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**Form Follows Function:
Art and Design English in Use**



Plotnikova N. V.

**O. M. BEKETOV
NATIONAL UNIVERSITY
OF URBAN ECONOMY
in KHARKIV**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

O. M. BEKETOV NATIONAL UNIVERSITY OF URBAN ECONOMY
in KHARKIV

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Form Follows Function: Art and Design English in Use

Tutorial

Kharkiv
O. M. Beketov NUUE
2026

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Навчальний посібник розрахований на здобувачів другого (магістерського) рівня освіти спеціальності BB88 B4.01+B2 образотворче мистецтво та дизайн вищих навчальних закладів і спрямований на ґрунтовне засвоєння англійської мови професійного спрямування у сфері мистецтва та дизайну. Зміст посібника відповідає теоретичному матеріалу, який студенти вивчають на заняттях зі спеціальності. Розділи посібника побудовано таким чином, щоб студент мав змогу зосередитися на всіх видах мовленнєвої діяльності, які даватимуть змогу вільно спілкуватися в майбутньому професійному оточенні.

Plotnikova N. V.

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The tutorial is designed for students of the second (master's) level of education in the specialty of BB88 B4.01+B2 “Fine Arts and Design” of higher educational institutions and is aimed at a thorough mastering of the English language of a professional orientation in the field of art and design. The content of the textbook corresponds to the theoretical material that students study in classes in the specialty. The sections of the textbook are structured in such a way that the student has the opportunity to focus on all types of speech activity that will allow them to communicate freely in the future professional environment.

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PREFACE

Building a democratic state in Ukraine with a broad international relationship requires a qualitatively new training for higher education professionals. In this regard, the knowledge of foreign language is particular important and becomes a significant tool for success in professional activity and a sign of high professional level.

This tutorial is designed to meet the requirements of the English language program for non-linguistic specialties such as Master's students of higher education institutions majoring in the specialty "Fine arts and Design" who have some knowledge of the high school curriculum and continue to study professional English at a higher education institution. Its purpose is to develop students' skills and ability to read English professional literature, as well as to conduct conversations on professional topics.

Each unit of this tutorial has a central theme and specific practical goals for developing language skills. The communicative nature of the exercises develops students' speech activity in situations related to a particular topic. The texts and sentences by specialty are selected in such a way as to stimulate mental activity, intellectual development of the personality, to promote the motivation of learning activities in a foreign language.

The tutorial has such structure as 12 units that contain materials on art and design disciplines. The tasks cover topics relevant to the students to widen and deepen their knowledge in the subject. They provide learners with necessary language acquisition for their future professional life.

The tutorial can be recommended for both classroom work and self-study.

Unit 1

Classical art and architecture of Ancient Greece and the Roman Empire

Vocabulary

Ancient Greek Architecture: Classical Orders

Reading

The Stunning Masterpieces
of Ancient Greek Art

Watching DVD

Masters of Ancient Greek Sculpture:
Phidias, Polykleitos and Praxiteles

Writing

The Influence of Ancient Greek Art
on the Roman Empire Art and Architecture



Vocabulary

Classical Period

ancient
Antiquity
architecture
Doric order
Ionic order
Corinthian order
column
column base
capital
volute
frieze
metope
statue
temple
acanthus
scroll-like ornament
sculptor
sculpture
pottery
masterpiece
marble
limestone
black-figure pottery
red-figure pottery
outline
background
golden ratio
cube
rectangle
depiction
contrapposto
cradle
perishable
Hellenistic
Archaic
Venus de Milo
Nike of Samothrace
Hermes
Louvre Museum

Класичний період

стародавній
Античність
архітектура
арх. доричний ордер
арх. іонічний ордер
арх. коринфський ордер
арх. колона
основа колони
арх. капітель колони, надколони
арх. волута, спіраль
арх. фриз
арх. метопа
статуя
храм
арх. акант (орнамент)
орнамент у вигляді сувої
скульптор
скульптура
кераміка, гончарні вироби
шедевр
мармур
вапняк
чорно фігурна кераміка
червоно фігурна кераміка
контур
фон, задній план
золотий перетин
куб
прямокутник
зображення, малюнок
контрапост (*перенесення ваги тіла на одну ногу*)
коліска
швидкопсувний
Елліністичний, давньогрецький
Архаїчний
Венера Мілоська
Ніка Самофракійська
Гермес
Музей Лувр

1. Give the transcription of the words below. Translate these words.

Antiquity		ancient	
acanthus		golden ratio	
architecture		frieze	
sculptor		Venus de Milo	
statue		Nike of Samothrace	

2. Translate the following words into English.

музей Лувр		доричний ордер	
коринфський ордер		класичний період	
чорно фігурна кераміка		червоно фігурна кераміка	
швидкопсувний		орнамент у вигляді сувою	
основа колонни		іонічний ордер	

3. Fill in the missing letters and translate the words.

scu_ _tu_e		_ _cha_c	
master_ _ece		de_ _ct_on	
_ _lleni_tic		back_ _oun_	
H_r_es		con_ _app_s_o	

4. Read and translate the words. State and underline the odd words in each group.

1. volute, column, cradle, metope, frieze, capital, rectangle.
2. Classical period, Hellenistic period, outline, Archaic period, Geometric period, temple, Antiquity.
3. marble, pottery, cube, limestone.

5. Match the words with their definitions.

1. ___ contrapposto	4. ___ metope
2. ___ golden ratio	5. ___ volute
3. ___ acanthus	6. ___ cradle

A a mathematical concept of aesthetic proportion, has fascinated artists and designers for centuries.

B a rectangular architectural element found in the frieze of a Doric order temple.

C a place where something originates or is nurtured during its early life.

D a spiral, scroll-like ornament that forms the basis of the Ionic order.

E in architecture, a popular ornamental design motif based on a characteristic Mediterranean plant with jagged leaves and used to adorn the tops of Greek Corinthian columns.

F a sculptural scheme, originated by the ancient Greeks, in which the standing human figure is poised such that the weight rests on one leg .

6. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Ancient Greek **architecture** was the first to introduce a standardized (1) _____ to influence Roman architecture and, as a result, architecture to this day. At the start of what is now known as the **Classical period** of architecture, ancient Greek architecture developed into three distinct orders: the **Doric**, **Ionic**, and **Corinthian orders**. Each of the orders displayed distinct features in their **columns**, a staple for formal, public buildings such as libraries and (2) _____ and civic buildings.

The *Doric order* of Greek architecture was first seen towards the beginning of the 7th century BCE. (3) _____ with a rounded section at the bottom (the echinus) and a square at the top (abacus).

The *Ionic order* originated in Ionia, a coastal region of what is now called Turkey, which is where it gets its name. It is characterized mainly by the **scroll-like ornaments** that appear on Ionic (4) _____ as well as the **column base** supports that are not featured on Doric columns.

The *Corinthian order* does not have (5) _____, having grown directly out of the Ionic order in the mid-5th century BCE. Taking its name from the city of Corinth, the Corinthian order can be distinguished from the Ionic order by (6) _____ carved with stylized **acanthus** leaves.

- | | |
|--------------------------------------|--|
| a. doric column capitals were plain | d. gymnasiums, stadiums, theaters, |
| b. its origin in wooden architecture | e. its more ornate capitals |
| c. column capitals known as volutes, | f. set of architectural rules that went on |

7. Read the sentences. Give the definitions of the words in bold.

1. Many people get great pleasure out of a quick visit to a museum to look at one or more **masterpieces** which they particularly like. 2. The main entrance of the stadium had to be decorated by the majestic colonnade of 22 columns of **Corinthian Order**. 3. Many of the major works of classical **antiquity** found their way into Europe via Arab translations. 4. A spiral, **scroll-like ornament** on Ionic, Corinthian, and Composite Order capitals is called a volute. 5. **Red-figure pottery** was one of the two most dominant styles of the ancient Greek art form vase painting. 6. What makes the **Nike of Samothrace** so significant is that it is one of the few surviving examples of original Hellenistic sculpture, rather than a Roman copy. 7. Visitors of **the Louvre Museum** can view iconic works like the Mona Lisa and the Winged Victory of Samothrace, as well as pieces from ancient civilizations such as Egypt, Greece and Rome.

8. *Look at the pictures and decide which orders are used in their architecture: Doric order, Ionic order or Corinthian order.*



1. The Parthenon



2. The Temple of Artemis at Ephesus



3. The Temple of Hephaestus



4. The Erechtheion



5. The Temple of the Delians



6. The Temple of Olympian Zeus

9. *Fill in the gaps with the words from the box.*

**Classical period Hellenistic depiction ancient black-figure pottery
pottery capital perishable marble**

1. Surviving Greek bronze sculptures from the Early _____ showcase the skill of Greek artists in representing the body and expressing motion. 2. _____ is a type of Greek pottery named after the colour of the scenes painted on vessels. 3. The _____ period covers the time in Greek history after Classical Greece, between the death of Alexander the Great in 323 BC and the death of Cleopatra. 4. Picasso's painting "Guernica" is an accurate _____ of the horrors of war. 5. The famous dome of the Pantheon has been copied by many designers throughout the ages and is one of the few _____ Roman structures to retain its ceiling. 6. In the architecture of ancient Greece, _____ is mostly used for decorative elements like metopes and friezes. 7. The use of certain _____ materials for handicraft, such as wood, has been underestimated in archaeological investigation due to their poor preservation. 8. The museum has a fascinating collection of exhibits ranging from Iron Age _____ to Greek clothing. 9. In the Classical styles, the _____ is the architectural member that most readily distinguishes the order.

Reading

10. *Before you read the article, discuss these questions.*

1. What type of art are the Ancient Greeks most known for?
2. What was a common feature of sculptures in Ancient Greece?
3. Why did so few Greek paintings survive?

11. *Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).*

- A the human form naturally and easily, in action or at rest
- B achieved remarkable results, combining refinement
- C expensive building material in Greece and it was used mainly
- D there was no sharp transition from one period to another
- E to seduce Odysseus on his long return journey

The Stunning Masterpieces of Ancient Greek Art

As you walk around major cities in the Western Hemisphere, you will find yourself surrounded by architecture and sculpture influenced by the artistic **achievements** of Classical Antiquity. The art of ancient Greece is called a Classical Art and it has left an **indelible** mark on the art world and continues to be highly regarded by art lovers and historians today.

The art of ancient Greece is usually divided stylistically into four periods: the Geometric, Archaic, Classical, and Hellenistic. In reality, **1)** _____. Forms of art developed at different speeds in different parts of the Greek world, and as in any age some artists worked in more innovative styles than others. The survival rate of Greek art differs starkly between **media**. We have huge

quantities of pottery and coins, much stone sculpture, though even more Roman copies, and a few large bronze sculptures. Almost entirely missing are painting, fine metal vessels, and anything in perishable materials including wood. The stone shell of a number of temples and theatres has survived, but little of their extensive decoration.



The Pergamon Altar, Berlin

architect Phidias began using the golden ratio as a standard for the face and body proportions of his sculptures. Surviving ancient Greek sculptures were mostly made of two types of material: stone, especially marble or other high-quality limestone and bronze which were of higher status, but have survived in far smaller numbers, due to the reusability of metals.

Conventionally, the ancient Greeks are said to have made most pottery vessels for storing, serving or drinking liquids. The famous and distinctive style of Greek vase-painting with figures depicted with strong outlines, with thin lines within the outlines, divides into the two main styles, almost reversals of each other, of black-figure and red-figure pottery, the other colour forming the background in each case. Within the restrictions of these techniques and other strong conventions, vase-painters 3) _____ and powerful expression.

Greek architecture, technically very simple, established a harmonious style that were largely adopted by Roman architecture and are still followed in some modern buildings. Most of our knowledge of Greek architecture comes from the surviving buildings of the Late Archaic, Classical, Hellenistic and Roman periods and from late written sources. Temples and some other buildings such as the treasuries at Delphi were planned as either a cube or, more often, a rectangle made from limestone, of which Greece has in abundance, and which was cut into large blocks and dressed. Marble was

Ancient Greek art stands out among that of other ancient cultures for its development of naturalistic but idealized depictions of the human body, in which largely nude male figures were generally the focus of innovation. Ancient Greek had learned to represent 2) _____. Artists such as the renowned Greek sculptor and



The Venus de Milo, Paris

an 4) _____ for sculptural decoration, except in the very grandest buildings of the Classical period such as the Parthenon in Athens.



The Nike of Samothrace. Paris

There are countless masterpieces of ancient Greek art scattered in museums around the world, serving as a reminder that Greece is the cradle of Western Civilization. Some of them are: 1. *The Pergamon Altar* – the Altar of Zeus at Pergamon, near modern-day Izmir, Turkey; 2. *The Mask of Agamemnon*, legendary king of Mycenae; 3. *The Venus de Milo* or Aphrodite of Milos – a marble sculpture which represent the goddess of love and is exhibited at the Louvre Museum; 4. *The Nike of Samothrace* – a marble sculpture also displayed at the Louvre Museum; 5. Generally known as either the *Parthenon Marbles*, Parthenon Sculptures, or the Elgin Marbles, the statues that

comprise the rich metope, or frieze, of the Parthenon. 6. *The Siren Vase*, which is attributed to the anonymous “Siren Painter,” depicts the sirens who try 5) _____ to Ithaca; 7. *Hermes and the Infant Dionysus*, or the *Hermes by Praxiteles*, was discovered in 1877 in the ruins of the Temple of Hera, in Olympia, Greece etc.

Greek art is known for its **emphasis** on the idealization of the human body, with artists striving to achieve perfect proportions through techniques such as “contrapposto”. This resulted in a harmonious balance



The Siren Vase, London

in the standing human body's artistic representation. Unfortunately, many works of the great Greeks have disappeared completely, and we know only what ancient writers tell us about them.

12. Answer the questions using the information from text.

1. During what period did Greek artists begin to sculpt people in more relaxed poses and action scenes?
2. On what type of art did some Greek paintings survive?
3. What was marble used in Ancient Greece for?
4. What countless masterpieces of ancient Greek art can be found in Paris today?
5. Can you explain, what kind of techniques was “contrapposto”?

13. Match the meanings 1-11 with the highlighted words in the text.

1.	a limitation or control of someone or something.
2.	a thing done successfully with effort, skill, or courage.
3.	a place where money and other valuable things are kept.
4.	more than enough or an extremely large amount of it..
5.	friendly and peaceful.
6.	an ability of a component or product to retain its functionality after the end of its primary life.
7.	a special attention given to something because it is important.
8.	a substance, material.
9.	not able to be forgotten.
10.	individual, distinguishing.
11.	a hollow container, especially one used to hold liquid.

14. Look at these pictures of Greek and Roman masterpieces. Speak about the similarities and differences of Ancient Greek and Roman Empire art and architecture.

Ancient Greeks	Roman Empire
	
<i>The Temple of Aphaia</i>	<i>Arch of Septimius Severus</i>
	
<i>Hermes and the Infant Dionysus</i>	<i>Augustus of Prima Porta</i>

Watching DVD

15. Watch the DVD (https://www.youtube.com/watch?v=ACP_t3MuhlW&t=3s).
Look at the copies of statues below.
According to the DVD, try to name correctly their famous Greek creators: Phidias, Polykleitos or Praxiteles.



statue of Athena Parthenos (Roman copy)



statue of Doryphoros (Roman copy)



Statue Aphrodite of Cnidus (copy)



statue of Athena Promachos (Roman copy)



statue of Discophoros (Roman copy)



statue of Hermes (copy)

16. Read the sentences.

Are the following statements true or false?

1. *Phidias* was a Greek sculptor, painter and architect who lived between 480-430 BC.
2. The colossal bronze *Athena Promachos* standing at the entrance of the Acropolis was a work of Polykleitos.
3. Polykleitos was a contemporary of *Phidias*.
4. The *Diadumenos* of Praxiteles was a youth with a Royal diadem.
5. Praxiteles was the first sculptor to depict the female body in detail.
6. Praxiteles represented more youthful and lesser known gods such as Apollo, Hermes and Aphrodite.

v

17. Watch the DVD again. According to the text, fill in the gaps with the right words.

Polykleitos also created iconic _____ such as the *Doryphoros* – spear bearer, *Discophoros* – discus thrower and *Diadumenos* (youth with a Royal diadem). These works have become timeless examples of _____. What made Polykleitos's style so revolutionary was his emphasis on balance and posture. His figures were portrayed standing in a relaxed natural stance with one leg bearing the weight and the other slightly bent at the knee. Polykleitos also wrote a Treatise called Canon where he explained his theories on _____ and the mathematical principles for creating the perfect human form. His work focused on the relationship between posture, _____ and ease influencing generations of artists that follow.

18. To sum up, write a review for an Ancient history blog about the influence of Ancient Greek art on the Roman Empire art and architecture.

Unit 2

Art and Architecture of the Middle Ages (Romanesque and Gothic)

Vocabulary

Notre Dame, a Gothic Masterpiece

Reading

How Gothic Architecture Became Spooky

Watching DVD

Romanesque Art in Spain:
Characteristics and Main Monuments

Writing

Romanesque Sculpture –
Art and Visual Culture



Vocabulary

medieval	середньовічний
Gothic	арх. готичний стиль
Romanesque	арх. романський стиль
cathedral	собор
church	церква
basilica	арх. базиліка (середньовічний храм у вигляді хреста)
monastery	монастир
abbey	абатство
castle	замок
skyscraper	хмарочос
pointed arch	арх. стрілчаста арка
stained glass	арх. вітражне скло, вітражі
rose window	арх. кругле вікно-розетка
ornamentation	орнаментация, оздоблення
buttress	арх. контрфорс, підпора
flying buttress	арх. аркбутан, контрфорсна арка
tracery	арх. ажур, узор (у середньовічній архітектурі)
rib vault	арх. віялове готичне склепіння, нервюрне склепіння
barrel vault	арх. бочкоподібне склепіння
spire	шпиль
pinnacle	арх. бельведер, гостроверха башточка
turret	арх. башточка, турель
battlement	зубчаста стіна з бійницями
portal	портал, головний вхід
portico	арх. галерея, портик
façade	фасад (будівлі)
gable	арх. фронтон
gargoyle	арх. горгуля (у готиці рильце стічної труби)
chimera	арх. химера (у готиці статуї фантастичних чудовиськ)
hue	відтінок
carving	різьблення, орнамент
fresco	фреска, фресковий живопис
widespread	широкорозповсюджений
Scripture	Біблія, Священне писання
masonry	кам'яна кладка
ashlar	тесане каміння
spooky = sinister	зловісний, моторошний
layout	планування, план
to captivate	зачаровувати
unearthly	неземний, таємничий, надприродний

1. Give the transcription of the words below.
Translate these words.

unearthly		church	
gargoyle		rib vault	
abbey		chimera	
hue		basilica	
Scripture		widespread	

2. Translate the following words into English.

романський стиль		бочкоподібне склепіння	
зачаровувати		вітражне скло	
аркбутан		готичний стиль	
кругле вікно-розетка		кам'яна кладка	
стрілчаста арка		хмарочос	

3. Fill in the missing letters and translate the words.

Scri_tu_e		p_ rt_l	
a_ _lar		si_is_er	
tr_ _ery		fa_a_e	
ca_ _ed_al		lay_ _t	

4. Read and translate the words. State and underline the odd words in each group.

1. cathedral, abbey, spire, castle, church, monastery, spooky, basilica.
2. carving, ornamentation, layout, chimera, fresco, tracery, gargoyle, medieval.
3. buttress, flying buttress, ashlar, gable, battlement, façade, portal, sinister, pinnacle, turret, portico.

5. Match the words with their definitions.

1.	___ stained glass	4.	___ rib vault
2.	___ gargoyle	5.	___ pinnacle
3.	___ flying buttress	6.	___ portico

A	an ugly figure of a person or an animal that is made of stone and through which water is carried away from the roof of a building, especially a church.
B	a skeleton of arches or ribs on which masonry can be laid to form a ceiling or roof.
C	a roof that is supported by columns, especially one that forms the entrance to a large building.
D	a pointed structure made of stone used as a decoration at the top of a castle, church, etc.
E	an arch built against a wall, especially of a church, to support its weight.
F	a glass that has been coloured and cut into various shapes to form pictures or patterns, used especially in church windows.

6. Multiple choice questions: Gothic or Romanesque?



1. *Milan Cathedral, Italy*



2. *Pisa Cathedral, Italy*



3. *Trier Cathedral, Germany*



4. *Canterbury Cathedral, England*



5. *Notre-Dame de Reims, France*



6. *Lund Cathedral, Sweden*

7. Read the sentences. Give the definitions of the words in bold.

1. Romanesque architecture is an architectural style of **medieval** Europe characterized by semi-circular arches. 2. The **basilica**, where the Pope presides in his role as Archbishop of Rome, was already ancient when it was rebuilt in the 1650s. 3. The west front of this cathedral contains a magnificent **rose-window**,

and some of the stained glass dates from the 15th and 16th centuries. **4.** Without **buttresses** supporting the walls and carrying the weight of the ceiling away from the building and down to the ground, this cathedral would be impossible. **5.** There is something **spooky** about how things change in an instant in politics. **6.** The landscape transformed into an **unearthly** canvas of colors at dusk. **7.** In the church of Saint Pierre-Le-Jeune in Strasbourg there is a **fresco** depicting the march of nations towards Christianity. **8.** We visited the **abbey** during our vacation, marveling at its breathtaking architecture and tranquil surroundings. **9.** The arches on **Romanesque** buildings are usually semicircular rather than pointed as in Gothic architecture. **10.** We admired the cathedral's Gothic style, characterized by **pointed arches** and ribbed vaults.

8. *Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.*

Notre Dame de Paris, a **masterpiece** of Gothic architecture, stands as an enduring symbol of the city and a testament to artistry of **medieval** builders. Located on the Île de la Cité, **(1)** _____, this iconic **cathedral** has **captivated** visitors for centuries with its breathtaking beauty. It has served as a place



of worship for Parisians, a site of coronation for French monarchs, and a symbol of national unity.

Construction of Notre Dame began in 1163. The architects of Notre Dame pushed the boundaries of **Gothic** architecture, **(2)** _____ such as **flying buttresses** and **pointed arches** to create a soaring, light-filled interior. The cathedral's exterior is a masterpiece of a sculptural artistry. **Gargoyles**, **chimeras** and **(3)** _____. Intricate **carvings** embellish the **portals** and **facades**, depicting biblical scenes. The three magnificent **rose windows**, bathed in vibrant **hues** of **stained glass**, illuminate the **(4)** _____. These stained-glass masterpieces are considered among the finest examples of their kind.

In April 2019, a devastating fire ravaged Notre Dame, causing significant **(5)** _____. Skilled artisans and engineers, drawing upon centuries of craftsmanship and incorporating modern techniques, have worked to restore the cathedral to its former glory, **(6)** _____.

- | | |
|---|---|
| a. employing innovative techniques | d. grotesque figures adorn the roofline |
| b. preserving its architectural integrity | e. damage to the roof and spire |
| c. interior with a kaleidoscope of colors | f. a small island in the Seine River |

9. Fill in the gaps with the words from the box.

battlements gable chimera Gothic spire carvings
barrel vaults masonry

1. _____ in architecture, is a term loosely used for any grotesque, fantastic, or imaginary beast used in decoration. 2. _____ not only serve a practical purpose in defense but also enhance the overall appearance of the building, giving it a historic and imposing look. 3. The Colosseum located in Rome features heavy use of Roman round arches and _____. 4. On either side of the castle moat, there will be fountains, and at the very top of the center _____, there will be a golden star. 5. A _____ is the triangular part of a house's exterior wall that supports a pointed or peaked roof. 6. Most of the original windows of the abbey have been filled with _____, so lighting conditions in the interior can be difficult. 7. _____ architecture is distinguished by its innovative elements like pointed arches, ribbed vaults, flying buttresses, and elaborate traceried windows. 8. The ceiling of Dilwara Jain Temples famous for its extraordinary marble stone _____ and architectural design.

Reading

10. Before you read the article, discuss these questions.

1. Where did Gothic architecture style originate?
2. How is Gothic style different from earlier styles?
3. What are key features of Gothic cathedrals?

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

- A featuring round arches and simple proportions
- B more modern films and shows like *Crimson Peak* (2015) and *Wednesday* (2022) keep the trope alive
- C an 1880 church in Germany and one of Dr. Bork's favorite buildings
- D the widespread re-interest in the historic aesthetic
- E of a bigger, more mysterious God," Dr. Bork says

How Gothic Architecture Became Spooky

Twenty-five years ago, Dr. Robert Bork, a professor of art history at the University of Iowa and a specialist in the study of Gothic architecture, was working in his office when a student knocked on the door. Throughout the room



Cologne Cathedral, Germany

were pictures of Cologne Cathedral, 1) _____. The images, seemingly, caught the student's attention. "Dr. Bork," he said. "Why does it look so evil?"

There is nothing **inherently** scary or sinister about the structure. As an example of Gothic architecture, it bears many iconic elements of the style: pointed arches, flying buttresses, tall spires, rib vaults, window tracery, and stained glass. But it was never meant **to invoke** fear. So the student's question was interesting to the professor. "I asked him why he said that," Dr. Bork tells. And he replied, "Well, it looks just like the skyscraper in *Ghostbusters*".

For decades, Gothic architecture has been a **go-to** style for production designers, writers, and even musicians looking to convey terror through physical spaces. In *Dracula* (1931) Carfax Abbey is based on Whitby Abbey, a Gothic monastery; Manderly from Alfred Hitchcock's *Rebecca* (1939) pulls inspiration from Gothic houses; and 2) _____.

"The idea of Gothic buildings being scary or **haunted** is fairly recent," says Michael Crosbie, an architect and professor of the course "Architecture in Film" at Hartford University. "In the early to mid 20th century, there were a lot of Gothic buildings in movies that showed them as haunted places".

Gothic architecture first emerged in the 12th century and was most closely related with church architecture. "Buildings were supposed to make you feel like you were in the presence 3) _____.

Architects did this by **circumventing** many of the "rules" previously established in Romanesque architecture, which had been widespread in the decades before and has roots in Greek and Roman classicism.



Whitby Abbey, England

Classicism was uniform and symmetrical, regulated by harmony, ratios, and scale. In fact, each order of Greek design – Doric, Ionic, and Corinthian – was based on the human body, and therefore felt approachable, and familiar. As Gothic architecture emerged, many classical traditions receded. Suddenly, columns became arbitrarily tall and stretched, ornamentation grew bolder, and interiors felt



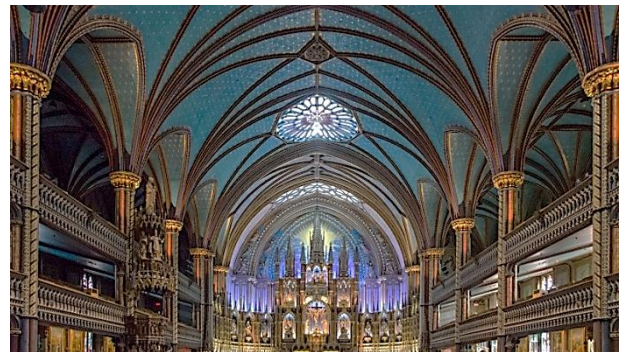
Strawberry Hill House, London

more **cavernous** thanks to new construction techniques that allowed higher ceilings and required less interior columns. Though perhaps **intimidating** in their grandeur, they weren't intended to inspire fear.

Throughout the next two centuries, the style largely lost favor, until Horace Walpole, a writer, decided he wanted his own “little Gothic castle.” In 1749, he built his estate in London, called Strawberry Hill, modeled off of Gothic cathedrals and medieval castles. Defined by arched windows, stained glass, turrets, and battlements, the residence is largely considered the first Gothic Revival building and contributed to 4) _____. The 18th century then saw a boom in neo-Gothic buildings, many of which were residences. Today, they are recognizable for their use of pointed arches (seen on doors, windows, and gables).

“In the late 18th and 19th century, Gothic became associated with spookiness, which got wound into ideas of the exotic and **sublime**,” Dr. Bork says. Further, the scale and layout of Gothic buildings can emphasize elements prone to terror.

“By the 20th century, we have movies and mass media that start using this”. Today, filmmakers – and, more broadly, storytellers – use these **ingrained** historical associations to great effect. Dr. Bork points out film series like “Lord of the Rings”, in which



Inside Notre Dame, Basilica in Montreal

the good kingdom, Gondor, is represented using motifs from Roman and Romanesque architecture, 5) _____. On the other hand, Mordor, the evil kingdom, pulls from a Gothic vocabulary and includes pointed arches, pinnacles, and diagonal forms. “They were absolutely **riffing** on a well-informed knowledge of Romanesque and Gothic style when they put those films together,” he says. “And so, generations of kids have seen that by now and that colors their views.”

Though Gothic may have evolved from something heavenly to sinister, its original intentions remain. “It has **flipped** from light to dark, but what stays constant is the realization that it’s superhuman or unearthly,” Dr. Bork says.

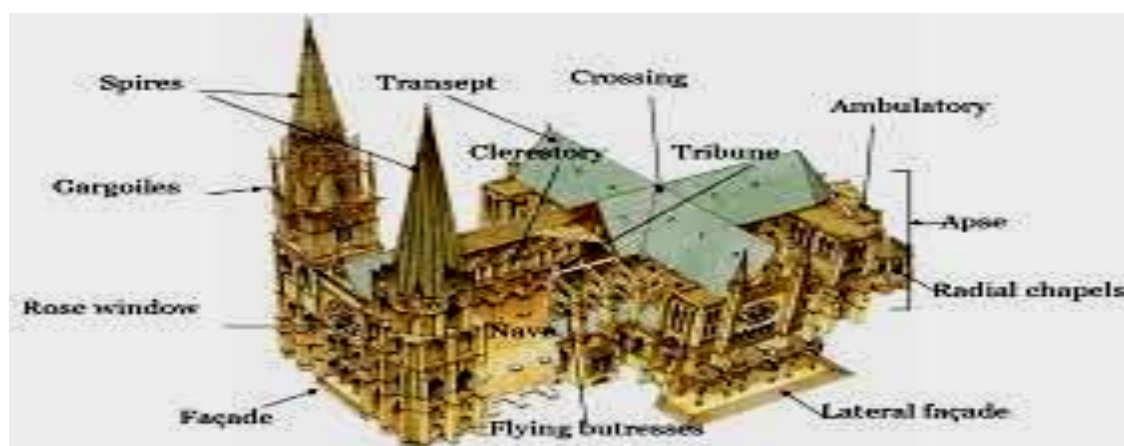
12. Answer the questions using the information from text.

1. Why did Dr. Bork’s student say that the Gothic architecture was spooky ?
2. What films created “the ghostly image” of Gothic architecture?
3. What features of Gothic architecture are mentioned in the text?
4. What elements of Gothic architecture were used in the construction of Strawberry Hill?
5. What purpose were elements of Gothic architecture used in the film “Lord of the Rings” for?

13. Match meanings 1-11 with the highlighted words in the text.

1.	favorite, crucial.
2.	like a cavern in size, shape, or atmosphere.
3.	turned over with a sudden quick movement.
4.	to call forth or summon.
5.	by avoiding something, especially cleverly or illegally.
6.	firmly fixed or established; difficult to change.
7.	speaking for a long time on a particular subject, especially in a humorous way.
8.	according to or because of the basic nature of something.
9.	inhabited or frequented by ghosts.
10.	extremely good, beautiful, or enjoyable.
11.	having a frightening, or threatening effect.

