FROM
READING
TO
WRITING

LINDA ROBINSON FELLAG
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*Scope and Sequence* xi
In this chapter you will:

• read an essay about artists
  Charles and Ray Eames

• learn strategies to write an effective thesis statement

• write an essay about a person’s qualities or skills

CHAPTER 6

Artists as Scientists and Entrepreneurs

PRE-READING

Discussion

Discuss the questions in pairs or small groups.

1. Look at the photograph. By definition, artists “produce or perform any type of art such as painting, music, dance, etc.” What type of art do you think Ray and Charles Eames produced?

2. The title of the reading is “Artists as Scientists and Businesspeople.” Why does an artist need to know about science or business?

3. Think of an artist that you like—a painter, musician, singer, dancer, or actor. Does this person also have skills in science or in entrepreneurship (starting a business)? Explain.
Vocabulary

Read the sentences. Match the boldfaced words with the definitions.

1. Charles and Ray Eames were well-known furniture designers. They worked together to create new styles of chairs.

2. One technique that the Eameses used was to make chairs from single pieces of wood. This made their chairs look modern, simple, and useful.

3. They incorporated their knowledge of science into their art. Top scientists helped them improve the ways they built furniture.

4. In addition, their skills in business enabled them to succeed in the art world. Their chairs are still popular today.

5. The Eameses had many diverse interests. They were known not only for making furniture but also for building houses, photography, and other art forms.

6. They experimented with different ways to put the pieces of their furniture together. They were among the first people to use heat to help connect the parts of their chairs.

7. All of the Eameses’ art represents their central ideas about art. They thought art should be modern, useful, and attractive.

8. Charles and Ray Eames were extraordinary artists. They were well-known as two of the top artists of the 20th century.

Definitions:

a. very different from each other  
b. people who make drawings or plans of something that will be made or built  
c. make it possible for someone or something to do something  
d. show or mean a thing or idea  
e. a special way of doing something  
f. try using various ideas, methods, or materials in order to find out how effective or good they are  
g. include something as part of a group, system, etc.  
h. very unusual, special, or surprising
Artists as Scientists and Entrepreneurs

Charles and Ray Eames are among the best-known designers of the 20th century. Together, this husband-and-wife team mastered many diverse art forms including furniture design, architecture, painting, and photography. At heart, they were artists, yet their skills in science and business also enabled them to succeed in the design world.

It is clear that the Eameses had a great deal of artistic talent. In 1946, they produced “the most talked-about chairs of the year,” according to House & Garden magazine. These “chairs for tomorrow” were displayed at the Museum of Modern Art in New York City. The Eameses’ chairs were fresh, new, and affordable—$11 to $16. These chairs are still popular today. In addition to chairs, the couple also designed inexpensive, practical houses. Their own Eames House looked like a large, square box with wooden, steel, and glass sections. It had clean, simple lines, with large windows, sliding doors, and airy interior spaces. All of the Eameses’ work represented their central idea about design. They made things that were modern and useful but attractive.

As well as being attractive, their designs also indicate their strong interest in science. The couple worked with top scientists to create products that met their own high technical standards. For instance, they created new manufacturing methods. They connected chair parts with heat and glue, a technique called “electronic bonding.” They also used rubber to join the backs and seats of their chairs to distribute the weight of the user. Furthermore, they experimented with ways to make chairs, tables, and other furniture out of single pieces of wood, fiberglass, plastic, or metal. Another particular interest of Charles Eames was the TV show called Mathematica. He and his wife are shown working in this show in 1960 in the photograph on page 56. Charles Eames created this show to help people understand mathematical and scientific ideas by viewing everyday objects. This artistic team incorporated science into their art in a variety of ways.

They also used successful business practices. From 1943 to 1988, the Eames Office near Los Angeles served as a large

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1 affordable: not expensive

2 distribute: to spread throughout a given area

3 fiberglass: a light material made from small fibers (threads) of glass
workshop. Teams of artists produced furniture, photographs, and paintings for customers. In all of their work, the couple was guided by a strong customer focus. “Early in their careers together, Charles and Ray identified the need for affordable, yet high-quality furniture for the average consumer—furniture that could serve a variety of uses,” according to the U.S. Library of Congress.

Two manufacturing companies sold the couple’s chairs, storage units, and benches around the world. Their furniture had strong sales beginning in the mid-20th century and still sells well today.

