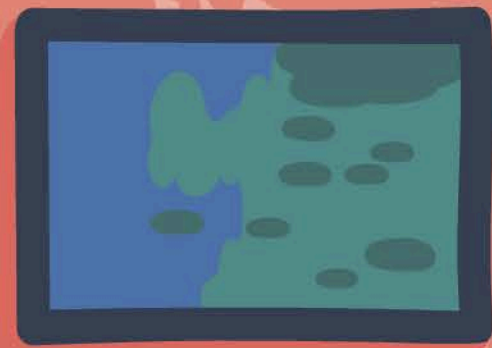


The Museum of 'Failure'¹

bubble tea



spin mop



BEFORE YOU READ

In your eyes, are these products “successful”?

games console*



electric scooter



1. failure [ˈfeɪljə] *n.* [U] 失败

* games console [ɡeɪmz ˈkɒn.səl] *n.* [C] 遊戲機

READING



1 What do an iPhone, an LED light bulb*, and a Rubik's Cube* **have in common**? They are some of the world's most successful products. Generally, a product succeeds for three reasons:

One reason is that it is useful.

Another reason is that it is much better than older products.

The other reason is that it is **amusing**².

However, behind every successful product, there are hundreds of failed ones. Dr. Samuel West cared about these failures and decided to **gather**³ several unsuccessful products in a special place. This is how the Museum of Failure was started in Sweden* in 2017.

2 **In the first place**, Dr. West wanted to know how **organizations**⁴ came up with ideas for new products, so he started to do some **research**⁵ on this. However, he began to **get tired of** boring success stories. Then, a trip to the

* light bulb [ˈlaɪt bʌlb] *n.* [C] 燈泡

* Rubik's Cube [ˈrubɪkz ˌkjuːb] *n.* [C] 魔術方塊

• have...in common 有……共通點

2. amusing [əˈmjuːzɪŋ] *adj.* 有趣的

3. gather [ˈɡæðə] *vt.* 收集

* Sweden [ˈswɪdŋ] *n.* 瑞典

• in the first place 起初

4. organization [ˌɔrgənəɪˈzeɪʃən] *n.* [C] 組織

5. research [ˈrɪsɜːtʃ] *n.* [U] 研究

• get/be tired of 厭倦

Museum of Broken Relationships gave him the idea to build his own Museum of Failure, and it turned out to be a hit. Although some of the products were funny or odd, Dr. West **insisted**⁶ on putting them on **display**⁷. For him, the **goal**⁸ of the museum was not to laugh at failed products, but to encourage people to think about why a product failed. 15

3 At the Museum of Failure, visitors can view over a hundred failed products from around the world. Among them, three products attract a lot of attention **particularly**⁹. 20

One is a plastic bike.

Another is Google Glass, a pair of high-tech glasses.

The other is a **frozen**¹⁰ dinner which was made by Colgate, the toothpaste^{*} company.



These products are actually very cool, but they failed **due to** the wrong business strategies.

6. insist [ɪnˈsɪst] *vi.* 堅持

7. display [dɪˈspleɪ] *n.* [C] 展覽

8. goal [ɡoʊl] *n.* [C] 目標

9. particularly [pəˈtɪkjələli] *adv.* 特別

10. frozen [ˈfrozn] *adj.* 冷凍的

* toothpaste [ˈtuθˌpeɪst] *n.* [U] 牙膏

• due to 由於

4 In fact, many other food and drink products also failed because people thought they were terrible. For instance, Coca-Cola BlāK was

30 a **mix**¹¹ of Coke and coffee, but few people liked its **flavor**¹². On the



other hand, Pringles's fat-free potato chips* tasted fine, but one of its ingredients could cause diarrhea*. Some



other items at the Museum of Failure mark the end of a **period**¹³ of history. The Blockbuster DVD case is a good example. It **represents**¹⁴

35 a once-successful company that fell **behind the times** and **went out of business** in the end.

5 Visitors to the Museum of Failure say it is an interesting experience. By learning about failed products, people may be more **willing**¹⁵ to **embrace**¹⁶ failure and become braver on the **path**¹⁷ to success!

Cultural Note

全家便利商店的公司總部運用「失敗學」，容許員工創新時適度地失敗，而後再由失敗中淬煉出更優良的點子；這樣的文化讓員工勇於嘗試、大膽創新，也為企業注入了更多可能性。

11. mix [mɪks] *n.* [sing.] 混合 (物)

12. flavor ['flevə] *n.* [C] 味道

* chip [tʃɪp] *n.* [C] 洋芋片

* diarrhea [ˌdaɪəˈrɪə] *n.* [U] 腹瀉

13. period ['pɪriəd] *n.* [C] 一段時間

14. represent [ˌreprɪˈzent] *vt.* 象徵

• behind the times 過時

• go out of business 破產

15. willing [ˈwɪlɪŋ] *adj.* 願意的

16. embrace [ɪmˈbres] *vt.* 擁抱

17. path [pæθ] *n.* [C] 道路

GRAPHIC ORGANIZER

Fill in the blanks with correct words.

