Remade China: the Re-Production of Chineseness in a Multi-Cultural Society

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The intensified global interaction and between different ethnic groups creates problems that related to ethnic identification and representation. This video examines the intersection between ethnicity, immigration, food consumption and festival celebrations among overseas Chinese in Toronto, the most ethnically diverse city in the world. By capturing how Chinese immigrants interpret the notion of multicultural and how they mix and match elements from different cultures in their everyday consumption activities, this video aims to provide a better understanding of how members of the Chinese diaspora re-construct and present their cultural identity through the re-production of “Chineseness” in the new “homeland”.

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