



## Apresentação do chef na vida cotidiana: Socialização dos chefs em Lima, Peru [

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text (article)

Analítica

Over the past two decades, Peru has seen a dramatic expansion of restaurants and attention to Peruvian cuisine, a phenomenon known as the "gastronomy boom." Peruvian chefs have become national celebrities, their entrepreneurial and culinary efforts portrayed as a means of transforming Peru into a more prosperous nation. In this paper, based on sixteen months of ethnographic research in Lima, I examine socialization practices in two culinary schools to elucidate how culinary work is linked to person formation in Peru. I show that instructors encourage students to eschew business practices locally classified as *vivo* (dishonest and crafty) in order to become more orderly. They also instill in students the importance of having the ambition necessary to achieve international prominence. Together, these lessons promote a template for a new, ideal Peruvian citizen whose combination of extroversion and restraint exemplifies Peru's potential in the global economy

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