



Håkan Jönsson

Associate professor, European Ethnology

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Academic Profile

Ethnology, Food studies and Applied Cultural Analysis. Has conducted research on food, health and consumption with a focus on the gastronomic revolution in Scandinavia since 1980. Teaches classes in Food Studies (Sustainable Eating, Gastronomy) and European Ethnology. One of the initiators of the Master Program in Applied Cultural Analysis. Involved in several applied cultural analysis projects encompassing food concept development, regional foresight and culinary tourism. Works in cross disciplinary projects and collaborations between academia and industry.

Main academic and industrial positions and degrees:

- Phd, European Ethnology (2005)
- Associate professor, European Ethnology (2010-)
- Head of division, European Ethnology, Lund University (2010-2011, co-head 2012-2014)
- Coordinator, Lund University Food Studies (2015-2017) www.lufo.lu.se
- Member of Food Nexus Nordic secretariat (2014-)
- President of the Swedish Meal Academy (2012-2015, member 2005-)
- Co-chair of SIEF International Ethnological Food Research Group (2016-)
- Member of the Management Team, Skane Food Innovation Network (2008-2013)
- Head of operations, Taste of Skåne (2010-2013)
- Secretary of the Scanian Gastronomic Academy (2005-2012, member 2005-)
- Coordinator of the Nordic Interdisciplinary Food Research Network (2007-2015)

Degrees

1. **Bachelors degree** History, Lund University, 2000
2. **Master degree** Ethnology, Lund University, 2000
3. **Doctoral degree** 2005. Discipline: European Ethnology. Title "Mjök – En kulturanalys av mejeridiskens nya ekonomi. Supervisor: Professor Orvar Löfgren
4. **Associate professor, 2010**

Current position: Associate professor, Department of Cultural Sciences, Division of European Ethnology, University of Lund. Researcher, Department of Food Technology, Lund University

Senior lecturer expertise 15 years.

Research Projects

2019-2020 Retail stores as social hubs (ongoing)

2018-2022 (ongoing) NextFood EDUCATING THE NEXT GENERATION OF PROFESSIONALS IN THE AGRIFOOD SYSTEM <https://www.nextfood-project.eu/>

2017-2019 (ongoing) SBFOODINNO. Developing innovation capacity for food SME:s in the South Baltic region <http://sbfoodinno.eu/>

2015-2018 Meals in the Experience Economy. Financed by Riksbankens Jubileumsfond

2015-2017 FoodNexus nordic

2012-2015 When food becomes a reason to go. A study of Culinary Tourism in Sweden.

2008-2011	The gastronomic revolution in Sweden since 1980
2007-2008	Knowledge as a driving force for culinary development? – The effects of Swedish education programs in Culinary arts and science. With Richard Tellström, phd, Dept of Culinary Arts and Sciences, Örebro University
2006-2007	Foresight for the Skane food Innovation Network. With Hans Sarv, adjunct professor, school of engineering, University of Borås
2005-2006	Local gastronomy in a global experience economy.
2004	Food and meal habits at work among people with irregular working hours. Led by professor Anna-Lisa Lindén, department of sociology, Lund University.
2000-2005	Phd-project as a part of the project: Invoking a Transnational Region. An Interdisciplinary Study of the Öresund Region. Led By Professor Orvar Löfgren, Department of European Ethnology, University of Lund and Professor Per-Olof Berg, Copenhagen Business School

Awards and special commissions.

- 2005 Royal Swedish Gustav Adolf Academy for Swedish Folk Culture (Prize for excellent dissertation, 25 000sek) 2005. Gastronomy Academy of Skaneland in association with Sparbanksstiftelsen Färs & Frosta. Annual research prize, 100000sek
- 2011. Nils Karleby's research prize for research on regional culture.
- 2017. Silver medal from the Gastronomic Academy of Sweden for "Exceptional contributions to Swedish food culture".

