

## Extending Thinking Lesson (EMTS)

**Course:** 5<sup>th</sup> Grade Art

**Teacher H. Tate**

**Unit:** Aesthetics/ Criticism

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**Lesson Essential Question:** How is value determined in an artwork?

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### Mini Lesson:

1. As students walk into the classroom hand them the Art Auction Catalog and tell them to answer the question on their table in one to two sentences.
2. Anticipatory Set: Students will write one or two sentences answering "how value determined in an artwork?" (2 minutes)
3. Instructions: Last week we made these wonderful group works and this week we are going to auction them off to the highest bidder! Our goal is to focus on our LEQ: How is value determined in art.

All of you are now wealthy investors in the art world! You work for an extremely rich boss who wants you to buy him or her art according to their interests. Each table is representing a different buyer personality- read through your worksheet and strategize with your group what artworks you want to bid on today. (3 minutes)

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### Task:

4. Start the Auction: Teacher will "get into character"(put on sport jacket, black glasses, prop mike) and lay down the ground rules for the auction-

Welcome to the the Silver Springs Auction House! Last week we had 6 leading artists visit our classroom and create these wonderful works of art through the help of their assistants. They have all decided to donate their work for auction today- all proceeds will go towards the art education at the Silver Springs Elementary! An auction is a public sale where items are sold to the highest bidder.

- Each piece will be introduced by talking about the artist
- You must be mindful of your money at all times, not every group has the same amount of money to bring to the table so there is a possibility you could be out-bid
- When you are bidding simply raise your card.

Teacher will proceed to auction off all 6 works to the highest bidder. Each piece will be introduced with information about the artist [name, picture of artist, style group they were a member of, picture of artwork, how they used color (one sentence)] (10-15 minutes)

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### Sharing:

5. After all pieces have been auctioned off- Teacher will display questions for the group to discuss and run through.

- How was this experience for you?
- Were you surprised by any of the prices?
- Do you feel that they were fair?
- How do you think these prices were determined?
- What are some reasons why someone would buy art?
- Would you like to go to a real auction? (3 minutes)

### Summary:

6. Circle Time: (students will bring their stools upfront into a circle) Teacher will show a short video on an experiment done on the value of art. It shows **Luc Tuymans'** work being admired by many people in the gallery setting and then how people react to his work hung on a busy street. The video poses the question: "is the value of art determined by who appreciates it?" Luc Tuymans is considered to be a very influential contemporary painter today.  
Start @ 2:39- 4:46 **Teacher will ask the class what they think is going to happen.**  
Start @ 5:10- Teacher can fast forward to the end - 6:25 (5 minutes)
7. Teacher will facilitate discussion on the video, the auction, and the value of art. Teacher will use popsicle sticks to call on student's names. Teacher will use stretch it questioning strategy whenever possible.
  - How was this experience for you?
  - Were you surprised by any of the prices?
  - Do you feel that they were fair?
  - How do you think these prices were determined?
  - What are some reasons why someone would buy art? (10 minutes)

### Resources:

Artist	(Token) Rank	Sold for	Wright		Real Price <a href="http://www.artbrokerage.com/art/R">http://www.artbrokerage.com/art/R</a>
Jackson Pollock	1	90,000			\$50 million - 140 million
Mark Rothko	2	100,000			\$22.4 million - 72.8 million
Bridget Riley	3	60,000			\$97,000
Helen Frankenthaler	6	70,000			\$20,000
Josef Albers	5	50,000			\$7.500
Jim Dine	4	100,000			\$6.500

Value of Art Experiment Video: <http://realneo.us/content/value-art-determined-who-appreciates-it>

Value of Art-made by people with disabilities: Start @ :30 seconds- 2.19 (end)  
<http://www.youtube.com/watch?v=8ojuSUalbRw>

Info on Luc Tuymans: [http://en.wikipedia.org/wiki/Luc\\_Tuymans](http://en.wikipedia.org/wiki/Luc_Tuymans)

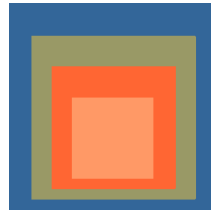
### Set Up:

- Display student's group pieces from last week in the front of the class (the first to be auctioned will be on an easel).
- Copy enough Art Auction Catalogs for each student (hand out at door)

