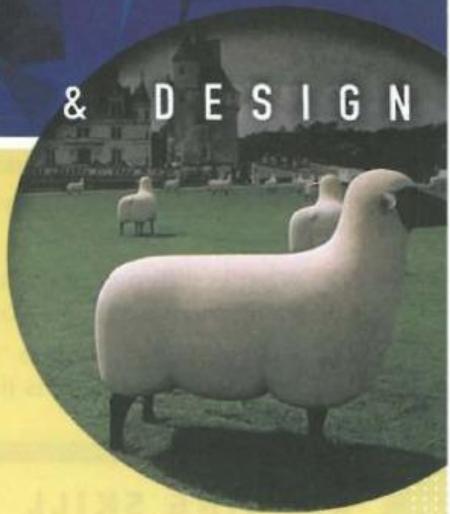


3

In the Public Eye



In this unit, you will

- read about some public art exhibits and the issues they raise for artists and communities.
- review identifying main ideas vs. supporting details
- increase your understanding of the target academic words for this unit.

READING SKILLS Skimming and Making Predictions

Self-Assessment

Think about how well you know each target word, and check (✓) the appropriate column. I have...

TARGET WORDS	never seen the word before	seen the word but am not sure what it means	seen the word and understand what it means	used the word, but am not sure if correctly	used the word confidently in either speaking or writing	used the word confidently in both speaking and writing
AWL						
comment						
criteria						
ethnic						
fund						
goal						
guideline						
inspect						
interpret						
legislate						
mutual						
ongoing						
policy						
rational						
topic						

 Oxford 3000™ keywords



Outside the Reading What do you know about art and design? Watch the video on the student website to find out more.

Before You Read

Read these questions. Discuss your answers in a small group.

1. Have you been to an art gallery or art museum? What did you like or not like about that experience?
2. What is different about the experience of seeing art outside, compared with going to an art gallery or museum?
3. How would you define “public art”? What types of things would this include? What, do you think, is its purpose?

READING SKILL**Skimming and Making Predictions****LEARN**

Pre-reading skills can help you read more quickly and understand important ideas more completely. One important pre-reading skill is skimming for main ideas and making predictions. “Skimming” means reading quickly, looking for important ideas, but not focusing on every word you see, and not reading entire sentences.

APPLY

Follow these steps to preview and make predictions about “Art Attack” on page 36.

First, read the title and the subtitle and look at the photograph. Write a guess about the topic of the reading.

I think this article will be about _____.

Second, read the first paragraph and the last paragraph. Do you think your first guess was correct? If not, write a new guess, or add more specific information to your first guess.

I think this article will be about _____.

Next, look at the headings (the words in capital letters) that begin each section of the article. *Don't read the paragraphs—only the headings.* For each heading, think of one or two questions that you think the section might answer. Try to ask about the most important ideas you think each section might discuss.

Heading 1: Public Art versus Museum Art

Question 1a: *How do public artworks differ from museum artworks?* _____?

Question 1b: _____?

Heading 2: _____

Question 2a: _____?

Question 2b: _____?

Heading 3: _____

Question 3a: _____ ?

Question 3b: _____ ?

Finally, make a guess about the main idea of the article.

Main idea: _____

As you read the article, think about the questions you thought of. How well did you anticipate the information in each section?

Read

The introduction and following article are about public art.

Public Art Controversies

Cities invest in public art to attract tourists and add interest to their streets, but public art often causes controversy.¹ For example, consider Seoul, South Korea, which instituted a **policy** that builders of large projects had to pay for a public art piece. Many residents were not pleased with some of the resulting art. Although the **guidelines** were recently changed, the unpopular sculptures remain, and there is an **ongoing** debate about what to do with them.

Even the extremely popular Cow Parade has been a **topic** of controversy in a few areas. Since 1999, fiberglass² cows have been installed temporarily in over 50 cities worldwide. The cows are decorated in different ways—painted with bright colors, dressed in **ethnic** clothing, or covered with mirrors or flowers by local artists—and then auctioned off to raise money for charity. But some residents have questioned whether the cows are really art; they think the animals look cheap or are not in good taste, and some have objected to the decoration of particular cows.

The following article was written in response to a controversy about a public sculpture in Phoenix, Arizona. Before the sculpture went up, many citizens felt that the city shouldn't spend



"Her Secret Is Patience," Phoenix, Arizona, USA

\$2.4 million on the project, and for a while it looked like the city might back out.

