

Auzoko Zaporeak



Brief description of the activity

Auzoko Zaporeak is a project of cultural research and production around gastronomy that seeks to claim back cultural diversity and promote the transmission of knowledge between people of different cultures and generations through food. Through a tracking and collection of recipes from different geographical and cultural backgrounds that can be found in the neighborhood of San Francisco, the goal of Auzoko Zaporeak is to make visible and celebrate the cultural diversity of the territory by using the common language of food.

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Topics, objectives and methodology:

The values that are present in this project are diversity, in view of sustainability in cities; equality between people of different genders, origins or socioeconomic situations; the intergenerational transmission of knowledge; the enhancement of domestic knowledge; responsible consumption through the valorization of the local commercial fabric; the interrelation between people and the creation of alliances to pursue common objectives such as coexistence; the promotion of healthy consumption habits to boost the health and well-being of the young population.

Objective 1. Promote the interrelation between people and the creation of alliances to pursue common objectives such as coexistence.

Method 1. We firmly believe that the path to coexistence comes hand in hand with the creation of spaces where people of different origins and conditions can relate as equals.

Our recipe book wants to be a photograph of that diversity, where one participant's culture can be represented side by side with other cultures with which they coexist everyday.

Objective 2. Enhance the value of diversity as a wealth.

Method 2. We believe in diversity as a wealth and we want to share that belief. We believe that an editorial support – such as the cookbook- can be an important contribution to people, cultures and conditions that are normally underrepresented in the identity construction of our city and our territory, by broadening the spectrum of how we see ourselves.

Objective 3. Contribute to the promotion of equality between people of different genders, origins or socioeconomic situations.

Method 3. Sharing knowledge as equals, generating spaces where all participants feel that they have something to contribute with and also something to learn, regardless of their

origin or situation, or precisely because of it. Sharing recipes, sharing knowledge about food (which is a knowledge we all have) is a tool for achieving this.

Objective 4. Promote the transmission of knowledge between people of different generations: focusing in young people as a priority for the project, so that they can be part of the chain of transmission and reproduction of knowledge.

Method 4. The knowledge linked to cooking is often transmitted from the oldest to the youngest, from generation to generation. In contexts of cultural diversity, this culinary knowledge is accompanied by a large range of stories, the cultural heritage inherent in cooking and food. We want to achieve this by involving in the creation of the recipe book both young and old people, as well as through workshops where the recipes collected are put into practice.

Objective 5. To value the knowledge related to who's in charge of household activities so that everyday practices,

such as cooking, belonging to the private sphere, take public space and generate debate.

Method 5. Discussing and sharing relevant stories linked to a historically feminine practice such as cooking contributes to highlight the importance of this knowledge and its cultural and identity burden. We believe that this cookbook can contribute to look at the domestic work of cooking, chopping and feeding, that so many women in our lives do, as an act of heroism. A call to admire the gastronomy beyond haute cuisine and its masculinized context.

Objective 6. Promote responsible consumption through the valorization of the local commercial network.

Method 6. Talking about the different ways of eating in the different geographies of the world and in our neighborhood leads us to put our attention in the places where we can acquire the necessary ingredients to make the dishes, and that we cannot find anywhere in our native communities. It is a

way to draw attention to the commercial wealth that exists in our neighborhood, to encourage and take care of it.

Duration:

9 months, divided in different phases.

The first will last 3 months, and will consist of research and collection of recipes in the neighborhood.

During another 4 months we will organize cooking workshops with the participants in the recipe book, to share the food and stories linked to it with more people.

The last phase: 2 months. The layout and edition of the recipe book will be prepared: we will do it with local young artists who can make illustrations to accompany the recipes, which will also be accompanied by photographs that have been taken during the workshops.

Costs:

To have an idea on how the activity is structured, here are the costs of the last edition of Auzoko Zaporeak organized in Bilbao:

2 people coordinating the whole project: 1.400€

Publicity and diffusion - 1 person communication work: 400€

Publicity and diffusion - posters: 200€

Cooking workshops - material (food): 500€

Cooking workshops - fees of the person cooking: 500€

Publication - design 1.500€

Publication - fees of the illustrators 1.500€

Publication - printing: 1.500€

Total amount: 7.500€

Location:

City or neighbourhood.

Materials:

- **Collection of recipes:** PC to record and transcribe the recipes. Photographic camera to portray the cook, the place where the ingredients were purchased and the manufacturing process.
- **Gastronomy workshops to share knowledge about cooking, experiences and cultures:** Photo and video camera to document the workshops. Kitchen and dining equipment and utensils.
- **Elaboration of the recipe book in web and physical format with designers and artists:** PC and digital media to prepare the web file. Graphic design and layout software and printing and stationery equipment for physical publication.

Staff needed and eventual specific skills required:

2 people coordinating the whole project: communicative skills. Friendly approach to the people being interviewed. Skills

with recording tools and computer.

1 person in charge of publicity and diffusion. Skills in social media management.

Participants involved:

People being interviewed to share their recipes.

Some of these people who want to offer a workshop about how the recipe is made.

People attending the workshop.

Innovative aspects for the promotion of interculture

As we do with food, this project promotes interculture in a very natural way: mixing elements, stories, ingredients, flavours...

