

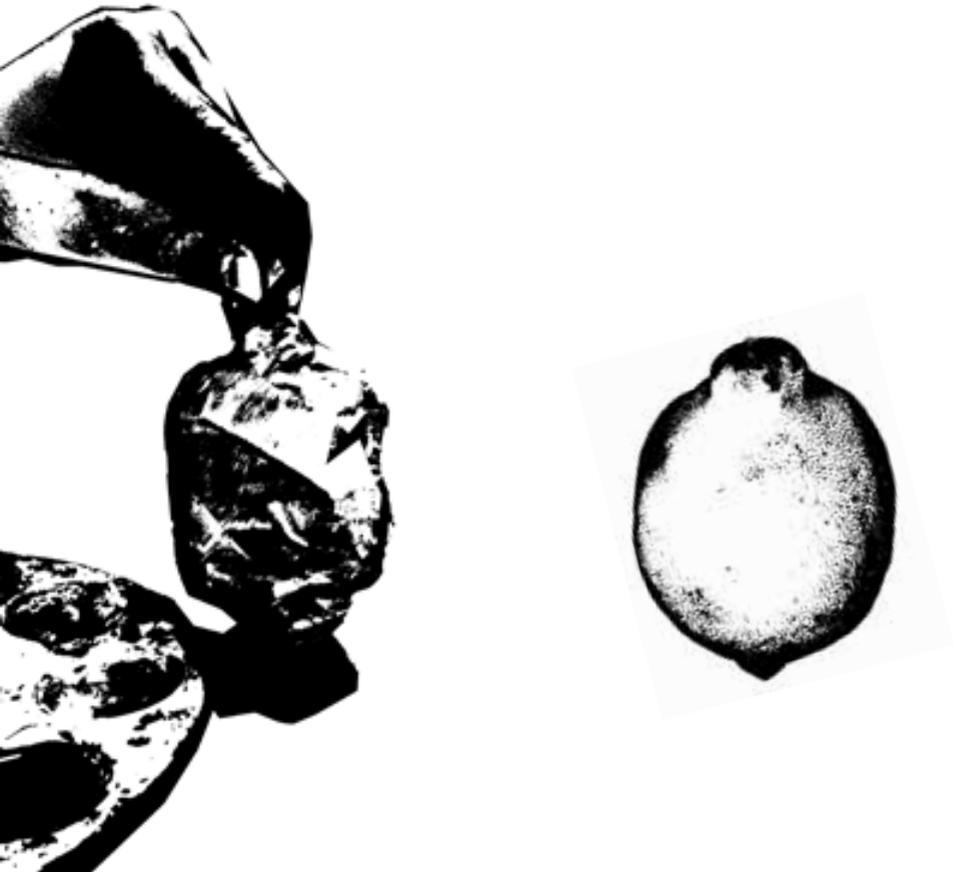
roomservices presents:

CULINARY CARTOGRAPHIES

CULINARY CARTOGRAPHIES

Culinary Cartographies is a participatory mapping project about the bio-geography of everyday supermarket food. Fresh fruits are today available at all seasons, nicely packaged on the supermarket shelves in most western countries. Yet these fruits show few signs of their global journeys and their relation to food politics and the issues of food justice.

Not only has our food lost its references to the changing seasons, it is also mute about the socio-technical relationships that produces today's industrial food web. Culinary Cartographies is an attempt to trace some of these journeys and relationships in order to explore how our plate is a map of current geopolitics.



In the project, fresh produce is traced to expose how our food travels to reach our plate. Together with local school children, a map is produced with forged paper fruits from the fresh produce. The map of fruits turns the supermarket itself into a global representation, or a “fruit-planetary”, exposing the distances between the place of origin and the local plate. Starting from our own everyday shopping experience may start trying to grasp the complex webs of today’s food geographies.

Discussion topics:

- Poverty, famine and obesity: Globally, more people are overweight than starving
- Food justice: The geography of processed vs fresh produce
- Fruits and nature: Human-engineered produce (seedless, water content etc)
- The politics of fresh produce: Food miles, taxes and subsidies
- Critical calories: Largest environmental impact where fruit is consumed

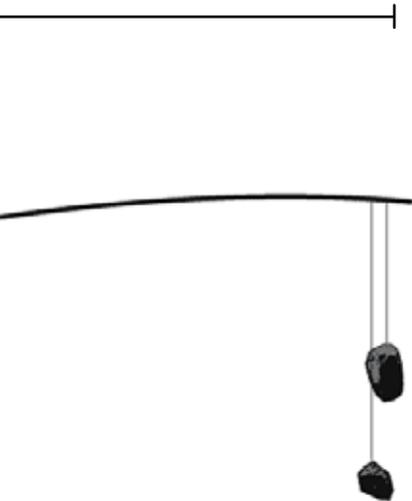


EACH FRUIT A PROBE

- listen to your fruit; where does it come from?
- does it grow there naturally?
- does it need heated greenhouses?
- how much of the price is tolls & subsidies?

