



Hansik, the “privileged” place of women of the Korean community in Buenos Aires

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Have you heard about any Hansik promotional campaign or activity in your city?

- Yes

- No

- I don't know what hansik is

RESEARCH QUESTIONS & OBJECTIVE

A reflection about the changes linked to urban life that affect gender relations within the food sector. The case of Korean women in Buenos Aires

- *How do foodscapes relate to the transformation and redevelopment of urban spaces?*
- *How do migration processes transform cities and the ways in which they are inhabited?*
- *What articulations can we find between the urban context, gender identities and women's trajectories?*

CULINARY CAPITAL

LeBesco and Naccarato, 2008 - D'Sylva and Beagan, 2011

- From Pierre Bourdieu's notion of *cultural capital*
- Cultural knowledge becomes valued in certain contexts.
- Its value is determined by the *field*, or social arena.
- It may confer power and status



MAJOR THEMES

- Background: Korean migration and enclaves in Buenos Aires
- Re-valorization of Korean women's culinary capital.
 - First moment: Community spaces and eateries
 - Second moment:
 - Media spaces
 - Institutional spaces - culinary school
 - Urban spaces

Korean migration and enclaves in Buenos Aires

Started in the 1960s, but 1985-1995 was the most significant decade

Currently 25,000 Korean migrants and descendants

Business, residences and institutions in two enclaves:

Baek-ku ■

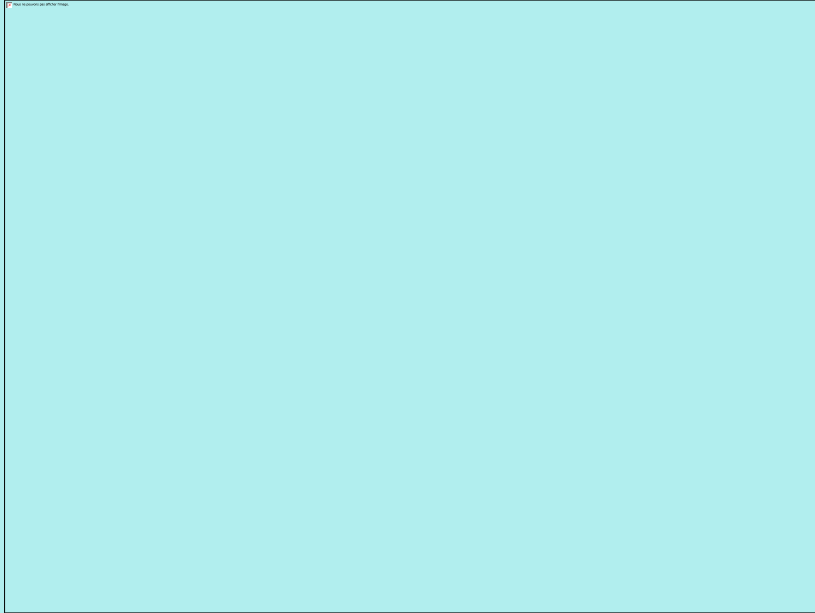
Avellaneda ■





First moment of re-valorization of Hansik

Migratory process & diaspora community
(80'-90')



- Food = Comfort and sense of belonging & Korean-argentine migrant identity
- **From the private space to the community:** churches & small eateries and restaurants:
Entrepreneurship of women
- **The Women's culinary capital became more valued**

Second moment of re-valorization of Hansik

Global + Local. South Korean state policies & Multiculturalism in Buenos Aires



GASTROCOREA

Korean Food Week - October 2019

- Civil society initiative
- 20 Korean restaurants + non-Korean
- Took place in the restaurants
- Promote Korean Food and attract non-K clients



MEDIA SPACES - social media



"Since I was a little girl I didn't like to study but I liked to prepare food (..).

When I migrated here, there was nothing I was passionate about, so I opened a restaurant. The customers telling me me that it was delicious, seeing them eating as if they were at home (...) It doesn't matter what I'm cooking, I think it's food that my son and my husband will eat (...) If I didn't do my business this way, thinking that I am cooking for my family, I wouldn't be able to work"

MEDIA SPACES - social media



MEDIA SPACES - Food tv



Marina Lis Ra - TV Host
“Asian Cuisine”
El Gourmet TV Channel

INSTITUTIONAL SPACE

The Argentine Institute of Gastronomy (IAG)

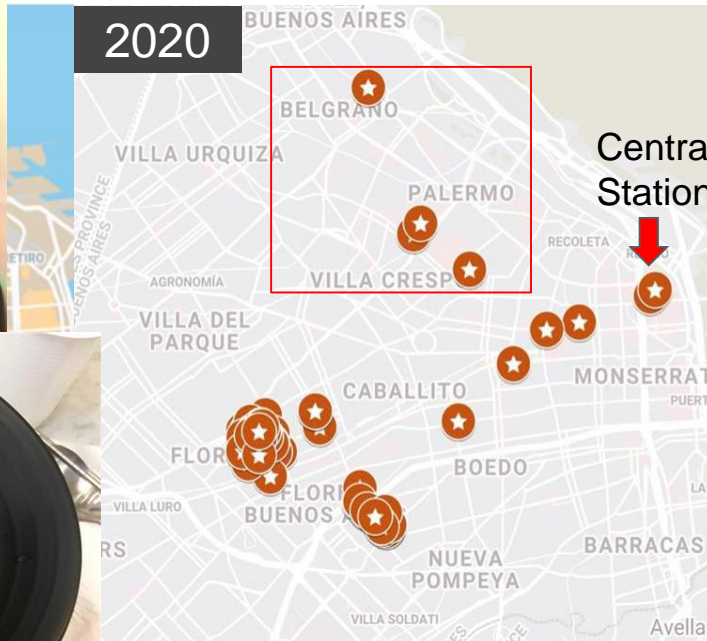


sandra.kyungah Jornada de capacitación a los docentes del @iagastromia Todos ellos fueron mis profesores durante mi carrera. Hoy poder compartir el kimchi y la cultura de mi país fue increíble. Muchas gracias por esta oportunidad!! Aguante el "kimchi con asado" #tallerdekimchi



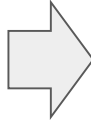
Les gusta a facundo_chiara y 172 personas más

21 DE FEBRERO



Dwelling reflects relationships between subjects -both individual and collective- and places. It is associated with the notion of “domesticating” a space as the process where an accumulation of daily routines produces habitus and modifies the space (Giglia, 2012:6).





Final remarks

- In the urban context, where both global and local phenomena are articulated, *hansik* enhanced its value and status in Buenos Aires. We identified two moments in this process: the first one related to the consumption in the community and the last one to a broadened public.
- In different ways, Korean women's enhanced culinary capital, resulted from this revalorization, impacted on their incomes, life projects and urban practices.
- Contradictions: Increased the presence of Korean women in public performances of *hansik*, but still represented mostly through ideas of care, family and motherly roles
- For further research:
 - How is the pandemic going to influence on women use their culinary capital?
 - In which ways does this process have repercussions on gender relations in different dimensions?



Q & A