

SIR JONATHAN IVE

http://www.famouspeoplelessons.com/j/jonathan_ive.html

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THE READING / TAPESCRIPT

Sir Jonathan Ive is an English designer whose work for Apple Inc. has made him one of the world's gurus of industrial design. His groundbreaking and stylish work includes the iMac, iPod, iPhone, MacBook Air and iPad. He has won many top design awards and has twice been honoured by Britain's Queen Elizabeth. Ive married his high school sweetheart in 1987. They have twin sons and live in California.

Sir Jonathan was born in London in 1967. Design has been important to him since his childhood. He was fascinated by the skill of his silversmith father, whom he called a "fantastic craftsman". Ive developed an interest in how things were made and how they worked, as well as their shape and material. He studied industrial design at university before co-founding a design consultancy in London.

Ive's work on a project for Apple in 1992 landed him with a job at the tech giant. In 1997, he was made Senior Vice President of Industrial Design by Apple co-founder Steve Jobs. He headed a team that developed some of the world's most iconic and innovative products. Six of these are housed in New York's Museum Of Modern Art. His creations embody simplicity of design, ease of use, and beauty.

Ive has received many awards for his genius, including the Design Museum's Designer of the Year prize in 2003. In 2007, Britain's Observer newspaper listed him in "The 50 Men Who Really Understand Women". In 2010 Fortune magazine named him the "world's smartest designer". A year later he was knighted by Britain's queen to become "Sir Jonathan". Ive currently holds around 600 design patents.

SYNONYM MATCH Match the words on the left with their synonyms.

Paragraphs 1 and 2

- | | |
|-------------------|------------------|
| 1. gurus | a. love |
| 2. groundbreaking | b. artistry |
| 3. sweetheart | c. revolutionary |
| 4. fascinated | d. experts |
| 5. skill | e. form |
| 6. shape | f. interested |

Paragraphs 3 and 4

- | | |
|---------------|---------------------|
| 7. headed | g. brilliance |
| 8. innovative | h. ranked |
| 9. housed | i. led |
| 10. genius | j. state-of-the-art |
| 11. listed | k. copyrights |
| 12. patents | l. contained |

PHRASE MATCH Match the following phrases from the article.

- | | |
|--------------------------------|---------------------------|
| 1. His groundbreaking | a. his silversmith father |
| 2. He has won many top | b. consultancy |
| 3. fascinated by the skill of | c. by Britain's queen |
| 4. their shape and | d. at the tech giant |
| 5. co-founding a design | e. and stylish work |
| 6. landed him with a job | f. material |
| 7. the world's most iconic and | g. 600 design patents |
| 8. His creations embody | h. design awards |
| 9. he was knighted | i. innovative products |
| 10. Ive currently holds around | j. simplicity of design |

LISTENING GAP FILL

Sir Jonathan Ive is an English designer _____ Apple Inc. has made him one of the world's gurus of industrial design. His groundbreaking _____ includes the iMac, iPod, iPhone, MacBook Air and iPad. He has won many top design awards and _____ honoured by Britain's Queen Elizabeth. Ive married his high school sweetheart in 1987. They have twin sons and live in California.

Sir Jonathan was born in London in 1967. Design has been important to him since his childhood. He was _____ the skill of his silversmith father, whom he called a "fantastic craftsman". Ive _____ in how things were made and how they worked, as well as their shape and material. He studied industrial design at university _____ a design consultancy in London.

Ive's work on a project for Apple in 1992 _____ a job at the tech giant. In 1997, he was made Senior Vice President of Industrial Design by Apple co-founder Steve Jobs. He _____ that developed some of the world's most iconic and innovative products. Six of these are housed in New York's Museum Of Modern Art. His creations embody simplicity of design, _____, and beauty.

Ive has received many awards _____, including the Design Museum's Designer of the Year prize in 2003. In 2007, Britain's Observer newspaper _____ "The 50 Men Who Really Understand Women". In 2010 Fortune magazine named him the "world's smartest designer". A year later he was knighted by Britain's queen to become "Sir Jonathan". Ive _____ around 600 design patents.

CHOOSE THE CORRECT WORD

Delete the wrong word in each of the pairs of italics.

Sir Jonathan Ive is an English designer *whose / which* work for Apple Inc. has *done / made* him one of the world's gurus of industrial design. His groundbreaking and *stylish / style* work includes the iMac, iPod, iPhone, MacBook Air and iPad. He has won many top design *award / awards* and has twice been honoured by Britain's Queen Elizabeth. Ive married his high school sweetheart in 1987. They have twin sons and live in California.

Sir Jonathan was born in London in 1967. Design has been important to him *since / for* his childhood. He was fascinated *of / by* the skill of his silversmith father, whom he called a "fantastic craftsman". Ive developed an *interesting / interest* in how things were made and how they worked, as well as their shape and material. He studied industrial design at university before *co-founding / confounding* a design consultancy in London.

Ive's work on a project for Apple in 1992 *earthed / landed* him with a job at the tech giant. In 1997, he was made Senior Vice President of Industrial Design by Apple co-founder Steve Jobs. He *headed / footed* a team that developed some of the world's most *iconic / icon* and innovative products. Six of these are housed in New York's Museum Of Modern Art. His creations embody simplicity of design, *easy / ease* of use, and beauty.