The Museum of Failure

The Establishment of the Museum

A trip to the Museum of Broken Relationships inspired Dr. Samuel West.

→ He decided to gather several ¹ _____.

→ The Museum of Failure was started in Sweden in 2017.

The Purpose of the Museum

The goal of the museum was to encourage people to think about ² _____
_____.

Products

Plastic bike
Google Glass
Colgate's frozen dinner

Reasons for Failure

Their business strategies didn't work.

Coca-Cola Blāk

The flavor is terrible.

Pringles's fat-free
potato chips

One of ³ _____ causes diarrhea.

Blockbuster DVD cases

They fell ⁴ _____.

Influence on Visitors

After people have a better understanding of failed products, they may be more
willing to ⁵ _____.

AFTER YOU READ

I. Main Idea

Choose the best answer.

- () What is the purpose of the Museum of Failure?
- (A) To make people laugh at failed products.
 - (B) To prevent people from being successful.
 - (C) To show how companies come up with new products.
 - (D) To encourage people to look at failure from a different angle.

II. Details

Choose the best answer.

- () 1. What did Dr. Samuel West do before he built the Museum of Failure?
- (A) He did research on failed organizations.
 - (B) He came up with ideas for a new product.
 - (C) He put funny and odd products on display.
 - (D) He visited the Museum of Broken Relationships.
- () 2. Which of the following statements is true about the Museum of Failure?
- (A) The products displayed at the museum are all from Sweden.
 - (B) At the museum, people can learn about different reasons why the products failed.
 - (C) Dr. West built the museum in order to laugh at failed products.
 - (D) There are no odd or funny products at the museum.



What does “failure” mean to you?

VOCABULARY



I. Words for Production

1

failure

[ˈfel.jə]

n. [U][C] 失敗 **ANT** success

(lack of success)

► Gary is depressed about his **failure** to win the road race.



3

2

amusing

[əˈmjuːzɪŋ]

adj. 有趣的，好玩的 (funny, entertaining)

► This writer is famous for his **amusing** Facebook posts, and they always make the readers laugh.

amuse

[əˈmjuːz]

vt. 逗樂，逗笑

► The baby's funny face **amused** everyone.



3

gather

[ˈgæðə]

vt.; vi. 收集，聚集 **SYN** collect

(to get things together)

► Mia **gathered** her colored pencils and put them into her pencil case.



4

organization

[ˌɔrgənəɪˈzeɪʃən]

n. [C] 組織，機構

(a group of people forming a business or club)

► Mr. Huang donates money to an **organization** every month to help poor children.

organize

[ˈɔrgəˌnaɪz]

vt. 組織，籌備

► Nick is **organizing** a party for Amber to celebrate her birthday.



5

research

[ˈriːsəːtʃ]

n. [U] 研究，調查 (study of a subject)

► Anna is doing **research** on new ways to bake a cake.



6

insist

[ɪnˈsɪst]

vi.; vt. 堅持 (to demand that something must happen)

- To become a better cook, Julie **insists** on practicing her knife skills every day.

7

display

[dɪˈspleɪ]

n. [C] 展覽，陳列

(an arrangement of things for people to look at)



- When the little boy passed by the toy store, he was attracted to the window display.

**display**

[dɪˈspleɪ]

vt. 展示 **SYN** exhibit

- The young artist was excited to **display** her works at a famous arts festival.

8

goal

[ɡoʊl]

n. [C] 目標，目的 **SYN** aim

(something that a person hopes to achieve)

- After months of hard work, Daniel achieved his **goal** of getting one hundred thousand fans on YouTube.



9

particularly

[pəˈtɪkjələˌli]

adv. 特別，尤其 **SYN** especially, in particular

(more than usual)

- I didn't eat much for lunch, so I feel **particularly** hungry now.

**particular**

[pəˈtɪkjələ]

adj. 特別的，特定的 **SYN** specific

- Jack only drinks **particular** types of tea, such as green and black tea.

10

frozen

[ˈfroʊzən]

adj. 冷凍的 (kept at a very low temperature)

- Rebecca put the **frozen** meat in warm water, so she can cook it for lunch later.



freeze

[friz]

vt.; vi. 結冰，凝固 (freeze—froze—frozen) **ANT** melt

► Ms. Wang **froze** the dumplings to make sure that they stayed fresh.

