

9

Art

9.1 WHAT IS ART?

IN THIS UNIT

GRAMMAR

- gradable and ungradable adjectives
- position of adverbs

VOCABULARY

- art and artists
- adverb-adjective collocations
- order of adjectives

SCENARIO

- discussing implications, offering counter-arguments
- deciding on an action plan

STUDY SKILLS

- expanding your vocabulary

WRITING SKILLS

- an online review



I paint objects as I think them, not as I see them. Pablo Picasso, 1881–1973, Spanish artist

SPEAKING AND READING

1 Work in small groups and discuss the questions.

- Did you study Art at school? Did you enjoy it? Why?/Why not?
- How often do you visit museums and art galleries?
- Do you think art is important in people's lives? Why?/Why not?

2 Read the debate on the webpage and match the people to the opinions below.

- Art is about someone's feelings.
- Art is to show the craftsmanship of the artist.
- Art is a waste of time.
- The purpose of art is to represent the natural environment.
- The purpose of art is to make viewers think about their own ideas.
- The purpose of art is for financial gain.

3 Which people do you agree/disagree with? Who makes the best point, in your opinion?

4 How would you describe the views of each person? Select from the following adjectives and find reasons in the article to support your answers. Can you add any other adjectives?

conservative critical dismissive intellectual
passionate radical respectful undecided

5 Justifying opinions

Work in small groups. Which of the following do you consider to be art? Explain your reasons.

- some graffiti on a wall
- a tattoo on someone's body
- a holiday photograph
- a pile of bricks in an exhibition
- a screensaver on a mobile phone
- a comic book
- a painting of a bowl of fruit
- an advert for a product
- a firework display

ART OPINION HAVE A SAY

Following the provocative and hard-hitting article by Louise Trench *Do you believe in Art?*, we thought you should have your say. So this week's question is ...

WHAT IS THE PURPOSE OF ART?

Dan

For me, it is all about the skill of the artists. I can't draw or paint, so I like to see how they can recreate reality just by using shapes and colour. It's a real skill. I tried at school, but I just had no talent for it. It's amazing what they can do. I just like naturalistic art, I suppose. I think it's called realism.

Karen

I feel art should be thought-provoking and get people to question things, you know, the world around them, and their views on it. It can also be used for political purposes – to criticise governments or challenge authority – just as Banksy does today with his murals. Art should be controversial and get people talking, you know, stimulate debate. It may also be shocking. Maybe I'm idealistic, but I believe art can help change the world.

Kylie

I'm really not sure. I mean, I've read books about art, but at the end of the day, I think it's about your emotional reaction to a piece of art. Some art you respond to and like – other art you don't. Some people like more traditional art, like portrait painting, or sculpture. Other people prefer more modern and contemporary art, which can be very unusual. Some people feel this is not art and they just can't stand it.

Taco

It's just a business really, isn't it? Some of these so-called masterpieces – they can fetch millions. It seems criminal when people are starving in the world. Museums make too much money, particularly from these big retrospectives of famous artists. They've usually all been dead for years, so what's the point of looking at their work? I don't go to art galleries or museums for that reason. Anyway, I don't think they want people like me there who don't understand art.

Rina

The purpose of art, for me, is to represent the world – to show things around us. Paintings can show the natural beauty of the world. Even those really early cave paintings show the world of the people who painted them. I love landscape painting. I'm not interested in groundbreaking modern and contemporary art, or all that abstract art which people like. I'm not interested in what critics and collectors say. I don't want to think about what it means. I just want it to look nice and to make me feel good.

Matt F

There's no point to art at all. It's ridiculous. I mean, it's a stupid question. The fact that you need to ask means that it doesn't have a point. You don't need to ask what the purpose of engineering or science is, do you? Art is rubbish – there's nothing useful about it at all. And being an artist isn't a real job anyway. I think a lot of so-called art is a con. You know when 'artists' put a pile of leaves in a corner of an art gallery and claim it's a work of art? Well, it's not. Any fool can do that.

VOCABULARY

ART AND ARTISTS



6 Find nouns or adjectives in the article which mean the following.

- 1 causing people to think
- 2 art which is done on a wall
- 3 causing a lot of disagreement
- 4 a very good piece of art
- 5 involving new methods or ideas
- 6 a show of the past work of an artist



7 List all the types of art and artworks mentioned in the article.

painting, naturalistic art, ...



LISTENING



8 9.1 Listen to three people talking about art. Make notes on each person's attitude.



9 Match the three speakers to the types of art they like from the box below.

landscape	portraits	sculpture	ceramics
video art	performance art	abstract art	classical art
contemporary art	modern art		

10a Listen again and complete the expressions.

- 1 I'm really _____ of thing.
- 2 It was so impressive – _____ of _____.
- 3 It really took _____.
- 4 It really _____ my expectations.
- 5 It was _____ and the cost.
- 6 This was a _____ - _____ - _____ - _____ opportunity.

10b Choose three of the expressions from Exercise 10a and write sentences which are true for you.

SPEAKING

11 Describe a well-known painting or piece of art you have seen or know about. Talk about the following topics.

- what it looks like
- what is interesting about it
- why it is well-known
- if you like or dislike it, and why



1 Do you take photos? When? Why? Do you prefer colour or black and white photos?



2 Read the article and choose the best title.

- 1 What makes a good photo?
- 2 The best photo in the world.
- 3 Is photography an art form?

3 Identifying arguments Find arguments in the article that support the idea that photography is an art form.



4 Work with a partner and discuss the questions.

- 1 What does the article say about the difference between photography and paintings?
- 2 What reasons are given in the article for photography not being an art form?
- 3 Do you think photography is an art form?



Paintings are almost always considered an art form, but what about photography? The Frenchman Henri Cartier-Bresson, possibly the most famous photographer of the 20th century, emphasised the difference between painting as art and photography as art. In 1957, he told *The Washington Post* that 'There is a creative fraction of a second when you are taking a picture. Your eye must see a composition or an expression that life itself offers you, and you must know with intuition when to click the camera. That is the moment the photographer is creative.' He is, of course, referring to the immediacy of photography – the absolutely unique moment, never to be repeated, when the exposure is taken.

A further characteristic of photography, unlike painting, is that more can be captured in a photograph than was intended by the photographer. Fine details, entirely unexpected and often invisible to the naked eye, can be revealed. The photograph 'does not lie' because it has not passed through the brain of the photographer. This is completely different from the brain processes of the painter, who decides what he is going to paint, how he will make the subject interesting and how he is going to paint it.

