

Mateusz Halawa

Global Brooklyn: How Instagram and Postindustrial Design Are Shaping How We Eat

ABSTRACT

A new sensibility around eating and drinking has been sweeping the world. It may taste a bit funky like kombucha, look rough like repurposed wood table, and feel honest like brewing a real cup of coffee. But it is also carefully designed and masterfully instagrammed, creating a new transnational aesthetic regime of urban consumption. Welcome to Global Brooklyn, inspired by the New York borough and influenced by many networked locations around the globe, from Mumbai to Bogota, and from Copenhagen to Cape Town, where consumers participate in an unprecedented circulation of visual styles, flavors, practices, and values. A renewed interest for authenticity, craft, and manual labor clashes with issues of gentrification, inequality, and the dynamics of a labor market that puts stability and long-term plans in questions for the younger generations. This talk is based on a book in progress (co-edited by Fabio Parasecoli and Mateusz Halawa, under contract with Bloomsbury Academic), which not only provides a collaborative, multi-sited exploration of Global Brooklyn, but also argues for a stronger appreciation of design and materialities in shaping food cultures.

BIO

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