Peasant Family Happiness 农家乐

Ethnographic film screening followed by discussion with director Dr Jenny Chio

5pm, November 1, 2016 (Tuesday)

Cockcroft Lecture Theatre (in the Cockcroft building in the center of the New Museums site)

Peasant Family Happiness 农家乐 (2013) depicts the everyday experience of “doing tourism” (搞旅游) in two rural ethnic tourism villages in contemporary China: Ping’an in the Guangxi Zhuang Autonomous Region and Upper Jidao in Guizhou province. In these villages, residents negotiate between the day-to-day consequences of tourist arrivals and idealized projections of who they are. Questions of “authenticity” are rendered secondary to, yet not entirely subsumed by, market imperatives. Culture and identity remain important for sustaining community, but in ways that reveal just how much labor goes into creating leisure experiences. The film was produced as part of a larger anthropological research project on tourism, ethnic identity, and rural social transformation in China today. Various scenes, a rough cut, and the final film were screened in both Ping’an and Upper Jidao villages on multiple occasions.

This event is organised by the Dept. of Social Anthropology as part of a visual anthropology class.