Some critics of photography claim that modern cameras reduce photo-taking to an automatic process. They say, 'Just point and shoot. The camera does the rest. You will get a good photo.'

However, those who see photography as an art form say that the critics are completely wrong. They argue that the camera cannot decide between an ordinary, functional, regular photo and a really excellent, cleverly composed photo, consciously constructed. Rather, it is the photographer who has the skill to pick out the essential qualities of the subject at a particular moment and brings creativity to the process.

Not all photographers are primarily interested in producing photos that are art – some take photos to record the world for scientific purposes or to capture a news story. But occasionally, these types of photos can become iconic works of art because they

are so stunning. Examples of this are the very unusual photographs taken by explorers in the Antarctic for geographical purposes, which often reveal the wonders of nature by showing contrasts between ice and water. They can also become iconic because they come to represent an important moment in time. A classic instance of this is the picture taken by Robert Capa during the Spanish Civil War of a soldier at the moment of being shot, falling backwards. This photograph is both deeply moving and historically extremely important. A more recent example of a photo representing an important moment in time is the Pulitzer prize-winning photo taken by Kevin Carter of a vulture waiting for a child to die during the 1994 Sudan famine.



VOCABULARY

ADVERB-ADJECTIVE COLLOCATIONS



- 5 Find the following adjectives in the article. Note the adverbs that go with them.

different moving unexpected wrong



- 6 Complete each sentence below using an adverb-adjective collocation from the boxes.

heavily highly painfully totally

criticised praised qualified shy
unbelievable unjustified

- Cartier-Bresson was _____ for his excellent coverage of Gandhi's funeral in India in 1948.
- Mario Testino was _____ in many fields before he moved to London to train as a photographer.
- The plot of the film was _____ and the war scenes were fake.
- One Hour Photo* is a film starring Robin Williams about a quiet and _____ photo technician.
- A top university was _____ for spending £1.4m on art works when its main building needed repair.
- The banning of photographers from the area was _____ as there was no obvious danger to people.

GRAMMAR

GRADABLE AND UNGRADABLE ADJECTIVES



- 7a Look at these adjectives from the article. Put them into pairs with similar meanings.

essential excellent good important
unique unusual



- 7b Now put the following adjectives into pairs with similar meanings.

angry bad big cold devastated
enormous exhausted fascinating freezing
furious hungry interesting small
starving terrible tiny tired upset

Adjectives can be gradable or ungradable. For example, *cold* is gradable (there are degrees of 'coldness'), but *freezing* is ungradable – it is at the end of the scale of 'coldness'.

Some ungradable adjectives express extreme qualities (e.g. *terrified, furious, starving*) and others express absolute qualities (e.g. *alive, correct, dead, male, human*).



- 8 Which of the adjectives in Exercise 7 are gradable and which are ungradable?

Gradable	Ungradable
angry	furious

- 9a Find the adjectives from Exercise 7a in the article and note the words before them. Then choose the correct option in the statements below.

- Gradable/Ungradable adjectives can be made stronger or weaker with words like *very, a bit, extremely, _____, _____* and _____.
- We often use *absolutely, _____* and _____ with gradable/ungradable adjectives.

- 9b Now complete the statements above with the words in the box.

a little completely pretty slightly totally



GRAMMAR TIP

We can use *really* with both gradable and ungradable adjectives:

The film was really interesting.

The exhibition was really fascinating.

Really, awfully and *terribly* are more common in informal spoken English.

→ Language reference and extra practice, pages 126–149



- 10 Correct the adverbs if they are wrong.

- I thought it was a very excellent photograph.
- We were a bit tired after our visit to the Louvre.
- I was very devastated when they said the exhibition was closed.
- The photographs were extremely terrible.
- When we had finished going round the photo exhibition, we were absolutely exhausted.



- 11 Identify the adverb-adjective combinations in the text below. Are there any combinations that don't go together? Why?



The National Gallery of Ireland has a very excellent collection of European fine arts. It opened in 1854 and now has over 2,500 paintings. Admission is very cheap. It has a wonderful Irish collection, including works by Jack B. Yeats, and the Flemish and Dutch collection is very enormous. There is even a Vermeer. There are also works by Caravaggio, Picasso and Monet. We were absolutely hungry at the end of our visit, and luckily the café has great food. The shop is located in the new wing, which is itself an extremely fascinating piece of architecture. For such a small country, this collection is absolutely interesting and most visitors have a really wonderful day.

SPEAKING

- 12 Work in small groups. Find a favourite photo on your phone or think of one you have taken that you like. Describe the photo and say why it is one of your favourites.



READING

- 1 Work with a partner. Do you know of any sculptures in your country, or in the rest of the world?
- 2 Read the profiles of three artists quickly, and say what artistic disciplines each has worked in.
- 3 Read the profiles again and answer the questions.

According to the texts, which artist:

- 1 still lives in his/her country of birth?
- 2 did not complete his/her education?
- 3 had a husband/wife who was more famous than he/she was?
- 4 is influenced strongly by his/her country of birth?
- 5 has received criticism of his/her talent?
- 6 uses him/herself as a model?
- 7 has recently combined two artistic disciplines in his work?

- 4 Which of the works of art in the photos do you like the most? Would you like to go to the artists' exhibitions? Why?/Why not?

VOCABULARY

ORDER OF ADJECTIVES

- 5a Look at the **highlighted** phrases in the profiles. List the adjectives under some of these headings.

age, material, colour/pattern, opinion, nationality, size, shape, most other qualities

- 5b Add the adjectives from the following examples under the headings in Exercise 5a. Try to work out the order of adjectives before a noun (i.e. opinion is first). Check your answers in the table on page 166.

*beautiful, antique, colourful, Japanese silk paintings
a huge, well-known, dark bronze sculpture*

- 6 Complete the sentences below, putting the adjectives in brackets in the correct order.

