

EUROPEAN FOOD ISSUES

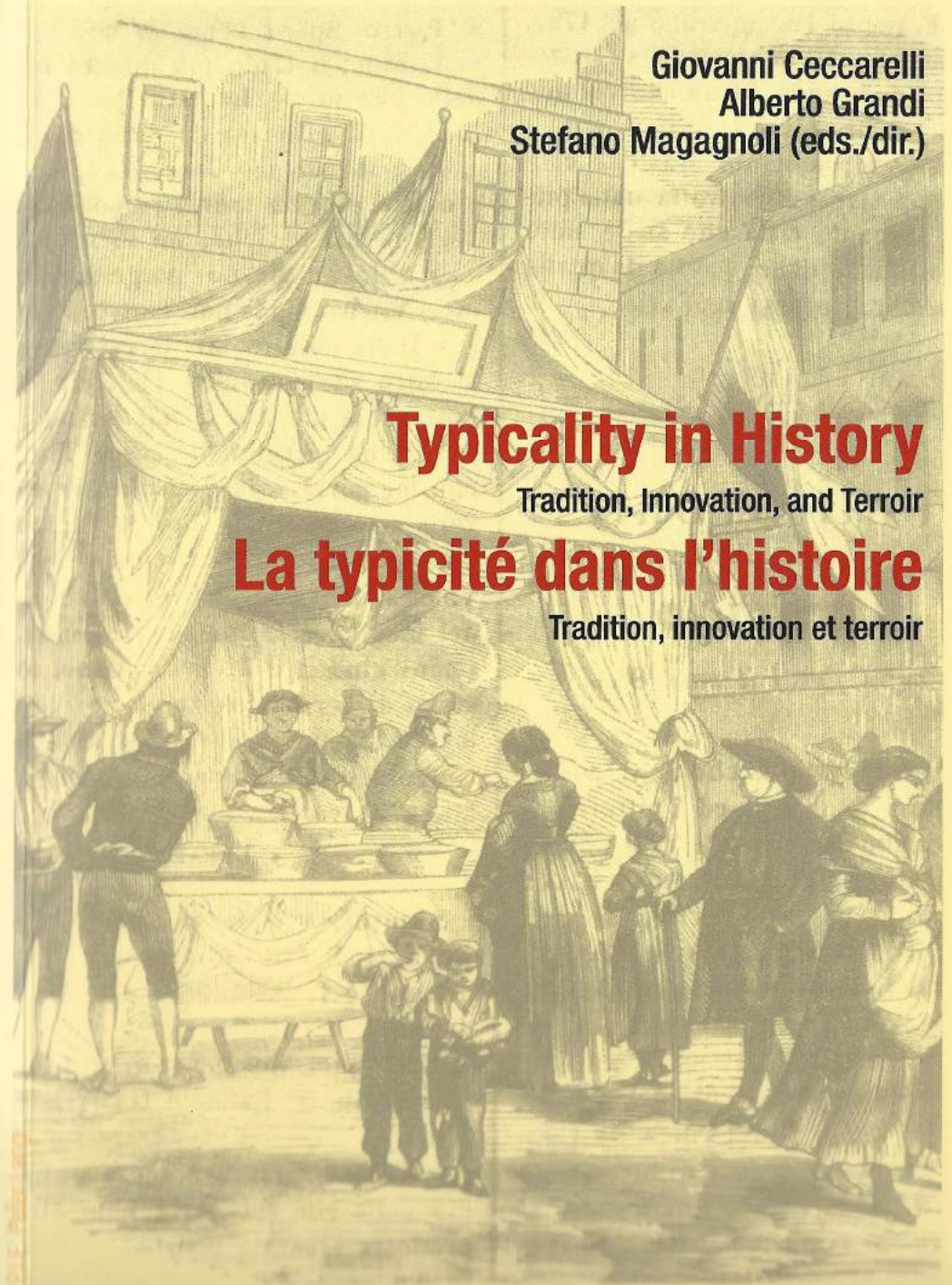
Giovanni Ceccarelli
Alberto Grandi
Stefano Magagnoli (eds./dir.)

Typicality in History

Tradition, Innovation, and Terroir

La typicité dans l'histoire

Tradition, innovation et terroir



Typicality in History
Tradition, Innovation, and Terroir

La typicité dans l'histoire
Tradition, innovation et terroir



P.I.E. Peter Lang

Bruxelles • Bern • Berlin • Frankfurt am Main • New York • Oxford • Wien

**Giovanni CECCARELLI, Alberto GRANDI
& Stefano MAGAGNOLI (eds./dir.)**

Typicality in History
Tradition, Innovation, and Terroir

La typicité dans l'histoire
Tradition, innovation et terroir

European Food Issues
L'Europe alimentaire
n° 4

This book was published with the financial support of *Accademia Barilla* and *Food Lab. Laboratorio per la storia dell'alimentazione* – Dipartimento di economia dell'Università di Parma.

It has also benefited from funding by: *Camera di Commercio di Parma* and *Accademia Italiana della Cucina, delegazione di Parma*.

