



The Italian Restaurant Memory, culture, identity, and experiences

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Call for papers

In social imaginary, the *Italian Restaurant* is like a *cultural universal* or, at least, a 'format' widespread all over the world. It represents a set of social rules, conventions and expectations, defining personal experiences and social interactions staging in it.

A setting aimed at representing and signifying *Italianity* is built through a mix of aromas, flavours, sounds, gestures, and interior design. Social imaginaries, and shared cultural memories are evoked, through a peculiar arrangement of media contents, such as films, music, fashion, and other cultural and creative products.

The concepts of *Italian Restaurant* and *Italianity* are constantly changing. Their importance and characteristics are strictly rooted historical, geographical, demographical, political and economic variables of the different countries in which the Italian Restaurant is settled in, in a *glocalisation* perspective. Furthermore, they are influenced by touristic fluxes from and to Italy, and from *ethnicization* and *self-ethnicization* practices.

Thus, the restaurants' halls, menus, and marketing communication rework and adapt diverse Italianity's signifiers to different national, regional, and local contexts.

This *Comunicazionepuntodoc* monographic issue (scheduled for publication on December, 2017) intends to focus on the *Italian Restaurant* as an intercultural and cooperative social construction, which includes a large range of semantic differences (as well as a great number of objects, materials, recipes, products, ingredients, practices, etc.).

As a result, we are interested in historical, theoretical, empirical and conceptual proposals, which analyse the *Italian Restaurant* from across different countries, disciplines, and fields.

We invite to observe and analyse:

- Italian restaurants which are located 'out of Italy', and especially in the main countries of the Italian diaspora, where most important is the opera of reworking of Italian food traditions, in the context of the preservation and innovation of Italian culture, both tangible and intangible ;
- Restaurants located in Italy which intentionally emphasise their ethnic features, in order to better meet expectations of genuineness, authenticity, typicality, tradition, identity, etc. coming both from tourists and natives.



The proposals will analyse the Italian Restaurant 'dispositif' starting from empirical research and theoretical considerations. Any useful contributions to focus our subject will be welcome.

Anyway, we would suggest some possible topics:

- Media representation: newspapers, movies, TV, blogs, etc.;
- Re-mediation of media content in the restaurant's setting and communication;
- Marketing and communication strategies;
- Social media and cooperative social construction of 'Italian restaurant';
- Consumers' ethnographies;
- Consumers and consumption's storytelling;
- Language, idiom, and vocabulary (taking signs, menus, website, brochures, etc. as case studies);
- Values, practices, rhetoric, fashion and policies of food in the Italian restaurants' practices;
- What is at stake: cultures, values, lifestyles, policies;
- Local cuisines between invention and tradition;
- Food glocalisation;
- Semiotics of the Italian restaurant;
- Expression and representation languages in the Restaurant's halls (music, photography, cinema);
- Entertainment and cultural production (live performances, exhibits, etc.);
- Food industry professions (life stories, experiences, training, etc.);
- Italian restaurant and fine dining and drinking destinations;
- Food critic and building up of Italianity in Restaurant.

Deadlines & Guidelines

Please send your abstract to comunicazionepuntodoc@uniroma1.it, by **March 31th, 2017**.

Notifications of acceptance will be emailed shortly after the deadline. Abstracts must be from 250 to 500 words long and may be presented in Italian, English, French. The proposal shall include 5 keywords, authors, institution, and contacts (e-mail), together with a short curriculum for each author.

Authors will be asked to send the whole article (preferably in English, but Italian, French are also welcome) by **September 15th, 2017**.

Contributions will be sent to two independent reviewers in a double-blind procedure prior to publication decision. Articles should be between 25.000 and 35.000 characters, spaces included, bibliography not included), but shorter articles will also be considered.

For further information or queries regarding this Special Issue, please contact the editors: davide.borrelli@unisob.na.it; simona.deiulio@univ-lille3.fr; ml.stazio@unicas.it