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3

91483A



914831



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

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.

Low Merit

TOTAL

05

ASSESSOR'S USE ONLY

Question number: Q4 modern design & Architecture

Art work (1): AEG Turbine Factory

Art work (2): Barcelona Pavilion

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.

planning

AEG Factory

c1910 Peter Behrens

Steel, Glass, Stone

Turbine Factory

Barcelona Pavilion

Mies Van der Rohe

c1929 marble, materials

Barcelona Expo

→ Glass → natural light

Hein

→ natural materials

→ Branding → AEG

→ Bauhaus

→ Stone, gives mass

→ International Style, modernism

→ functionalism, deutscher wehrbund

→ dissolves barrier between interior

→ ← train stations

← arts & craft

← Art Nouveau

→ FLW Ickin building

FLW John Wex building

Social

Social

T

Cultural

A

Religious

M

Ideological & philosophical

P

Political

E

T

D

Economics

D

D

"a building can't not

commemorate Walter Gropius

mass production

machine age Industrial

Honoring the worker

Urbanisation - cities

advertising Germany, design

workmanship

→ Triumvirate → Bauhaus

LE
M
VOR
WG

→ Villa Tugendhat

→ Fagus factory

a) The AEG Pa Turbine Factory, designed by Peter Behrens and constructed in 1910 in Berlin, Germany uses elements of modern design and architecture to create a corporate "image" of AEG.

This was during a time, pre WWI when a growing industrial age led to mass production and consumption of goods and services that was fueled by advertising and corporate images.

Behrens is able to convey this idea through the developments in technology, allowing for the use of new building materials as seen clearly seen with the AEG building with ~~an~~ a large glass facade in the ~~the~~ front and around the side of the building. The roof of the building also ~~it~~ included rows of skylights that spanned the length of the factory. The affect of this is that it allows natural light to enter the ~~the~~ factory ~~was~~ as workers work. This symbolises AEG's importance of their values and respect towards the worker. This was important during a time of the machine age where the middle class worker was the backbone behind the advancement of the industrial age. As urbanisation occurred and mass migration of the common worker into cities put pressure for the need of housing, and led to less than adequate housing and slums, poor health, low moral. Peter Behrens ~~is~~ is able to honour the worker by giving them natural light and well lit working conditions. This gives AEG a desirable corporate image than

Honours the worker, making them a desirable company to work for.

This idea is also reinforced by the use of new materials, the stone facade is supported by a steel structure with a barrel vault, similar to that of train stations designed. It was also the first time the logo of the company appeared on the building, displaying/advertising the company and their business of "TURBINEFABRIK" (Turbine fabrication). This use of stone ~~on~~ on the sides ~~of~~ and the face of the building gives it a sense of mass. This symbolises the strength and power a company that designs turbines would want to portray, alluding to the company's quality and craft of what they produce. The stone is reminiscent of the stone columns found in classical architecture. This was important during a time of the ~~of~~ Deutscher Werkbund, a philosophy that enforced the idea of functionalism, and to value well made, quality designed products and have them mass produced. As this implied that the AEG created well made, quality products. This would go on to inspire the Bauhaus, as Behrens would mentor the triumvirate, LeCorbusier, Walter Gropius, & Mies Van der Rohe. We would see the Walter Gropius design the Fagus factory that shares many of the philosophies of the AEG building as say that "A building can't not communicate" ~~meaning~~ ~~that~~ in this case, the AEG building is able to communicate its corporate image through its design.

The Barcelona pavilion, designed by Mies van der Rohe in 1929 in Barcelona, ~~Germany~~ Spain for a world exhibition to represent Germany in ~~the~~ its architecture. The building is able to "communicate and advertise the image of Germany and their position in design and architecture."

This is clearly seen in the use of fine materials such as marble slabs and polished steel ~~to~~ pilots (beams). The marble were attached to the sides of the interior wall and creates a texture with the veins within the marble. The effect of the use of ~~fine~~ expensive materials in its raw, natural state communicates the idea of Germany's workmanship and the quality of the products they produce. This follows from the ideology of the Deutscher Werkbund and also references past movements such as Arts and Crafts and Art Nouveau. An example would be Red House, designed by William Morris & Philip Webb in 1860 that uses ~~natural~~ ~~raw~~ materials in its natural state. This honours the material in its raw state produces ~~an~~ an honest artwork that respects the craft.

