



Полезная лексика по теме

# «Видеоразбор: цена современного искусства»

**Collector:** This is a **masterpiece**.

**Gallery owner:** It just sold for 5 **billion**.

**Persephone:** Of course it did. It's **brilliant**.

**Collector:** Oh, it's **performance art**!

**Adam:** These **rich snobs** don't know more about art than you. They're mostly just here to **make money**.

**Collector:** Oh!

**Adam:** We're told that art like this is so **expensive** because it's the best in the world. But the fact is, you're looking at a **massive price-fixing scheme** that **benefits wealthy** collectors and **excludes** artists like you.

**Persephone:** Adam, **shush it!** The prices here are high because the art is **objectively** good.

**Adam: Nope.** The prices are high because a small group of galleries and collectors **decided** it was good, and once they do that, the price **goes up**, whether or not anyone else agrees.

a masterpiece — шедевр

a billion — миллиард

brilliant — отличный, прекрасный

performance art — тип искусства, в котором художник использует различные художественные формы: актерское мастерство, танец, живопись и др.

a rich snob — богатый сноб

to make money — зарабатывать деньги

expensive — дорогой

massive — огромный

price-fixing — ценовой сговор (соглашение между компаниями об установлении одинаковой цены на конкретный продукт в целях поддержания высокой цены)

a scheme — махинация

to benefit — получать выгоду

wealthy — богатый, состоятельный

to exclude — исключать

Shush it! — Тсс! / Тише!

objectively — объективно

nope — не-а

to decide — решать

to go up — вырасти



<p><b>Gallery owner:</b> You. Paint something.</p> <p><b>Collector:</b> I <b>declare</b> this <b>valuable</b> art.</p> <p><b>Gallery owner:</b> Go find more <b>cubed</b> meat. We're gonna be rich.</p> <p><b>Persephone:</b> Well, <b>outsider</b> art is a rich tradition. How much <b>is</b> this <b>worth</b>?</p> <p><b>Adam:</b> <b>There's no way to</b> tell. Big galleries actually <b>keep</b> their prices <b>a secret</b> so they can change them <b>depending on</b> who the buyer is.</p> <p><b>Gallery owner:</b> For you, my friend, ten <b>grand</b>, and for you, my <b>enemy</b>, 200 grand.</p> <p><b>Adam:</b> And they <b>do</b> their <b>best</b> to <b>keep out</b> buyers who aren't <b>considered</b> elites. Daniel Radcliffe once tried to buy a <b>fancy</b> painting, but he was <b>denied</b> when the <b>dealer</b> told him he was waiting for a more <b>prestigious</b> collector.</p> <p><b>Gallery owner:</b> For you? Not <b>for sale</b>.</p> <p><b>Harry Potter:</b> Please, sir. I just want one painting that doesn't talk to me. Why are you doing this to me?</p> <p><b>Adam:</b> Because if the gallery only sells to art world elites, they'll be seen as a better brand, which <b>means</b> all of their other paintings will be worth more.</p> <p><b>Persephone:</b> Hmm. That is <b>shady behavior</b>. Well, <b>luckily</b>, we outsiders could just go to art <b>auctions</b>. They're democratic <b>open markets</b> where anyone can buy.</p>	<p>to declare — провозглашать</p> <p>valuable — ценный</p> <p>cubed — имеющий форму куба</p> <p>outsider (здесь) — любительский</p> <p>to be worth — быть стоящим, стоить</p> <p>there's no way to — ни за что, никак</p> <p>to keep something a secret — держать что-то в секрете</p> <p>depending on — в зависимости</p> <p>grand — тысяча долларов, штука (жарг.)</p> <p>an enemy — враг</p> <p>to do one's best — стараться изо всех сил</p> <p>to keep out — не допускать</p> <p>to consider — считать</p> <p>fancy — роскошный, элитный</p> <p>to deny — отказать</p> <p>a dealer — торговец</p> <p>prestigious — престижный</p> <p>for sale — на продажу, продается</p> <p>to mean — означать</p> <p>shady — темный, подозрительный, не вполне законный</p> <p>a behavior — поведение</p> <p>luckily — к счастью</p> <p>an auction — аукцион</p> <p>an open market — открытый рынок</p>
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**Adam:** Sorry, but the **major auction houses** are just as **rigged** as the galleries. Auctions **play all sorts of dirty tricks** to **drive** their **prices up**, like **straight up** paying people to **bid**.

**Auctioneer:** Let's start the bidding at \$4 million. Do I see 4 million?

**Buyer:** 4 million.

**Adam:** And if the bidding is too slow, auctioneers even use a practice called **chandelier bidding**. They just point to a **random spot** above everyone's heads and **pretend** to see a bid.

**Auctioneer:** And I see 5 million from the bidder in the back, she's my girlfriend who you don't know **'cause** she lives in Canada. **Whoop**, she's back across the border, so don't turn around.

**Collector:** Oh, **whatever**. Six million.

**Persephone:** Why **are** you **okay with** this?

**Collector:** Oh, simple, **darling**. I **own** other paintings by this artist, so when this one sells high, it **increases** the **value** of my **entire** collection. Sometimes we even bid **anonymously** to drive up the price.

