



TIME:
Apr. 14-16, 2016

CITY FOOD SHANGHAI WORKSHOP

NYU Shanghai
No. 1555
Century Avenue
Pudong New District

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NYU
上海



SHANGHAI
纽约大学

Conference Overview

City Food: Shanghai Workshop

Date: April 14-16

Venue: NYU Shanghai

Sponsors: NYU Shanghai, NYU (Food Studies/ Steinhardt)

Conference Contact:

Anna Greenspan, 18616910249, Room 938, 1555 Century Av., Pudong, Shanghai, China 200122

Agenda

City Food: Shanghai Workshop

Apr. 14th – Apr. 16th

Date	Activity	Location
Wednesday, April 13	<ul style="list-style-type: none"> • 6:00 -9:00AM Welcome Dinner (Shanghainese) 	FU 1039
Thursday, April 14	<p>Morning</p> <ul style="list-style-type: none"> • 7:30AM – 12:00PM Breakfast tour with UnTour http://untourshanghai.com/shanghai-food-tour/s/1treet-eats-breakfast/ <p>Afternoon</p> <ul style="list-style-type: none"> • 12:30 – 4:30 PM Work in Progress presentations We will dedicate this time for each of us to present the digital humanities work we are currently doing or planning. These can be projects that are already underway or just something that you are envisioning or trying to figure out. <p>Evening (optional)</p> <ul style="list-style-type: none"> • 5:00 - 6:00PM: Screening and Q&A with Jian Yi https://en.wikipedia.org/wiki/Jian_Yi WHAT'S FOR DINNER (2009, 29mins) and SIX YEARS ON, WHAT'S FOR DINNER? (2015, 32 mins). http://wfdinner.com/home/ • 6:00 - 7:30PM: Public talk by local NPR reporter on his new book at NYU Shanghai http://www.marketplace.org/people/rob-schmitz 	Pick up at the hotel, InterContinental Pudong NYU Shanghai, Room 1250 NYU Shanghai, Room 1505 NYU Shanghai, Room 1505

Date	Activity	Location
Friday, April 15	Morning	
	• 7:30 – 10:30AM Xiao Long Bao tour & introduction http://theshanghaisoupdumplingindex.com/	Pick up at the hotel, InterContinental Pudong
	• 11:30AM – 3:30PM: Talk by Clay Shirky, NYU Shanghai: Digital Mapping and Online Education	NYU Shanghai, Room 1250
	• 3:30PM: 'Friday Muslim Market' selling food mostly Xinjiang food	Friday Muslim Market (20 minutes' walk from campus)
	Evening	
	• 5: 30PM Public Panel at NYU Shanghai: City Food	NYU Shanghai, Room 1505
	• 7:30PM After Panel: Drink at Glam Bar	Glam Bar
Saturday, April 16	Morning	
• 9:30AM An introduction to organic farmer entrepreneurs led by Leo Pang	Meet at NYU Shanghai	

Additional Instructions:

1. Please refer to "Travel Information & Maps" for location information
2. Wifi will be provided at NYU Shanghai academic building, please refer to "Wifi Access at NYU Shanghai" for detailed information.

Abstract

- **Daniel Bender**

Canada Research Chair in Global Culture and professor of History at the University of Toronto

"Mapping Food Passages: Toronto"

This presentation evaluates three interlocking projects of Culinaria and our collaborators that engage with varying notions of food mapping. The first is a substantial GIS mapping of cuisine in Scarborough, the diverse eastern part of the Greater Toronto Area. The second is a mobile web page/app called SALT-Scarborough, Savour a Little Taste that uses descriptions of dishes to locate the reader/eater in the Scarborough foodscape. And, finally, Dishing Up Toronto is a pilot food tour project that uses migrant storytelling to trace food routes across Toronto. My brief presentation evaluates the idea of 'taxonomy' as a useful method for mapping cuisine and mapping taste.

- **Krishnendu Ray and Jennifer Berg**

Krishnendu Ray, Associate Professor of Food Studies and Chair of Nutrition, Food Studies and Public Health at New York University

Jennifer Schiff Berg, Director of the Graduate Program in Food Studies and Food Management at New York University

We will present the current experiential courses that we offer in the Food Studies program and how we hope to find digital platforms for students to share their projects and for us to share this with City Food. Specifically, we'll be discussing our Field Trips courses which are locally based in New York City and our Global Food Cultures portfolio (India, France, Mexico, Puerto Rico, Ireland and soon Shanghai and Ghana).

