International Conference on
“Travelling Food and Beverages: In and Out of Japan”
November 3-5, 2013
The Hebrew University of Jerusalem

PROGRAM:

DAY 1, November 3
Beit Maiersdorf, Room 501

16:30 Keynote Lecture:
Ben Ami Shillony, The Hebrew University of Jerusalem
"Divine Meals at Ise Shrine"

DAY 2, November 4
The Truman Institute, Abba Eban Hall

09:00-09:30 Gathering and registration

9:30-10:00 Opening Session and Greetings
Menachem Blondheim, Academic Director of the Truman Research Institute
Nissim Otmazgin, The Hebrew University of Jerusalem and Chair of the Israeli Association for Japanese Studies
Helena Grinshpun, The Hebrew University of Jerusalem and the Truman Institute

10:00-12:30 Panel 1. Food Politics in Historical Perspective
Chair: Ehud Harari, The Hebrew University of Jerusalem
Sheldon Garon, Princeton University, "The Home Front and Food Insecurity in Wartime Japan: a Transnational Perspective"
Christopher Pokarier, Waseda University, “Japanese ‘Food Design’: From Place to Portable Concept?”


Roṭem Kowneṛ, University of Haifa, "The Best Eugenic Method? The Adoption of Western Diet for Racial Improvement in Modern Japan"

12:30-14:00 Lunch break

14:00-16:30 Panel 2. Japanese Cuisine as a Soft Power: Between Globalism and Authenticity

Chair: Orna Naftali, The Hebrew University of Jerusalem

James Farrer, Sophia University, "Culinary Soft Power and Culinary Indigenization: the Case of the Global Boom in Japanese Cuisine"

Nancy Stalker, University of Texas at Austin, "Crafting Japanese Epicureanism: Rosanjin and Gurume Nationalism"

Jonatan Leer, University of Copenhagen, "Cooking with Karate Kid: Constructions of the “Authentic” Japanese Cuisine and the Japanese “Other” in Western Imaginary through the Example of Anthony Bourdains A cooks tour and No reservations"

David Conklin, Portland University, "Soba: The Next Sushi?"

17:00-18:30 Sake workshop and tasting for participants

Sponsored by Joël Fresco

DAY 3, November 5

Rabin Building, Room 3001

8:30-11:00 Panel 3. Food and Transnational Flows

Chair: Nissim Otmazgin, The Hebrew University of Jerusalem

Kelly Hansen, San Diego State University, "When French Fries Go Viral: Mobile Media and the Transformation of Public Space"

Cornelia Reiher, University Halle-Wittenberg, "Food Safety and the Alliance against the Trans-Pacific Partnership in Contemporary Japan"

Katrin Gengenbach, Freie Universität Berlin, "Transnational Flows of Vegan Cuisine and Permaculture in Japan"

Alisa Shteinberg, The Hebrew University of Jerusalem, "Can You Eat This Food? A Study of Cooking Habits of Foreigners in Japan"
11:30-13:30 Panel 4. Traveling Beverages

Chair: Ben Ami Shillony, The Hebrew University of Jerusalem

Dick Stegewerns, University of Oslo; "Sake Around the World … and Back: The Three Waves (and Ways) of Sake Appreciation in the West"

Wilburn Hansen, San Diego State University; "Craft Beer in Japan"

Helena Grinshpun, The Hebrew University of Jerusalem, "The Boss of Them All': Exploring the Cultural Appropriation of Coffee in Japan"

13:30-15:00 Lunch break

15:00-16:30 Panel 5. Practitioners' Presentations: Making Japanese Food and Beverages Local

Chair: Ira Lyan, The Hebrew University of Jerusalem

Galia Dor, Lecturer and guide to Japan, author of the first Hebrew book on Japan's food culture, a long-term apprentice of Kaiseki cuisine and instructor of Japanese cooking workshops in Israel

Simon Hofstra, Sake sommelier and director of Sake Europe, a company dedicated to bringing sake to the wider public in Europe

17:00-18:00 Panel 6. Concluding remarks

20:30 ~ Closing dinner (Downtown Jerusalem)

DAY 4, November 6

Post-conference tour to the Old City of Jerusalem

Guided by Nir Avieli (Ben Gurion University)