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91483A



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Level 3 Art History, 2019

91483 Examine how meanings are communicated through art works

9.30 a.m. Monday 2 December 2019
Credits: Four

ANSWER BOOKLET

Achievement	Achievement with Merit	Achievement with Excellence
Examine how meanings are communicated through art works.	Examine, in depth, how meanings are communicated through art works.	Examine, perceptively, how meanings are communicated through art works.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

Use this booklet to answer ONE question from Question Booklet 91483Q.

If you need more room for your answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Achievement

TOTAL

04

ASSESSOR'S USE ONLY

Question number: #7: Open choice - meanings about challenging traditions

Art work (1): "Sunflower seeds" (installation) by Ai Weiwei

Art work (2): "Play with Me." (photography) by Mariko Mori

You should aim to write a concise essay of no more than six pages in length. The quality of your writing is more important than the length of your essay.

~~The artworks~~ The installation 'Sunflower seeds' by Ai Weiwei and photograph 'Play with me' by Mariko Mori, ^{convey meanings} ~~both challenges~~ of identity and reality, that challenge traditions in different ways. The personal and cultural identity ^{evident in sunflower seeds} provide meanings that challenge the traditions the communist party bestowed upon their people during the cultural revolution and reign of Chairman Mao. On the other hand, 'Play with me' has meanings of reality that challenge the traditions of Japanese culture and behaviours.

'Sunflower seeds' by Ai Weiwei is an installation, that ~~has~~ includes handmade sunflower seeds from the people of Jingde Zhen ^{is} a small town in China. The meanings of identity are evident in this work, as the sunflowers reflect upon the personal ^{identity} ~~background~~ of the artist and the cultural identity of Chinese people. Ai Weiwei ~~often~~ remembered snacking on sunflower seeds ^{during} ~~in his~~ childhood, as a young boy whose family was exiled due to the communist, he was a poor boy ^{that lived in the country who} ~~that~~ was often hungry. Ai Weiwei's dad, Ai Qing, was a famous poet who once served the communist. But as he wrote a poem that challenged their beliefs, he was accused as a rightist and was exiled to the countryside (out of Beijing). There, Ai Weiwei remembered how often he was hungry, and his favourite snack being sunflower seeds. As he was poor, he remembers how often he snacked on the seeds, and the similar children in the countryside. ~~This~~ ^{This provides personal identity} ~~the~~ ^{sunflower seeds in the installation provides meanings of personal}

identity, as Ai Weiwei uses the seeds to signify his childhood ^{out in the} ~~of growing~~ countryside due to ~~up, and the communist~~ his father's exiled. Furthermore, the sunflower seeds ~~are~~ also represent the people of China. During the reign of Mao Ze Dong (Chairman Mao), propagandist art works often symbolised him as the sun, while the Chinese people as the sunflower. Because, the sunflowers follow the direction of the sun - no matter what. And so the sunflowers in the installation could be used to symbolise the people of China. In addition, the process of the production of the seeds itself provide cultural identity, as they were handmade by the people of Jing de Zhen. A town that was well known for creating pottery and artifacts for the royal palace before the cultural revolution. However, as the communist took control they destroyed anything that reminded them of Emperors and the past. Thus, the town of Jing de Zhen ^{experiencing} ~~becoming~~ major bankruptcy and ^{as pottery was abolished.} its people living in poverty. ~~As~~ Ai Weiwei, being an artist and an activist, he saves these people by providing them work - to create these sunflower seeds for him. ^{This continuous to provide cultural identity meanings} ~~Because Ai Weiwei strongly believes in that~~ of cultural identity, as ~~the~~ Chinese people produced the seeds ~~themselves~~ themselves. ~~the past and one's culture, should not be forgotten. "If there is no~~ placing more meanings of the sunflower seeds as a symbol of Chinese people. ~~past, there is no hope for future."~~ He takes this idea, and also ~~these~~ meanings of personal and cultural identity ^{has challenged the} ~~seeds to also help the people. As he provides jobs to these people, he~~ traditions, of the communist beliefs - ^{that was to} ~~is also challenges the traditions of of the past being destroyed.~~ destroy the past.

