

Required Annotations		Student-Created Annotations		Summary / Questions / Reflection	
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The Louvre, the world's most visited museum, broke all ticket office records last year with more than 10 million people viewing its Paris collection of fine arts and **antiquities**, boosted by foreign tourists and the interest in Beyoncé and Jay-Z's music video filmed there.

The 10.2 million people who came to the museum in 2018 marked a 25 percent rise in visitors, beating the previous record of 9.7 million visitors in 2012. It is the highest number for a museum of its kind, ahead of the National Museum of China and the Metropolitan Museum of Art in New York.

The rise was due in part to international tourists returning to Paris after large numbers stayed away in the years after the 2015 Paris terror attacks. Foreigners made up almost three-quarters of visitors to the Louvre; the biggest number of foreign visitors were from the United States, followed by China. But 2.5 million French people also visited, including increasing numbers of schoolchildren, as outings to tourist sites had been limited after the terrorist attacks that struck the country in recent years.

The Louvre has managed to maintain its high numbers of young visitors —more than 50 percent are under 30 — and was helped by the success of Beyoncé and Jay-Z's new music video last summer, which was shot in the museum and featured key works, including the Mona Lisa and Jacques-Louis David's masterpiece, "The **Consecration** of the Emperor Napoleon and the Coronation of Empress Joséphine."

The video, viewed more than 150 million times online, was seen as an important comment on the representation of power in art, and on race and **colonialism**, as well as being a conversation starter for young visitors. It led the museum to create a special visitor guide based on the video, which was a success and gave the permanent collection what one museum worker called the feeling of a "cool brand."

"It's clear that 2018 was a remarkable year for the international reputation of the Louvre," the museum's director, Jean-Luc Martinez, told French radio. "The Beyoncé video, like the opening of the Louvre museum in Abu Dhabi, ensured that the Louvre was talked about across the world, and one of the consequences of that is the spectacular rise in visitor numbers last year."

This year the museum is hoping to bring in more young visitors by adding free nighttime visits on the first Saturday of the month.

The museum's success in 2018 was also helped by major exhibitions, in particular a spectacular **retrospective** of the 19th-century artist Eugène Delacroix. This year's unprecedented Leonardo da Vinci exhibition — part of a Europe-wide commemoration of the 500th anniversary of the Renaissance master's death — is expected to attract large numbers.

The museum also said the rise in visitors had been helped by the

vast refurbishment of the entry and ticket office, funded in part through agreement with the Abu Dhabi branch, as well as online ticket sales that had reduced waiting times.

The museum said the gilets jaunes anti-government demonstrations in central Paris in late November and December had not affected visitor numbers. The protests had caused the museum to close on one Saturday only, it said.

Questions

1. Which option BEST summarizes how Beyoncé and Jay-Z's music video affected the Louvre?
 - a) It helped attract more young visitors to the museum, highlighted important issues portrayed in the museum's artworks and inspired the creation of a successful special visitor guide.
 - b) It helped convince more young tourists to visit Paris and take a tour of the museum, and inspired the museum to initiate free nighttime visits to the museum on the first Saturday of each month.
 - c) It helped raise awareness about the value of the artwork on display in the museum, generated more ticket sales and funded the renovations to the museum and restorations of exhibitions.
 - d) It helped encourage a healthy competition between the Paris and Abu Dhabi branches of the museum, and encouraged more tourists from the United States and China to visit the Louvre.
2. Which of the following ideas does the author develop the LEAST in this article?
 - a) why tourism declined in Paris a few years ago
 - b) what major exhibitions are on display at the Louvre
 - c) why anti-government demonstrations occurred in central Paris
 - d) what connection Beyoncé and Jay-Z's music video has to the Louvre
3. Read the sentence from the article. *"It's clear that 2018 was a remarkable year for the international reputation of the Louvre," the museum's director, Jean-Luc Martinez, told French radio.* Which selection from the article BEST emphasizes what the author means by "international reputation"?
 - a) Foreigners made up almost three-quarters of visitors to the Louvre; the biggest number of foreign visitors were from the United States, followed by China.
 - b) The video, viewed more than 150 million times online, was seen as an important comment on the representation of power in art, and on race and colonialism, as well as being a conversation starter for young visitors.
 - c) The museum's success in 2018 was also helped by major exhibitions, in particular a spectacular retrospective of the 19th-century artist Eugène Delacroix. This year's unprecedented Leonardo da Vinci exhibition — part of a Europe-wide commemoration of the 500th anniversary of the Renaissance master's death — is expected to attract large numbers.
 - d) The museum also said the rise in visitors had been helped by the vast refurbishment of the entry and ticket office, funded in part through agreement with the Abu Dhabi branch, as well as online ticket sales that had reduced waiting times.
4. Read the sentence from the article. *"The Beyoncé video, like the opening of the Louvre museum in Abu Dhabi, ensured that the Louvre was talked about across the world, and one of the consequences of that is the spectacular rise in visitor numbers last year."* What does the word "consequences" convey in the sentence above?
 - a) the sense that visitors are happy with the current collections in the Louvre
 - b) the sense that the video caused mixed publicity for the Louvre
 - c) the sense that the Louvre was initially concerned about the video
 - d) the sense that the Louvre was positively affected by the video