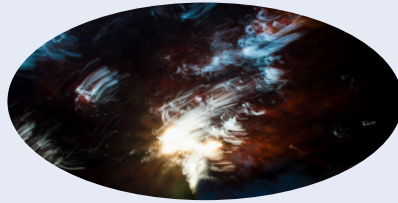




South Asia Forum
Lecture Series
Fall Semester 2019

Everyone is cordially
invited to participate!



All lectures take place at:
Andreasstrasse 15; Room AND 4.06
in coordination with the Social Anthropology
lecture series

29 October 2019

[Alexios Tsigkas \(Universität Zürich, ISEK\)](#)

A Taste of the Market: Discernment, Valuation, and the Making of Ceylon Tea

Why do we like what we like and how might we convincingly account for, and achieve consensus on, matters of taste? How are taste judgments made and shared across disparate and diverse publics? Based on ethnographic research among professional tasters, tea-auction traders, and producers across the Ceylon tea industry this talk will explore how the practice of tea tasting translates sensory input into economic value, transforming the tasted object into a market entity. Troubling the more common association of taste with consumption, I highlight the role of aesthetic judgment in processes of economization and examine the judgment of taste alongside the calculation of price. I'm asking how value is produced through practices of discernment, as well as what can be "known" through the act of tasting: tea itself, in its myriad variations or the "market," a way of codifying the unpredictable flux between supply and demand? In other words, how does taste become an economic fact?