

Understanding Public Art and the Art Market

Art History · Answer Key · 15 Questions

1. According to Cartiere and Willis (2008), which of the following is NOT a criterion for public art?

- A) Accessible or visible to the public
- B) Maintained for or used by the community
- C) Created by local artists**
- D) Paid for by the public

2. The #RhodesMustFall campaign is cited as an example of what concerning public art?

- A) Successful funding models
- B) Art activism and sites of contention**
- C) Increased tourism revenue
- D) Improved accessibility for all

3. What is the primary focus of an iconographic analysis of an artwork?

- A) The materials and techniques used
- B) The formal elements of composition
- C) The content or subject matter and its symbolism**
- D) The historical context of its creation

4. What does the term 'iconography' mean, derived from Greek words?

- A) The study of art markets
- B) The writing of images**
- C) The formal structure of a painting
- D) The public's perception of art

5. Art fairs, like the Joburg Art Fair, primarily focus on what aspect of the art world?

- A) Showcasing cultural heritage
- B) Providing large-scale exhibitions
- C) Commercial aspects and selling artists' works**
- D) Promoting artistic research

6. Biennales, unlike art fairs, may not necessarily sell artists' work but provide opportunities for what?

- A) Artist residencies
- B) Large-scale exhibitions and curated themes**
- C) Art market speculation
- D) Conservation of artworks

7. The text mentions an auction of Allan Banford's work at Sotheby's. What is a common aspect of such events that garners media attention?

- A) The artistic merit of the piece
- B) The achievement of a record price**
- C) The historical significance of the auction house
- D) The artist's biography

8. The sculptures of Albert Luthuli, Desmond Tutu, FW de Klerk, and Nelson Mandela on Nobel Square are used as an example of public art that complies with:

- A) Controversial ideologies
- B) The four criteria set out by Cartiere and Wilis**
- C) Art activism
- D) The principles of formal analysis

9. What is the main question posed for the purpose of the learning unit regarding public artworks?

- A) How to fund public art projects
- B) How to interpret and understand public artworks**
- C) How to prevent art activism
- D) How to increase art market value

10. What is the contrast between a formalistic approach and an iconographic method in art analysis?

- A) Formalism focuses on symbolism, iconography on form
- B) Formalism focuses on form, iconography on content**
- C) Formalism is subjective, iconography is objective
- D) Formalism is recent, iconography is ancient

11. The text refers to Henri Rousseau's 'A Carnival Evening' in the context of which type of analysis?

- A) Iconographic analysis
- B) Formal analysis**
- C) Art market analysis
- D) Public opinion analysis

12. Which of the following is presented as a resource for additional reading on the art market?

- A) A journal article on public art
- B) A book chapter on art history
- C) Grove Art Online article by Tattersall & Degen**
- D) A documentary about biennales

13. What is a primary function of art biennales and art fairs in many countries, as mentioned in the text?

A) To educate the public about art history

B) To serve as major tourist attractions

C) To provide studio spaces for artists

D) To offer art therapy sessions

14. The text implies that controversies surrounding public art often stem from:

A) The high cost of materials

B) Disagreements over the criteria for public art

C) The ideology represented by the work and its relation to public values

D) Lack of media coverage

15. What is the V&A Waterfront in Cape Town associated with in the text?

A) A major art auction house

B) The location of the Nobel Square sculptures

C) A prominent art biennale

D) A center for formal analysis