

1. Title:

Global Japanese Cuisine Project: Culinary Mobilities and Urban Place Making (2020)

2. Contact Person:

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

3. Members:

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

External Collaborative Researchers (Sophia University GPGS graduates): : **Dr. Chuanfei Wang, Dr. Lenka Vyletalova, Dr. Monica R. de Carvalho**

Mariko Iijima (Faculty of Foreign Studies, Associate Professor)

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

Tom Baum (University of Strathclyde, Professor)

4. Intellectual Purpose and Methods

The intellectual purpose of this project is to understand the marketing of artisanal culinary work as embodied and practiced in various settings around the world, including in Japan. The research extends more broadly to how culinary labor can be understood as a feature of urban place making.

Data gathered for the project include interviews, ethnographic observations and digital mapping data. There are two overlapping research efforts: 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 Sugunami district). Wank, Hess, Farrer, de Carvalho, Vyletalova and Wang are investigating the globalization of Japanese culinary labor in Europe, Asia and North America, as part of the Japanese Global Cuisines Project funded by Sophia University. The ICC grant was given to support the ongoing publication of the results of these research activities in an online digital format.

5. Budget Use and Goals

We employed our budget for editorial assistance for the current webpage on Tokyo artisanal culinary work. We also used our budget to support the editorial work for our research on the globalization of Japanese cuisine, including transcription work, group meetings and speakers.

6. Plans for External Funding Application

For 2021 onward, we have applied for kaken funding

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 (extended through the 2021-22 academic year), "Digital Ethnographic Mapping of Neighborhood Foodscapes in Shanghai and Tokyo," ¥4,680,000, J. Farrer principal investigator

(2) Previous grants:

a. 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

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

c. 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).

d. JSPS Grant, 2010-2014, "Travelling Cuisines: Culinary Soft Power and Culinary Contact Zones," Farrer was principal investigator, Wank was a member (¥3,800,000 yearly for four years).

e. Japanese Private University Association Research Grant, 2007-2008, "Globalizing food culture: consumption and social identity." Farrer was principal investigator, Wank was a member (¥6,000,000, total for 2007-8).

8. Impact of the Project over the Past Year

A. We have completed a full draft of our joint book manuscript. Tentatively titled *The Global Japanese Restaurant: Mobilities, Politics and Imaginaries*, it is now under review at a university press with chapters by project members Farrer, Wank, Hess, Vyletalova, Wang, and de Carvahlo.



B. We published articles and chapters directly related to the project in the past year:

B.1. James Farrer. 2021. "The Space-Time Compression of Tokyo Street Drinking" *Food, Culture and Society*; DOI: 10.1080/15528014.2020.1859902

B.2. James Farrer. 2020. "How are Tokyo's Independent Restaurateurs Surviving the COVID Crisis?" *Asia Pacific Journal: Japan Focus* 18(18)(13) (id 5483)

B.3. James Farrer. 2020. "On the Other Side of the Curve: China's Restaurateurs Face an Uphill Battle" *Gastronomica: Journal of Critical Food Studies* 20(3): 24-5, DOI: 10.1525/GFC.2020.20.3.24.

B.4. James Farrer. 2020. "A Tokyo Restaurant Community Faces COVID-19" *Etnografia e Ricerca Qualitativa (Italian journal of Ethnography and Qualitative Research ISSN1973-3194) No. 2/2020*, pp. 245-54. DOI: 10.3240/97809

B.5. James Farrer and Chuanfei Wang. 2020 (online; 2021 in print). "Who Owns A Cuisine? The Grassroots Politics of Japanese Food in Europe" *Asian Anthropology* 20(1) DOI: 10.1080/1683478X.2020.1774960.

B.6. Chuanfei Wang. 2020 (online; 2021 in print). Creating a wine heritage in Japan, *Asian Anthropology*, 20(1), 61-76, DOI:10.1080/1683478X.2020.1773622

B.7. Yuk Wah Chan and James Farrer. 2020 (online; 2021 in print). "Asian Food and Culinary Politics: Food Governance, Constructed Heritage, and Contested Boundaries" *Asian Anthropology* 20(1) DOI: 10.1080/1683478X.2020.1779968.