Charles and Ray Eames were extraordinary artists. They remind us of Leonardo da Vinci, who painted the Mona Lisa while he studied nature and aeronautics. Da Vinci started out poor but ended his career in the 1500s under the financial support of a French king. Like Leonardo da Vinci, Charles and Ray Eames used their science and business talents to help them create beautiful art.

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4 consumer: someone who buys or uses goods or services
5 benches: long seats for two or more people
6 aeronautics: the science or art of flight

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**Identifying Main Ideas**

*Match each paragraph with its main idea.*

<table>
<thead>
<tr>
<th></th>
<th>1. paragraph 1</th>
<th>2. paragraph 2</th>
<th>3. paragraph 3</th>
<th>4. paragraph 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>The Eameses used science to create their products.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>b.</td>
<td>The Eameses are famous designers of the 20th century.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>The Eameses were talented artists.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>The Eameses succeeded because their ideas focused on customer needs.</td>
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</tbody>
</table>

**Identifying Details**

*Match the dates on the left with the events on the right.*

<table>
<thead>
<tr>
<th></th>
<th>1. 1500s</th>
<th>2. 1943</th>
<th>3. 1946</th>
<th>4. 1960</th>
<th>5. 20th century</th>
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<tbody>
<tr>
<td>a.</td>
<td>Da Vinci was supported by a French king.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Charles Eames worked in a mathematics show.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>The Eameses were well-known designers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>The Eameses’ workshop opened in Los Angeles.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>e.</td>
<td>The team produced the first Eames chairs.</td>
<td></td>
<td></td>
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Making Inferences

What meaning can be inferred from the sentence? Circle the letter of the best answer.

1. At heart, they were artists, yet their skills in science and business also enabled them to succeed in the design world.
   a. The Eameses were artists first, and scientists and businesspeople second.
   b. The Eameses used their emotions to create their artistic designs.

2. Another particular interest of Charles Eames was the TV show called Mathematica.
   a. The writer wants to show that Charles Eames was interested in shows.
   b. The writer wants to show that Charles Eames was interested in science.

3. They remind us of Leonardo da Vinci, who painted the Mona Lisa while he studied nature and aeronautics.
   a. The writer is emphasizing that da Vinci was interested in both art and science.
   b. The writer is emphasizing that da Vinci was best known as the man who painted the Mona Lisa.

FROM READING TO WRITING

Reflecting on the Reading

Discuss the questions in pairs or small groups.

1. The Eameses were successful artists because of their skills in art, science, and business. How did their knowledge of science and business contribute to their success?
2. Imagine that you want to have a career as an artist. What should you do to become successful?
3. Would you be more interested in becoming an artist, a scientist, or a businessperson? Explain.
Activating Your Vocabulary

Take notes on these questions. Try to use your answers in your Writing Assignment.

1. Think of someone who is a designer. What does he or she design?
2. What skills enable an artist to create art?
3. Think of someone who is intelligent. How does that person incorporate business skills into his or her life?
4. What is one technique a businessperson would use to become successful?
5. Think of what a scientist does. What might that person experiment with?

Writing an Effective Thesis Statement

The thesis statement tells the reader the main idea of the essay. In addition, the thesis statement often provides a “road map” that tells what supporting points will appear in the body paragraphs of the essay.

EXAMPLE

Thesis Statement

**Supporting Points**

1. At heart, they were artists, yet their skills in science and business also enabled them to succeed in the design world.
2. It is clear that the Eameses had a great deal of artistic talent.
3. As well as being attractive, their designs also indicate their strong interest in science.
4. They also used successful business practices.

Follow these guidelines to write an effective thesis statement:

- Make your thesis statement clear and specific. The first thesis statement below is too general, but the second one is clearer and more specific.

  Less effective: My aunt is a successful business owner.
  Effective: My aunt is a successful business owner because she has several positive qualities.
• Do not merely announce the topic in your thesis statement. Phrases such as I will write about . . . announce the topic but add no useful information.

Less effective: In this essay, I will discuss two qualities of the singer Sean Paul.

Effective: Sean Paul uses creative beats and thoughtful lyrics in his songs.

• Do not include the word I in your thesis statement.

Less effective: I feel that my friend Richard has contrasting characteristics.