14. Look at the picture. Speak about the missing Gothic architecture elements which you can name.



Watching DVD

- 15.** Watch the DVD (https://www.youtube.com/watch?v=Wu5P4L_T7g4). Tick the Romanesque architecture elements that were mentioned. Translate these words.

buttresses
rose window
semi-circular arches

battlement
barrel vaults
stained glass

- 16.** Read the sentences.
Are the following statements true or false?

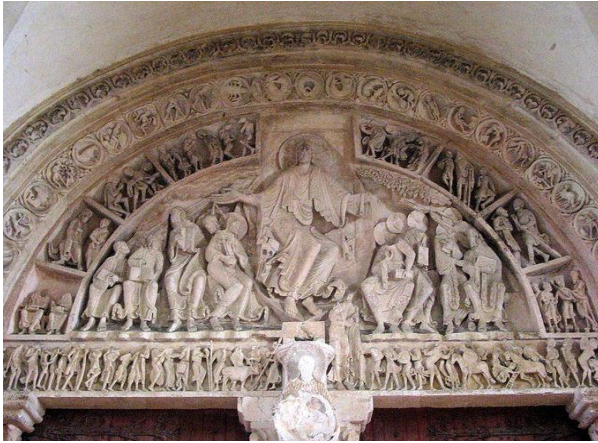
1. The Romanesque was western Christendom's first unified style of art spreading throughout much of Europe in the 11th, 12th and the first half of the 13th century.
2. The Romanesque originated in Spain linked to the Cistercian religious order.
3. The Romanesque emerged simultaneously in Spain, France, Italy and Germany.
4. Romanesque painting is characterized by its frescoes devoid by perspective or depth.
5. The Romanesque is an essentially religious architecture art.
6. It is a complex architecture with gargoyles and chimeras on the walls.

✓

- 17.** Watch the DVD again. According to the text, fill in the gaps with the right words.

At the architectural level the churches were built based on a Latin cross or _____ layout the apses facing eastwards. The use of thick stone _____ walls is a hallmark of this artistic style together with semi-circular arches and _____. Openings and windows are scarce allowing little lighting while outside _____ are used. Romanesque cloisters wrap around the courtyards of the monasteries, cathedrals and convents. The _____ are decorated with sculptures featuring hieratic poses or images of the Virgin and Child. The _____ are decorated with biblical scenes.

- 18.** *Look at these Romanesque sculptures.
Are they any different from the sculptures of the Ancient
Greeks and Romans?*



Vézelay Abbey, Burgundy, France



Mary as the Throne of Wisdom, Italy

Unit 3

Brief analysis of Renaissance and Baroque art forms

Vocabulary

Ceiling in the Sistine Chapel.
Michelangelo Buonorotti

Reading

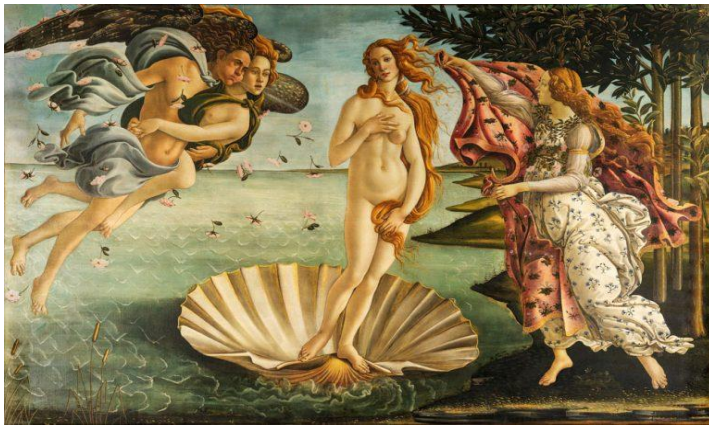
Baroque vs Renaissance Art:
Which Movement Had a Greater Impact
on Art History?

Watching DVD

Leonardo da Vinci's Mona Lisa
in the Renaissance and today

Writing

Peter Paul Rubens - a brilliant businessman
of the Baroque era



The Birth of Venus – Botticelli (Renaissance)



The Cardsharps – Caravaggio (Baroque)



Wedding of the Virgin – Raphael
(Renaissance)

Vocabulary

Renaissance	Ренесанс, Епоха Відродження
Baroque	Епоха Бароко
Counter-Reformation	Контрреформація
humanism	гуманізм
censorship	цензура
era	ера, епоха
canvas	канва, полотно
artwork	витвір мистецтва
painting	живопис, картина
portrait	портрет
portraiture	портретний живопис
bust	бюст, погруддя (зображення, до поясу)
perspective	перспектива, ракурс
tenebrism	тенебризм
chiaroscuro	світлотінь
sfumato	сфумато, затушований, розпливчастий
boundary	границя, межа
vault	склепіння
scaffolding system	система риштувань
groundwork	основа, фундамент
ambiguous	неясний, невизначений
commission	замовлення, доручення
patron	клієнт, постійний покупець
merchant	купець, торговець
rebirth	відродження
to capture	зафіксувати, відобразити
grandeur	велич, грандіозність
awe	трепет, благоговіння
to spotlight	висвітлювати, робити центром уваги
three-dimensionality	тривимірність
to flourish	процвітати
awakening	пробудження
to convey	виражати, передавати
to emerge	поставати, виникати
expression	виразність, вираження
Sistine Chapel	Сикстинська капела
Michelangelo Buonarroti	Микеланджело Буаноротти
Titian	Тиціан
Leonardo da Vinci	Леонардо да Вінчі

1. Give the transcription of the words below. Translate these words.

Sistine Chapel		Michelangelo	
awe		era	
chiaroscuro		Titian	
Baroque		ambiguous	
Leonardo da Vinci		portraiture	

2. Translate the following words into English.

Контрреформація		границя, межа	
тривимірність		гуманізм	
система риштувань		виразність, вираження	
основа, фундамент		велич, грандіозність	
епоха Відродження		купець, торговець	

3. Fill in the missing letters and translate the words.

cen_ _rsh_p		te_ _bri_m	
am_ _guo_s		me_c_an_	
per_pe_ _ive		gr_nd_ _r	
gr_ _ndw_rk		ch_a_ _scu_o	

4. Read and translate the words. State and underline the odd words in each group.

1. to emerge, to capture, commission, to flourish, to spotlight, to convey, vault.
2. canvas, bust, portrait, rebirth, artwork, painting, portraiture, censorship.
3. perspective, awakening, sfumato, tenebrism, patron, chiaroscuro.

5. Match the words with their definitions.

1.	___ tenebrism	4.	___ chiaroscuro
2.	___ sfumato	5.	___ awe
3.	___ Counter-Reformation	6.	___ to spotlight
A a feeling of great respect sometimes mixed with fear or surprise. B a painting technique that involves blending colors and tones so smoothly that there are no harsh lines or transitions. C a technique employed in the visual arts to represent light and shadow. D to give special attention to a problem, situation, etc. E a sought to reestablish the Catholic Church as the sole spiritual authority in Europe. F a style of painting developed by Caravaggio and other 17th-century Spanish and Italian artists, characterized by predominantly dark tones and shadows with dramatically contrasting effects of light.			

6. Multiple choice questions: Renaissance or Baroque?
Look at these paintings and decide which art movements they represented. Explain your choice.



1. **Caravaggio,**
The Calling of Saint Matthew



2. **Leonardo da Vinci**
The Last Supper



3. **Raphael**
Sistine Madonna



4. **Michelangelo Buonarroti**
The Sistine Chapel Ceiling



5. **Peter Paul Rubens**
The Descent from the Cross



6. **Sandro Boticelli**
The Birth of Venus.



7. **Gian Lorenzo Bernini**
Ecstasy of Saint Teresa



8. **Titian**
Assumption of the Virgin



9. **Artemisia Gentileschi**
Judith Slaying Holofernes

7. Fill in the gaps with the words from the box.

portraiture perspective era rebirth vault canvas grandeur
Baroque censorship

1. The museum is exhibiting _____ from the late 19th century. 2. Art _____ takes multiple forms: removing the artwork from public display, closing an entire gallery or exhibition, and/or labeling an artist. 3. An ancient theme within many mythologies, the concept of _____ has been a prominent motif in the art world for centuries. 4. Your life is your _____, and you are the masterpiece. 5. The rules of _____ is a technique applied in drawing and painting to give an otherwise flat surface or imagery a sense of depth. 6. In architecture, a _____ is a self-supporting arched form, usually of stone or brick, serving to cover a space with a ceiling or roof. 7. His paintings capture the beauty and _____ of the landscape. 8. The cathedral has a _____ façade; but traces of Romanesque work (12th century) can be seen at the sides. 9. We are now living in an _____ of expressive art which is best represented by children.

8. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

It was Pope Julius II who chose **Michelangelo Buonarroti** to decorate the ceiling of the **Sistine Chapel**. Michelangelo completed the ceiling and **vault** decoration in just 4 years. Initially, (1) _____ the figures of 12 Apostles, but by the end of the work more than 300 figures had been painted by the artist.

The start of the works was very slow because Michelangelo (2) _____ the Sistine Chapel. The difficulties were even greater since the surface was curved and he had to learn the "secrets" of **perspective**. Some believe that Michelangelo painted (3) _____ because he had devised a **scaffolding system** to make his work easier. In addition to the ceiling frescoes Michelangelo's most (4) _____ the Sistine Chapel is the *Last Judgment*, painted between 1535 and 1541.

In the last years of Michelangelo's life, a scandal broke out in the Vatican over his **paintings** of (5) _____. In 1564, the year he died, the **censorship** law was for passed for his frescoes. The artist Daniele da Volterra was commissioned to cover the nudity with some clothes. Today (6) _____ fresco because the censorship was removed following restoration.

a. famous and appreciated work in

b. he was only supposed to paint

c. it is possible to admire the original

d. had never painted frescoes before

e. completely naked men and women

f. lying on his back but it is not true

9. Read the sentences.
Give the definitions of the words in bold.

1. A marble **bust** of this person stands in the public library and his **portrait** hangs in the Marischal College. 2. I appreciate art, but it can be very **ambiguous**. 3. Many **scaffolding systems** today have wheels which enable them to be easily moved from one place to another. 4. When we talk about **three-dimensionality**, we often think of objects having length, width, and height. 5. Tiziano Vecelli or Vecellio, better known as **Titian**, was the leader of the 16th-century Venetian school of the Italian Renaissance. 6. The artist uses line, color, texture, and composition **to convey** a message or evoke a specific emotion. 7. More art tends **to emerge** when there is leisure and a relatively liberal society, and not so much when there is a military-dominated society. 8. Janet sensed in herself the **awakening** of something quite special. 9. These photographs **capture** the essence of working-class life at the turn of the century. 10. In art, a **commission** is the act of requesting the creation of a piece, often on behalf of another.

Reading

10. Before you read the article, discuss these questions.

1. What do Renaissance and Baroque art have in common?
2. How did art change during the Renaissance?
3. What are the characteristics that define the Baroque style in architecture?

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

- A** brought about revolutionary changes to artistic expression and technique
B like Leonardo da Vinci and Michelangelo sought to capture the beauty
C one of the defining features, creating a lifelike depth and three-dimensionality
D sharp contrasts of light and dark – is characteristic of the Baroque period
E with its rebirth of classical understanding and harmonious proportions

Baroque vs Renaissance Art: Which Movement Had a Greater Impact on Art History?

The debate over Baroque vs Renaissance art is a fascinating discourse that **delves** deep into the heart of art history. These two monumental movements, each with their distinct styles and cultural influences, have left an **indelible** mark on the canvas of time. But which has had the greater impact? The Renaissance, **1)** _____, set the stage for artistic revolutions to come. Meanwhile, the Baroque era, with its dramatic



Raphael
Presumed self-portrait

expressions, **intricate** details, and emotional depth, pushed the boundaries of art.

The Renaissance, **spanning** roughly from the 14th to the 17th century, was a period of great intellectual and cultural awakening in Europe, inspired by the rediscovery of classical philosophy, literature, and art. It was an era that celebrated humanism, where artists **2)** _____ of the natural world and the ideal human form.

In contrast, the Baroque period, which flourished from the late 16th to the mid-18th century, emerged in a time of dynamic change, characterized by the Counter-Reformation. Baroque artists like Caravaggio and Bernini **infused** their works with dramatic tension, grandeur, and a sense of movement, reflecting the **turbulent** times and the Church's desire for grandiosity in religious paintings.

Baroque compositions are dynamic, often filled with a sense of movement and drama. Unlike the balanced Renaissance works, Baroque art frequently features asymmetrical compositions, with grandiose scales that create a sense of awe. The arrangement of elements in Baroque art is designed to involve the viewer, making them feel as if they are part of the scene. The technique of tenebrism – **3)** _____ as seen in the works of Caravaggio. This stark lighting often serves to spotlight

figures and **heighten** the dramatic impact of religious and mythological subjects.

Baroque art subjects are diverse, ranging from religious to mythological



Leonardo da Vinci,
Lad with an Ermine

to everyday life. The artwork is meant to inspire awe and often serves a propagandistic purpose, particularly in the context of the Counter-Reformation, where art was used to convey religious themes. Here are some major artists and their artworks that define the Baroque era: Caravaggio “The Calling of Saint Matthew”, Peter Paul Rubens “The Descent from the Cross”, Gian Lorenzo Bernini “Ecstasy of Saint Teresa”, Artemisia Gentileschi “Judith Slaying Holofernes”.

Renaissance compositions are known for their harmony, balance, and order. The use of perspective is 4) _____ on flat

surfaces. Renaissance artists often used the Golden Ratio to create proportionally pleasing and naturalistic scenes.

The Renaissance saw the introduction of chiaroscuro to depict volume and depth, although not as dramatically contrasted as in the Baroque. This technique added softness and realism to figures and objects, creating a more natural appearance of space and form. The subject matter in Renaissance art largely **revolves** around religious themes, classical mythology, and portraiture. Renaissance art is distinguished by the contributions of **towering figures**. Here are some of the major artists and their significant artworks that define the Renaissance: Leonardo da Vinci “The Last Supper”, Michelangelo Buonarroti “The Sistine Chapel Ceiling”, Sandro Botticelli “The Birth of Venus”, Titian “Assumption of the Virgin”.



Caravaggio, The Lute Player

Deciding which era, Baroque or Renaissance, had a greater impact on art history is a challenging task, as both periods 5) _____. The Renaissance laid the groundwork, a reawakening of classical ideas and humanistic values, which gave rise to a new realism in art. However, the Baroque era, with its dramatic use of light, color, and emotion, pushed these boundaries further. Both were **pivotal**, each building upon and inspiring **subsequent** generations in distinct and profound ways.

12. Answer the questions using the information from text.

1. What period does the Renaissance period span?
2. What era does the Baroque flourish in?
3. In what period did the technique of tenebrism originate and which artists used it?
4. Can you name the major artists of the Baroque era and their artworks?
5. What is the defining feature of the Renaissance compositions?

13. Match meanings 1-11 with the highlighted words in the text.

1.	not able to be forgotten.
2.	moves in a circle on a central axis.
3.	extending across (a period of time or a range of subjects).
4.	very complicated or detailed.
5.	very great.
6.	filled someone or something with a lot of a particular emotion or quality
7.	coming after something in time; following.
8.	carries on intensive and thorough research for data, information, or the like; investigates.
9.	to make or become more intense.
10.	having a very important influence on something.
11.	characterized by conflict, disorder, or confusion; not stable or calm.

14. Look at the pictures of ceiling of the Sistine Chapel by Michelangelo . What can you say about artistic technique of the Renaissance era?



Watching DVD

15. Watch the DVD

(<https://www.youtube.com/watch?v=B06PK4yZwvY>).

Read the sentences.

Are the following statements true or false?

1. Mona Lisa by Leonardo Da Vinci without a doubt, the most famous painting in the world.
2. Sigmund Freud saw a combination of maternal gaze, but also a gaze that was flirtatious.
3. This is a portrait of the wife of a Milan merchant.
4. This painting has quite a number of innovations, but one of the most important is that it's half length.
5. Another very influential aspect of this painting is a technique that Leonardo employed which is known as chiaroscuro.
6. This was a commission and yet Leonardo kept the painting, he never delivered it to the man who commissioned it

v

16. Watch the DVD again. According to the text, fill in the gaps with the right words.

- This was an incredibly influential, new formula for the _____.
- If you think about the standard from of the portrait, before this with the figure in profile, _____ length. It's a very static pose, very formal, very stiff, but as soon as _____ turned the head toward us, position the shoulders three quarter toward us also, and included the hands, suddenly, we had an image of a figure that was much more natural, someone who you could imagine having a conversation with. Portraits that included a background and that also included the hands did exist in the Northern _____. But this is a new formula for Italy and will be tremendously influential with artists like Raphael and others.

- 17.** *Read about a Baroque Entrepreneur – Peter Paul Rubens, the painter who had the mind of a modern businessman and skill of an artistic genius. Look at his artworks. Write, what do you think about entrepreneurship in the art?*

https://nuvomagazine.com/art/a-baroque-entrepreneur-peter-paul-rubens?srsId=AfmBOoqGlfZBhhG6rq_YZy_AeRDa9n9vCuaVGAY8AJdC3S2hjrONmQy4



The Massacre of the Innocents



Head of Medusa

Unit 4

Painting as the leading art of the XIX century. From Classicism to Decadence

Vocabulary

Why is “The Scream” screaming?
Scream by Edvard Munch

Reading

Realist artists of Itinerant Art Exhibitions (Ivan Kramskoi, Ilya Repin, Isaac Levitan etc.)

Watching DVD

What is Impressionism? Art movements and styles

Writing

The Woman in Gold:
“Portrait of Adele Bloch-Bauer” by Gustav Klimt



The Starry Night – Vincent van Gogh
(Post-Impressionism)



The Siesta – Paul Gauguin
(Symbolism)



The Swaying Dancer – Edgar Degas
(Impressionism)

Vocabulary

Impressionism	Імпресіонізм
Expressionism	Експресіонізм
Realism	Реалізм
Naturalism	Натуралізм
Symbolism	Символізм
Peredvizhniki	Передвижники
itinerant	мандрівний
art movement	мистецька течія
genre	жанр
plein-air	пленер
brushstroke	мазок пензлем
loosened brushstroke	послаблений мазок пензлем
broad stroke	широкий мазок
palette	палітра
pastel	пастель, малюнок пастеллю
print	гравюра, естамп
linear perspective	лінійна перспектива
landscape	пейзаж, пейзажний живопис
historical painting	історичний живопис
genre painting	жанровий живопис
icon	ікона
oeuvre	творчість, творча спадщина
exhibition	виставка
reproduction	відтворення, репродукція
existential	життєвий, екзистенціальний
anxious	занепокоєний
subsequent	наступний, подальший
achievement	досягнення, успіх
peasant	селянин
urban	міський
to appreciate	цінувати, оцінювати
subject-matter	предмет обговорення, вивчення, тема
kitsch	кітч
consciousness	свідомість
scream	пронизливий крик, репет
Camille Pissaro	Каміль Піссаро
Claude Monet	Клод Моне
Pierre-Auguste Renoir	П'єр-Огюст Ренуар

1. Give the transcription of the words below. Translate these words.

Camille Pissaro		oeuvre	
consciousness		anxious	
exhibition		subsequent	
Claude Monet		Pierre-Auguste Renoir	
plein-air		urban	

2. Translate the following words into English.

жанровий живопис		послаблений мазок пензля	
передвижники		цінувати, оцінювати	
мистецька течія		лінійна перспектива	
предмет обговорення		пронизливий крик	
широкий мазок		життєвий, екзистенціальний	

3. Fill in the missing letters and translate the words.

ac_ie_ _men_		con_ _iou_ne_ _	
iti_ _ra_t		land_ _ape	
br_ _hst_ok_		exi_t_ _tial	
an_ _ous		ex_ _bi_ion	

4. Read and translate the words. State and underline the odd words in each group.

1. Peredvizhniki, Expressionism, genre, Symbolism, Realism, scream. Impressionism, Naturalism.
2. landscape, icon, historical painting, kitsch, genre painting, print, peasant.
3. achievement, brushstroke, pastel, broad stroke, itinerant, palette, loosened brushstroke, plein-air, reproduction.

5. Match the words with their definitions.

1.	___ kitsch	4.	___ linear perspective
2.	___ plein-air	5.	___ genre painting
3.	___ oeuvre	6.	___ Expressionism
A in the manner of a 19th-century style of painting outdoors, which became a central feature of French impressionism. B the complete works of a writer, painter, or other artist. C a style of painting that represents ordinary people and their activities. D a style of painting, music, or drama in which the artist or writer seeks to express the inner world of emotion rather than external reality. E pieces of art or other objects that appeal to popular or uncultivated taste, as in being garish or overly sentimental. F a technique used by artists to create the illusion of depth and space using relative size and position of a group of objects.			

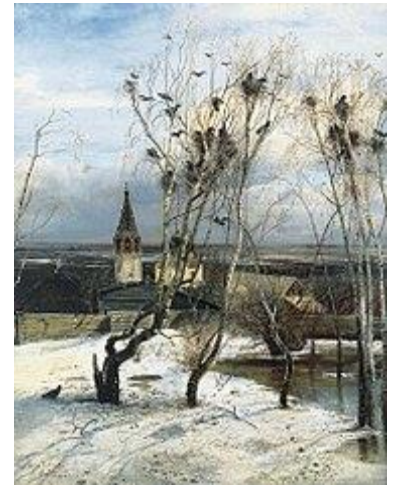
6. Multiple choice questions: Impressionism, Realism, Expressionism, Symbolism? Explain your choice.



1. **Gustav Klimt**
The Kiss



2. **Claude Monet**
Impression, Sunrise



3. **Alexei Savrasov**
The Rooks have returned



4. **Ilya Repin**
Barge Haulers on the Volga



5. **Edvard Munch**
Madonna



6. **Vincent van Gogh**
Starry night over the Rhône



7. **Pierre-Auguste Renoir**
Dance at le Moulin de la Galette



8. **Ivan Shishkin**
The morning in a Pine Forest



9. **Edouard Manet**
A Bar at the Folies-Bergère

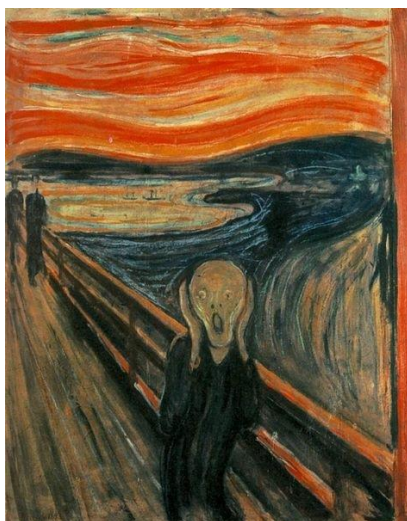
7. Read the sentences.
Give the definitions of the words in bold.

1. Ivan Kramskoi was the leader of the “revolt of 14” out of which **Peredvizhniki** developed and was renowned for his portraiture. 2. During his lifetime, **Camille Pissarro** sold few of his oil paintings. 3. A **historical painting** is a genre of painting that reigned popularity between the 15th and 19th century. 4. The artist painted the landscape in **broad strokes**, capturing the essence of the scenery without getting caught up in intricate details. 5. A **reproduction** is a copy of an original artwork, created through various methods.

8. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

When I was a kid, **The Scream** scared me. The bright orange sky in the background, (1) _____. But, over time, it became one of my favorite **expressionism** paintings, and I wanted to figure out what it was.

Edvard Munch's “*The Scream*” is one of the most famous paintings and has become an **icon** of modern art. It was created in 1893 and depicts a figure



(2) _____ and a contorted expression standing on a bridge overlooking a fjord.

There are two paintings of “*The Scream*”, two **pastels** and a number of **prints**. The 1895 pastel was auctioned at Sotheby's in 2012 and reached £74 million, making it one of (3) _____ ever sold. It was stolen twice, in 1994 and 2004, from the National Gallery in Oslo and the Munch Museum, but then they were found.

According to Munch, “*The Scream*” was a picture which represents his soul. Munch suffered (4) _____ troubled by the **existential** questions of life and death. Munch explained that he painted a moment of existential crisis. He was walking down a road similar to the one in the painting, while the (5) _____, vibrant background. He then described having what we would now consider to be a panic attack; he suddenly became tired, **anxious** and the weight of (6) _____ all at once. And Munch's original name for the work was *The Scream of Nature*.

- a. the most expensive pieces of art
- b. from mental illness and was deeply
- c. nature and of the world hit him

- d. with a wide-open mouth
- e. sun was setting, creating a beautiful
- f. the terrified, inhuman, ghostly face

9. Fill in the gaps with the words from the box.

palettes art movement symbolism peasants subject-matters
appreciated prints subsequent

1. But _____ technology has made it possible to date the paintings by sampling the pigment itself. 2. The makeup artist combined colors from various _____ to create a custom shade. 3. An _____ is a tendency or style in art with a specific art philosophy or goal, followed by a group of artists during a specific period of time. 4. As opposed to Impressionism, in which the emphasis was on the reality of the created paint surface itself, _____ was both an artistic and a literary movement that suggested ideas through symbols and emphasized the meaning behind the forms, lines, shapes, and colors. 5. In the second half of the 1970s, the works of amateur artists among workers and _____ were given nation-wide attention and support. 6. We're going to discuss some of the most common _____ found in art and discuss what those subjects could potentially say about the artist. 7. The display board hung on one wall like an art exhibition that no one _____. 8. Our range of art _____ covers a variety of styles, from classic Art History pieces to collaborations with contemporary artists and illustrators.

Reading

10. Before you read the article, discuss these questions.

1. What do you know about Peredvizhniki?
2. Can you distinguish French Impressionists from Russian Wanderers?
3. Who is your favorite Russian Wanderers's artist? Give the reason.

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

- A chance to follow the achievements of Russian Art
- B a lighter palette, with a freer manner in their technique
- C popularize the works and could be bought at exhibitions
- D from landscape and portraiture to genre and historical painting
- E ignored to some extent for the following decades

Realist artists of Itinerant Art Exhibitions

Exhibitions, commonly known as Peredvizhniki - meaning “Itinerants” or “Wanderers” in English – were a group of realist artists. They worked across several types of painting, 1) _____, and by the close of the 19th century had become the most famous art movement in Russia. Here are some of



Ivan Kramskoi,
Portrait of an Unknown Woman

the major artists and their significant artworks: Ivan Kramskoi “Portrait of an Unknown Woman”, Ilya Repin “Reply of the Zaporozhian Cossacks”, Valentin Serov “Girl with peaches”, Vasily Perov “Hunters at rest”, Ivan Shishkin “Morning in a Pine Forest”, Alexei Savrasov “The Rooks have returned” etc. In 1923 the group was **disbanded**, but

its impact was felt across many subsequent genres of Russian art, from Neo-Primitivism to **Socialist Realism**.

In 1863 a group of fourteen students decided to leave the Imperial Academy of Arts in Saint Petersburg. They **rebelled** against the choice of topic for the annual Gold Medal competition, “The Entrance of Odin into Valhalla”. The group felt that the topic summed up the Academy's **stifling** focus on the Neoclassical tradition, and wanted to paint the reality of contemporary Russian life, learning from the examples of Realism and Naturalism in Europe. In an effort to bring art to the people, the students formed an independent artistic society; The Petersburg Cooperative of Artists (Artel). In 1870, this organization was largely succeeded by the Association of Travelling Art Exhibits (Peredvizhniki) to give people from the provinces a 2) _____, and to teach people to appreciate art. From 1871 to 1923, the society arranged 48 mobile exhibitions in St. Petersburg and Moscow, after which they were shown in Kiev, Kharkov, Kazan, Oryol, Riga, Odessa and other cities.



Valentin Serov,
Girl with peaches

The Peredvizhniki artists were perhaps best-known for their landscapes, paintings of archetypal Russian settings such as pine forests, wheat fields, and water meadows, which depicted their subject-matter with near photographic accuracy, some artists used plein-air technique. Two painters, Ivan Shishkin and Isaak Levitan, painted only landscapes of Russia. But the Peredvizhniki artists also



Vasily Perov,
Hunters at Rest

worked across several other genres, including portraiture, genre painting, and historical and religious art, as evidenced by the wide-ranging oeuvre of Ilya Repin, the most famous figure attached to the group. The Peredvizhniki society developed in contrast to the traditional dark palette of the time, they chose 3) _____. Peredvizhniki was the first group of Russian artists

to recognize that the everyday Russian citizen was a worthy subject of their attention. They set about creating portraits and genre paintings which evoked aspects of the worker or peasant's daily life, or their hopes, fears, and allegiances. Peredvizhniki portrayed the emancipation movement of Russian people with empathy (for example, "Arrest of a Propagandist", "Refusal of Confession", and "They Did Not Expect Him" by Ilya Repin) and later used historic art to depict the common people ("Morning of the Streltsy Execution" by Vasily Surikov). In an era where focusing on the common man or woman was synonymous with political radicalism, this work effectively sounded a clarion call for democratic reform. Among Peredvizhniki there were artists of Ukraine, Latvia, and Armenia.

Even though the number of travelling exhibition visitors from the provinces was increasing during the years, the main audience was the urban elite. Local photographers created the first reproductions of Peredvizhniki's paintings, which helped 4) _____. Ordinary Russian people at that time could not afford to go to Moscow or Saint Petersburg, so popularization of Russian art made them familiar with a number of masterpieces.



Ilya Repin,
Reply of the Zaporozhian Cossacks

As the authority and public influence of the society steadily grew, government officials had to stop their efforts to repress the members. By the 1890s,

the Academy of Arts structure was including Peredvizhniki art in its classes and history, and the influence of the artists showed in national art schools.



Victor Vasnetsov, *Bogatyrs*

Works by the Peredvizhniki artists themselves have become ingrained in Russian cultural consciousness, as evidenced by the **send-up** of Repin's "Barge Haulers" in various political cartoons, and the naming of minor planets after Shishkin and Tretyakov by Soviet astronomers. As for the group's reception in the west, the influential American critic Clement Greenberg, in his 1939 article "Avant-Garde and Kitsch" cited Repin's "Reply of the Cossacks" as a particularly ignoble example of Kitsch. Perhaps as a result, the group's work was 5) _____, though that situation began to change around the start of the 21st century.

12. Answer the questions using the information from text.

1. What does Peredvizhniki mean?
2. Who are the main Itinerant artists?
3. How many mobile exhibitions did the Association of Travelling Art Exhibitions arrange?
4. What was the subject of Itinerant artists' paintings?
5. Why Clement Greenberg thought that Repin's "Reply of the Cossacks" was a Kitsch?

13. Match meanings 1-10 with the words highlighted in the text.

1.	an artistic and literary movement that emerged in the Soviet Union in the 1930s, characterized by the glorification of communist ideals.
2.	refused to obey rules because you do not like authority.
3.	a piece of low ground near a river.
4.	to represent by a drawing, painting, or other art form.
5.	to make someone seem stupid by copying him.
6.	to keep under control.
7.	loud and clear.
8.	loyalty and support for a ruler, country, group, or belief.
9.	preventing something from happening.
10.	stopped existing as a group or organization, or to end a group or organization.

Watching DVD

- 14.** Watch the DVD (<https://www.youtube.com/watch?v=HTOO-ukvs4g&t=27s>).
Tick the impressionists that were mentioned.
Match them with their artworks.

