Representing Italy Through Food

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

Index 267