W
IS FOR WATCH IT
Imagine that you are an invisible invigilator - like a ghost, or a gallery attendant. Hover silently around the gallery and WATCH how people LOOK at the artworks.

Pick out one still artwork like a painting or a sculpture and WATCH viewers LOOKING at it. How long do viewers spend with the artwork?

______________ seconds _______________ minutes

One recent newspaper article reported that the average time spent LOOKING at some of the artworks in Tate Britain is 5 seconds.

Choose a partner and take it in turns to WATCH each other LOOKING at a different still artwork for 5 seconds. Count the seconds in your head.

After your turn LOOKING, describe to your partner what you saw in the artwork. Then discuss what you noticed about your partner’s LOOKING when you were WATCHING them.

The average film WATCHED in the cinema is 90 minutes. Most people would say that you LOOK at a painting and WATCH a film. But what happens if you WATCH a painting and LOOK at a film instead?

Choose a still painting to be your cinema screen. Take your seat and take turns timing each other WATCHING it for 90 seconds. When it is your turn counting, again LOOK at how, where and what your partner WATCHES.

Now try LOOKING at a film or video in the gallery for 90 seconds. You might need to search around a bit to find one.

Afterwards discuss with your partner how WATCHING compared to LOOKING.

What image stuck in your brain the most? Close your eyes and imagine your image floating in the blackness of the cinema. Draw it on the screen below: