Creativity in Gastronomy: Create or Die! The Cook’s Dilemma
Véronique CHOSSAT, Christian BARRERE
OMI (E.A. 2065), Université de Reims
veronique.chossat@univ-reims.fr, christian.barrere@gmail.com

Generally speaking the notions of creation and creativity have changed through time: from God’s hand that guided the creative genius of Michel-Angelo and Raphael to the birth of cultural industries and the introduction of rational production methods allowing reproduction as serigraphy for instance.

For about fifteen years cooking and more specifically gastronomy are invaded by discourses related to creativity. Creativity is everywhere: in the ingredients chosen by chefs, in the preparation of dishes, in their name, in their presentation, in the look of the venue, in the location, in the management, and so on. It has been established as a supreme value and then plays a key role to define production in order to justify and incite consumption of gastronomic goods and services. It is however clear that creativity has marked out the history of gastronomy: from quarrels opposing LSR to La Varenne in the 17th century France to the advent of the nouvelle cuisine and more recently to the emergence of Fusion food and of the Slow Food movement, creativity has always played a significant role in the running of the gastronomic market. What is new is the domination of creativity on other inputs.

This paper aims to understand first the reasons of mutations toward more and more creative inputs in gastronomy. Most of the time mutations derive from crises. Is it the case for gastronomy? Then the nature of creativity has to be explored and finally this paper tries to present the principal issues of the advent of the creative dimension of gastronomy. It is clear that creativity alters the running of the gastronomic market. It implies mutations of the actors. Designers, scientists have penetrated in the kitchen to help chefs to develop new ways of cooking, new dishes, new techniques and so on. International luxury groups have also developed their activity in luxury hotels and aim to attract more and more Michelin starred chefs. It implies also a mutation in the experts’ advices who take more and more into account creativity to evaluate chefs. These evolutions tend to re-configure the market for gastronomy toward a new business model.

Keywords: Astronomy, Creativity, Business Model
JEL Codes: Z 11