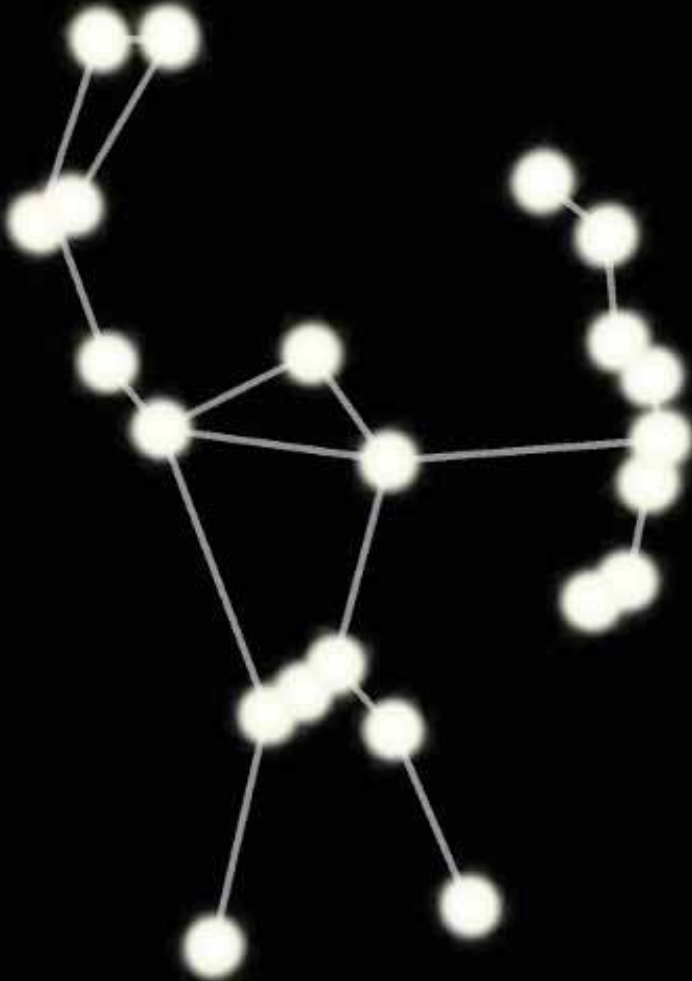


Food + Communications

experimenting with
constellations of
knowledge



David Szanto, PhD
University of Gastronomic Sciences



Vitenparken
Campus Ås
May 23, 2016

RESEARCH & REPORTING

theory, practice,
and challenges

lived experience
vs. representation

sensation, perception,
interpretation

RESEARCH & REPORTING ON ENVIRONMENTS

(biogeophysical, sociocultural)

science
ethnography

symbols
words
images

RESEARCH & REPORTING ON ENVIRONMENTS

elements of these practices:
the 'apparatus'

critiques of these practices:
power, authority, framings

COMMUNICATIONS

text & visual-centrism

coding of meaning
or experience

transmission and decoding
of symbolic representation

FOOD COMMUNICATIONS

journalism & 'objectivity'

scientization

mediatization

poetics & performance

FOOD COMMUNICATIONS

food apparatus elements:

body/senses/cognition

multiple ecologies

theory, methods

FOOD COMMUNICATIONS

critiques of practice:

history, experience

pre-cognition

multi-modality

subjectivity

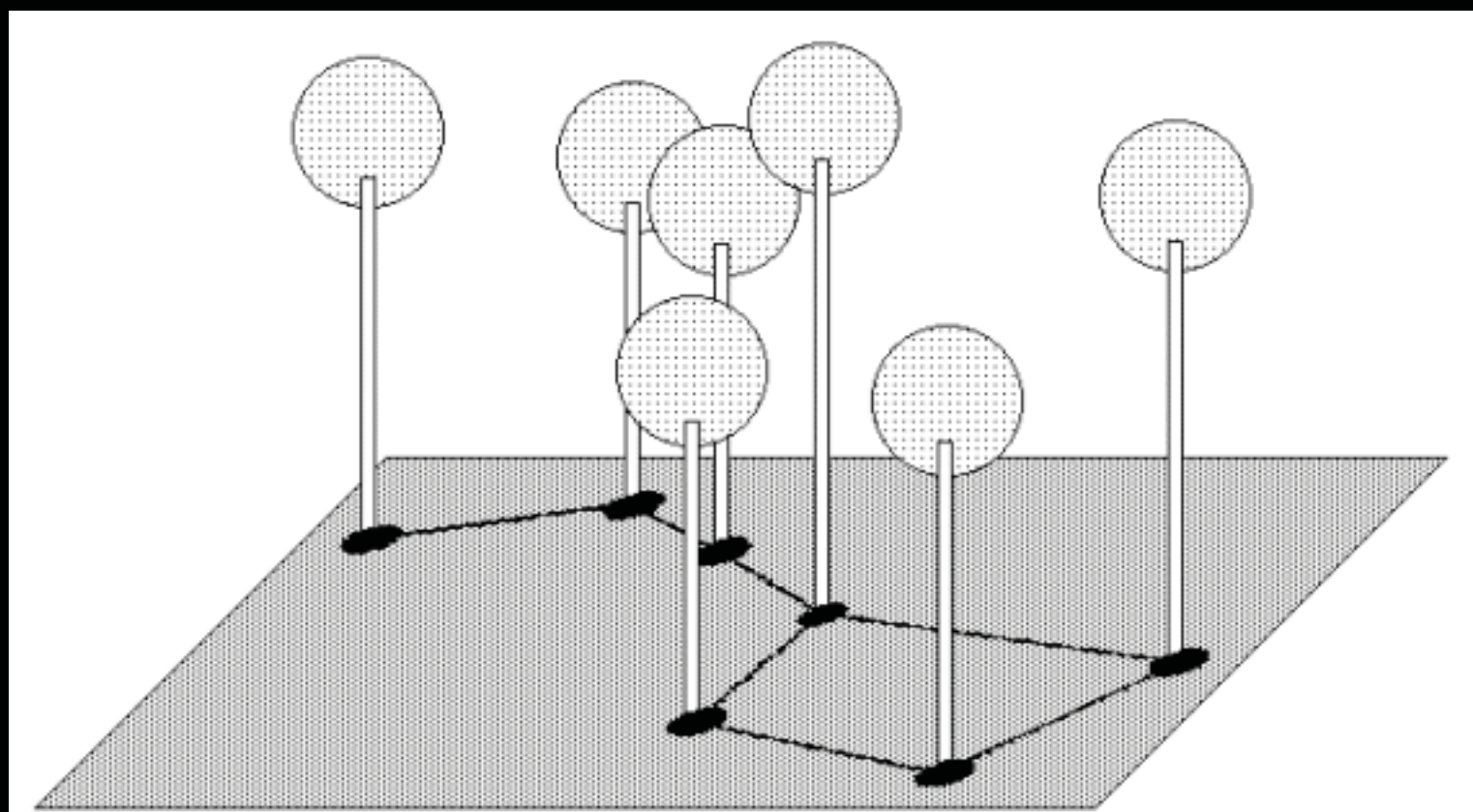
RESEARCH & REPORTING

KEY ISSUES

constellational nature of systems

positionality and interpretation
in constructing 'realities'

