

COMPLETION REPORT

Consuming Taiwan Ba-na-na in Moji: Colonial Nostalgia and Consumption of History in Contemporary Japan

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Supported by the generous research grant, the following major task were conducted and completed for this project:

- 1) surveyed existing scholarship and historical records on the production of banana in Taiwan and the trade to Japan from 1900s to 1960s;
- 2) visited and conducted fieldwork in Mojiko (and Kita-Kyushu), including on-site observation, interview with staff at Mojiko City Government, Tourism Board, and experts on *banana tataki-uri* (Mr. 松永 武); collection of newspapers from the Taishō/early Showa period (*Moji shinbo* 門司新報) and materials concerning local history and tourism promotion;
- 3) collected materials on banana consumption and general food culture in Japan from Meiji to Showa period.

Preliminary findings from this project have been very fruitful, and contributed to five conference papers (3 in English, 1 in Japanese, and 1 in Chinese) presented at international conferences and symposium in Taiwan and Japan in 2015.

Furthermore, result of this project shows that Mojiko's success in consuming its history of banana trade of Taiwan banana and promoting itself (in terms of business and tourism) based on an image of "banana (as in *banana tataki-uri*)" can be attributed to a much larger popular perception and collective memory of "Taiwan banana" in contemporary Japan. Thereby, in the future this project will be further expanded to explore the historical process in which the Japanese public consumed "Taiwan banana", from the 1900s to the present, and the social and cultural significance of this "trans-national" consumption of food.

Publication of the Results of Research Project:

<p>Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)</p> <p>Shichi Mike Lan (Assistant Professor, National Chengchi University, Taiwan) and his collaborator, Hsiang-jung Jenny Chin (Assistant Professor, Fu Jen Catholic University, Taiwan), have made the following presentation:</p> <ol style="list-style-type: none"><p>Date: June 23, 2015 Venue: Academia Sinica, Taipei, Taiwan (*English presentation) Name of Conference: Association for Asian Studies (U.S.A.) AAS-in-Asia Conference: Asia in Motion: Ideas, Institutions, Identities Title of Presentation: Panel: Food in Motion, Identity in Formation: Trans-national Circulation and Consumption of Food between Taiwan and Japan”: organized and chaired by Shichi Mike Lan; this panel consists of two papers related to this project, including: A. “Banana Boom in Taiwan, 1910-1940”; presenter: Wen-chiao Yang (Graduate student and Research Assistant to Professor Shichi Mike Lan, National Chengchi University, Taiwan) B. “Taiwan Ba-na-na in Mojiko: Consuming History in Contemporary Japan”; presenter: Hsiang-jung Jenny Chin</p><p>Date: July 23, 2015 Venue: Centre for Asian Area Studies (アジア地域研究所), Rikkyo University, Tokyo, Japan (*English presentation) Special Invited Talk Title of Presentation: “Taiwan “Ba-na-na” in Contemporary Japan: Trans-national Circulation of Food, Consumption of History, and Construction of Identity” Presenters: Shichi Mike Lan and Hsiang-jung Jenny Chin</p><p>Date: August 29, 2015 Venue: Fu Jen Catholic University, Taiwan (*Chinese presentation) Name of Conference: Title of Presentation: “ Presenter: Shichi Mike Lan Date: October 25, 2015 Venue: National Taiwan University, Taipei, Taiwan (*Japanese presentation) Presenter: Hsiang-jung Jenny Chin</p>
<p>Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)</p> <p>N/A</p>
<p>Book (Publisher and Date of the Book, Title and Author of the Book, etc.)</p> <p>N/A</p>