- **James Farrer**

Professor, Faculty of Liberal Arts and Graduate School of Global Studies at Sophia University, Tokyo, Japan

In Tokyo and Shanghai we see the rise of highly skilled culinary production in the city centres in the form of small-scale specialised eateries serving the needs of

central city residents, tourists and middle-class workers. The producers are cosmopolitan knowledge workers as well, often from middle-class backgrounds, and often with advanced culinary training. While there are some outstanding financial successes, these artisanal producers are not necessarily able to make more than a living wage. Squeezed by rising rents, high costs, and intense competition, they are financially precarious, though at the same time an important part of what makes these central city neighbourhoods attractive places to live and work.

My goal in this workshop is develop tools to map out the culinary field in two central neighbourhoods, looking at the economic as well as cultural and social aspects of neighbourhood food production. I hope that the mapping tools can get at the economic side of this as well, because these are the issues that informants are pointing out in their narratives.

• **Jayeeta Sharma**

Associate Professor in History at the University of Toronto, where she is affiliated with the Global Asia Studies Program, the Asian Institute, the Department of Religion, and the Diaspora and Transnational Program

City Foods and their intersection with student digital projects around oral histories, google maps/fusion tables, and digital stories.

• **Jeffrey Pilcher**

Professor of Food History at the University of Toronto

Digital Humanities and the Genealogy of a Dish: The Mole Poblano Archive of Taste

I will discuss my web-based project using network analysis and crowd sourcing to develop an archive of regional variations of what has been called the Mexican national dish. Techniques for historicizing this dish could have wide applicability for analyzing dishes such as curry.

• **Leo Pang,**

PhD Candidate, Department of Anthropology, SOAS University of London

Pricing Trust: Morality and Values in Ecological Farming and Farmers' Markets in Shanghai

In the face of nation-wide social distrust, the high price of ecological produce in relation to conventional produce, my research develops an anthropological understanding of the relationship between the ecological farmers ("eco farmers"), workers, sales channel partners and customers in an era where an abundance of choices are not just available to consumers, but social facts of contemporary

capitalism. Central to the ecological farming economy is the farmers' market, in which eco farmers and their organisers employ various strategies to attract customers. These strategies include appealing to nostalgia in relation to familiar local taste of produce, encouraging farm tours, touting the nutritional benefits of produce to consumers, and professionalising the displays and presentations of their products, which are known to entice middle class consumers. Participant observing the eco farmers in farmers' markets, I use my ethnography to shed light on the working relationships between the actors in the process, such as eco farmers and their sales partners, as well as organisers of the farmers' markets. I show how these issues exemplify the dilemmas of these ecological food entrepreneurs operating as an alternative to conventional food retail channels while also trying to appeal to the tastes of educated, aspirational middle class consumers in Shanghai, who form the majority of their target customer base.

Travel Info & Maps

Airport Pick-up

NYU Shanghai will provide ground transportation between the Pudong International Airport and the hotel InterContinental Pudong. We will arrange a driver to pick you up. The driver will wait for you at the arrival exit and hold a sign noted NYU Shanghai logo and your name.

Airport Drop-off

NYU Shanghai will provide airport drop-off service for all guest speakers. Drivers will wait at the hotel lobby and hold a sign noted NYU Shanghai logo and your name. Your drop-off time will be noticed by organization committee.

***To get the pick-up and drop-off service, please notify us your flight information.**

Hotel

InterContinental Shanghai Pudong

Address: No.777 Zhangyang Road, Pudong New Area, Shanghai, China

Tel: +86 21 5835 6666

上海锦江汤臣洲际大酒店

地址：上海市浦东新区张杨路 777 号

电话：+86 21 5835 6666

InterContinental Shanghai Pudong is about 17 minutes' walking distance from NYU Shanghai. Please refer to the map attached.