11

mix

[mɪks]

n. [sing.] 混合 (物) **SYN** blend

(a combination of different things)

► The color green is a mix of blue and yellow.

mix

[mɪks]

vt.; vi. 混合

► Nancy likes to make her own drinks. She often mixes green tea with milk.



3

12

flavor

[ˈflævə]

n. [C] 味道 **SYN** taste

(the taste of a food or drink)

► Gary loves the strong **flavor** of blue cheese.



13

period

[ˈpɪriəd]

n. [C] 一段時間，時期 (a certain length of time)

► Ariel is so busy that she hasn't visited her parents for a long period of time.

14

represent

[ˌreprɪˈzent]

vt. 象徵，表示 **SYN** symbolize, stand for

(to be a sign of something)

► The ding-dong sound from Mandy's smartphone **represents** an incoming LINE message.



15

willing

[ˈwɪlɪŋ]

adj. 願意的 (to be happy to do something)

► Tom is willing to do anything to promote his new product.

will

[wɪl]

n. [C][U] 意願，意志

► Although Mike is losing energy in the game, he still has a strong will to win.



16

embrace

[ɪmˈbres]

vt. 擁抱，欣然接受

(to accept something or put one's arms around someone)

► My grandparents are glad to **embrace** new technology although it takes time to learn.



17

path

[pæθ]

n. [C] 道路，小徑 (a way or track)

► I walk down a **path** between the two houses to get to my school every day.



II. Words for Recognition

1. games console [gemz ˈkən,sol] n. [C] 遊戲機
2. light bulb [ˈlaɪt bʌlb] n. [C] 燈泡
3. Rubik's Cube [ˈrubɪkz ,kjub] n. [C] 魔術方塊
4. Sweden [ˈswɪd̩n̩] n. 瑞典
5. toothpaste [ˈtuθ,pest] n. [U] 牙膏
6. chip [tʃɪp] n. [C] 洋芋片
7. diarrhea [ˌdaɪəˈrɪə] n. [U] 腹瀉



PHRASES



1

have...in common

有……共通點 (to have the same idea, interest, etc.)

► Judy and Ray **have** a lot **in common**.

For example, they both love sushi and ramen.



3

2

in the first place

起初，原先 (at the beginning of a situation)

► I didn't want to see the show **in the first place**, but now I have changed my mind.

3

get/be tired of

厭倦 (to be bored with something)

► Tyler **was tired of** his room, so he decided to decorate it.



4

due to

由於，因為 **SYN** because of

(caused by someone or something)

► **Due to** the bad weather, Kate canceled her plan to go hiking.

5

behind the times

過時，落伍 (not modern)

► Nowadays, an MP3 player is thought to be **behind the times**.



6

go out of business

破產，停業

(to stop doing business because there is no money)

► The restaurant **went out of business** because fewer and fewer customers chose to eat there.





-ure 為名詞字尾，加在動詞後。

Practice

press → _____ 壓力

please → _____ 愉悅

-ure

fail + ure → failure

失敗

depart + ure → departure

啟程

close + ure → closure

關閉
(去 e 加 ure)

expose + ure → exposure

暴露
(去 e 加 ure)

GRAMMAR

1

間接問句：S + V + wh- + S (+ Aux) + V....

▲ 對應顏色，填入正確的字詞。

1. Where can she find a post office?

Julie asked _____ find a post office.

2. How should he organize the event?

Mr. Wu wants to know _____
organize the event.

3. What will the museum display?

People are asking _____ display.

1. 間接問句為疑問詞 (wh-) 所引導的名詞子句。

2. 疑問詞引導的部分為直述句 S (+ Aux) + V。

3. 依照不同句意，使用不同的疑問詞：

疑問詞	why	who	what	when	where	how
表示	理由	人	事物	時間	地方	方法



◆ Emma does not know **where** she can sit.

◆ Emma is thinking **how** she can clean this mess up.

▲ 找出兩句課文中使用到此句型的句子：

1. _____
2. _____

Let's Try!

A. 根據句型改寫句子，並加上適當的標點符號。

1. Where is the art museum?

→ Can you tell me _____

2. What do Lisa's children really want?

→ Lisa doesn't know _____

3. Which country are we going to?

→ We haven't decided _____

4. Why was Jerry late for school?

→ Jerry's teacher is curious about _____

5. Where was Diana's purse?

→ Diana didn't know _____

B. 百貨公司昨晚發生一起失竊案，警方正在詢問嫌疑犯 David 一些問題。重組句子，完成對話。
第一題為範例。(P = Police Officer, D = David)

P: Sir, we'd like to ask you some questions.

