

Home as a site and object of consumption

SAN266, 11th week, 2nd May 2019

Group work:

Question: How can house/home be linked with consumption?

Provide three examples

House as a metaphor: folk model of economic behaviour

Gudeman and Rivera. 1990. Conversations in Columbia.

Gudeman. 2001. The anthropology of Economy: community, market and culture

- People everywhere create models directing their economic behavior; these models have a form of a metaphor/cultural idiom.

House model:

- rural Columbia, medieval and early modern Europe
- inward directedness; purpose to reproduce itself as a self-contained entity
- 'Base' – wealth, the basic element of the house; the purpose of the house is to maintain the base, preferable enlarging it; the base can be increased or decreased by the connections with the outside world.

House as a metaphor: folk model of economic behaviour

Miller, Daniel. 1998. *Theory of Shopping*

Shopping as a ritual involves:

- transformation of spending to saving (transcendental transformation) : the inward directedness as in the Gudeman's model
- prax negating discourse – the aim is transcendence – shopping is saving, household is centre

Home as a space of consumption

- capitalist industrialization simultaneously created revolutions in both production and consumption as well as both the factory and the home
- Factory and office as a place of work, home as a place of non-work, domesticity and consumption
- Specificity of housework and its relation to consumption: from 1980's housework is not compatible with lifestyle and leisure of middle classes in Western world

Home as a space of consumption

20th century

- The great shift from the role of the house as a source of moral welfare to the role of the house as a source of physical welfare. This corresponded to a change from the home as a place of beauty to the home as a place of efficiency.
- shift from the inculcation of collective sentiments of good behaviour, honesty and respect for property through drawing room beauty to the efficient production of individual human bodies

If the nineteenth century was the century of the drawing room, the twentieth century was the century of the kitchen



Home as a space of consumption

- If the nineteenth century was the century of the drawing room, the twentieth century was the century of the kitchen
- kitchen as the central room for the production of the healthy individual body; multifunctional kitchen appliances; kitchen as a place of modernity



Home and hygiene: Home as a space where order is established

- Late 19th century: rapid social change; boundaries became uncertain when working-class movement increased in power; bourgeois preoccupation with cleanliness as a way of preordering life
- In 20th century hygiene relate to socialist modernisation>:

Buchli. 1999. Archaeology of socialism



Home as an object of consumption: ownership and appropriation

Miller. 1988. Appropriating the state on the Council Estate. Man 23: 354-372;
Daniel Miller. (ed.) 2001. Home possessions.

- Relation between state, dwelling and person; the role gender
- The role of objects in aesthetic schemes and relations (haunted house)

Alison Clarke – Aesthetics of social aspiration

- Taste preferences– in relation to social aspirations and ideas of idealized future
- Relations and meanings change also because of aesthetic schemes

Sarah Pink. Home Truth

- Zmyslové vnímanie domova. Domov definovaný cez zmyslovú skúsenosť – nielen vizualita, ale všetky zmysly
- Pranie, pračky, vôňa jedla