Cover picture: *Friggitorie a Roma il giorno di San Giuseppe (Fry shops in Rome on Saint Joseph's day)*, woodcut from *Emporio pittoresco*, 87, 1866, p. 1. Courtesy of Biblioteca Gastronomica Accademia Barilla – Parma – Italy.

No part of this book may be reproduced in any form, by print, photocopy, microfilm or any other means, without prior written permission from the publisher. All rights reserved.

© P.I.E. PETER LANG S.A.

Éditions scientifiques internationales

Brussels, 2013

1 avenue Maurice, B-1050 Brussels, Belgique

www.peterlang.com ; info@peterlang.com

ISSN 2033-7892

ISBN 978-2-87574-007-6

D/2013/5678/35

Printed in Germany

Library of Congress Cataloging-in-Publication Data

Typicality in history = La typicité dans l'histoire / Giovanni Ceccarelli,

Alberto Grandi & Stefano Magagnoli (eds./dir.).

pages cm. — (European food issues = L'Europe alimentaire,

ISSN 2033-7892 ; no 4)

Includes bibliographical references and index.

1. Food habits—Europe—History. 2. Europe—Social life and customs. I.

Ceccarelli, Giovanni, editor of compilation. II. Grandi, Alberto, editor of

compilation. III. Magagnoli, Stefano, editor of compilation. IV. Title:

Typicité dans l'histoire.

GT2853.E8T96 2012 394.1'2—dc23 2012041009

Cip also available from the British Library, UK

"Die Deutsche Nationalbibliothek" lists this publication in the "Deutsche Nationalbibliografie"; detailed bibliographic data is available on the Internet at <http://dnb.de>.

Contents

Acknowledgments..... 11

Typicality in History. Tracing a Basic Definition..... 13

Giovanni Ceccarelli, Alberto Grandi, Stefano Magagnoli

PART I. TASTE AND TYPICALITY:

CONSTRUCTION AND INVENTION OF TRADITION /

PREMIÈRE PARTIE. GOÛT ET TYPICITÉ:

CONSTRUCTION ET INVENTION DE LA TRADITION

Terroir: jalons pour l'histoire d'un mot..... 23

Madeleine Ferrières

The Contents of Typical Food Products: Tradition, Myth,
Memory. Some Notes on Nostalgia Marketing 45

Maura Franchi

The Avatar: An Economic History Paradigm
for Typical Products..... 69

Giovanni Ceccarelli, Alberto Grandi, Stefano Magagnoli

The Building of Typicality
as Food Pattern (Italy, XIVth-XVIth Centuries) 87

Laura Prosperi

La construction des "spécialités" culinaires
du Sud-Ouest de la France (XVIII^e-XIX^e siècles)..... 97

Philippe Meyzie

Imagining Identities. Women's Magazines and the Invention
of Culinary Traditions in Flanders (1945-1970)..... 109

Anneke Geyzen

Typical Food in Norway.
A Developer of History and Tradition..... 129

Virginie Amilien

The Swiss Milk Chocolate.
A Typical Image for an Atypical Product 149

Régis Huguenin

**PART II. TYPICALITY AND INSTITUTIONS /
DEUXIÈME PARTIE. TYPICITÉ ET INSTITUTIONS**

Costa Rica Between Trademarks and Geographical Indications. A Case Study in the Development of Typicality	167
<i>Fabio Parasecoli</i>	

“Walser’s pride”: A Mountain Cheese as Part of Regional Identity and Regional Development Strategies in the Biosphere Reserve <i>Großes Walsertal</i> – Austria	177
<i>Stefan Kah, Norbert Weixlbauer</i>	

Produits typiques alpins, écomusées et marketing territorial comme stratégies de distinction et de survie	189
<i>Cristina Grasseni</i>	

Appellations d’origine conseillées. Histoire des conseillers agricoles et des produits typiquement savoyards (1950-1985)	213
<i>Sylvain Brunier, Hakim Bourfouka</i>	

L’Italie, la France et les fromages “typiques” (1950-2009). Aux origines d’une politique étrangère européenne?	239
<i>David Burigana</i>	

Defining Good and Bad Products. The Building of Scientific Consensus on the Purity of Cider in Spain from the End of the XIXth Century to the First Decade of the XXth Century	263
<i>Gloria Sanz Lafuente</i>	

**PART III. TYPICAL PRODUCTS, TERROIR AND TOURISM /
TROISIÈME PARTIE. PRODUITS TYPIQUES, TERROIR ET TOURISME**

The Strategic Building of Typicality. Learning from the Comparative History of Three French Sparkling Vineyards	285
<i>Christian Barrère</i>	

The Geography of Quality Wine in United Italy. Areas and Producers	305
<i>Simone Kovatz</i>	

The Long Struggle for the Chianti Denomination. Quality versus Quantity	323
<i>Luca Mocarrelli</i>	

Des vins de coupage aux étiquettes à succès. Typicité et culture œnologique dans le développement territorial des Pouilles (Puglie)	341
<i>Ezio Ritrovato</i>	

Tourism and Typicality in Italy, 1980-2010	359
<i>Annunziata Berrino</i>	

Produits régionaux et développement territorial. Reggio Emilia au XIX^e siècle	373
<i>Marie-Lucie Rossi</i>	

