

Abstract

The thesis presents a view on a group of amateur chefs - the culinary experts- for whom the cooking has become an essential part of their identity. On the basis of the analysis of semistructured interviews and the participating observation the author studies the tricks of creating of identity of the culinary experts and their life-style. Present day liquid modernity and hyper-consumerist society in a way offers the space for paying attention to oneself and for building an own life project. The culinary art has become for some individuals very important hobby, not only because of the fact that through it they can give pleasure to their bodies, but it can also improve their social status. The text shows that the culinary art brings to amateur chefs the possibility to dedicate their life to cooking, regardless the social stratification or economical class they come from. On the other hand, there is a distinctive dimension which shows that merely the consumption of fine food does not make a fine food eater or a fine diner. The group of the culinary experts is building an exceptional social status though distinctive tricks of consumption of so called "good food". This group is not homogenous and it is relatively open to new members who must subsequently prove and demonstrate the expert knowledge of a discourse, their abilities and skills as well as an openness towards new flavours and creativity.