relationality



FOOD



lively, complex, intersubjective

liveliness

interactions in real time and space

complexity

intersubjectivity

liveliness

complexity

*inseparability of matter (senses) and
meaning (interpretation)*

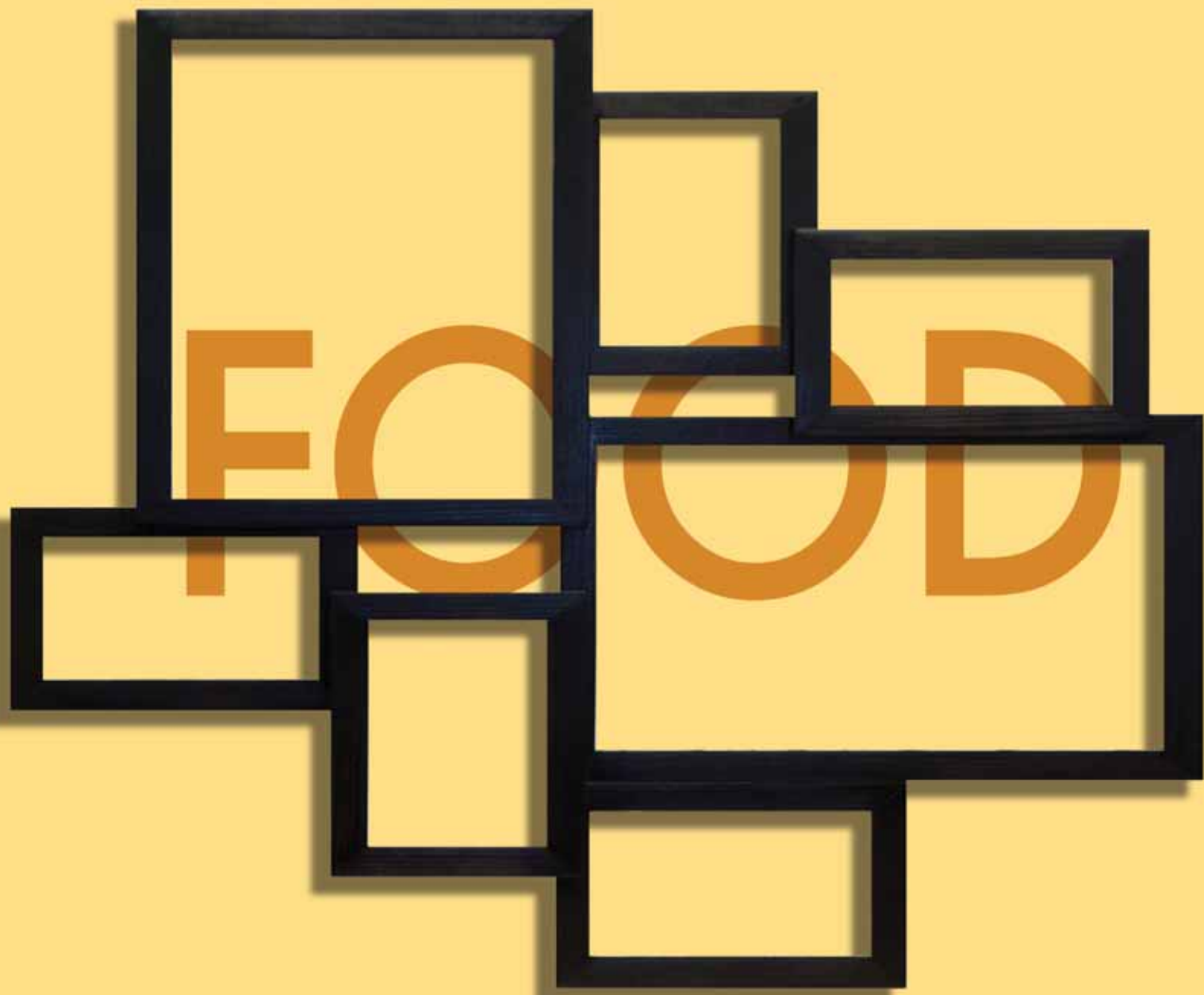
intersubjectivity

liveliness

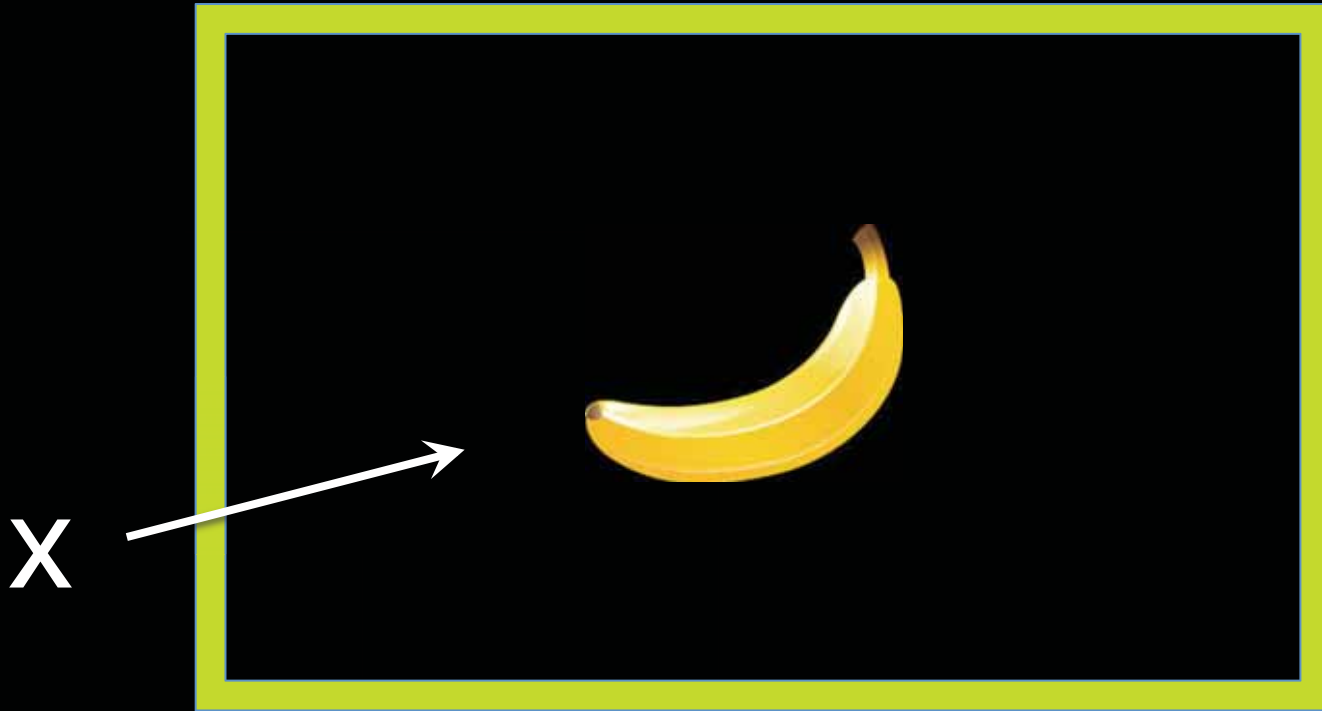
complexity

intersubjectivity

*self-other duality / (dis)empowerment
authority & expertise*



FRAMING SYSTEMS



FRAMING SYSTEMS



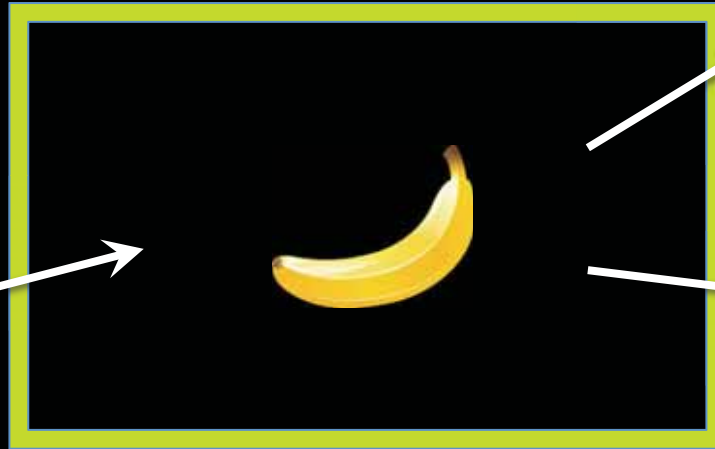
"banana"
"Cavendish"
"platano"



K
GI
B6



X



??

??



sundae shoppes



Chatsworth



Panama Disease

HOW TO 'FRAME' (COMMUNICATE) WITHOUT FRAMING?



køre

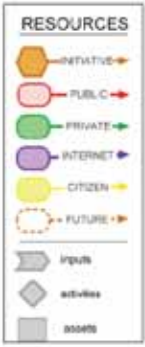
- en forskningsdatabase

ALTERNATIVE & EXPERIMENTAL COMMUNICATIONS

collaborative
visualization

interactive
installation

performance



REGIONAL ORGANIZATIONS

The Northern Food Network (est. 2010) supports and connects groups in northern and remote communities through sharing information and influencing policy.

