



Consuming the City

Cultures of Consumption in Latin America

Hybrid Workshop
11. – 12. November 2021

The fires in the Amazon Rainforest in 2019 have drawn worldwide attention to the connection between meat consumption and environmental degradation. For example, a poster entitled «Less meat consumption. More rainforest» designed by Bread for all, Switzerland is currently displayed on numerous billboards in several Swiss cities. On these posters, a cheerful couple is displayed grilling various pieces of meat on a kettle grill. The shadow of the couple clouds the image, because instead of the outlines of the two people, it consists of those of burnt tree trunks – an ominous allusion to the deforestation of the rainforest in other parts of the world. Through the depiction, the leisure and dietary behaviour of Swiss consumers are criticized and associated with the destruction of the American rainforests. Latin America, as numerous scientific studies maintain, has been considered an exporter of raw materials and agricultural products for European, North American and Asian markets. This workshop, by contrast, aims to focus on the role of consumers in Latin America. Given that Latin America is one of the most urbanized regions on earth and at the same time one with the highest social inequality in the world, their consumption opportunities remain an unstudied discipline.



Swiss School of
Latin American Studies



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Bild: „Latin American Shop“,
Marion Penning, 09.12.08