

Representing Italy Through Food

**EDITED BY PETER NACCARATO,
ZACHARY NOWAK AND
ELGIN K. ECKERT**

FID SOZIAL- UND
KULTURANTHROPOLOGIE
in Zusammenarbeit mit der DFG

BLOOMSBURY ACADEMIC
LONDON • NEW YORK • OXFORD • NEW DELHI • SYDNEY

Contents

List of figures ix

Notes on contributors xi

Acknowledgments xv

Editors' Introduction: Presenting food, representing Italy
Peter Naccarato, Zachary Nowak, and Elgin K. Eckert 1

PART ONE (Re)presenting iconic Italy

- 1** And at last, the farmers win *Massimo Montanari* 17
- 2** Authenticity *all'italiana*: Food discourses, diasporas, and the limits of cuisine in contemporary Italy *Aliza S. Wong* 33
- 3** The Slow Food Movement and Facebook: The paradox of advocating slow living through fast technology *Ginevra Adamoli* 55

PART TWO Representing Italy in literature and film

- 4** Clara Sereni's *Casalinghitudine*: Recipes for political history *Ernesto Livorni* 77
- 5** Inspector Montalbano *a tavola*: Food in Andrea Camilleri's police fiction *Elgin K. Eckert* 95
- 6** There's a mobster in the kitchen: Cooking, eating, and complications of gender in *The Godfather* and *Goodfellas* *Peter Naccarato* 111
- 7** *In cibo veritas*: Food preparation and consumption in Özpetek's "queer" films *Elgin K. Eckert and Zachary Nowak* 125

PART THREE Marketing, packaging, and advertising Italy

- 8** Producing consumers: Gendering Italy through food advertisements *Diana Garvin* 141
- 9** “A kitchen with a view”: The modernization of gender roles in Italy through Barilla’s 1950s and 1960s advertising campaigns *Antonella Valoroso* 165
- 10** Semiotics of sauce: Representing Italian/American identity through pasta sauces *Maryann Tebben* 183

PART FOUR Global representations of Italy

- 11** *Italianità* in America: The cultural politics of representing “authentic” Italian Cuisine in the U.S. *Ken Albala* 205
- 12** Leggo’s not-so-autentico: Invention and representation in twentieth century Italo-Australian foodways *Rachel A. Ankeny and Tania Cammarano* 219
- 13** Italian food in Israel: Representing an Imagined Mediterranean *Nir Avieli* 239
- 14** Afterword: Italy represented *Peter Naccarato, Zachary Nowak, and Elgin K. Eckert* 263