ACTIVITY 1.

WATCH THE VIDEO AND COMPLETE THE FOLLOWING SUMMARY WITH SENTENCES 1-12.

<https://www.youtube.com/watch?v=tYjNO2Y4m6c>

Studying the history of art and design we've already discovered that art is often a reaction to what's gone before. The Arts and Crafts movement was a reaction to \_\_\_\_\_\_\_\_\_\_\_and the Arts and Crafts advocates criticised \_\_\_\_\_\_\_\_\_\_\_.

Some members of the movement formed themselves into \_\_\_\_\_\_\_\_\_\_\_based on medieval examples in order to encourage high standards of design and provide\_\_\_\_\_\_\_\_\_\_\_.

The central figure in the movement was the British designer William Morris who was inspired\_\_\_\_\_\_\_\_\_\_\_. A committed conservationist and socialist, he dedicated his life to the idea that art should \_\_\_\_\_\_\_\_\_\_\_.

Arts and Crafts designs were characterized by simplicity of form, function and decoration. Unfortunately English arts and crafts came to stress craftsmanship at the expense of mass market pricing.

The result was exquisitely made decorating pieces\_\_\_\_\_\_\_\_\_\_\_ ; thus the idea of art for the people was lost

 American arts and crafts would be closely linked to the work of Morris along with the second generation of British designers. By using factory methods \_\_\_\_\_\_\_\_\_\_\_ and utilizing craftsmen \_\_\_\_\_\_\_\_\_\_\_, they were able to produce sturdy, serviceable furniture sold in vast quantities. Rectilinear, simpler American Arts and Crafts style came to dominate American architecture, interiors and furnishings \_\_\_\_\_\_\_\_\_\_\_,

Opposition to modern methods of production and the tendency \_\_\_\_\_\_\_\_\_\_\_ rather than forward to a more progressive area of mechanization was what eventually defeated the Arts and Crafts movement.

\_\_\_\_\_\_\_\_\_\_\_ of producing affordable quality handcrafted design for the masses failed as the production cost of their designs were so high that they could only be purchased by the wealthy.

1. a supportive working environment
2. in the late 19th and early 20th century.
3. The socialist idea
4. craft guilds
5. to finish and assemble
6. the effects of production as machines replaced workers
7. the poor quality design during the Industrial Revolution
8. improve the lives of ordinary people.
9. to produce the basic components
10. to look back to the medieval world
11. that could only be afforded by the very wealthy
12. by the writings of Ruskin