Ive has received many awards for his *genes / genius*, including the Design Museum's Designer of the Year prize in 2003. In 2007, Britain's Observer newspaper *listed / lasted* him in "The 50 Men Who Really Understand Women". In 2010 Fortune magazine named him the "world's smartest designer". A year later he was *knighted / pawned* by Britain's queen to become "Sir Jonathan". Ive *current / currently* holds around 600 design patents.

SPELLING

These jumbled words are from the text. Spell them correctly.

Paragraph 1

1. nsitdaiurl design
2. groundbreaking and hilsyst work
3. euordnh by Britain's Queen
4. married his high school wehtsaeert

Paragraph 2

5. important to him since his hhcodoldi
6. chiedfasatn by the skill of his silversmith father
7. Ive eddevelep an interest in how things were made
8. their shape and taamrlie

Paragraph 3

9. work on a jcreopt for Apple
10. He ehdeda a team
11. iconic and evtoaiinvn products
12. tsciliyimp of design

Paragraph 4

13. Ive has received many warads
14. the world's ssmtaetr designer
15. egkdntih by Britain's queen
16. around 600 design tnapste

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- () his childhood. He was fascinated by the skill of his silversmith father, whom he called a "fantastic
- () and iPad. He has won many top design awards and has twice been honoured by Britain's Queen Elizabeth. Ive married
- () of the world's gurus of industrial design. His groundbreaking and stylish work includes the iMac, iPod, MacBook Air, iPhone
- () a team that developed some of the world's most iconic and innovative products. Six of these are housed in
- (**1**) Sir Jonathan Ive is an English designer whose work for Apple Inc. has made him one
- () his high school sweetheart in 1987. They have twin sons and live in California.
- () of the Year prize in 2003. In 2007, Britain's Observer newspaper listed him in "The 50 Men Who Really
- () by Britain's queen to become "Sir Jonathan". Ive currently holds around 600 design patents.
- () Understand Women". In 2010 Fortune magazine named him the "world's smartest designer". A year later he was knighted
- () Ive's work on a project for Apple in 1992 landed him with a job at the tech
- () New York's Museum Of Modern Art. His creations embody simplicity of design, ease of use, and beauty.
- () Ive has received many awards for his genius, including the Design Museum's Designer
- () craftsman". Ive developed an interest in how things were made and how they worked, as well as their shape and
- () material. He studied industrial design at university before co-founding a design consultancy in London.
- () giant. In 1997, he was made Senior Vice President of Industrial Design by Apple co-founder Steve Jobs. He headed
- () Sir Jonathan was born in London in 1967. Design has been important to him since

SCRAMBLED SENTENCES

With your partner, put the words back into the correct order.

1. of of industrial the design world's gurus One.

2. in his 1987 high school Ive sweetheart married.

3. since to been his him Design childhood important has.

4. father Fascinated by the skill of his silversmith.

5. an how made developed in were Ive interest things.

6. products innovative and iconic most world's The.

7. of creations simplicity design His embody.

8. Ive for has his received genius many awards.

9. by later knighted queen year was Britain's A he.

10. Ive patents design 600 around holds currently.

DISCUSSION (Write your questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. What do you know about Sir Jonathan Ive?
2. Would you like to meet Sir Jonathan Ive?
3. What would you like to know about Sir Jonathan Ive and why?
4. _____
5. _____
6. _____
7. _____
8. _____

DISCUSSION (Write your questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. What did you learn from this text about Sir Jonathan Ive?
2. What questions would you like to ask Sir Jonathan Ive?
3. What would his answers be to those questions?
4. _____
5. _____
6. _____
7. _____
8. _____

THE SIR JONATHAN IVE SURVEY

Write five questions about Sir Jonathan Ive in the table. Do this in pairs/groups. Each student must write the questions on his / her own paper.

Without your partner, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

Return to your original partner(s) and share and talk about what you found out. Make mini-presentations to other groups on your findings.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or other search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information about Sir Jonathan Ive. Talk about what you discover with your partner(s) in the next lesson.

3. SIR JONATHAN IVE POSTER: Make a poster showing the different stages of the life of Sir Jonathan Ive. Show your poster to your classmates in the next lesson. Did you all find out similar things?

4. MAGAZINE ARTICLE: Write a magazine article Sir Jonathan Ive. Include an imaginary interview with him. Write about what he does every day and what he thinks about.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to Sir Jonathan Ive. Ask him three questions about his life. Give him three suggestions on what he should do in his future. Read your letter to your partner(s) in your next lesson. Your "Sir Jonathan Ive expert" partner(s) will answer your questions.

ANSWERS

SYNONYM MATCH:

Paragraphs 1 and 2

- | | |
|-------------------|------------------|
| 1. gurus | a. experts |
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| 3. sweetheart | c. love |
| 4. fascinated | d. interested |
| 5. skill | e. artistry |
| 6. shape | f. form |

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| 10. genius | j. brilliance |
| 11. listed | k. ranked |
| 12. patents | l. copyrights |

PHRASE MATCH:

- | | |
|--------------------------------|--------------------------------|
| 1. His groundbreaking | a. and stylish work |
| 2. He has won many top | b. design awards |
| 3. fascinated by the skill of | c. his silversmith father |
| 4. their shape and | d. material |
| 5. co-founding a design | e. consultancy |
| 6. landed him with a job | f. at the tech giant |
| 7. the world's most iconic and | g. innovative |
| 8. His creations embody | h. simplicity of design |
| 9. he was knighted | i. by Britain's queen |
| 10. Ive currently holds around | j. products 600 design patents |

ALL OTHER EXERCISES:

Look at the text on page 2.