Selected publications

- Jönsson, Håkan. A food nation without culinary heritage? Gastronationalism in Sweden. *Journal of Gastronomy and Tourism*.
<https://www.ingentaconnect.com/content/cog/gat/2020/00000004/00000004/art00004>
- Jönsson, Håkan. / Tales from the Kitchen Drawers : The micro physics of modernities in Swedish kitchens. In: *Ethnologia Scandinavica*. 2019 ; Vol. 2019, Nr. 1.
<http://gustavadolfsakademien.se/tidskrifter/bok/ethnologia-scandinavica-2019>
- Charatsari, Chrysanthi ; Jönsson, Håkan ; Papadopoulos, Philippos.. / *Looking for the missing link: The multiple meanings of sustainability in agricultural knowledge and information systems*. 2019
https://portal.research.lu.se/portal/files/75622402/Looking_for_the_missing_link.pdf

- Jönsson, Håkan. / Healthy Drinking? Milk, wine and popular nutrition in Sweden. In: *Tradition and Nutritional Science in the Modern Food Chain*. Redaktör / Antonia Matalas ; Patricia Lysaght. Thessaloniki : University of macedonia, 2019.
- Jönsson, Håkan. / Den tänjbara gemenskapen : måltiden som spänningsfält mellan mitt, ditt och vårt. In: *Mitt och ditt: etnologiska perspektiv på ägandets kulturella betydelse*. Redaktör / Karin Salomonsson. Vol. 17 Lund : Lund Studies in Arts and Cultural Sciences, Lunds universitet, 2018. s. 71-90
- Jönsson, Håkan. / One hundred years of solitude and commensality : A study of cooking and meals in Swedish households. In: *Places of food production: Origin, Identity, Imagination*. Redaktör / Silke Bartsch ; Patricia Lysaght. Frankfurt : Peter Lang Publishing Group, 2017. s. 259-272
- Wikström, Solveig ; Jönsson, Håkan ; Decosta, Patrick L Espoir. / A clash of modernities : Developing a new value-based framework to understand the mismatch between production and consumption. I: *Journal of Consumer Culture*. 2016 ; Vol. 16, Nr. 3. s. 824-851.7
- Jönsson, H., Tellström, R. 2018. *Från krog till krog. Svenskt uteätande under 700 år (700 years of eating out in Sweden)*. Stockholm: Natur & Kultur.
- Jönsson, H. 2017. 'One Hundred Years of Solitude and Commensality – A Study of Cooking and Meals in Swedish Households.' In: Lysaght, P. (ed.) *Places of Food Production: Origin, Identity, Imagination*. Heidelberg: Rainer Wild Stiftung.
- Jönsson, H., Ekström K. 2016 *På resa i Matlandet*. Stockholm: Carlssons
- Wikström, S. Jönsson, H, L'Espoir Decosta P. 2016. 'A clash of modernities: Developing a new value-based framework to understand the mismatch between production and consumption' *Journal of Consumer Culture*, 16, 824-851. SAGE Publications
- Jönsson, Håkan 2013. 'Chef Celebrities, food stuff anxieties and (un)happy meals – An introduction to Foodways Redux'. *Ethnologia Europea 2013:2*. Special Issue: Foodways redux. Editors Regina Bendix and Marie Sandberg. Guest editor: Håkan Jönsson.
- Jönsson, H. Dare, R., Knutsson, H. 2013. 'Adding Value in Food Production.' In: Muzzalupo, I. (ed) *Food Industry*. Rijeka: Intech.
- Nordström, K.; Coff, C.; Jönsson, H; Nordenfelt, L. 2013 'Food and health: individual, cultural, or scientific matters?' *Genes and Nutrition* 2013, 1.
- Jönsson, H. 2012. *Den gastronomiska revolutionen (The gastronomic revolution)*. Stockholm: Carlssons.
- Jönsson, H. Ekelund, E. 2011. 'How does Modernity Taste? Tomatoes in the Societal Change from Modernity to Late Modernity' *Culture unbound*. Volume 3, Article 28, 2011 pp 439-454
- Jönsson, H., Frykfors, C-O. 2010. 'Reframing the multilevel triple helix in a regional innovation system: a case of systemic foresight and regimes in renewal of Skåne's food industry' *Technology Analysis & Strategic Management* 2010, 22, 819
- Jönsson, Håkan. / A Land of Milk and Money: The Dairy Counter in an Economy of added Values. I: *Magic, Culture and the New Economy*. Redaktör / Orvar Löfgren ; Robert Willim. Berg Publishers, 2005. s. 105-116
- Jönsson, Håkan. / *Mjölk - en kulturanalys av mejeridiskens nya ekonomi*. Brutus Östlings Bokförlag Symposion, 2005. 231 s. Avhandling.