

## 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

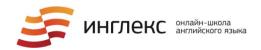
Shush it! — Tcc! / Тише!

objectively — объективно

поре — не-а

to decide — решать

to go up — вырасти



**Gallery owner**: You. Paint something.

Collector: I declare this valuable art.

**Gallery owner**: Go find more **cubed** meat.

We're gonna be rich.

**Persephone**: Well, **outsider** art is a rich tradition. How much **is** this **worth**?

Adam: There's no way to tell. Big galleries actually keep their prices a secret so they can change them depending on who the buyer is.

**Gallery owner**: For you, my friend, ten **grand**, and for you, my **enemy**, 200 grand.

Adam: And they do their best to keep out buyers who aren't considered elites. Daniel Radcliffe once tried to buy a fancy painting, but he was denied when the dealer told him he was waiting for a more prestigious collector.

Gallery owner: For you? Not for sale.

**Harry Potter**: Please, sir. I just want one painting that doesn't talk to me. Why are you doing this to me?

**Adam**: Because if the gallery only sells to art world elites, they'll be seen as a better brand, which **means** all of their other paintings will be worth more.

**Persephone**: Hmm. That is **shady behavior**. Well, **luckily**, we outsiders could just go to art **auctions**. They're democratic **open markets** where anyone can buy.

to declare — провозглашать

valuable — ценный

cubed — имеющий форму куба

outsider (здесь) — любительский

to be worth — быть стоящим, стоить

there's no way to — ни за что, никак

to keep something a secret — держать чтото в секрете

depending on — в зависимости

grand — тысяча долларов, штука (жарг.)

an enemy — враг

to do one's best — стараться изо всех сил

to keep out — не допускать

to consider — считать

fancy — роскошный, элитный

to deny — отказать

a dealer — торговец

prestigious — престижный

for sale — на продажу, продается

to mean — означать

shady — темный, подозрительный, не

вполне законный

a behavior — поведение

luckily — к счастью

an auction — аукцион

an open market — открытый рынок



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



Adam: This shady market can also be manipulated by **crooks** who use it to **defraud the government** and **launder dirty money**.

**Crook**: Hello. I would like to buy a painting from your fine gallery using **legitimate** cash money. The red is... paint.

**Persephone**: But not all collectors are crooks. I mean, they're good people out there who **donate** their collections to museums.

**Adam**: Sure, and that seems very **charitable**, until you remember that donation is also a **tax write-off**. And here's where it can get really shady. The collectors **hire** their own **appraisers** to **determine** the value of the art they donate, so they can use it as one big **tax dodge**.

**Accountant**: You owe 40 million in taxes this year.

**Collector**: Ugh! What if I donate this painting worth 40 million?

**Adam**: At the end of the day, this is what the fine art market is. **A few** rich people **passing** money **around**.

**Persephone**: No! No! Then I want **no part of** this! **Screw** this gallery and screw this opening! I will **make it** in the fine art world **on** my **own**.

**Allison Schrager**: Sorry, that's not really how it works.

**Adam**: Persephone, this is Allison Schrager. She's an economist and journalist at Quartz who has **reported on** the fine art market.

а crook — аферист

to defraud the government — обманывать государство

to launder dirty money — отмывать незаконные доходы, грязные деньги legitimate /lɪˈdʒɪtəmət/ cash money —

наличные, полученные законным путем to donate — жертвовать на

to donate — жертвовать на благотворительность

charitable — щедрый, милосердный a tax write-off — списание налогов to hire — нанимать на работу an appraiser — оценщик to determine — определять, устанавливать

a tax dodge — уклонение от уплаты налогов

a few — несколько

to pass something around — передавать что-то по кругу

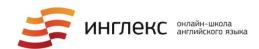
(to have) no part of something — (не иметь) ничего общего с чем-то

Screw it! (разг.) — Наплевать! / К черту!

to make it — преуспеть

on one's own — самостоятельно, сам

to report on — освещать



**Allison**: Not only is the fine art world manipulated financially, it's also **extremely** exclusive. Only a small **share** of artists are **allowed** to **succeed** and only their work is considered valuable.

**Adam**: And those aren't **necessarily** the best artists. Often, they're just the ones who are best at **marketing** themselves and at playing the gallery game.

**Allison**: One art dealer I spoke with even **admitted** that the art you buy in the street is **cheaper** and often just as good, it's just not as prestigious, so big collectors in museums just aren't interested in it.

**Adam**: And that means this small group of ultra wealthy investors **ends up defining** what fine art is.

**Persephone**: So the fine art world is all a lie, and it's all about money and who **gets into** this stupid **snobby club**?

Adam: More or less.

extremely — крайне, чрезвычайно

a share — доля, часть

to allow — разрешить

to succeed — преуспеть

necessarily — обязательно, необходимо

to market — продвигать, рекламировать

to admit — признавать

cheap — дешевый

to end up — в конце концов,

оказываться

to define — определить

to get into — попасть в

a snobby club — общество снобов

more or less — более-менее