The Barcelona ~~pavilion~~ pavilion also incorporated sliding doors of glass and the lack of door frames / entrances. The effect is Rohe dissolves ~~that~~ the barrier between ~~inter~~ indoor and outdoor which blurs the lines between interior and exterior. This symbolises the idea of healthy living, by encouraging people to spend more time outdoors ~~and~~ ~~in~~ in fresh air. This is the ~~of~~ lifestyle that is relevant today and is still seen

in modern houses that attempt to create an "indoor outdoor flow". ~~This~~ It shows Germany's progressiveness in design and rational architecture during a time of urbanisation in cities that took away ~~from~~ leisure and outdoors to workers. This shows how Germany reminds us of healthy living and ~~that~~ the importance of it and it is still relevant today in our modern homes.

B) Both the AEG and Barcelona pavilion communicate new ideas about the image of a company or even a whole entire country. These ideas, such as Honouring the worker, is ~~still~~ can be seen to influence other designs and architects such as Frank Lloyd Wright with his design of the office building the Larkin building and the philosophy is still relevant in today's design with modern offices that attempt to respect the worker and prevent exploitation and provide a healthy work environment.

The Barcelona pavilion was able to showcase the power of German design and architecture through its designs and materials and goes to influence other buildings such as the Villa Tugendhat by Mies Van der Rohe. Its philosophies ~~are~~ continue to be relevant today as shown by how Germany's reputation for quality design and workmanship and how they continue to be an economic Superpower.

MS

Merit Exemplar 2019

Subject	Art History		Standard	91483	Total score	05
Q	Grade score	Annotation				
4	M5	Detailed and well-structured explanation of motifs that demonstrate meaning within the art works, which link back to the question and identify connection between the works.				

3

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High Merit

TOTAL

06

ASSESSOR'S USE ONLY

Question number: Seven

Art work (1): Media Market (Andreas Gursky)

Art work (2): In pursuit of Venus (Lisa Reihana)

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.

There are many art works challenging traditions, "Media Market" by Andreas Gursky challenging traditions in a way that challenges the idea of stereotypes of photographs whereas "In pursuit of Venus" by Lisa Reihana challenging traditions in a way that revealing the true identity of ^{the initial of} Pasifika people with ~~the~~ European people. Both conveys ~~different~~ different ideas from traditions.

"Media Market" by Andreas Gursky challenges ~~the~~ traditions way of making art ~~and the way~~ as Gursky uses ^{digital} tools as ^{his} artist's tools to manipulate the photograph. Which creates a "fake" ~~image~~ photograph as ~~it~~ it was not ~~the same as~~ ^{the same as} the traditional photographs ~~way~~ way of ~~making~~ creating photographs. It is another level of making ~~art~~ photographs. This conveys an idea that Gursky ~~is~~ rejects the idea of photograph is ~~a~~ not art but only a ^{documentation} way of art. By ^{portrays} ~~showing~~ this idea, Gursky ^{shows through the} ~~which~~ extends the consumerism products and ^{extends} the shelving. ^{which} creating an ~~almost~~ ordinary Supermarket image ~~however~~ based on a real ~~image~~ photograph, however, by ~~it~~ extends the ^{products and} shelving in supermarket it is ^{conveys a meaning of} false reality ~~that~~ ^{shelving and} ~~and~~. The extension of the ^{that} consumerism products ^{has} manipulate viewer's sense of stereotypes about "photograph is the truth". The use of digital tools are also challenging traditions as it is rarely used in the past due to people's

