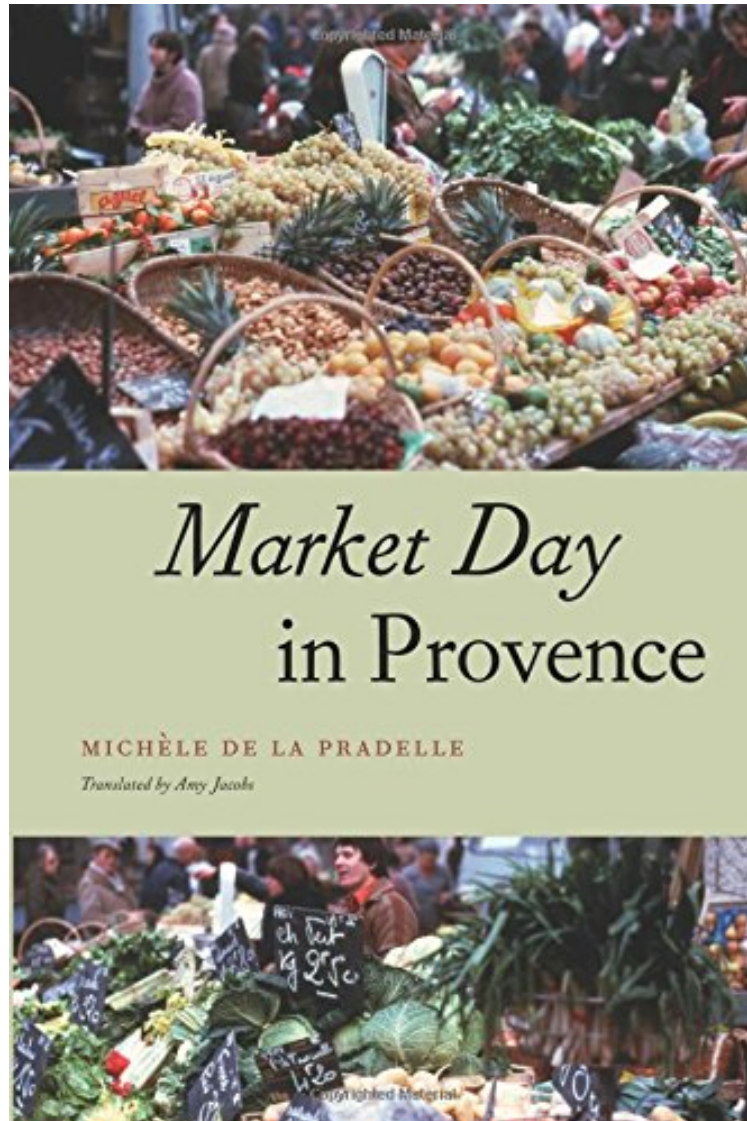


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Market Day in Provence (Fieldwork Encounters and Discoveries)

Michèle de La Pradelle

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#4126613 in Books De La Pradelle Michele 2015-10-07 2006-04-01Original language:EnglishPDF # 1 9.00 x 1.00 x 6.00l, .0 #File Name: 0226141853272 pagesMarket Day in Provence | File size: 41.Mb

Michèle de La Pradelle : Market Day in Provence (Fieldwork Encounters and Discoveries) before purchasing it in order to gage whether or not it would be worth my time, and all praised Market Day in Provence (Fieldwork Encounters and Discoveries):

2 of 5 people found the following review helpful. too tedious to finishBy H. PoirierObviously writing this book was an academic exercise and a labor of love for someone - but way too laborious for me as the reader. I'm an American living in the South of France, and attend the markets all the time. They are the true rhythm of the villages and a delight

to the senses. I was not hoping this book was written with the superficial and light-hearted view geared towards tourists, but the few chapters that I did manage to read were, sadly, written so dryly, so without a pulse, that I could not get through too much of it. The parts I did read however were very informative for me as a transplant to the region. One day, I might give this book another try, but for now, it's just too 'wordy', too academic, too painfully stuck in every detail, to hold my attention for very long. C'est dommage!! :(

At farmers' markets, we expect to see fruit bursting with juicy sweetness and vegetables greener than a golf course. For Michèle de La Pradelle these expectations are mostly the result of a show performed by merchants and sustained by our propensity to see what we want to see there. Hailed upon its release in France, the award-winning *Market Day in Provence* lays bare the mechanisms of the contemporary outdoor market by providing a definitive account of the centuries-old institution at Carpentras, a city near Avignon in the south of France famous for its quintessential public street market. The renewal and celebration of the outdoor market culture in recent years, argues de La Pradelle, artfully masks a fierce commitment to modern-day free-market economics. Responding to consumer desire for an experience that recalls a time before impersonal supermarket chains and mass-produced products, buyers and sellers alike create an atmosphere built on various fictions. Vendors at the market at Carpentras, for example, oblige patrons by acting like lifelong acquaintances of those whom they've only just met as they dispense free samples and lively, witty banter. Likewise, going to the market to look for "freshness" becomes a way for the consumer to signify the product's relation to nature—a denial of the workaday reality of growing melons under plastic sheets, then machine-sorting, crating, and transporting them. Offering captivating descriptions of goods and the friendly and occasionally piquant exchanges between buyers and sellers, *Market Day in Provence* will be devoured by any reader with an interest in areas as diverse as food, ethnography, globalization, modernity, and French culture.