Claude Monet
Vincent van Gogh
Camille Pissaro
Edouard Manet

Roy Lichtenstein
Pierre-Auguste Renoir
Edgar Degas
Berthe Morisot



Water Lilies



Blue Dancers



Boulevard Montmartre



By the water

- 15.** Read the sentences.
Are the following statements true or false?

1. Impressionism is one of the most identifiable art movements of history.
2. The impressionist's work was characterized by loosened brushwork and lightened palettes.
3. They worked "en plein air" producing works of art rapidly in a single setting.
4. Many of the impressionist painters were attracted to historical paintings.
5. Pop artist Roy Lichtenstein who paid homage to Monet's "Water Lily".
6. The aesthetic qualities of impressionism can be seen through its impact on our culture today.

v

16. Watch the DVD again. According to the text, fill in the gaps with the right words.

The impressionist's work was characterized by _____ and lightened _____, including pure, intense colors. They abandoned traditional _____ and often avoided the clarity of form. For this reason, many critics faulted impressionist paintings for the unfinished appearance and seemingly amateurish quality. Collectively the impressionists sought to capture the impression of a scene through lively _____, and they often worked "en _____" producing works of art rapidly in a single setting. Rejecting the Salon's preference for historical or allegorical subjects, they created instead what Monet called a "spontaneous work rather than a calculated one".

17. Look at the Woman in Gold, “Portrait of Adele Bloch-Bauer” by Gustav Klimt which was sold for a record \$135 million in 2006. Imagine, that you are an Art Critic. Write the newspaper review of Gustav Klimt’s style and methods of painting.

This image shows a blank sheet of white paper with horizontal black ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Unit 5

Modernist art of the early XX century

Vocabulary

Why is the K. Malevich black square famous?

Reading

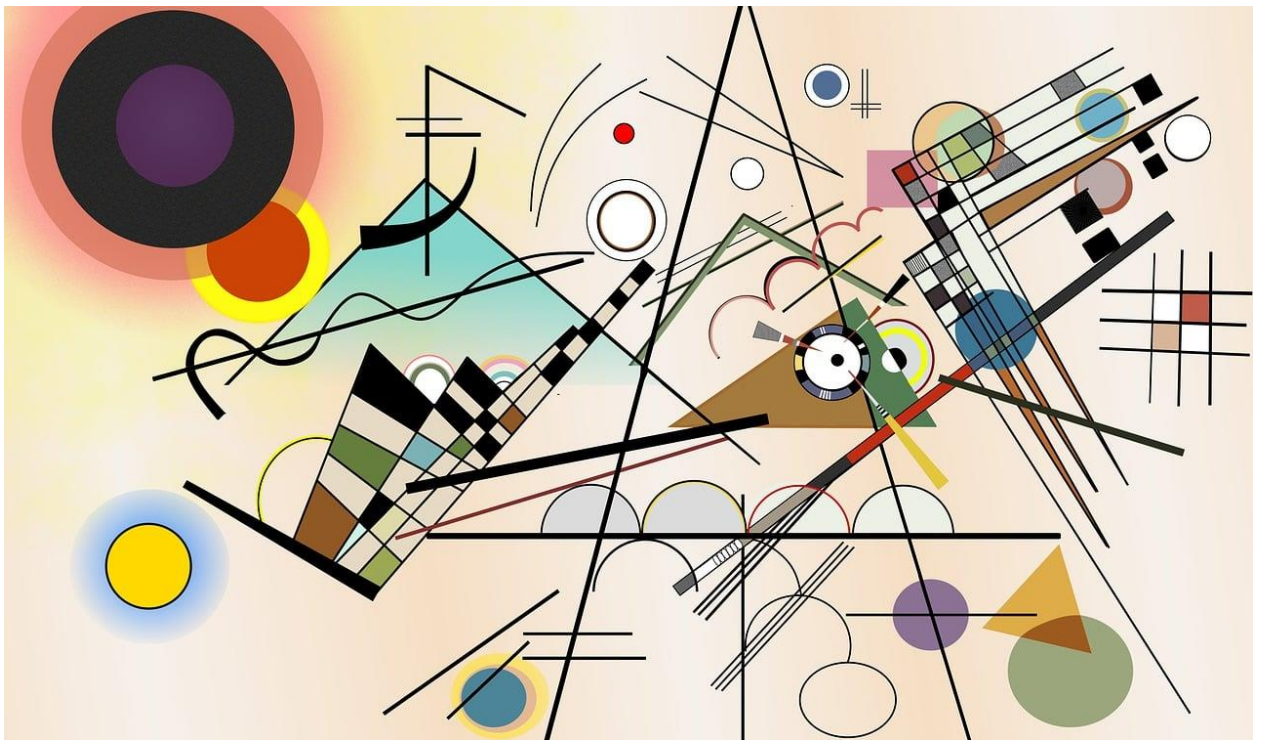
Avant-Garde Art:
Abstract and Non-objective

Watching DVD

Fascinating World of Cubism by Pablo Picasso:
The Art Revolution of the Early XXth Century

Writing

Fauvism of Henri Matisse as an art movement



Composition viii – Wassily Kandinsky (Abstract Art)

Vocabulary

Avant-Garde	Авангард, авангардисти (у мистецтві)
Abstractionism	Абстракціонізм
Rayonism	Променізм
Fauvism	Фовізм
Cubism	Кубізм
Suprematism	Супрематизм
Constructivism	Конструктивізм
Cubo-Futurism	Кубофутуризм
Neo-Primitivism	Неопримітивізм
Socialist Realism	Соцреалізм
nonobjective art	безпредметне мистецтво
art critic	мистецтвознавець
art dealer	торговець творами мистецтва, арт-ділер
ceramics	кераміка, гончарне виробництво
oil paint	масляна фарба
homemade paint	саморобна фарба
watercolour	акварель (малюнок), акварельні фарби
gouache	гуаш (малюнок), гуашеві фарби
colour BrE = color AmE	колір
line	лінія, риска
square	квадрат
texture	мист. відтворення текстури зображуваного предмету
plane	проекція, площина
size	розмір
side	сторона, одна з поверхонь
strain	риса, елемент
craquelure	кракелюр (мережа тріщин на старих полотнах)
gloss	глянець, блиск
fake = counterfeit	підробка
counterfeiter	підроблювач
authenticity	справжність, автентичність
cutting-edge	передовий
at first glance	на перший погляд
in the aftermath	у наслідок, після
embarrassment	збентеження, труднощі
essentials	основи
hub	центр, центр уваги
incomprehensible	незрозумілий, незбагнений
figuration	фігуративність, образність

1. Give the transcription of the words below. Translate these words.

authenticity		Avant-Garde	
gouache		square	
ceramics		incomprehensible	
craquelure		texture	
counterfeiter		Rayonism	

2. Translate the following words into English.

передовий		Неопримітивізм	
Кубофутуризм		безпредметне мистецтво	
у наслідок		на перший погляд	
Соцреалізм		торговець творами мистецтва	
збентеження, труднощі		фігуративність, образність	

3. Fill in the missing letters and translate the words.

Ab_ _rac_ _oni_m		Sup_ _ma_tis_	
wat_rc_lou_		sq_ _re	
e_ _en_ia_ _		fig_ra_io_	
ce_a_ics		go_a_he	

4. Read and translate the words. State and underline the odd words in each group.

- oil paint, gouache, fake, homemade paint. watercolour, art critic.
- Abstractionism, Constructivism, colour, Fauvism, Suprematism, Cubism, gloss.
- line, side, hub, size, plane, strain, texture, essentials.

5. Match the words with their definitions.

1.	___ craquelure	4.	___ embarrassment
2.	___ nonobjective art	5.	___ counterfeiter
3.	___ authenticity	6.	___ Neo-Primitivism

- A** an art that does not represent or depict any identifiable person, place or thing.
- B** a feeling of distress, shyness, or guilt as a result of an uncomfortable situation.
- C** a movement or trend in Russian painting in the early 20th century in which influences from the Western avant-garde were combined with features derived from peasant art, lubki (brightly coloured popular prints), and other aspects of Russia's artistic heritage.
- D** a person who makes a copy that looks like the original of something, usually for dishonest or illegal purposes.
- E** a network of fine cracks in the paint or varnish of a painting.
- F** a quality of being genuine or real.

6. Multiple choice questions. Circle the correct answer.



Mikhail Larionov

Cockerel

1. a. Cubism
b. Rayonism
c. Constructivism



Henri Matisse

Woman with a hat

2. a. Fauvism
b. Suprematism
c. Orphism



Pablo Picasso

Girl with Mandolin

3. a. Neo-Primitivism
b. Cubism
c. Abstractionism



Wassily Kandinsky

Composition X

4. a. Rayonism
b. Fauvism
c. Abstractionism



Ivan Puni

Portrait of Artist's Wife

5. a. Suprematism
b. Constructivism
c. Cubo-Futurism



Vladimir Tatlin

Relief

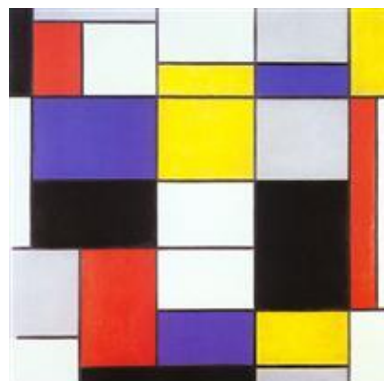
6. a. Constructivism
b. Neo-Primitivism
c. Socialist Realism



Robert Delaunay

Simultaneous Windows on the City

7. a. Orphism
b. Fauvism
c. Cubism



Piet Mondrian

Composition A

8. a. Suprematism
b. Abstractionism
c. Cubo-Futurism



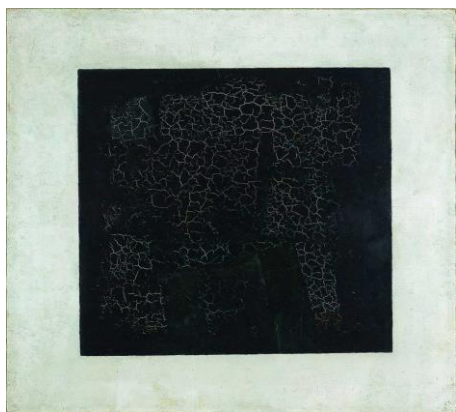
Alexandra Exter

Parisian Boulevard in the Evening

9. a. Cubo-Futurism
b. Orpheism
c. Rayonism

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Kazimir Malevich (1879–1935) is one of the most influential artists of the XX century. But whether everyone has thought about the paradox of Malevich's "Black Square"? There is nothing (1) _____. Nevertheless,



the primitive image is recognized as a masterpiece by all **art critics** around the world. If it goes to public auction today, they will be ready to buy it for \$140 million! It is only **at first glance** that it seems that (2) _____ a masterpiece. But even an adult could hardly repeat "Black Square," because not everything in this picture is so simple.

There are four "Black Squares". If you have seen all 4 paintings, then you noticed how NOT similar they are in **size** or **color**. The "black square" is not actually a square. Its **sides** are NOT equal to each other and opposite sides are NOT parallel to each other. The black square is NOT actually black. (3) _____ that K. Malevich used three **homemade paints** that he also mixed in CHALK to remove the **gloss** effect inherent in **oil paints**.

"Black Square" is the main "letter" in the new alphabet. Square because it is the first form, black color because it absorbs all colors. So "Black Square" is not the end of art, as it is sometimes labeled. This is the (4) _____.

You probably noticed cracks on the 1915 "Black Square". The bottom layer of paint is visible through them. These are (5) _____. It was written in a Proto-Suprematist style. Below it is another image written in the style of **Cubo-Futurism**. That's why **craquelures** appeared. The paint layer is too thick. So, it is evolution. From (6) _____ and to pure **Suprematism** in the "Black Square".

- | | |
|---------------------------------------|--------------------------------------|
| a. chemical analysis showed | d. any child could create such |
| b. beginning of a new painting. | e. the colors of another painting |
| c. easier than drawing a black square | f. Cubo-Futurism to Cubo-Suprematism |

8. Read the sentences. Give the definitions of the words in bold.

1. K. Malevich called his new abstract approach to painting **Suprematism**, that is all about the supremacy of colour and shape in painting. 2. M. Larionov became influenced by the Cubo-Futurism art movement, and in 1913, with N. Goncharova, he invented **Rayonism**, which was the first creation of near-abstract art in Russia.

3. Fauvism as a style began around 1904 and continued beyond 1910, but this movement with the leaders such as André Derain and Henri Matisse lasted only a few years, 1905–1908, and had three exhibitions. **4.** There were a lot of abstract **Avant-Garde** paintings – from Kandinsky’s expressive abstractions to Malevich’s Suprematism – but the Avant-Garde itself cannot be reduced to abstraction. **5. Socialist realism** was the official cultural doctrine of the Soviet Union that mandated an idealized representation of life under socialism in literature and the visual arts. **6.** Abstract and austere, **Constructivism** art movement aimed to reflect modern industrial society and urban space by rejecting decorative stylization in favour of the industrial assemblage of materials. **7.** Collectors and patrons, Sergei Shchukin and Ivan Morozov, paid special attention to Impressionism, Post-Impressionism, Fauvism, **Cubism**, and Futurism art from all over Europe amassing a large selection of momentous works, and consequently introducing local Russian artists to art movements, techniques, and styles popular around the continent. **8.** The earliest appearances of the **Cubo-Futurism** art style can be found in the works of Natalia Goncharova, who, as early as 1909, applied Cubist and Futurist means of expression in her paintings. **9.** In his “Black Square” K.Malevich used three **homemade paints**: the first is burnt bone, the second is black ocher and the third is another natural component - dark green. **10.** Sergei Shchukin (1854-1936) was the most important Russian collector of early twentieth-century Western art, but only an introduction to the **art dealer** Paul Durand-Ruel led Shchukin to begin collecting paintings by Claude Monet, followed by works by Paul Cézanne, Paul Gauguin, and Vincent van Gogh.

Fill in the gaps with the words from the box.

art critics color ceramics fakes hub incomprehensible plane lines

1. In Moscow, the _____ couldn’t understand the first artistic experiments of David Burliuk and his friends M.Larionov, N.Goncharova, A.Ekster: most newspapers perceived their exhibits as a failed joke. **2.** The surface of “Composition VII” (1913) by Wassily Kandinsky is entirely covered with countless overlapping amorphous forms, seemingly random _____, and a minefield of colors, some vivid and some blurred. **3.** The X-ray of the Tretyakov’s version of the Black Square (1915) revealed that in the painting the following text had been painted over in black _____: “Negroes battling in a cave”, and the source of this reference was probably a 1897 satirical print by the a French humorist writer A. Allais where at the black canvas in a baroque frame was subtitled "Negroes Fighting in a Cellar at Night". **4.** Like W. Kandinsky

during the second “Salon”, A. Bohomazov presented his theoretical work “The Essence of Four Elements”, in which he explained the principle of the new Cubo-Futurist art: the combination of line, color, form and _____ of the picture. 5. The Cubo-Futurism artists and poets (D. Burlyuk, V. Khlebnikov, V. Mayakovsky) scandalized the public by walking in public spaces wearing ridiculous clothes and painting their faces, by writing plays _____ to the public (the most notorious “Victory over the Sun”, about a group of Futurists aiming to destroy reason), and by the fights between them and the audience at their poetry recitations. 6. Marc Chagall, an early modernist who was associated with the École de Paris, as well as several major artistic styles and created works in a wide range of artistic formats, including painting, drawings, book illustrations, stained glass, stage sets, _____, tapestries and fine art prints. 7. The field of the “Russian avant-garde” – paintings made from the late 1890s through to the early 20th century – is especially prized by the art market; a painting by K. Malevich, whose work is represented in the exhibition, sold for nearly \$86 m at Christie’s in 2018, that’s why this market is also rife with _____. 8. During the period of the First World War, Russia was a _____ for cutting-edge avant-garde art.

Reading

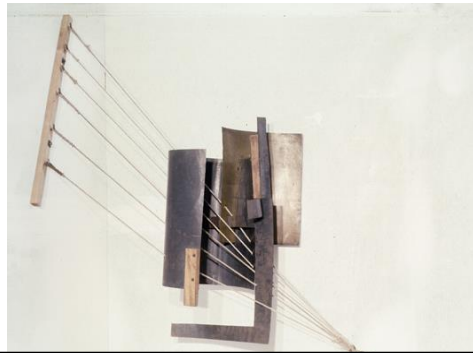
10. Before you read the article, discuss these questions.

1. What was the age of the Russian Avant-Garde?
2. Can Avant-Garde art be independently radical or must it serve social and political revolution?
3. What are the characteristics of Russian Avant-Garde?

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

- A works discovered at the Yaransk Museum
- B of art as subject matter, representation, and illusionistic perspective.
- C record for Russian art when sold for \$60 million at Sotheby’s in 2008.
- D but not as rare as one might think.
- E expert claimed that 190 out of 192 works were fakes.

Avant-Garde Art: Abstract and Non-objective



V. Tatlin
Corner Counter-Relief, 1915

What happens when you decide to store an object in the basement, then forget about it and eventually find it decades later in total **astonishment**, like some kind of treasure? Imagine the amazement that the art historian A. Sarabyanov must have experienced when realizing that a number of artworks hidden in the basement of the remote Yaransk Local Lore museum are actually pieces by renowned Russian artists. The Russian avant-garde expert **revealed** to the press the identification of dozens among these works, including three watercolours by W. Kandinsky, a gouache by V. Stepanova, and a painting on cardboard by A. Rodchenko.

The discovery of artworks is certainly an exceptional event, 1) _____. In Europe the phenomenon is related to Nazi-looting: it's estimated that the Nazis stole an approximate figure of 650,000 works. The most impressive case to date has been the recovery of around 1,500 works by P. Picasso, H. Matisse, C. Monet, M. Chagall, Dürer, and E. Delacroix, in a flat owned by the art dealer employed by the Third Reich.

If, however, some of these examples involved theft, this does not seem to be the case for the Russian avant-garde 2) _____. The group of paintings found in Yaransk seems to be part of a 1921 travelling exhibition. How can it be possible that remarkable artworks were

stored (or maybe hidden) in a museum basement? To better understand this, it is necessary to step back to the origins of the Russian Avant-Garde.

The "Russian Avant-Garde" is often discussed as a Russian art of the first decades of the 20th century. The term covers many separate, but inextricably related, art movements that flourished at the time; including Suprematism, Rayonism, Abstractionism, Constructivism, Cubo-Futurism and Neo-primitivism. Many of the artists who were born, grew up or were active in what is now Ukraine



K. Malevich
Woman with Pails. 1912

(including K. Malevich, A. Ekster, V. Tatlin, D. Burliuk, A. Archipenko etc.), are also classified in the Ukrainian Avant-Garde.



W. Kandinsky
Composition VII, 1913

Avant-Garde origins can be found in the second half of the 19th century, when the Peredvizhniki circulated art with a renewed political and social connotation. Thanks to this, the various avant-garde strains that came Europe – from the Fauvism to Cubism – were warmly embraced by Russian artists, and then were developed further. In its early stages the Russian Avant-Garde was guided by the principle of art for art's sake sharing a concern for the formal elements of art (color, line, plane, and texture) with the Western avant-garde movements of Cubism (1906) and Futurism (1907). In search of a new aesthetics, the Avant-Garde artists abandoned such traditional elements 3) _____. Within the Russian Avant-Garde this search led to nonobjective art styles. Russia thus became the ideal hub for the flourishing of cutting-edge movements; first of all, the Neo-Primitivism of M. Larionov and N. Goncharova, concerned with the theme of folklore; then the abandonment of figuration led to the experimentation, shapes became simple and art reduced to essentials. Thus originated W. Kandinsky's pioneering abstractions, the Constructivism of V. Tatlin, A. Rodchenko and El Lissitzky, as well as the Suprematism of K. Malevich, I. Puni and O. Rozanova.

When in 1917 the revolution broke out, the debate of artists swirled around what form a new “people's” art should take. But as the political situation deteriorated, the creative freedom sought by avant-garde artists and their tendency toward abstraction was accused of being incomprehensible to the masses. By the end of 1932, a single style was permitted by the authorities; the era of Socialist Realism had begun.

In the last decades, a phenomenon has emerged in the art world, causing a certain embarrassment for cultural institutions. In 2009, an exhibition of Russian Avant-Garde paintings, held at the Château Museum in France, was shut down in three days, when a well-known art 4) _____. Only a year earlier, the Bunkamura Museum of Art in Tokyo was compelled to remove five works attributed to M. Chagall, W. Kandinsky, and I. Puni from an exhibition lent by the Moscow Museum of



Aleksandra Ekster
Venice, 1915

Modern Art (despite the claims of authenticity by the Russian museum). In 2018, the Ghent Museum of Fine Art in Belgium cancelled a show titled “Russian Modernism, 1910–30” revealed to be full of counterfeit works.

The root of the issue is the fact that the Russian avant-garde art is, for the most part, a **black hole**. In the aftermath of the Revolution, artists either had to conform



El Lissitzky, 1919
Beat the Whites with the Red Wedge

to Socialist Realism or emigrate, or work in secret. This explains how works belonging to the Avant-Garde ended up in museum basements.

Moreover, as a new generation of wealthy Russian collectors emerged, prices increased **immeasurably**. So much that a painting by K. Malevich set a world 5) _____.

This situation did not go unnoticed by counterfeiters who promptly began to take advantage of it. And only the close collaboration between scientific investigation and art historical expertise can solve the problem and put an end to the endless **string** of fakes.

12. Match meanings 1-11 with the words highlighted in the text.

1.	made (previously unknown or secret information) known to others.
2.	an act of leaving someone or something or of ending or stopping something, usually forever.
3.	a commonly understood cultural or emotional association that any given word or phrase carries, in addition to its explicit or literal meaning.
4.	in a way that is so large or great that it cannot be measured or known exactly.
5.	the aesthetic doctrine that art is self-sufficient and need serve no moral or political purpose.
6.	became worse as time passes.
7.	a situation or condition that is extremely difficult, challenging, or nearly impossible to escape from
8.	a group of objects threaded on a single strand..
9.	forced someone to do something.
10.	turned or cause to turn in a twisting spinning fashion .
11.	a feeling of great surprise and wonder

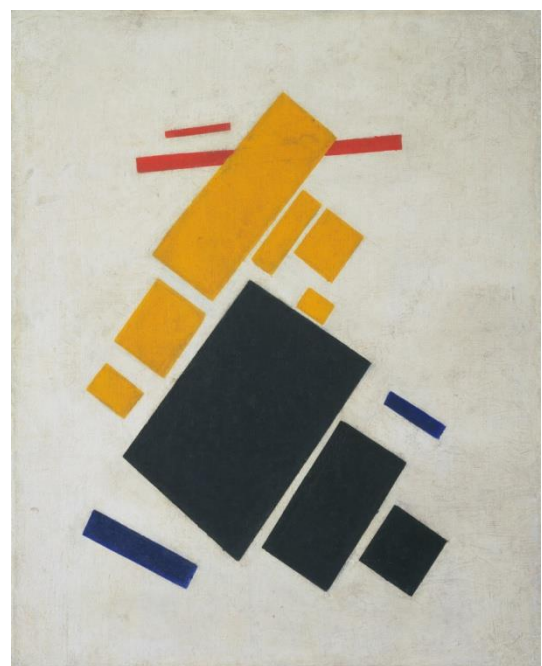
13. *Answer the questions using the information from text.*

1. Why are Russian and Ukrainian artists of the early 20th century called the Russian avant-garde?
2. Which artists' masterpieces were stolen by the Third Reich?
3. What artistic avant-garde movements flourished in the early 20th century in the Russian Empire?
4. Can you explain what this nonobjective art style is?
5. Why are there so many fakes on the market for Russian Avant-Garde paintings from the early 20th century?

14. *Look at the Suprematist paintings by K. Malevich. Speak about their concept and what did K. Malevich refer to when he called his art Suprematism .*



Dynamic Suprematism, 1915-1916



**Airplane Flying:
Suprematist Composition, 1915**

Watching DVD

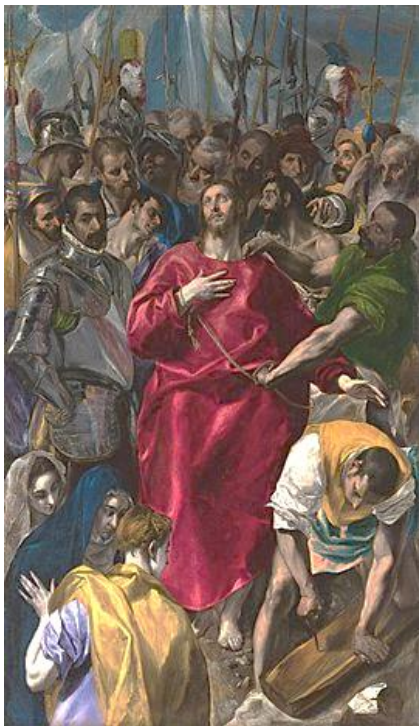
- 15.** Watch the DVD (<https://www.youtube.com/watch?v=KwFKK4gn78c>)
Tick the Spanish artists that were mentioned.
Match them with their artworks.

Salvador Dali
Diego Velazquez
Antoni Gaudi

☐
☐
☐

Pablo Picasso
El Greco
Francisco de Goya

☐
☐
☐



The Disrobing of Christ



The Royal Bunch



Guernica

16. Read the sentences.
Are the following statements true or false?

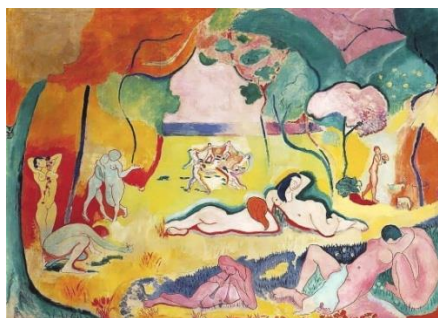
1. Pablo Picasso was a Spanish artist who was born in Spain about 140 years ago.
2. Pablo Picasso was very talented at realistic drawings and paintings.
3. Pablo Picasso wanted to create a new style of art and not just paint like the people before him.
4. He started to create different shapes and angles: but a table looked like a table.
5. The human body in Picasso's paintings started to take new forms.
6. It is estimated he created over 500 000 different paintings, drawing, sculptures, ceramics and objects.

v

17. Watch the DVD again. According to the text, fill in the gaps with the right words.

When he was about 21 years old he started making a lot of _____ that were blue. This is said that he was sad because one of his friends had died. It became known as Pablo Picasso's blue period. He painted a _____ known as "The Old Guitarist" during that time and later, when he was happier, he started using the _____ pink and orange in his paintings. And this was known as the rose period. A few years later Pablo Picasso became inspired by African art and his artwork started looking less realistic and more primitive. But Picasso is probably most recognized by art he started to develop, called _____.

18. Look at the Fauvists paintings by Henri Matisse. Write about the qualities of this painting style.



The Joy of Life, 1905



Dance, 1910

Unit 6

BAUHAUS Art Movement as a phenomenon of German artistic culture of the first third of the XX century

Vocabulary

Women of the Bauhaus:
metal craftswoman Marianne Brandt

Reading

BAUHAUS – Art Movement, style and history

Watching DVD

BAUHAUS:
Revolutionary Design Movements Explained

Writing

Bauhaus Design:
A New Way of Design Thinking



Vocabulary

Bauhaus	«Баузаус» (найвища школа дизайну)
design	дизайн
designer	дизайнер, проектувальник
craft	ремесло, ремесловий виріб
craftsman	ремісник
apprentice	підмайстер, учень
master	майстер, кваліфікований робітник
workshop	майстерня; семінар; майстер-клас
art piece	твір мистецтва
furniture	меблі
teapot	чайник (для заварки)
prototype	прототип, модель, дослідний зразок
flat	плаский
spherical	сферичний
hemispheric	напівсферичний
emphasis	акцент, наголос
fine art	образотворче мистецтво
medium	техніка (живопису)
Art Nouveau = Jugendstil = Vienna Secession	Модерн
graphic design	графічний дизайн
interior design	дизайн інтер'єра
industrial design	промисловий дизайн
typography	друкарство, книгодрукування
engineering	інженерія, техніка
architectural design	архітектурне проектування
construction	будівництво
curriculum	навчальний план
function	функція, функціонування
technology	технологія
industry	промисловість
wheel	колесо
metal	метал
modernist	модерніст
to enroll	зараховувати, записуватися
interplay	взаємодія
scope	масштаб, розмах, сфера діяльності
aesthetics	естетика
Vkhutemas	ВХУТЕМАС (Вищі художньо-технічні майстерні)
Soviet Union	Радянський Союз

1. Give the transcription of the words below. Translate these words.

Art Nouveau		Jugendstil	
Bauhaus		emphasis	
aesthetics		Vienna Secession	
furniture		curriculum	
wheel		medium	

2. Translate the following words into English.

ВХУТЕМАС		зараховувати, записуватися	
прототип		образотворче мистецтво	
взаємодія		плаский	
підмайстер, учень		ремісник	
твір мистецтва		Радянський союз	

3. Fill in the missing letters and translate the words.

he_isp_er_c		me_i_m	
m_t_l		cu_ri_ul_m	
_der_i_		ty_ _gra_hy	
a_st_eti_s		fur_ _tur_	

4. Read and translate the words. State and underline the odd words in each group.

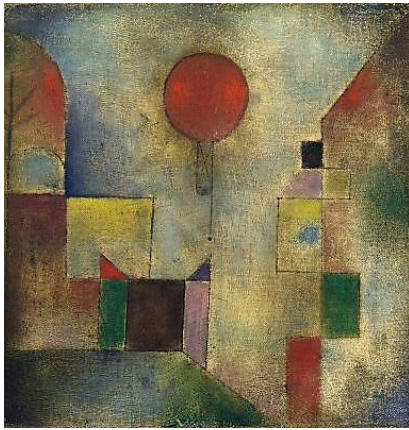
1. design, architectural design, teapot, graphic design, interior design, craft, industrial design.
2. industry, typography, scope, engineering, technology, construction, designer.
3. craft, workshop, function, apprentice, craftsman, master, spherical.

5. Match the words with their definitions.

1.	___ VKHUTEMAS	4.	___ architectural design
2.	___ apprentice	5.	___ Jugendstil
3.	___ Art Nouveau	6.	___ industrial design

- A** a person who is learning a trade from a skilled employer, having agreed to work for a fixed period at low wages.
- B** the German branch of Art Nouveau, revolutionized and popularized modern design and crafts.
- C** a style characterized by long, sinuous lines, asymmetry, and natural objects such as vines, insect wings, and flower stalks.
- D** a technological and artistic concept of designing or fabricating structures and understanding various building materials and forms.
- E** Russian state art and technical school founded in 1920 in Moscow.
- F** the art or process of designing manufactured products.

6. Multiple choice questions. Look at these Bauhaus art pieces and match them with their creators: Christian Dell, Wassily Kandinsky, Herbert Bayer, Marcel Breuer, Paul Klee, Anni Albers, László Moholy-Nagy.