- 1 Michael Ayrton made ____ sculptures.
(bronze, fabulous, large)
- 2 Rothko's paintings often consist of a number of ____ boxes.
(coloured, large, rectangular)
- 3 These ____ figures date back 2,000 years.
(antique, wonderful, Javanese)
- 4 The artist created a ____ sculpture.
(fantastic, stainless steel, shiny)
- 5 Lacquer is a ____ varnish.
(hard, coloured, heat-resistant)
- 6 Wall paintings are used to brighten up some ____ environments.
(dreary, urban, modern)
- 7 The bird was made with a piece of ____ paper.
(square, Japanese, origami)

Anish Kapoor



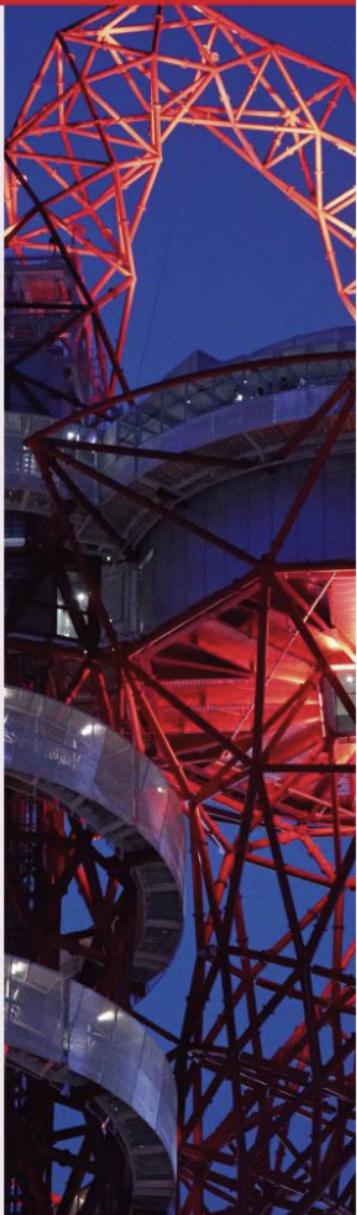
Anish Kapoor was born in Mumbai, India, in 1954 and moved to England **in 1972**.

He studied at two **famous art schools** in London, before starting out as a sculptor. Kapoor soon became well-known because of his particular style, which, in his early works, involved the clever use of monochrome and brightly-coloured pigments surrounding the sculpture.

Although he is **mainly** resident in London, he often visits India, and Western and Eastern styles influence his work. His use of colour is **strongly** influenced by the heaps of coloured spices and powders found in Indian markets.

Kapoor's later works are **often** very large. In fact, his 110-ton Cloud Gate sculpture in Chicago is amongst the largest in the world. This sculpture is forged from a series of highly-polished **stainless steel 'plates'** that create an arched, highly-reflective work with Chicago's skyline and Millennium Park in the background.

Kapoor has also worked on subway design in Italy and his work is increasingly becoming a mixture of art and architecture. In 2012, he completed 'Orbit' for the 2012 London Olympic Games. At 115 metres tall, Orbit is the tallest sculpture in the UK.



Yoko Ono



Yoko Ono, who once said 'Everybody's an artist', was born in 1933 in Tokyo, Japan. In 1945, at the end of World War II, she had to hide with her family when Tokyo was fire-bombed. Although she came from a **rich, aristocratic family**, she had to pawn her mother's property to obtain rice when Japan surrendered and everyone was poor. She moved with her family **to New York** when she was eighteen. She went to college, but dropped out after two years.



Antony Gormley



Antony Gormley was born in 1950 **in Hampstead, England**, and, like Kapoor, is famous for his large-scale sculptures. He studied at Cambridge from 1968 to 1971 before travelling to India and Sri Lanka to study Buddhism **until 1974**. On his return, he studied in a number of colleges in London.

His work **mainly** focuses on the human body and he uses his own body **creatively** to form metal casts for his sculptures. One of his best-known sculptures is 'The Angel of the North', an **enormous metal figure**, now completely rusted to a brown colour, with **huge, fully-extended wings**. Motorists travelling on the A1 road to the North of England and Scotland see the Angel rising above them **dramatically** as they drive closer to it.

Another striking sculpture is 'Asian Field', installed in Sydney in 2006. It has 180,000 **small brown clay figurines** crafted by 350 Chinese villagers in five days from 100 tons of red clay. The installation is reminiscent of the terracotta warriors of Xian, China.

His spectacular public art installation 'Event Horizon' premiered in London in 2007, before being displayed in a number of major world cities, including New York, São Paulo and Rio de Janeiro.



She is **primarily** known for her sculpture and installation art, but she has also worked in film, poetry and music. She is **probably** most famous for her marriage to John Lennon of The Beatles. Lennon once described her as 'the world's most famous unknown artist: everybody knows her name, but nobody knows what she does.'

Her artistic work has **frequently** been criticised. Indeed, Brian Sewell, a traditional art critic, said, 'She's shaped nothing, she's contributed nothing, she's simply been a reflection of the times ...'. There is **certainly** disagreement with Sewell's views in the art world. In 2009, she received a Golden Lion for Lifetime Achievement from the Venice Biennale, and in 2013 the largest retrospective of her work opened in Frankfurt, coinciding with her 80th birthday.



GRAMMAR

POSITION OF ADVERBS

7a Look at the adverbs/adverb phrases in bold in the profiles. Add them to the list below.

- 1 Time: *then, in May, ...*
- 2 Place: *there, at home, ...*
- 3 Manner: *quickly, carefully, ...*
- 4 Frequency: *sometimes, never, ...*
- 5 Certainty: *definitely, perhaps, ...*
- 6 Degree: *a lot, mostly, ...*



7b Look at the clauses these adverbs/adverb phrases appear in and answer the questions below.

- 1 Do groups 1–3 come at the beginning, middle or end of the clause?
- 2 Where do groups 4–6 come in the clause?
- 3 Where do the adverbs in 4–6 go in relation to the verb they modify?
- 4 Is this the same with all verbs? (Look at *mainly*.)



GRAMMAR TIP

We can emphasise adverb phrases of time and place by putting them at the beginning of the clause.

In 2012, Yoko Ono received a lifetime achievement award.

→ Language reference and extra practice, pages 126–149



8 Put the adverbs in brackets in the correct place in the sentences.

- 1 Rahmi Pehlivanli, the famous Turkish painter, painted portraits. (*often*)
- 2 Many artists have been influenced by Picasso. (*strongly*)
- 3 Leonardo da Vinci sketched technical designs. (*very skilfully*)
- 4 The French post-impressionist Paul Gauguin died alone. (*in Tahiti*)
- 5 Katsushika Hokusai is the most famous Japanese artist ever. (*probably*)
- 6 The batik effect is produced by machines rather than being hand made. (*nowadays*)

SPEAKING

9a **Developing arguments** Work with a partner and think of three arguments that support the following statement and three arguments against it.

Public works of art are a waste of money.

9b Work with a new partner and discuss the statement using the arguments you have developed.



MEET THE EXPERT

Watch an interview with Yulia Podolska, a sculptor, about her work and influences.