Food Matters Manitoba (est. 2006) facilitates a provincial-level food charter, organizes and participates in multiple regional networks, stimulates policy change, coordinates regional programming.

Growing Food Security in Alberta (est. 2003) focuses on community-level action, facilitates participatory conversations among rural populations.

Food Secure Saskatchewan (est. 2006) stimulates policy change, encourages a comprehensive, integrated food security strategy.

The British Columbia Food Systems Network (est. 1999) stimulates policy change, supports bioregional and thematic conversations, integrates Indigenous food sovereignty.

CANADIAN FOOD NETWORKS Propagating the Food Movement

CHARLES Z LEVKOE (Author, Researcher) & CLAUDIA DÁVILA (Illustrator, Designer)

Like a rhizome, Canada's food networks are heterogeneous, decentralized, and deeply interconnected. The networks demonstrate collaboration while encouraging diverse inter-related strategies that push the logics of system transformation. The map highlights some of these food initiatives and the regional organizations that are working to create connections across issues, sectors, and scales. Together, they are propagating a more just, sustainable, and democratic food system.

REGIONAL ORGANIZATIONS

Sustain Ontario: The Alliance for Healthy Food and Farming (est. 2008) facilitates working groups, stimulates policy changes, coordinates meetings and events.

The Food Security Network of Newfoundland and Labrador (est. 1996) is involved in advocacy, consultations, collaborative projects, public awareness and education.

La Coalition pour la souveraineté alimentaire (est. 2010) promotes policies and activities that further the self-determination of food production and consumption choices.

The New Brunswick Food Security Action Network (est. 2010) facilitates networking related to research, education and community engagement.

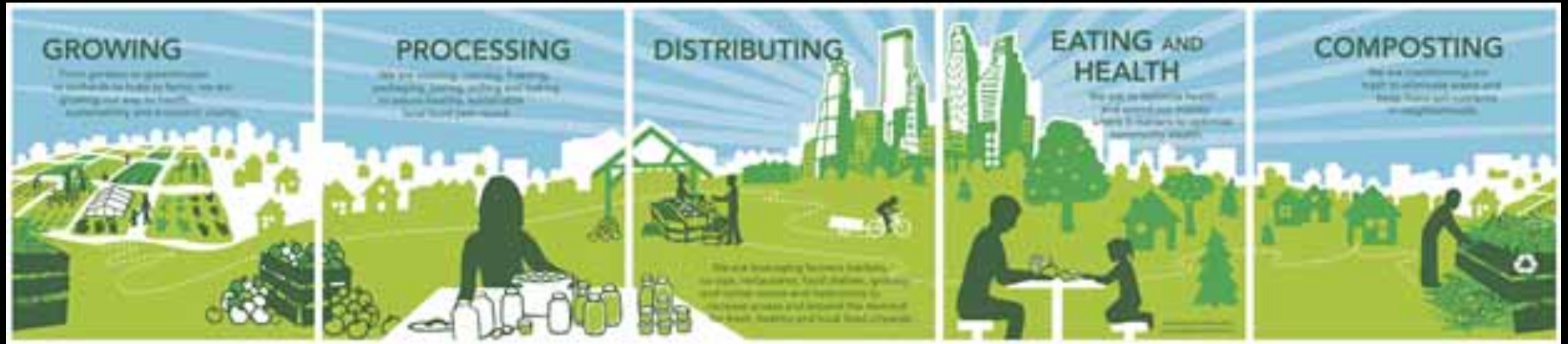
The Prince Edward Island Food Security Network (est. 2008) is involved in research and education, food costing, advocacy, improving producer livelihoods, supporting self-reliance.

The Nova Scotia Food Security Network (est. 2006) oversees multiple participatory food projects and participates in other regional networks.



RHIZOMES Horizontal, underground plant stems that create complex root systems. Can expand relentlessly, lie dormant for years, and re-emerge as healthy plants in different locations when the internal and external conditions are right.