**Auctioneer:** Up next, we have a fine **condiment-based** work from an **emerging** artist.

**Gallery owner:** Ooh! I want to bid on this one. We should all bid on this one.

**Auctioneer:** Let's start the bidding at \$7 million.

major — главный, основной

an auction house — аукционный дом

rigged — фальсифицированный, подстроенный

to play all sorts of dirty tricks — совершать всевозможные подлые поступки

to drive the price up — завышать цены

straight up — прямо

to bid — делать ставки, предлагать цену

chandelier bidding — вид ставки, при которой аукционист называет ставку, которой на самом деле не было, с целью повысить стоимость лота

a random spot — случайное место

to pretend — притворяться

'cause (сокращенная форма от because) — потому что

whoop — упс

whatever — какая разница, мне все равно

to be okay with something — соглашаться с чем-то

darling — дорогой, дорогуша

to own — иметь, владеть чем-либо

to increase — повышать, расти

a value — стоимость, ценность

entire — целый, полный

anonymously — анонимно

condiment-based — на основе соуса

emerging — перспективный, подающий надежды



<p><b>Adam:</b> This shady market can also be manipulated by <b>crooks</b> who use it to <b>defraud the government</b> and <b>launder dirty money</b>.</p> <p><b>Crook:</b> Hello. I would like to buy a painting from your fine gallery using <b>legitimate cash money</b>. The red is... paint.</p> <p><b>Persephone:</b> But not all collectors are crooks. I mean, they're good people out there who <b>donate</b> their collections to museums.</p> <p><b>Adam:</b> Sure, and that seems very <b>charitable</b>, until you remember that donation is also a <b>tax write-off</b>. And here's where it can get really shady. The collectors <b>hire</b> their own <b>appraisers</b> to <b>determine</b> the value of the art they donate, so they can use it as one big <b>tax dodge</b>.</p> <p><b>Accountant:</b> You owe 40 million in taxes this year.</p> <p><b>Collector:</b> Ugh! What if I donate this painting worth 40 million?</p> <p><b>Adam:</b> At the end of the day, this is what the fine art market is. <b>A few</b> rich people <b>passing</b> money <b>around</b>.</p> <p><b>Persephone:</b> No! No! Then I want <b>no part of</b> this! <b>Screw</b> this gallery and screw this opening! I will <b>make it</b> in the fine art world <b>on my own</b>.</p> <p><b>Allison Schrager:</b> Sorry, that's not really how it works.</p> <p><b>Adam:</b> Persephone, this is Allison Schrager. She's an economist and journalist at Quartz who has <b>reported on</b> the fine art market.</p>	<p>a crook — аферист</p> <p>to defraud the government — обманывать государство</p> <p>to launder dirty money — отмывать незаконные доходы, грязные деньги</p> <p>legitimate /lɪ'dʒɪtəmət/ cash money — наличные, полученные законным путем</p> <p>to donate — жертвовать на благотворительность</p> <p>charitable — щедрый, милосердный</p> <p>a tax write-off — списание налогов</p> <p>to hire — нанимать на работу</p> <p>an appraiser — оценщик</p> <p>to determine — определять, устанавливать</p> <p>a tax dodge — уклонение от уплаты налогов</p> <p>a few — несколько</p> <p>to pass something around — передавать что-то по кругу</p> <p>(to have) no part of something — (не иметь) ничего общего с чем-то</p> <p>Screw it! (разг.) — Наплевать! / К черту!</p> <p>to make it — преуспеть</p> <p>on one's own — самостоятельно, сам</p> <p>to report on — освещать</p>
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<p><b>Allison:</b> Not only is the fine art world manipulated financially, it's also <b>extremely</b> exclusive. Only a small <b>share</b> of artists are <b>allowed</b> to <b>succeed</b> and only their work is considered valuable.</p> <p><b>Adam:</b> And those aren't <b>necessarily</b> the best artists. Often, they're just the ones who are best at <b>marketing</b> themselves and at playing the gallery game.</p> <p><b>Allison:</b> One art dealer I spoke with even <b>admitted</b> that the art you buy in the street is <b>cheaper</b> and often just as good, it's just not as prestigious, so big collectors in museums just aren't interested in it.</p> <p><b>Adam:</b> And that means this small group of ultra wealthy investors <b>ends up defining</b> what fine art is.</p> <p><b>Persephone:</b> So the fine art world is all a lie, and it's all about money and who <b>gets into</b> this stupid <b>snobby club</b>?</p> <p><b>Adam:</b> <b>More or less.</b></p>	<p>extremely — крайне, чрезвычайно</p> <p>a share — доля, часть</p> <p>to allow — разрешить</p> <p>to succeed — преуспеть</p> <p>necessarily — обязательно, необходимо</p> <p>to market — продвигать, рекламировать</p> <p>to admit — признавать</p> <p>cheap — дешевый</p> <p>to end up — в конце концов, оказываться</p> <p>to define — определить</p> <p>to get into — попасть в</p> <p>a snobby club — общество снобов</p> <p>more or less — более-менее</p>
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