

What makes things cool?

- 01 a) Which of the images below do you prefer? Why?
 b) What images are the most stylish? How?
 c) How can you make something more stylish?



- 02 Read the conversations below and for each phrase in bold choose its correct meaning.

1)  The Eiffel tower is famous for its **iconic** design.

Absolutely! I think everyone in the world recognises it. 

very famous or popular

OR

beautiful

2)  Moving to another country as a kid really **shaped** my personality.

I'm glad but wonder what you would've been like if you hadn't moved. 

influenced

OR

damaged



3)  What the professor said was complete **nonsense!**

I don't know. I thought there were some good ideas. 

something that is logical OR something that is stupid

4)  That was an **ingenious** solution to the problem. I would have never thought of it

Thanks. I've always been good thinking outside the box. 

very flexible OR very clever and original

5)  After years of training I knew what to do **intuitively**.

Wow! The training was worth it then. 

without thinking OR immediately

03 Complete the sentence below with the vocabulary from exercise 2:

- a) How do you think your nationality your personality?
- b) Is there any skill you have that you knew
- c) What is the most product in the world today? Why?
- d) What do you feel was the most invention of the last ten years?
- e) Do you watch any reality TV shows that are full of? Which ones?

Now discuss the completed questions above with a partner.



04

Watch the video [<https://bit.ly/2wSpyto>] and summarise the main ideas in pairs.

05

Watch [the video](#) again and answer the questions below.

- a) What is the design philosophy of MAYA?
- b) How many versions of the train design did Loewy create? Why?
- c) What is the idea of the mere-exposure effect?
- d) What problem did Spotify have with their discover playlist?
- e) How was MAYA applied to the skylab space station?

Discuss the questions below:

- What is your definition of something cool?
- Do you think there is more or less variety in style now than in the past?
- What things did you think were cool as a kid? Do you still feel the same now?
- What could you do to be a cooler or more stylish person?
- Which celebrities would you say are cool? Why?
- Do you think to be cool you have to follow the latest trends?
- Is being cool more important than being yourself? What about when you were younger?

