

Speakers

Mădălina Diaconu, Vienna

Bekömmlichkeit, Bedürftigkeit, Bescheidenheit Vom Umgang mit den Grenzen des Geschmacks

The maxim of the Enlightenment *Sapere aude!* was not only an exhortation to think for oneself; it also marked the beginning of food's liberation through medical advances, industrialized production, and secularization. But as the consumer age dawned, repression of bodily vulnerability grew, satiation devolved into voracity, and hedonism became society's dominant creed. Yet even these developments could not erase the limits imposed by illness, poverty, and a festivalization of the everyday. The triad of digestibility, neediness, and humility sheds light on human embodiment, society, and transcendence.

Mădălina Diaconu studied philosophy in Bucharest and Vienna. She has been on the philosophy faculty at the University of Vienna since 2005. Between 2007 and 2010 she served as the director of Vienna's Tast- und Duftdesign, an urban project on the architecture of taste and smell. She is on the editorial board of *Studia Phaenomenologica* and *polylog*, and on the advisory boards of *The Senses & Society* and *Contemporary Aesthetics*. She has published widely on the philosophy of the senses. Her works include *Phänomenologie der Sinne* (2013); *De gustibus: Breviar de gastrosofie* (2013); *Sinnesraum Stadt: Eine multisensorische Anthropologie* (2012); *Tasten, Riechen, Schmecken: Eine Ästhetik der anästhesierten Sinne* (2005); *Sensorisches Labor Wien: Urbane Haptik- und Geruchsforschung* (2011; coeditor); and *Senses*

and the City: An Interdisciplinary Approach to Urban Sense-scapes (2011; coeditor).

Martin Hablesreiter, Vienna

Erfolgreiche Nahrungsmittel erzählen eine Geschichte

Since history has been recorded, humankind has spent enormous amounts of energy and creativity to alter the form of raw foodstuffs – to conserve them or make them edible, to transport them or the values and myths they represent. Host wafers have few calories, taste like nothing, are not particularly pretty, and would be easier to produce were they rectangular, yet they are consumed the world over; the sacramental bread is one of the oldest known examples of edible product design. Some ancient motives survive today (the plaited loaf and the croissant), and though their meanings have been forgotten, their forms carry on their original significance. Successful food tells a story. Design can turn simple ingredients into national symbols, emblems of love or sex, victimhood or religion. We eat not only what is nutritious or tastes good, what is available and consumable. We eat what possesses cultural value, strengthening us in our identity and our sense of life.

Martin Hablesreiter studied architecture under Hans Hollein at the Vienna University of Applied Arts and at the Bartlett School of Architecture in London. After a year's stint at Arata Isozaki & Associates in Tokyo, he and Sonja Stummerer founded the studio *honey & bunny*, which operates at the juncture between art, science, and economics. Their book *Food Design: Von der Funktion zum Genuss* was the result of five years of research and at the time of its publication, in 2005, was the first of its kind on the market. Their most recent contribution to the field, *Eat Design*, appeared in 2013. Hablesreiter and Stummerer also work in interior design, furniture design, and photography.

Gunther Hirschfelder, Regensburg *Freiheit des Schmeckens, Zwang zum Konsum Illusionen und Wirkkräfte*

The sense of taste is a term both widely used and widely misused. For many people, taste has become increasingly important in recent years, with ambitious demands now being made on home kitchens. In the process, the extraordinary has become ordinary; even the cheapest beer in discounters is affixed with a premium label. But who determines what tastes good? This talk discusses how taste preferences have developed between the poles of tradition and individual freedom, and how they might continue to evolve in the future.

Gunther Hirschfelder was educated in history, political science, ethnology, and agronomics at the University of Bonn and completed a PhD in history at the University of Trier. For his habilitation, he studied alcohol assumption as an indicator of social and cultural change. After holding adjunct positions in Manchester, Bonn, and Mainz, Hirschfelder was made Professor of Comparative Cultural Studies at the University of Regensburg in

2010. He is the author of *Europäische Esskultur: Eine Geschichte der Ernährung von der Steinzeit bis heute* (2001) and the coeditor of *Die Zukunft auf dem Tisch: Analysen, Trends und Perspektiven der Ernährung von morgen* (2011). He is on the advisory board of the International Arbeitskreis für Kulturforschung des Essens in Heidelberg and has also taught food management at the Baden-Württemberg Cooperative State University.

