

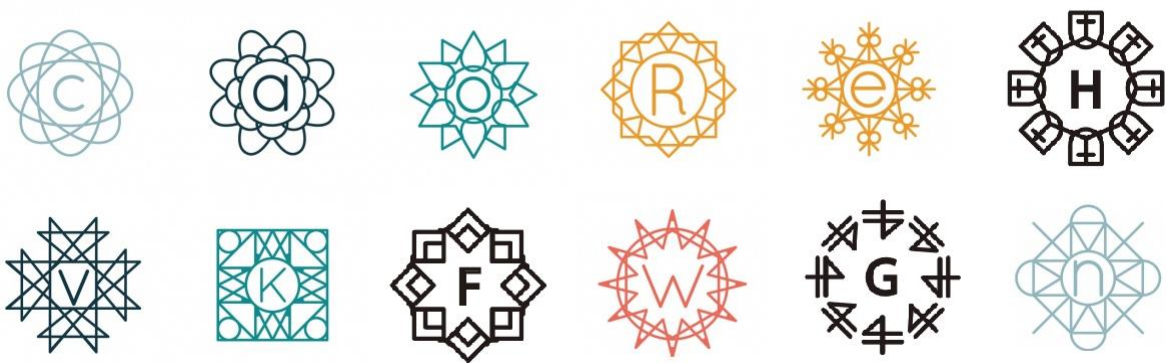
What makes things cool?

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 though 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?

