1. COURSE INFORMATION

Class Times: 8 hours per week
Class Location: UPF Campus Ciutadella
Language of Instruction: English
UC Quarter/Semester Credits: 4/2.7
UCEAP Course Subject Area(s): Communication, European Studies, History
Course Duration (weeks): 5 weeks

2. FACULTY INFORMATION

Faculty: --
Faculty Contact Information (email and/or phone): --
Office: UPF Campus Ciutadella
Office Hours: 1 hour per week or by mutually agreed upon appointments

3. COURSE DESCRIPTION

At the end of the Twentieth century, the official reinvention of the city for the 1992 Olympic games placed Barcelona on the map for the rest of the world. The dramatic changes in the cityscape post-1992, as well as the clever marketing campaigns, rapidly turned Barcelona into the place to be. In the wave of that international renown, Ferran Adrià’s worldwide fame influenced and revolutionized not only the work of many chefs, but also the ways in which we all understand the creative process behind transforming food into cooking and cuisine. The industry would never again be the same. Cooking, thanks to Adrià, became an art form, polemically showcased for the first time at the Kassel modern art fair Documenta 12, alongside other forms of visual arts. Adrià’s participation in the event created an unprecedented debate on “museistic” forms of modern art. Meanwhile, the celebrity status of chefs rocketed thanks to the massive reach of chef-based reality TV shows (the "cooking paradox", according to Michael Pollan). At the same time as the status of cooking as an art form was being discussed, Adrià’s work reached the academic world via scientific disciplines. In 2010, the Harvard School of Engineering and Applied Sciences and the Alicia Foundation from Barcelona created a culinary think tank and developed the course "Science and Cooking: From Haute Cuisine to the Science of Soft Matter," in which Adrià lectured alongside many other world-famous chefs, some of them from Catalunya such as Michelin-starred Sant Pau chef Carme Ruscalleda, and Jordi Roca from El Celler de Can Roca (2013 best restaurant in the world).

This course will explore the cultural politics of the motivations and strategies behind the radical innovation of cuisine in Barcelona, as well as issues of marketing, status, food tourism, and culture and power relations associated with this new approach. All of this will be examined in the light of Catalan identity culture at this crucial time in history, in its stronger than ever attempt to separate itself from the rest of Spain. Food, art, and celebrity culture will be examined through this lens.

4. COURSE MATERIALS

Required Materials
All mandatory readings and course activities compiled by the professors will be available online via the Florence, Syracuse and Madrid At Your Fingertips Student Portals at https://florence.accentintl.net, https://syracuse.accentintl.net, and https://madrid.accentintl.net.


5. COURSE LEARNING OUTCOMES

By the end of the course, students should be able to:

- Understand how food is a vehicle of Catalan identity culture;
- Analyze how Catalan identity culture performs itself through rituals and traditions;
- Interpret aspects of local Catalan identity culture that relate to food;
- Analyze and compare the relationship between Catalan and Spanish identity culture and power relations as performed through food;
- Demonstrate critical thinking about the Catalan/Spanish identity politics and relations;
- Understand how art, celebrity culture, and food are all integral performance modes of Catalan identity culture.

6. PREREQUISITES

There are no prerequisites for this course.

7. METHODS OF INSTRUCTION

Instruction will consist of presentations on history, theoretical concepts, and methodology; study visits to pertinent sites; guest lectures and walking tour; and small-group and large-group discussions on course topics.

8. COURSE REQUIREMENTS

Lectures & Study Visits

This course will meet two times a week for 4-hour sessions in the classroom or for study visits. See weekly calendar to confirm dates for study visits.

Observation Journal

Students will be asked to keep a journal made up of reflections on in class and out of class observations. The journal will be submitted at the end of Week 4, and must include a minimum of 6 entries.

Midterm & Final Exam

The midterm and final exams aim at evaluating the students’ understanding of the readings and class discussions as well as the students’ development of their own critical thinking. The midterm exam will cover the material read and discussed in class up to the date of the exam, but the final exam will be comprehensive and will cover all course contents. Both exams will consist of multiple-choice and essay-type questions, which will require students to demonstrate their knowledge of specific terms, concepts, and
readings, and to compose their ideas in one or more paragraphs addressing specific topics related to course contents.

