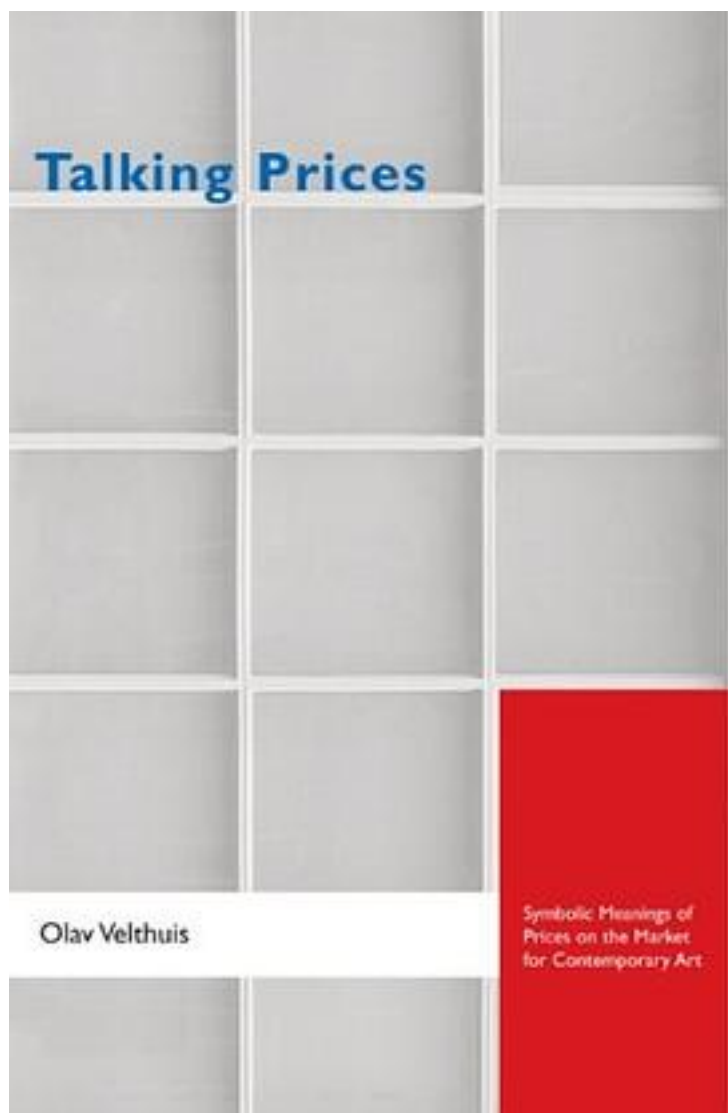


Talking Prices



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How do dealers price contemporary art in a world where objective criteria seem absent? "Talking Prices" is the first book to examine this question from a sociological perspective. On the basis of a wide range of qualitative and quantitative data, including interviews with art dealers in New York and Amsterdam, Olav Velthuis shows how contemporary art galleries juggle the contradictory logics of art and economics. In doing so, they rely on a highly ritualized business repertoire. For instance, a sharp distinction between a gallery's museumlike front space and its businesslike back space safeguards the separation of art from commerce. Velthuis shows that prices, far from being abstract numbers, convey rich meanings to trading partners that extend well beyond the works of art. A high price may indicate not only the quality of a work but also the identity of collectors who bought it before the artist's reputation was established. Such meanings are far from unequivocal. For some, a high price may be a symbol of status; for others, it is a symbol of fraud. Whereas sociological thought has long viewed prices as reducing qualities to quantities, this pathbreaking and engagingly written book reveals the rich world behind these numerical values. Art dealers distinguish different types of prices and attach moral significance to them. Thus the price mechanism constitutes a symbolic system akin to language.

作者介绍:

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标签

艺术

艺术社会学

艺术市场

艺术经济学

社会学

画廊经济

藝術市場

评论

喵~

just chapter one... 1. Ideological level: The Capitalist market or The Cultural world? 2. Mechanism (Management) level: The Back Room is behind the Front Room. A dualism approach should be suggested.

本书对于艺术市场上的价格进行的研究让人大开眼界。作者认为，价格不仅具有经济学意义，而且还具有非常复杂的文化意义和符号意义，是嵌入到意义的网络中的。无论是将价值简化为价格，还是让价值和价格对立起来，都忽视了具体情境之中价格的多义性。在资本逻辑和艺术逻辑的复杂互动中，作者也论述到了画廊价格与拍卖价格，先锋画廊价格与传统画廊价格等等一系列的问题，展示了画廊商人在与艺术家、收藏家等的互动中是如何为艺术品“定价”的，十分精彩！

泽利泽的commercial circuit不算是个好用的概念。就像人类学家用商品的对立面来定义礼物一样，泽利泽用网络等级市场家庭企业的对立面来定义circuit。所以Velthuis到最后也很难说清楚哪些条件规范了circuit的边界，哪些证据又属于同一个circuit中画廊的策略区分。大家只能意会，此一缺憾。但厉害也厉害在，建立在这样模糊理论上的证据还写得非常精彩。最后几章提到价格是构建价值而不是玷污价值，要细究的话稍微有点偷换概念。这里所指应该不是value，而是values或者worth (e.g. Boltanski and Thévenot)。我觉得最精彩的有两处：一处是画廊以纯粹的购买行为来表达对艺术家的关怀，还有一处是以叙事解释价格从而消除其commensuration。

我就喜欢这样的不说大话不需以高屋建瓴理论压制案例阐述的认真讲故事的书向Velthuis学习如何设计和处理访谈资料

易读易懂，还很有趣。记几个点：1. 三个 narrative 有 honorable, superstar, prudent markets。2. size 最重要 for pricing。3. price decrease to avoid。

scientific methodology的开头， sociological&anthropological perspective的结尾

研究对象罕见， 不过观点仍然接续Zelizer的一套论证逻辑。

我自己的译作， 哈哈！

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书评

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