**PART IV. TYPICAL PRODUCTS: SOME EMPIRICAL EXPERIENCES /
QUATRIÈME PARTIE. PRODUITS TYPIQUES:
DES EXPÉRIENCES CONCRÈTES**

Factors Influencing the Sensory Features of Parmigiano-Reggiano from the Renaissance to the Present Day	403
<i>Mario Zannoni</i>	

Beyond Business: “Academia Barilla” and the Defense of the Italian Way of Eating	421
<i>Giancarlo Gonizzi, Gianluigi Zenti</i>	

Perspectives	435
<i>Jean-Pierre Williot</i>	

References / Bibliographie	445
---	------------

conquête de la primauté nationale en termes de millions d'hectolitres, doit nécessairement payer le prix d'un écart, difficile à combler, sur le plan de l'identification et de l'appréciation générale de ses typicités œnologiques. Une contribution décisive peut venir des institutions régionales à travers des activités de promotion tant de filière que transversales, visant à intégrer dans les politiques de développement territorial la vinification d'excellence, afin d'exalter les potentiels de développement de ce secteur et d'exploiter les possibilités qu'il offre de désaisonnaliser les flux touristiques.

Tableau 2
Production moyenne pour DOC et DOCG 2008

Région	Hectolitres
Abruzzes	213 288
Trentin-Haut-Adige	120 637
Vénétie	80 014
Emilie-Romagne	70 777
Molise	62 532
Frioul-Vénétie Julienne	59 500
Toscane	40 100
Piémont	38 588
Lombardie	37 357
Latium	33 457
Pouilles	32 249
Ombrie	21 599
Marches	20 238
Campanie	14 407
Val d'Aoste	11 200
Sicile	9 979
Basilicate	9 199
Sardaigne	8 066
Calabre	7 109
Ligurie	4 329

Source: www.inumeridelvino.it

Tourism and Typicality in Italy, 1980-2010

Annunziata BERRINO

Università di Napoli Federico II

My thoughts on the relationship between tourism and typicality focus on the last thirty years, because the concepts of typicality and typical products have taken on a new meaning during this period of time.

Identifying the typical products of a region or an area is an ancient practice. Nevertheless, in the second half of the XVIIIth century the concept of typicality gained new importance. It has been said that the identification and definition of the typical products of a territory should be interpreted from within the so-called revolution of the point of view.¹ In other words, the perception of what is typical of a place is one of the infinite consequences of man's changing relationship with the world. Only when man breaks his harmonious rapport with creation does he feel the need to identify, classify and define resources and values in his surrounding territories. The work of obtaining knowledge and analyzing natural resources began in the age of Enlightenment and encyclopedism: every resource in the natural world such as water, rocks, animals and plants has been studied and classified and evaluated in economic terms, being potentially useful in the work towards the advancement of civilization. The scientific revolution laid the groundwork for the revolution of the viewpoint; in turn the revolution of the viewpoint accompanied a radical change in the meaning of travel, which has been transformed in the contemporary age into the phenomenon of tourism.²

From the second half of the XVIIIth century onwards, typicality and tourism continually evolved in concert; between the XIXth and XXth centuries their relationship was often highly emphasized, sometimes less so, and at other times was denied completely in favor of the

¹ See above Meyzie, Ph., *La construction des "spécialités" culinaires du Sud-Ouest de la France (XVIII^e-XIX^e siècles)*.

² Berrino, A., *Storia del turismo in Italia*, Bologna, il Mulino, 2011.

homologation and standardization of goods, services and therefore consumption.

1. Local products in the first tourist activities

One component of the first forms of tourism was the search for well-being. From the end of the XVIIIth and for the entire XIXth century, people sought the therapeutic properties of water and climates in order to alleviate the suffering caused by a host of maladies.

In this phase, budding tourism treated water – a natural resource – as a typical local product. From the final decades of the XVIIIth century, the search for healing water was the most popular activity in Europe and scientific culture and popular publicity produced hundreds and hundreds of written documents that listed and described the water flowing in the various localities. These are treated as specific products of a territory, and their chemical data was furnished along with their organoleptic elements, the brand of the “cultivator” of the springs, the bottler, the distributing pharmacies and the price per liter. A journey to “the waters” and the entire cultural complex surrounding them clearly influenced the names of mineral water in the western imagination: the *Tettuccio* of Montecatini, the *Ferrata* of Castellammare di Stabia, and the *Marguerite* of Courmayeur.

And that is not all: each of these places could offer their own local products to the travelers as well. In mountain locations, for example, milk, meat and butter were praised highly. At the table many kinds of mineral water were mixed with wine and therefore they were carefully described and recommended. For example, the *Victoire* from Courmayeur: acidulous, ferruginous, and low in salt, it was bottled and mixed with wine. The water of Santa Caterina, just a few kilometers from Bormio, was drunk with wine, sometimes with a cube of sugar, just like the water from Rabbi, a sort of thirst-quenching drink that, mixed with wine, made it fizzy. In the places where mineral water was used as a drink, and not a bath, there was also a production of biscuits, which accompanied the rite of an evening stroll and drink. As early as the mid-XIXth century, there were workshops answering the demand from people being treated in Castellammare di Stabia in the Gulf of Naples.

