

1. Title:

Global Japanese Cuisine Project: Culinary Mobilities and Urban Place Making (2018)

2. Contact Person:

James Farrer (*4066; jamescfarrer@gmail.com)

3. Members:

ICC members: **James Farrer**, **David Wank**, **Chris Hess**

ICC Collaborative Researcher: **Chuanfei Wang**

ICC Collaborative Researcher: **Lenka Vyletalova**

External Collaborators (Sophia): **Monica R. de Carvalho** (GPGS PhD Candidate),

Mariko Iijima (Faculty of Foreign Studies, Associate Professor)

External Collaborators (Non-Sophia): **Krishnendu Ray** (NYU, Assoc. Professor),

Tom Baum (University of Strathclyde, Professor)

4. Goals of Project:

This project studies Japanese culinary globalization inside and outside of Japan and involves collaboration among all the team members producing online and traditional print publications. We have external funding, as outlined below, and request from the ICC support in only specific areas.

- (1) The ongoing ICC project supports two externally funded research projects: (1) Farrer's ongoing project (supported by JSPS) consists of a study of artisanal food production and business-based community building in a Tokyo neighborhood (an area of Suginami district) and a Shanghai neighborhood (an area of Luwan District).
- (2) Vyletalova, Carvahlo, Wank, Hess, Farrer and Wang are investigating the globalization of Japanese culinary labor in Europe, Latin America, Asia and North America, as part of the Japanese Global Cuisines Project funded by Sophia University. The ICC grant supports the publication and publicity of these efforts.
- (2) The new empirical focus for 2019 on migrant culinary entrepreneurship involves both culinary mobilities and culinary place making with a focus on Tokyo, but also with a comparative perspective on other cities provided through collaboration abroad. This academic year, we plan collaborative research with Strathclyde University in Glasgow, research grant proposal development, and strengthening the database we have been collecting on migrant entrepreneurs in Tokyo. New participants (Iijima, Baum, Wadhwa) will join to support these efforts.

(3) Public activities planned at the ICC in 2019:

a. As part of the new project development we plan two large-scale workshops in 2019-20 one workshop in Strathclyde (Glasgow) and one workshop in Sophia through the ICC. These will involve researchers from both universities and community stakeholders (Funding applied for through “UK–Japan social sciences, arts and humanities connections grant” program, now under review)

b. We will also organize other ICC public lectures related to our new project on migrant culinary entrepreneurship during the year as part of the ICC lecture series. Speakers we have approached about this possibility are: Prof. Greg de St. Maurice, Osaka City University; Prof. Milos Debnar, Ryukoku University; Prof. Krishnendu Ray, New York University.

5. Intellectual Questions and Methods

We have two theoretical focuses: culinary mobilities and culinary place making.

(4) Our project uses the term culinary mobilities to describe the organization of contemporary Japanese cuisine as a constantly shifting configuration of producers, consumers, suppliers, and products centered in global culinary cities and their accompanying networks. One of the central questions here is the role of migrant labor in the making of cuisine.

(5) The second concept is culinary place making. While the social organization of culinary fields is increasingly characterized by mobility, foodways remain tied (paradoxically perhaps) to ideas place. Cities, regions and nations are defined through foodways, and consciously use culinary politics and cuisine as a development strategy.

(6) Data gathered for the ongoing and developing projects include interviews, ethnographic observations and digital mapping data. The ICC grant would support the ongoing publication of the results of these research activities in an online digital format, in publication of the monograph and development of the next research grant proposal (JSPS grant and UK–Japan social sciences, arts and humanities connections grant).

6. Plans for External Funding Application

For 2019, we already are applying for a “UK–Japan social sciences, arts and humanities connections grant” with Strathclyde University (led by Prof. Tom Baum). In 2019 we plan to submit a Kaken B application. We are also exploring funding from private foundations related to food studies (Kikkoman, Skylark).

