

Sally Robinson

Food & Identity

The output is a creative project that explores the concept of food identity as an important cultural and social construct through photography.

Research Process

The project is inspired by mainstream images of food in cookbooks, lifestyle magazines and on social media, particularly visual depictions of idealised lifestyles which conjures shared social fantasies, perpetuated by mainstream images and our own internalisation of them. This project spanned a number of years, producing an extensive final body of work. Participants in this project were sourced through word-of-mouth, social media, and an online questionnaire. Final photographs were produced through a collaborative process which involved discussion and negotiation between the subject and photographer.

Research Insights

The link between identity and food is cyclical. Food choice is informed by our time/space coordinates – age, nationality, regionality - and our cultural identity, including race, religion, and social class. We use food as an evolving representation of ideological and political identity, constructing ourselves

through moral and ethical decisions. Identity can be established through choices such as meat free, dairy free, plant based, low fat, low carb, high protein, high welfare, big brand, small independent, local, international, familiar or exotic.

Our relationship with food is complex; passionately held beliefs and values are often expressed through food choice. Food can possess emotional significance and invoke a range of human emotions from gratitude to guilt, from tearful reminiscences to joyful nostalgia. Intimate details and memories from one's own life are often bound up in perpetuating food practices and rituals.

Dissemination

The output was exhibited at;

Food & Identity, Food Photographer of the Year Finalists Exhibition (2015 & 2017), Mall Galleries, London. May 2015 and April 2017.

Food & Identity, Dye House Gallery, Bradford. September 2015.

Food & Identity, Bradford Brewery. July 2015.

Food & Identity, Hothouse Conference. 21 March 2015.

























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Dissemination

Exhibition; Mall Galleries, London April 2017 & April 2015

Individual photographs from the series were twice selected for the Food Photographer of the Year Awards (in 2015 and 2017). This is an international award judged by food-photography industry specialists, and has a large following. To reach the final exhibition, submitted photographs must go through a rigorous multi-stage selection process by the panel.



Exhibition Dye House Gallery, Bradford, Sept 2015 & Bradford Brewery, Bradford, July 2015

The project was selected to appear in a small group exhibition at the Dye House Gallery, Bradford in Sept 2015. A solo-exhibition was also commissioned by Bradford Brewery, Bradford in July 2015.