The practice of climatism, namely taking winter holidays in the mild climates of the Mediterranean coasts, encouraged an interest in local products, which in this case centered around the fruit prescribed by doctors as therapy. The raisin cure, *la cure aux raisins*, also spread to Germany, Switzerland and some places along the Italian peninsula. Not all of the varieties of raisins were effective: in France, “among the 1,400

varieties of species”, “the one with the name of *chassela* or *fendant* is the right one for treatment with grapes”. In Italy, in Monferrato, we have the *scrous*, the *grignolo*, the *corteis* and the *lugliatica*,³ which were considered ideal for use as treatment. Campanian grapes had been identified by doctors even earlier, at the end of the XVIIIth century.⁴

When the practice of bathing in the cold sea became popular, doctors advised their patients to have a glass of *Rosolio*, *Bordeaux* or *Malaga* wine with biscuits to overcome the chill of the water.⁵

2. Local products of early tourism

At the beginning of the XIXth century, one did not travel simply for health reasons and to search for mild climates, but also to acquire knowledge. The quest to learn about territories and towns became ever more intensive: proof of this can be found in the extraordinary increase in the publication of guides and travel itineraries. Typical local productions are identified and described in the classification and description of places and services aimed at travelers. Wine, bread and cheese are the products most often cited and evaluated, both in foreign and Italian guidebooks.

In the description of Milan in the sixth edition of the *Itinerario Italiano* of 1815, we find a description of the “excellent cheese called *grana* which is improperly called *parmigiano* elsewhere”.⁶ Because this guidebook was enormously successful, a note such as this one defining *parmigiano* was repeated and reproduced an infinite number of times for decades, and contributed to the creation of common knowledge and opinions about it. On the way from Milan to Bologna through Piacenza, in the description of the territory of Lidigia we read: “In this tiny region about 30,000 cows are regularly fed, and there is a large cheese factory, which is improperly called *Parmigiano* or *Piacentino* in foreign countries, because these were almost exclusively the ones which were sold abroad”.⁷

³ Cotti, V., “La cura dell’uva”, in *Giornale della R. Accademia di Medicina di Torino*, 9, 1870, p. 817-827.

⁴ Kawamura, E., “Il soggiorno dei tisici inglesi negli alberghi italiani e svizzeri tra Ottocento e Novecento”, in Berrino, A., (a cura di), *Storia del turismo. Annale 2005*, Milano, Franco Angeli, 2007, p. 22-34.

⁵ Astengo, D., Carossino, A., *L'estate di Alassio. Pagine di vita balneare 1870-1950*, Alassio, Città di Alassio, 2007, p. 26.

⁶ *Itinerario italiano*, Milano, Pietro e Giuseppe Vallardi, 1815 (VIth edition), p. 36.

⁷ Vallardi, G., *Itinerario d'Italia*, Milano, Pietro e Giuseppe Vallardi, 1836 (XXIInd edition), p. 93.

Bread could also attract attention: the bread from Prato "is of excellent quality and is known as the best bread in Tuscany".⁸ And when speaking of wine and cheeses, the city considered the best was Naples. "The best wines are those from *Monte d'Ischia*, from *Lacrimacristi*, from *Capri*, and *Calabria* and *Sicily*. [...] among the most prized cheeses are *cacio cavallo*, sharp *ricotta*, and the so-called *schianto* from sheep or goats".⁹ Between Resina and Torre del Greco, under Mount Vesuvius, the guide indicates "exquisite wines, freshly made pasta, and macaroni".¹⁰

Clearly, early tourism was oriented toward identifying what was being offered in the areas being visited and travelled through, but products were found to have common, not proper, names, because in Italy businesses defined their productions generically. Even when products were able to distinguish themselves in markets outside their areas of production, they were defined by their common name and rarely by the name of the place they were produced. There are very few exceptions. If we look again at the different types of cheeses in the middle of the XIXth century, when Holland and England were the most successful countries in production and sales, *Parmigiano* was also noted: "The cheese generally called *Parmigiano* or in Liguria *Piacentino*, even though the main production site is in the Lodi area, is extremely famous and universally consumed [...]. However, they have *Bergamine* milk cows all over Lombardy to produce such excellent cheeses".¹¹ So we can see that the tourist culture did nothing more than take up what had been produced by the business culture. In other words, in early XIXth century Italy, we would not have found travelers who discovered, tasted, explored with pleasure, celebrated or despised, or even acquired with their own sense of taste or smell, the food and beverages they encountered during their travels.

In France, between the last half of the XVIIIth century and the first part of the XIXth century, there was a very different attitude; many French travelers perceived the specific eating habits of the various provinces and their food was mentioned more and more in travel diaries and guides. It should be noted that Italy had a different experience over the course of these decades: first of all, trips made by so-called "tourists", meaning the detailed and sensitive exploration of

environments and regions, was practically unknown to Italians. It was above all an English experience and indirectly a French one, mostly due to the stronger influence of early romanticism in those countries. In Italy, the early Romantic movement was contested, and Romantic voyages based on individual knowledge and sensibilities were therefore unknown. During those same years, Italians were attracted by those elements that defined the unity of their country – for which they were fighting – and not by things that would have accentuated variety, diversity or fragmentation.