Since it was completed, the work, called "Her Secret Is Patience," has earned several awards and has been well received by the local residents. It's a large transparent³ structure that appears to float above the city. The artist, Janet Echelman, says it "makes visible to the human eye the patterns of desert winds." During the day, the piece casts patterned shadows on the ground. At night, its bright colors slowly change through the seasons. Echelman has a number of public art pieces in many cities, including Richmond, British Columbia; Porto, Portugal; Madrid, Spain; and Rotterdam, Netherlands.

¹ controversy: disagreement

² fiberglass: a plastic material that includes glass fibers

³ transparent: clear; see-through

Art Attack

Public installations have been angering residents ever since the Parthenon went up in Greece.

Ah, public art. The very words suggest committee battles and last-minute vetoes. But if you think people are usually arguing over how these artworks actually look or what they represent, think again. In most cases what upsets people is location, durability,⁴ safety, effect on property values, traffic patterns, how to **fund** the project, and other logistical issues, says Bob Lynch, president and CEO of a nonprofit organization that oversees public arts programs.

PUBLIC ART VERSUS MUSEUM ART

In 1999, San Diego public arts administrators rejected a proposal for a sculpture built from boat scraps⁵ because residents thought it would be too weird for the proposed location downtown. So the artist, Nancy Rubins, took her work to a museum a few miles away, and it quickly became a hit. "It's been used extensively in articles and travel magazines. It has become a favorite image of the area," says Denise Montgomery, spokeswoman for the Museum of Contemporary Art in nearby La Jolla. The arrangement had **mutual** benefits for the public and the museum. But Robert Pincus, art critic for the *San Diego Union-Tribune*, is quick to point out why: "Now people don't complain about it. Part of the reason they don't is that it's on museum grounds. Museums can do what they want. But if it was out in public, they'd be outraged."

CAUSES OF CONTROVERSY

It could be that in modern times, artists are finding it harder to make a statement. Many artists have used art to try to surprise or shock people. But Kim Babon, a sociologist of art at Wake Forest University who studied hundreds of people's reactions to sculptures, found that context, not content, is what people care about the most. "People were concerned with the way art fits in the urban environment," comments Babon. What it comes down to is the flow of

daily life: does a sculpture in a plaza break your routine by forcing you to take a different route to work? Does it break a city's routine by reducing use of a parking lot or park? And, just as important, does it break your visual habits or associations with a certain space? Babon says that people learn to care about a place because it has a particular meaning or because they use the place for a particular purpose. If an artwork seems to conflict with the meaning of the place or if it interferes with the way they use it, they are not happy.

LESSONS WE'VE LEARNED

If history reveals anything, it's that the art often outlives the controversy it creates. A senator once complained about some modern buildings making his city look cheap, and the architect was jailed. Lynch says all kinds of people wrote negative **comments** about how the city was wasting money on extremely ugly, distasteful objects. This senator lived in Athens almost 2,500 years ago, and was complaining about buildings such as the Parthenon! Now just try imagining Athens without the Parthenon and the other buildings on the Acropolis.



The Parthenon, Athens, Greece

The same goes for the Eiffel Tower and Pablo Picasso's 1967 Chicago sculpture. Interestingly, Picasso's was privately **funded**, meaning that the city's money was not involved, but the work still caused controversy. Both works occupy prime spots on public land and

⁴durability: ability to last or stay in good condition

⁵scraps: small pieces

were widely disliked at the time they were built. Nowadays, however, both are easily recognized symbols of the cities where they are located and don't seem the least bit controversial. Scandal 115 may have propelled them to fame, but over time something else kicked in: people got used to them and eventually grew to love them.

According to some public arts administrators, one way to reduce controversy is 120 to involve the public in the decision process, so the space is used in the way that appeals to the most people. Another trend is integrating public art into the surrounding space. Artists are expected to consider the use and appearance of 125 the area in their designs. Gone are the days of "plop art," when works were erected by a select

group of experts without considering public opinion. Increasingly, public art is designed by architects with the **goal** of blending 130 harmoniously with buildings or planned spaces. Of course, if art is forced to meet rigid **criteria**, the risk is that it could become merely decorative. And the worst artistic offense of all, says Pincus, is blandness. Janet Echelman, a 135 well-known public artist, says controversy is a good thing. "It's good for art to make us think, to give us a shared experience that creates a dialogue, makes us talk to each other, including strangers." So whether they call it unsightly or 140 elegantly beautiful, at least there'll be something to whisper about. The stranger the better? ■

Reading Comprehension

Circle the best answer to the questions. Skim the article to help you find the answers.