INITIATIVES





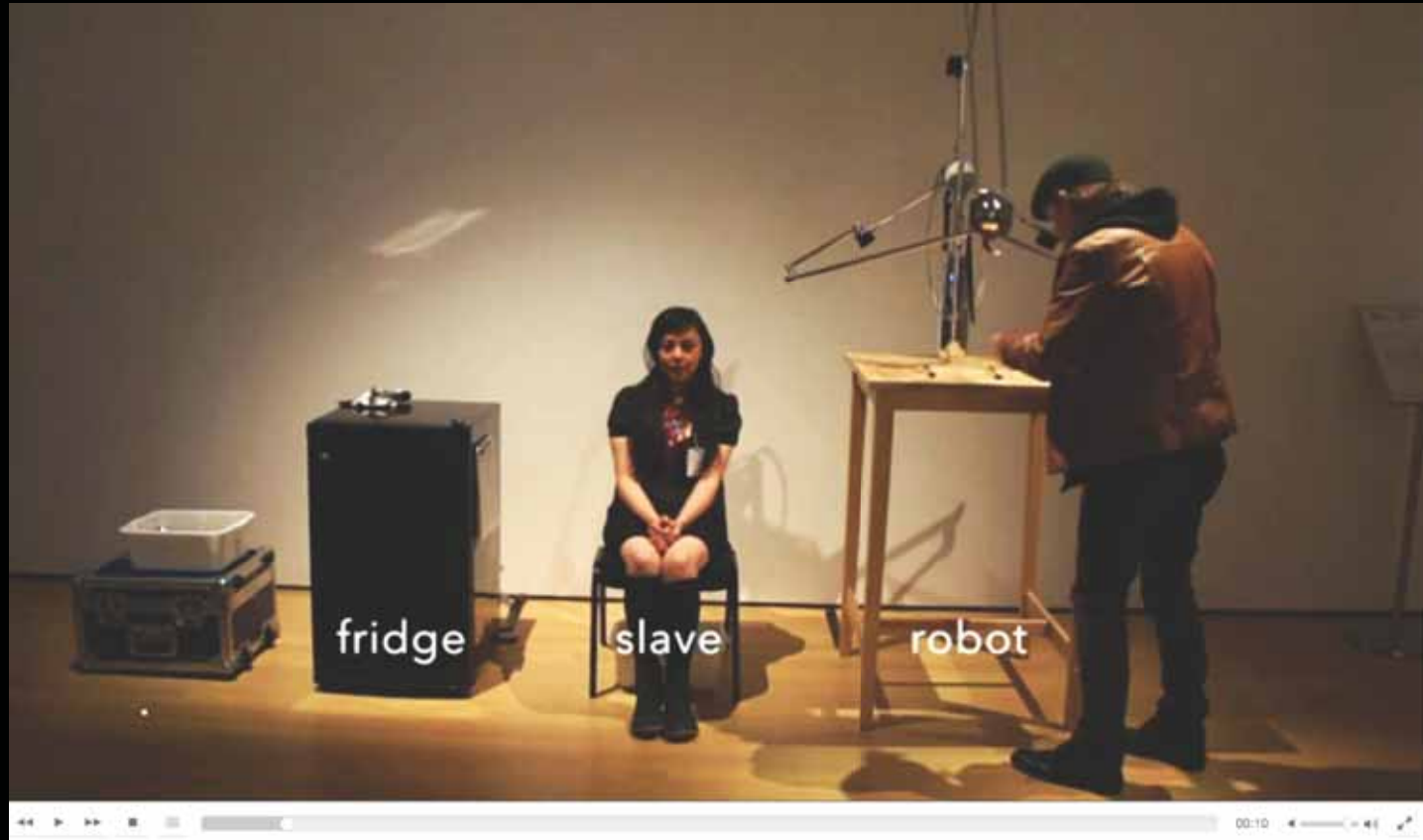
"ceci n'est pas un système alimentaire"

Slow Food Dili food map





Orchestrer la perte/ Perpetual Demotion



www.vimeo.com/120492254





The Gastronome in You (v1)





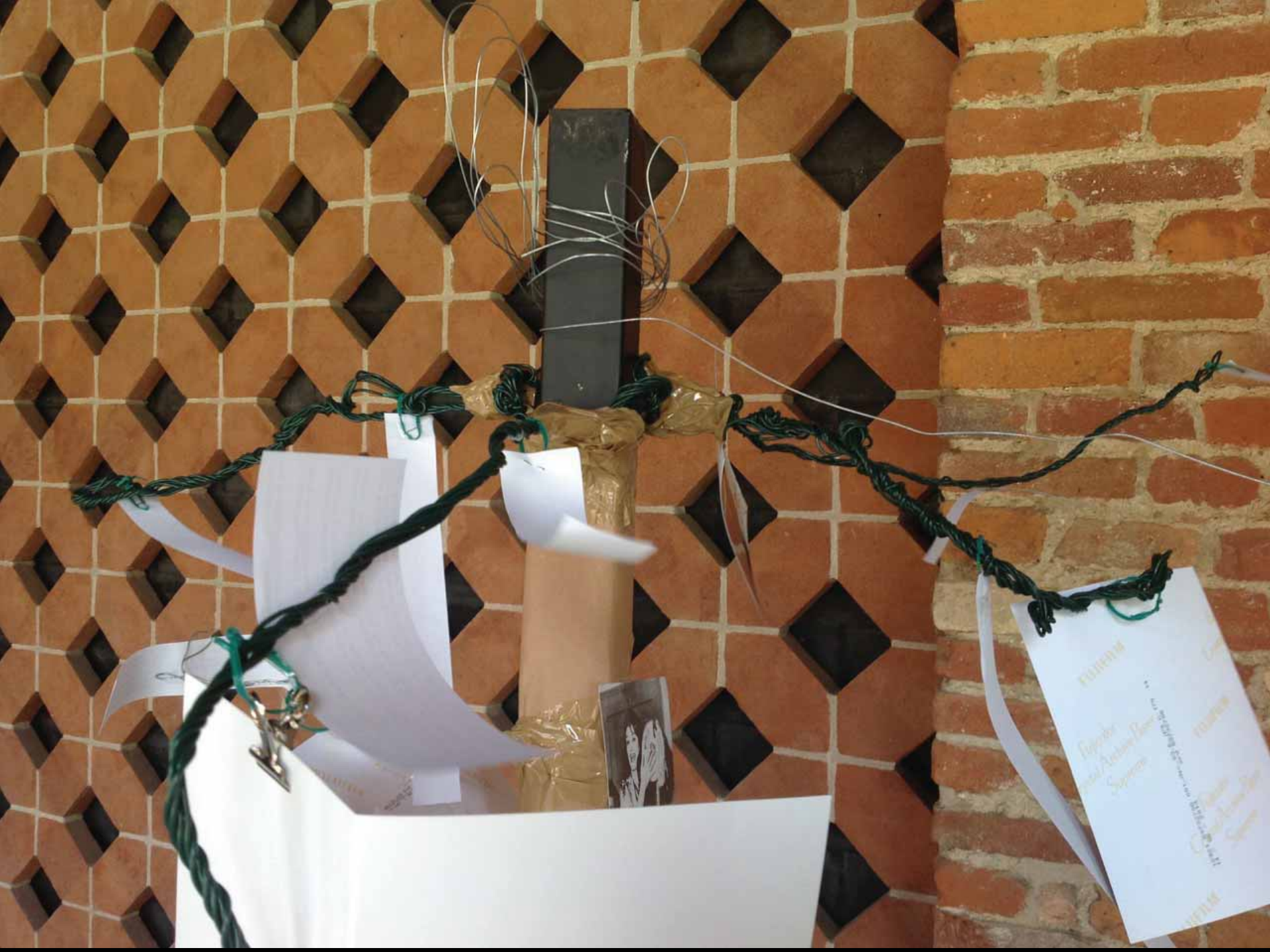
On March 20, 2015, my friend Gigi Fracalanza died of
 stomach cancer, a man who paid
 more attention to what he was doing than to what
 people thought of him. He was a deeply thoughtful
 man, always asking questions and always about
 what others ate, working on his sourdough
 project, the Terra project, in Lucca, Italy, and
 in the U.S., and in food education in his home
 country of Italy. Gigi loved football and a very well made
 espresso, and he hated pretentious language about food.
 He invented the bullshitometer, which would display the
 level of foodish blablablabla in the room. Gigi's denunciation
 of pseudo-objectivity infected me. When he died, his family
 distributed to his friends small pieces of the sourdough bread
 starter that he had used all his life, which now grows in
 the bowl and jars in front of you. You are welcome to take
 some home with you, to make some unpretentious
 and very flavourful bread with it, and perhaps to
 incorporate into your own projects.