D: Sure.

P: First, ¹ tell me where you were around 7 o'clock last night (were / where / tell me / you / around 7 o'clock last night).

D: I was in a shoe store.

P: ² (you / I want to know / who / were with then).

D: I was with nobody.

P: ³ (were doing / what / Could you tell me / you / in the shoe store)?

D: I was looking for some nice running shoes.

P: All right. When did you leave?

D: Sorry, ⁴ (remember / I can't / left / when / I).

P: That's OK. I have one last question.

D: Sure.

P: ⁵ (the woman / is / who / Do you know)?

D: Sorry, sir. I don't know her.



2

One.... Another.... The other....

→ One + N.... { Another + N.... The other + N....
 Another.... The other....

3

▲ 根據圖片，從框內選出適當的字詞填入句中。第一格為範例。

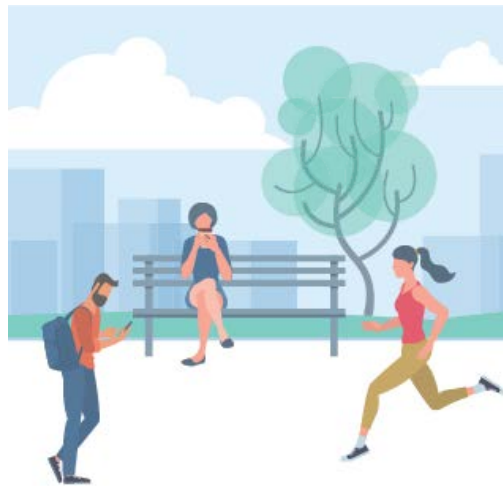
sitting on the bench

using a smartphone

biking

feeding a duck

jogging



There are three people in the park. One is *using a smartphone*. Another is . The other is .

1. 指限定的「三者」，表示「一個……。另一個……。最後一個……。」。
2. one、another 和 the other 也可以寫成「one + 單數名詞」、「another + 單數名詞」和「the other + 單數名詞」。



◆ There are three colors for the T-shirt.

One is yellow.

→ One T-shirt

Another is orange.

→ Another T-shirt

The other is blue.

→ The other T-shirt

▲ 找出兩句課文中使用到此句型的句子：

1. _____
2. _____

Let's Try!

A. 根據句型及提示字回答下列問題。

1. What colors are the three dogs? (*white; black; brown*)

2. What do Mr. Chen's three daughters do? (*nurse; teacher; writer*)

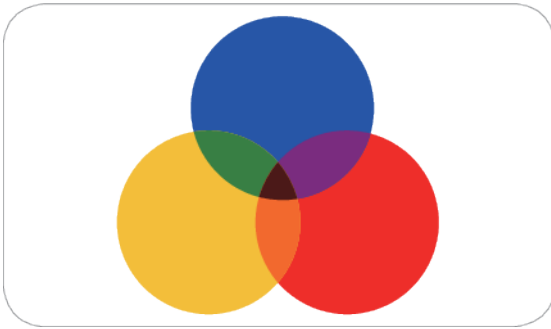
3. Where are the three exchange students from? (*Japan; India; Iceland*)

4. How do the three children feel? (*sad; happy; lonely*)

5. What are the three things that Jerry put in his backpack? (*book; wallet; pen*)

B. 根據圖片完成句子。第一格為範例。

1.

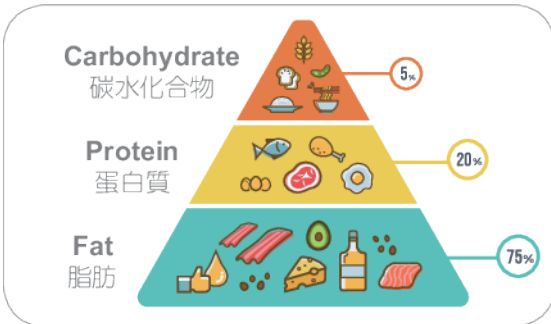


There are three primary colors (三原色).

One is red. is yellow. is blue.

3

2.



The energy that a body needs comes from three things. is fat.

is protein. is carbohydrate.

3.



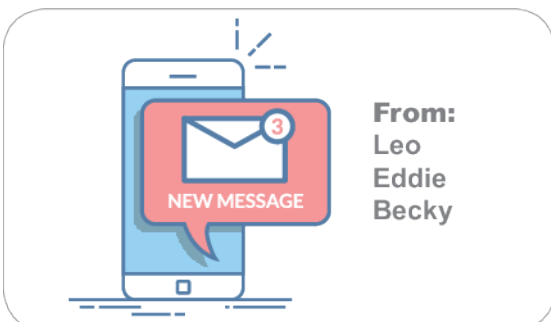
There are three courses on the menu.

