

Brief History of Art and design

20th-21st century

O5 CONCEPTUAL AND RADICAL DESIGN AND ART

(1965–1980)

KEY

for English lesson



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LAMU
LIEPĀJAS MŪZIKAS,
MĀKSLAS un DIZAINA
VIDUSSKOLA

SUPŠ:UH

Empower ED

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LISTENING

KEY

1. **Exquisitely - P.** Created or depicted in a detailed and skilful manner
2. **Rendered - A.** To create or represent something in a particular way
3. **Monumental - D.** A work of art that is very large or impressive in scale
4. **Composition - I.** The arrangement or organization of different elements in a piece of art
5. **Abstracted - H.** Involving an idea or concept rather than the physical form
6. **Perfunctory - N.** A quick or mechanical action, lacking deep effort or attention
7. **Ephemeral - G.** Lasting for a very short time
8. **Documentation - T.** The way in which different parts of a whole fit together or are organized
9. **Pragmatism - Q.** Related to the principles or practices of practical, real-world approaches
10. **Structure - S.** A work or object created with a specific plan or design
11. **Context - K.** The background or situation in which something occurs
12. **Illustration - J.** A visual explanation or representation of something, often used in art
13. **Conceptual - C.** A style that emphasizes the importance of ideas rather than physical execution
14. **Perceptual - L.** The way you perceive or understand something through your senses
15. **Gallery - B.** A place where art is exhibited
16. **Activism - O.** A movement or activity aimed at bringing about social or political change
17. **Authenticity - E.** The quality of being true and real, not fake or imitated
18. **Aesthetic - M.** The appearance or style that makes something beautiful or artistic
19. **Technique - F.** A way of doing something with a particular method or skill
20. **Utopian - R.** A temporary or short-lived piece of work or event.

AFTER

Answers

1. False
2. True
3. True
4. False
5. True
6. False
7. True
8. False

- 1. What is the name of the artist who created the painting of a lush garden featured in the museum?**
 - Santiago Rusinol
- 2. Which historical event is depicted in Picasso's famous painting in the museum?**
 - The bombing of the village of Guernica during the Spanish Civil War in 1937
- 3. What kind of artwork did Joseph Kosuth create, and what was its main feature?**
 - Conceptual art; it featured a picture of a chair and a dictionary definition of a chair.
- 4. What year did Joseph Kosuth create the artwork discussed in the video?**
 - 1965
- 5. What did Sol LeWitt say about conceptual art in relation to the importance of the idea behind the artwork?**
 - Sol LeWitt explained that in conceptual art, the idea or concept is the most important aspect of the work, and the execution is a secondary, perfunctory affair.
- 6. How did Vito Acconci challenge himself in his 1969 piece?**
 - He followed randomly selected passing people until they entered a private space.
- 7. What type of materials were commonly used in conceptual art, according to the video?**
 - Materials like maps, diagrams, photos, books, and sometimes ephemeral materials were used.
- 8. Who was the artist that created a "ready-made" art piece in 1913 by attaching a bicycle wheel to a wooden stool?**
 - Marcel Duchamp

READING

Key

ANSWERS:

3. B) The concept or idea behind the artwork
4. C) 1960s
5. B) Sol LeWitt
6. B) Joseph Kosuth
7. C) The thought process and method of production
8. C) Fountain by Marcel Duchamp
9. B) It provides a record of the early years of conceptual art
10. C) Works that do not produce a finished object, such as performances or written descriptions

GAP-FILL EXERCISE (CLOZE ACTIVITY) – ANSWER KEY

idea, 1960s, movement, painting, thought process, Marcel Duchamp, commercialized, execution, performance

MATCHING EXERCISE – ANSWER KEY

1D / 2C / 3A / 4B

WRITING

KEY

WRITING TASK 1: OPINION ESSAY

“Is Conceptual Art Really Art?”