1. What is the public-art debate in Seoul about?
 - a. How to fund art projects
 - b. The location of public art projects
 - c. What to do with unpopular public art
 - d. How much to spend on public art
2. What was the controversy about "Her Secret Is Patience"?
 - a. The size of the project
 - b. The price of the project
 - c. The location of the project
 - d. The appearance of the project
3. What did Nancy Rubins do when her public art sculpture was rejected?
 - a. She moved it to a museum.
 - b. She moved it to a different country.
 - c. She destroyed it.
 - d. She changed it.
4. What most often upsets people about public art?
 - a. It's shocking.
 - b. It's unattractive.
 - c. It causes problems with traffic.
 - d. It changes a place they care about.

5. How are cities making public art less controversial?

- They are asking residents for their opinions about future projects.
- They are assigning a panel of experts to choose the work.
- They are trying to put up bland art.
- They are telling residents, “The stranger the better.”

REVIEW A SKILL Identifying Main Ideas vs. Supporting Details (See p. 20)

Review Reading 1. What is the main idea of each paragraph? Which details support each main idea? Write your answers in your notebook.

Vocabulary Activities **STEP I: Word Level**

A. Match each word on the left with its meaning (or meanings) on the right. For the words with more than one meaning, circle the meaning that is used in Reading 1. Compare your answers with a partner.

— 1. ongoing	a. rules
— 2. fund	b. to mention (v), statement (n)
— 3. ethnic	c. to finance (v), money (n)
— 4. goal	d. objective
— 5. guidelines	e. in progress, incomplete
— 6. topic	f. subject
— 7. mutual	g. national, racial
— 8. comment	h. shared

B. Read these sentences about city public art programs. For each sentence, cross out the one word or phrase in parentheses with a different meaning from the other three choices. Compare your answers with a partner.

- Many cities have (*continuing / ongoing / momentary / long-term*) public art programs that produce new works on a regular basis.
- Some cities have a (*rule / policy / law / limit*) requiring that a certain percentage of the budget be used to fund public art.
- In order to receive government support, proposals must follow certain (*guidelines / styles / rules / specifications*) for public art.
- Local governments use many different (*factors / resources / considerations / criteria*) when deciding what public art projects to fund.
- The (*problem / goal / aim / purpose*) of local government is to (*fund / enable / support / repair*) new public art projects that provide opportunities for community involvement.
- Public art projects are successful because local government and members of the community feel a (*common / ongoing / mutual / two-way*) responsibility to keep them clean and attractive, so the two groups cooperate in maintaining them.

7. Some public art (*comments on / refers to / speaks to / covers up*) problems in the local area, while other exhibits have no political message.
8. Some public art promotes understanding of and respect for diversity. For example, an artwork can express (*cultural / ethnic / national / selfish*) pride.

C. Read this passage about the different kinds of public art and their significance to local communities. Fill in the blanks using the target vocabulary in the box. The synonyms in parentheses can help you.

commented	funded	mutual	topic
criteria	goals	ongoing	
ethnic	guidelines	policy	

People have different viewpoints when they discuss the _____ of public art. However, the most important _____ for deciding whether something is public art are its availability and accessibility to the community.

Sometimes, city government requests a public art project. Often, cities have a "percent for art" _____ with _____ showing how to use a certain percentage of the budget for art. Some public art projects are initiated by artists. The artist decides on a _____ for a project and then convinces the community and a sponsor that it is a worthwhile project.

In other cases, public art projects are started by communities that want to improve the appearance of their neighborhoods, for example by using _____ art to celebrate the culture of local residents.

Public art has many different forms and functions, both when it is created and in its _____. A mural is a good example. Some cities have _____ more murals than any other kind of public art project. Murals are painted in many places, including on walls, bus shelters, and even trash cans.

No matter where it is located, however, a mural has far-reaching effects. Glenna B. Avilaan, an arts program director, has _____ that murals are about the _____. _____ respect and affection between people and their cities, with artists from the community taking responsibility for their visual and physical environment, and, in the process, changing neighborhoods, decreasing vandalism, and creating new artists in the community.

