



The *Uses* and *Abuses* of *Terroir*: *Wine* Across *Imperial Borders* and *Colonial Frontiers*



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W502, Agriculture Main Bldg.

Abstract:

How does the political border affect the transnational construction of terroir? This talk traces the production of gastro-politics in contested spaces across political borders. Criticizing the notions of “terroir essentialism” and “environmental determinism,” I propose a typology of terroir as a geopolitical configuration, emerging in colonial and imperial contexts. The dangerous liaisons between terroir and territory are made visible when we examine the quality-space of wine across two border formations: imperial frontiers retreating into national borders in the Old World and expanding frontiers in New World settler colonies. The first is “terroir contraction” which exemplifies in the case of Tokaj and French Algeria a strategy of patrimonialization and nationalization of wine in nation-states emerging in the shadow of the Austro-Hungarian and the French Empires. The second strategy of “terroir expansion” characterizes settler colonial projects of taming the wilderness in the aftermath of the British Empire (Israel/Palestine). The dialectic of expansion and contraction reframes the relations between borders of different scales (natural, national, imperial, colonial) and the power of wine to define collective identity.



This lecture is open to anyone. どなたでもご聴講いただけます。