7. Record of Receiving External Funding:

I. Ongoing research grants we received as a result of the ICC support for the initial project.

a. Sophia University Special Grant for Research in Priority Areas, 2016-18, “Grassroots Culinary Globalization: Sociological and Historical Study of the Japanese Food Boom” Y14,201,000, J. Farrer principal investigator



- b. JSPS Grant, 2016-2019, "Digital Ethnographic Mapping of Neighborhood Foodscapes in Shanghai and Tokyo," ¥4,680,000, J. Farrer principal investigator
- c. Carnegie Council on Ethics in International Affairs, Robert J. Myers Fellowship, 2016-17, "Artisanal Ethics and Community Resilience in Tokyo," \$4000 (2016), \$2000 (2017), \$2500 (2018) J. Farrer principal investigator

II. Previous grants:

- a. John Templeton Foundation, 2013-16. "The Concept of Fu (福) in Contemporary China: Searching for Well-Being, Purpose, and the Good Life in an Age of Anxiety." Farrer is one of seven participants, Becky Hsu (Georgetown) is principle investigator. (Farrer's participation focuses on the meanings of happiness and well-being associated with the production and consumption of cuisine in Shanghai (US \$18,000 over three years).
- b. JSPS Grant, 2010-2014, "Travelling Cuisines: Culinary Soft Power and Culinary Contact Zones," Farrer was principle investigator, Wank was a member (¥3,800,000 yearly for four years).
- c. Japanese Private University Association Research Grant, 2007-2008, "Globalizing food culture: consumption and social identity." Farrer was principle investigator, Wank was a member (¥6,000,000, total for 2007-8).

8. Impact of the Project over the Past Year

1. Members has several new and forthcoming publications directly related to the project (2017-2018 and forthcoming this year):

- 1.1. C. Wang (forthcoming Feb 2019) "Gastronomic Politics: Revitalizing Japanese Sake Culture by Global Wine Culture Concepts," in *Gastronomica: The Journal of Critical Food Studies* (published by University of California Press)
- 1.2. J. Farrer (forthcoming Feb. 2019) *International Migrants in China's Global City: The New Shanghailanders* (Routledge Series on Asian Migrations). Abingdon: Routledge. (chapters 3 and 5 relate to food studies).
- 1.3. J. Farrer. forthcoming. "The Decline of the Neighborhood Chinese Restaurant in Urban Japan" *Jahrbuch für Kulinaristik – The German Journal of Food Studies and Hospitality* Vol. 2.
- 1.4. J. Farrer. forthcoming. "Happy and Unhappy Meals: Culinary Approaches to the Good Life in Shanghai" Becky Hsu (ed.) *The Chinese Pursuit of Happiness: Meaning and Morality in Everyday Life*. University of California Press. (Chapt. 4)
- 1.5. J. Farrer, C. Hess, M. R. de Carvalho, C. Wang, D. Wank. forthcoming. "Culinary Mobilities: The Multiple Globalizations of Japanese Cuisine" C. Leong-Salobir ed. *Routledge Handbook of Food in Asia*. Routledge.
- 1.6. C. Wang. forthcoming. "Japanese Foods (washoku) with Wine: A Study in Non-State Culinary Politics," in *Routledge Handbook of Food in Asia*, Cecilia Leong-Salobir (ed.). London: Routledge.
- 1.7. J. Farrer. forthcoming. "Red (Michelin) Stars Over China: Seeking Recognition in a Transnational Culinary Field" in Michelle King edited *Culinary Nationalism in Asia*. London: Bloomsbury (Chapt. 10)