Criteria is the plural form of *criterion*. The plural form is far more commonly used than the singular form.

Criteria means “the standards that you use when you make a decision or form an opinion.” For example, to decide what kind of car to buy, the usual criteria are price, size, gas mileage, safety, and whether it has extra things you might want, like a satellite radio.



D. Work in a small group to decide the three most important criteria for deciding these things.

1. the kind of apartment or house you want to live in

2. the kind of person you would like to be friends with

3. the best kind of animal for a pet

4. the best modern athlete

5. the most important invention of all time

Vocabulary Activities **STEP II: Sentence Level**

E. Read these sentences about art in Dubai. Rephrase them in your notebook using the target vocabulary in parentheses.

1. The Dubai International Financial Center pays for Art Dubai, an art festival whose main purpose is to provide cultural programming and support for the arts in the Middle East. (*fund, goal*)

The Dubai International Financial Center funds Art Dubai, an art festival whose main goal is to provide cultural programming and support for the arts in the Middle East.

2. Artists from many different cultural backgrounds participate in the festival; one gallery manager said she likes to feature artists of diverse backgrounds and works of different media. (*ethnic, comment*)

3. The festival's Global Arts Forum explores issues that are of interest to the Middle East, North Africa, South Asia, and the rest of the world. (*topic, mutual*)

4. The festival takes place in the spring, but planning and preparation continue throughout the year. (*ongoing*)

To *fund* means “to give money for a project or a business.” A *fund* is an account that exists to give money to a certain person or purpose. *Funds* (plural only) is a synonym for money. *Funding* is money that a project or organization receives to help with its work.

City governments often **fund** public art projects.

Many cities have a special **fund** for public art projects.

Many organizations that produce public art have *limited funds*.

These organizations rely on **funding** from charitable organizations and local government.



F. In your notebook, restate these sentences so that they include a form of *fund*. Share your sentences in a small group. How many different ways were you able to use *fund* in each case?

1. A new public art display in Shanghai is sponsored by the Shanghai Cultural Development Foundation and Shanghai Urban Sculpture Committee Office. The exhibit includes more than 200 sculptures by 70 artists from around the world.
2. Even people who don't have any money for artistic entertainment can see the display because it is free.
3. Liu Jianhua, a sculpture professor at Shanghai University, is pleased to see that the government is now providing financial support for public art.
4. In the past, Liu commented that there have not been many sculpture displays in town due to insufficient space and money.
5. If this show is successful, perhaps the government will create an account to generate money for public art.
6. Government contributions would certainly help the city to improve the quality of its public art.

G. Read the explanations and descriptions of public art in Activities B and C. Imagine that you are a journalist who is going to interview your local city government about its policy for funding public art, the history of public art in your city, and current public art displays. Prepare interview questions using the cues provided. Then role-play the interview with a partner.

1. which/criteria

Which criteria do you use to evaluate proposals for public art?

2. what/fund
3. do/ethnic
4. what/topic
5. what/guidelines
6. who/policy
7. what/goal
8. when/ongoing

Before You Read

Read these questions. Discuss your answers in a small group.

1. Have you ever seen art that you did not think should be considered art? Why did you think so?
2. Who should make decisions about what is art? What criteria should they use?
3. Is it possible for art to be bad, or must anything that is considered art also be considered good art?

READING SKILL**Skimming and Making Predictions****APPLY**

Follow these steps to preview and make predictions about Reading 2.

First, read the title and look at the picture. Write a guess about the topic of the reading.

I think this article will be about _____.

Second, read the first paragraph and the last paragraph. Do you think your first guess was correct? If not, write a new guess, or add more specific information to your first guess.

I think this article will be about _____.

Next, look at the first sentence of each paragraph. *Don't read the whole paragraph—only the first sentence.* For each sentence, think of one or two questions that you think the paragraph might answer and write them in your notebook. Try to ask about the most important ideas you think each paragraph might discuss.

Paragraph 1: Who does not like the street art?

Finally, make a guess about the main idea of the article.

Main idea: _____

As you read the article, think about the questions you thought of. How well did you anticipate the information in each paragraph?

This article is about another form of controversial art.

