WORD FORMATION

-Complete the following exercises with the correct word. Take into account if you need a verb, an adjective or a noun (person- abstract)

VERB	PERSON NOUN	ADJECTIVE	ABSTRACT NOUN
Patronise			
		Visible/visual	
			Contribution
-	Scholar		
Popularise	-		
		Authentic	
Explore			
Express	-		
		Original	

PATRON PATRONISING PATRONAGE ENVISION VISIONARY VISION CONTRIBUTE CONTRIBUTOR CONTRIBUTORY SCHOLARLY/SCHOLASTIC SCHOLARSHIP POPULAR POPULARITY/POPULARISATION AUTHENTICATE AUTHENTICATOR AUTHENTICITY EXPLORER EXPLORATORY EXPLORATION EXPRESSIVE EXPRESSION ORIGINATE ORIGINATOR ORIGIN/ORIGINALITY

THE ARTIST AS A BUSINESSMAN

Art business, arising from the notion of the artist (ART) being seen as a craftsman, can be traced to the _____ (RELATE) between art and society in the 17th century. Artwork itself was not perceived to be enlightening or empowering. Although it often carried _____ (RELIGION) connotations, art was not the object of _____ (SIGNIFY) but a way of seeing. As a

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result, those who created it were not regarded as geniuses, and _____ not iconised by society. Rather, artist
CONSEQUENCE

earned respect and money for their skills as craftsmen. Not being subject to the _____ of mixing 'high art' with
CRITIC

money, artist like Bellini and Algardi were able to run their workshops transparently. Based on these _____ it is
ASSUME

posible to argue that Reinassance and Baroque artist were able to consider business and marketing practices _____.
OPEN

However it is also interesting to note that around this period the notions of artist as icons begins emerge, as growing workshops, the profesional dealer and art fairs gain _____. Bellini's workshop is a good example of both
IMPORTANT

notions of artist as craftsman and artista as icon. By the 1670s, at the _____ of Bellini's career he was so
HIGH

famous and his workshop so busy with commissions that he barely touched sculptures. It seems that Bellini was able to use both notions of artistic identity to his advantage. Further evidence of the _____ of the artist as an icon can be
EMERGE

quite aptly seen in Rembrandt, an artista who, _____,
ARGUE

was one of the first to encounter to the critics' anger for mixing art with money.

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