1. **Red Balloon, 1922**



2. **Yellow-Red-Blue, 1925**



3. **Universal Bayer, 1925**



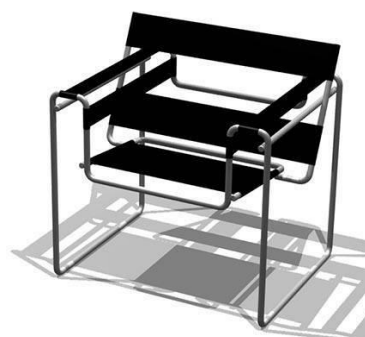
4. **Wall Hanging, 1926**



5. **Photogram**



6. **Light Space Modulator, 1930**



7. **Club Chair (Wassily Chair), 1925**



8. **Molitor Grapholux Lamp, 1922-1925**

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

One of only a few women on the **Bauhaus** faculty during the 1920s, *Marianne Brandt* was responsible for creating many of the functional objects that we now recognize as quintessential works of **modernist** design. She **enrolled** at the Bauhaus in 1923, and began (1) _____ the metal **workshop** in 1924, becoming the first woman admitted into his studio.



Teapot, 1924

Brandt made the **prototype** for her **teapot** the same year, subsequently producing six other prototypes, though the **design** was never marketed commercially. A little larger than a teacup, the teapot was (2) _____ extract which could then be diluted with hot water to whatever strength was desired. This elegant and innovative teapot uses the **interplay** of geometric forms as the basis for a distinctively modern design, with its **hemispheric** body (3) _____ by a **flat** circular lid. The handle, a half-circle of ebony, and the cylindrical knob contrast vertically with the horizontal plane of the body, a juxtaposition complemented by the contrast in materials and colors. M. Brandt then put all of them together again (4) _____, which is a teapot. The flat and **spherical** shapes harmonize perfectly.

In the decades since her death, Brandt's designs have become icons of Bauhaus and Constructivist **aesthetics**. The curator of the Berlin Bauhaus Archive Klaus Weber has called Brandt's Model No. MT 49 "Bauhaus in a Nutshell", a work which exemplifies the (5) _____ and **emphasis** upon functionality. One of Brandt's prototypes for the teapot (6) _____ at Sotheby's in 2007.

- | | |
|---|--|
| a. intended to create a concentrated tea | d. studying under Moholy-Nagy in |
| b. set a record price for Bauhaus objects | e. school's industrial design aesthetics |
| c. centered on crossbars and topped | f. by creating an abstract sculpture |

**8. Read the sentences.
Give the definitions of the words in bold.**

1. In the artistic education **curriculum**, the contents are grouped into two areas: Static art: image, photo, painting, models, sculpture, handicraft, architecture, etc.; Moving art: drama, performance art (puppets, shadow theatre), cinema, etc. 2. Describe an art or **craft** activity (for example painting, woodwork, etc.) that you had at an art school. 3. One of the main goals of the Association of Visual

Artists **Vienna Secession**, founded in 1897, was to bring the European avant-garde to Vienna. **4.** After leaving college he developed an interest in **graphic design** and typefaces while running a small printshop for manufacturing posters. **5.** I would like **to enroll** in an online course to learn a fine art. **6. Prototypes** can help artists identify potential problems and make changes before investing time and resources into the final artwork. **7.** The “lifespan” of both institutes was short: **Vkhutemas** was closed after only 10 years of existence, while the Bauhaus school lasted for 14 years; dictatorial regimes of Germany and Soviet Union were the reason for the closing of both schools. **8.** One of the core principles of the Bauhaus was “form follows **function**,” which means that the design of an object should be based primarily on its intended function or purpose. **9.** “Art without **engineering** is dreaming. Engineering without art is calculating”, - Steven Roberts. **10.** “Art is some guy using a medium to change how you see the world. Whereas **design** is changing how we live in it”, - Jens Meiert.

9. *Fill in the gaps with the words from the box.*

workshop Bauhaus furniture craftsman scope Soviet Union
fine art interior design medium

1. A _____ in the art world is the term for the material used to create artwork, it can include paint or inks, sculpting materials, fabric, glass. **2.** This _____ will give you a great opportunity to learn many new ways of creating with acrylic paint and mixed media. **3.** A _____ knows in advance what the finished result will be, while the artist knows only what it will be when he has finished it. **4.** During its existence, the Vkhutemas united the most creative contemporaries of the young _____; classical and modern art as well as architecture were taught with the aim of improving the living conditions of the masses. **5.** Though L Moholy-Nagy worked across a range of media, his photograms became icons of _____ experimentation as created by placing objects on photo-sensitive paper exposed to ambient light, these works, in the artist's own words, made light “the medium of plastic expression”. **6.** Marcel Breuer realized that the same material, which could be bent without breaking, might be used in _____ design: the “Wassily chair” is in part the result of this moment of inspiration. **7.** In order to produce his furniture on a large _____, Breuer started the company Standard Möbel in 1927. **8.** _____ is the art and science of enhancing the interior of a building to achieve a healthier and more aesthetically pleasing environment for the people using the space. **9.** _____ may include painting, printmaking, and sculpture as it's rooted in design-based and drawing works.

Reading

10. *Before you read the article, discuss these questions.*

1. What artistic movement influenced Bauhaus the most?
2. What are the key elements of Bauhaus art?
3. How did Bauhaus impact the world ?

11. *Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).*

- A** on the fundamental aspects of design, in particular the contrasting properties of various forms
B such as the Arts and Crafts movement, as well as Art Nouveau and its many international
C with modern technology, with a basic course in aesthetic principles
D for the stylish minimalism of the 1950s-60s, while architects
E equipped with practical skills and be given the opportunity to

BAUHAUS – Art Movement, style and history

From **sleek** modernist buildings to advertisements on subways, it's hard to avoid seeing the influence of the Bauhaus art movement in everyday life. So how did a small art school in Germany have such an outsized effect on the appearance of our modern world? And what, exactly, was that effect?

The *Staatliches Bauhaus*, commonly known as the Bauhaus (German for “building house”), was a German art school operational from 1919 to 1933 that combined crafts and the fine arts. The Bauhaus school was influenced by 19th and early-20th-century artistic directions 1) _____ **incarnations**, including the Jugendstil and Vienna Secession. The school became famous for its approach

to design, which attempted to unify individual artistic vision with the principles of mass production and emphasis on function.



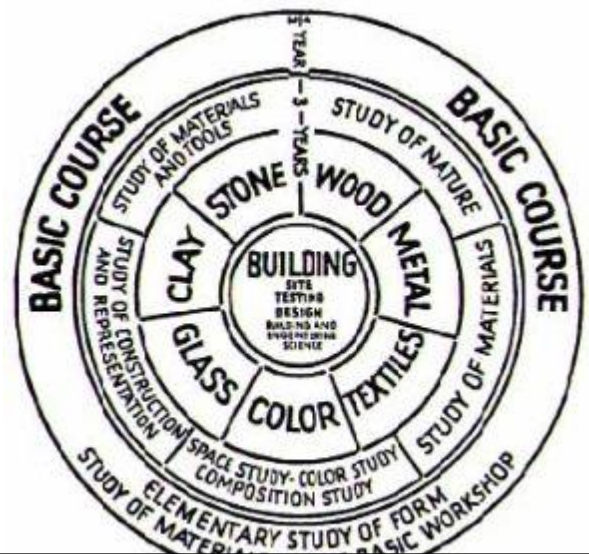
Bauhaus building in Dessau
1925-1932

Bauhaus is more than just a distinct style and design elements, it is a philosophy. The school's philosophy stated that the artist should be trained to work with the industry. Bauhaus founder, Gropius, believed that to accomplish this, design does not only need to be taught academically but students also need to be 2) _____ experiment with materials

and mediums. The main **appeal** of Bauhaus was to connect artists of different crafts to follow a united goal: to build a new generation of artists to create a better world. The Bauhaus movement had a profound influence on subsequent developments in art, architecture, graphic design, interior design, industrial design, and typography. Staff at the Bauhaus included prominent artists such as Paul Klee, Wassily Kandinsky, Gunta Stölzl, and László Moholy-Nagy, who subsequently led the development of modern art and modern thought – throughout Europe and the United States.

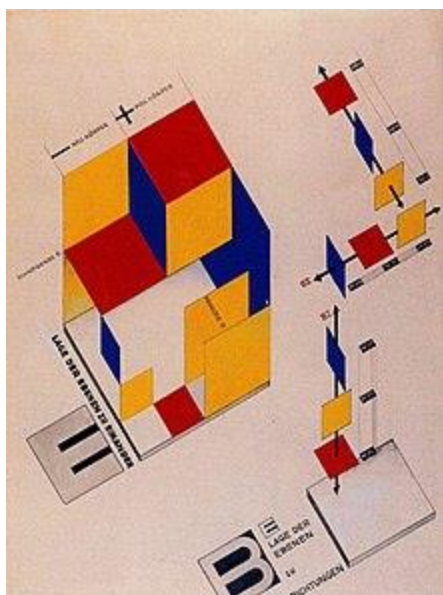
One of the main objectives of the Bauhaus was to unify art, craft, and technology, and this approach was **incorporated** into the curriculum of the Bauhaus. This was characterized by Gropius as a wheel made up of concentric rings, with the outer **ring** representing the *vorkurs*, a six-month preliminary or “basic course”, initiated by Johannes Itten, which concentrated 3) _____, colors and materials.

The two middle rings represented two intermediary three-year courses, the *formlehre*, which focused on problems related to form, and the *werklehre*, a programme of practical, workshop-based instruction oriented around technical crafts and skills. At the center of the wheel were courses specializing in building construction, teaching students the essentials of architectural design, engineering and construction. In their first year, students learnt the basic elements and principles of design and colour theory, and experimented with a range of materials and processes. This approach to design education became a common feature of architectural and design school in many countries.



The Bauhaus Teaching Curriculum

For example, the Vkhutemas, the Russian state art and technical school founded in 1920 in Moscow, has been compared to Bauhaus. Founded a year after the Bauhaus school, Vkhutemas had close parallels to the German Bauhaus in its **intent**, organization and scope. The two schools were the first to train artist-designers in a modern manner. Both schools were initiatives **to merge** traditional



Mechanical Stage Design, 1925

craft 4) _____, courses in color theory, industrial design, and architecture. Vkhutemas was a larger school than the Bauhaus, but it was less publicized outside the Soviet Union and consequently, is less familiar in the West.

One of the most important contributions of the Bauhaus is in the field of modern furniture design. The characteristic *Cantilever chair* and *Wassily Chair* designed by Marcel Breuer and utensil designs of Marianne Brandt, and others **paved** the way 5) _____ such as Walter Gropius and Ludwig Mies van der Rohe were acknowledged as the **forerunners** of the similarly slick International Style that is so

important in architecture to this day.

The Bauhaus had a major impact on art and architecture trends in Western Europe, Canada, the United States and Israel in the decades following its **demise**, as many of the artists involved fled, or were **exiled** by the Nazi regime. In 1996, four of the major sites associated with Bauhaus in Germany were inscribed on the UNESCO World Heritage List (with two more added in 2017).

12. Answer the questions using the information from text.

1. What did the Bauhaus school become famous for?
2. What was the main appeal of Bauhaus?
3. Can you describe in two words the curriculum of the Bauhaus?
4. Was Russian Vkhutemas similar to Bauhaus or not, in what way?
5. What design style did the Bauhaus members pave the way for??

13. Match meanings 1-11 with the words highlighted in the text.

1.	an embodiment, as of an idea, or quality..
2.	was included something as part of something larger.
3.	a circle of any group of things or people in a circular shape or arrangement.
4.	to combine or cause to combine to form a single entity.
5.	a quality that it has which people find attractive or interesting.
6.	to create a situation in which somebody will be able to do something or something can happen.
7.	the end of something that was previously considered to be powerful.
8.	something or someone that acts as an early and less advanced model for what will appear in the future.
9.	smooth and shiny, polished.
10.	the thing that you plan to do or achieve, an aim.
11.	were sent away from their own country, village, etc.

14. Look at these Bauhaus style buildings. Speak about their features. Think about what architectural style they remind you of? Why this is so?



Watching DVD

- 15.** Watch the DVD (<https://www.youtube.com/watch?v=Y69wOKg6yp4>). Tick the names of three Bauhaus directors that were mentioned. What can you tell about them?

Walter Gropius	☐	Hannes Mayer	☐
Johannes Itten	☐	Marcel Breuer	☐
Ludwig Mies van der Rohe	☐	Oskar Schelmmmer	☐

- 16.** Read the sentences.
Are the following statements true or false?

- | | |
|---|--------------------------|
| 1. During its heyday (1919-1933), the Bauhaus was the cradle of modern design. | ☐ |
| 2. The students of Itten carried out their ritualistic body cleansing in the city fountain of Weimar. | ☐ |
| 3. Gropius supported the idea that theater shows, lectures, poetry, music and costume parties should all be part of the training program. | ☐ |
| 4. The most famous product of the Schelmmmer's workshop was the Triadic ballet. | ☐ |
| 5. One of the most famous products created at the school was the "Basil" chair by Wassily Kandinsky | ☐ |
| 6. Marianne Brandt made several versions of the product from different materials: paper and wood. | ☐ |

- 17.** Watch the DVD again. According to the text, fill in the gaps with the right words.

Walter Gropius's dream that, as in the Middle Ages, architecture would be the final product of the synthesis of arts. At the first major _____ exhibition in Weimar in 1923, a group of students: Georg Muche, Gunta Stelzl, Alma Sidhoff-Buscher and Marcel Breuer, built the Haus am Horn as a reflection of a new way of life. To show the versatility of his project Gropius even shot

a promotional movie about what a _____ lifestyle should look like. The main architectural project of the Bauhaus was the school building itself in Dessau, _____ by Walter Gropius. It was an ode to the functionalism and machine _____ of the 20th century. The building also served as an advertisement for goods produced under the Bauhaus patent.

18. *Look at these pictures. Write about the Bauhaus design as a new way of design thinking.*



Marcel Breuer, The Cesca chair



Erich Dieckmann, Clock



Marianne Brandt, Ashtray



Erich Dieckmann, Chair

Unit 7

Postmodernism in the XXth century art

Vocabulary

What is abstract expressionism
or My cat can do that
(from Jackson Pollock to Willem de Kooning)

Reading

Art Movements
of the 2nd half of the XXth century:
Op-Art, Fluxus, Land Art, Street Art etc.

Watching DVD

Salvador Dali, Persistence of Memory: analysis

Writing

Is Pop Art a true art or mass market?



Vocabulary

contemporary art	сучасне мистецтво
Abstract Expressionism	Абстрактний Експресіонізм
Postmodern Art = Postmodernism	Постмодерністське мистецтво = Постмодернізм
Surrealism	Сюрреалізм
Post-War Art	Повоєнне мистецтво
Minimal Art	Мінімалізм
Pop Art	Попарт (абрв. <i>популярне мистецтво</i>)
Photorealism	Фотореалізм
Fluxus	Флюксус
Performance Art	Перформанс
Op Art	Оп-арт (абрв. <i>оптичне мистецтво</i>)
Land Art	Ленд-арт (<i>ландшафт та мистецтво</i>)
Street Art	Стріт-арт (<i>вуличне мистецтво</i>)
Video Art	Відео-арт
Immersive Art	Іммерсивне мистецтво (<i>ефект повної присутності</i>)
Digital Art	Комп'ютерне мистецтво
mural	настінний живопис
graffiti	графіті, малюнок на стіні будинку
spray painting	фарбування спреєм
stenciling	трафаретний друк
pattern	малюнок, візерунок
imagery	образи
performance	вистава
to blur	затьмарити, робити неясним
easel	мольберт
industrial paint	промислова фарба
elitist	елітарний
existential	екзистенційний
focal point	фокусна точка
head-scratching	шокуючий
mess	мішанина, плутанина
chaos	хаос, повний безлад
to coincide	співпадати
to replicate	повторювати, тиражувати
to encompass	охоплювати
embrace	прийняття
onwards	далі
augmented reality	доповнена реальність
embedded	закладений

1. Give the transcription of the words below.
Translate these words.

graffiti		to blur	
to coincide		chaos	
augmented reality		easel	
pattern		existential	
Fluxus		head-scratching	

2. Translate the following words into English.

фарбування спреєм		мішанина, плутанина	
промислова фарба		закладений	
Іммерсивне мистецтво		трафаретний друк	
фокусна точка		повоєнне мистецтво	
сучасне мистецтво		постмодерністське мистецтво	

3. Fill in the missing letters and translate the words.

per_ _rm_nc_		em_r_ce	
ch_o_		e_se_	
Fl_x_ _		_ _ward_	
e_ _ti_t		ima_er_	

4. Read and translate the words. State and underline the odd words in each group.

- Digital Art, Abstract Expressionism, Video Art, Post-War Art, Surrealism, Street Art, Pop Art, Land Art, Performance, Minimal Art, Op Art, Photorealism, Performance Art, Mural, Postmodernism.
- to blur, to encompass, onwards, to coincide, to replicate, imagery.
- mural, industrial paint, elitist, graffiti, easel, spray painting, embrace, pattern, stenciling.

5. Match the words with their definitions.

1.	___ contemporary art	4.	___ augmented reality
2.	___ graffiti	5.	___ focal point
3.	___ stenciling	6.	___ Immersive Art

- A** a writing or drawings scribbled, scratched, or sprayed illicitly on a wall or other surface in a public place.
- B** a technology that integrates digital information into the real world.
- C** a technique for reproducing designs by passing ink or paint over holes cut in cardboard or metal onto the surface.
- D** a feature of a work of art that is the most interesting or important .
- E** an usage of technologies such as VR, holography, and digital projection to enable viewers to enter the work of art .
- F** a term used to describe the art of today, generally referring to art produced from the 1970s onwards .

6. Multiple choice questions. Look at these Abstract Expressionism art pieces and match them with their creators: Clyfford Still, Jackson Pollock, Willem de Kooning, Helen Frankenthaler, Barnett Newman, Mark Rothko, Philip Guston, Elaine de Kooning.



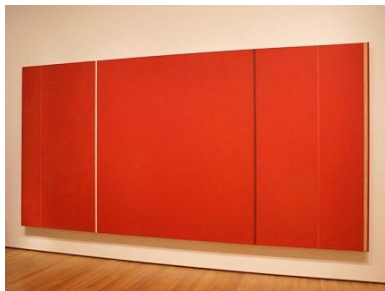
1. Excavation, 1950



2. 1957-D-No.1, 1957



3. Autumn Rhythm, 1950



4. Vir heroicus sublimis, 1950



5. Convergence, 1952



6. No.6 (Violet,Green,Red), 1951



7. Bullfight, 1959



8. Mountains and Sea, 1952



9. Zone, 1953

7. Read the sentences. Give the definitions of the words in bold.

1. **Murals**, or wall paintings, are one of the oldest forms of visual art known to humans.
2. A couple of recognized optical illusions have been utilized in paintings: the glare and Venus effects, both of which can lead to **blurring**.
3. In fact, **pattern** is one of the main visual elements used by abstract artists (along

with color, form, line and texture) to create compelling compositions. **4.** Here is a principle with many applications in graphic design: elements should either **coincide** or contrast. **5.** He combined his background in music with the **Performance Art** and found he had a following. **6. Immersive art** experiences harness technologies such as VR, holography, and digital projection to enable viewers to enter the work of art and become a protagonist within it.

8. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

If you visit a museum with a collection of **contemporary art**, you're likely to see works that sometimes elicit the response "My cat could make that".

A movement called **Abstract Expressionism**, also known as the New York School, gets this reaction particularly often. Abstract Expressionism started in 1943 and **(1)** _____. It's characterized by large abstract paintings, all-over compositions without clear **focal points**, and sweeping swaths of paint eliciting emotions. The group of artists who are considered Abstract Expressionists includes Barnett Newman with his **existential** zips, Willem de Kooning,



Jackson Pollock, Full Fathom Five, 1947

(2) _____, Helen Frankenthaler, and others.

But the most famous, influential and **head-scratching** one was Jackson Pollock. Most of his paintings feature tangled **messes** of lines of paint bouncing around in every direction on the canvas. And sure, these fields of **chaos** are big and impressive. But didn't he **(3)** _____? Can't anyone do that?

While J. Pollock implemented a technique anyone is technically capable of regardless of artistic training, only he **(4)** _____. First, he took the canvas off of the **easel** and laid it on the floor. Then, he stepped all around the canvas, dripping **industrial paint** onto it from stirrers and other tools, changing speed and direction to control how the paint made contact with the surface. And while anyone could have done what he did, he and the rest of the New York School **(5)** _____. They destroyed conventions of painting that had stood for centuries, forcing the art world to rethink them entirely. **Elitist**, innovative, whatever you choose to call it, the history **embedded** in Abstract Expressionism is one that no cat, **(6)** _____.

- a. just drip the paint at random
- b. developed after the World War II
- c. however talented, can claim

- d. famous for his travestied women
- e. could have made his paintings
- f. were the ones who actually did it

9. Fill in the gaps with the words from the box.

graffiti Post-War Art Street Art Pop-Art Postmodern Art
Spray-painting Surrealism Land Art Op-Art Minimal Art

1. In the Roman town of Pompeii in Italy, archaeologists found a lot of _____ written in Latin, including political and romantic messages.
2. The main characteristics of _____ include a reduced vocabulary of shapes, the use of seriality, and the use of new industrial materials and industrial processes.
3. The _____ period is classed as the period following World War II, before the emergence of contemporary art.
4. _____ emerged as a reaction and response to modernism, spanning from 1950 to the late 20th century.
5. _____ is related to graffiti art in that it is created in public locations and is usually unsanctioned, but it covers a wider range of media.
6. _____ is a painting technique in which a device sprays coating material (paint, ink, varnish, etc.) through the air onto a surface.
7. _____ is a style of art that explores elements of modern culture, including everyday objects like mass-produced cans of soup.
8. _____ artists use shapes, colours and patterns in special ways to create images that look as if they are moving or blurring.
9. The key principle of _____, as laid out in André Breton's 1924 manifesto, is to do away with rationalism in favour of the vast unknown of our subconscious.
10. _____ is any work of art that blends with its environment, generally resulting in large-scale pieces that are integrated directly with nature.

Reading

10. Before you read the article, discuss these questions.

1. What is Postmodern Art?
2. What makes an artwork postmodern?
3. What does postmodern art differ from modern art?

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

A industrial materials, repetition, and precise execution.

B a direct way to address social, political, and cultural issues.

C digital installations, virtual reality, augmented reality, and interactive media.

D especially from the mid-20th century and onwards.

E often combining sound, performance, and interactive elements.

Art Movements of the 2nd half of the XX century: Op-Art, Fluxus, Land Art, Street Art etc.

As art was constantly being redefined throughout the 20th century, today, people often seem to get lost in the multitude of modern and contemporary art movements. If you also get lost in art history, **1)** _____, you are not alone.

Contemporary Art, Post-War Art and Postmodern Art – three terms referring to roughly the same era with a slightly different perspective. Contemporary Art



Robert Morris (*Minimal Art*), 1967
Vacuum-formed plastic

typically refers to art by artists born after 1945, Post-War Art refers to all art created after 1945, and Postmodern Art refers to all art of the postmodern art movements.

Modern art is generally placed between 1945 and 1960 and coincides with the ideological and cultural shifts following the **Second World War**, the atomic bomb, the **Cold War**, and globalization. The belief in progress, innovation, and reason of Modernism makes way for doubt, questioning, and eclecticism of Postmodernism, characterized by its embrace of diverse approaches, blurring the boundaries between high art and popular culture, think of Conceptual Art, Performance Art, Land Art, Video Art, Digital Art, and so on. Of course, some movements are often forgotten or not mentioned, as is the case with **Latin American Muralism**, or **Japanese Mono-Ha** in Asia, and many more. So let's focus on the key art movements only.

Minimal Art (1955-1970). Minimal Art emphasized simplicity, geometric forms, and the materiality of the artwork itself, stripping art to its most essential elements—think of the works of Carl Andre, Dan Flavin, and Donald Judd. Artists

often employed 2) _____. Minimal Art influence extended beyond visual art, impacting architecture and design.



Roy Lichtenstein (*Pop Art*). 1963 – Whaam!

imagery. By incorporating elements from **advertising**, **comic strips**, and everyday objects, Pop Art blurred the boundaries between high art and popular culture. It often used bright colors, bold graphics, and recognizable imagery. While some artists embraced modern life with an air of irony, others used their work to offer pointed critiques of materialism and **mass consumption**.

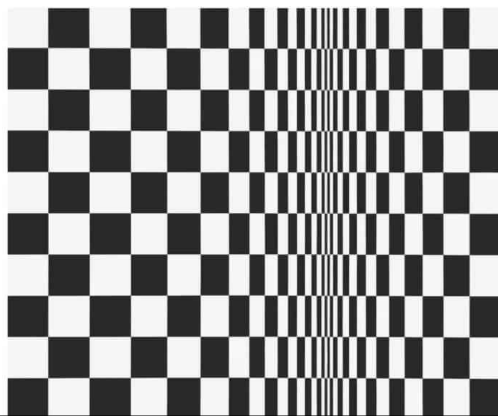
Photorealism (1960-1970).

Photorealism emerged in the late 20th century as a genre that sought to replicate photographs with **meticulous** precision. This movement, with artists like Chuck Close, Richard Estes, and Audrey Flack, prioritized technical mastery, attention to detail, and hyper-realistic effects.



Yoko Ono (*Fluxus*), 1965 – Cut Piece

Fluxus (1960-1975). Fluxus was an avant-garde movement that emerged in the 1960s, pushing the boundaries of art through performances and activities.



Bridget Riley, (*Op-Art*), 1961
Movement in squares

Pioneered by artists such as George Maciunas, Joseph Beuys, and Yoko Ono. The movement was highly interdisciplinary, incorporating elements of music, poetry, theater, and **visual arts**.

Performance art (1960-Today). Focusing more on the performance being the artwork, Performance Art uses the artist's body as the central medium, emphasizing often shocking actions. Artists such as Marina Abramovic, Vito Acconci, and Carolee Schneemann gained

prominence in the 1960s, using performance as 3) _____.

Op Art (1965-1980). Op Art, or Optical Art, with Bridget Riley, Victor Vasarely, and François Morellet, is characterized by its use of geometric patterns and precise color contrasts to create optical illusions of movement and depth.



Robert Smithson, (*Land Art*), 1970
Spiral Jetty

Land Art (1965-1980). Land Art, or Earth Art, emerged in the late 1960s as a movement that redefined the relationship between art and the environment. Artists such as Robert Smithson, Richard Long, and Walter De Maria used natural landscapes as both medium and subject.

Street Art (1965-Today). Street Art encompasses murals and graffiti that transform public spaces into canvases for creative expression with works by Banksy, Keith Haring, or JR. It often serves as a powerful voice for social and political commentary. Street Art combines diverse techniques, including stenciling, spray painting, wheat-pasting, and large-scale murals.

Video Art (1965-Today). Video Art, pioneered by artists such as Nam June Paik, Bill Viola, and Pipilotti Rist, employs moving images as its central medium. The movement encompasses single-channel works, video installations, and large-scale projections, 4) _____.

Immersive Art (1965-Today). Immersive Art consists of interactive experiences as the viewer is able to enter the artwork – think of the immersive environments by Yayoi Kusama, Olafur Eliasson, and James Turrell. By combining elements such as light, sound, digital technologies, and sometimes even scent and tactile components, immersive installations transform the relationship between reality and illusion.



Keith Haring, (*Street Art*), 1987
We the youth

Digital Art (1965-Today). Digital Art uses digital technology as both a creative tool and a medium; think of Refik Anadol, John Gerrard, and Louisa Clement. This movement encompasses a wide array of practices, including computer-generated imagery, 5) _____.

To conclude, there are several neo- and post-movements today, such as Neo-Conceptualism, Post-Abstraction, or Neo-Dada. These movements indicate that artists are building upon the principles of a historical art movement but are not part of that historical era. However, this does not mean art history is at its end. Artists are continuously drawn to new things.

12. Answer the questions using the information from text.

1. What is the difference between Contemporary Art, Post-War Art and Postmodern Art ?
2. Why are some movements as is the case with Latin American Muralism, or Japanese Mono-Ha not mentioned?
3. Could you describe the difference between Minimal Art and Photorealism?
4. What kind of art is Fluxus and who are its outstanding artists?
5. What makes Pop-Art so special?
6. Is *Performance Art* the art of performance or the performance of art?
7. What makes Video Art distinct from other forms of moving images?

13. Match meanings 1-11 with the words highlighted in the text.

1.	a period of economic, political and military tension between the United States and Soviet Union from 1945 to 1991.
2.	a business of trying to persuade people to buy products or services.
3.	an artistic movement spearheaded by Japanese and Korean artists in the late 1960's and early 1970s, using both natural and man-made materials in their work.
4.	showing great attention to detail; very careful and precise.
5.	a global military conflict that took place from 1939 to 1945 involving many countries around the world.
6.	a particular and usually agreeable odor.
7.	the use or purchase of goods or services by a large number of people.
8.	a popular method of street art and guerrilla marketing that involves attaching extremely thin bespoke paper posters to walls using a simple adhesive made from wheat flour and water.
9.	a movement beginning in the early 1920s in Mexico in which the government commissioned artists to make art that would educate the mostly illiterate population.
10.	all art that we can see.
11.	a sequence of drawings in boxes that tell an amusing story, typically printed in a newspaper or magazine.

Watching DVD

- 14.** Watch the DVD (<https://www.youtube.com/watch?v=bZDoRuNpt-k>)
Tick the people that were mentioned and who influenced Salvador Dali's development as an artist and a person during his life. Translate their names.

Pablo Picasso
 Paul Eluard
 Sigmund Freud

Roy Lichtenstein
 Andre Breton
 Gala Dali

- 15.** ***Read the sentences.***
Are the following statements true or false?

1. Salvador Domingo Felipia Dali was born on May 11th 1904 in the small town of Figueras.
2. In the late 1920s Dali moved to Paris where he encountered the surrealists, a group of artist led by Andre Breton.
3. One of Dali's most famous early works "The Persistence of Memory, 1931" is a perfect example of his innovative approach in this iconic painting.
4. One of the defining themes of Dali's work was his exploration of the unconscious mind.
5. Dreams and the subconscious mind, his ability to blend technical mastery with absurdity and imagination paved the way for future generation of artists.
6. His painting, sculptures and other works don't remain as relevant and captivating today as they were when he first created them.

v

- 16.** ***Watch the DVD again. According to the text, fill in the gaps with the right words.***

In the 1940s and 1950s Dali's artistic style continued to evolve. Although he remained associated with _____ he became increasingly interested in classical themes and forms. Often incorporating elements of Renaissance Art into his work he experimented with religious and mythological subjects creating

paintings that combined his signature dreamlike _____ with more traditional compositions. During this time Dali also _____ new mediums including sculpture, lithography and even holography. His interest in Science and Mathematics led him to explore concepts such as the _____ and atomic theory which were reflected in his later works. Dali's work in these years often retained the meticulous detail for which he was known but his subjects became more diverse moving from the purely surreal to the metaphysical and the scientific.