One Person's Vandalism Is Another One's Art

BY LENORE COSTELLO

Some call it a plague and an eyesore; others consider it an expression of their basic rights. Some of it has deep political meaning, while some is a word or two written quickly in permanent marker. And it can be found all over cities around the world: on rooftops, bridges, the walls of abandoned buildings. Graffiti and street art have been highly controversial forms of expression for decades, hated by art snobs and building caretakers alike. The people who complain about it the most, however, are the city officials who clash with artists and taggers over their creations. Interestingly, this battle has done nothing to lessen street art's popularity. And now, some experts say, that popularity could do what city officials couldn't: threaten the very essence of this short-lived art form.



A graffiti artist

What exactly are street art and graffiti? For the graffiti artists, the **goal** is to "tag," or write their name, on the most places. Extra respect goes to those who get their tag on hard-to-reach

spots, like billboards and the tops of high buildings. "If there are two graffiti artists, they will compete for fame. They might never meet, but they compete because they see each others' names so much," said graffiti artist BG 183 of Tats Cru, a group of professional muralists.

Street art, on the other hand, usually has a political or social message and aims to encourage the viewer to think and **interpret** ideas. Although street art is usually illegal like graffiti, many consider it an alternative art form, valuable to the community at large.

"Street art will only hit certain areas—rich areas—next to museums or galleries where people with money will see and notice it. They don't go to tunnels or the side of a highway. They won't risk getting caught," said BG 183.

"Graffiti is used in the broader sense, and street art is sometimes classified as a subset of graffiti," said Dave Combs, co-creator of the street art *Peel Magazine*. But, he continued, while some graffiti artists are partly motivated by committing destruction or vandalism, "for the most part, people who do street art do it to create something new and meaningful and beautiful for the person viewing it."

City councils, though, often do not share that view or distinguish much between street art and graffiti. They see both as a public annoyance that damages the quality of life in neighborhoods and communities, and they worry that any form of illegal street art makes vandalism seem acceptable and lowers property values. To fight it, cities paint over walls, arrest or ticket graffiti artists, and even pass **legislation** forbidding anyone less than 21 years old to carry spray paint. However, some cities

60 have a different approach. São Paolo, Melbourne, and Taipei have established areas where graffiti is legal, hoping to allow artistic expression while discouraging vandalism.

INTO THE MAINSTREAM

While efforts to combat street art continue, its 65 acceptance seems to be growing in the cultural world, which may not be good for "real" street art. As its acceptance has grown, street art has started showing up everywhere. There are books about the **topic**, it is the main focus of magazines, 70 and blogs display daily photos of street art from more and more cities around the world. A city's well-known street art appears in guides for tourists. Visitors to Berlin can even take a class on street art as they study local examples.

75 Some artists have stopped limiting themselves to using the streets as a canvas and begun using actual canvases, which then sell in galleries for high prices. Street art has been featured in world-renowned museums and gallery shows. 80 Banksy, the world's most famous street artist, has sold individual pieces for tens of thousands of pounds, and celebrities are buying works by street artists from Brazil and Japan. Thousands of visitors came to **inspect** the work in a 2011 85 street art museum exhibit in Los Angeles while neighbors complained that because of the exhibit, more graffiti was appearing on nearby

walls. Major companies pay graffiti artists to do advertisements for them. They spray-paint cars, 90 soft drinks and shoes on walls and plaster up posters with a street-art aesthetic.¹

ARTISTS VS. STREET ART

As street art moves more into the mainstream, some critics fear it will lose its 95 essential edginess. "The Splasher," an unidentified person or group of people, splashed paint on a number of works by famous street artists from late 2006 to 2007. Believing that street art had become too commercial and mainstream, the Splasher felt the only way to 100 counter it was through destruction.

But many feel that the popularity of street art is going to lead to its disappearance without any destruction necessary. The argument is that street art is a fad, and that people spending 105 large sums for it today are going to regret it in the future when they realize the work has no lasting value. After all, street art is not supposed to be permanent—it is meant to be washed away by the elements, painted over, or built on top of. 110 It is created quickly and often deals with current and local issues. All of these aspects, say critics, mean that the art loses its aesthetic value when taken off the streets, and that it is **rational** to assume that such art will lose its economic value 115 when it goes out of style. ■

¹ **aesthetic:** related to beauty and visual style

Reading Comprehension

Circle the best answer to the questions. Skim the article to help you find the answers.