Starting in 1861, the completion of the Italian unification process brought about a new overall evaluation of the productions taking place on the peninsula. The nation began to take inventory of its own natural and productive resources. The first national Exposition in Florence produced a catalogue of productions, which, though not complete, represented the first inventory of the patrimony of the new nation.¹² The Vth class of the Exposition was dedicated to food such as flour, bread, biscuits, sweet pastries, pasta for soup, and cheeses, wines, olive oils, etc. But despite this wealth of bread and biscuits, only two or three producers participated in the Exposition. The pastry category was represented better. The *cantucci* from Prato were on display: "[...] porous, crumbly, and highly permeable, the *cantucci* from Prato in Tuscany were exhibited by Mr. Mattei Antonio, who therein produces 40 thousand dozen, and at 48 cents per dozen they are sold to Florence, Livorno, Pisa and other Italian cities, as well as abroad to Egypt".¹³ The *ciambellone* of Siena, the *panettone* exhibited by Mr. Paolo Biffi from Milan, which was a bread with candied fruit considered light, dry and useful for "keeping oneself in good condition for long voyages",¹⁴ the *amaretti* of Oristano, the *panforti* of Siena, or "as made in Siena", since they were "imitated in nearly the entire region of Tuscany", which the samples exhibited by Mr. Saporì of Sinalunga in the Province of Siena demonstrated.¹⁵ The pasta was quite generic, known abroad as *paste d'Italia* or *paste di Genova*. For cheeses, the most sought after turned out to be those from lower Lombardy. Those exhibited were *Caci forti* or *grana* as made by the *Lodigiani* or *Parmigiani*, as they were more generally called, and therefore were from the provinces of Pavia and Milan, Emilia and Ferrara with others from Tuscany, Sicily and Sardinia, places where a certain amount of fame was assured and later

⁸ Vallardi, *Itinerario d'Italia*, p. 232.

⁹ Vallardi, *Itinerario d'Italia*, p. 29.

¹⁰ Vallardi, *Itinerario d'Italia*, p. 300.

¹¹ Boccardo, G., *Dizionario della economia politica e del commercio*, Torino, Sebastiano Franco e figli e Comp. Editori, 2, 1858, p. 350.

¹² *Esposizione Italiana tenuta in Firenze nel 1861. Relazioni dei Giurati. Classi I a XII*, Firenze, Tip. G. Barbera, 2 vol., 1864.

¹³ *Esposizione italiana*, p. 138.

¹⁴ *Esposizione italiana*, p. 138.

¹⁵ *Esposizione italiana*, p. 139.

from other places where, in the hope of favorable conditions which were apparently opportune and with efforts which proved more praiseworthy than fortunate, they hoped to follow the same path.¹⁶

Later, we read:

Everyone knows the quality of *Parmigiano*, which is divided into two categories, *maggengo* which is fatter, and more difficult to age, but more delicate, prepared from May to September and esteemed by everyone, and *terzaruolo* or *terzuolo*, which is less fatty, prepared from October to April, but especially in October and November. Both qualities are certainly greatly praised, which out of respect for its origins are called *Parmigiani*, but in fact the areas around Lodi, Cremona, and Pavia produce in larger quantities [...]. The commercial sale of *caci di grana* from northern Italy is done above all with central and southern Italy (...) or with Veneto on the other side; then with France and England, where *Parmigiano* takes its place of honor alongside the cheeses of Chester and Stilton; with Switzerland, which takes 341,217 kilograms; and finally with the Americas, which receive significant quantities, (26,000 kilograms), which becomes insignificant against the amount sent to Europe.¹⁷

Without a doubt, we can note generic definitions of quality and places of origin of the products and an almost total absence of producer labels; nonetheless, the young Italian nation began to assemble its products and some of these began to hold not only economic and commercial value, but also ethical-political sway. These began to represent the nation because their fame had begun to spread across the narrow provincial borders and pre-unification boundaries.

3. Between exhibitions and souvenirs

In the last twenty years of the XIXth century, Italy entered into an accelerated phase of development and industrialization. The increase in commercial exchanges was extraordinary and the value of products and local productions was determined once again. In this expansive phase of the economy, we note a generalized increase in consumption, which allowed for more space in Italian society to buy more refined and desired products. Tourism is the ideal environment for this type of consumption. It is important to make reference to the great national and universal Expositions that took place at a steady rate; these were occasions for the elaboration, exhibition, innovation and promotion of goods of every type. In Europe, the city of Paris dictated fashion in terms of retail sales, packaging, publicity and therefore consumption. It

just takes reading *Ricordi di Parigi* by Edmondo De Amicis to form an idea of what an Exposition such as the one in Paris in 1878 was like. Here is a short passage dedicated to the Swiss pavilion: "Geneva has sent its watches, Neuchâtel its jewelry, Choume its ceramics, Glarus its *indiane*, Interlaken its sculptures, Vevey its cigars and San Gallo and Appenzel filled a huge room with their unsurpassed embroideries, in front of which a crowd of admirers has gathered".¹⁸

In Italy as well, craftsmen and small industries began to create typical products and patent specialties. In the food sector in particular, each place began to boast of its products and generally these were easily transportable sweets which also served as souvenirs: *torroncini* brittle candy or *amaretti* biscuits, liquors or chocolates; for example, the *amarettini* biscuits from Salsomaggiore, or the *pandolce* sweetbread from Genova. These products promoted their places of origin, in fact, they were general products which were able to distinguish themselves through the name of the place they were produced: *taralli* from..., *amaretti* from..., *torroni* from.... It should also be noted that because the triumph of the progress of industry was being celebrated in this decade, typical products were above all craftwork or semi-industrial and not natural products, because these continued to come into the market without any kind of label of origin.