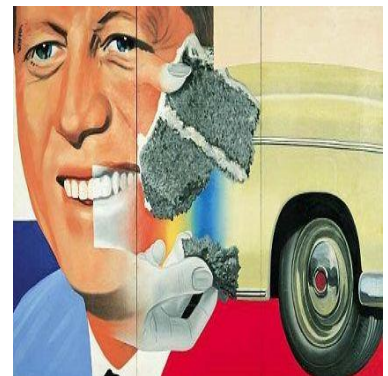
17. *Look at these pictures. Read online about their artists.
Write an essay “Is Pop Art a true art or mass market?”*



Eduardo Paolozzi (1947)
I was a rich man's plaything



Andy Warhol (1968)
Campbell's Soup I



James Rosenquist (1960)
President Elect

Unit 8

Ukrainian achievements in the field of Fine Arts and Design

Vocabulary

Naïve Art of Maria Prymachenko

Reading

I. Aivazovsky:
Mesmerizing Translucent Waves
from 19th Century Paintings

Watching DVD

Davyd Burlyuk –
"A brilliant brat" or "an American Van Gogh"

Writing

Ivan Marchuk an outstanding
contemporary Ukrainian artist



Vocabulary

folk art
naïve art
marine art
marine artist
exhibition
album
embroidery
ceramics
pigment
drawing
seascape
battle scene
texture
glazing
transparent
translucent
layer
underlayer
tone
amber
self-taught
mesmerizing
incredible
turbulent
graceful
dramatic
to gravitate
to juxtapose
to feature
to render
to glow
genius
luminous effect
internal glow
adeptness
allure
tension
dawn
Ninth Wave

народне мистецтво
наївне мистецтво
мариністика
художник-мариніст
виставка, показ
альбом
вишивання
гончарне мистецтво, кераміка
пігмент, барвник
малювання
морський пейзаж
батальна сцена
фактура
глянсування, лесування
прозорий
напівпрозорий
шар
підшар
тон, градація
бурштиновий
самоук
заворожливий
неймовірний
бурхливий
витончений
істотний
тяжіти, прагнути
зіставляти
бути представленим, фігурувати
візуалізувати, представляти
світитися
геній
світловий ефект
внутрішнє сяйво
майстерність
шарм, чарівність
напруга
світанок, ранкова зоря
дев'ятий вал

1. *Give the transcription of the words below.
Translate these words.*

ceramics
underlayer
exhibition
allure
genius

texture
luminous effect
to juxtapose
turbulent
self-taught

2. Translate the following words into English.

внутрішнє саяво		істотний	
дев'ятий вал		прозорий	
художник-мариніст		напруга	
загальний, типовий		шар	
майстерність		світанок	

3. Fill in the missing letters and translate the words.

adep_ _ess		e_ _ibi_ion	
tra_ _pa_ent		tur_ _l_nt	
em_ _oi_ery		pi_ m_nt	
se_ _cape		dra_ _tic	

4. Read and translate the words. State and underline the odd words in each group.

1. marine art, folk art, album, ceramics, naïve art, embroidery, tone.
2. translucent, graceful, amber, glazing, mesmerizing, transparent, pigment, incredible, dramatic, turbulent, battle scene.
3. to gravitate, to glow, drawing, to juxtapose, to render, seascape, to feature.

5. Match the words with their definitions.

1.	___ texture	4.	___ luminous effect
2.	___ Naïve Art	5.	___ amber
3.	___ allure	6.	___ glazing

- A** visual art that is created by a person who lacks the formal education and training that a professional artist undergoes
- B** a brownish yellow color.
- C** a perceived surface quality of a work of art.
- D** applying a transparent layer of paint over another thoroughly dried layer of opaque paint, usually with a wide, soft-bristled brush..
- E** the quality of being attractive, interesting, or exciting.
- F** refer to the use of transparent layers, called glazes, to create a sense of luminous, glowing color and depth

6. Multiple choice questions. Look at these Ukrainian art pieces and circle the name of their creators. Speak about the style and medium of these artists.



Girl in a red hat

1. a. Oleksandr Murashko
b. Mykhailo Boychuk
c. Ivan Marchuk



2. a. Maria Prymachenko
b. Kateryna Bilokur
c. Arkhyp Kuinji



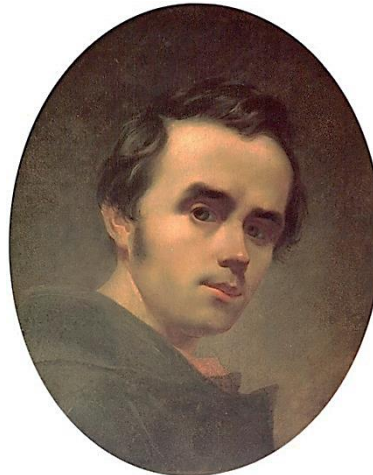
No name known

3. a. Ivan Marchuk
b. Adalbert Erdelyi
c. Davyd Burliuk



Sportsmen

4. a. David Burliuk
b. Oleksandr Murashko
c. Kazymyr Malevych



Self-portrait

5. a. Mykola Pymonenko
b. Kazymyr Malevych
c. Taras Shevchenko



Florance

6. a. Tetyana Yablonska
b. Alexandra Ekster
c. Maria Prymachenko



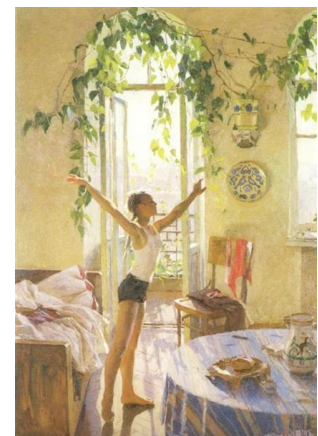
Holiday divination

7. a. Alexandra Ekster
b. Mykhailo Boychuk
c. Mykola Pymonenko



*Flowers
on the blue background*

8. a. Adalbert Erdelyi
b. Kateryna Bilokur
c. Mykhailo Boychuk



Morning

9. a. Taras Shevchenko
b. Tetyana Yablonska
c. Arkhyp Kuinji

7. Fill in the gaps with the words from the box.

marine art	battle scene	juxtapose	ceramics	dawn	mesmerizing
	render	layers	folk art	translucent	

1. _____, especially marine painting – as a particular genre separate from landscape – really began with Dutch Golden Age painting in the 17th century. 2. With stunning color palettes and _____ prints, you'll be wearing these dresses all summer long. 3. The artist decided to _____ the calm ocean with the stormy sky in her artwork. 4. Traditionally, _____ were made from clay, but now they are made from substances such as alumina and synthetic materials. 5. This active-learning activity invites students to experience the _____ of art as a gateway to multiple opportunities for reflection and debate. 6. What are the steps and techniques to drawing a large _____? 7. The artist skillfully painted layers of _____ glazes on the canvas, adding depth and dimension to the landscape scene. 8. The graphics artist was able to _____ an image of the landscape to use in the advertisement. 9. Traditional Mexican _____ includes wooden carvings, statues, religious art and other hand crafted ornaments. 10. The traditional technique of oil painting often uses a series of _____ to build up an image even when the final painting looks completely smooth and finished.

8. Read the sentences.

Give the definitions of the words in bold.

1. Marine art or **seascape** is a kind of landscape that depicts the sea. 2. The **incredible** art collections at Madrid's "big three" museums are a powerful draw. 3. The marine art retained significance in the 20th century in Britain, with the launch of the Royal Society of **Marine Artists** in 1939 under the patronage of King George VI. 4. One of the most influential artists of the modern era, Vincent van Gogh was almost entirely **self-taught**. 5. While it's easy to fall in love with a **genius**, it takes an artist to give new meaning to the love. 6. "**The Ninth Wave**", painted by Ivan Aivazovsky in 1850, is one of the most celebrated masterpieces of 19th-century maritime art. 7. As she got older, she began to **gravitate** toward a career in the arts. 8. Her painting featured an umber **underlayer**, giving it a distinct textured look. 9. An artist can enhance emotional impact by using **graceful** lines and fluid movements to evoke specific feelings. 10. The art gallery's **featured** artist this month is renowned painter Jane Smith. 11. **Drawing** is a visual art that uses an instrument to mark paper or another two-dimensional surface. 12. Use the light wand to create glowing artwork that will come to life in the dark, turn out the lights and watch your drawings **glow**.

9. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.



Maria Prymachenko (1908–1997) was a Ukrainian village **folk art** painter, representative of **naïve art**. She was (1) _____ the majority of her life in the village of Bolotnia (near Kyiv). M. Prymachenko's works were exhibited in the Soviet Union and other countries, including

Poland, Bulgaria, France and Canada. Her **albums** were published widely all over the world. She described her first artistic experiments: “Once, as a young girl, I (2) _____ and I began to draw real and imaginary flowers with a stick on the sand. Later, I decided to paint my house using natural **pigments**. Then I've never stopped **drawing** and painting”.



A **self-taught** artist, she worked in painting, **embroidery** and **ceramics**. M. Prymachenko's works were inspired by (3) _____ Ukrainian motifs. M. Prymachenko **gravitates** to the world of fairy-tale: birds, beasts and plants (4) _____. The good embodied in the images of lions, bears, storks and swallows is **juxtaposed** against the evil.

By the early 1930s M. Prymachenko's talent was recognised by the artist Tetiana Floru, who invited M. Prymachenko to work at the Central Experimental Workshop of (5) _____ in 1935. The 1936 First Republican Exhibition of Folk Art **featured** M. Prymachenko's paintings. She was awarded a first-degree diploma for participating in this **exhibition** of folk art. In 1937, the artist's works were exhibited in Paris where Pablo Picasso, after visiting a M. Prymachenko's exhibition, said, “I bow down before the artistic (6) _____”.



- | | |
|--|--|
| a. was tending a gaggle of geese | d. born to a peasant family and spent |
| b. miracle of this brilliant Ukrainian | e. the Kyiv Museum of Ukrainian Art |
| c. interact on her pictures harmoniously | f. Ukrainian folk traditions combining |

Reading

10. *Before you read the article, discuss these questions.*

1. What are some interesting facts about Ivan Aivazovsky?
2. What is the famous painting of the ninth wave?
3. What does “The Ninth Wave” represent?

11. *Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).*

A but he often depicted battle scenes, Armenian themes, and portraiture

B I. Aivazovsky completed his work on it within 11 days

C at the Imperial Academy of Arts in Saint Petersburg

D and blues in the water, contrasted with warm amber and rose tones in the sky

E who painted seascapes were either his own students or influenced by him

I. Aivazovsky: Mesmerizing Translucent Waves from 19th Century Paintings



Ivan Konstantinovich Aivazovsky (1817-1900) was a Romantic painter who is considered one of the greatest masters of marine art. Baptized as Hovhannes Aivazian, he was born into an Armenian family in the Black Sea port of Feodosia in Crimea and was mostly based there. Following his education 1) _____, I. Aivazovsky traveled to Europe. Then he returned to Russian Empire and was appointed the main painter of the Russian Navy.

One of the most prominent artists of his time, I. Aivazovsky was also popular outside the Russian Empire. He held numerous solo exhibitions in Europe and the United States. The vast majority of his works are seascapes, 2) _____. Most of Aivazovsky's works are kept in Russian, Ukrainian, Armenian, and Turkish museums as well as private collections.



Among the Waves, 1898

I. Aivazovsky's paintings were so mesmerizing that E. Delacroix called him a genius.

During his 60-year career, this legendary marine artist created around 6,000 spectacular seascape paintings. He was the first and for a long time the only representative of seascape painting; all other artists 3) _____.

His paintings exhibited the beauty, grace and power of turbulent waters. His artistic technique centers on his ability to render the realistic shimmer of the water against the light of the subject in the painting, be it the full moon, the sunrise, or battleships in flames. Many of his paintings also illustrate his adeptness at filling the sky with light, be it the diffuse light of a full moon through fog, or the orange glow of the sun gleaming through the clouds. The way that I. Aivazovsky plays and manipulates the colors, light, and texture are almost romantic. Furthermore, the translucent effect that I. Aivazovsky applied to the waves captures the ocean's graceful allure.

The Ninth Wave (1850) by Ivan Aivazovsky stands as one of the most celebrated maritime paintings in art history. The painting was created by the master in his Feodosiya studio in 1850. There's a reason why I. Aivazovsky painted this masterpiece. In the autumn of 1844, the ship I. Aivazovsky was sailing on was caught in a terrible storm. It happened in the Bay of Biscay. It was then, probably, that the artist saw the real ninth wave.



The Ninth Wave, 1850

The painting title refers to an old sailing expression referring to a wave of incredible size that comes after a succession of incrementally larger waves. Ancient Mediterranean sailors believed that waves moved in sets of nine, with the final wave being the largest and most destructive. In various cultures, it represents both ultimate destruction and the possibility of divine intervention, symbolizing the fine line between catastrophe and salvation. That is why the painting's focal point is a group of survivors clinging to wreckage from their destroyed ship, illuminated by the warm golden light of dawn.

Despite the large size of this painting – two by three meters –
4) _____. The diagonal composition creates dramatic tension,
drawing the viewer's eye from the desperate sailors to the threatening wave.
I. Aivazovsky developed unique methods for capturing water's movement and
light's interaction with waves.



Azure Grotto, Naples, 1841

The artist's signature technique
of glazing creates translucent waves
that appear to glow from within,
particularly in the massive wave that
threatens to engulf the survivors.
I. Aivazovsky achieved his luminous
effects through multiple layers of
thin, transparent paint (glazes).

He would begin with a dark underlayer and gradually build up lighter tones,
creating an internal glow that makes his waves appear translucent and dynamic.
The artist employs a rich color scheme dominated by deep greens
5) _____.

Today this masterpiece, housed in the State Russian Museum
in St. Petersburg, exemplifies I. Aivazovsky's mastery of light, water, and human
drama.

12. Answer the questions using the information from text.

1. What does marine artist mean?
2. Where are most of I. Aivazovsky's paintings kept?
3. What can you tell about artistic techniques of I. Aivazovsky?
4. What is the reason for the creation of the painting by I. Aivazovsky "The Ninth Wave"?
5. Can you outline the essence of the legend about "The Ninth Wave"?
6. What is the glazing technique that I. Aivazovsky used when painting his pictures?
7. Which museum is I. Aivazovsky's painting "The Ninth Wave" kept today in?

13. Match meanings 1-11 with the words in bold in the text.

1.	(of a smooth surface) reflecting light, typically because very clean or polished.
2.	last in a progression or series.
3.	a very large military ship with big guns.
4.	(a way of) being saved from danger, loss, or harm.
5.	an event that occurs when a deity becomes actively involved in changing some situation in human affairs.
6.	staying close to and depending on a person who is taking care of them.
7.	in a way that involves something being done in a series of amounts.
8.	a badly damaged object or the separated parts of a badly damaged object.
9.	to swallow up in or as in a gulf; submerge.
10.	a violent disturbance of the atmosphere with strong winds and usually rain, thunder, lightning, or snow.
11.	shine with a soft, slightly wavering light.

14. Look at these paintings from XVIII century created by Ukrainian portrait painters Dmitry Levitsky and his student Vladimir Borovikovsky. They spent all their lives creating Parsuns. Tell, what does it mean?

Write an essay about one of their work describing the style and medium of that time.



Vladimir Borovikovsky (1757-1825)
Portrait of Maria Lopukhina, 1797



Dmitry Levitsky (1735-1822)
Architect Alexander Kokorinov, 1769

Watching DVD

- 15.** *Watch the DVD (<https://www.youtube.com/watch?v=wah3q8rRtZ0>). Tick the mentioned Ukrainian cities associated with the Davyd Burlyuk's life and work.*

New York
Kherson
Paris
Zaporizhzhya

London
Lebedyn
Kyiv
Tokyo

- 16.** *Read the sentences. Are the following statements true or false?*

1. Davyd Burlyuk was the genius of Ukrainian futurism.
2. Russian futurism had a Ukrainian father.
3. The headquarters of the first artistic group of futurists "Gilea" became an estate in the Kharkiv region.
4. David Burlyuk studied in Paris in the Atelier of Fernand Cormont.
5. He joined the Paris School of Painting and Sculpture where he was noticed by V. Mayakovsky.
6. Burlesque is perhaps the main feature of his work.

v

- 17.** *Watch the DVD again. According to the text, fill in the gaps with the right words.*

Burlyuk Davyd is a Ukrainian _____, artist, poet, born in Ukraine near Lebedyn, Kharkiv region, in the family of an _____, of the Cossack family. In childhood Davyd lost one eye, which was replaced by a _____ prosthesis. Ilya Repin said that he could not _____ an artist with such an eye. But Davyd did not listen to anyone and continued his artistic _____.

- 18.** *Look at the paintings of Ivan Marchuk, an outstanding contemporary Ukrainian artists. Visit his website, read about the artist (<https://ivan-marchuk.com/en>) and write an essay about his unusual painting technique.*



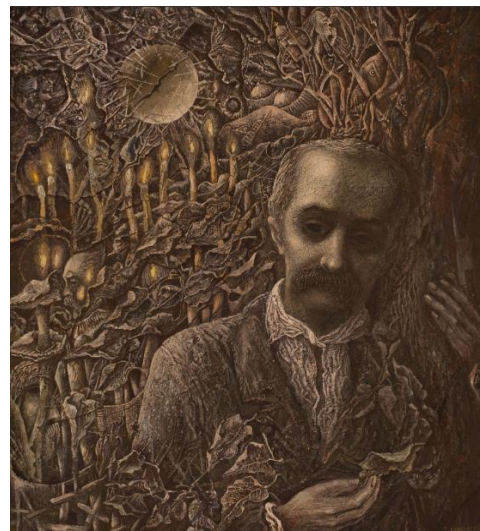
From Cycle "Dreams Flooding", 2022



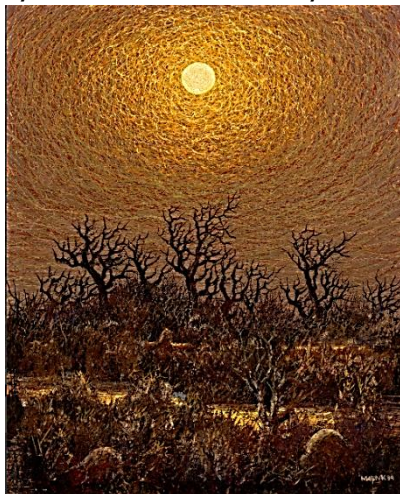
From Cycle "White and black. Dialogue", 2020



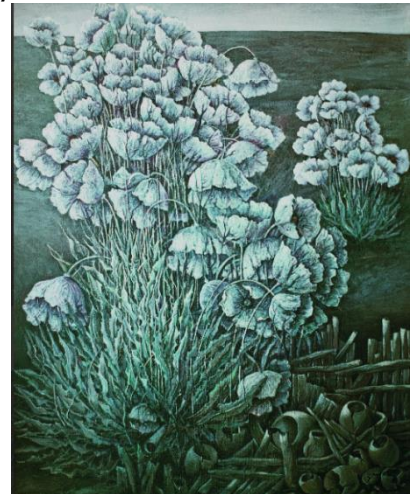
From Cycle "The Voice of my soul", 1995



From Cycle "Shevchenko's collection", 1983



From Cycle "Landscape", 1984



From Cycle "Flowering", 1974

Unit 9

Auction Houses **in the contemporary art market system**

Vocabulary

Structure of the contemporary art market

Reading

History of Auctions and Auction Houses

Watching DVD

As Sotheby's celebrates 275 years,
look at its past and its future

Writing

Whispers, War, and Winning Bid:
The Secret Life of the Art Auction World



Vocabulary

art market
 primary market
 secondary market
 auction
 auctioneer
 auction house
 art gallery
 art fair
 art advisor
 art platform
 collector
 collectible
 antiques
 participant
 curator
 audience
 museum
 expert guidance
 lot
 bid
 to bid (bid/bade; bid/bidden)
 bidder
 to outbid
 online bidding
 assets
 goods
 revenue
 to rival
 e-commerce
 property
 consumerism
 uber-wealthy
 one-of-a-kind
 mass-market
 genteel
 high-end
 headquarter(s)
 marketplace
 to charge commission
 to showcase

ринок витворів мистецтва
 первинний ринок
 вторинний ринок
 аукціон, торги
 аукціоніст, організатор аукціону
 аукціонний будинок
 художня галерея
 художній ярмарок
 арт-консультант
 арт-платформа, арт-простір
 колекціонер
 предмет колекціонування
 антикваріат
 учасник
 хранитель, доглядач музею
 публіка, глядачі, аудиторія
 музей
 експертна допомога
 лот (на аукціоні)
 ставка, запропонована ціна
 пропонувати ціну, торгуватися, робити ставку
 учасник торгів, покупець
 перебивати ціну, пропонувати вищу ціну
 онлайн торги
 майно, активи
 товари
 дохід
 конкурувати, змагатися
 електронна торгівля
 власність, майно
 споживацтво
 надбагатий
 незвичний, неповторний
 масовий
 благородний, вишуканий
 професійний, висококласний
 штаб-квартира, головний офіс
 торговий майданчик
 стягувати комісію
 демонструвати

1. Give the transcription of the words below.
 Translate these words.

antiques
 headquarters
 auction
 consumerism
 expert guidance

auctioneer
 revenue
 art fair
 museum
 audience

2. Translate the following words into English.

вторинний ринок		незвичний, неповторний	
стягувати комісію		арт-консультант	
електронна торгівля		ринок витворів мистецтва	
онлайн торги		надбагатий	
аукціонний будинок		первинний ринок	

3. Fill in the missing letters and translate the words.

co_ _ec_ible		re_ _nu_	
_ro_erty		an_i_ _es	
gen_ _el		con_ _mer_s_	
mar_ _tp_ _ce		head_ _art_ _s	

4. Read and translate the words. State and underline the odd words in each group.

1. art market, art platform, goods, art gallery, art advisor, to rival, art fair.
2. participant, auctioneer, curator, high-end, bidder, audience, collector, to showcase, art adviser.
3. to outbid, lot, bidder, auction, assets, bid, auctioneer, to bid, mass-market, online bidding, auction house.

5. Match the words with their definitions.

1.	___ art adviser	4.	___ to outbid
2.	___ revenue	5.	___ art platform
3.	___ marketplace	6.	___ assets

A to offer to pay a higher price for something than someone else.

B a location where people buy goods.

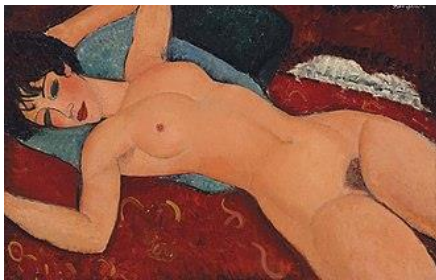
C a digital or physical space supported the creation or distribution of art.

D a resource with economic value that an individual, company, or country owns or controls with the expectation that it will provide a future benefit.

E the total money a company earns from its operations by selling products or services to customers.

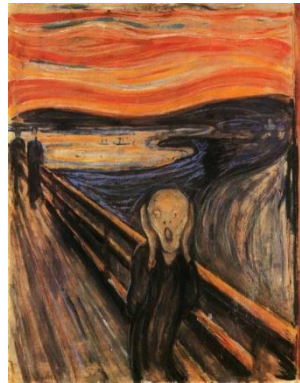
F a professional who provides expertise and guidance to clients in the art world, particularly in building and managing art collections.

6. Multiple choice questions. Look at the following pictures and remember which Auction House sold them for the highest price?



**Amedeo Modigliani 1917
(Nu Couché)**

1. \$ 170.4 million
2015



**Edvard Munch 1895
(The Scream)**

2. \$ 119.9 million
2012



**Gustav Klimt, 1907
(Portrait of Adele Bloch-Bauer)**

3. \$ 135 million
2006



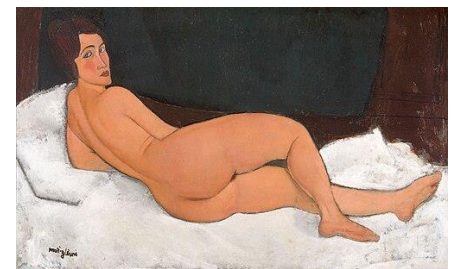
**Pablo Picasso, 1955
(Les Femmes d'Alger)**

4. \$ 179.4 million
2015



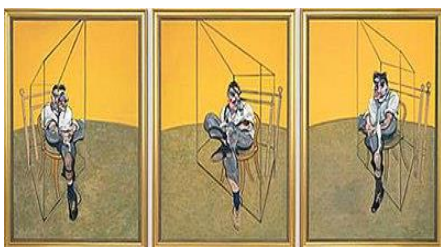
**Leonardo da Vinci, 1500
(Salvator Mundi)**

5. \$ 450.3 million
2017



**Amedeo Modigliani, 1917
(Nu Couché (sur le côté gauche))**

6. \$ 157.2 million
2018



**Francis Bacon, 1969
Three Studies of Lucian Freud**

7. \$ 142.4 million
2013



**Van Gogh, 1889
Irises**

8. \$53.9 million (=149.2)
1987



**Andy Warhol, 1964
Shot Marilyns**

\$ 195 million
2022

7. Read the sentences.

Give the definitions of the words in bold.

1. The most famous paintings, especially old master works created before 1803, are generally owned or held by **museums** for viewing by patrons. 2. Graffiti artist David Choe accepted payment in shares for painting graffiti art in the **headquarters** of a fledgling Facebook, but by the time of Facebook's IPO they were valued at around \$200 million. 3. Jeff Koons holds the record for the highest price paid for a piece of art by a living artist as his Rabbit sculpture sold for \$91.1 million at a 2019 **auction**. 4. Some years ago auction houses invested in new technologies, offering telephone and **online bidding** to the auction chambers. 5. Nowadays, most, if not all, large and small auction houses offer various types of auctions in the art and **antiques** categories – NFT being the newest way to sell art. 6. One of the most relevant roles within an auction house is the **auctioneer**, who has the task of conducting the actual auction. 7. In the context of auctions, financial transactions on international markets, the price offer a business or individual is willing to pay is called a **bid**. 8. The **auction house** is the physical facility where the objects are catalogued, displayed, and presented to the perspective buyers through a bidding process system.

8. Fill in the gaps with the words from the box.

collectible	consumerism	mass-market	bidder	primary market
participants	to bid	art fair	showcase	

1. The _____ refers to the first sale of an artwork, either through a gallery or directly out of the artist's studio. 2. A _____'s price usually depends on its condition and how many of the same items are available. 3. By bidding on, the _____ becomes the owner of the goods that are up for auction unless a higher bid is placed afterwards. 4. _____ is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal. 5. The _____ industries, especially those manufacturing domestic goods, are extremely sensitive to new products, innovation, price and marketing strategies. 6. While attending school, students are also given the opportunity to participate in design competitions and art shows where they can _____ their work. 7. _____ of an auction bid openly against one another, with each subsequent bid being higher than the previous bid. 8. An _____ is a short-term, booth-style marketplace where galleries present curated artworks primarily for sale. 9. The auction ends when no participant is willing to bid further, at which point the highest bidder pays their bid.

9. *Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.*

The **art market** is the marketplace of buyers and sellers trading services, and works of art. Art markets can be divided into a primary and a secondary market. The **primary market** is where works are (1) _____ by an artist; the **secondary market** deals with any subsequent re-sales. The art market is a complex industry that encompasses various **participants**: artists, **collectors**, galleries, and **auction houses** etc.

Artists play a fundamental role in the art market. They create artworks using (2) _____. In the art market there are also art collectors who acquire artworks for personal or public collections. **Art galleries** act as intermediaries between artists and collectors. They represent artists, curate exhibitions, and promote their works.

Auction houses are major players in the art market, (3) _____ through public **auctions**. They conduct research and authentication processes, set prices, and **charge commissions** on successful sales.

Curators also play a crucial role in the art market by selecting, (4) _____. They work in **museums**, galleries, and other cultural institutions. **Art advisors** provide **expert guidance** to collectors and institutions. Art dealers operate independently or within galleries, buying and selling artworks.

Art fairs are events where galleries, dealers, and artists **showcase** their artworks. They can range from regional events to (5) _____ Art Basel and Frieze. **Art platforms** also provide the diverse opportunities for artists to showcase their work, reaching a global **audience**.

All these functions are interconnected, forming an ecosystem that (6) _____. Each participant plays a vital role in creating, and trading artworks.

- | | |
|--|---------------------------------------|
| a. different techniques and mediums | d. facilitating the sale of artworks |
| b. preserving, and displaying artworks | e. first sold after they were created |
| c. drives the art market | f. international gatherings, such as |

Reading

10. *Before you read the article, discuss these questions.*

1. What is an auction and how does it work?
2. Is an auction the best way to sell a work of art?
3. What are the most important auction houses?

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

- a. while early auctions focused on selling goods, property, and even individuals
- b. one in Geneva (1968) and one in Tokyo (1969).
- c. one-of-a-kind and unique art and objects at attractive rates.
- d. Christie's and Sotheby's, and focus almost exclusively on high-end art and collectibles.
- e. women for marriage because women were considered property and were auctioned off.

History of Auctions and Auction Houses

An auction house is a company that facilitates the buying and selling of assets, such as art and collectibles, usually through various bidding methods such as auction where the price of an item is not fixed in advance. In this day and age, this is especially true, in the **backdrops** of mass-market consumerism and uber-wealthy collectors' lust to obtain 1) _____.

The business of auctions has existed for far longer than one may think – with the first recorded auction happening over 2,500 years ago. Around 500 BC,



the Greek historian Herodotus was the first to mention the auction procedure, reporting that it was used in Babylon to sell 2) _____.

The Roman Empire's auctions also employed this approach to distribute the **spoils of war**, and the revenues were used to fund future war operations.

And all of this is a **far cry from** the genteel impression which auctions would later assume!

Auctions **fell out of favour** in Europe from the end of the Roman Empire. However, in the seventeenth century the popularity of buying and selling by auction was **re-sparked** and the first known auction house in the world was established in Sweden in 1674. 3) _____ the modern auction house emerged in the 17-18th centuries, specializing in art, antiques, and collectibles.

Currently the most common forms of auction are English auction, Dutch auction and **Sealed first-price auction**.

Dutch auctions begin with an auctioneer declaring a high asking price and then incrementally lowering that number until a participant agrees to accept the auctioneer's price. Sealed first-price auction is a style of auction where each bidder submits sealed bids and the one who makes the highest offer walks away with the prize. English auctions **witness** participants openly bidding against one another, either by shouting out their bid amounts or by electronically submitting their bids. The auction concludes when none of the participants are willing to outbid the latest bid, at which time the highest bidder wins the lot.



After the **French Revolution** and the ensuing political convulsions on the Continent, Britain was considered the only safe **haven** for European aristocratic families' art and antiques that helped to make London the art capital of Europe. Here there are the most famous UK auction houses such as 4) _____.

James Christie, a Scotland-born UK auctioneer, was the one to found Christie's auction house in 1766, in London. It started as a studio for prominent artists' auction sales and evolved into something much bigger. Following his father's death in 1803, James Christie II, a specialist in ancient Greek and Italian art, took over the business. In the late 1950s, they expanded from London – first was a new office in Rome in 1958; then, 5) _____. Nowadays, they have offices all over the world – from Singapore to the USA. In 1999 the company was bought by Francois Pinault, a French businessman and a mega art collector.

Sotheby's is a British-founded multinational corporation with headquarters in New York City. Sotheby's had quite a different beginning when compared to Christie's. It was founded by Samuel Baker, a publisher and bookseller, in 1744, when he was charged with selling books and **manuscripts** from the library of Sir John Stanley. However, Sotheby's only emerged under the name we know today in 1778, when Samuel Baker had passed away, leaving the company to his nephew – John Sotheby. Sotheby's soon came to rival Christie's as leaders of the London auction market. During the **interwar years**, Sotheby's turned its focus to the sale of pictures and



decorative works of art. In 2020, with the cancellation of art fairs and traditional auctions due to the **global pandemic**, Sotheby's was the first auction house to successfully shift to a hybrid digital auction format to drive a much larger portion of sales online.