Effective: My friend Richard has contrasting characteristics.

Practice

A. Which of these thesis statements are effective? Write E (Effective). Rewrite the other thesis statements to make them more effective.

___ 1. This essay will describe my sister Diana’s characteristics.

   \textit{My sister Diana is a cheerful and caring person.}

___ 2. Dr. Woodford is a pleasant and competent physician.

___ 3. My brother Hun has a money-making pizza shop.

___ 4. Unfortunately, my friend Anna has some very negative qualities.

___ 5. I believe that my father has many good qualities.

B. Work in pairs. Write other possible topic sentences for body paragraphs to support these thesis statements. Discuss your answers.

1. Thesis statement: My mother is a cheerful and loving person.

   Body paragraph 1: \textit{She is always in a good mood.}

   Body paragraph 2: \textit{__________________________}

2. Thesis statement: My boss is hard but fair with her employees.

   Body paragraph 1: \textit{She pushes us to do the best we can.}

   Body paragraph 2: \textit{__________________________}
3. Thesis statement: My boyfriend, Mike, is even-tempered and respectful.
   Body paragraph 1: ____________________________________________________________________________
   Body paragraph 2: Also, he respects others.

C. Choose a topic from Exercise B. Work in pairs. Make notes about examples to include in each body paragraph.

**WRITING ASSIGNMENT**

Write an essay. Follow the steps.

**STEP 1** Get ideas.

A. Choose a topic for your essay. Check (✔) it.
   - **Topic 1:** The skills or interests of an artist.
   - **Topic 2:** The skills or interests of a scientist.
   - **Topic 3:** The skills or interests of a businessperson.

B. Work in groups. Brainstorm names of people who have those specific skills or interests.

C. Choose one person from your list as the subject of your essay. Make a chart like the one below.

Person: Leonardo da Vinci

<table>
<thead>
<tr>
<th>IDENTIFICATION OF PERSON</th>
<th>master painter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>painted the Mona Lisa</td>
</tr>
<tr>
<td>1ST SKILL OR INTEREST</td>
<td>plants</td>
</tr>
<tr>
<td>2ND SKILL OR INTEREST</td>
<td>the body</td>
</tr>
</tbody>
</table>

D. Add examples that explain each skill or interest area.
**STEP 2  Organize your ideas.**

Use the information below to organize your essay.

- **Introduction** Introduce the person that you are writing about. End the introductory paragraph with a thesis statement that states the person’s skills or interest areas.

  **EXAMPLES**
  
  **Topic 1:** Jennifer Lopez’ determination and business sense have helped her become a success.
  
  **Topic 3:** My father and uncle have a successful business because they are energetic, well-organized, and cooperative.

- **Body paragraph 1** Begin with a topic sentence about the person’s first skill or interest area. Use your notes from Step 1. Include at least two examples that explain this point.

- **Body paragraph 2** Begin with a topic sentence about the person’s second skill or interest area. Include at least two examples that explain this point.

- **Body paragraph 3** If you include a third supporting point, begin with a topic sentence about this skill or interest area. Include at least two examples that explain this point.

- **Conclusion** Write a concluding paragraph that restates the main idea in different words.

**STEP 3  Write a rough draft.**

Write your essay. Use the information from Steps 1 and 2. Include vocabulary from the chapter where possible.

**STEP 4  Revise your rough draft.**

Read your paragraph. Use the Writing Checklist to look for mistakes. Work alone or in pairs.

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**Writing Checklist**

- Does your introduction include an effective thesis statement?
- Does each body paragraph have a topic sentence that explains more about the thesis statement?
- Did you include examples in the body paragraphs to explain the main ideas?
- Did you end your essay with a conclusion that restates the main idea?
- Did you use correct essay format, such as adding a title and indenting the first line of each paragraph?
- Did you use vocabulary from the chapter appropriately?
STEP 5  Edit your writing.
A. Edit your essay. Correct any mistakes in capitalization, punctuation, spelling, or verb use.
B. Exchange essays with a partner. Use the Correction Symbols on page 191 to mark each other’s work.

EXAMPLE

SUBJECT-VERB AGREEMENT ERROR (agr)

speaks

The pop singer Shakira speak three languages.

STEP 6  Write a final copy.
Correct your mistakes. Copy your final paragraph and give it to your instructor.