Viktoria von Hoffmann, Liège

The Taste of the Eye and the Sight of the Tongue

This paper explores the synesthesia between eye and tongue, the senses of taste and sight – the lowest and the highest senses according to the traditional hierarchy of the senses. Today this relationship immediately brings to mind gastronomical aesthetics – think of the popularity enjoyed by culinary photography or the aesthetically sophisticated dishes prepared by top restaurants – but the forms of reciprocity between taste and sight go beyond mere aesthetics. For centuries, cooks have been especially attentive to the visual presentation of food, as evidenced in paintings, engravings, and ancient recipe books. A beautifully presented dish catches the eye and stimulates the desire to eat it. Sight can thus be considered to be foretaste, a promise of what will be savored, or – when considering the possible risks of ingestion, such as sin or disease – as a restraint. But while one can taste with the eye, one cannot exhibit the organ that tastes it. The tongue stays hidden between the lips, concealed behind the teeth. It resists representation, and when it is represented, it is most always associated with a logic of excess, or of disorder. In this sense, the tongue is the mark of transgression: talking with your mouth full is regarded as impolite; in extremes cases, an open mouth can be seen as a sign of stupidity, even madness. My paper

examines this relationship between interiority and exteriority by drawing on textual and iconographic resources, exploring treatises of the senses, books of manners, physiognomic works, as well as images related to the sin of gluttony.

Viktoria von Hoffmann studied history at the University of Liège in Belgium. She obtained her PhD in 2010 with her dissertation “Tasting the World: A Cultural History of Taste in the Early Modern Era,” which has been published in English and French. She’s currently working as a Postdoctoral Researcher for the National Fund of Scientific Research (FNRS). In her research she focuses on cultural history, food studies and the history of senses, especially the so-called lower senses of taste and touch.

Harald Lemke, Lüneburg/Salzburg

Wissen essen oder Die Weisheit eines guten Geschmacks

Traditional aesthetics regards taste as an inferior human sense. But the Latin word for wisdom (*sapientia*) reveals that taste (*sapio*) has a direct link to our highest cognitive faculty. This talk makes the case for understanding taste as a highly developed form of knowledge.

Harald Lemke has been on faculty at Lüneburg University since 2000 and at the Centre for Gastrosophy at the University of Salzburg since 2009. He earned his PhD in philosophy under the supervision of Axel Honneth in 1998 after completing study at the Jan van Eyck Academy for Art, Theory, and Design. From 1997 to 1999 he was a state delegate and spokesman in the area of culture policy for Hamburg's Grün-Alternative Liste. He completed his habilitation in philosophy and cultural studies in 2006 with a grant from the Deutsche Bundesstiftung Umwelt. Between 2004 and 2005 he was a visiting scholar at Kyoto University's Graduate School of Global Environmental Studies. He has written extensively on gastrosophy and the art of eating, including *Ethik des Essens: Eine Einführung in die Gastrosophie* (2007), *Die Weisheit des Essens* (2008): and *Die Politik des Essens: Wovon die Welt von morgen lebt* (2012).

Per Møller, Copenhagen

Neuropsychology of Food Perception and Preference Formation

In this talk I will provide an overview of the senses that determine how foods are perceived. I will explain how different types of satieties shape eating behavior as well as the importance of food reward. The overwhelming majority of food preferences are learned evaluations. I will discuss how this is the cause of severe health problems, but also how the plasticity of the sensory mechanisms responsible for food preference formation might provide the key for solving many of these problems.

Per Møller was educated in mathematics and physics at the University of Copenhagen. After completing an MSc degree he wrote a PhD in Visual Cognitive Science at the University of Rochester, NY. After his PhD he spent six years in the UK working on problems in vision. When he returned to Denmark in 1999 he took up psychophysical and electrophysiological studies of senses other than vision, most notably olfaction. He also works on cognitive and affective neuroscience of eating behavior investigating food preference formation and choice behavior. With Peter Barham he is co-editor-in-chief of the scientific journal *Flavour*.

Program

2:00 pm

Dominic Bonfiglio, Einstein Forum, Potsdam

Introduction

2:15 pm

Per Møller, Professor of Food Science, University of Copenhagen

Neuropsychology of Food Perception and Preference Formation

3:15 pm

Mădălina Diaconu, Lecturer in Philosophy, University of Vienna

Bekömmlichkeit, Bedürftigkeit, Bescheidenheit. Vom Umgang mit den Grenzen des Geschmacks

4:30 pm

Harald Lemke, Lecturer in Philosophy, University of Lüneburg / University of Salzburg

Wissen essen oder Die Weisheit eines guten Geschmacks

5:30 pm

Gunther Hirschfelder, Professor of Comparative Cultural Studies, University of Regensburg

Freiheit des Schmeckens, Zwang zum Konsum. Illusionen und Wirkkräfte

7:00 pm

Viktoria von Hoffmann, Historian, University of Liège

The Taste of the Eye and the Sight of the Tongue

8:00 pm

Martin Hablesreiter, Architect and Designer, Vienna

Erfolgreiche Nahrungsmittel erzählen eine Geschichte