- 1.8. C. Wang. forthcoming. "The "Worlds Approach" to Gastronomic Tourism: The Case of Wine Tourism in Japan," in *The Routledge Handbook of Gastronomic Tourism*, Saurabh Kumar Dixit (ed.). London: Routledge (accepted on June, 2017).
- 1.9. J. Farrer. 2019. "Culinary Globalization from Above and Below: Culinary Migrants in Urban Place Making in Shanghai" in A. Lehmann and P. Leonard eds. *Immigration to China in the Post-reform era: Destination PRC*. New York: Palgrave Macmillan, 175-199.
- 1.10. A. Field and J. Farrer. 2018. "China's Party Kings: Shanghai Club Cultures and Status Consumption, 1920s-2010s" D. Solinger ed. *Polarized Cities: Portraits of the Rich and Poor in Urban China*. Lexington/Rowman and Littlefield, pp.127-148.
- 1.11. J. Farrer. 2018. "Nightlife and the Night-time Economy in Urban China" in W. Wu and M. Frazier, eds. *SAGE Handbook of Contemporary China Vol II*. Sage, pp.1112-1130.
- 1.12. J. Farrer. 2018. "Critical Expatriate Studies: Changing expatriate communities in Asia and the blurring boundaries of expatriate identity" in G. Liu-Farrer and B. Yeoh eds. *Handbook of Asian Migration*. Routledge, pp.196-20.
- 1.13. J. Farrer and A. Field. 2018. "Shanghai Nightscapes and Ethnosexual Contact Zones" in Xuefei Ren and Roger Keil eds. *The Globalizing Cities Reader 2nd Edition* Routledge (digest of previous work), pp.368-373.
- 1.14. J. Farrer, C. Wang, D. Wank, M. R. de Carvalho, C. Hess, L. Vyletalova. 2017. "Japanese Culinary Mobilities Research: The Globalization of the Japanese Restaurant." *Foods & Food Ingredients Journal Japan*, Vol. 222, No. 3, 257-66.
- 1.15. J. Farrer. 2017. "Urban Foodways: A Research Agenda" John Rennie Short ed. *A Research Agenda for Cities Northhampton MA*: Edward Elgar, pp. 98-110.
- 1.16. D. L. Wank and J. Farrer. 2017. "The Rise of Global Studies in East Asia: Institutions and Ideology in National Education Systems" *global-e*, Vol. 10, Issue 13 (published online Feb. 28, 2017)
- 1.17. C. Wang. 2017. "Joining the global wine world: Japan's winemaking industry," in *Feeding Japan: Cultures and Politics of Food Identities*, A. Niehaus and T. Walravens (ed.). New York: Palgrave Macmillan, pp. 225-50.
- 1.18. J. Farrer. 2017. "Domesticating the Japanese Culinary Field in Shanghai" in T. Walravens and A. Niehaus eds. *Feeding Japan: Cultures and Politics of Food Identities* Palgrave MacMillan, pp. 287-312.



2. We presented research output at conferences this past year (2017/10 -2018/10):

2.1. J. Farrer "From Cooks to Chefs: Migrant Careers in a Globalizing Culinary Field" Conference on the Question of Skills in Cross-Border Mobility" Waseda University September 21-22, 2018, presenter.

2.2. J. Farrer (with C. Wang, D. Wank, M. R. de Carvalho, C. Hess, L. Vyletalova_ "The Culinary Politics of Taste in Global Japanese Restaurant Cuisine" Asian Studies Conference Japan, Tokyo, July 1, 2018, panel organizer (panel was organized by members of our research unit).

2.3. C. Hess (with J. Farrer, C. Wang, D. Wank, M. R. de Carvalho, L. Vyletalova) "Japanese Migrant Culinary Communities and Community Culinary Politics" paper presented at Asia Pacific Society for Agricultural and Food Ethics Conference in Tapei, Taiwan, May 10-12, 2018, presenter.

2.4. J. Farrer "Social Sustainability in Comparative Urban Studies" International Research Forum on Comparative Urban Studies, Sophia University, May 26, 2018, keynote speaker (presented our project findings at Sophia)

2.5. J. Farrer "Tucking In: Small Culinary Spaces in Tokyo" Portland State University, Center for Japanese Studies, Kikkoman Japanese Food Culture Lecture Series, May 1, 2018, invited speaker.

2.6. J. Farrer "Mapping a Japanese Culinary Neighborhood: the "Nishiogiology" Project" Presentation for "Endless. Discovery: Re-evaluating Japan's Travel and Tourism" Ateneo de Manila Japanese Studies Program International Conference on Japanese Studies, Feb. 2-3, 2018, invited plenary speaker.