At the end of the XIXth and the first part of the XXth century, particularly in the tourist locations of Italy, we find an increase in specialized shops, of brands, and packaging, of products, and award-winning companies, as well as patented secret recipes. Production and consumption fueled regional circulation. In tourist areas and therefore in the restaurant sector, French gastronomic culture remained dominant, and this left very little space for the affirmation of national products. French dominance was by nature cultural and not commercial: we must therefore imagine purely Italian ingredients but mixed, cooked, prepared and eaten according to an international model, created mainly in France.

Here is one universal example: in September 1902, the minister Zanardelli arrived in Sorrento. Here is the menu of the banquet during which the famous song *Torna a Surriento* was sung:

Crème de volaille au champagne; escalope de filets de soles en surprise; cocur de filet de bœuf à la prince de Galles; médaillons de riz de veau à la Nelson; alouettes en cerises; punch à la romaine; asperges, sauce Mouseline; poitrines de dindonneau à la broche; salade; mausse imperiale; gâteau Sultan; dessert-vins: Cherim chablis; S. Julien;

¹⁶ *Esposizione italiana*, p. 152.

¹⁷ *Esposizione italiana*, p. 153.

¹⁸ De Amicis, E., *Ricordi di Parigi*, Milano, Fratelli Treves, 1879.

Niaseiner; Sorrento rouge; champagne; S. Marceaux, prote wine; Liqueurs.¹⁹

Even disregarding the spelling, it is clear that this is practically a French menu.

4. Typicality and rurality during fascism

At the turn of the XXth century, especially at the end of the 1920s, a kind of census and mapping of Italian gastronomy was carried out region by region. At the heart of the project was a desire to bring to light the wealth of gastronomic resources in the nation. This brought about the birth of a fundamental work, the *Guida gastronomica d'Italia*, edited in 1931 by the Italian Touring Club in Milan.

It is an important document because it became a point of reference for all of the guidebook literature published thereafter and above all because it represented a text which was widely distributed and able to contribute to the codification of regional gastronomical identity within the national borders. The project of the Touring Club went hand in hand with that of fascist policy, which needed to promote Italian products and regional culture both for propagandistic and economic reasons, due to the economic crisis of the years 1929-1931.

The section on the Campania Region is a good example. The chapter opens with a general outline of the culinary culture of the Neapolitan area, with an analysis of the large food industries of the area: pasta, preserves (tomatoes) and dairy products (*mozzarella*). Following that we find an analytical and detailed list of the "dishes" and "desserts", which are fundamental for us to understand the continuity of the region's gastronomy in the XXth century. The attention of the document obviously concentrates on the Naples area, but it also includes Avellino, Benevento and Salerno. Rather than describing the local gastronomy, the typical products of those areas are listed, finally referring to the territory of production.

Some examples are the *marroni* from Serino, *torroni* from Ospedaletti, peppers from Nocera, hazelnuts from Avellino, *pecorino* from Ariano, white honey from Calitri, tomatoes from San Marzano, *Strega* liquor from Benevento, pasta from Gragnano, peas from Marano, *annurca* apples from Melito and Miano, artichokes from Capua, *mozzarella* from Aversa, cannellini beans from Acerra, walnuts, oranges, butter, *caciottelle*, *provola* and *provolette* cheeses from Sorrento and so on.

¹⁹ "La gita a Sorrento", in *Il Mattino*, September 15th, 1902.

5. Gelato, spaghetti and pizza during the economic boom

The postwar period for Italy was a time of economic growth and increased tourist activity. We can divide the 1950s to the 1970s into two phases. In the 1950s, the image of Italy as a sunny and joyful country was most prevalent. The success of Italy at the end of the 1950s and the beginning of the 1960s was primarily international in scope. The atmosphere where food was eaten was no longer the grand hotels, but the restaurants of *pensione* or a *trattoria* by the sea, often in the open air, and so attention was focused on fresh local products, which reinforced the idea of a sunny and free country. Pizza, pasta, ravioli, spaghetti, wine and gelato represent Italy. These are handmade or industrial products, which strongly define the national identity, but do not designate a typical character; in fact, these do not refer to any territory, being generically Italian. The phenomenon is functional not only to the world of tourism, but also to emigration, since the largest number of emigrants came from the southern regions toward the industrialized areas of central and northern Europe and Italian food products also accompanied the formation of new communities abroad.