Turn to page 153 for video activities.

SITUATION

The Russell Drake Gallery sells contemporary art in Chelsea, New York. Chelsea, with its 300 galleries, is the centre of modern art in the city and there is strong competition to try and satisfy existing customers as well as attract new ones. Location is not enough. Galleries need to stand out from the crowd and offer something different to collectors and the general public. The Russell Drake Gallery represents about thirty-five artists, whose works are priced from \$5,000–200,000. The gallery's aim is to sell between eight and ten pieces each month.

Recently, the gallery has not been meeting its sales targets. As a result, its owners, Russell and Vanessa Drake, realise that they must make changes to increase sales and attract more customers to their gallery. They have a meeting planned with Dennis Paul, an art consultant, about how to increase their profits.



1 Read the situation and answer the questions.

- 1 What is the Chelsea area of New York famous for?
- 2 What do galleries need to do in order to be successful?
- 3 How many works of art would the Russell Drake Gallery like to sell each month?
- 4 What problem is the gallery currently facing?

2a Work with a partner. Read the reviews from the gallery's website and decide which are the three most serious criticisms.

2b Compare your opinions with other pairs.

The Russell Drake Gallery | Reviews

I've visited the gallery several times. Usually disappointed. The range of art is too great. I'm not interested in photography, sculpture and video art, and I can't get excited about modern African art (last week's exhibition). You need to focus more on what you're offering.

I didn't enjoy my visit. The artists were boring. Most of the paintings were landscapes and portraits. Middle-of-the-road stuff that you can see in plenty of galleries. There was nothing to talk about.

I liked the artists on show, and the naturalistic art was really impressive. The exhibition 'Realism in the arts' was the highlight of my visit. But I got really tired after a while and wanted to sit down. Unfortunately, there weren't enough seats. What about having a café to relax in at the end of a visit?

Your prices are far too high for what you're offering. Only collectors can afford that sort of money. By the way, parking's really difficult in your area. I had to walk miles to get to you. It's not easy to find your gallery, either. You're right on the edge of the district, I found out.

Your staff were friendly, but there weren't enough signs to show what was going on in some of the rooms. I wanted to see more works by New York artists, I'm not really interested in Asian art.

You need to be more innovative in your choice of artists. I like naturalistic art, not abstract art and splash paintings. I'd love to buy some paintings by young, emerging artists.

I like the high ceilings in the gallery, but there isn't enough light, so I didn't enjoy my visit. It's about time you repainted the walls, isn't it? That'd make the rooms lighter.

You must improve your website. It's not enough to show just one painting from a collection you're going to feature in your gallery. Also, the site's difficult to navigate. I couldn't find any map showing where you are located.



GRAMMAR

G1 GRADABLE AND UNGRADABLE ADJECTIVES

Adjectives describe a quality that something possesses. To describe, for example, variations in temperature, we can use *hot* or *cold*, which are gradable adjectives. But to describe the limits (the maximum or minimum level) of temperature, we use *boiling* or *freezing*, which are ungradable adjectives.

ungradable	gradable	↔	gradable	ungradable
tiny	small	size	big	enormous
excellent	good	good/bad	bad	terrible
boiling	warm/hot	temperature	cold	freezing

Some other common gradable and ungradable forms are:

tired → *exhausted*, *angry* → *furious*, *hungry* → *starving*,
interesting → *fascinating*, *upset* → *devastated*, *unusual* → *unique and important* → *essential*.

Adverbs make adjectives stronger or weaker. Some adverbs can only be used with gradable or ungradable adjectives.

+ gradable adjectives	+ ungradable adjectives	+ gradable / ungradable adjectives
very, extremely, a bit, slightly	absolutely, completely, totally	really

The weather was **very** cold and I was **extremely** hungry. I was also **really** exhausted.

! Don't use comparative or superlative forms of ungradable adjectives. Use gradable adjectives instead.

This water is more freezing than the water in the sea. ×
This water is colder than the water in the sea. ✓

With some adjectives, we don't use *very*, *absolutely*, etc., but instead we use other adverbs, e.g. *highly qualified*, *completely wrong*.

G2 ORDER OF ADVERBS/ADVERB PHRASES

ADVERBS/ADVERB PHRASES OF TIME, PLACE AND MANNER

We usually put adverbs of time and manner at the end of a clause.

The last invasion of England took place **in 1066**.

When did you live **there**?

We can emphasise adverbs of time and place by putting them at the beginning of the clause:

In 2009, I decided to give up my job and go back to college.

ADVERBS OF FREQUENCY, CERTAINTY AND DEGREE

We usually put adverbs of frequency, certainty and degree in the middle of a clause, between the subject and the verb.

We **often** take the train to college.

You **probably** left your mobile phone in the taxi.

His work **mainly** focuses on the human body.

With the verb *to be*, we put the adverb after the verb.

She is **probably** the best person for the job.

His later works **are often** very large.

With auxiliary verbs, we put the adverb between the auxiliary and the main verb.

We **have often** laughed at his jokes.

She **was definitely** staying in the big hotel.

KEY LANGUAGE

K1 DISCUSSING IMPLICATIONS; OFFERING COUNTER-ARGUMENTS

DISCUSSING IMPLICATIONS

Maybe, but consider the implications.
But think of the consequences.

It'll affect your profits if you lower your rates.
You need to take into account the reactions
of the other gallery owners.
That may be true, but our situation's getting
pretty desperate.
The problem with that is that it could really
upset your best customers ...

OFFERING COUNTER-ARGUMENTS

If you lower your commission, other galleries
might start doing the same thing.
I think there's a strong argument for doing it.
We do need to have more young artists on
our books.
We've got to do something if we want to survive.
But it wouldn't if we charged variable rates.
There are plenty of things you could do ...

VOCABULARY

V1 ART AND ARTISTS

abstract, artist, art lover, cave painting, ceramics, collector, critic, contemporary, controversial, groundbreaking, landscape (painting), masterpiece, modern, mural, naturalistic, painter, performance art, preview, portrait (painting), pottery, realism, realist, retrospective, sculptor, sculpture, thought-provoking, traditional art, video art

V2 ADVERB-/ADJECTIVE COLLOCATIONS

absolutely unique, completely different, completely wrong, deeply moving, entirely unexpected, heavily criticised, highly praised, highly qualified, painfully shy, really excellent, totally different, totally unbelievable, totally unjustified, utterly impossible, utterly useless

V3 ADJECTIVES

absorbing, absurd, antique, appalling, bronze, charming, classical, critical, compelling, conservative, devastated, dismissive, dreary, dreadful, enormous, exhausted, exhilarating, fabulous, fascinating, gripping, heart-breaking, heat-resistant, hilarious, intellectual, laughable, monotonous, nail-biting, outstanding, passionate, picturesque, productive, radical, rectangular, repetitive, respectful, restful, ridiculous, shiny, stainless-steel, starving, tedious, touching, trendy, witty



- 3** Look at the visitor ratings below. What do they show, in your opinion? Do they indicate that customer satisfaction of the gallery is: a) high, b) fairly high, c) acceptable, d) too low or e) totally unacceptable?

