8b

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Read

A. Discuss.

- How often do you visit art galleries?
- Do you know of any famous works of art?

B. Read the text quickly and answer the question. Choose a, b, c or d.

What is the purpose of this text?

a. to encourage the reader to take up art as a hobby
b. to criticise the works of installation artists
c. to show the pros and cons of installation art
d. to educate the reader about installation art

Installation Art

Think of the last time you visited an art gallery. Did any of the following cross your mind? 'If only art weren't so boring!' 'I wish I hadn't come here.' 'Paintings, paintings! If only artists would create something more exciting!' Well, times are changing. A growing number of artists have chosen to challenge the traditional concept of art – they believe that artists should be permitted to express their creativity in any way they please, and they should have the opportunity to exhibit their works in all environments.

This desire for artistic freedom gave rise to a form of art called 'installation art' which first became popular in the late 1960s. The primary goal of installation art is to change the viewer's perception of space by transforming the ordinary into something quite extraordinary. Installation artists use a wide range of materials to create their works; from sticks and foam to chairs and cars. But they also reject the traditional idea that art is only visual, and people who experience their artworks often have to use a variety of senses, like hearing, touch and smell.

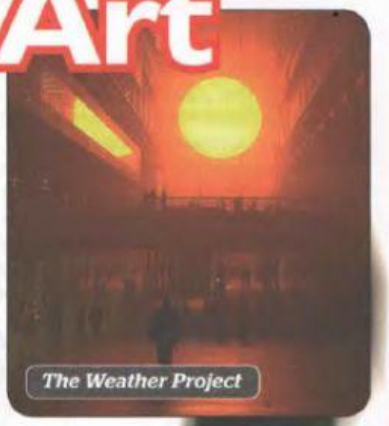
In 2003, in the main hall of the Tate Modern in London, artist Olafur Eliasson installed a glowing sun and an enormous mirror on the ceiling. The room was also filled with a mist made of sugar and water. The installation was called *The Weather Project* and if you had visited the Tate Modern at the time, you would have seen many visitors lying on the floor and looking up at their reflections on the ceiling.

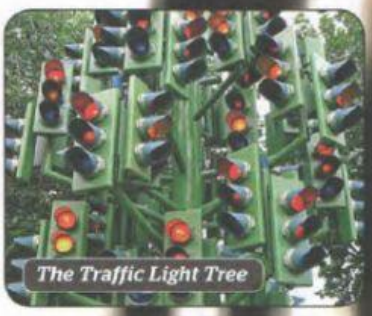
Sometimes, artists are asked to stage their installations in public areas; these are known as 'public art'. *The Traffic Light Tree* (1998) by French sculptor, Pierre Vivant, is a famous example. This unusual tree-like structure stands eight metres tall and features seventy-five sets of blinking traffic lights. The tree is situated in Canary Wharf, one of London's main financial centres, and its flashing lights are intended to represent the energy and rhythms of the surrounding area.

Installation artists often use their works of art to convey a message. In 2009, Brazilian artist, Nele Azevedo, created an installation called *Melting Men*. The aim of the installation was to draw attention to the destructive impact of global warming on our environment. *Melting Men* consisted of a thousand little men made of ice, which Azevedo placed sitting on the steps of a Berlin concert hall, only to be turned into a puddle a while later - their rapid disappearance serving as a warning to humanity. The *Melting Men* installation has since been exhibited in a number of cities, including Paris, Florence, Havana and São Paulo.

Since 2006, anonymous artists in Melbourne, Australia, have been delighting the locals with their imaginative *crate man* installations. As the name implies, crate men are figures made entirely from brightly-coloured milk crates. These comical creations have appeared at various locations across the city: one was found fishing beside a creek; another was discovered climbing a fence, and one particularly impressive installation featured two crate men climbing a skyscraper!

Like it or hate it, installation art is here to stay, and will no doubt continue to surprise and entertain us for years to come.


The Weather Project


The Traffic Light Tree


Melting Men

LIVEWORKSHEETS

C. Read again and answer the questions. Choose a, b, c or d.

1. What is the main purpose of installation art?
   a. to make people see the world differently
   b. to confuse the viewer
   c. to encourage people to visit art galleries more often
   d. to encourage artists to be more creative
2. What did visitors to *The Weather Project* at the Tate Modern do?
   a. recreate different weather conditions
   b. look at themselves in a huge mirror
   c. lie on the floor and look at the sunlight on the ceiling
   d. walk around drinking sugar and water
3. Why did Pierre Vivant create *The Traffic Light Tree*?
   a. to try and combine nature with city life
   b. to show the effect of cars in the city centre
   c. to try and show how busy the area can be
   d. to try and attract visitors from the surrounding area
4. What was the purpose of Azevedo's *Melting Men*?
   a. to entertain people at a Berlin concert hall
   b. to raise awareness of an environmental issue
   c. to show how art isn't harmful to the environment
   d. to prove that installations can be installed in various places
5. Which statement isn't true about crate men?
   a. Crate men are made of old crates that are used to carry milk.
   b. We don't know the artists who make them.
   c. You can find crate men in different places.
   d. People have started getting fed up with the appearances of crate men.

D. Find words / phrases in the text and match them with the definitions below.

1. idea (paragraph 1): _____
2. allowed (paragraph 1): _____
3. put in a public place for people to look at (paragraph 1): _____
4. strong wish (paragraph 2): _____
5. change the form of something (paragraph 2): _____
6. an image in a mirror or on a shiny surface (paragraph 3): _____
7. located (paragraph 4): _____
8. make people notice (paragraph 5): _____
9. a powerful effect (paragraph 5): _____
10. people in general (paragraph 5): _____

LIVEWORKSHEETS