Transportation to NYU Shanghai:

By Taxi 出租车

- Front Door

Century Avenue (south side) of NYU Shanghai campus

No.1555, Century Avenue (near Pudian Road), Pudong New Area

浦东新区世纪大道 1555 号（近浦电路）

- Back Door

Songlin Road (north side) of NYU Shanghai campus

No.268, Songlin Road (near Pudian Road), Pudong New Area

浦东新区松林路 268 号（近浦电路）

By Metro 地铁

Century Avenue Station – Metro Line 2/4/6/9 – Exit 6

地铁 2/4/6/9 号线，世纪大道站，6 号出口

Pudian Road Station – Metro Line 4 – Exit 1/4

地铁 4 号线，浦电路站，1 号或 4 号出口

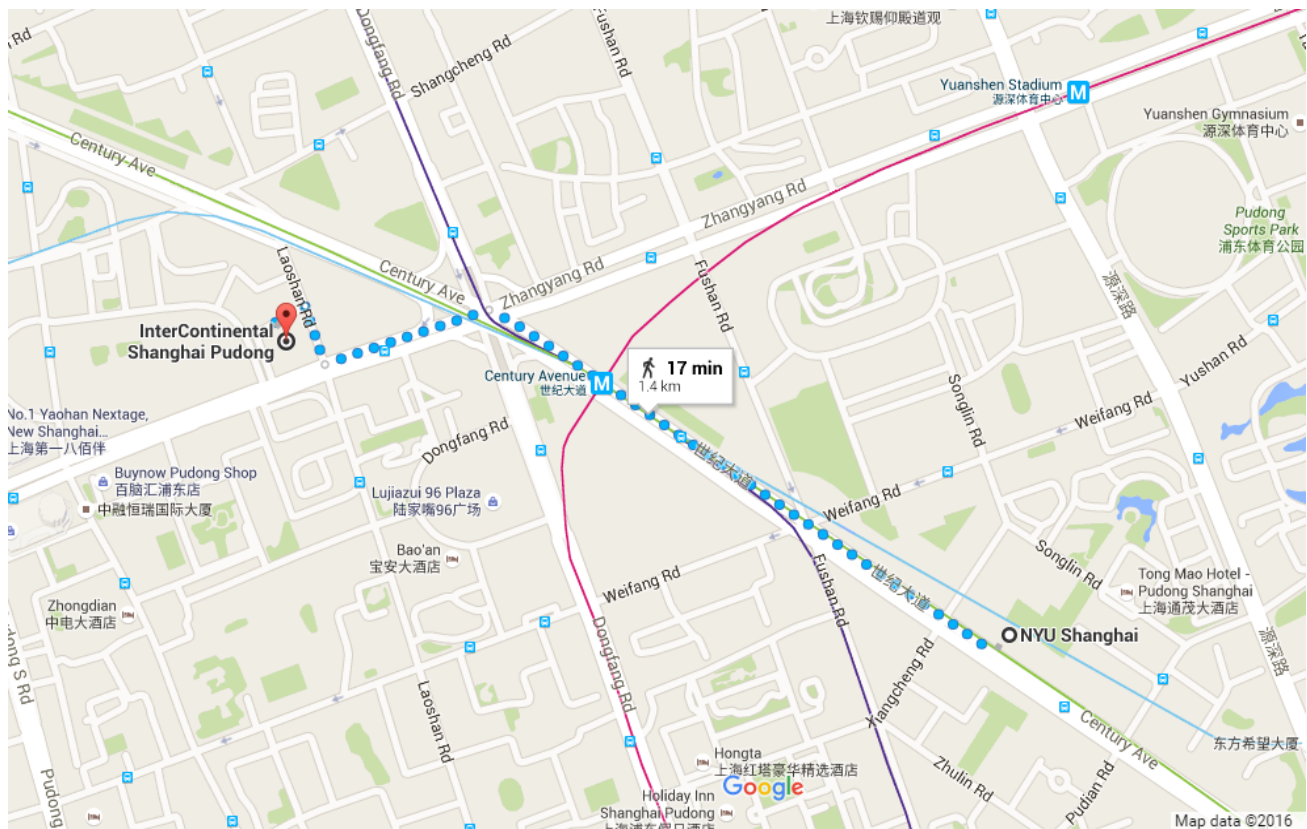
By Bus 公交车

Century Avenue at Pudian Road Station – Bus Line 169/987

公交 169 路或 987 路，浦电路站

NYU Shanghai & InterContinental Shanghai Pudong

Walking from InterContinental Shanghai Pudong to NYU Shanghai: 1.4km (0.87 mile), 17min



Main locations:

NYU Shanghai

Address: 1555 Century Avenue, Pudong New Area, Shanghai

上海纽约大学

地址：上海市浦东新区世纪大道 1555 号

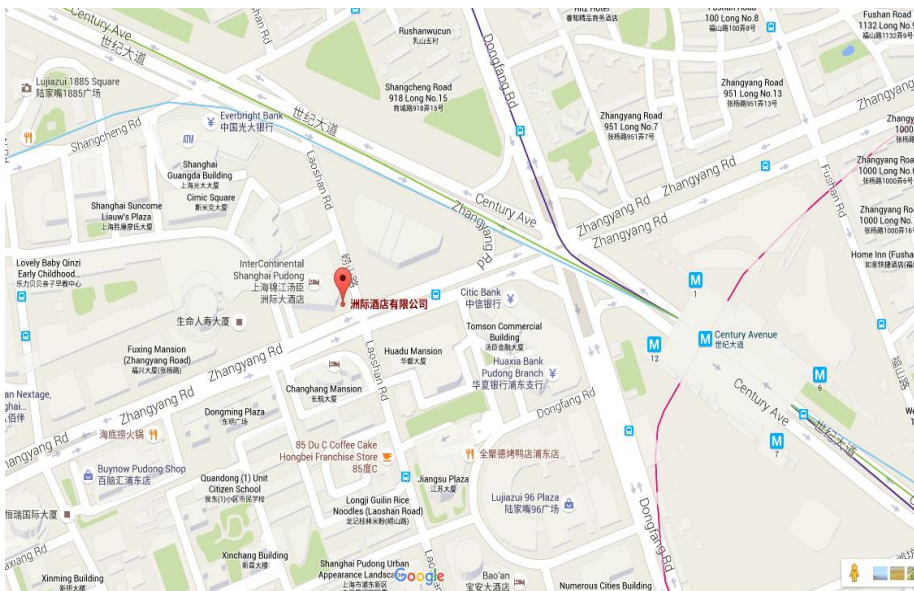


Intercontinental Shanghai Pudong

Address: No.777 Zhangyang Road, Pudong New Area, Shanghai

上海锦江汤臣洲际大酒店

地址：上海市浦东新区张杨路 777 号



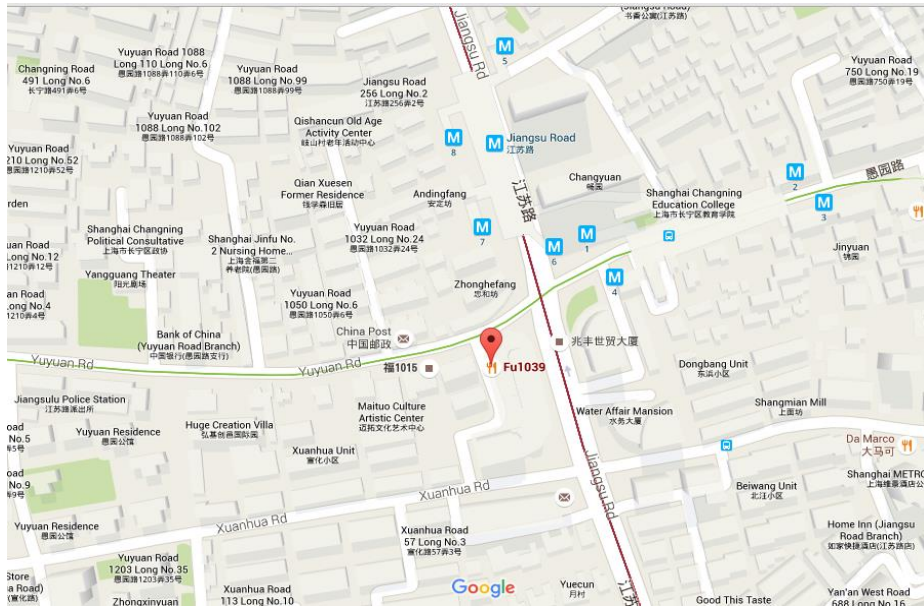
Restaurant Locations:

Fu 1039

Address: 1039 Yuyuan Lu, near Jiangsu Lu

福 1039

地址：上海市静安区愚园路 1039 号，近江苏路

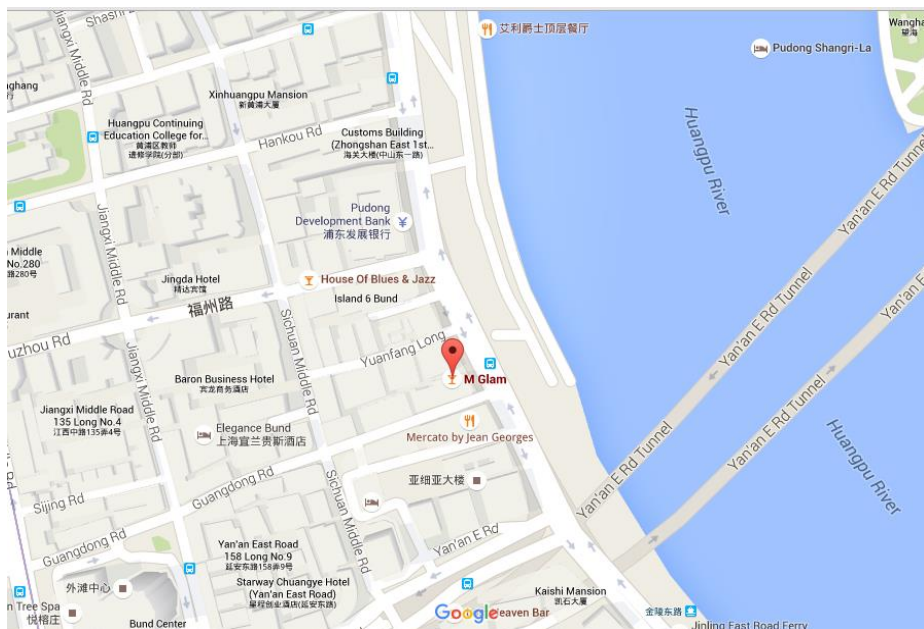


Glam Bar

Address: West 7F, 5 The Bund, Shanghai

魅蓝

地址：上海市黄浦区广东路 20 号(外滩 5 号)7 层

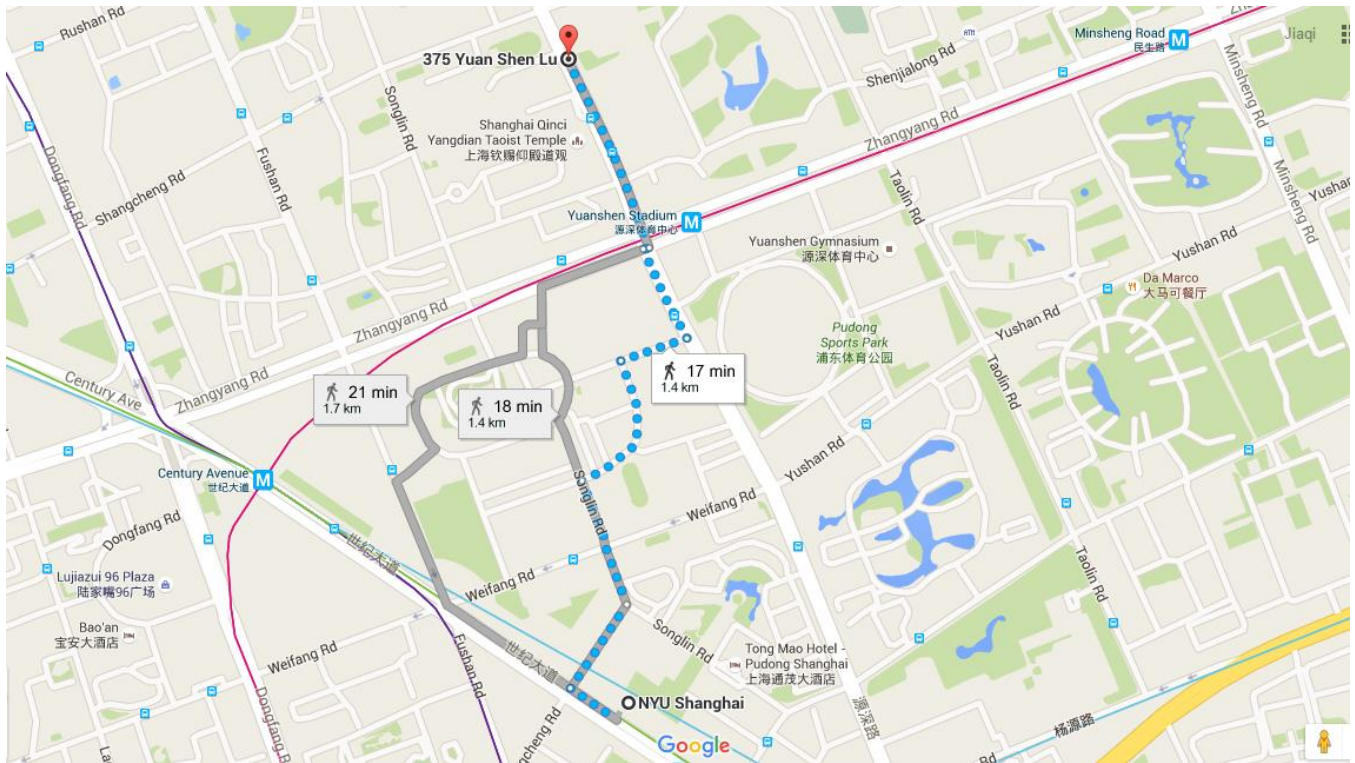


Friday Muslim Market

Address: No. 375 Yuanshen Road

穆斯林市集

地址：上海市浦东新区源深路 375 号



Others

Wifi Access at NYU Shanghai

1. Connect 'nyuguest'
2. Username: guest800 Password: llurecha

Access to NYU Shanghai Academic Building

Please have your guest pass with you. We've registered your information at the front desk. They would let you enter the academic building if you show them the guest pass. You will get your guest pass on Apr.14th.

Hotel Information

InterContinental Shanghai Pudong
Address: No.777 Zhangyang Road, Pudong New Area, Shanghai, China
Tel: +86 21 5835 6666
Hotel check-in time is 2pm, and check-out time is 12pm at noon.

NYU Shanghai will provide 4 nights (Apr. 13th to 17th) of accommodation at Intercontinental Shanghai Pudong/上海锦江汤臣洲际大酒店, a five-star hotel and a member of InterContinental Hotels Group PLC.

Free Wifi is available for all guests. (Please have your VPN installed to reach out to Gmail and etc.) Guests can enjoy the gym and swimming pool at InterContinental Shanghai Pudong. IHG members will also be eligible for any applicable privileges.

Your room charge will be directly billed to NYU Shanghai (Apr. 13th to 17th), but the hotel will require a personal credit card upon check-in to cover incidental expenses. The amount the hotel will hold on your credit card should not exceed 3,000RMB. Please be sure to sign your receipt when you check out as this will be important for accounting purposes. Please notify the hotel if you need a receipt for the accommodation expense that is not covered by NYU Shanghai (i.e. early arrival and extension stay).

Time

Throughout China, time is set to Beijing time, which is Greenwich Mean Time plus

8 hours. China operates in a single time zone. Due to the daylight saving time in Eastern Standard Time (EST) starting from Mar. 13th, Shanghai is 13 hours ahead of EST.

Electricity