Nowadays, most, if not all, large and small auction houses offer various types of auctions in the art and antique categories. Moving into the era of e-commerce with the realization of a new population of online shoppers in the recent decade, both Christie's and Sotheby's introduced online bidding options for their live auctions, started around 2011 and continued to build more digital infrastructure since.

12. Match meanings 1-12 with the words in bold in the text.

1.	became unpopular.
2.	a place of safety or refuge.
3.	see (an event, typically a crime or accident) happen.
4.	to be very different from something.
5.	the author's handwritten or typed texts that have not yet been published.
6.	lie behind or beyond; serve as a background to.
7.	a period that is generally defined as the years between the end of World War I and the beginning of World War II, ranging from 1918 to 1939.
8.	increased.
9.	the worldwide spread of a new disease, such as a new type of influenza virus or COVID-19.
10.	in this type of auction, all bidders simultaneously submit sealed bids so that no bidder knows the bid of any other participant.
11.	items that are taken from an enemy during a war.
12.	an event in French history that began in 1789 and ended in the late 1790s with the ascent of Napoleon Bonaparte.

13. Answer the questions using the information from text.

1. How does the historical use of auctions contrast with the modern perception of them?
2. In what ways did political events in Europe influence the development of auction culture in Britain?
3. How did Christie's auction house evolve from its founding in 1766 to becoming a global enterprise?

4. How did the origins and early development of Sotheby's differ from those of Christie's, and what factors contributed to their rivalry?
5. How did global events like the interwar period and the COVID-19 pandemic influence the transformation of Sotheby's auction strategies?

14. *Discuss with your groupemates: What makes art so expensive?*

Watching DVD

15. *Watch the DVD (<https://www.youtube.com/watch?v=cdXHBSV5RtI>). Tick the artists that were mentioned. Translate these words.*

Paul Cezanne
 Marcus Llanelli
 Banksy

Pierre-Auguste Renoir
 Claude Monet
 Edouard Manet

16. *Read the sentences. Are the following statements true or false?*

1. Last year a painting by Banksy was sold at Sotheby's for 1.4 million dollars.
2. The shredded Banksy painting was removed from the auction immediately after the incident and never sold.
3. Sotheby's London hosts only a few dozen auctions each year due to the exclusivity of their events.
4. Marcus Llanelli, Sotheby's longest-serving employee joined the auction house in 1956.
5. Sotheby's sold the private collections of Elton John, David Bowie and Jacqueline Kennedy Onassis.
6. Sotheby's has never allowed artworks to be sold for less than \$ 100.

v

17. *Create a presentation on the topic “Whispers, War, and Winning Bid: The Secret Life of the Art Auction World”.*



Unit 10

Intellectual property and copyright in the fields of Fine Arts and Design

Vocabulary

Fine Art and Intellectual Property
in Graphic Design

Reading

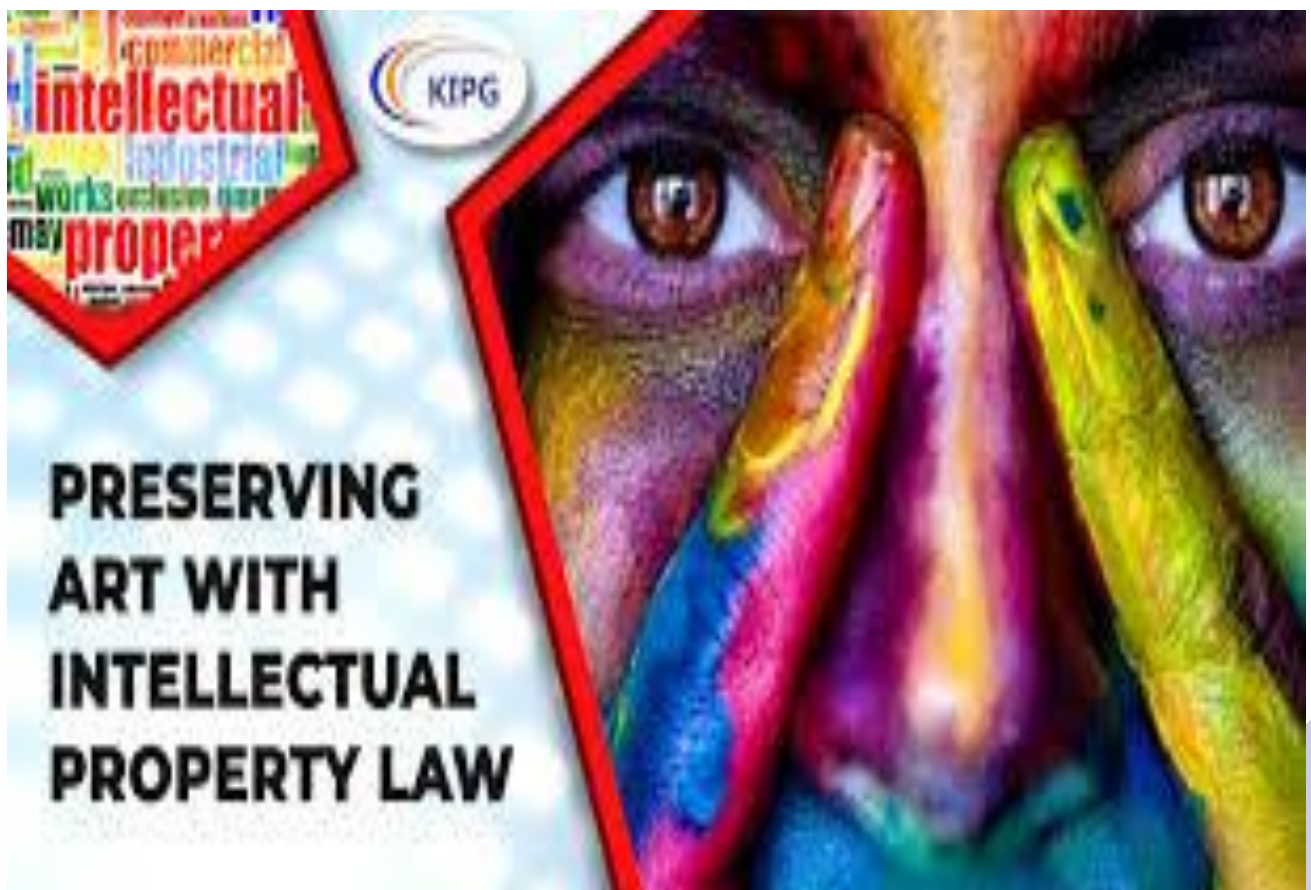
How can creative artists protect their
Intellectual Property?

Watching DVD

Intellectual Property:
Making the most of your ideas

Writing

Creative Industry:
Artists' Intellectual Property Rights



Vocabulary

intellectual property	інтелектуальна власність
copyright	авторське право
to copyright	захищати авторським правом
trademark	товарний знак (захищена юридично)
brand	торгова марка, бренд
patent	патент
trade secret	комерційна таємниця
licensing rights	ліцензійне право
watermark	водяний знак
metadata	метадані (про автора, дату створення, авторське право)
metadata tagging	маркування метаданих
digital rights management tools	інструменти управління цифровими правами
plagiarism	плагіат
unauthorized use	несанкціоноване використання
originality	оригінальність
authorship	авторство
ownership	право власності
theft	крадіжка
infringement	порушення (прав, закону, контракту тощо)
illegal appropriation	незаконне привласнення
to safeguard = to protect	захищати
copyright law	закон про авторське право
tangible	матеріальний, реальний
entrepreneur	підприємець, ділок
competitor	конкурент
to sue	подавати позов
license	ліцензія
licensing agreement	ліцензійна угода
legal disputes	судові суперечки, правові спори
lawsuit	судовий позов
court	суд
digital signature	цифровий підпис
Blockchain technology	технологія блокчейн (захищена технологія зберігання даних)
NFT system	система NFT (фіксує право власності, але не передає його)
digital artwork	цифровий твір
public presence	публічна присутність (видимість твору у ЗМІ)
professional reputation	професійна репутація
to accuse	звинувачувати
vulnerable = fragile	вразливий

1. Give the transcription of the words below. Translate these words.

fragile		metadata tagging	
copyright		digital signature	
lawsuit		plagiarism	
licensing rights		authorship	
entrepreneur		unauthorized use	

2. Translate the following words into English.

система NFT		закон про авторське право	
інтелектуальна власність		судові суперечки, спори	
професійна репутація		публічна присутність	
незаконне привласнення		управління цифровими правами	
ліцензійна угода		технологія Блокчейн	

3. Fill in the missing letters and translate the words.

tr_ _em_rk		vu_n_rab_e	
i_ _ring_m_nt		co_pe_it_ _	
_ _ng_ble		o_n_rsh_p	
l_ce_s_		water_ _r_	

4. Read and translate the words. State and underline the odd words in each group.

1. to copyright, to accuse, metadata, to safeguard, to sue, to protect.
2. plagiarism, theft, originality, unauthorized use, digital artwork, infringement, illegal appropriation, brand.
3. patent, trademark, NFT system, court, trade secret, digital signature, watermark, license, Blockchain technology.

5. Match the words with their definitions.

1. ___ Blockchain technology	4. ___ metadata tagging
2. ___ trade secret	5. ___ public presence
3. ___ NFT system	6. ___ licensing rights

- A** a unique digital identifier that is recorded on a Blockchain and is used to certify ownership and authenticity.
- B** the permission granted by an owner (licensor) to another party (licensee) to use their intellectual property under specific, agreed-upon terms and conditions, defining how, when, and where that property can be used.
- C** an advanced database mechanism that allows transparent information sharing within a business network.
- D** overall visibility and activity in the public sphere.
- E** the process of adding descriptive information about data to improve its usability.
- F** an intellectual property (IP) right on confidential information which may be sold or licensed.

6. Multiple choice questions. Which scenario best matches the image? Circle the correct answer.

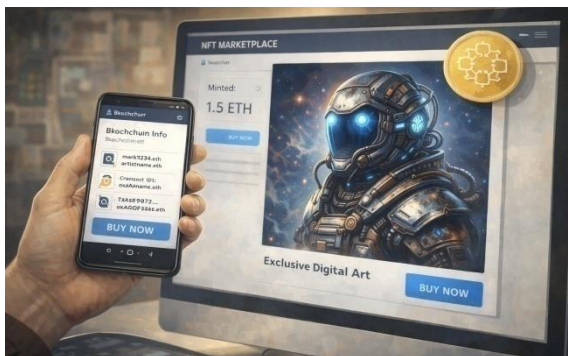


1. a. Fair use
 b. Copyright infringement
 c. Creative common license
 d. Trademark registration

2. a. Patent
 b. Copyright
 c. Trademark
 d. Industrial design



3. a. Public domain artwork
 b. Open-source design
 c. Licensing agreement
 d. Copyright expiration



4. a. Copyright law automatically disappears
 b. Blockchain-based proof of ownership
 c. Trademark protection
 d. Industrial patent

5. a. Plagiarism
 b. Fair use / transformative use
 c. Trademark dilution
 d. Patent infringement

7. Read and translate the sentences.
Make the new sentences with the words in bold.

1. Even a small doodle can be protected by **copyright**, turning a casual sketch into a legally recognized piece of art. 2. The artist's **professional reputation** took a hit after it was revealed that several of his so-called "original" paintings were copies. 3. **Illegal appropriation** of digital art is becoming a serious problem, with some creators losing both money and recognition. 4. A **lawsuit** could loom over Banksy after his controversial mural on the Royal Courts of Justice sparked a criminal investigation and reignited debates about street art and public space. 5. Hackers tried to remove the **watermark** from the NFT artwork, but the blockchain proof still proved the creator's rights. 6. Banksy's wolf artwork was stolen shortly after appearing in London, proving how **vulnerable** even world-famous street art is to theft. 7. The gallery faced public backlash after being accused of **unauthorized use** of Banksy's image in a commercial advertising campaign. 8. The museum installed advanced security systems **to safeguard** its priceless art collection from theft and damage. 9. As an **entrepreneur**, she turned her passion for art into a successful business while supporting independent artists. 10. The artist carefully built a personal **brand** that made his work instantly recognizable around the world.

8. Fill in the gaps with the words from the box.

infringement competitors legal dispute Blockchain technology
public presence metadata tagging trade secrets intellectual property

1. Street art raises complex questions about _____, especially when works are created in public spaces without permission. 2. Several companies were accused of copyright _____ after reproducing Banksy's works on merchandise without permission. 3. The _____ arose after Andy Warhol used a 1981 portrait of the singer Prince, originally photographed by Lynn Goldsmith, without proper permission for commercial purposes. 4. Jeff Koons faced criticism from _____ after being accused of copying photographs for his sculptures, raising tensions within the contemporary art market. 5. _____ is being used to verify the authenticity of digital artworks, preventing unauthorized sales and disputes over ownership. 6. Banksy maintains a carefully controlled _____, rarely appearing in interviews, which adds mystery and protects his anonymity. 7. The Voiceverse NFT plagiarism scandal revealed how fraudsters manipulated _____ and voice samples to sell NFTs without permission, leading to widespread backlash in digital art community. 8. A New-

York window-display designer filed a lawsuit claiming a competitor bribed an employee to steal _____ and confidential business information to gain an unfair advantage.

9. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

The interaction between fine art and graphic design is often presented as a 1) _____, but in reality it is one of the most controversial zones of modern creativity. The reason is simple: where inspiration ends, **lawsuits** often begin. Designers borrow from art, artists accuse designers of **theft**, corporations turn creative conflicts into billion-dollar scandals. The issue is **intellectual property**.

One of the most famous controversies is the *HOPE poster* created by graphic designer Shepard Fairey for Barack Obama's 2008 campaign. The image became a political icon, but 2) _____ a lawsuit from the Associated Press, which claimed that the poster was based on their **copyrighted** photograph. Supporters argued that Fairey's work was a transformative piece of fine art, while critics



insisted it was visual **plagiarism**. The case forced designers worldwide to rethink how far visual borrowing can 3) _____.

A similar conflict exploded years later, when the street artist Banksy **accused** the **brand** *Guess* of using his works on 4) _____. Although *Guess* claimed it had obtained **licensing rights** from Banksy's legal agency, the artist publicly denounced the brand and encouraged consumers to boycott and 5) _____. The scandal exposed the **fragile** border between artistic transformation and **illegal appropriation** and position of artists in a system built on **copyright, trademarks**, and commercial **ownership**. Unlike technological inventions protected by **patents** or corporate knowledge guarded as **trade secrets**, street art exists in public space, often without a **watermark, metadata tagging, and digital rights management (DRM) tools**, making it extremely **vulnerable** to commercial exploitation.

These conflicts reveal a paradox of modern creativity: corporations depend on artistic rebellion for profit, while artists struggle to control how their work is used. What begins as cultural expression often 6) _____, and what starts as inspiration may end in **court**. Yet these scandals force designers to search for originality and encourage artists to protect their work more consciously.

- a. harmonious exchange of ideas
- b. clothing without proper permission
- c. becomes a marketing strategy

- d. go before it becomes theft
- e. its success was soon followed by
- f. even steal from their stores

Reading

10. *Before you read the article, discuss these questions.*

1. What is intellectual property, and why is it important for creators and businesses?
2. Why do you think some people copy others' ideas without permission?
Is it fair or legal?
3. Can you name a famous brand, song, or movie that has been copied or pirated?
What happened?

11. *Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).*

- A** trace authorship and prove ownership even if the file is copied
B copyright protection arises automatically at the moment of creation
C manage their intellectual property can monetize their work more effectively
D has become a vital concern for painters, illustrators, graphic designers, photographers, fashion designers
E or creative entrepreneur prevents competitors from using confusingly similar visual elements

How can Creative artists protect their Intellectual Property?

In the contemporary creative economy, artists and designers play a central role in shaping culture, communication, and **commercial value**. However, along with new opportunities for self-expression and global distribution, the digital era has significantly increased the risk of unauthorized use, plagiarism, and theft of creative work. As visual content can be copied, modified, and shared instantly across the internet, protecting intellectual property **1)** _____, and digital artists. Understanding how intellectual property protection works and how it

can be applied in everyday creative practice allows artists not only to safeguard their work but also to strengthen their professional position in the market.



Pepsi vs Korean Air

At the foundation of intellectual property protection lies copyright law. Copyright grants creators exclusive rights over their original works, including the right to reproduce, distribute, display, and create derivative versions. For most artistic works,

2) _____, provided that the work is original and fixed in a tangible form, whether on paper, canvas, digital file, or other **medium**. This means that a designer's logo, an illustrator's drawing, or a photographer's image is legally protected even without formal registration. Nevertheless, registering the work with a national copyright office significantly strengthens legal protection, making it easier to prove authorship and **claim damages** in case of infringement.

For designers working with brands and commercial clients, trademark protection becomes particularly important. Trademarks protect **distinctive signs**, logos, brand names, and symbols that identify goods or services. By registering a logo or brand identity as a trademark, a designer 3) _____. This not only preserves the uniqueness of the creative product but also protects the reputation and financial value associated with it. In fields such as fashion, graphic design, and product design, trademarks often become as valuable as the creative work itself.

Another key tool for artists is the careful use of contracts and licensing agreements. When a designer sells a logo, illustration, or **layout**, the transaction does not automatically transfer all rights to the client. The **scope** of permitted use must

be clearly defined. Through licensing agreements, artists can specify whether the client may use the work for commercial purposes, how long the license lasts, in which territories it applies, and whether modifications are allowed. This approach enables artists to maintain long-term control over their creations while generating **income** from different forms of authorized use. Well-written contracts also protect artists from misunderstandings and legal disputes.

In the digital environment, technological tools provide additional protection. Many artists embed watermarks, metadata, or digital signatures into their images. These invisible markers help 4) _____ or **altered**. Blockchain technology and NFT systems have also emerged as modern solutions, allowing artists to record ownership and transaction history of digital artworks in



Banksy's mural on a bag

decentralized databases. While such technologies do not replace legal protection, they strengthen the artist's position in proving originality and authorship.

Equally important is the role of public presence and professional reputation. Artists who consistently publish their work on personal websites, professional platforms, and social media establish a visible **timeline** of authorship. This digital footprint serves as evidence of creative ownership. Additionally, educating audiences and clients about the value of original work encourages respect for intellectual property and reduces the normalization of plagiarism within creative communities.

However, protection is not only a defensive measure. It is also a strategic element of a creative career. Artists who actively 5) _____ through licensing, collaborations, and **brand partnerships**. They transform creativity into sustainable professional activity rather than one-time transactions.

In conclusion, creative artists protect their intellectual property through a combination of legal mechanisms, technological tools, and **professional visibility**. In a world where images circulate freely and rapidly, awareness and proactive protection are no longer optional but essential. By safeguarding their ideas and designs, artists not only defend their rights but also preserve the economic and cultural value of creativity itself.



12. Answer the questions using the information from text.

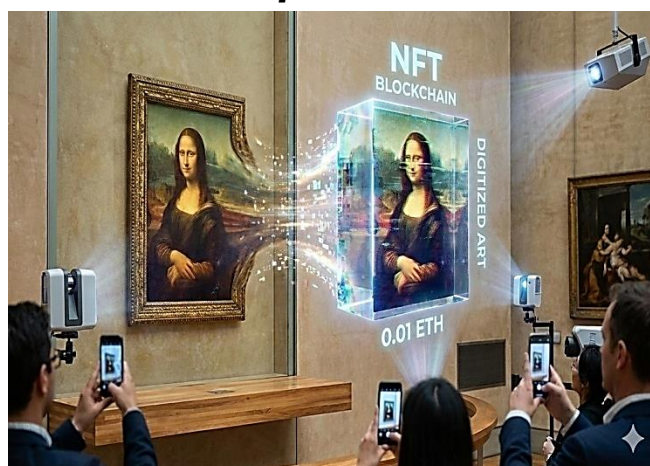
1. Why has the digital era made intellectual property protection more challenging for artists, and how does this change their professional responsibilities?
2. How can copyright protection exist without registration, and why might registration still be strategically important for creative professionals?
3. In what way do trademark differ from copyright, and why are trademarks especially valuable in design and fashion industries?
4. Do technological tools like watermark, metadata, and NFTs truly protect artists' rights, or do they mainly serve as supporting evidence?
5. Why is intellectual property protection described in the text not only as a defensive measure but also as a long-term career strategy for artists?

13. Match meanings 1-11 with the words in bold in the text.

1.	when two brands work together to reach more customers and strengthen their image.
2.	a way to share or store information, like paper, digital files, or video.
3.	the worth of a product, service, idea, or asset in terms of its potential to generate profit or economic benefit.
4.	to change something.
5.	a graphical or written representation of a sequence of events in the order they occurred over the time.
6.	to formally request compensation, usually through a legal process, for loss, injury, or harm suffered due to someone else's actions.
7.	the amount or range of something.
8.	the money you earn or receive .
9.	marks, symbols, or features that indentify and distinguish the goods or services of one business from those of others.
10.	how things are placed or arranged in a design or document.
11.	how well other people in your career or industry see and know about your work.

14. From Canvas to Blockchain. Look at the paintings and the NFTs created as a result of plagiarism. Discuss:

- **Who owns art in the age of NFTs: the artist, the owner of the physical artwork, or the Blockchain?**
- **When a museum or collector turns a physical artwork into an NFT, is it innovation or theft?**



Watching DVD

- 15.** Watch the DVD (<https://www.youtube.com/watch?v=g4Tbq22NHag>).
Tick the words that were mentioned.
Translate these words.

trademark
trade secret
design right

copyright
patent
watermark

- 16.** Read the sentences.
Are the following statements true or false?

1. Trade marks can be registered to protect either a business name, a logo, or both.
2. Copyright protection arises automatically without any registration or payment.
3. Trade marks must be renewed every year to remain valid.
4. Businesses may possess unregistered design rights even if they never applied for them.
5. Patents can protect both new products and new processes for a limited period.
6. When a business pays someone to create content, the copyright automatically belongs to the business.

v

- 17.** Watch the DVD again. According to the text, fill in the gaps with the right words.

Then there's copyright. _____ automatically exists in things like documents, photos, maps, plans and websites. If you create any of these in your business, they are already _____ by copyright for free. It is good practice to use the copyright symbol on anything you have _____ and keep good records of when and how they were created. Your copyright will last for up to 70 years after your lifetime, so it's another long-term _____. If you pay someone

else to create something for you or your business, they will own the copyright unless it is explicitly transferred to you in writing.

- 18.** *Write an essay (180-200 words) on the topic “Artists and Intellectual Property Rights”. Discuss challenges artists face in protecting their rights in the digital era (e.g. social media, NFTs, AI, piracy).*

Unit 11

Information design and digital technologies

Vocabulary

The 10 Most Famous Digital Artists Today

Reading

Modern Fine Arts and Design
in the information society

Watching DVD

Can AI dream?
Artist Refik Anadol believes the answer is yes

Writing

The intersection
of Fine Art and AI



Vocabulary

digital art
digital token
to tokenize
to mint
artificial intelligence (AI)
virtual reality (VR)
augmented reality (AR)
digital imaging
laser scanning AID
x-ray analysis
3D modeling
viral
buzz
gossip
distinctive
to raise the prominence
tapestry
headline
NFT art
crypto purist
stunt
backlash
legacy
controversy
controversial
art icon
mainstream spotlight
pundit
to snap a photo
polarizing
lucrative
imagery
consent
immersive
fascination
ongoing
relevance
to amplify
pivotal role

цифрове мистецтво
цифровий токен (*одиниця даних*)
токенізувати, перетворювати на цифровий токен
карбувати, випускати (*токен, NFT*)
штучний інтелект
віртуальна реальність
доповнена реальність
цифрова обробка зображень
система лазерного сканування
рентгенівський аналіз
тривимірне моделювання
вірусний
ажіотаж, обговорення, чутки
плітки, чутки, балачки
характерний, впізнаваний
зробити більш помітним, збільшити значущість
мозаїка, переплетення подій
головна новина, заголовок
NFT-арт, цифрове мистецтво у формі NFT
чистий прихильник криптовалют
реklamний трюк, привертаючий увагу хід
негативна реакція
спадщина (*культурна чи історична*)
суперечка, конфлікт думок
спірний, дискусійний
знакова особистість у мистецтві
у центрі уваги широкої аудиторії
експерт, оглядач, «диванний експерт»
зробити знімок, клацнути фото
спірний, що викликає суперечку
вигідний, прибутковий
образи, візуальні зображення, візуальний контент
згода, дозвіл
захоплюючий; той, що занурює (*у VR, іграх*)
захоплення, привабливість
безперервний, тривалий
актуальність, значущість, доречність
підкреслити, посилити ефект
ключова, центральна роль

1. Give the transcription of the words below. Translate these words.

consent		augmented reality	
controversy		imagery	
virtual reality		tapestry	
fascination		x-ray analysis	
lucrative		mainstream spotlight	

2. Translate the following words into English.

цифровий токен		прихильник криптовалют	
клацнути фото		система лазерного сканування	
збільшити значущість		тривимірне моделювання	
центральна роль		цифрова обробка зображень	
штучний інтелект		цифрове мистецтво у форматі NFT	

3. Fill in the missing letters and translate the words.

di _ti_ _ti_e		fa _ _ina _io_	
po _ _ri_ing		back _ _sh	
im _ _rs _v_		contro _ _r_y	
re _eva _ _e		ta _e _try	

4. Read and translate the words. State and underline the odd words in each group.

1. to amplify, to mint, legacy, to snap a photo, to tokenize, to raise the prominence.
2. viral, ongoing, polarizing, stunt, distinctive, immersive, digital art, controversial, lucrative, NFT art.
3. pundit, buzz, backlash, relevance, gossip, headline, art icon.

5. Match the words with their definitions.

1.	___ virtual reality	4.	___ digital token
2.	___ augmented reality	5.	___ x-ray analysis
3.	___ 3D modeling	6.	___ NFT art

A	a technology that overlays computer-generated, digital information – such as images, text, or 3D models – onto the real-world environment in real time.
B	a cryptographic, blockchain-based digital representation of value, rights, or interests, acting as a digital asset.
C	a computer-generated, three-dimensional environment that simulates a realistic experience, allowing users to interact with artificial surroundings in real-time using specialized equipment like headsets and controllers.
D	refers to a suite of high-precision techniques that use X-ray radiation to investigate the structure, composition, and elemental distribution of materials.
E	a unique digital asset representing ownership of a creative piece – such as images, music, or video – verified on a blockchain.
F	a digital process of creating a mathematical, three-dimensional representation of any surface or object using specialized software.

6. Match the artists and their artwork with the explanation of their projects. Using the Internet and AI give some information about these artists and their artworks.

A. Digital minimalism, virtual spaces

B. Daily digital images, social & political commentary

C. Immersive, data-based installations

D. NFT & blockchain concepts

E. AI-generated portrait



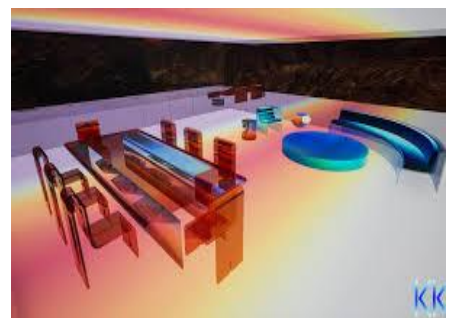
1. **Refic Anadol**
Machine Hallucinations, 2019



4. arts collective **Obvious**
Edmond de Belami, 2018
(sold \$ 432 500)



3. **Murat Pak**
Clock, 2022
(sold \$ 52 m)



2. **Beeple (Mike Winkelmann)**
Everydays: the First 5000 Days, 2021
(sold \$ 69 m)

5. **Krista Kim**
Mars House, 2020
(sold \$ 500 000)

7. Read the sentences.

Give the definitions of the words in bold.

1. Portrait of Edmond de Belamy, is a generative adversarial network (GAN) portrait painting constructed by Paris-based arts collective Obvious in 2018 from WikiArt's artwork database and which has been criticized for having been created with another **AI** artist's uncredited code. 2. The project of Mike Winkelmann "Everydays" started in 2007 is **ongoing** and spans more than 5,000 consecutive days of digital art creation. 3. Pak **minted** thousands of tokens during the project *The Merge*, which became one of the most expensive NFT artworks ever sold. 4. In his projects, Refik Anadol uses **digital imaging** to visualize massive datasets as moving digital landscapes. 5. Krista Kim experiments with **augmented reality** to expand the boundaries between physical and digital art. 6. Beeple's daily artworks form a visual **tapestry** of contemporary culture, including internet gossip, political events, and social controversies. 7. Pak's work has often been described as **controversial**, sparking debates and online gossip about the value of NFT art. 8. The sale of *Everydays: The First 5000 Days* by Beeple proved that digital art could be extremely **lucrative**.

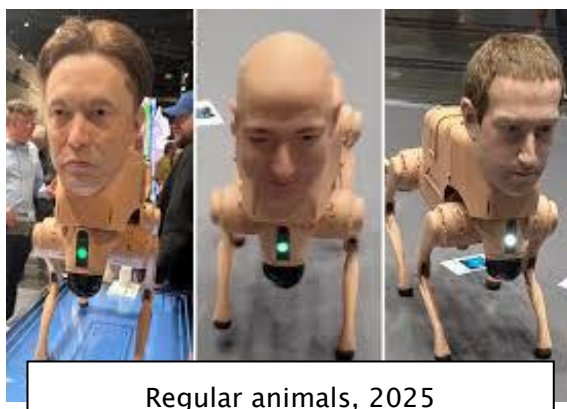
8. Fill in the gaps with the words from the box.

buzz tokenize snap a photo pundits mainstream spotlight stunt
viral legacy crypto purists

1. Some collectors tried to _____ Beeple's older artworks without his permission, causing a huge online backlash. 2. There was a huge _____ online when rumors spread that Pak was secretly collaborating with top NFT collectors. 3. Collectors worry that unauthorized tokenizations of famous artworks could damage the _____ of iconic digital artists. 4. Social media _____ had a field day when a fan accused Krista Kim of copying another artist's NFT design. 5. During the NFT launch party, everyone wanted to _____ with Beeple, creating a chaotic buzz online. 6. Pak finally stepped into the _____ after his NFT series sold for record prices, but critics questioned whether hype was driving the attention more than talent. 7. Refik Anadol pulled a digital _____ by projecting his AI-driven visuals onto skyscrapers, sparking both admiration and gossip online. 8. *Obvious* went _____ again after a leaked screenshot suggested one of their AI pieces was resold multiple times without proper credit. 9. _____ slammed a recent NFT auction for overhyping mediocre artwork, claiming it damages the reputation of serious digital artists.

9. **Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.**

Mike Winkelmann, better known as Beeple, is an American digital artist. His **distinctive** style blends digital illustration, pop culture references, and futuristic themes, making him a leading figure in the **NFT art** movement. He **rose to prominence** in March 2021 when his NFT artwork “*Everydays: The First 5000 Days*” sold for a record-breaking \$69.3 million at Christie’s auction house. The work is a **tapestry** of 5,000 pieces Beeple had created daily over thirteen years – became the most **1)** _____ ever sold.



Regular animals, 2025

This digital collage made **headlines** thrusting the formerly niche digital artist into the **mainstream spotlight** overnight. Critics mocked the idea of paying millions for what many saw as nothing **2)** _____. Some **crypto purists** even claimed the **stunt** wasn’t a “true NFT sale,” and speculated that the auction itself was more marketing than meaningful art commerce.

