

This dissertation is based on a research of luxury gastronomy conducted in two luxury restaurants in Prague. The main focus of analysis is on gastronomic experience as an affective commodity and a vehicle of social, economic and political transformation.

The study examines how affect is produced, commodified and how value is generated in luxury “experiential gastronomy.” It also analyzes the role of affect in transformation of individuals, the society, consumption practices, entrepreneurial practices, and labor. It shows how experts on gastronomy educate the public on appropriate consumption practices and eating habits. Eating and dining serve as “technologies of the self” (Rose 2004) through which individual and social health and well-being are achieved. Cultivated affect becomes a vehicle of the “purification from socialism” (Eyal 2003) and also plays an important part on the formation of ethical consumer and citizen (Muehlebach 2011).