UNISG study trip reports





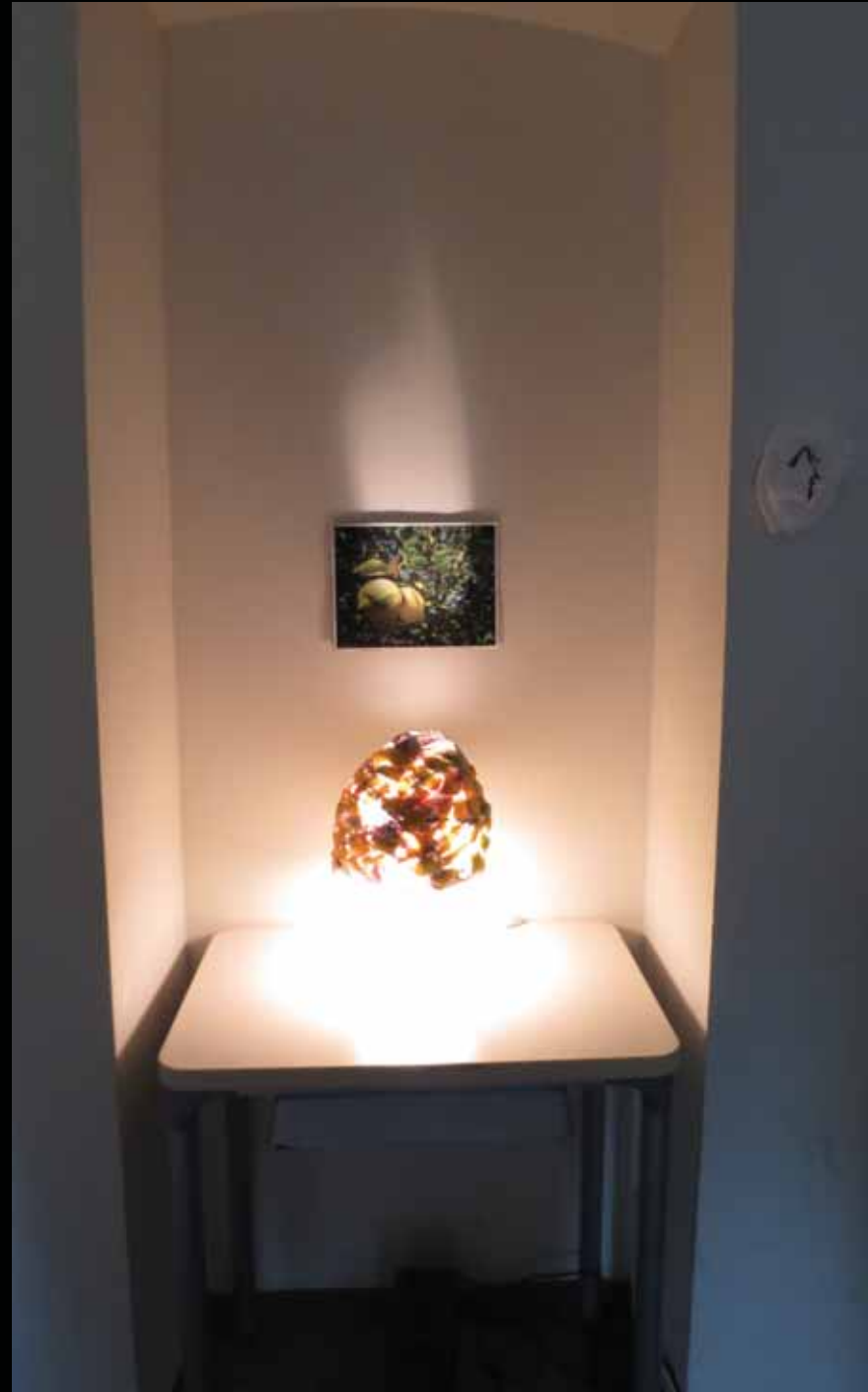




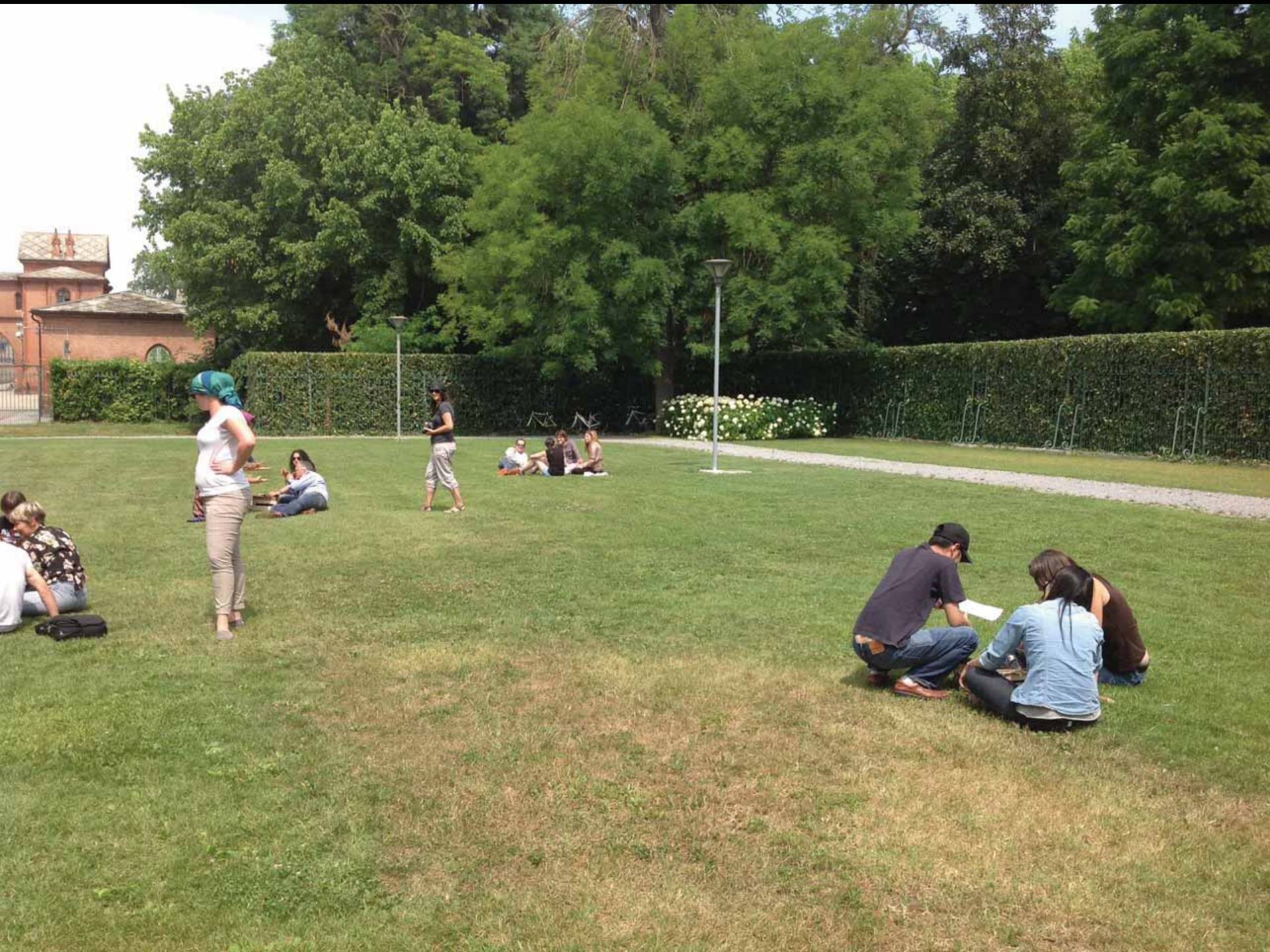
ENTRANCE

REAL











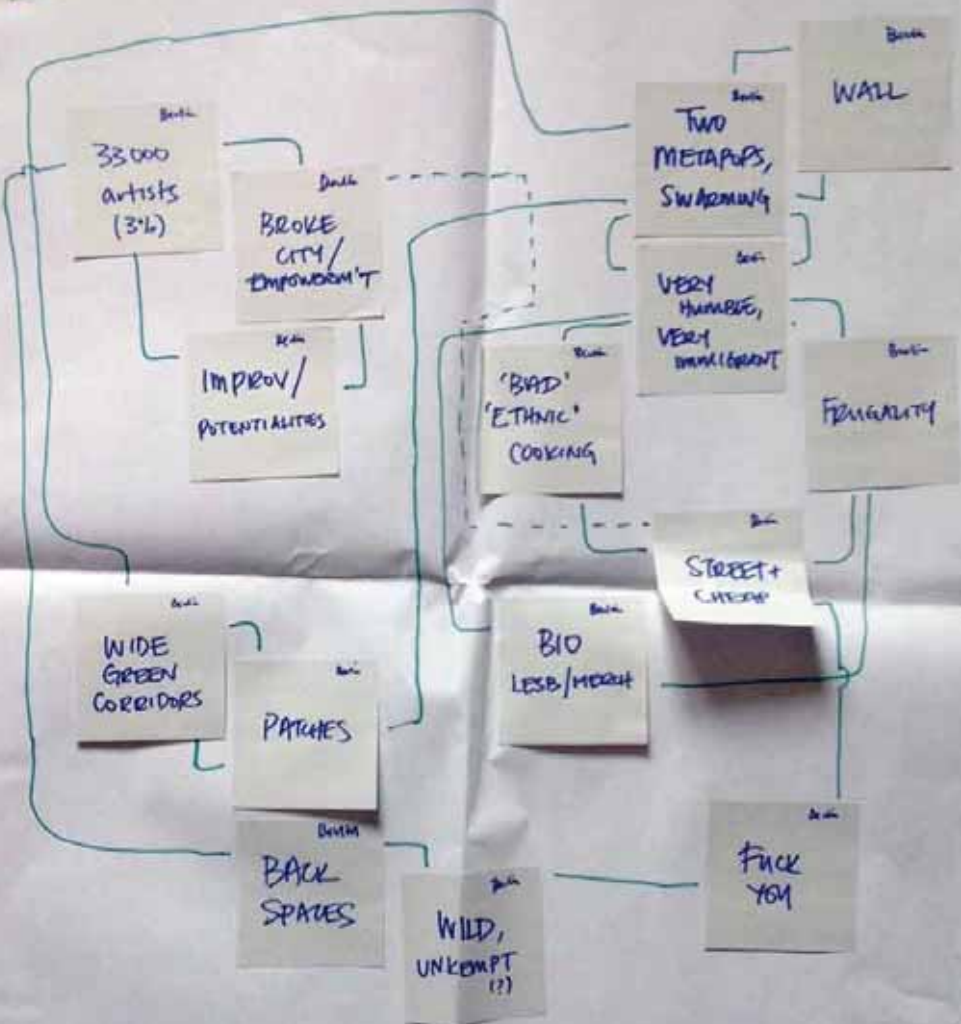




A Tranche of Berlin







MEAL

core-fringe frugal immigrant
 street
 cheese
 Olive oil + herbs
 bio-diverse
 gürkensalat-
 sweet
 'chile' sauce
 sweetness + benignness
 Knocken
 bavlatto
 Kartoffeln
 wurst
 sweet mustard
 pfifferlinge
 Currywurst sauce
 onion marmelade
 Mayonnaise
 frequency
 impersonational



The Gastronome in You (v2)



Where OÙ Firma?





Conflict Kitchen





CONFLICT KITCHEN
MEDIA CLIPS VIDEO

www.conflictkitchen.org/2015/05/11/ck-press-reel-2010-2015

Selected quotations on food for the Vitenparken "Constellations of Food Knowledge" workshop (May 23, 2016)

"What gives a [thing] its specificity is not some long internalized history but the face that it is constructed out of a particular constellation of social relations, meeting and weaving together at a particular locus."

—Doreen Massey, 1999. "A Global Sense of Place."

"In the experiment [of modern science], phenomena have to be 'selected, purified, shaped by instruments; indeed it may well be the instruments that produce the phenomenon in the first place.'"

—Hans-Jörg Rheinberger, 2010. *On Historicizing Epistemology*.
[citing Gaston Bachelard, 1984. *The New Scientific Spirit*.]

"The potato holds many variable states: when cooked it affords the action of 'eating'; when lying in the ground under a mound of soil it affords the action of 'digging' to a gardener anticipating a crop of fresh, new, ripe potatoes under the soil; when caked in mud lying in a sink it affords the possibility of 'scrubbing'; for a person who dislikes the potato skin it may afford the potential for 'peeling'."

—Emma Roe, 2006. *Things Becoming Food*.