B.8. James Farrer. 2020 (online; 2021 in print). "From Cooks to Chefs: Skilled Migrants in a Globalizing Culinary Field" *Journal of Ethnic and Migration Studies* DOI: 10.1080/1369183X.2020.1731990.

B.9. James Farrer. 2020. "A mobilities approach to 'Japan' fieldwork" in Cornelia Reiher and Nora Kottman edited *Studying Japan*. Baden-Baden: Nomos. Pp. 165-168 ISBN 978-3-8487-5085-6

B.10. James Farrer and Gracia Liu-Farrer. 2020. "How to present findings: Presenting and publishing" in Cornelia Reiher Nora Kottmann edited *Studying Japan*. Baden-Baden: Nomos. Pp. 447-457. ISBN 978-3-8487-5085-6

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

C.1. James Farrer and Chuanfei Wang. "Japanese Cuisine in Urban Chinese Foodways," *Modern Chinese Foodways Conference*, Emory University, April 23-24, 2021 (presented online March 10, 2021), Atlanta GA, invited presenter.

C.2. James Farrer. "Sustainable Community Gastronomy: Insights from Ethnography," presentation in the roundtable on "The human-scale built environment of Tokyo: Building local community in the megacity," *Association for Asian Studies Virtual Annual Conference* (held online), March 21-26, 2021, presenter.

C.3. James Farrer. "Eating in Small Spaces: The Spatial Texture and Flavor of Neighbourhood Space in Tokyo," *Building City*



Knowledge from Neighborhoods, ARI-NUS/SEANNET Conference, National University of Singapore, March 11-12, 2021 (held online), invited presenter.

C.4. James Farrer. "A Field Theoretical Approach to Expatriate Mobilities: Ethnographic Research on Mobility in Culinary and Sexual Fields" University of Amsterdam ChinaWhite Project (held online), Feb. 9, 2021, invited speaker.

C.5. James Farrer. "Urban Foodways and Globalization" NYU's School of Professional Studies on Food, Culture, and Communication, New York University (held online), Nov. 13, 2020, invited speaker.

C.6. James Farrer. "Restaurant Consumption/Restaurant Life: Lessons from Urban Ethnography in Tokyo and Shanghai" Sharing Economy and Urban Sustainability Workshop, Shanghai University (held online), Oct. 14-15, 2020, invited speaker.

C.7. James Farrer. "Bistro Battleground: Cultivating Western Cuisine in a Tokyo Neighborhood" AAS-in-Asia (Association for Asian Studies Regional Meeting), Kobe, Japan (held online), Aug. 31, 2020, panelist.

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

D.1. ICC Lecture "Branding Japanese Food" with Dr. Katarzyna Cwiertka ICC Lecture Series (held online), Nov. 12th, 2020.

D.2. ICC Lecture "How are Tokyo's Independent Restaurateurs Surviving the Pandemic?" ICC Special Lecture Series: Vulnerable Populations in Japan under Covid-19, (held online), Oct. 7, 2020.



E. We developed collaboration with other universities and organizations:

E.1. Farrer and Wang participated with faculty from City University Hong Kong in organizing a journal special issue in Asian Anthropology (published 2020)

E.2. Farrer participated with the Asian Migration Institute of Waseda University in a special issue of Journal of Ethnic and Migration Studies (published 2020)

E.3. Farrer edited the Winter issue of the leading food studies journal *Gastronomica*, for which he serves as a member of the editorial collective. (see "Editorial Letter" *Gastronomica: Journal of Critical Food Studies* 23 (1): p. v.

E.4. Farrer is working with professors at Keio university on an exploratory study of yokochō districts in Tokyo.

F. We have added to the two webpages now that promulgate our research results to a global audience. Both platforms have seen the addition of substantive materials in 2020 in line with our research schedule.

www.nishiogiology.org

www.global-japanese-cuisine.org

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

Farrer was interviewed for the NHK World, May 21 2020 program on neighborhood restaurants have coped with the COVID pandemic

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

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