

## Heroes of Our Time

*1 Do the quiz. Choose a, b, or c.*

**What do you know about Steve Jobs?**

**1 He was born in ...**

- a) New York
- b) San Francisco
- c) Texas

**2 At college ...**

- a) he was a star pupil
- b) he dropped out
- c) he was expelled

**3 His first job was with the company which made ...**

- a) video games
- b) TVs
- c) computers

**4 The Apple Macintosh was the first successful computer to use ...**

- a) a mouse
- b) a keyboard
- c) a USB port

**5 In 1986 he co-founded ...**

- a) Pixar
- b) HandMade Films
- c) DreamWorks

**6 Steve Jobs died of cancer in ...**

- a) 2010
- b) 2011
- c) 2012

**7 He was ..... years old.**

- a) 46

- b) 56
- c) 66

**2 Now read paragraphs 1-5 and check.**

**1 The Macintosh Classic** was the personal computer which was made by Apple in 1990. It had a 23 cm monochrome screen and a 4 megabyte (MB) memory. It was cheaper than earlier Apple computers and very easy to use. It was their first commercially successful computer.

**2 Stephen Wozniak** is the American computer engineer and programmer whose computer designs became the original Apple I and Apple II computers. He and Steve Jobs became friends when they were both working at Hewlett Packard. They started making computers in Jobs's parents' garage and together they founded Apple Computers (now Apple Inc.) in 1976.

**3 Mona Simpson** is Steve Jobs's sister. Jobs was adopted when he was born, but in the 1980s he found his biological mother, who told him that he had a sister. Mona and Steve met for the first time in 1985 (when she was 25 and he was 30) and they became very close. They kept their relationship secret for a year until Mona introduced Steve as her brother at the party which she gave to celebrate the publication of her first novel, *Anywhere But Here*.

**4 Mountain View** is the area in California where Steve Jobs grew up. He was born in San Francisco and was adopted by Paul and Clara Jobs. When he was six years old the family moved to Mountain View, which was becoming a centre for electronics. People began to call the area Silicon Valley because silicon is used to manufacture electronic parts.

**5 The logo** was designed by Jonathan Mak, a Chinese design student from Hong Kong, as a tribute to Steve Jobs when he died. The design, which used Jobs's silhouette incorporated into the bite of a white Apple logo, became a worldwide internet sensation. The teenager said that Jobs had inspired him to become a designer.

**3 Answer the questions:**

- A What was the name of the personal computer which was made in 1990.
- B How big was its memory?
- C Who is Stephen Wozniak?
- D When did Steve Jobs meet his sister for the first time?
- E What is interesting about the logo?

**4 Now try to retell the whole story about Steve Jobs.**

**5 Write a biography of an interesting or successful person you know about.**

## Heroes and Icons of our Time

*Read the biography of Giorgio Armani*

### **SYNOPSIS**

Born on July 11, 1934, in Italy, Giorgio Armani is an iconic clothing designer who has expanded his empire to include restaurants and hotels. His popularity skyrocketed in America in the 1980s when his men's 'power suits' appeared frequently on the television series *Miami Vice* and in the 1980 film *American Gigolo*, which starred [Richard Gere](#) in Armani's signature garb.

### **EARLY LIFE**

Designer Giorgio Armani was born on July 11, 1934, in Piacenza, Italy. With his body-conscious yet understated clothing, Giorgio Armani has become one of the most popular names in fashion. He first launched his business empire in the mid-1970s, and it has grown substantially over the years.

The son of a shipping manager, Armani grew up in a small town outside of Milan. It was a difficult time in Italian history. Giorgio and his two siblings—older brother Sergio and younger sister Rosanna—experienced the hardships of World War II firsthand. Some of his friends were killed during Allied bombings. "We were poor and life was tough," he explained to *Harper's Bazaar*. "The cinema in Milan was a refuge—a palace of dreams—and the movie stars seemed so glamorous. I fell in love with the idealized beauty of Hollywood stars."

At an early age, Armani developed an interest in anatomy, making "dolls out of mud with a coffee bean hidden inside," explained to the *Guardian* newspaper. His fascination with the human form led to two years of medical study at the University of Piacenza. Taking a break from school, Armani had to complete his required military service. He soon got his first taste of fashion. "I was doing my military service and I had 20 days off on vacation in Milan," he explained to *Time* magazine. Through a friend, he got a job at a department store. "I started assisting the photographer, designing the windows and things."

### **EARLY DESIGNS**

After completing his military service, Armani dropped out of university and went to work at La Rinascente, a famous Milan department store. He then joined the staff of Nino Cerruti as a designer. With the encouragement of his friend Sergio Galeotti, Armani started to do freelance design work for other companies as well.

Armani and Galeotti became business partners, founding Giorgio Armani S.p.A. in July 1975. The company's first collection—a men's clothing line—debuted that year. Armani launched a women's collection the following year, which received a warm reception. His clothes were revolutionary at the time, introducing a more natural fit and using a subtle colour palette. "My vision was clear: I believed in getting rid of the artifice of clothing. I believed in neutral colours," he later said.

## HIGH DEMAND FOR ARMANI

While his designs were popular in Europe, Armani didn't make a big splash in America until 1980. His clothes were worn by actor [Richard Gere](#) in the film *American Gigolo* (1980), which helped generate a lot of interest in Armani.

He also provided much of the wardrobe for the hit television series *Miami Vice* (1984-89), starring [Don Johnson](#). Soon, many top Hollywood stars started wearing Armani on the red carpet, including [Michelle Pfeiffer](#), [Jodie Foster](#) and [John Travolta](#), among others.

During the 1980s, wearing Armani became a symbol of success for many business professionals. They especially sought out the brand's "power suits." With demand high, Armani and Galeotti were able to grow the business, opening up Armani stores in Milan. Armani, however, suffered a great personal and professional loss in 1985 when he lost his longtime friend and business partner Galeotti to AIDS. While some thought that the business might suffer after Galeotti's death, Armani showed the world that he was just as talented as an executive as he was as a designer.

***Retell briefly what you have learned about Giorgio Armani.***

***For more practice go to***

<http://www.buzzle.com/articles/influential-people-of-the-20th-century.html>

<http://www.moreorless.net.au/heroes>