Ai Weiwei strongly believes that the past and culture of oneself, should not be forgotten. "If there is no past, there is no hope for future." The sunflower seeds challenge the traditions of the communist beliefs, of the destruction of the past and the idea of taking away old traditions. By providing jobs to the people of Jing de Zhen, ~~creating~~ Ai Weiwei supports the people who once provided culture and tradition to China. And by placing the installation in the Tate Gallery in London, he allows people from around the world to see this artwork. Thus, showcasing the sunflower seeds - that represent him and China.

He challenges the traditions and allows others to see China ^{for} as the what it truly is, and ^{the presentation of} their cultural identity. This is to put forward culture and share it to the rest of the world.

'Play with Me' is a photograph by Mariko Mori, that shows her standing in front of a video game ~~dressed up in cosplay (anime)~~ shop, while dressed in cosplay.

This photograph, provides meanings of reality as it showcases the ~~everyday~~ ^{behaviours} of Japanese people in their everyday context, and their Manga, and anime and videogames are very important components to the Japanese society. ~~As they~~ ^{They are} extremely loved for entertainment and relaxation purposes. Although, it is usually targeted ~~the~~ to the male audiences - as men during the time were the ones who worked long hours and ~~used~~ read mangas during their commutes. ~~This~~ Thus, the mangas/games ~~having~~ ^{often having} distinct stereotypes. ~~Mariko Mori~~ ^{In the photograph,} Mori is in cosplay (dressed as a character you would see in anime or games), she has a futuristic costume, ~~a wig~~ a blue wig and makeup on. She stands in front of the video store, ~~white~~ and is clearly being disregarded. ~~As people~~ ^{As on the} (mostly men) bypass her, pretending she does not exist, while they enter the store. This is quite contradictory, as she clearly presents herself to them (and as the title says ^{"Play with Me"} to play with her, as they would if she was in a game or manga. This provides meaning of reality, as the people who typically entertain themselves by the characters ~~and~~ in their books and games, suddenly don't even want to interact with a ~~physical~~ true physical form of it. That, ~~they~~ in reality they don't even associate themselves to what was something they would be enthusiastic with in their games, or possibly imagination. This meaning of reality, challenge the traditions of Japanese society. As in this photograph, Mariko Mori challenges the social behaviours of the people present in the photograph that could present the Japanese traditions. As Japanese are often

regarded as ~~conser~~ conservative. In this ~~piece~~ photo, it's safe to say this is true, as they disregard Mori and pretend she doesn't exist. Does this say that there is more interaction in a digital environment? Or, it can be said that the Japanese don't typically tolerate this 'odd' behaviour (Mariko Mori in cosplay standing in front of a store). Mariko Mori typically likes to challenge the cultural interactions through her ~~art~~ work. In 'Play with me' the meanings of reality, indeed challenge the traditions through the societal behaviours of Japanese people.

With meanings of personal and cultural identity in the installation 'Sunflower seeds' by Ai Weiwei, the artist successfully challenges the traditions ~~and~~ by ^{continuing to} ~~continuing~~ cherish the past and China's culture before the revolution. By using the seeds ^{and the process} as a symbol of him and Chinese people, ^{he has} ~~with~~ clearly articulated the importance of the past and one's culture. Similarly ~~by the people of Jing de zhen~~ ~~that has given back~~ While Mariko Mori's 'Play with me' has provided meanings of reality, and has challenged the traditions of Japanese Society. By showcasing a photograph that clearly indicates the societal behaviours of Japanese people.

A4

Achievement Exemplar 2019

Subject	Art History		Standard	91483	Total score	04
Q	Grade score	Annotation				
7	A4	Writes a full explanation of the meanings of the motifs for both art works and makes connections back to the question and how these art works demonstrate this.				