

1. Title:

Global Japanese Cuisine Project: Culinary Mobilities and Urban Place Making (2019)

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, Chair of Food Studies program)

4. Goals of Project:

This project studies Japanese culinary globalization inside and outside of Japan and involves collaboration among the team members producing online and traditional print publications. We have been largely funded by external grants, as outlined below, and request from the ICC support the publication of the results of this research and new grant proposals.

(1) The ongoing ICC project supports the publication of the results of two externally funded research projects: (1) Farrer's 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 from 2015-18. The ICC grant supports the publication and publicity of these efforts, both of which aim to be finished in 2020.

(2) We are developing a new project on comparative research on culinary mobilities. We are developing grant proposals and organizing a conference with this theme. This research builds directly on our current project but expands it in a more theoretical and comparative direction by looking at multiple culinary systems in multiple world regions. This will be a collaborative project with New York University Food Studies.

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

- a. We plan ongoing speakers at the ICC around the theme of food studies. We have identified several speakers who plan to be in the Tokyo area in 2020.
- b. We plan to develop a conference proposal on “Culinary Counter-Hegemonies and Global Culinary Mobilities.” This conference will be organized together with Prof. Krishnendu Ray, New York University.

5. Intellectual Questions and Methods

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

(1) 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.

(2) 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.

(3) 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 2020, we already are applying for grants in the USA and Japan to pay for the conference and acquire new external research funds for the project.



7. Record of Receiving External Funding:

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

a. JSPS Grant, 2016-2019, "Digital Ethnographic Mapping of Neighborhood Foodscapes in Shanghai and Tokyo," ¥4,680,000, J. Farrer principal investigator

b. Carnegie Council on Ethics in International Affairs, Robert J. Myers Fellowship, 2016-19, "Artisanal Ethics and Community Resilience in Tokyo," \$4000 (2016), \$2000 (2017), \$2500 (2018), \$1500 (2019) J. Farrer principal investigator

(2) Previous grants:

c. Sophia University Special Grant for Research in Priority Areas, 2016-18, "Grass-roots Culinary Globalization: Sociological and Historical Study of the Japanese Food Boom" ¥14,201,000, J. Farrer principal investigator

d. 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).

e. 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).

f. 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).

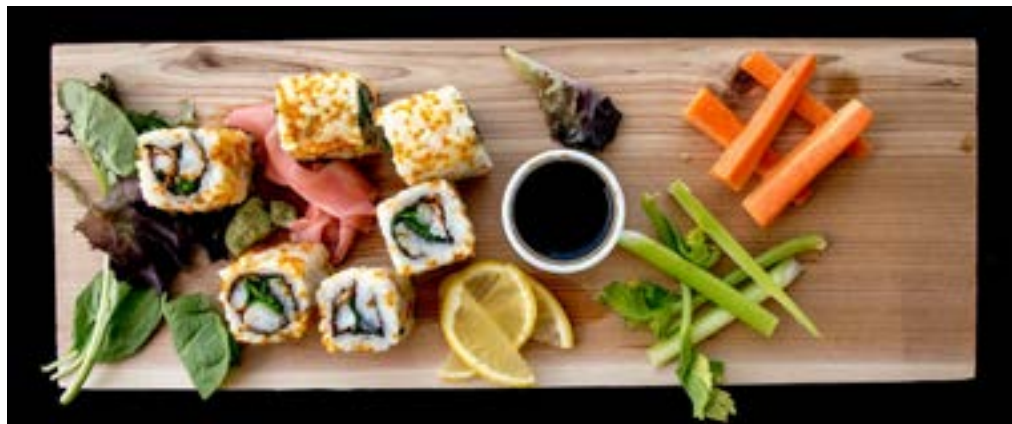


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8. Impact of the Project over the Past Year

1. We published articles and chapters directly related to the project (2019 and forthcoming this year):

1.1. A. Field and J. Farrer. forthcoming 2019. "From Jazz Men to Jasmine: Transnational Nightlife Cultures in Shanghai from the 1920s to the 2010s" Frank Pieke and Koichi Iwabuchi (ed) *Global East Asia*. Berkeley: University of California Press.

1.2. J. Farrer. 2019. "Grimy Heritage: Organic Bar Streets in Shanghai and Tokyo" *Built Heritage* Vol. 3, Issue 3, pp. 73-85.

1.3. C. Wang. 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) 19(1), pp. 79-90.

1.4. J. Farrer. 2019. *International Migrants in China's Global City: The New Shanghailanders* (Routledge Series on Asian Migrations). Abingdon: Routledge. (226 page monograph, chapters 3 and 5 relate to food studies).