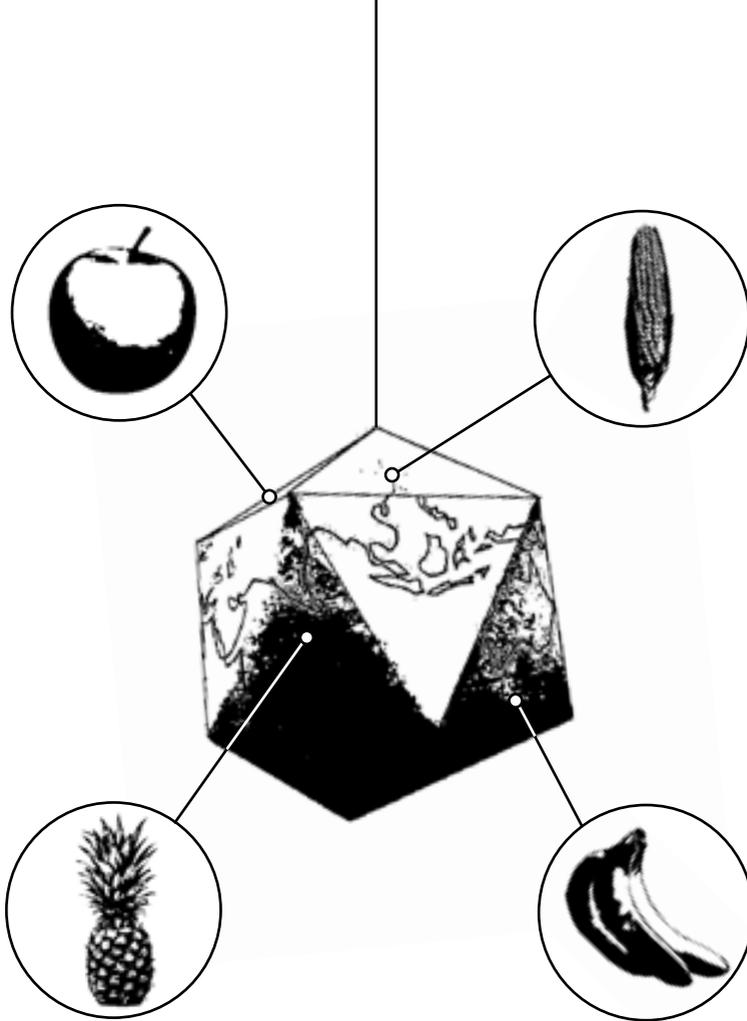


New Zealand



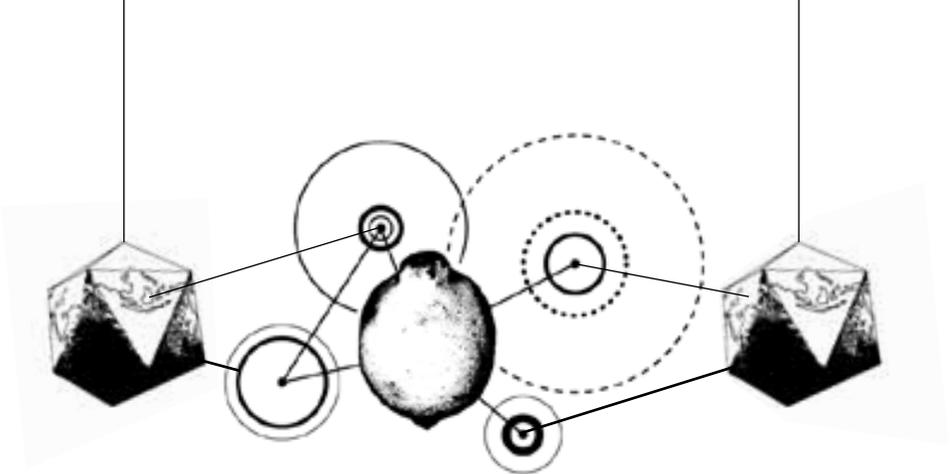
TO NORWAY FROM:

Sweden:	415km
Denmark:	485km
Latvia:	842km
Holland:	915 km
Poland:	1061km
Belgium:	1087km
Italy:	2006km
Spain:	2389km
Turkey:	2700km
Morocco:	3149km
Israel:	3613km
Iran:	3954km
Cote d'Ivoire:	6056km
Ghana:	6115km
USA:	6231km
Dominica:	7546km
Columbia:	9274km
Costa Rica:	9318km
South Africa:	9654km
Brazil:	9906km
Peru:	11040km
Argentina:	12250km
Chile:	12727km
New Zealand:	17668km



In a post-Malthusian world, where population growth seems to be matched by growing agricultural productivity, we still see little of the how our local supermarket is deeply intertwined with global oil prices, soil erosion, civil wars on foreign continents, deforestation, elections and farm subsidies.

- Can we use consumer culture as a vector to everyday critical cooking?
- Can all produce be grown locally?
- Are prices just and fair?
- Who gains the most on our current economy?



Food politics is infested with issues a multitude of debated issues, but the every-day consumer cannot see them in the store. Issues such as genetically modified organisms (GMOs), chemical fertilizers, soil acidification and land grabbing still reaches our plate.

- Can you make a public information campaign in your supermarket?



Mark the place of origin for your produce. Cut and fold the globe and hang next to the groceries to show how far it has travelled to reach your store.

