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91484A



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Art History 2025

91484 Examine the relationship(s) between art and context

Credits: Four

ANSWER BOOKLET

Achievement	Achievement with Merit	Achievement with Excellence
Examine the relationship(s) between art and context.	Examine, in depth, the relationship(s) between art and context.	Examine, perceptively, the relationship(s) between art and context.

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

Write your answers in this booklet.

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 2–10 in the correct order and that none of these pages is blank.

Do not write in the margins (🚫). This area will be cut off when the booklet is marked.

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

Achievement

TOTAL 04

SELECTED QUESTION

Copy and paste the question you have chosen into the space below.

QUESTION FIVE: Modernism to Postmodernism (1940s–c.2000)

Select and name TWO Modernist to Postmodernist art works to use in a discussion of the relationship(s) between art and economic contexts. Both works may be selected from Plates 21–25 in the resource booklet, or they may be art works of your own choice, or a combination of the two.

With reference to your selected art works:

(a)

explain the relationship(s) between Modern and / or Postmodern art and economic contexts, and

(b)

evaluate the importance of these relationship(s) for art of this period.

Name your chosen art works:

Art work (1):

Untitled (I shop therefore I am), Barbara Kruger, 1987, Photographic silkscreen on vinyl,

Art work (2):

President Elect, James Rosenquist, 1961, Oil on Canvas,

PLANNING

I shop therefore I am / I think therefore i am
Talking about consumerism how reality is consumerism.

President Elect
Broken promises
Advertising of Boxed Cake
The future = Stale cake

ANSWER SPACE

Type your answer in the space below. You should aim to write a concise response of no more than 800–900 words. The quality of your writing is more important than the length of your answer. (The counter will change colour when you reach the recommended word limit.)

B I U ☰ ∨ ☷ ∨ ↶ ↷ ?

Untitled / *I shop therefore I am*, 1987, Barbara Kruger, is a photographic silkscreen on vinyl criticising consumerism. *I shop therefore I am* is a direct reference to Rene Decarte's "I think therefore I am", a line about how thinking is proof of one's existence. *I shop therefore I am* makes someones economic reality, shopping, the new proof of their existence. You need to buy things to be a person, you need to spend money on new products, inovations, trends, to exist in the real world. *I shop therefore I am* is a criticism and reflection of 1980s consumer culture. The increased advertising and constant push of new products and trends was inescapable. The reality of living in a capitalist society, with the innovation and growth of the '80s being nothing but a coat of paint over consumerism.

I Shop therefore I am is a direct reflect and criticisim of modern consumerism. The relationship between the economic context of the 1980s and Barbara Kruger's *I shop therefore I am* is

President Elect, James Rosenquist, 1961, is a triptych featuring John F. Kennedy, the titular president elect, and a boxed cake advertisement. *President Elect* reflects on the promises of the late 1950s about the 1960s, being those of radical change and improvement. New products like boxed cake were going to revolutionise baking and modern life, the newly elected young President John F. Kennedy was going to bring about real change, life was going to improve. The economic reality of the early 1960s was completely different to these promises. The new innovations, simple products, overdelivered and overperformed, boxed cake was a stale waste of time, JFK acted no different to other presidents. The promised radical upheaval and improved life and prospects was not delivered upon in the slightest.

The relationship between *President Elect* and the economic reality of it's time is one of bitter acceptance. The promises are broken, the economy is the same, and the cake is stale. *President Elect* is a comentary on the people who believed in a new economic world and sold the country on broken promises and stale cake. A work that could've been a positive glowing endorsement of the new decade, instead reflects the reality of the era.

The relationships between Post-modern art and the economic context of the late 20th century is one of criticism. *President Elect* and *I shop therefore I am* both criticise the promises of advertising and the economic state of the world. *President Elect* focuses on how the promises of the previous generation, ones of inovation and new products, were wrong and lies, showing the objective reality of a new face and stale cake. *I shop therefore I am* focuses moreso on a criticism of consumerism entirely, with the advertising and pop culture being exaggerated to point out how shopping and purchasing are the defining parts of someones life.

This critical relationship between Post-Modern art and its economic context is incredibly important as it allows the audience to reflect on their internalised biases and internal acceptance of advertising into that of a more critical eye. It showcases the audience just how overreaching the ideas of advertising and consumerism are in modern life, just how ingrained they are that *I shop therefore I am* can exist. Without the mirror of Post Modern art, many people would still be bought into the promises of *President Elect*, and that the new radical changes and innovations are just around the corner, instead of stale and allready here.

581 WORDS / 900 RECOMMENDED

Achievement

Subject: Art History

Standard: 91484

Total score: 04

Grade score	Marker commentary
A4	The candidate directly outlines features of art works and their links to the context with clear explanations in a brief but solid response. Further explanation with details regarding the economic context for the periods relating to Rosenquist's and Kruger's works could provide the opportunity to reach Merit.