Conceptual art has sparked much debate about what constitutes “art.” Traditionally, art has been defined as something visually pleasing, such as painting or sculpture, where the emphasis is on the aesthetic experience. However, conceptual art challenges this by focusing on the idea or concept behind the work rather than its visual form.

In conceptual art, the artist’s intention is paramount. Works like Marcel Duchamp’s *Fountain*, a urinal displayed as art, question the very definition of art. While traditional art often emphasizes beauty and technique, conceptual art prioritizes intellectual engagement and personal interpretation.

Some argue that art should always be aesthetically pleasing, but I disagree. Art’s value lies in its ability to provoke thought and communicate deeper meanings, not just to please the eye. Conceptual art often challenges societal norms and explores complex ideas, which can be just as important as traditional forms of art.

For instance, *One and Three Chairs* by Joseph Kosuth presents a chair, a photograph of the chair, and a dictionary definition of the word “chair,” prompting the viewer to consider the relationship between an object, its representation, and its meaning. This work is undoubtedly art because it invites intellectual reflection.

In conclusion, conceptual art is a valid form of art that challenges traditional norms and encourages deeper exploration of ideas.

WRITING TASK 2: CRITICAL REVIEW

“A Conceptual Art Exhibition Review”

The *Ideas and Objects* exhibition, held at the Modern Art Gallery in New York, presents an intriguing collection of conceptual art that pushes the boundaries of what we consider art. The exhibition features a range of thought-provoking works that challenge traditional definitions and invite viewers to reconsider the relationship between art and concept.

One standout piece is *Invisible Line* by Anna Smith, which consists of a single piece of string placed on the floor, barely visible to the naked eye. The artist’s statement suggests that the line represents the unseen barriers that divide people in society. Another compelling work is *The Empty Frame* by John Miller, which features a picture frame with no image inside. It encourages reflection on the idea of absence and the concept of what is left out of art.

While some works felt confusing and required significant explanation, others were inspiring in their ability to provoke new ways of thinking about art. The exhibition is certainly not for everyone, as it challenges conventional expectations, but it is undoubtedly thought-provoking and worth a visit. I would recommend it to anyone open to exploring the intellectual side of art, though it may leave some viewers feeling perplexed.

WRITING TASK 3: LETTER TO A GALLERY

Dear Gallery Director,

I am writing to express my interest in displaying my conceptual artwork at your esteemed gallery. My piece, titled *Voices Unheard*, consists of a series of empty soundproof boxes arranged throughout the gallery space. Each box represents a marginalized voice in society, and the silence within them speaks to the lack of attention these voices receive in the public sphere.

I believe my work aligns with your gallery's mission to showcase thought-provoking, contemporary art that challenges societal norms and sparks conversation. The idea behind my artwork encourages viewers to reflect on the issues of inequality and the power of silence, which I think resonates with the critical and intellectual spirit your gallery supports.

In today's world, conceptual art is vital because it stimulates important discussions about culture, identity, and societal issues. It moves beyond aesthetics to engage with the complexities of modern life, which I believe is essential for art's relevance in our time.

I would be honoured to have my work displayed in your gallery and look forward to the opportunity to contribute to the ongoing dialogue in contemporary art.

Sincerely,

VOCABULARY

Answer Key

1. Concept – R
2. Idea – L
3. Representation – G
4. Meaning – U
5. Interpretation – P
6. Intellectual – Y
7. Provocative – C
8. Challenging – W
9. Symbolism – Z
10. Metaphor – N
11. Absence – I
12. Critique – J
13. Context – A
14. Non-traditional – F
15. Aesthetic – M
16. Medium – B
17. Installation – Q
18. Minimalism – K
19. Perception – V
20. Expression – O
21. Narrative – X
22. Re-contextualization – D
23. Abstract – S
24. Interactive – T
25. Emotional – H
26. Interdisciplinary – X
27. Subversion – E
28. Experience – F
29. Viewer – A
30. Innovation – T