Number of reviews (previous three months)

Total: 106

Visitor rating



KEY LANGUAGE

DISCUSSING IMPLICATIONS, OFFERING COUNTER-ARGUMENTS



- 4** **9.2** Russell and Vanessa Drake and Dennis Paul are discussing the commission that the gallery charges artists to exhibit their work. Listen and choose the arguments that Dennis Paul uses to oppose lowering the commission rate.

- 1 The artists do not object to the present commission system.
- 2 Other galleries might start lowering their commission.
- 3 Russell Drake's commission is already fairly low.
- 4 The artists do not like changes in commission rates.
- 5 The best customers would be unhappy about variable rates.
- 6 A lower commission rate will have an impact on the gallery's profitability.



- 5a** Listen again and number the phrases below in the order you hear them.

- a But think of the consequences. (Dennis)
- b I think there's a strong argument for doing it. (Vanessa)
- c But it wouldn't if we charged variable commission rates. (Russell)
- d You need to take into account the reactions of the other gallery owners. (D)
- e There are plenty of things you could do ... (D)
- f Maybe, but consider the implications. (D)
- g We do need to have more young artists on our books. (V)
- h If you lower your commission, other galleries might start doing the same thing. (D)
- i That may be true, but our situation's getting pretty desperate. (V)
- j We've got to do something if we want to survive. (V)
- k the problem with that is that it could really upset your best customers ... (D)
- l It'll affect your profits if you lower your commission rate. (D)



- 5b** Decide whether each phrase is 'discussing implications' (I) or 'offering a counter-argument' (C).

TASK

DECIDING ON AN ACTION PLAN

- 6** Work in small groups. You are members of a team of art consultants headed by Dennis Paul. Do the following tasks together.

- 1 Consider the implications of each of Dennis Paul's ideas below. Then choose the best five ideas for further study. Make notes of your reasons for not choosing the other ideas.
- 2 Discuss the cost of the ideas you've chosen. Which ones will be:

a inexpensive	b quite expensive
c very expensive	d easy to implement
e more suitable as a long-term project?	
- 3 Think of any other ideas that could make money for the gallery. Make notes.
- 4 Work out an action plan for the next year.

MEETING AGENDA

Ideas

- 1 Change the gallery's strategy. Focus on exhibiting exclusively young emerging artists based in New York.
- 2 Sponsor a young, promising artist, perhaps someone already exhibiting on the internet.
- 3 Sponsor a competition of modern art in New York's major art colleges.
- 4 Exhibit at one major art fair in New York rather than at several smaller fairs, as the gallery does at the moment.
- 5 Hire an expert to improve the gallery's website. Aim to attract more foreign visitors by advertising in specialist art magazines.
- 6 Redecorate the gallery and enlarge the windows.
- 7 Move to a new location where the rents are much cheaper.
- 8 Vary the commission rate, charging 50 percent to established artists and a lower commission rate for young artists.
- 9 Set up a café in the gallery offering high-quality snacks and lunches.
- 10 Invite famous modern artists to give lectures on their work at the gallery.

- 7** Compare your action plan with the plans of other groups. Explain your reasons for not choosing some of Dennis Paul's ideas.

- 8** As one group, take a vote to decide which is the best action plan.

STUDY SKILLS

EXPANDING YOUR VOCABULARY



1 Look at these phrases. What do you think the word *nice* means? Does it mean the same in each phrase?

- | | |
|------------------------------|--|
| 1 Have a nice day. | 4 That's a nice haircut. |
| 2 Nice to meet you. | 5 Let's have a nice cup of tea. |
| 3 She's really nice . | 6 It's a nice place to live. |

2 Read this extract from a book about expressing yourself accurately. Is this the same as in your language?

It pays to increase your word power

Expanding your vocabulary is a sure way of improving your English and the way you express yourself in English. However, spoken and written English are often quite different.

Take a simple example – the word *nice* is very common in spoken English. It is a very general adjective, which is rather vague in meaning, as in the following examples: *Have a nice day*, *Nice to meet you*, *She's really nice*, *That's a nice haircut*. In this spoken context, *nice* is very useful – often we don't need to be very precise because a lot of meaning is carried by our intonation and facial expression. Also, the listener and speaker can clarify what exactly is meant. In written English, these clues are absent so we need to be more precise in order to convey what we really mean.

In addition, it is good to expand your vocabulary for stylistic reasons. Your writing will be much more interesting if you avoid repeating the same words.

3 What does the word *nice* really mean in phrases 1–6? Choose two words from the box for each phrase.

beautiful charming delicious friendly
picturesque productive relaxing restful
stylish tasty trendy useful

- | | |
|------------------|------------------|
| 1 a nice view | 4 a nice jacket |
| 2 a nice meal | 5 a nice person |
| 3 a nice holiday | 6 a nice meeting |

4 Look at these other common, basic adjectives 1–8. Add three more precise adjectives from the box below to each one.

- 1 good: *excellent*
- 2 bad: *terrible*
- 3 interesting: *fascinating*
- 4 sad: *upsetting*
- 5 boring: *dull*
- 6 funny: *humorous*
- 7 exciting: *dramatic*
- 8 stupid: *crazy*

absorbing absurd amusing appalling awful
brilliant compelling dreadful exhilarating
gripping heartbreaking hilarious laughable
monotonous moving nailbiting outstanding
repetitive ridiculous tedious terrific
thrilling touching witty

GRAMMAR TIP

Adjective-noun collocations are also important. A good thesaurus will help you to recognise collocations and find better words to express what you mean. Look up the basic idea of what you want to say and you can find alternatives.



5 Collocations Which of the following can be *fascinating*, *absorbing*, *gripping* or *compelling*?

- 1 a book
- 2 a fact
- 3 a film

WRITING SKILLS

AN ONLINE REVIEW



6 Look at the different ways you can use to research a holiday. What are the advantages and disadvantages of each? Which would you use to get information?