**Final Reflection Paper & Oral Presentation**
As a final exercise, students will reflect on what they have learned in the course in a final paper. The piece will be 5-6 pages long (Times New Roman, 12-point, double spaced), and in it students are invited to demonstrate their understanding of the political, social and cultural factors that have marked the celebrity status of food in Barcelona/Catalunya. These final papers should reflect the student’s point of view, critical thinking and interpretive skills, as well as use of academic sources. Papers will include an academic question relevant to the course topics, for example “How does Adria turn food into science?” or “How does Adria turn food into art?” (or also “Is food an art/science?”; “How and why does food become a form of political assertiveness in Catalunya at this time period?”). The essay will be submitted in a hard and electronic copy in class on Week 6 when students will also present their research topic orally in class.

**Class Participation & Attendance**
Attendance and active participation are required. Students are expected to do the readings assigned for each class meeting beforehand, and to actively participate in class discussions.

Coursework for all courses will be graded using the same grading rubric which is available via the Florence, Syracuse, and Madrid At Your Fingertips Student Portals at [https://florence.accentintl.net](https://florence.accentintl.net), [https://syracuse.accentintl.net](https://syracuse.accentintl.net), and [https://madrid.accentintl.net](https://madrid.accentintl.net).

9. **ASSESSMENT AND GRADING CRITERIA**

   The course will be graded on a 100-point scale, and the final grade will be determined as follows:

   - Observation Journal 20%
   - Midterm Exam 20%
   - Final Reflection Paper & Oral Presentation 20%
   - Final Exam 20%
   - Class Participation & Attendance 20%

10. **ATTENDANCE POLICY**

   UCEAP considers attendance and punctuality at all classes mandatory. This attendance policy has been approved by the UC Faculty Senate Committee responsible for the oversight of UCEAP. The attendance policy stipulates that:

   - The class register is the official record of student attendance. It is the student’s responsibility to sign the attendance register personally at the beginning of class with her/his full name (no initials). Students are forbidden from signing in for anyone else or altering the register in any way.
   - If a student misses any portion of a class, she or he may be marked as absent or late, upon the faculty member’s discretion. Three tardies automatically convert to an absence.
Students are allowed a total of two absences during the program. Each absence beyond the limit will result in a deduction of 3% points from the student's raw total.

An absence occurring on a day a quiz or exam is scheduled or an assignment is due will result in a zero for that quiz/exam or assignment. Make-ups are permitted on a case-by-case basis for medical reasons and/or unavoidable emergencies. Pertinent documentation must be provided.

No guests are allowed in any UCEAP courses or site visits.

11. CLASS ETIQUETTE

Students studying abroad are ambassadors for the University of California and as such, should act with decorum and respect for others at all times. As a participant on the UCEAP Mediterranean Politics, Food & Culture Program in Florence, Sicily, and Barcelona, you are subject to student conduct policies of UCEAP and ACCENT.

Students should seek to play their part in making the class a success. Students should arrive punctually for classes, taking special care to allow for journey times between the various venues. They should come to class with the necessary materials for taking notes, and bringing with them any books or suchlike required for the class. Students will be responsible for obtaining their own copies of any missed assignments and materials.

In addition to the one-on-one office hour, students may communicate with professors via e-mail. E-mail interaction should be serious and professional, so students should always address professors appropriately, be clear and concise, and allow up to 24 hours for a response (excluding weekends and holidays).

Food and drink may NOT be brought into the classroom or consumed during class. Cell phones and other electronic devices should be switched off upon entering the classroom.

For more information, please consult the UCEAP Student Conduct and Discipline Policy at http://eap.ucop.edu/Documents/Policies/student_conduct_discipline.pdf.

12. ACADEMIC INTEGRITY

Students should remember that they are still subject to the academic integrity provisions of the University of California. This means that all academic work—research papers, exams, and/or other assignments—will be done by the student to whom it is assigned, without unauthorized aid of any kind. Likewise, any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

For more information, please consult UCEAP Academic Conduct Policy at http://eap.ucop.edu/Documents/Policies/academic_conduct.pdf.