A second phase is identifiable between the end of the 1960s and the 1970s, when the tourism industry, which had by now become a mass phenomenon, planned, created and modeled new forms of Mediterranean seaside tourism. The tourist market needed to organize standardized, or international venues along the various shorelines of the Mediterranean Sea, with just the right dose of local culture. This phenomenon produced a new idea of typicality: *sangria*, *paella* and *couscous* existed along with pizza, hamburgers and toast in every corner of the Mediterranean.²⁰

The food industry and the entertainment industry popularized products that were inspired by typicality, but were not actually typical. There were many cases of non-authenticity, alterations and fraud, which are probably physiological when development takes place at such a rapid rate.

6. The energy crisis and New lifestyles

The energy crisis of 1973 uncovered the unsustainable economic and environmental conditions of an industrial development that the West had considered to be without limits. Since the oil crisis provoked changes in

²⁰ Löfgren, O., *Storia delle vacanze*, Milano, Bruno Mondadori, 2001 (Italian translation of *On Holiday: A History of Vacationing*, Berkeley-Los Angeles, University of California Press, 1999), p. 196.

the production systems, they in turn had important effects on the physiognomy of western society. Changes in consumption, taste and lifestyle followed.

The economy was dominated more and more by the advanced third sector, and ex-industrial urban environments, which were sometimes refurbished, began to be inhabited by new social figures. Already at the end of the 1980s, there was talk of a "service class" to indicate those who worked in a series of interdependent social institutions serving the capital collectively; they did superior work and enjoyed the market conditions that were the result, generally, of the existence of well-defined careers. The service class distinguished itself from the other workers above all in their cultural attitude, in their taste and therefore in their consumption. Men and women dropped back to a more reserved position and adopted a range of symbols and practices characterized by everything that was natural: healthy food, genuine beer and bread, traditional medicine, and the refusal of synthetic fibers. From the end of the 1980s, under pressure from the awareness of the risks involved in the pollution produced by industrialization, a new concept of health contributed to the modification of the lifestyle of advanced society; to be healthy did not mean to be free of sickness or to be infirm, but to enjoy a state of complete physical, mental and social well-being.

This cultural shift gave rise to unprecedented consumer demand. The new holistic vision of individual health led to sports activities and body care, understood as attention to diet and the environment.

In tourism as well, the search for psychophysical well-being was widespread. When they fled the cities, these new tourists looked for more and more silence and tranquility in rural settings, preferring certain forms of hospitality; rural *gîtes*, camping, farms, country-style hospitality, family homes, and villages.

France, Great Britain and Austria were able to respond to this demand as early as the 1980s. France in particular had a great variety of landscapes, but above all the diversity of lifestyles, climate and environment, and importance was given very quickly to those territories of its provinces that had maintained a rural dimension. Again in France, already during the 1980s, rural areas (or more properly, territories) acquired importance in tourism and began to pose the question of their protection and promotion.

In those same years in Italy, the territories and their specificity still had not acquired value as a geographical dimension of development and therefore had not acquired value in tourism either.

In the 1980s, Italian tourism appeared to be in a tight spot between urban degradation, where renewal seemed past due, and the coastal

areas, which had been saturated by the seaside tourism boom of the 1960s. The Italian Touring Club proposed the "decentralization" of tourist activities, and the promotion of travel "off the trodden path", to rediscover everything that had resisted the unexpected transformation of Italy between the 1960s and the 1970s. A project was therefore launched for the "lesser known" parts of Italy, with a sensibility toward the quality of life and the protected environment of the smaller dimensions of the provinces and smaller towns. But throughout the 1980s the concept of a "lesser known" Italy was more of an idea than a reality. The national tourist system was in no condition to prepare, propose or impose the innumerable smaller towns onto the market as a purely Italian experience, even though there was demand for new experiences and authenticity generated as part of postindustrial society.

Italian Enogastronomy in the 1980s was marked by the most difficult period in its history. The theme of recovery of typicality began to be posed at the beginning of the 1980s, with the beginning of the debate in Italy promoted by the *Unione Ristoranti del Buon Ricordo*.²¹ Attention was focused on a genuine quality, on regional products, on traditional preparations or modernized interpretations of the same, on the proper combination of food and wine with the geographical environment.

But the most innovative and cultured experience was the foundation of the Slow Food association, which was immediately considered the most original contribution offered by Italy to world tourism. The new holistic vision of health, the desire for a natural and balanced diet – or rather a new diet – inspired Carlo Petrini to establish Slow Food in 1986, becoming an international association in 1989. In 2010 it had 100,000 members, with headquarters in Italy, Germany, Switzerland, The United States, France, Japan and Great Britain and members in 132 countries. In the introduction of the association's manifesto, we read:

Slow food is a cultural project that aims to a philosophy of pleasure and a program of education of taste, of preservation of gastronomic traditions and education of buyers. Slow food helps young generations in establishing a correct relation with food, it favors a type of tourism caring and respectful of the environment, it promotes undertaking aiming at solidarity.²²

²¹ "Cucina italiana vecchia e nuova: esperienze a confronto per una migliore ospitalità turistica", in *Quaderni Touring club italiano*, 2, 1981.