2.7. J. Farrer "From Cooks to Chefs: The Construction of a Skilled Labor Category in the Transnational Culinary Field" International Workshop: Skilled Labor Mobility: Japan and Beyond, January 17, 2017, Waseda University, Tokyo, presenter.

2.8. J. Farrer "The Globalization of Japanese Gastronomy: Examining Culinary Mobilities on a Global Scale"

2.9. J. Farrer, D. Wank, C. Hess, C. Wang (with L.Vylet'alová and M. R. de Carvalho) Nov. 16 , 2017 Sophia Open Research Week: Institute of Comparative Culture, Sophia University, joint presentation.

2.10. J. Farrer "Machi Chūka/ Neighborhood Chinese: The Most Local of Foreign Foods in Tokyo" lecture series "Der Globalisierte Gaumen: Ost Asiens Küchen auf Reisen" Nov. 2, 2017, Freie Universität Berlin, Germany, invited lecturer.

2.11. J. Farrer (with C. Wang and C. Hess) "Japanese Restaurant Cuisine in China" International Conference on Food Studies, Oct. 25-27, 2017, Università degli Studi Roma Tre, Rome, Italy, presenter.



3. Project members organized workshops and lectures at the ICC related to the project in 2017-18.

3.1. ICC Workshop: "Wine in Japan: Wineries Business, Wine Tourism, Agriculture, and Rural Development," organized by Chuanfei Wang, participation by Miyuki Takeuchi (presenter), Chuanfei Wang (chair and presenter), and Prof. Soichiro Kamibayashi (discussant). Sophia University, 18 November, 2018, ICC. (Note: Wine-tasting provided by Akiu Winery gratis)

3.2. Global Food Project Seminar: "The Three Waves of Sake: The Different Ways of Introduction and Appreciation of Japan's National Alcoholic Beverage in the West," Prof Dick Stegewerns, University of Oslo & Nichibunken, 18 July 2018, ICC (attended by unit members and students)

3.3. ICC lecture: "Culinary capital, taste and the foodies: food-based social distinction in Finland" by ICC visiting scholar Taru Lindblom, University of Helsinki, 12 July, 2018, ICC.

3.4. Global Food Project Seminar: "Chefs for the Blue (advocacy for sustainable fisheries by Japanese chefs)" by Hiroko Sasaki, food journalist, 18 May 2018, ICC (attended by unit members and students)

3.5. Global Food Project Workshop, Research Unit Participants, 22-24 June, 2018, ICC (attended by unit members, including external collaborators)

3.6. ICC lecture: "Tokyo Roji: The Diversity and Versatility of Alleys in a City in Transition," Prof. Heide Imai, Hosei University, 24 January, 2018, ICC.

3.7. ICC lecture: "The Challenge of Globalization to Japan's Food Producers," Yohei Matsunobu, former MAFF researcher, 18 January, 2018, ICC.

3.8. ICC lecture: "Wine Tourism as a Cultural Experience: The Cases of the Japanese and Chinese 'Wine World'" Chuanfei Wang, 17 November, 2017, ICC.

3.9. ICC lecture: "The Globalization of Japanese Gastronomy: Examining Culinary Mobilities on a Global Scale" James Farrer, David Wank, Christian Hess, Chuanfei Wang, Lenka Vylet'álová, Mônica R. de Carvalho, 16 November, 2017 ICC.

4. We also have developed a collaboration with a multi-university project on "city food" (centered at New York University and University of Toronto) and are now applying for research grant with a team from Strathclyde University in Glasgow.

5. We have also incorporated the research from this project into our graduate and undergraduate teaching including in courses on globalization and on the sociology of culture. Students have benefited from research assistance opportunities as well as training in coursework.

6. We have presented the research findings in contexts outside of academia including a feature article in Sophia Magazine, interview with Nishiogi Shunju (西荻春秋) online magazine, lectures by Farrer and Wang (separately at the Tokyo Rotary Club), and planned appearance on NHK World (March 2019). The Nishiogiology webpage, a direct product of this research project, has roughly 2000 visitors per month. (At present, we have 49 articles in both Japanese and English, with the goal of publishing these findings as a book in 2020.)