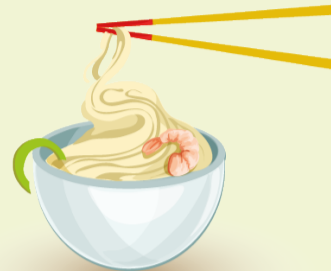




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The Gastronomic Mediator: An Eco-Translatological Analysis of European Food Tourism for the East Asian Market

6 maggio 2026, 8.45

Centro SELISI - Palazzo San Paolo, Aula 10

Speaker: prof. **Sai Hong Li**, University of Sterling

Introduction: Prof. **Linda Rossato**, Ca' Foscari University of Venice

Have you ever wondered how European culinary identities are reshaped for the East Asian market? Gastronomic tourism is booming, yet the way we translate food heritage across cultures remains a mystery to many. This talk investigates how countries like Denmark, Spain, and Germany are “re-encoded” for platforms like TikTok and Little Red Book. We'll move beyond literal translation to explore the role of the “strategic mediator”—the person responsible for making European food cultures resonate within East Asian traditions. Join us for a look at the fascinating intersection of food, culture, and digital discourse.

Centro Interdipartimentale SELISI - Università Ca' Foscari Venezia

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