²² Author's translation from the Italian web-site of the association (no official translation is provided): "Slow food è un progetto culturale che propone una filosofia del piacere e un programma di educazione del gusto, di salvaguardia del patrimonio enogastronomico, di formazione del consumatore. Slow Food aiuta le giovani generazioni a instaurare un rapporto corretto con il cibo; favorisce un turismo attento

But these principles were not immediately transferred to tourism in Italy.

Italy substantially continued to offer point destinations along the coast; it had not in fact prepared its own territory as in France, whose regions and provinces were prepared one by one, encouraging a culture of homogenized diversity through an effective system of quality control. In fact, only the penetration of the concept of quality and its certification created the success of typical products: in his desire to choose in absolute freedom, the new consumer need guarantees, which can be found in brands of typicality and quality and in their certification, categories of which had formed in the second half of the XXth century. Certification of typical products by the European Union – DOP (Denominazione d'Origine Protetta – Protected Denomination of Origin) and IGP (Indicazione Geografica Protetta – Protected Geographical Indication) – strongly contributed to the popularity of certification and quality among the public.

In Italy, only when these new guests arrived in large numbers did the country understand what it was they wanted to find; it finally understood the changes that swept across European society, along with the quality of tourist demands.

The only tourist space that turned out to be able to respond quickly to the new demand of health holidays, were the Alps. The provinces of Bolzano and Trento, thanks also to their traditional autonomy, returned to their alpine hospitality, which not only comprised of weekly ski holidays, but also had a long and discrete tourist history, made up of thermal baths and summer holidays. The small towns halfway up the mountainside and the many alpine valleys strengthened their facilities. Thanks to the spirit of teamwork and cooperation shown by the small and medium-sized businesses, and to the actions of town administrations in the Trentino Alto-Adige area, tourism combined with awareness and determination a complex of typical productions which were all certified and labeled, from wine to apples, from cheeses to sliced meats to wood craftsmanship. This ability to successfully promote a territory that operates as a system was considered to be “best practice” by the entire world of Italian tourism and in many ways inspired alpine areas in other regions.

In the rest of Italy, it was not until later that it became clear that the English, German and Dutch were looking for territories to discover, where they could have new experiences, combining a single holiday

with the desire for culture, the sea and the sun, but also enogastronomy, business, thermal baths, traditional locations, and typicality. That is how a wealth of Italian tourism began to emerge once again from the shadow of the seaside holiday boom. It is a map full of cultural and natural attractions, but also agricultural, gastronomical and enological ones.

The search for typical products became incessant from the beginning of the 1990s and passed into tourism. Typicality became a category that influenced investments; it caused a wave of acquisition and restoration by Italians but especially for foreigners in the internal areas of Apulia and Sicily: the *bagli* in Trapani and Marsala, *dammusi* in Pantelleria, as well as the *masserie* and *trulli* in the Valle d'Itria renewed images of an Italy that was still desired, because it fed the illusion of an authenticity and had archaic qualities that had resisted the pressure of modernity. It renewed the illusion and the tension, which was ancient in the history of tourism, towards places that could simulate a second life, lived in “a time inversion”.²³

e rispettoso dell'ambiente; promuove iniziative di solidarietà”; see <http://www.slowfood.com/8/contatti> (accessed January 23rd, 2012).

²³ Löfgren, *Storia delle vacanze*, p. 142.

Typical food is an in-vogue topic, embodying issues such as current trends in food globalization and European Union policies on agriculture and trade. It is, however, striking how little is known about its history. This book, inspired by the conference *La tipicità nella storia: tradizione, innovazione, territorio*, held in Parma and Langhirano in 2010, is an attempt to fill this gap. It includes essays by historians, sociologists, economists and experts in the food industry, who cover a wide range of products (wine, cheese, chocolate, cider), across a broad geographic scope (from France to Costa Rica and Norway) and time frame (from the Middle Ages to the present day). Besides the crucial issue of when and why the link between food and place of origin emerged, the contributors look at interactions between physical *terroir* and human savoir-faire and also between industrial innovation and traditional skills. Typicality is usually considered as a bottom-up process but the role of institutional protection is also examined. Designation of origin can be seen as a qualitative safeguard for food production, yet its influence on consumers' choices is emphasized as well. In its approach, this multi-faceted book questions the oversimplified idea of typicality arising from a vaguely defined traditional food heritage. In 2010, the editors of this book founded the Food Lab, a research laboratory on food history based in the Department of Economics at the University of Parma.

This book contains articles in French.

EUROPEAN FOOD ISSUES

Giovanni Ceccarelli teaches the history of globalization at the University of Parma. He has combined his research interests in late medieval trade and food history, and focuses in particular on the use of a product's origins as a marketing technique in early modern Europe.

Alberto Grandi is Associate Professor of Economic History at the University of Parma. He has previously worked on guilds in early modern Europe and regional development in twentieth-century Italy. These two lines of research have found a synthesis in food history, with specific reference to the emergence of typical products and designations of origin.

Stefano Magagnoli teaches the history of European integration at the University of Parma. His research concerns the interaction between institutions and economic growth during the twentieth century. In particular, he is interested in how food traditions have been reinvented and used to support local development.

P.I.E. Peter Lang
Brussels/Bruxelles

ISBN 978-2-87574-007-6



9 782875 740076

www.peterlang.com