- visit a travel agent
- check the websites of travel agencies
- look at some travel blogs
- consult a guidebook
- get advice from friends or colleagues

7 9.3 Listen to an extract from a talk on 'How to improve your writing skills'. Denise Couture, a lecturer in Communications, is talking about travel blogs. Work with a partner and discuss the questions.

- 1 What advantages of writing a travel blog does she mention in her talk?
- 2 Which do you think is the most important advantage?
- 3 Does she mention the same advantages you thought of in Exercise 6?



8 Read the travel blog about Nice, a city in the southern region of France known as the Côte d'Azur, and answer the questions.

- 1 Which tourist sites did Alessandra and her friend visit during the day?
- 2 What was their general impression of each site?
- 3 What did Chagall and Matisse have in common? In what ways were they different?



9 Vocabulary competition Work in small teams. Note down as many words as you can that are similar in meaning to the ones in bold in the blog. The time limit is five minutes and you may use a dictionary. At the end, count your words. The team with the most wins.

10 Write a travel blog of a trip you have made, either in your country or abroad. Mention any unusual or interesting experiences you had and describe one or two sites. Try to use some of the new vocabulary that you have learnt.

NICE BLOG

A DAY IN NICE: CHAGALL AND MATISSE MUSEUMS

Nice is a great city to stroll around. In the morning, we decided to visit Cours Saleya, the market square. It's a historic area, surrounded by 500-year-old buildings. It's also a **trendy** place. There are always lots of tourists who go to enjoy the atmosphere, sample the range of foods and admire the flowers on display. A lot of residents go there on Sundays to buy their supplies of meat, cheese, spices and fruit for the week. We had a **nice** meal at a restaurant. The salad was really good and the waiter was **charming** and helpful. It was a really relaxing time for both of us.

It wasn't just the food that was **great**. There were several street performers in the square playing various musical instruments, but the highlight for us was a group of Brazilian dancers and acrobats. They were all men and incredibly athletic. Their performance was really **exhilarating**. They jumped incredibly high and did somersaults on the hard ground, accompanied by Brazilian music. One of them was very **funny**. He made jokes in French and English to the crowd and managed to persuade a young child to climb up the human pyramid formed by the other acrobats. There was a **thrilling** end to the performance when the most athletic performer jumped over a wooden bar which had been raised to an incredible height. It was really dangerous to do it, but exciting for the crowd.

In the afternoon, we hired bicycles and visited the Chagall and Matisse Museums. We had to ride up a long, steep hill to get there. It was exhausting. At one point, we were passed by a group of young, fit cyclists who seemed to find our efforts hilarious! We really suffered and felt **dreadful** when we got there, but it was worth it. Both museums were **outstanding**: the Chagall Museum had lovely gardens and a **peaceful** café, while the Matisse Museum was in a beautiful park. Once you got to the museum, you had a **fantastic** view of Nice.

Chagall (1887–1985) and Matisse (1869–1954) lived in Nice at the same time. They were inspired by the sunlight and bright colours of the landscape. Matisse once said, 'When I realised that every morning I would see this light, I couldn't believe my luck.'

Although they were in Nice at the same time, their artistic styles are different. Chagall, born in Russia, was greatly influenced by East European Jewish folk culture. He developed a surrealistic style and many of his paintings have dream-like figures in them. Matisse was born in Northern France. His paintings show a wider range of styles from Impressionism to Neo-classicism and abstract art. Apparently, some people find it confusing when they visit the Matisse museum.

We thought both museums were **brilliant**. You really must visit them if you are an art lover, or even if you're not, the museums are well worth a visit because the paintings are so colourful and full of light.



Comments

Frank said ...

Great blog, A. Art brings immense joy to my life. **Terrific** photos.

JUNE 29, 2014 15.00

Kylie said ...

Thanks Alessandra. I'm inspired to visit the museums and see the paintings!

JUNE 28, 2014 11.45

7a Tell students to find all the examples before they add them to the lists.

- They can use their dictionaries if necessary.
- Ask students to compare with a partner before you check answers with the class.

1 in 1972; until 1974 **2** in Hampstead,
England; to New York **3** creatively;
dramatically **4** frequently; often **5** probably;
certainly **6** mainly; strongly, primarily

Adverbs in English



An **adverb** is a part of speech. A adverb describes a verb, another adverb or an adjective. Adverbs answer **how, where, when, how much, how often** and etc... questions.

How

Secretly
Fast
Well
Quickly
Easily
Slowly
Lowly
Accidentally
Weetly
Emotely
Badly
Carefully
Closely
Quietly
Specifically
Cheerfully
Strongly
Beautifully
Worriedly
Wishfully
Grimly
Eagerly

How much

Fully
Almost
Rather
Extremely
Entirely
Too
Fairly
Enormously
Very
Just
Barely
Enough
Deeply
Completely

Where

Towards
There
Inside
Here
Back
Far
Above
Abroad
Behind
Away
Outside
Downstairs
Nearby
Indoor
In
Out
Elsewhere
Anywhere

How often

Never
Sometimes
Often
Usually
Generally
Occasionally
Seldom
Rarely
Normally
Frequently
Hardly ever
Always

When

Last year
Last month
Today
Tomorrow
Last week
Later
Soon
Now
Yesterday
Tonight
Already
Then

Royal Order of Adjectives

Determiner	Observation	Physical Description				Origin	Material	Qualifier	Noun
		Size	Shape	Age	Color				
a	beautiful			old		Italian		touring	car
an	expensive			antique			silver		mirror
four	gorgeous		long-stemmed		red		silk		roses
her			short		black				hair
our		big		old		English			sheepdog
those			square				wooden	hat	boxes
that	dilapidated	little						hunting	cabin
several		enormous		young		American		basketball	players
some	delicious					Thai			food

Vocabulary: order of adjectives (2)

Put the words in the correct order to make sentences.



Example:

1 These wonderful bronze Greek statues have been recovered from the ocean after almost 2,000 years.

2 large sheets is made from This rectangular shiny , of stainless fantastic sculpture

DRAG ITEM HERE steel.

3 south of the river has been transformed into The once dreary urban fabulous modern a series of landscape

DRAG ITEM HERE offices and apartments.

4 Japanese mansion were found in the attic antique These English vases large of a

DRAG ITEM HERE just last year.

5 is made of Each square heat-resistant stainless steel platform

DRAG ITEM HERE tiles.

Damien Hirst – Artist or Entrepreneur?

