



# Gateways to Arts Management

Raffaella Picello





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### studi/manuali/corsi

Nella collana confluiscono pubblicazioni prodotte nell'ambito dello studio delle lingue seconde, sia nei loro aspetti descrittivi e metodologici che applicativi. Risultano oggetto prioritario e caratterizzante gli **studi** dedicati alle descrizioni fonetiche, morfosintattiche, lessicali o testuali, anche nella loro dimensione contrastiva e interculturale. Completamento naturale della collana sono **manuali** e **corsi** che siano frutto di ricerche e che abbiano come oggetto l'apprendimento e l'autoapprendimento delle lingue.

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# GATEWAYS TO ARTS MANAGEMENT

**Raffaella Picello**



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## Module 1

# INTRODUCTION TO ART

Do different forms of art share any common features? Who decides the value of art? Why do some works sell for millions of euros? What is a contemporary art fair?

This module is introductory and discusses some crucial aspects of art which may affect its management: the deep connections existing among different forms of art, the awareness of the dynamics that determine the worth of a work of art and the places where the value of art is established.

### ACTIVITY 1.

Identify the highlighted words in the text which mean:

1. artists who work with stone
2. the process of organizing a show in a theatre
3. the execution of a form of art
4. an art form performed by singers and an orchestra
5. a surface that may feel in different ways when you touch it
6. a specific type of art or a particular artistic material
7. someone who writes music, especially classical music

## THE INTERRELATIONSHIPS OF THE ARTS

Close ties among the arts happen because artists share a special purpose: the revelation of values. Moreover, every artist must use some **medium**, some kind of “stuff” that can be formed to communicate that revelation (content) about something (subject matter). All artists share some elements of media, and this sharing encourages their interaction. For example, painters, sculptors, and architects use colour, line, and **texture**. Sculptors and architects work with the density of materials. Rhythm is basic to the **composer**, choreographer, and poet. Words are fundamental for the poet, novelist, dramatist, and composer of songs and operas. Images are basic to the painter, filmmaker, videographer, and photographer. Artists constitute a commonwealth – they share the same end and similar means.

### Appropriation

Artistic appropriation occurs when (1) artists combine their basic medium with the medium of another art or arts but (2) keep their basic medium clearly dominant. For

example, music is the basic medium for composers of opera. The staging may include architecture, painting, and sculpture. The language of the drama may include poetry. The dance, so dependent on music, is often incorporated in opera, and sometimes in contemporary opera, so are photography and even film. Yet music almost always dominates in opera. We may listen to Beethoven's *Fidelio* or Bizet's *Carmen* time after time, yet it is hard to imagine anyone reading the *librettos* over and over again. Although essential to opera, the drama, as well as the staging, rarely dominates the music. Often the librettos by themselves are essentially silly.

Nevertheless, drama and the other appropriated arts generally enhance the feelings interpreted by the music. Except for opera, architecture is the art that appropriates the most. Its centering of space makes room for the placement of sculpture, painting, and photography; the reading of poetry; and the performance of drama, music, and dance. The size of architecture itself tends to make it prevail over any of the incorporated arts, the container prevailing over the contents.

#### ACTIVITY 2.

Answer the questions.

1. Why do artists of different media often interact?
2. The word 'commonwealth' refers to
  - a. the fact that all artists share the same inspiration
  - b. the fact that all artists share the same aims
  - c. the fact that all artists use similar media
3. The noun 'means' is
  - a. a synonym of medium
  - b. a synonym of materials
  - c. a synonym of images
4. According to the writer, appropriation happens when
  - a. artists use pre-existing images in their art with little transformation of the original
  - b. artist intentionally borrow and change existing images and objects
  - c. artist reproduce other artists' works or parts of works
5. Opera is
  - a. inclusive of several other art forms
  - b. the art form which appropriates the most
  - c. dominated by drama
6. Which arts appropriate the most? Why?
7. What is the meaning of the verb 'enhance'?
  - a. enrich



- b. incorporated
- c. change

**ACTIVITY 3.**

Read the text again and try to guess the Italian meaning of the following words.

1. ties (line 1)
2. stuff (line 3)
3. subject matter (line 4)
4. occurs (line 12)
5. share (line 18)
6. placement (line 25)
7. prevail (line 30)

 **READING FOR DIFFERENT PURPOSES****SKIMMING**

Skimming and reading for gist are often thought of as the same thing, but here we will use skimming to explain reading very quickly over a text you have seen before in order to confirm and/or identify where a piece of information is located within it. Skimming, then, is used to get a general understanding of specific points and where they are located in the text. It is often useful to skim when you want to find an area of text related to a question or when you want to find information from the question that is paraphrased in the text, as sometimes if a question is paraphrased very well, we cannot find what it relates to in the text using only key words taken from the question.

**SCANNING**

Scanning involves looking for very small and specific piece of information within a larger text; information such as key words or phrases found in a question. You don't read so much as glance over the text when you are scanning.

Scanning is useful in answering questions about:

- (i) key facts or dates
- (ii) who said what
- (iii) the order of events etc.

You should try to scan for

- (i) names
- (ii) dates
- (iii) technical terms
- (iv) places
- (v) people

- (vii) things
- (viii) words and phrases that are hard to paraphrase etc.

### READING FOR DETAIL

Generally, we only read for detail to do one of two things:

- (i) confirm an answer we think we have identified
- (ii) understand an important but complicated section of the text.

Reading for detail, then, involves reading a small section of the text very carefully for a better understanding of what the writer is saying, and we only do it to help us answer a question.

### ACTIVITY 4.

Identify the words in bold which mean as follows in the following text.

1. the way someone is feeling \_\_\_\_\_
2. places where something happens \_\_\_\_\_
3. representations \_\_\_\_\_
4. the external form of something \_\_\_\_\_
5. an instrument \_\_\_\_\_
6. ability to see \_\_\_\_\_
7. a particular time or place that something happens in \_\_\_\_\_

## MUSIC AND PAINTING

Music-making is one of the most popular subjects for painting, allowing the artist to extend a work's ability to include other senses such as hearing and 1. **sight**. Descriptions of art and music share a vocabulary.

We speak of colour tones and harmonies and of the composition of a painting, all musical terms. James Abbott McNeill Whistler, a nineteenth-century American artist working in Europe, even entitled several of his landscape works which expressed 2. **mood** through colour harmonies "Symphony" or "Nocturne."

Music lessons were commonly used as the 3. **setting** for seductions in the novels of the eighteenth and nineteenth centuries, since the young male teacher enjoyed the unusual privilege of spending time alone in the company of young women. Scenes by the seventeenth-century Dutch artist Jan Vermeer of women standing or sitting by musical instruments have been interpreted as containing moral meanings about life and love, but his major worry is the play of different forms and textures against each other. In the world of eighteenth-century French painting, music again reinforces the idea of pleasure and indulgence. The aristocrats in fancy dress shown in Watteau's *The Pleasures of the Ball* delight in their senses, dancing and courting to the sound of elegantly played music.

The link between romantic love and music appears everywhere in art, from medieval scenes of ladies, troubadours, and wandering minstrels to 4. **depictions** of the