

Cultural Taste Menu

The segment of the Skeggs text I am responding to is about cultural taste; what is good taste, what is bad taste, what has value and who decides. What I most connected with in the text is; how the human sensual experience is classified and valued/undervalued and how this impacts on the range of choices, freedoms and power that we are able to access. I responded in a way that was most obvious and immediate and created a visual poster image.

For me the most basic access to the concept of 'taste', is through the sensual experience of eating. I wanted to suggest that even in this most primal process, there are hierarchical structures and messages that serve to separate and classify as well as humiliate and minimise the lower classes. The concept of a menu offers the fantasy of choice. The reality is that our menu is limited by our socio-economic background, cultural experience and education. How have we learned to respond to the hand written chalked blackboard menu as a higher quality, more expensive, healthier choice? I want the 'Menu' image I created to have an instant sensory impact and afterwards can be read or explored more deeply as desired. I think it is also light hearted and a bit cheeky. Humour and silliness is one way I like to communicate important messages directly. Humour speaks to everyone.