But what happened to Beeple’s “*Everydays: The First 5000 Days*” NFT later? By late 2022 it has seen a dramatic **3)** _____ \$20,000.

Despite the **backlash**, Beeple didn’t disappear. In 2021, he sold a kinetic sculpture *Human One* for millions at Christie’s, and has since exhibited digital and hybrid works in galleries and museums worldwide. In late 2025, at Art Basel Miami Beach, he unveiled **4)** _____ “*Regular Animals*” – a pack of robotic dogs with hyper realistic silicone heads resembling tech titans and **art icons** such as Elon Musk, Jeff Bezos, Mark Zuckerberg, Pablo Picasso, Andy Warhol, and even Beeple himself. These creatures roamed the fair, **snapping photos** and “pooping” physical art prints – some linked to NFTs – generating **viral buzz** and drawing crowds, **pundits**, and social media reactions **5)** _____.

Years later, Beeple remains a **polarizing** figure. Whether his **legacy** will be one of innovation or excess is still being written, but the conversation around **6)** _____.

- a. more than a glorified JPEG
- b. his work is far from over
- c. a provocative installation titled

- d. drop in value, now worth only
- e. expensive purely digital artwork
- f. ranging from awe to disgust

Reading

10. *Before you read the article, discuss these questions.*

1. Do digital artworks have the same value as physical ones?
2. Why do some people think NFT's are more about money than art?
3. Is AI helping artists or taking their ideas?

11. *Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).*

- A widespread discussion through his NFT project that forced collectors
B phenomenon, raising questions about artistic value, spectacle, and the role of media attention
C artistic production but also authorship, ownership, and cultural value
D have accused AI companies of training models on copyrighted artworks without consent
E new audiences, highlighting the ongoing debate between spectacle and substance

Modern Fine Arts and Design in the information society.

The information society has fundamentally reshaped modern fine art and design, transforming not only 1) _____. Digital tools, social media, artificial intelligence, and blockchain technologies have created new creative opportunities while simultaneously generating conflicts and scandals.

A key turning point in the digital art economy was the record-breaking NFT sale by Beeple, which attracted global attention and positioned digital art as a lucrative market. Critics argued that the NFT boom reflected financial hype rather than **sustainable** artistic value, **sparking** ongoing debate about commercialization and authenticity in digital art.



Fake Banksy NFT Artwork

Intellectual property controversies have intensified in the information society, particularly around unauthorized digital reproduction. The anonymous street artist Banksy became indirectly linked to NFT scandals when digital works **referencing** his imagery were minted without permission. These incidents revealed how blockchain technology

can simultaneously promise authenticity while enabling exploitation of artistic identity.

Artificial intelligence has created one of the most heated controversies in contemporary art and design. Many artists 2) _____, leading to lawsuits and public protests. The debate raises fundamental questions about whether AI-generated art represents collaboration, automation, or appropriation. Designers face similar concerns as generative AI tools **replicate** stylistic features, potentially **diminishing** the value of individual creative signatures.



Jeff Koons, String of Puppies

Traditional art world figures have long been associated with appropriation debates. American artist Jeff Koons has repeatedly faced legal challenges over works that closely resemble existing photographs and objects. These cases highlight tensions between postmodern artistic strategies and copyright law, illustrating how originality remains **contested in** contemporary art.



Damien Hirst, Physical Impossibility of Death in the Mind of Someone Loving

British artist Damien Hirst generated 3) _____ to choose between physical artworks and digital tokens. While some praised the conceptual experiment, others criticized it as a market-driven spectacle.

The rise of conceptual blockchain art also brought attention to Pak, whose large-scale tokenized project *Merge* became one of the most expensive digital art sales in history. The work allowed thousands of collectors to purchase fractional units that **merged** into a single **evolving** artwork, sparking controversy about gamification and speculative market dynamics. Pak's anonymity fueled additional gossip and speculation about identity, highlighting how mystique and digital mythology can influence artistic reputation and financial success.

Similarly, digital artist and designer Krista Kim generated debate with her virtual architectural project *Mars House*, a tokenized digital residence blending art, design, and virtual real estate. While celebrated as an innovative exploration of digital space and minimalist aesthetics, critics questioned the functional relevance of purely virtual architecture.

Street art controversies also reflect the tension between commercialization and authenticity. The Italian artist Maurizio Cattelan sparked both fascination and criticism with his conceptual artwork featuring a banana taped to a wall, which sold for a high price. The piece became a viral 4) _____ in shaping contemporary art markets.



Murat Pak, Merge, 2021

Digital plagiarism scandals have also gained **visibility**. Independent illustrators and designers frequently report that their works are copied and reposted without **attribution** on social media or incorporated into commercial products. Viral exposure can simultaneously benefit and harm artists, creating opportunities for recognition while increasing vulnerability to unauthorized use.

Another controversial area involves immersive and interactive exhibitions designed primarily for social media **engagement**. Critics argue that some exhibitions prioritize photogenic environments over conceptual depth, transforming art into entertainment and reducing viewer engagement to image production. Supporters counter that such experiences expand accessibility and attract



Maurizio Cattelan, Comedian, 2019

5) _____.

Activist art has similarly generated controversy. While artists addressing political and social issues gain visibility, they may also face **accusations** of performative activism or exploitation of sensitive themes for commercial success. Digital platforms amplify both support and criticism, turning artistic projects into sites of public debate.

In conclusion, modern fine art and design in the information society are characterized by both unprecedented creative freedom and persistent controversy. Scandals involving NFTs, plagiarism, AI-generated art, institutional ethics, and market speculation reveal underlying tensions between innovation and responsibility. These conflicts stimulate critical dialogue and encourage the redefinition of creativity, and value in a rapidly changing cultural environment.

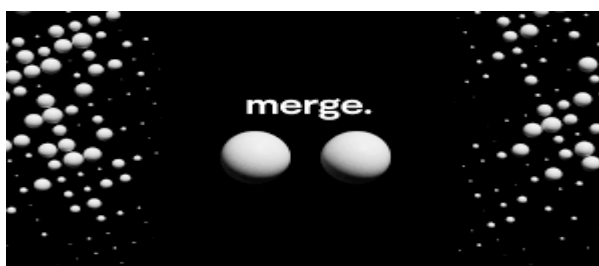
12. Answer the questions using the information from text.

1. Why did Beeple's NFT sale become a turning point not only for digital art, but for the perception of artistic value in general?
2. How can blockchain technology both protect and harm artists at the same time?
3. Why is anonymity (like in the case of Pak) important for success and controversy in digital art?
4. What makes AI-generated art controversial beyond just copying existing works?
5. Why do some immersive exhibitions receive criticism even if they attract large audiences?

13. Match meanings 1-12 with the words in bold in the text.

1.	inspiring, firing.
2.	combined or joined together into a single entity.
3.	copy or reproduce.
4.	gradually developing, changing, or growing over time.
5.	able to be maintained at a certain rate or level.
6.	the act of acknowledging or crediting the creator of a work, idea, or content.
7.	disputed, or subject to disagreement.
8.	the level of interest, interaction, or participation.
9.	the act of mentioning
10.	the state of being seen or noticed, the degree to which something is clear or prominent.
11.	decreasing.
12.	a claim or statement that someone has done something wrong or illegal.

14. Using Internet resources and AI, analyze the NFT project "Merge" by Murat Pak and discuss whether it has characteristics of a financial pyramid. What arguments support this idea, and what arguments contradict it?



Watching DVD

15. Watch the DVD (<https://www.youtube.com/watch?v=Oy4MK9sa2lo>). Below are the buildings where Rafik Anadol has implemented his projects. Mark the buildings that were mentioned in the video. Translate these words.

Museum of Modern Art, New York	☐	Casa Batlló, Barcelona	☐
Sphere, Las Vegas	☐	Artchouse, Washington	☐
Zorlu Center, Istanbul	☐	Walt Disney Concert Hall, LA	☐

16. Read the sentences.
Are the following statements true or false?

1. Refik Anadol views artificial intelligence not as a replacement for humans, but as a tool that reflects human nature.
2. The AI system used in the coral project generates images based on a limited and carefully selected dataset.
3. One of the goals of Anadol's work is to raise awareness about environment issues through digital art.
4. Refik Anadol intentionally trained AI to avoid reproducing existing artworks and instead develop new visual forms.
5. His early expectations of Los Angeles were immediately fulfilled when he first arrived in the city.
6. The concept of Dataland suggests a multisensory experience where data can be perceived in different ways.

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17. Watch the DVD again. According to the text, fill in the gaps with the right words.

Dataland is a place where we interact with _____. Touch, taste, learn, hear, watch data. It's making invisible visible inventing a new _____ of storytelling, inventing a new ways of communicating with AI, with data, something we don't see but we know that exists. That type of like new worlds to

explore and, and to discover. The space will feature _____ dreams of the disappearing Amazon _____ and AI generated aromas of flowers that don't actually exist yet. We typed exactly the scientific names of the flowers to be sure that AI understands their type, their _____, their form and shapes and then AI can connect them together to make this AI dream of all the flowers of Amazonia. How long is this? Basically, no end. It can dream all these flowers many many times in different forms and _____. It can be infinite.

18. *Write an essay (180-200 words) on the topic “Art or Algorithm?” Can machine be an artist? Is “Edmond de Belamy” overpriced hype or a turning point in Art History? If anyone can generate art with AI?*

Unit 12

Entrepreneurship in the field of Fine Arts and Design

Vocabulary

Is it possible to combine
art and entrepreneurship?

Reading

Entrepreneurial opportunities
in Art and Design
as a creative economy subsector

Watching DVD

The Case For Andy Warhol
| The Art Assignment

Writing

Business ideas
for Artists and Creative Professionals



Vocabulary

economy
 entrepreneur
 entrepreneurial
 entrepreneurship
 digipreneur
 career
 freelance
 business skills
 business strategy
 production
 competition
 brand identity
 target audience
 marketplace
 supply
 demand
 to meet demand
 enterprise
 intermediary
 advertising
 to promote
 budget
 income
 profit(s)
 social media
 portfolio
 workshop
 niche
 to stand out
 to diversify
 commercially viable
 to monetize
 to run a business
 fundraiser
 order = commission
 shipping
 wholesale
 customer
 consumer
 tax

економіка
 підприємець
 підприємницький, кмітливий
 підприємництво
 цифровий підприємець
 кар'єра, успіх
 незалежний, позаштатний
 ділові навички
 стратегія ведення бізнесу, бізнес-стратегія
 виробництво, виготовлення
 конкуренція
 фірмовий стиль, ідентичність бренду
 цільова аудиторія
 онлайн-майданчик, торгова платформа
 ек. пропозиція
 ек. попит
 задовольняти попит
 підприємство, компанія
 посередник
 реклама
 рекламувати, сприяти продажу, просувати
 бюджет
 дохід (уся сума до вирахування розходів)
 прибуток (чистий заробіток)
 соціальні мережі
 порт фоліо, зразки робіт
 практичне заняття, майстер-клас
 ніша
 виділятися, бути помітним
 диверсифікувати, урізноманітнити
 комерційно рентабельний
 монетизувати, отримувати дохід
 вести бізнес, керувати бізнесом
 збір коштів
 замовлення
 доставка, перевезення
 оптовий
 покупець, клієнт
 споживач
 податок

1. Give the transcription of the words below.
 Translate these words.

entrepreneur
 fundraiser
 digipreneur
 to diversify
 wholesale

advertising
 enterprise
 entrepreneurial
 target audience
 career

2. Translate the following words into English.

фірмовий стиль		комерційно рентабельний	
ділові навички		стратегія ведення бізнесу	
соціальні мережі		доставка, перевезення	
онлайн-майданчик		посередник	
позаштатний, незалежний		конкуренція	

3. Fill in the missing letters and translate the words.

entre__en__rsh_p		fr__l_nc__	
ad__rt_s_ng		w__le__le	
mar__tp_a_e		wor_s_o__	
en__rpr__e		po_tf_li__	

4. Read and translate the words.

State and underline the odd words in each group.

1. to run a business, to meet demand, order, to monetize, to promote, portfolio, to stand out, to diversify.
2. tax, supply, niche, income, demand, commission, profit, workshop.
3. economy, consumer, social media, production, budget, career, customer.

5. Match the words with their definitions.

1.	___ digipreneur	4.	___ brand identity
2.	___ income	5.	___ intermediary
3.	___ target audience	6.	___ fundraiser

- A** money that a person or a business receives from work or other sources.
- B** a person or organization that acts as a link between two parties, helping them communicate or do business.
- C** the visual elements (such as logo, colors, design) that define how a brand presents itself and is recognized by its audience.
- D** a person or event that collects money for a specific purpose, such as a project, business, or charity.
- E** a group of people that a product, service, or message is intended for, usually defined by characteristics like age, interests, or needs.
- F** an entrepreneur who creates, manages and grows a business using digital technologies, online platforms, and the Internet.

6. Multiple choice questions. Circle the correct answer.



1. a. freelance artist
b. running a gallery
c. online advertising



2. a. target audience
b. brand identity
c. shipping products



3. a. social media marketing
b. wholesale selling
c. offline promotion



4. a. mass production
b. commission work
c. marketplace



5. a. portfolio
b. marketplace
c. workshop



6. a. portfolio
b. target audience
c. fundraising



7. a. target audience
b. shipping
c. freelance work



8. a. startup business
b. competition
c. budget



9. a. digipreneur
b. customer
c. enterprise

7. Read the sentences. Give the definitions of the words in bold.

1. Many artists earn a stable income by working on **commission** for private clients. 2. A controversial **business strategy** in design is copying trends from independent artists, which has led to multiple plagiarism scandals. 3. Takashi Murakami, a Japanese contemporary artist, used a mix of pop culture and fine art

to stand out, although critics say his work is too commercial. **4.** Jeff Koons proved that large-scale sculptures can be **commercially viable**, even if critics debate their artistic value. **5.** Some museums have been criticized for trying **to monetize** exhibitions too aggressively, turning cultural spaces into commercial attractions. **6.** Luxury art auctions have been criticized for allowing wealthy buyers to avoid paying full **tax** by moving artworks across borders. **7.** Major auction houses create intense **competition** among collectors, driving prices for works by artists like Andy Warhol to record levels. **8.** Andy Warhol was one of the first artist-**entrepreneurs** who turned art into a mass-production business model. **9.** Takashi Murakami built a **niche** by combining fine art with anime-inspired pop culture. **10.** Many artists now study **consumer** behavior to predict which styles or themes will sell best in online markets.

Fill in the gaps with the words from the box.

shipping run a business diversify entrepreneurial business skills
social media supply career budget demand

1. _____ artwork internationally is one of the biggest challenges for art entrepreneurs because insurance and customs rules are often complicated. **2.** Banksy has an unpredictable _____ for his work, with prices rising dramatically after public stunts. **3.** Andy Warhol combined creativity with strong _____, turning his studio into a profitable production system. **4.** Today, _____ platforms like Instagram require artists to develop business skills to manage their brand and audience. **5.** Damien Hirst showed that artists can _____ independently by selling works directly to collectors. **6.** Frida Kahlo had a difficult _____ during her lifetime, but her work became globally recognized after her death. **7.** An _____ artist often experiments with new formats, including digital art and NFTs, to reach wider audiences. **8.** Poor _____ planning can lead to financial losses, even if the artwork is creatively successful. **9.** Artists often _____ their audience by promoting their work on platforms like Instagram and YouTube. **10.** The rise of NFT's created an unlimited _____ of digital art, which changed traditional ideas of scarcity in the art market.

Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

Entrepreneurship in the field of fine arts and design has become increasingly important in the contemporary creative **economy**. Today, artists and designers are

independent professionals who 1) _____, **promote** their work, and find sustainable sources of **income**. This shift requires a combination of artistic talent and **business skills**.

One of the key aspects of entrepreneurship in this field is the ability to 2) _____ to develop an online presence through a **portfolio** website or **social media** platforms. Social media platforms, online galleries, and **marketplaces** allow artists to reach global audiences and create new opportunities but this also increases **competition**.

To start an art business, it is important 3) _____. First, an artist should identify their **niche** by analyzing their skills, passions, and current market **demand**. Understanding what 4) _____ them **stand out** and connect with a specific audience.

Next, the successful **entrepreneurs** should **diversify** their activities. They may sell artworks, prints, or digital products, collaborate with brands, teach **workshops**, or engage in **freelance** design projects. It is necessary to decide what 5) _____ works, or digital designs, and define the **target audience**, including their interests and **budget**. Such flexibility helps to maintain financial stability.

Finally, building a strong **brand identity** is essential. This includes creating a name, 6) _____ that reflects the artist's personality. Those who effectively combine innovation, authenticity, and business awareness can build sustainable and impactful **careers**.

- | | |
|---|--|
| a. to follow several steps | d. must manage their personal brand |
| b. adapt to digital technologies in order | e. makes their work unique helps |
| c. visual style, and consistent message | f. type of art to sell, such as original |

Reading

10. *Before you read the article, discuss these questions.*

1. How can artists balance creative freedom with the need to run a profitable business?
2. Do social media help artists succeed, or does it increase competition and pressure to follow trends?
3. Should art be treated more as a business in today's world, or does this reduce its cultural value?

11. Read the article and complete the gaps into the text (1-5) with the following parts of the sentences (A-E).

- A industrial designers, and fashion designers began to establish studios, agencies, and personal brands
- B digital tools have democratized access to audiences, allowing artists
- C a 17th-century Flemish painter who successfully combined artistic mastery
- D with market demands, maintain authenticity while building a brand, and constantly adapt
- E point with the gradual decline of strict patronage systems and the rise of the open

Entrepreneurial opportunities in Art and Design as a creative economy subsector.

Entrepreneurial activity in art and design has a long and fascinating history, evolving alongside cultural, technological, and economic changes. While the idea of the “artist as entrepreneur” may seem modern, its roots can be traced back to early periods of art history. One of the most striking examples is Peter Paul Rubens, 1) _____ with business strategy. Rubens managed a large workshop, employed assistants, and produced artworks at scale to meet the demands of wealthy patrons across Europe. His studio functioned almost like a modern creative enterprise, demonstrating that art could be both culturally valuable and commercially viable.

During the Renaissance and Baroque periods, artists depended heavily on commissions from the church and aristocracy. However, figures like Leonardo da Vinci and Michelangelo also negotiated contracts, managed projects, and promoted their reputations. Although they were not entrepreneurs in the contemporary sense, they laid the **groundwork** for understanding artistic practice as a profession that requires both creative and organizational skills.



The 18th and 19th centuries marked a turning 2) _____ art market. Artists such as William Turner began to exhibit independently and sell their works to a broader audience. Later, Vincent van Gogh, although not commercially successful during his lifetime, became a powerful symbol of the changing relationship between artistic value and **market recognition**. The **emergence** of galleries, dealers, and collectors created new entrepreneurial opportunities, allowing artists to reach audiences beyond elite **patrons**.



In the 20th century, entrepreneurship in art became more **explicit** and strategic. Andy Warhol is perhaps the most iconic example. Through his studio, “The Factory,” Warhol blurred the line between art and mass production, transforming his practice into a brand. He **embraced** commercial culture, collaborated with businesses, and used media attention to increase the value of his work. This approach **redefined** the role of the artist as both creator and entrepreneur, fully engaged with

the mechanisms of the market.

At the same time, the field of design expanded rapidly, offering new entrepreneurial paths. Graphic designers, 3) _____. The growth of advertising, publishing, and later **digital media** created demand for creative professionals who could combine aesthetics with functionality. Design entrepreneurship became closely tied to innovation and problem-solving, further strengthening its economic importance.

The 21st century has introduced a new phase driven by digital technologies. Social media platforms, online marketplaces, and 4) _____ and designers to operate independently on a global scale. Creative professionals can now sell prints, digital artworks, NFTs, and design services without intermediaries. This shift has significantly expanded entrepreneurial opportunities but has also intensified competition.

A notable example of contemporary digital entrepreneurship is Pak, an anonymous artist who has gained international recognition through blockchain-based art. Works such as the NFT project *Clock* demonstrate how digital **scarcity** and ownership can be monetized in new ways. Similarly, artists like Beeple have achieved record-breaking sales, proving that digital art can compete with traditional forms in the global market.



These developments highlight the growing importance of technology, innovation, and strategic thinking in artistic careers.

Despite the many opportunities, entrepreneurship in art and design continues to



involve challenges. Artists must balance creative freedom 5) _____ to changing technologies. Financial instability and competition remain significant concerns. However, those who successfully integrate artistic vision with entrepreneurial skills can achieve

both creative fulfillment and economic sustainability.

In conclusion, the history of entrepreneurship in art and design – from Rubens’ workshop to contemporary digital platforms – demonstrates a continuous evolution of the artist’s role. What has changed most is not the need for creativity, but the ways in which it is produced, distributed, and valued. Today’s artists and designers are not only creators but also innovators, strategists, and business professionals, shaping the future of the creative economy.

12. Match meanings 1-11 with the words in bold in the text.

1.	the process of appearing or coming into existence.
2.	accepted or adopted something willingly.
3.	content created, stored, or shared using digital technology (internet, computers, platforms).
4.	a person or organization that supports artists, writers, or institutions financially.
5.	a feeling of satisfaction and achievement.
6.	a situation where something is limited or not easily available.
7.	the basic preparation or foundation for something.
8.	the ability to continue over time without causing harm or running out of resources.
9.	changed the meaning or understanding of something.
10.	clearly and directly stated, leaving no doubt.
11.	acceptance and value given to something by buyers, consumers, or the market..

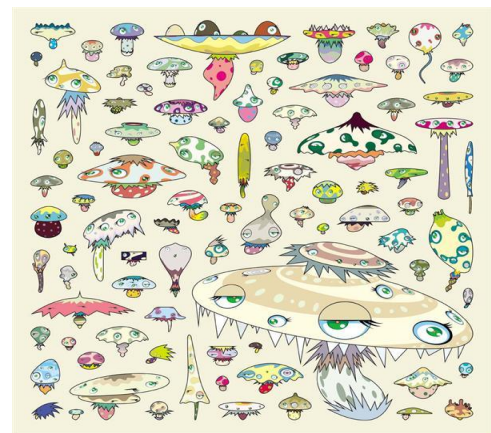
13. *Answer the questions using the information from text.*

1. How did the transformation from patronage systems to open markets change the power dynamics between artists and clients?
2. In what ways can Andy Warhol's "Factory" be considered both an artistic and an industrial production model?
3. Does the commercialization of digital art enhance or undermine artistic authenticity? Why?
4. How did NFTs and blockchain technologies redefine the concept of "ownership" in art?
5. Can an artist remain fully independent while successfully operating within a market-driven creative economy?

14. *Search on the Internet the information about Japanese artist Takashi Murakami, look at his artworks below.
Is Takashi Murakami blurring the line between art and consumerism too much? Does collaboration with brands strengthen or weaken artistic value?*



Flower Ball, 2002



Army of Mushrooms, 2003



Tan Tan Bo, 2001



Chaos, 2007

Watching DVD

- 15.** *Watch the DVD (<https://www.youtube.com/watch?v=7VH5MRtk9HQ&t=12s>). Tick the artists that were mentioned. Translate these words.*

Ethel Scull
Andy Warhol
Jay-Z

Jeff Koons
Shepard Fairey
Maurizio Cattelan

- 16.** *Read the sentences. Are the following statements true or false?*

1. Andy Warhol used techniques that reduced manual labor.
2. Andy Warhol's art reflected mass production more than objects themselves.
3. He rejected mechanical reproduction techniques and insisted on producing all his works entirely by hand.
4. His celebrity portraits were primarily based on direct personal interaction and live sittings rather than media images.
5. Warhol's business strategy included not only his artwork but also his personal image and identity as a brand.
6. Warhol avoided commercial work after establishing himself in fine art in order to maintain artistic purity.

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- 17.** *Watch the DVD again. According to the text, fill in the gaps with the right words.*

By the 1970s, commission portraits were a solid chunk of Warhol's _____. Anyone could have their portrait made for \$25,000, with additional _____ available at discounted rates. Along with his services, Warhol was also keen to _____ on his own image, creating numerous self-portraits throughout his _____ and offering himself up for endorsements. And of course, Warhol was not just an artist, but also a filmmaker, band manager, magazine publisher, and TV _____ who fearlessly

explored and embraced new media from the 1950s until his untimely death in 1987.

- 18.** *Make a presentation on the topic “The Business of Art: How artists become entrepreneurs ”.
Mention and describe real examples.*

Videoscripts

Unit 1. **Masters of Ancient Greek** **Sculpture:** **Phidias, Polykleitos, Praxiteles**

Phidias – the Greek sculptor, painter and architect who lived between 480-430 BC. And Phidias just imagine this statue not only stood out for its magnificence but also introduced an entire era's artistic vision to the world. But Phidias didn't stop there. He also created the statue of Athena known as the Athena Parthenos in the Acropolis of Athens. The colossal bronze Athena Promachos standing at the entrance of the Acropolis was also his work. Just picture it, people passing by the Acropolis standing in awe beneath these towering masterpieces. Unfortunately, none of Phidias's original works have survived. Ancient Greek paintings and sculptures have been lost over time. Today we know his art only through Roman copies and ancient writings. Isn't it heartbreaking that we can't see the original works of one of History's Greatest Artists? He was accused of embezzling gold allocated for the Statue of Athena in the Parthenon. His enemies brought in false witnesses leading to his imprisonment until his death. Doesn't it seem unjust that such a great artist had to leave this world in such a way?

Polykleitos – was one of the most important sculptors of the Ancient Classical Period (460-420 BC). Did you know that Polykleitos was a student of the Argo school and a contemporary of Phidias? In fact, some Greek thinkers even considered him to be on par with Phidias in skill and influence. One of his most remarkable works is the statue of Hera made of gold and ivory which stood in front of the Temple of Heraion of Argos. Its beauty was so captivating that it was often compared to Phidias's famous statue of Zeus. Polykleitos

also created iconic sculptures such as the Doryphoros – spear bearer, Discophoros – discus thrower and Diadumenos (youth with a Royal diadem). These works have become timeless examples of Classical Art. What made Polykleitos's style so revolutionary was his emphasis on balance and posture. His figures were portrayed standing in a relaxed natural stance with one leg bearing the weight and the other slightly bent at the knee. Polykleitos also wrote a Treatise called Canon where he explained his theories on Aesthetics and the mathematical principles for creating the perfect human form. His work focused on the relationship between posture, movement and ease influencing generations of artists that follow.

Praxiteles – 4th century BC, is one of the Athen's most famous sculptors. Praxiteles was the first sculptor to depict the female body in such intricate detail in his works unlike many other sculptures of his time. None of his original sculptures have survived but numerous copies of his works are still known to us today. While other sculptors often focused on gods like Zeus, Poseidon and Athena, Praxiteles chose to represent more youthful and lesser known gods such as Apollo, Hermes and Aphrodite. His subjects were often humanlike making his sculptures more relatable and emotionally engaging. Praxiteles primarily worked with marble but some of his sculptures were painted by contemporary artists like Nicias a popular painter of the era. He believed this added a vibrant dimension to his works, helping them gain even more admiration and fame. Praxiteles legacy continues to inspire with his unique approach to the human form leaving a lasting impact on art history.

Unit 2.

Romanesque art in Spain: characteristics and main monuments

The Romanesque was western Christendom's first unified style of art spreading throughout much of Europe in the 11th, 12th and the first half of the 13th century. It originated in France linked to the Cistercian religious order and abbey of Clonney emerging simultaneously in Spain, France, Italy and Germany. Its name is owing to its employment of Roman techniques, an attempt being made to recover the spirit of a new Christian room as an instrument for the dissemination of Christianity.

At the architectural level the churches were built based on a Latin cross or basilica layout the apses facing eastwards. The use of thick stone ashlar walls is a hallmark of this artistic style together with semi-circular arches and barrel vaults. Openings and windows are scarce allowing little lighting while outside buttresses are used. Romanesque cloisters wrap around the courtyards of the monasteries, cathedrals and convents. The porticos are decorated with sculptures featuring hieratic poses or images of the Virgin and Child. The capitals are decorated with biblical scenes.

Romanesque painting is characterized by its frescoes devoid by perspective or depth. Pure and vivid colors are used and the art is manifestly didactic having moralizing messages to teach people the scriptures through art.

In Spain Romanesque structures were built in the Christian Kingdom in the north of the peninsula especially linked to the pilgrimages on the Camino de Santiago or Ways and James. The two sources that shaped the Spanish Romanesque were the peninsula Pre-romanesque and Islamic art. The Romanesque is an essentially religious art characterizing the construction of churches, cathedrals and monasteries such as the Cathedral of Santiago, Santo Domingo de Silos, San Clemente de Taormina and San Esteban de Gormaz. The early Romanesque appeared in Catalonia with evident influences from the Lombard

Romanesque. It is an austere and relatively unadorned architecture with discreet usher masonry on the walls and tall towers. Clear examples are the monasteries of Santa Maria de Ripoll and San Pedro de Roda. The full-fledged Romanesque can be found along the entire community of Santiago: the Cathedral of Huesca, the Monastery of San Juan de la Pena, the Monastery of Leyre in Navarre, San Martin de Fromista in Palencia and the Royal Collegiate Church and Royal Pantheon of Saint Isidoro in Leon known as the Romanesque Sistine Chapel.

Finally the late or Hispanic Romanesque is an art with Romanesque foundations but with its own local features such as the holy chamber of the Oviedo Cathedral, churches with side porticos in Segovia San Martin, San Millan, San Esteban, San Miguel in Soto Salvos and Santo Domingo in Soria.

Unit 3.

Leonardo da Vinci's Mona Lisa in the Renaissance and today

We're in the single most crowded room in the Louvre but for good reason. This is the room that holds the Mona Lisa by Leonardo Da Vinci. Without a doubt, the most famous painting in the world.

- Of course, it's her smile that's so famous today and it certainly is a smile that doesn't clearly tell us what she's feeling. It's ambiguous. And I think it allows people to read into it in any way that they prefer.

- Sigmund Freud, for example, saw a combination of maternal gaze, but also a gaze that was flirtatious and I think I do see both of those aspects here.

- This is a portrait of the wife of a Florentine merchant and as we look out at the sea of people taking selfies in front of the Mona Lisa, it's good to remember that only the elite could have their portrait painted during the Renaissance.

- This was an expensive proposition and, of course, you have to go and sit for the artist many times so that he could capture your likeness.

- Because they were expensive they were reserved for kings and queens and the nobility. What we see during

the Renaissance, is the growth of the merchant class and the fact that a wealthy merchant would hire Leonardo to paint his wife's portrait, is a reminder of the fortunes that are being made by traders, by bankers and others during the Renaissance.

- Well, especially in the city of Florence, which was such an economic hub during the Renaissance and we know the fact that the patron of this painting was a cloth merchant.

- This painting has quite a number of innovations, but one of the most important is that it's half length. Generally, portraits were bust, that is from the chest up.

- This was an incredibly influential, new formula for the portrait.

- If you think about the standard from of the portrait, before this with the figure in profile, bust length. It's a very static pose, very formal, very stiff, but as soon as Leonardo turned the head toward us, position the shoulders three quarter toward us also, and included the hands, suddenly, we had an image of a figure that was much more natural, someone who you could imagine having a conversation with. Portraits that included a background and that also included the hands did exist in the Northern Renaissance. But this is a new formula for Italy and will be tremendously influential with artists like Raphael and others.