- 1.5. J. Farrer. 2019. "The Decline of the Neighborhood Chinese Restaurant in Urban Japan" *Jahrbuch für Kulinaristik – The German Journal of Food Studies and Hospitality*, Vol. 2, pp. 197-222.
- 1.6. J. Farrer. 2019. "The Migrant Ethnographer: When the Field Becomes Home" in Richard E. Ocejo edited *Urban Ethnography: Legacies and Challenges (Research in Urban Sociology Volume 16)*. Bingley UK: Emerald Publishing, pp. 193-211.
- 1.7. J. Farrer. 2019. "Happy and Unhappy Meals: Culinary Approaches to the Good Life in Shanghai" Becky Yang Hsu and Richard Madsen (ed.) *The Chinese Pursuit of Happiness: Anxieties, Hopes, and Moral Tensions in Everyday Life*. Berkeley: University of California Press, 84-109.
- 1.8. J. Farrer. 2019. "Red (Michelin) Stars Over China: Seeking Recognition in a Transnational Culinary Field" in Michelle King edited *Culinary Nationalism in Asia*. London: Bloomsbury Academic, pp. 193-213.
- 1.9. J. Farrer, C. Hess, M. R. de Carvalho, C. Wang, D. Wank. 2019. "Culinary Mobilities: The Multiple Globalizations of Japanese Cuisine" Cecilia Leong-Salobir ed. *Routledge Handbook of Food in Asia*. Abingdon: Routledge, pp. 39-57.
- 1.10. C. Wang. 2019. "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.
- 1.11. C. Wang. 2019. "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).
- 1.12. 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.

2. We presented research output at conferences this past year:

- 2.1. J. Farrer "The Globalization of Japanese Cuisine" University of San Francisco Center for Asia Pacific Studies' October 17-18, 2019 conference, "Have You Eaten Yet? The History and Culture of Food in East Asia," invited participant and panel discussant.
- 2.2. J. Farrer. "Presenting and Publishing in Japan Studies" Conference Studying Japan: The Impact of Transnationalization and Technological Innovation on methods, fieldwork, and research ethics, Freie University Berlin, July 23-24, 2019, invited participant
- 2.3. J. Farrer. "A Migrant Chinese Dream? China's Inbound Skilled Migration in the Era of Sinocentric Globalization," Institute of Comparative Culture Lecture Series, Sophia University, Tokyo, May 23, 2019, speaker.
- 2.4. J. Farrer. "Culinary Politics and Urban Foodways in Asia" International Conference on Cultural Governance in Asia 2019: Soft Power, Place-(re)making and Civility City University of Hong Kong and Hong Kong Shue Yan University, Hong Kong, May 10-11, 2019, invited roundtable speaker.

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2.5. J. Farrer. "From Sukiyaki to Izakaya: Examining Culinary Modernity on a Global Scale" New York University, New York City, April 19, 2019, colloquium speaker.

2.6. J. Farrer. "Shanghai as Global Food City?" Carnegie Council for Ethics in International Affairs. New York City, April 16, 2019, invited speaker.

2.7. J. Farrer. "Nightlife Streets as Urban heritage: A Comparison of Tokyo And Shanghai" Conference on "Built Heritage: International Scholars Forum: Shanghai Global City/Global Crossroads" Tongji University, Shanghai, March 29, 2019, invited speaker.

2.8. C. Hess. "Colonial Legacies and Postwar Development of Japanese Cuisine in East Asia" paper presented at the conference "Historical Culinary Connections between Taiwan and Japan" at Taipei Medical University, Taiwan, March 10, 2019, presenter.

3. We organized lectures at the ICC related to the project:

3.1. ICC Lecture "Would you like that seared or raw? Uncooked chicken and the political ecology of dangerous delicacies in Japanese cuisine" Dr. Ben Schragar, Kyoto University, Nov. 11, 2019.

4. We developed collaboration with other universities:

4.1. We are now applying for a new research grant with the New York University Food and Nutrition Studies. The ongoing city food project with NYU has a special issue planned with *Food Culture and Society* (under review)

4.2. Farrer and Wang are participating with faculty from City University Hong Kong in a journal special issue in *Asian Anthropology* (under review)

4.3. Farrer participated with the Asian Migration Institute of Waseda University in a journal special issue in *Journal of Ethnic and Migration Studies* (under review)

4.4. Members participated in a Sophia sponsored collaboration with Fordham University resulting in a journal special issue in *Built Heritage* (article by Farrer published)

5. We incorporated the research from this project into our teaching:

Students have benefited from research assistance opportunities as well as training in coursework.



6. We presented the research findings in global media and community events:

6.1. Podcast interview on Carnegie Council on *Ethics in International Affairs Asia opinion leaders podcast*, Jul 9, 2019, international migrants in China (link)

6.2. Informational interview in *South China Morning Post*, June 30, 2019, globalization of Japanese cuisine (link)

6.3. Star role in *NHK World Tokyo Eye*, March 2019, Japanese neighborhood foodways (30 minute program) (link)

6.4. Feature interview in *Nishiogi Shunju* 西荻春秋, Sept. 2018, Japanese food research (community website) (link)

6.5. Feature interview in *Sophia Magazine*, Aug. 2018, Japanese food research (link)

6.6. We produce the *Nishiogiology* webpage, a direct product of this research project, has roughly 2000 visitors per month. (At present, we have 54 articles in both Japanese and English, with the goal of publishing these findings as a book in 2021.) (link)

6.7. We participated in a community event directly related to the project. “西荻窪: 多文化コミュニティへ / Nishiogikubo: Towards a Multicultural Community” 西荻空想計画の座談会 [Imagining Nishiogi Community Discussion] Ikkyo-an, Tokyo, June 1-2, 2019, poster exhibition and participation in grassroots community meeting.



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