13. STUDENT ACCOMMODATIONS

UCEAP and ACCENT are committed to facilitating welcoming and reasonably accessible programs. Any student who, because of a disability may require special arrangements in order to meet course requirement should present appropriate verification from the campus Disability Student Office to UCEAP advisors during the application process, and should contact ACCENT Florence and Madrid Directors upon arrival to confirm the approved accommodations. No requirement exists that accommodations be made prior to completion of this approved university procedure. Disability status is confidential and should always be discussed in private.

For more information, please consult UCEAP Official website at http://eap.ucop.edu/Diversity/Pages/students-with-disabilities.aspx.
<table>
<thead>
<tr>
<th>Date</th>
<th>Contents &amp; Readings</th>
<th>Coursework &amp; Study Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEK 1</td>
<td><strong>Introduction to Catalan Culture and Power Relations with Spain</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perec, “Attempt at an Inventory of the Liquid and Solid Foodstuffs Ingurgitated by Me in the Course of the Year Nineteen Hundred and Seventy-Four”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Montanari, “Taste is a Cultural Product”</td>
<td></td>
</tr>
<tr>
<td>WEEK 1</td>
<td><strong>Market Culture and Catalan Identity</strong></td>
<td>Study Visit to Local Markets</td>
</tr>
<tr>
<td></td>
<td>Ashley et al., “The National Diet”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ashley et al., “Shopping for Food”</td>
<td></td>
</tr>
<tr>
<td>WEEK 2</td>
<td><strong>Beyond the city walls. Barcelona’s Urban Growth. The “Pla Cerdà” and the Eixample</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Andrews, “Chapter 1” from <em>Catalan Cuisine</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Medina, <em>Food Culture in Spain</em> (selections)</td>
<td></td>
</tr>
<tr>
<td>WEEK 2</td>
<td><strong>Culture and Power: Catalan vs. Spanish Food Culture. Notions of difference. Understanding the Politics of Slow Food in the Catalan Region</strong></td>
<td>Guest Lecture on Slow Food Movement</td>
</tr>
<tr>
<td></td>
<td>Luis Blanco, “Una aproximación al turismo Slow: El turismo Slow en las Cittaslow de España”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Garcia Segovia et al., “Molecular Gastronomy in Spain”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Film: <em>Vicky, Cristina, Barcelona</em>: Marketing, Woody Allen, and Barcelona</td>
<td></td>
</tr>
<tr>
<td>WEEK 3</td>
<td><strong>MIDTERM EXAM &amp; Tutoring for Final Presentations</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>WEEK 4</strong></td>
<td></td>
</tr>
<tr>
<td>WEEK 4</td>
<td><strong>Food in/as Avant Garde Art. Cooking as art/Cooking as Science. The Kassel Art Fair Polemic vs. Teaching Culinary Physics at Harvard</strong></td>
<td>Study Visit to Fundació Alicia</td>
</tr>
<tr>
<td></td>
<td>Bendiner, <em>Food in Painting, From the Renaissance to the Present</em> (selections)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jouary, <em>Ferran Adrià and El Bulli: The Art, the Philosophy, the Gastronomy</em> (selections)</td>
<td></td>
</tr>
<tr>
<td>WEEK 4</td>
<td><strong>Contemporary Food tourism. The Celebrity Status of Food Culture. Inserting Catalan identity into the new Europe. Where is Catalunya’s place in the Mediterranean?</strong></td>
<td>Observation Journal Due</td>
</tr>
<tr>
<td></td>
<td>Long, “Culinary Tourism. A Folkloristic Perspective on Eating and Otherness”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pi Sunyer, “Changing Perspectives of Tourism in a Catalan Resort Town”</td>
<td></td>
</tr>
<tr>
<td>WEEK 5</td>
<td>Conclusions: Space and Place. Food and Globalization. How the Local Resists the Global</td>
<td>Final Reflection Paper &amp; Oral Presentation Due</td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Yan, Y. &quot;Of Hamburger and Social Space. Consuming McDonald’s in Beijing&quot;</td>
<td></td>
</tr>
<tr>
<td>WEEK 5</td>
<td><strong>FINAL EXAM</strong></td>
<td></td>
</tr>
</tbody>
</table>