4.



I have three sisters.

5.



I just received three messages.



Finding a Solution

Jasper and Alice are building a website for a *contest* which is held by the Museum of Failure, but they are having some problems.

Alice: My part is done. How about yours?

Jasper: Well...I think I've got a problem with the *links*.

Alice: What's going on?

Jasper: Some of them just don't work. I don't know what's wrong.

Alice: Let me see.

Jasper: What do you think? What's your *opinion* on this?

Alice: There are probably some *bugs* in the *code*.

Jasper: Really? How should we solve this problem?

Alice: My recommended solution is to *go over* the code again and fix all of these bugs.

Jasper: But that'll take a lot of time.

Alice: It's the safest way, and I can't think of any other solutions right now.

Jasper: All right. Let's see if your solution is workable.



1. contest [ˈkəntest] *n.* [C] 比賽
2. link [lɪŋk] *n.* [C] 連結
3. opinion [əˈpɪnjən] *n.* [C] 意見

4. bug [bʌg] *n.* [C] (程式) 錯誤
5. code [kɒd] *n.* [C] 程式 · 代碼
6. go over 重新查看

Level Up!

1 What's the problem we are facing?

我們面臨的問題是什麼？

2 There is something wrong with the power.

電源有問題。

3 I don't know how to set things right.

我不知道怎麼將錯誤改過來。

4 We have to deal with this difficult situation.

我們得處理這個棘手的情況。

5 Let me suggest some possible solutions.

讓我提出一些可能的解決方法。

6 We've come up with a great solution.

我們想出了一個很棒的解決方法。

3

Role Play

The man is trying to solve the woman's problem.



DO IT YOURSELF

I. Vocabulary

根據圖片與例句，寫出正確的單字。



1. _____

Latte is a m_____x of milk and coffee.



2. _____

Tina will d_____y her new design in the shop window.



3. _____

This actor's g_____l is to go to Hollywood and become a movie star.



4. _____

Cutting these f_____n fish into smaller pieces is quite difficult.



5. _____

A worker is g_____ring the salt and piling it up.

II. Phrases

選擇適當的片語填入句子。注意動詞變化。

have in common

go out of business

be tired of

in the first place

behind the times

3

- Writing letters is considered to be _____ since people nowadays usually write emails.
- Betty _____ fixing the TV again and again, so she decided to buy a new one.
- I chose this restaurant _____. However, I changed my mind after I found a better one.
- The company _____ after it lost all of its customers.
- Jack: What do you and your brother _____?
Sarah: Both of us like baseball.

III. Cloze Test

根據文意，選出最適當的答案。

As technology continues to develop, three businesses are disappearing particularly. One is book stores. 1 is DVD stores. 2 is photo-printing shops. What has caused this? 3 the fact that people can now do most of the things online, these businesses are losing their customers quickly. That is, many people now read books online, watch movies on Netflix, and store their photos online. These changes in our lives 4 the end of a certain period of time. Maybe these businesses are not alone. Can you think of 5 to avoid falling behind the times? Are there any possible solutions?

- () 1. (A) One (B) Other (C) Another (D) The other
- () 2. (A) Other (B) Another (C) The other (D) The others
- () 3. (A) After all (B) Due to (C) Instead of (D) More or less
- () 4. (A) amuse (B) invest (C) deny (D) represent
- () 5. (A) what they can do (B) what they do can
(C) what can they do (D) what do they can

IV. Grammar

完成句子。

1. There is a living room, a bedroom, and a bathroom in this house.

→ There are three rooms in this house. One _____
_____.

2. Ms. Lin keeps a dog, a bird, and a rabbit as pets.

→ Ms. Lin keeps three pets. One _____
_____.

3. How did Rachel come up with the solution?

→ Nobody knows _____
_____.

4. Who will I meet this evening?

→ Can you tell me _____
_____?

5. When is the famous basketball player coming to Taiwan?

→ We will be informed of _____
_____.

V. Translation

根據中文，翻譯出英文。

1. Bill 好奇這家機構在哪裡。

2. Helen 願意接受不同的異國文化。

3. 我們不知道為何 Frank 總是堅持以自己的方式做事。

4. Amy 喜歡三種科目。一科是歷史。另一科是數學。還有一科是現代藝術。

Amy prefers three subjects. _____

5. 桌上有三枝蠟筆。一支是紅色的。另一支是藍色的。還有一支是綠色的。

There are three crayons on the table. _____
