ORBIT · FREE SAMPLE

Fake-Proof Your Taste

The gallery cheat-sheet and the spot-the-movement game, from Contemporary Art Now. Free.

IN THIS FREE SAMPLE

01 Fake-proof your taste: the cheat-sheet

02 Spot the movement: 8 imaginary artworks, 1 bluffing licence

THE FULL GUIDE — CONTEMPORARY ART NOW (30 PAGES)

- What counts as contemporary art + 70 years in five minutes
- Movements in plain English and twelve artists to know
- AI & digital art, NFTs after the boom, immersive shows, biennials, the market
- How to look, where to go, etiquette
- Collect on a budget: where to buy, 7 checks, framing & care; 2027 outlook

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(000) FAKE-PROOF YOUR TASTE

Fake-proof your taste: the cheat-sheet

01
Say “I notice…” not “It means…”
Describing first makes you sound thoughtful and keeps you honest.

02
Read the wall text second
Look for 30 seconds first. Then read. Then look again.

03
Ask the gallerist one question
“What’s the artist working on next?” always works.

04
Compare, don’t rank
“This feels quieter than her earlier work” beats “This is better.”

05
Notice materials
Scale, surface, smell, sound. Materials are half the meaning.

06
Find the tension
Beautiful but sad? Funny but angry? That tension is usually the point.

INSTANT TELLS

Skip these
- [ ] Pretending to understand everything
- [ ] Judging by price or Instagram likes
- [ ] Touching (unless invited)
- [ ] Treating a guard as a guide — though many know a lot!

Three phrases that work anywhere
- “What drew you to this material?”
- “Is this part of a series?”
- “I don’t get it yet — what am I missing?” (honesty is the ultimate taste flex)

(001) GAME

Spot the movement

Eight imaginary artworks, described in words. Which movement does each belong to? Use the two movement pages. Score 6+ and you can bluff at any opening.

01 A gallery is empty except for a typed sheet of instructions telling staff how to draw lines on the wall. _____

02 A huge spiral of rocks built out into a salt lake, best seen from the air. _____

03 An artist cooks soup in the gallery and serves it to visitors; the conversation is the work. _____

04 Bright, flat cartoon flowers with smiling faces, sold as paintings, plush toys and sneakers. _____

05 Twelve identical steel boxes on the floor, evenly spaced. No title beyond “Untitled”. _____

06 A video essay mixing found footage, animation and voice-over about how images circulate online. _____

07 A giant comic-strip panel, painted with dots, showing a woman crying. _____

08 A slowly shifting wall of colour generated live by an algorithm trained on nature data. _____

ANSWERS (NO PEEKING)

1. Conceptual · 2. Land art · 3. Relational aesthetics · 4. Superflat · 5. Minimalism · 6. Post-internet · 7. Pop art · 8. Generative / AI art