1

Born in Bristol on 7 June 1965, Damien Hirst is the best known member of the group that has been called the 'Young British Artists'. Damien became known after the collector Charles Saatchi started supporting his work. His work was first shown in 1992 in the first Young British Artists exhibition at the Saatchi Gallery in North London. Throughout the nineties, it was Saatchi's support that certainly contributed to Hirst's success.

2

Hirst's first major work was titled The Physical Impossibility of Death in the Mind of Someone Living and was a large dead tiger shark in formaldehyde* in a glass tank. Death is a central theme in Hirst's work. He is mostly known for his Natural History series, in which dead animals (such as a shark, a sheep or a cow) are preserved in formaldehyde.

3

The sale of this work, in 2004, made him the second most expensive living artist. In June 2007, Hirst became the most expensive living artist with the sale of a medicine chest, Lullaby Spring, for £9.65m at Sotheby's in London.

4

What makes Hirst so controversial is that he is often accused of becoming successful because of work done by other people. It is true that he has many assistants working with him and Hirst believes their work is also his work. This is because he sees the real creative act as being the idea, not the actual making of the piece. Therefore, it is the creator of the idea who is the artist.

5

There has also been much discussion on whether Hirst's work is art or not. One critic has said that a stuffed animal on the wall is more art than the work of Hirst. There is also a group of artists who are against the work of Hirst. Called the Stuckists, in 2003 they opened an exhibition with a shark on show that was loaned from an electrician who had displayed it in his shop window. Named A Dead Shark Isn't Art, Stuckists wanted to show that displaying a dead animal did not make you an artist.

6

Regardless of such criticism and despite the breakdown of the relationship between Saatchi and Hirst, the artist's popularity continued to grow steadily. In May 2007, an exhibition of Hirst's new work presented a platinum skull covered with 8,601 diamonds. Approximately £15m worth of diamonds were used. On 30 August 2007, Hirst outdid his previous sale of Lullaby Spring when the skull was sold for £50m to an unknown investment group. Today, he remains the richest living artist in the world.

* Formaldehyde is a gas used with water to preserve dead things.

⋮ Move

grow steadily in Bristol mostly known certainly contributed often accused on 7 June 1965

1 adverb of time: on 7 June 1965

2 adverb of certainty:  DRAG ITEM HERE

3 adverb of place:  DRAG ITEM HERE

4 adverb of frequency:  DRAG ITEM HERE

5 adverb of degree:  DRAG ITEM HERE

6 adverb of manner:  DRAG ITEM HERE

GRAMMAR

G1 GRADABLE AND UNGRADABLE ADJECTIVES

Adjectives describe a quality that something possesses. To describe, for example, variations in temperature, we can use *hot* or *cold*, which are gradable adjectives. But to describe the limits (the maximum or minimum level) of temperature, we use *boiling* or *freezing*, which are ungradable adjectives.

ungradable	gradable	↔ →	gradable	ungradable
tiny	small	size	big	enormous
excellent	good	good/bad	bad	terrible
boiling	warm/hot	temperature	cold	freezing

Some other common gradable and ungradable forms are:

tired → *exhausted*, *angry* → *furious*, *hungry* → *starving*,
interesting → *fascinating*, *upset* → *devastated*, *unusual* → *unique and important* → *essential*.

Adverbs make adjectives stronger or weaker. Some adverbs can only be used with gradable or ungradable adjectives.

+ gradable adjectives	+ ungradable adjectives	+ gradable / ungradable adjectives
very, extremely, a bit, slightly	absolutely, completely, totally	really

The weather was **very** cold and I was **extremely** hungry. I was also **really** exhausted.

! Don't use comparative or superlative forms of ungradable adjectives. Use gradable adjectives instead.

This water is more freezing than the water in the sea. ✗

This water is colder than the water in the sea. ✓

With some adjectives, we don't use *very*, *absolutely*, etc., but instead we use other adverbs, e.g. *highly qualified*, *completely wrong*.

G2 ORDER OF ADVERBS/ADVERB PHRASES

ADVERBS/ADVERB PHRASES OF TIME, PLACE AND MANNER

We usually put adverbs of time and manner at the end of a clause.

The last invasion of England took place **in 1066**.

When did you live **there**?

We can emphasise adverbs of time and place by putting them at the beginning of the clause:

In 2009, I decided to give up my job and go back to college.

ADVERBS OF FREQUENCY, CERTAINTY AND DEGREE

We usually put adverbs of frequency, certainty and degree in the middle of a clause, between the subject and the verb.

We **often** take the train to college.

You **probably** left your mobile phone in the taxi.

His work **mainly** focuses on the human body.

With the verb *to be*, we put the adverb after the verb.

She **is probably** the best person for the job.

His later works **are often** very large.

With auxiliary verbs, we put the adverb between the auxiliary and the main verb.

We **have often laughed** at his jokes.

She **was definitely staying** in the big hotel.

KEY LANGUAGE

K1 DISCUSSING IMPLICATIONS; OFFERING COUNTER-ARGUMENTS

DISCUSSING IMPLICATIONS

Maybe, but consider the implications.
But think of the consequences.

It'll affect your profits if you lower your rates.
You need to take into account the reactions of the other gallery owners.

That may be true, but our situation's getting pretty desperate.

The problem with that is that it could really upset your best customers ...

OFFERING COUNTER-ARGUMENTS

If you lower your commission, other galleries might start doing the same thing.

I think there's a strong argument for doing it.
We do need to have more young artists on our books.

We've got to do something if we want to survive.
But it wouldn't if we charged variable rates.
There are plenty of things you could do ...

VOCABULARY

V1 ART AND ARTISTS

abstract, artist, art lover, cave painting, ceramics, collector, critic, contemporary, controversial, groundbreaking, landscape (painting), masterpiece, modern, mural, naturalistic, painter, performance art, preview, portrait (painting), pottery, realism, realist, retrospective, sculptor, sculpture, thought-provoking, traditional art, video art

V2 ADVERB-/ADJECTIVE COLLOCATIONS

absolutely unique, completely different, completely wrong, deeply moving, entirely unexpected, heavily criticised, highly praised, highly qualified, painfully shy, really excellent, totally different, totally unbelievable, totally unjustified, utterly impossible, utterly useless

V3 ADJECTIVES

absorbing, absurd, antique, appalling, bronze, charming, classical, critical, compelling, conservative, devastated, dismissive, dreary, dreadful, enormous, exhausted, exhilarating, fabulous, fascinating, gripping, heart-breaking, heat-resistant, hilarious, intellectual, laughable, monotonous, nail-biting, outstanding, passionate, picturesque, productive, radical, rectangular, repetitive, respectful, restful, ridiculous, shiny, stainless-steel, starving, tedious, touching, trendy, witty

Grammar: ungradable adjectives (1)

Put the adjectives below in the correct group.