"The role of the researcher [is] as storyteller, a role that can serve as the 'hyphens' in the community-university-policy divide."

—Lesley Frank, 2014. "Reflections of a food studies researcher."

"[Food is] a functional unit of a system of communication, a body of images, a protocol of usages, situations, and behavior.... An entire 'world' [a social environment] is present in and signified by food... Food has a constant tendency to transform itself into situation."

—Roland Barthes, 1961. *Toward a Psychosociology of Contemporary Food Consumption*.

"[Michel] de Certeau's aphorism, 'what the map cuts up, the story cuts across,' points to transgressive travel between two different domains of knowledge: one official, objective, and abstract—'the map'; the other one practical, embodied, and popular—'the story.'"

—Dwight Conquergood, 2002. *Performance Studies: Interventions in Radical Research*.

"People ask me: Why do you write about food, and eating and drinking? Why don't you write about the struggle for power and security, and about love, the way others do?"

—MFK Fisher, 1994. *The Gastronomical Me*.

"I know things literally with my body, that I, 'as' my hands, know when the bread dough is sufficiently kneaded, and I 'as' my nose know when the pie is done."

—Lisa Heldke, 1992. "Foodmaking as a Thoughtful Practice."

"Performance originals disappear as fast as they are made. No notation, no reconstruction, no film or videotape recording can keep them."

—Richard Schechner, 1985. *Between Theatre and Anthropology*.

"Objects such as food...should not be defined in terms of their properties, but rather in their systems of relations. Thus bread has no 'essential' characteristics on its own, but when it is baked, sold and eaten it becomes bread in the unfolding of these practices."

—Peter Atkins, 2009. *Liquid Materialities*.