauren's work? Why or why not?

**APPLY** 

What other art have you seen that uses old materials in a creative way?

**ANALYZE** 

What are the benefits of using old or tarnished materials?

### COLLABORATION

- **7** A Some people consider fashion, cooking, video games, and graffiti as fine art. Choose one of these or another controversial art form. Brainstorm a list of reasons why it should be considered as fine art.
  - **B** Find one or two classmates who chose the same art form. Discuss your reasons.
  - C Research the art form you chose. As a group, prepare a script for a two-minute video. Include your best arguments, and show examples of the art form. Record and/or perform the script for the class.