1. What is the goal of graffiti artists?
 - a. To send a political message
 - b. To have people think about ideas
 - c. To write their names in the most places
 - d. To create something beautiful
2. According to BG 183, where do people create street art?
 - a. Tunnels
 - b. Places rich people will see it
 - c. Museums
 - d. Sides of highways

3. Why don't city councils like street art?
 - a. It's too commercial.
 - b. It's a fad.
 - c. It lowers property values.
 - d. It's too expensive.
4. Why did "The Splasher" destroy street art?
 - a. The Splasher thought it was too mainstream.
 - b. The Splasher thought it didn't have lasting value.
 - c. The Splasher thought it was vandalism.
 - d. The Splasher thought it damaged the quality of life.
5. What do some critics say about buying street art?
 - a. It's a good investment.
 - b. It's going to be washed away by the elements.
 - c. It's too mainstream.
 - d. It's going to lose its value when it goes out of style.

Vocabulary Activities | STEP I: Word Level

Word Form Chart			
Noun	Verb	Adjective	Adverb
inspector inspection	inspect	_____	_____
_____	_____	mutual	mutually
rationalization	rationalize	rational irrational	rationally
legislator legislation legislature	legislate	legislative	_____
ethnicity	_____	ethnic	ethnically

A. Fill in the blanks with a target word from the chart in the correct form. Use your dictionary to help understand new words. Compare answers with a partner.

1. There has been a big increase in the amount of graffiti on public buildings lately. In fact, the state legislature is considering a law making it a crime to paint on buildings.
2. However, local artists are concerned this law will affect public art, which they argue is _____ beneficial. The city gets an increase in tourism, and artists get some attention that can lead to more commissions.
3. The artists _____ public art displays by arguing that any exposure to art is a positive thing.

4. The artists' group recognizes that some forms of public art, especially graffiti-style artwork, don't appeal to everyone. Many people see graffiti art as uncontrolled, _____, and silly.
5. However, the artists point to several recently successful pieces of public art, particularly a critically acclaimed African mural. The bold colors and wild patterns in the mural were _____ inspired. The artist's family emigrated here from Kenya and she uses a lot of cultural images in her work.
6. At first, the mural looked like a thick jungle of vines and plants. Upon closer _____, however, you could see human and animal forms moving through the greenery.
7. The artists also argued that the state already has substantial control over public art, since a state engineer must _____ every piece of art before it is approved for display.

B. Read these sentences about organizing a public art exhibit. Then, go back and restate each of them in your notebook using the words in parentheses as indicated. Do not change the meanings of the sentences. Discuss your sentences in a small group.

1. Like other kinds of art, public art projects come in many forms, and the resultant aim can be permanent or temporary art. (*goal, ongoing*)
2. Public art can have a sole author with a unique voice, or many participants with multiple viewpoints. (*interpret or interpretation*)
3. A good public art project requires the organizers to establish rules that include clearly defined guidelines for reviewing proposals and selecting the project. (*policy, criteria*)
4. A logical evaluation process should be used even if money is being used to create a community-based art project, rather than one done by a paid artist. (*rational, fund or funds*)

Vocabulary Activities STEP II: Sentence Level

Rational means “reasonable, sensible, or logical.” Likewise, *rationally* means “sensibly or logically.” A *rationale* is a reason to do something. These are usually used in positive or unemotional contexts.

*Decisions about how to use public money must be made **rationally**, with careful consideration given to many criteria.*

The verb to *rationalize* means “to find reasons to explain why you have done something.” It is used in situations where there probably is not a good reason, but the person is trying to pretend there is.

*Although some art experts find animal displays unimpressive, they **rationalize** them by arguing that they increase interest in “real” art.*



C. Read this essay discussing the author's frustration with the public art selection process. In your notebook, summarize the reasons the author gives for his opinion. Use different forms of *rational* in your summary. Discuss your summary in a small group. How many forms of *rational* was your group able to use?

One reason that public art is so terrible is that the entire process is controlled by idiotic bureaucrats and political appointees, many of whom are completely ignorant about art. Because public art offices are part of local government, poor artistic works are often chosen by someone with a low position who justifies his or her choice by saying it was politically necessary.

The selection of projects to receive state funding is done by a committee whose members are rarely selected using sensible criteria. Many members of the committee do not have an ongoing commitment to public art and don't have the education needed to logically consider the merits of different works. Some members do not see the value of “art for art's sake.” They give an explanation of their choices based on whether they think the art will help the local economy.

Artists whose pieces are not chosen are often disappointed because they don't understand the reason their work was rejected.