- -On each table: anticipatory set slips, "Art Auction Personalities" Graphic Organizer, cup of pencils (from caddy).
- -On screen: power point presentation "Art Auction Slides" with the LEQ: How is value determined in art?
- -Luc Tuymans Experiment video up and loaded <http://realneo.us/content/value-art-determined-who-appreciates-it>

# Art Auction Catalog

Includes information about the  
Artist & Prices



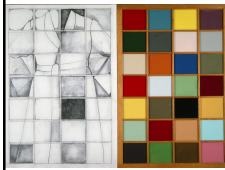
## Josef Albers

Country: German 1888-1976

Art Style: Hard Edge Painting

Use of Color: Was the father of color theory- spent years experimenting what different colors looked like next to each other. Cool colors recede, warm colors come forward.

Real Life Price: \$7,500



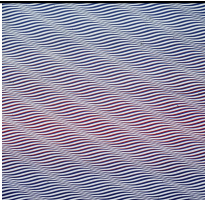
## Jim Dine

Country: American 1934-today

Art Style: Pop Art

Use of Color: Used bold, bright colors along with black outlining to create his images of everyday objects.

Real Life Price: \$6,500



## Bridget Riley

Country: British 1931-today

Art Style: Op Art

Use of Color: Used color to make her artwork look like it was moving. Her color choices added to the optical illusion.

Real Life Price: \$97,000



## Jackson Pollock

Country: American 1912-1956

Art Style: Abstract Expressionist

Use of Color: Made color choices subconsciously while he was working in a trance-like state. His art training helped him pick colors that worked well together.

Real Life Price: \$50 million- \$140 million



## Mark Rothko

Country: (originally) Russian, American 1903-1970

Art Style: Color Field

Use of Color: painted large canvases with colors that would create a certain emotion response.

Real Life Price: \$22.4 million- \$72.8 million



## Helen Frankenthaler



Country: American

Art Style: Abstract Expressionist

Use of Color: Created large canvases filled with color. The color became shapes which represented "climates" and feelings.

Real Life Price: \$20,000

### Donald Trump

You represent one of the world's wealthiest people.

- Donald Trump is going to want to invest in artwork that would make him a lot of money later on when he sells it.
- He is looking to buy from an artist whose work will increase in price in the future (artists that are still being studied).



Donald Trump is allowing you to spend **\$100,000**

**Auction Notes:**  
Which artworks are your top priority?

**Budget Calculations:**

\$100,000
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### Oprah Winfrey

You represent one of the most successful business women in the world. Oprah loves art and has a great art collection.

- She will buy art because she loves how it looks and wants it to hang in her home.
- She would also be willing to pay for artwork by a really famous artist or a popular artist being today.



Oprah Winfrey is allowing you to spend **\$100,000**

**Auction Notes:**  
Which artworks are your top priority?

**Budget Calculations:**

\$100,000
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### Curator for the Tate Modern

A curator is some one who choose what will hang in the museum.

- The Tate Modern is a famous museum located in London.
- The Tate is interested in buying art made by European artists (especially artists from Britain).



The Tate is allowing you to spend **\$110,000**

**Auction Notes:**  
Which artworks are your top priority?

**Budget Calculations:**

\$110,000
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### Curator for the MOMA

A curator is some one who choose what will hang in the museum.

- The Curator for the MOMA is interested in art that is creative and innovative.
- The curator wants to buy art that is going to be significant in the history of art, an artwork by an important artist.

The MOMA is allowing you to spend **\$120,000**

**Auction Notes:**  
Which artworks are your top priority?

**Budget Calculations:**

\$120,000
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### The Meyerhoff Family




The Meyerhoffs are an extremely rich art-collecting family.

- They would like to invest in any art that will make their collection even better.



The Meyerhoff Family is allowing you to spend **\$80,000**

**Auction Notes:**  
Which artworks are your top priority?

**Budget Calculations:**

\$80,000
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### Curator for the Phillips Gallery

A curator is some one who choose what will hang in the museum.

- The Phillips Gallery is a small gallery of modern art in Washington D.C.
- They are looking to buy art from famous artists in order to attract more visitors and diversify their collection.

The Phillips Gallery is allowing you to spend **\$90,000**

**Auction Notes:**  
Which artworks are your top priority?

**Budget Calculations:**

\$90,000
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