Keyboard instructions ▾

Move

good	unique	tired	furious	excellent	exhausted	terrible	enormous	cold	starving	devastated	
fascinating	essential	angry	freezing	interesting	big	bad	upset	hungry	important	small	unusual
tiny											

Gradable adjectives good <i>(Example)</i>	Ungradable adjectives unique <i>(Example)</i>
---	---



G1 1 Choose the correct adjective or adverb.

Sometimes both choices are possible.

- 1 Let's stay at home; it's *very* / *absolutely* freezing outside!
- 2 I was *really* / *absolutely* devastated when I heard the news.
- 3 This work of art is *absolutely* / *a bit* unique.
- 4 It's *really* / *very* important to have good friends.
- 5 Her new mobile is *slightly* / *extremely* unusual.
- 6 Be careful. The boss is *very* / *absolutely* angry.
- 7 These photographs are *very good* / *excellent*.
- 8 Mike's new house is really *enormous* / *big*.
- 9 Her latest book is extremely *interesting* / *fascinating*.
- 10 In August, Madrid is *hotter* / *more boiling* than Paris.
- 11 I'm absolutely *hungry* / *starving* – can we get something to eat?
- 12 Maria was a bit *devastated* / *upset* by her exam results.



Old

Vocabulary: art and artists (2)

Read the gallery review and choose the correct words.

Keyboard instructions ▾

DRAG ITEM HERE

Move

landscape masterpiece retrospective sculptor controversial groundbreaking radical thought-provoking

There are three exhibitions I suggest you get down to visit this week. The first is a preview at Huston's, so get to see it before everyone else does! These are Anotoly Ribienko's latest works and there are some marvellous examples here of some new and **groundbreaking** techniques that he has been trying out. The collection includes his

'Matka'. Ribienko is one of the most exciting painters around and his work with oils is particularly popular with collectors, who will pay hundred of thousands of pounds for his works.

The second exhibition is a **DRAG ITEM HERE** of all the known works of art from the **DRAG ITEM HERE** Selma Howard. Selma was always **DRAG ITEM HERE**, indeed while many claim she is a creative genius there are others who claim she was not an artist at all. This may not be surprising considering her work: concrete handbags and paper mobile phones, but her later political work was very **DRAG ITEM HERE** and created a great deal of media debate. People forget that she also did some very interesting traditional statues. She is a great loss to the art world.

The final exhibition shows a collection of famous **DRAG ITEM HERE** paintings of the Italian countryside from the Renaissance period. All visitors should enjoy this but it has something to offer for everyone, even those whose tastes are for more **DRAG ITEM HERE** contemporary art.

Vocabulary: art and artists (1)

Match the sentence halves.

Thomas Houseago's sculptures use a range of	materials from plaster to wood to metal and marble.
For Diego Rivera (1886–1957), an artist who specialised in murals ,	as well as his better well-known expressionist paintings.
The most recent retrospective of all	painting on walls was part of a long tradition.
David Hockney has also produced works of photographic realism	surely include Sir Sydney Nolan's 'Ned Kelly' paintings.
Any discussion of masterpieces of modern Australian art must	the surviving paintings of Chaïm Soutine was in 2012.

Western Art – An overview

In all times and in all places, *Homo Sapiens* – the 'wise man' – has at one and the same time been *Homo Conficiens* – the 'creative man'. Indeed, cave paintings from Chauvet and Cantabria show us that humanity has been creating art for at least 40,000 years or more. From the beauty of Islamic art of Baghdad to the urban street artists of Brooklyn, there has always been a need to create patterns, images, sculptures, photos.

However, this essay will only be considering the art of Western Europe and in particular it will be focusing on the contrast between two types of art production: abstract art on the one hand, and naturalistic art on the other. By abstraction, I will be referring to any type of painting or sculpture which is an imaginative representation of a person, place or object. An example of such art might be painter Eileen Cooper in which we can see figures with huge heads but tiny hands, people with strawberry-red bodies taking a picnic on a field of dark blue grass. This is actually a much wider understanding of abstraction than is normally the case – a more typical example might be Anthony Caro whose metal sculptures are lines, circles, squares – and nothing more. But it will be useful to think in this way for the main argument of this essay.

By naturalism, I mean that type of art which began in the Hellenistic period of ancient Greece (323–146 BCE). This was a period during which artists began to produce painting and sculpture that were incredibly true to life. This type of art was quickly copied by the ancient Romans and from then until the end of the 19th Century it remained at the centre of traditional art in the West. Typical examples of this type of art are the statues of Greek gods and heroes that we can see surrounding bridges, opera houses, theatres, palaces and even government buildings in almost all the major cities of Europe to this day.

Hellenistic art did not only include sculpture, however. Although today we no longer have any examples, we can read about portrait painting made in this period that showed a person's face as clearly and accurately as any modern day photograph. Landscape painting was also very popular. A common theme of this type of painting would be the gardens and fields owned by a rich or important man. Such paintings were usually found in apartments in the city. After a stressful day, the rich man could return to his town house and think of his home in the country – much as today we might look at a photo or a postcard.

This naturalistic art of ancient Greece is important for another reason: it is not possible to understand Modernism without a basic knowledge of Hellenistic art. Before we go any further in our discussion of Modernism, it will be necessary to define two key terms, as I will be using them throughout this book. These terms are modern art and contemporary art. The former will only be used to refer to works of art that rejected the European tradition of naturalism between (approximately) the 1840s and the 1950s. Henri Matisse and Pablo Picasso are two giants of this period. The latter will simply be used to refer to any artwork that is produced by artists living and working today, such as works by Damien Hirst, Gerhard Richter, Sam Basu or Tomoko Takahashi.

Tomoko Takahashi Anthony Caro

Greece Cantabria Matisse Picasso

rich men opera houses Chauvet

precise and easy to see Eileen Cooper

Sam Basu a human face

a city apartment

Abstract art

 DRAG ITEM HERE

Cave paintings

 DRAG ITEM HERE

Contemporary art

 DRAG ITEM HERE

Landscape painting

 DRAG ITEM HERE

Modern art

 DRAG ITEM HERE

Naturalistic art

 DRAG ITEM HERE

Portrait painting

 DRAG ITEM HERE