220V, 50AC; plugs can be three-pronged angled, three-pronged round, two flat pins, or two narrow round pins. Most computers can adapt to either 110V or 220V. The hotel will have adapters to suit most guests' needs. It may also be a good idea to bring a '3 to 2' prong grounding converter as many of the plugs on campus can only take 2 prongs.

Cash, Credit Card, and Foreign Exchange Information

We recommend you exchange Chinese currency (Chinese Yuan, also called Renminbi or RMB) at the airport. The official exchange rate usually hovers around \$1: ¥6.5. Visa and MasterCard are accepted at many places, but not as widely as in the US. American Express cards are accepted at some places, while Discover cards are rarely accepted.

Please notify your credit card company prior to your trip so that your transactions won't be potentially blocked or flagged as fraudulent.

Telephone Calls

Oversea Calls from China: To call the United States from China, dial "00" to denote an international call, then dial '1' (the US country code), followed by the area code, and then the seven-digit telephone number. For example, to call NYU Office of Public Safety in New York from China, dial '00-1-212-998-2222'

- Long Distance Call within China: To call other parts of China from Shanghai, dial '0' to denote a long distance call, then dial the area code, and the seven/eight-digit telephone number. For example, to call a destination in Beijing from Shanghai, dial '0-10-66408888'.

- Mobile phone numbers in China: All mobile numbers in China are a string of 11 digit starting with '1'. If you want to call a local mobile number from a land line or from a mobile phone, dial the 11-digit number directly. If you want to call a long distance mobile number from a land line, dial '0' followed by the 11-digit number directly.

- Local Calls within Shanghai: Simply dial the telephone number (whether it is landline or mobile phone) to make a local call in Shanghai.

Tipping

Tipping is not a common custom in China. If you try to tip, it often causes confusion. It's therefore best not to tip. Some establishments such as upscale hotels

or restaurants will include a service charge.

Contact

Anna Greenspan, Interactive Media Arts, NYU Shanghai

Tel(office): 86 21 20595072

Mobile: 86 18616910249

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