

Anjuna is a small village located in Southern India, in Goa state. In the late 60's of the 20th century this village started its gradual transformation from a calm, fairly secluded fishing and farming village, into a center of mass, global tourism, as well as a destination for thousands of migrant workers from other, less affluent Indian states, as well as neighboring countries. As a consequence of the growing touristic and migrant interest in Anjuna, this locality of circa 10,000 inhabitants (according to the 2011 Census of India) experiences an annual influx of circa 50,000 international visitors during the peak of a tourist season. This massive human mobility is complemented by the mobility of non-human agents, such as: currency, items, food, information, representations, lifestyles, music and technologies. This multicultural masses of people and a variety of cultural content flooding Anjuna every year affect the lives of Goans, transforming their identities, lifestyles and economy.

In the frame of those global flows and their local reception, in notions and practices of Goans, tourists and labour migrants, a unique, complex, multidimensional place identity of Anjuna is created. The project intends to its ethnographic examination and anthropological analysis. The object of study and analysis are images and notions about Anjuna, as well as practices carried out in that locality, which are specific to various groups included in the project. Data gathered during fieldwork facilitates the gradual identification of the main formulas for the symbolic-material construction of Anjuna's identity: building consecutive layers of meaning around it and materially arranging its space as a scene for performing various actions. The inclusion of a wide and varied scope of human imaginaria and actions into the research process allows for the portrayal of Anjuna's dynamics and complexity. Through a series of close-ups, it allows for the presentation of the specific to the locality of Anjuna proliferation of a plethora of diverse dynamic representations and practices, acted out by various actors engaged in the village's functioning.

The fieldwork conducted among human social actors is accompanied by reflection upon the non-human factors which also play a crucial role in the construction of the identity of localities.