

POSTMODERNIST FACETS OF GLOBALIZED CULINARY IDENTITY

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Abstract. *The article reveals some postmodernist dimensions of the challenges related to the relationship otherness–culinary identity in today’s globalized world. Thus, starting from the implications of the high interest for the relationship between food and identity, some examples of deterritorialization and reterritorialization are discussed, especially as concerns the transformation of local recipes into global reinvented ones. The focus lays also on the concept of hyperreal of taste and on the idea of simulacrum in relation to molecular gastronomy, to edible packaging, and to artificial food. Besides, the Foucauldian power/knowledge relationship is taken into account at the level of government, as well as at the level of mass-media. The conclusion is that the rising interest for the globalized culinary identity, constantly built and rebuilt kaleidoscopically, and characterized by fragmentarity, dispersion, and volatility can be a symptom of the necessity to regain some specific landmarks of individual and collective stability.*

Keywords: *culinary identity, otherness, hyperreal of taste, power/knowledge relationship.*