

“Artists and Art styles”**A. Match the vocabularies with most relevant terms on the right-hand side.**

Put the letters in the provided space.

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|-----------------------|-----------------|
| ____ 1. valuable | a. commentators |
| ____ 2. field | b. precious |
| ____ 3. contemporary | c. business |
| ____ 4. social status | d. area |
| ____ 5. critics | e. co-existing |
| ____ 6. affair | f. rank |

B. Read the article and answer the questions.

Art galleries are popular places for family and school day trips, but they're also a key part of one of the world's most important businesses the buying and selling of art. However, what makes one piece of artwork more valuable than others?

Art and artists started to attract the interest of wealthy Europeans during the Medieval and Renaissance periods. Many of the works of Leonardo da Vinci or Michelangelo, for instance, were created thanks to the support of families such as the Medici of Florence. Wealthy people wanted to improve their social status by buying art and this resulted in an increase in the value of art. It also made some artists famous and everything that they painted had a high price. Buying art became a way of investing money.

So what makes a painting valuable today? Works by Velázquez, Rubens, Monet and other famous painters are always going to be popular and so there will always be wealthy people happy to buy them. However, tastes in the art world change just as in any field. This can happen when a painting attracts the attention of art critics. For contemporary artists, it is particularly good news when their work is displayed in a top gallery. Furthermore, if the media and public are enthusiastic about it, then the value of their work immediately increases.

The artist's biography can also affect the price of a painting. One of the most obvious examples is the Dutch painter Vincent Van Gogh, whose problems with mental illness had an important influence on his artistic production and on public interest. Other life events that seem to have a positive effect on how an artist's work is viewed include unhappy love affairs and even lawbreaking!

Finally, one of the most important factors for buyers is the artist's style. If someone spends millions of dollars on a Picasso, they want it to be immediately clear to visitors in their home or office that it is a Picasso. If people don't recognize it, they will feel that they have wasted their money.

Please put your answers in full sentences.

1 What did the Medici family do?

2 Why did people start buying art?

3 What can increase the value of a work of art?

4 What can affect the price of a painting?

5 What do owners of famous paintings want?