Perspective of they do

~~They~~ not think it ~~is~~ ^{an artwork,} ~~is~~ ^{popular or} ~~is~~ ^{universal} during the past. However, by using digital tools to manipulate the reality, it ~~changes the~~ changes viewers sense of reality. By changing the saturation and the ~~the~~ ^{brightness} brightness of the photograph, the culture ~~of~~ of consumerism has been metaphorically ~~pro~~ portrays to viewers, ~~about~~, it ~~also~~ ^{to} mentions the viewers of how these mass-production and ~~consumer~~ consumerism products is ~~to~~ ^{or} satisfy ~~our~~ our desire of happiness of consumer ~~or~~ our desire to fit in to the main stream popularity culture. ~~Then~~ This helps viewers to ~~realises~~ realises, this similar and "artificial" coloured products that made with "artificial materials" are all due to ~~human~~ human's desire. ~~These~~ ^{variety of} products can be not ~~appeared~~ ~~unnecessary~~, ~~it~~ ~~it~~ ~~does not~~ ~~are~~ ~~unnecessary~~, ~~like~~ (coffee machines, ~~Iron~~) ~~each~~ ~~products~~ ~~has~~. There are variety of coffee machines, Irons... ^{by challenging tradition, it conveys a meaning to viewers of} However, ^{it} is not necessarily, as humans do not need ^{that does the same work} hundreds of similar ~~coffee machines~~; we only need ^{people at the past} "one" to make a cup of coffee. In our past history, ~~they don't~~ ^{have a} does not ~~have~~ ^{have} coffee machines, however, they still ^{conveys} happily ~~live~~ ^{mean} ~~live~~. ~~This is~~ This artwork metaphorically ~~reflects~~ ^{reflects} the irony ~~in our~~ ^{meaning} in our contemporary society by challenging traditions.

"In pursuit of Venus" by Lisa Reihana, She conveys meaning ^{time} of cultural identity through the ^{way} ~~by~~ challenging traditions. Lisa Reihana was inspired by the Joseph Dufour's ^{wall-paper} ~~two hundred~~ ~~years~~ ^{two hundred} years ago. Dufour's Wall paper suggestive the pacifika people as exotic Savages during the initial cultural interactions

With the ~~people~~ European people. ~~By challenging traditions~~
 traditions of ^{the} past historical painting, Reihana takes the power
 of depicting reality of the pasifika's cultural interactions
 with Europeans. Reihana ~~is~~ chooses to use the ^{natural} ~~background~~
 views and nature elements in an illustration ^{similar to} ~~of~~ painting
 way ^{and} ~~the~~ Dufour's. However, filming the dancing ^{movement} of pasifika
 people, ^{and} the ~~the~~ exchange of language ^{scenes} of the European
 and pasifika people's ^{real} lively movement ^{to put} on the ~~back~~ surface
~~ground~~ of ~~the~~ ^{pasifika island} ~~background~~ paintings ~~and~~ other
 than painting the actual figures on to the background
 paintings. Reihana projecting the whole ^{Art Work} ~~scene~~ on
 to the ~~galleries~~ gallery's wall as a video format
 which challenging traditions of the ~~the~~ way to perform the
 artwork. The video also ~~has~~ has sounds and it is over
 thirty minutes long. ~~It~~ ^{conveys} ~~gives~~ ~~the~~ the true
~~the~~ culture of pasifika people ^{uses of} in a lively way of
 presentation. The digital tools in "In pursuit of Venus"
 also challenges ~~the~~ traditions. ~~The~~ The title of the art
 work of "Venus" is a western goddess which ~~implicit~~ was
 an excuse ~~in~~ ~~the~~ of depicting women's naked ~~the~~
~~the~~ body. ~~Dufour's~~ Dufour's wallpaper is also an exploitation
 of the excuse ^{of depicting} ~~between~~ the exotic savages as
 pasifika ~~the~~ ~~indigenous~~ indigenous people. ^{Dufour's painting} ~~This is actually~~
^{actually} due to the imperial gaze / western gaze to the ~~the~~
 indigenous people. Reihana Challenging traditions by
 convey the meaning of true identity is very impressive, plus
 gives the viewer a very interesting way of experience
 the artwork, thus would understand more ~~the~~ correct
 culture of pasifika people (includes Maori)

"Media Market" by Andreas Gursky challenging the tradition ~~by~~ by uses digital tools ~~whereas~~ and conveys the ~~idea~~ idea of how ~~the~~ photographs will not always be truth. ~~and~~

*Reihane's "In pursuit of Venus" ~~is~~ has challenging tradition also by uses digital tools as Gursky, however ~~also~~ conveys a different meaning that ~~that~~ influences people to find their true identity ~~and~~ and correct people's ^{incorrect} ~~the~~ ^{gate}. ~~the~~ Both "Media Market" and "In pursuit of Venus" changes people's stereotypes perspective ~~and~~ ^{by} ~~and~~ ~~also~~ challenging ~~the~~ traditions.

M6

Merit Exemplar 2019

Subject	Art History		Standard	91483	Total score	06
Q	Grade score	Annotation				
7	M6	Provides a thorough and considered explanation of the meaning of motifs from both art works and then gives a further detailed explanation including quotes referencing other art works that demonstrate and link to the question.				