- Another very influential aspect of this painting is a technique that Leonardo employed which is known as Sfumato. That simply means smoke, and what it refers to is slightly hazy quality that Leonardo introduces. To remove the sometimes, sharp quality that existed in early Renaissance paintings, where each object looks too isolated. It's an atmospheric quality that creates a sense of unity throughout the painting.

- And makes the figure appear to almost emerge out of the darkness. So we see that she's seated on a chair in a low jar, open portrait. And we see on either side of her what look like the base of two columns. We don't know if the painting was cut down and there were originally full columns on either side of her, but we do know that early

copies of this painting do show those columns on either side of the figure.

- There's a lot about this painting that we don't fully understand. This was a commission and yet Leonardo kept the painting, he never delivered it to the man who commissioned it and later in Leonardo's life when he moved to France, he brought the painting with him which is why it is now in the Louvre. One question which I think we should address is why is this the most famous image in the world?

- Well, it reminds me of another very famous image of a woman that is very ambiguous and mysterious and that's the Woman with the Pearl Earring by Vermeer from more than a century later. Perhaps, our culture has some fascination with images of mysterious women.

- I think that's probably an important part of it, but then I think fame grows on itself. In 1911, the painting was stolen and it was headlines around the world and that accelerated its fame and it has become the subject of numerous other paintings, by artists diverse as Marcel Duchamp or Andy Warhol. This raises an important issue, here's a painting that was made for a private home, to exist in a domestic interior to celebrate a man's wife, or to celebrate a specific occasion, perhaps the birth of a child or the purchasing of a new home. But here it is instead, in a huge gallery with hundreds of people. A painting that exists in millions of multiples around the world. It's such an unexpected fate for what Leonardo surely saw, as a relatively minor commission.

Unit 4.

What is Impressionism? Art movements and style.

Impressionist paintings are among the most loved and celebrated artworks of all time. But what is impressionism and who were the great impressionist artists?

Impressionism is perhaps one of the most identifiable and famous art movements of history. Often referred to as "the first modern movement", it was born in April 1874 when a group of young artists defied

the official Paris Salon by setting up their own independent exhibition. Including works by Claude Monet, Pierre-Auguste Renoir, Camille Pissaro, Edgar Degas and Berthe Morisot, it became known as the first impressionist exhibition.

The impressionist's work was characterized by loosened brushwork and lightened palettes, including pure, intense colors. They abandoned traditional linear perspective and often avoided the clarity of form. For this reason, many critics faulted impressionist paintings for the unfinished appearance and seemingly amateurish quality. Collectively the impressionists sought to capture the impression of a scene through lively brushstrokes, and they often worked "en plein air" producing works of art rapidly in a single setting. Rejecting the Salon's preference for historical or allegorical subjects, they created instead what Monet called a "spontaneous work rather than a calculated one".

In the 1870s many of the impressionist painters were predominantly attracted to landscape, searching for ways to capture the fleeting effects of light, weather and time of day on canvas. By the 1880s artists looked beyond landscapes. Renoir turned towards figure painting, Monet considered visual perspective in a more abstract way through seriality and repetition and Degas pursued female figures, yet each retained the distinctive rapid brushstrokes, fresh colors and sense of internal light unique to impressionism. Much, like the French Realists, changing Parisian life and the reality of modern city, was a recurring theme for many impressionists, who painted café scenes, railway bridges and busy boulevards.

Although the group was dominated by men, several female artists also rose to prominence, including Morisot and Cassatt. When the first impressionists exhibition was held in 1874, Berthe Morisot joined the group and agreed never again to send work to the Salon. Morisot was a faithful exhibitor at all eight impressionist exhibitions (from 1874-1886). Like the other Impressionist painter, she was preoccupied by capturing light, but she also used broad strokes of colour that echo what she had observed in Manet's work.

As the first modern art movement, impressionism had a significant impact on subsequent artists and movements with artists like Vincent van Gogh and Edvard Munch among those influenced. More recent influences include the important pop artist Roy Lichtenstein who paid homage to Monet's Water Lily paintings. The aesthetic qualities of impressionism can be seen widely through its ubiquitous popularity and impact on our culture today.

Unit 5.
Fascinating world of Cubism
by Pablo Picasso:
the Art Revolution
of the early XXth century

Pablo Picasso was a Spanish artist who was born in Spain in October 1881 about 140 years ago. He is one of the most famous and recognized artists in the world today.

He started a love for art when he was just a young boy. His father was also an artist and art teacher and saw so much talent in his son when he was very little. Pablo Picasso was very talented at realistic drawings and paintings meaning that the things he created were so good they looked real. Eventually Pablo Picasso went to school to study art in Spain and he would visit museums and see the work of famous Spanish artists like Diego Velazquez and el Greco. He would copy their artworks to learn their techniques. Many artists learn different ways to create art by copying other people. Pablo Picasso painted an artwork called "the portrait of Aunt Pepa" when he was only 14 years old and another called "Science and charity" when he was only 15 years old.

But Pablo Picasso wanted to create a new style of art and not just paint like the people before him. When he was 20 years old he moved to Paris, France and lived in a tiny apartment creating art and learning new styles with other artists who he became friends with.

When he was about 21 years old he started making a lot of artworks that were

blue. This is said that he was sad because one of his friends had died. It became known as Pablo Picasso's blue period. He painted a painting known as "The Old Guitarist" during that time and later, when he was happier, he started using the colors pink and orange in his paintings. And this was known as the rose period. A few years later Pablo Picasso became inspired by African art and his artwork started looking less realistic and more primitive. But Picasso is probably most recognized by art he started to develop, called Cubism.

He didn't think that art needed to look exactly like what he was drawing or painting. He started to create different shapes and angles. A table would no longer look like a table, it looked like it was chopped up and put back together then viewed from different angles all at once. The human body in Picasso's paintings started to take new forms. He would even create people's faces like that too using bright unnatural colors like blue skin or green hair and parts of the face that didn't look real.

From when he was young to when he was an old man Picasso's style of artwork changed entirely. He wasn't just a painter but also created sculptures, drawings, ceramics and even rugs. He loved to create art so much. It is estimated he created over 50 000 different paintings, drawing, sculptures, ceramics and objects.

Some people think that Pablo Picasso's later artworks are easy to create because they were simple, almost childlike, but he was one of the first artists of his time to make art look the way it did. He created new styles from old masters. Pablo Picasso had to learn the rules of art in order to break them.

Unit 6.
Bauhaus:
revolutionary design movements
explained

For many artists, architects and historians, the Bauhaus is a symbol of modernism and artistic ingenuity. However, to the vast majority of people, the Bauhaus

seems like a rather peculiar and short-lived German art school. Honestly, both views are correct. Let's take a closer look at the Bauhaus in this video! If you'd like to see more Design videos, be sure to give us a like and tell us which topics you want to learn about next!

During its heyday (1919-1933), the Bauhaus was the cradle of modern design. The founder of the school was the modernist architect, Walter Gropius. On the one hand, he had created an entirely new type of school with the Bauhaus, where students could be turned into masters. On the other, he helped to turn the Bauhaus into a kind of free-for-all, experimental laboratory. The school always had a unique atmosphere. As Gropius's dream of a community of designers, apprentices and craftsmen became a reality, the school grew into a kind of commune. People from different backgrounds all lived in close proximity to one another. They worked together, partied together and shared ideas with one another. As a result, many people viewed the school as a kind of secular cult or even sect.

For example, one of the main masters of the school, Johannes Itten, had a magnetic effect on the students. His supporters were primarily concerned with "physical and spiritual cleansing". They saw their path to self-knowledge in meditation. Itten believed that, in order to remove the veil of the false world and see the truth, it was necessary to prepare the body with the help of vegetarianism, exercise, fasting and enemas. At one point, the students of Itten carried out their ritualistic body cleansing in the city fountain of Weimar, which led to conflicts with the city administration. As a result, Walter Gropius relieved Itten from his post in 1923, forcing him to leave the school for good. Itten was not the only master who acted as both an artist and a "Prophet". Many of the school's teachers held complex philosophical views and sometimes unwittingly bewitched their students.

In addition to its philosophical and political effects, the Bauhaus was notorious for its outrageous parties. Gropius supported the idea that theater shows, lectures, poetry, music and costume parties should all be part of the training program. In his opinion, rest

and relaxation were no less important for creative thinking than work. Oskar Schlemmer, who had held the position of head of the theater workshop since 1923, offered an answer for the peculiar holidays. He believed that “play” was the power that made creativity possible. Schlemmer used parties as an experimental stage for his workshop. The most famous product of the workshop was the Triadic ballet, where the structure of the human body was destroyed with the help of complex volumetric geometric costumes, turning a human into a puppet. The Bauhaus parties never lost their moments of madness, but when the school moved to Dessau, the parties took on an increasingly professional tone.

Despite its bizarre and challenging reputation, the Bauhaus fundamentally changed the world of design – especially when it came to furniture. In the 14 years of its existence, the school’s students created many legendary designs. One of the most famous products created at the school was the “Basil” chair by Marcel Lajos Breuer. This chair was very much liked by Wassily Kandinsky. Decades later, when Breuer relaunched the mass production of these chairs in Italy in the 1960s, he paid tribute to the artist and renamed the chair “Vasily”.

The most famous example of female creativity at the Bauhaus came from Marianne Brandt and her legendary teapot. At its core, the teapot was made to be functional, the spout prevents the drops from rolling down, while the wooden handle was heat-resistant. That said, Brandt didn’t forget to make it aesthetically pleasing. In fact, Brandt liked her original design so much that she made several versions of the product from different materials: tombak alloy, silver and nickel-plated silver.

Walter Gropius’s dream that, as in the Middle Ages, architecture would be the final product of the synthesis of arts. At the first major Bauhaus exhibition in Weimar in 1923, a group of students: Georg Muche, Gunta Stelzl, Alma Sidhoff-Buscher and Marcel Breuer, built the Haus am Horn as a reflection of a new way of life. To show the versatility of his project Gropius even shot a promotional movie about what a modernist lifestyle should look like.

The main architectural project of the Bauhaus was the school building itself in Dessau, designed by Walter Gropius. It was an ode to the functionalism and machine aesthetics of the 20th century. The building also served as an advertisement for goods produced under the Bauhaus patent.

Sadly, all good things must come to the end. The Bauhaus went through three different stages: Weimar (1919-1925), Dessau (1925-1932) and Berlin (1932-1933). During this time, the school had three directors: Walter Gropius, Hannes Mayer and Ludwig Mies van der Rohe. None of these phases were easy, but Rohe’s years were the most difficult by far. In 1930, the school had to be temporarily closed and the dissenters disbanded. Students protested the closure and the censure of the Nazi party. But this only delayed the inevitable. Hitler became chancellor of Germany and in the early morning of April 11, 1933, the school was closed by the police. Those who did not have proper documentation were taken away in trucks. Despite permission from the authorities to reopen the school with some changes in August of that year, Ludwig Mies van der Rohe notified everyone that the school was permanently closing due to the “difficult economic situation”.

Modern art and design might be completely different if not for the Bauhaus school. Even though it had a short and tumultuous history, the Bauhaus had a tremendous impact on both art and mass production in the 20th century. To this day, reflections of the Bauhaus’s products and vision can be seen in products and art pieces around the world.

What do you find most interesting about the story of the Bauhaus? Can you think of any other art schools that can compare to it? If so, feel free to comment below! Also, don’t forget to give us a like and subscribe to our channel so we can continue making even more great content for you!

Unit 7.
Salvador Dali,
Persistence of Memory: analysis

Imagine a world where reality bends time, distorts and dreamlike landscapes come to life. This was the world of Salvador Dali, one of the most eccentric and influential artists of the 20th century known for his outlandish Persona and mind-bending masterpieces. Dali is considered one of the most founding figures of Surrealism, a movement that sought to explore the unconscious mind and challenge the boundaries of reality.

In today's video we will take a deep dive into the life and work of Salvador Dali from his early beginning in Catalonia to his rise as a global art icon. We'll explore his unique artistic journey, his exploration of dreams and the subconscious and how his unmistakable style became an integral part of art history.

Early life: The beginning of a genius. Salvador Domingo Felipia Dali was born on May 11th 1904 in the small town of Figueras, Catalonia, Spain. Dali came from a middleclass family but tragedy struck when he was just 16 months old. His older brother, also named Salvador passed away from meningitis, an event that deeply affected Dali throughout his life. He often spoke of the lingering presence of his deceased brother which became a recurring theme in his work. Dali's artistic talent became apparent at a young age. He began drawing at the age of seven and was quickly recognized for his skill. By the time he was in his teens he was already studying at the Royal Academy of Fine Arts of San Fernando in Madrid where his eccentricity began to shine. His early work was influenced by impressionism and the old masters. But Dali's insatiable curiosity and rebellious spirit led him to experiment with various styles ultimately shaping his own unique artistic voice, the road to surrealism, a revolutionary approach.

In the late 1920s Dali moved to Paris where he encountered the surrealists, a group of artist led by Andre Breton who were seeking to explore the unconscious

mind, dreams and the irrational. Inspired by their ideas Dali joined the surrealist movement in 1929 but his approach was vastly different from that of his peers. While many surrealists sought to embrace spontaneity and irrationality in their work, Dali combined their exploration of the unconscious with a meticulous almost scientific approach to technique.

One of Dali's most famous early works "The Persistence of Memory, 1931" is a perfect example of his innovative approach in this iconic painting. Soft, melting clocks drape over a desolate landscape creating an unsettling sense of time slipping away. The dreamlike atmosphere and the bizarre transformation of everyday objects into fluid almost organic shapes challenged traditional notions of time, space and reality. The painting has since become one of Dali's most recognizable works and an enduring symbol of surrealism.

Dali's technique was characterized by incredible precision and attention to detail. His hyperrealistic approach to rendering bizarre dreamlike scenes was what set him apart from many other surrealists. While his works often depicted fantastical imagery Dali's technical prowess ensured that they appeared grounded in reality adding to their sense of mystery and intrigue.

Themes of dreams, the subconscious and Freudian influence. One of the defining themes of Dali's work was his exploration of the unconscious mind, a concept he borrowed from Sigmund Freud, the famous psychoanalyst whose theories on dreams and repression had a profound impact on surrealist artists. Dali was fascinated by Freud's ideas and sought to incorporate them into his work using dreams, symbols and subconscious desires as central motifs. For Dali the dream world was a place of liberation where the constraints of logic and rationality no longer applied. His paintings often featured distorted, distorted forms and images that seem to emerge from the deepest recesses of the Mind. In addition to his iconic melting clocks Dali frequently depicted strange organic shapes such as elongated figures, distorted faces bizarre creatures that represented the complexity of the human psyche.

Another recurring motif in Dali's work was his use of symbolism. He often painted objects with specific personal or Freudian significance. For example, his famous "The Great Masturbator, 1929" explores themes of sexuality, fear and desire with distorted face representing Dali's own anxieties and sexual tensions. His works were filled with complex symbols that invited viewers to interpret the meaning behind each object and image.

Dali's eccentric Personality and Public Persona. While Dali's art was revolutionary his personality was just as flamboyant and unconventional known for his extravagant lifestyle Dali cultivated – an eccentric public Persona that was as much a part of his art as his paintings. He was notorious for his wild mustache which he shaped into elaborate curves as well as his eccentric fashion choices and bizarre behavior. Dali often embraced the role of the Mad genius. Theatrically playing up his eccentricity in interviews and public appearances he claimed to have a variety of unusual habits such as taking cold baths to stimulate his creativity and sleeping in coffin to encourage visions of death and afterlife. His dramatic flare extended to his personal life as well where he formed a deep lifelong partnership with his wife and muse Gala Dali who was often featured in his works. Dali's larger than life Persona helped cement his place in popular culture. His eccentricities made him a media sensation and he became a beloved figure in the world of art and beyond. He collaborated with a variety of creative fields including film, fashion and advertising further solidifying his status as a cultural icon.

Later life: Evolution of style and Legacy. In the 1940s and 1950s Dali's artistic style continued to evolve. Although he remained associated with surrealism he became increasingly interested in classical themes and forms. Often incorporating elements of Renaissance Art into his work he experimented with religious and mythological subjects creating paintings that combined his signature dreamlike imagery with more traditional compositions. During this time Dali also embraced new mediums including sculpture, lithography and even holography. His interest in Science

and Mathematics led him to explore concepts such as the forth dimension and atomic theory which were reflected in his later works. Dali's work in these years often retained the meticulous detail for which he was known but his subjects became more diverse moving from the purely surreal to the metaphysical and the scientific.

In 1982 Dali's health began to decline and he was hospitalized after suffering from a nervous breakdown. Despite his physical decline his creativity remained sharp until his death on January 23rd 1989 at the age of 84. He passed away in his hometown of Figueras leaving behind a legacy that would continue to influence generations of artists.

Legacy and influence. Dali's impact on the art world is immeasurable. His revolutionary approach to surrealism transformed the way we think about art. Dreams and the subconscious mind, his ability to blend technical mastery with absurdity and imagination paved the way for future generation of artists who sought to break free from traditional artistic constraints. Dali's works continue to be exhibited in major museums around the world including the Salvador Dali Museum in St.Petersburg, Florida, in the Dali Theater Museum in Figueras, Spain. His painting, sculptures and other works remain as relevant and captivating today as they were when he first created them. His influence can be seen across various fields from pop culture to advertising, to film directors like Alfred Hitchcock and Luis Bunell were inspired by Dali's dreamlike imagery. And his work continues to inspire artists, designers and filmmakers to this day. Salvador Dali's life and art remain a testament to the power of imagination and the boundless possibilities of the unconscious mind through his groundbreaking work in surrealism Dali challenged our understanding of reality and invited us to explore the mysteries of our own minds. His eccentric personality and dramatic flare only added to the mystique making him not just an artist but a cultural icon.

If you fascinated by Dali's work or if you experienced the Surreal Landscapes he created let us know the in the comments. Be sure to like share and subscribe for more

stories of incredible artist and their revolutionary contributions to Art. Thank you for watching and we'll see you in the next video.

Unit 8.
Ukrainian avant-garde.
Davyd Burlyuk. Art movements.

Davyd Burlyuk – the genius of Ukrainian futurism. His works were exhibited in the ASA Gallery and the Whitney Museum in New York, as well as in London at the gallery 35 Bury St. until now, often called “The father of Russian futurism”. So, Russian futurism had a Ukrainian father.

Burlyuk Davyd is a Ukrainian futurist, artist, poet, born in Ukraine near Lebedyn, Kharkiv region, in the family of an artist, of the Cossack family. In childhood Davyd lost one eye, which was replaced by a glass prosthesis. Ilya Repin said that he could not become an artist with such an eye. But Davyd did not listen to anyone and continued his artistic path.

He became a key figure of Ukrainian modernism. The headquarters of the first literary and artistic group of futurists “Gilea”, organized by Burlyuk, became an estate in the Kherson region (now occupied by the so-called Russia). He studied in Paris in the Atelier of Fernand Cormont, where he admired Courbet and Maurice Denis. He organized the “Stephanos” exhibition in Kyiv and Kherson. Then he joined the Moscow School of Painting and Sculpture where he was noticed by Mayakovsky. Upon meeting him he called Burlyuk: “Meet me, my friend, the crested man”. This impressed Burkyuk, who spoke with a noticeable Ukrainian accent and did not consider it a flaw. He was proud of his ancestors, scribes of the Zaporizhzhya army. “Ukraine has the most loyal son in me”. The yellow-blue color of his paintings is “deeply national”, according to his words. Burlesque is perhaps the main feature of his work.

During the revolution, he moved to Tokyo and then to America, where he was

active in art and writing. Moves to Manhattan with his family. The USSR typed refuse for publications and exhibitions and persistently tried to erase his name from the history of art.

Unit 9.
As Sotheby's celebrates
275 years,
a look at its past and its future

Last year art enthusiasts were left speechless when a painting by Banksy was left in tatters moments afterwards sold at Sotheby's for 1.4 million dollars. Turns out the subversive British Street artists had planted a shredder inside the frame. It was perhaps the most infamous sale held by the historic London auction house.

But for centuries Sotheby's has been at the crossroads of art and commerce selling off countless works for record sums. As the venerable firm marks its 270 fifth-year Roxana Saberi has a look at its past and its presence.

- At 8 million 500 thousand with a mix of suspense. Alex are we gonna come in congratulations.

So soaring prices and glamour Sotheby's has turned into one of the top fine art auction houses in the world but what's now a 4 billion dollar business in 40 countries at a very warm welcome to Sotheby's London putting on more than 400 auctions a year. Started with the sale of scarce second-hand books in London 275 years ago, the men, wielding the first gavel was Samuel Baker, a bookseller and the company's founder. Through the centuries sudden Business expanded from aristocratic libraries into jewelry estates and art.

- When I came to Sotheby's there were 120 employees.

Marcus Llanelli Sotheby's longest-serving employee joined the auction house in 1956 as a 16 year old trainee. Two years later he snuck into what turned out to be the biggest sale yet in a company's history.

- And the room was totally packed with celebrities, need I say.

Nearly 2 million dollars worth of painting gone in just 21 minutes.

- There was Sezan, Manet, Monet, Renoir and they were just web stunning pictures.

In recent decades Sotheby's has brought in record prices for other masterpieces classic and contemporary and it sold the private collections of icons such as Elton John, David Bowie and Jacqueline Kennedy Onassis. Oliver Barker has overseen some of Sotheby's most prestigious auctions.

-Ladies and gentlemen, a masterpiece by Jean-Michel Basquiat.

Like the 2017 sale of this painting by Jean-Michel Basquiat.

- Fair warning and selling, thank you, sir, for 98 million dollars. Thank you and congratulations.

This is an artist who was never collected by American institutions during his lifetime which tells you a lot about black American art as well. This felt like an absolutely transformative moment.

- 1 100 000, 1 200 000, one rain-free.

Parker says after more than 20 years as an auctioneer still gets nervous.

- You know, safety net and strange things can happen too.

Last year, when he sold a painting by the street artist Banksy for nearly a million and a half dollars and it started falling through its frame merging in shreds.

- I remember I achieve this alarm going off and subliminally just thinking out is that a fire alarm or you know, do we need to safely evacuate everybody in the audience from the room ultimately. I realized immediately if this had to be Banksy it had to be you know a stunt that he pulled basically.

Over the years Sotheby's has survived controversies in 2002 it was fined for colluding with the world's other leading auction house Christie's to fix commission fees. It's also been fighting the image that it's old-school and elitist.

- Can somebody like me who doesn't have a ton of money buy anything off of Sotheby's?
- Yes, absolutely, but you do need enough money to buy it.
- What is enough money?
- About 45 pounds is one possibility.

- So, I could buy something for 60\$?
- Yes, not very often, I have to say. Still anyone can look at the items up close before they hit the auction block at free exhibitions online bidding also helps the bees reach more people.
- We talk about now somebody's being a start-up, it's like 275 year old start-up that is abundantly true . Well, the world of auctions is transforming, Linell says. Their essence remains timeless.
- This items bring joy to people's lives.
- I do think they do, yes.
- Is that why this job brings joy to you?
- Oh, I'm sending to you sir for GBS this morning Saturday, Roxana Saberi, London.
- Thank you very much. Have you ever been to one of these auction?
- Oh my God, they are just exhilarating to sit there and I was over at Christie's and I attempted to make a bid on something with a tour friend it was not 60\$.
- I want to know what sold for 60\$ that somebody could actually seriously yeah and we hope proc Santa gets it yeah.
- I wonder Roxana get it on.

Unit 10.

Intellectual Property: Making the most of your ideas

Most businesses rely on bright ideas. Whether it's developing new products; having a great brand or creating eye-catching designs, your ideas are passport to business success. But how do you protect your ideas from being exploited by others? That's where Intellectual Property (or IP) law comes in. There are four main types of IP, each working in a different way: trade marks, copyright, design right and patents.

Let's start with trade marks. Trade marks are used by businesses to protect their brands. You can register a trade mark in

the UK, across Europe or further afield to apply to a name, a logo or both. Trade marks can be a valuable long-term asset for your business – they only need renewing every ten years.

Then there's copyright. Copyright automatically exists in things like documents, photos, maps, plans and websites. If you create any of these in your business, they are already protected by copyright for free. It is good practice to use the copyright symbol on anything you have created and keep good records of when and how they were created. Your copyright will last for up to 70 years after your lifetime, so it's another long-term asset. If you pay someone else to create something for you or your business, they will own the copyright unless it is explicitly transferred to you in writing.

If people buy your products because of the way they look – for example furniture, jewellery or clothes – you need to think about design rights. Registered design rights needn't be expensive and can cover the UK and abroad. Even if you don't register your designs, you may have unregistered design rights that are free and automatic. So your business may already own rights you didn't even know about.

Finally, if you invent a new product (or a new process) you should think about patents. Patents can last for up to 20 years, and registering a patent can be a pretty complicated and expensive process. That said, they may be a really good investment for your business so it is worth seeking proper professional advice.

We can guide you towards help on all these types of IP. Just have a look at the Business Wales website or phone 03000 60 3000 and ask help. It may be the best bright idea you've ever had!

Unit 11.
Can AI dream?
Artist Refik Anadol
believes the answer is yes

In recent months we've spent plenty of time focusing on the mysteries of artificial intelligence but nothing quite like this. With Luke Burbank "Seeing is believing".

Last fall if you were one of the people attending the prestigious Summit of the Future at the United Nations, chances are you also saw a truly unique piece of art something pulsing and swirling and essentially living. The creation of Refik Anadol, powered by artificial intelligence.

I think AI is inhuman but I think AI is a mirror for humanity. So we just invent a mirror and this mirror has an intelligence reasoning. So it will be like a very interesting journey for humanity. That mirror, as he calls, it is large nature model coral which uses an AI algorithm to draw on over a 100 million photographs of coral to hallucinate a series of new totally original coral images. As his work creates new digital coral he hopes to draw attention to the coral die-off worldwide. It will be a painful process most likely for the humanity in general when we are all transparently in front of the mirror with AI.

If that idea that artificial intelligence can be a living mirror sounds kind of out there, well, then welcome to the world of Refik Anadol where big ideas lurk beneath bigger-than-life art installations. His work *Unsupervised Machine Hallucinations* was the first generative art ever acquired by the Museum of Modern Art in New York.

We train AI on 138,000 older artworks at Museum of Modern Arts archive and let AI never ever replicate existing artwork in the archive but find a way a new vocabulary, a new language, a new type of art. And to do that even we work like two years to let AI not to show us real things but hallucinate and dream. So it's possible to use AI to literally create these dream machines which is the opposite of what they are designed for.

Anadol's mother who's from Turkey says she was shocked literally by an exposed wire during one of his early experiments with technology. She explains Refik would dismantle things and then try to put them back together sometimes successfully sometimes not.

When Anadol arrived in LA from Istanbul in 2012 as a student at UCLA he expected the Los Angeles skyline to be something out of the film *Blade Runner*. I arrived so late 2:00 a.m. Apparently, at that time the buildings just shut down the lights. I didn't see the LA, I was looking for, I saw

something dark. But that was the night I believe that one day, I hope, I can just give a life through this beautiful like buildings and facades like the *Blade Runner*. Let the building dream remember and just hallucinate.

Fast forward a decade and Anadol's dreams are a reality. Whole buildings are his canvas from the Las Vegas sphere to Casa Batllo in Barcelona and Walt Disney Concert Hall in Los Angeles now his adopted hometown. And soon Anadol hopes to open his own museum in downtown LA called Dataland.

Dataland is a place where we interact with data. Touch, taste, learn, hear, watch data. It's making invisible visible inventing a new medium of storytelling, inventing a new ways of communicating with AI, with data, something we don't see but we know that exists. That type of like new worlds to explore and, and to discover. The space will feature AI dreams of the disappearing Amazon rainforest and AI generated aromas of flowers that don't actually exist yet. We typed exactly the scientific names of the flowers to be sure that AI understands their type, their color, their form and shapes and then AI can connect them together to make this AI dream of all the flowers of Amazonia. How long is this? Basically no end. It can dream all these flowers many many times in different forms and shapes. It can be infinite.

All of this could cause one to ask the question if the only thing dreaming bigger than artificial intelligence just might be Refik Anadol himself.

Unit 12.

The case for Andy Warhol / The art Assignment

So you've heard of Andy Warhol and you know he did the soup cans and the portraits, but today I want to tell you why his work really is interesting and worth your consideration. Here's the case for Andy Warhol.

You know him to look like this, but Andrew Warhola was born in Pittsburgh to Slovakian immigrant parents and started out

looking like this. He grew up sickly and spent a lot of time at home drawing with his mom, but he eventually escaped to New York. After graduating from Carnegie Tech in 1949, he changed his name and quickly became a success as a commercial illustrator. He developed a signature technique that allowed him to trace and copy images and create a delicate blotted line. It was an early instance of his affinity for automation or finding other people or processes that do the work for and with him. He was determined to make it in the field of so-called fine art and started shopping for a way in.

Instead of making art for advertisements, he started making advertisements as art, choosing subject matter that would find traction with the emerging field of pop art. He made paintings of Coca-Cola, S&H Green Stamps, and of course, Campbell's Soup cans. He saw these things as a common language, saying, "What's great about this country is that America started the tradition where the richest consumers buy essentially the same things as the poorest." And it wasn't about the individual things so much as the sheer abundance of things, which reflected the spread of mass manufacturing and growing post-war American consumer culture.

Warhol started out using rubber stamps and stencils to make these paintings, but soon landed on silk screening as a way to speed things up. He created his well-known "Factory" and set to work with assistants rolling out product after product, displaying them in warehouse-like arrangements. He was also interested in products of the human variety and started making paintings of celebrities, reproducing images from publicity stills, newspapers, and magazines, making shrewd commentary on the celebrity as commodity.

There are a number of subjects that recur in Warhol's work: shoes, products, money, celebrities, rich people, disaster, death, himself. But these weren't just Warhol's obsessions; they are deeply reflective of the culture of the time.

If you ascribe to the theory that the 20th century was the American Century, then Warhol's work takes on even more importance. His work starts the development of our obsession with fame and questions the growing commercialization and uniformity of most areas of American life.

Warhol was an extremely astute business person who formed his first corporate entity, Andy Warhol Enterprises, in 1957, and he never really stopped working for hire. He made thousands of commission portraits, the first of which was this one of art collector Ethel Scull, based on photos taken by a machine or rather a photo booth.

By the 1970s, commission portraits were a solid chunk of Warhol's income. Anyone could have their portrait made for \$25,000, with additional canvases available at discounted rates. Along with his services, Warhol was also keen to trade on his own image, creating numerous self-portraits throughout his career and offering himself up for endorsements. And of course, Warhol was not just an artist, but also a filmmaker, band manager, magazine publisher, and TV producer who fearlessly explored and embraced new media from the 1950s until his untimely death in 1987.

Warhol was a shape-shifter, always open to the new, always innovating and always reflecting the time. Like Jay-Z, but far earlier, he understood that to be an artist in a market economy meant not being a businessman, but being a business, man. And he turned himself into a globally recognized brand. People debate whether Warhol defined an ad-driven, factory-made

culture or was defined by it, but his work remains important because what mattered to Warhol proved prophetic. People called him a sellout, but by laying bare the relationship between commerce and art, Warhol nullified the very idea of a sellout, and in the process made possible the work of Jeff Koons, Shepard Fairey, and so many contemporary artists.

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АНГЛІЙСЬКА ДЛЯ МИТЦІВ ТА ДИЗАЙНЕРІВ
У ВИКОРИСТАННІ**

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