

MUSEUM *of* BRANDS

Queen Elizabeth's Platinum Jubilee

Jubilation: 200 Years of Royal Souvenirs from 21 May 2022



A fascinating new display celebrating over 200 years of Royal-inspired packaging and Jubilee souvenirs will open at the Museum of Brands in London's Notting Hill on 21 May 2022. The display will feature products and brands that show how UK consumer culture and Royal history has changed since the Victorian era.

Highlights will include:

- A new display shining a spotlight on some of the weird and wonderful objects that have been designed to commemorate members of the Royal Family and royal events from the past – from a rare 1830s gin flask celebrating Queen Victoria, to a 120-year-old chocolate bar commemorating the coronation of King Edward VII, to a set of the recent 'Platinum Jubbly' crockery – one of 10,000 souvenir items produced in China with a classic Del Boy misspelling of Jubilee.
- Kids go free from June 2 to June 6
- Free discovery trails
- Free activities for families and schools
- Lunchtime and evening talks

Alongside the visual displays, families can get involved by making their own Jubilee-themed bunting and crown, and enjoy two new Jubilee trails for children and adults which call attention to some of the captivating Royal objects of the Museum's collection.

'Please Touch', our free object handling sessions will take place over the Jubilee weekend from Thursday 2 to Monday 6 June. Visitors will have the chance to handle and explore objects from the 1953 coronation and the 1977 Silver Jubilee. **Kids go free on the Jubilee bank holiday weekend** and adult tickets last a whole year.

Schools can also get involved by using the Museum's bespoke project packs to design their own limited edition Jubilee packaging and enter their creations into a competition. The winner will be announced in July and receive a free workshop for their class at the Museum.

Queen Elizabeth II came to the throne in 1952 and her 70-year reign has seen tremendous change. When she came to the throne the USSR remained under the iron grip of Stalin and the death penalty still existed. The space race had not yet begun, and only 14% of households owned a television set – with only one channel – the BBC. Identity cards were compulsory and tea rationing, which was introduced during World War Two, was still in place.

However, like the Queen, many things introduced in 1952 have endured. The much-loved hand puppet Sooty and children's television favourite The Flower Pot Men burst onto our television screens, whilst Surf and Daz detergents hit the increasingly popular supermarket shelves. Agatha Christie's The Mousetrap started its run at the New Ambassadors Theatre* in London, roll-on deodorant was invented and the world's first jet airliner took to our skies with a maiden flight from London to Johannesburg.

The Museum is open daily and is the only one of its kind in the world, celebrating our past through our throwaway heritage with displays of hundreds of products full of memory and meaning. Together they offer us a fascinating insight into how our lives and society have evolved since Victorian times – from the changing role of women to the impact of war and technology; from the passing of the domestic servant to the evolving choice of food and toys, as well as the revolution in shopping habits over the last 200 years.

Kids go free on the Jubilee Bank Holiday weekend and adult admission tickets allow unlimited daytime entry for a whole year and cost £9 for adults / £7 concessions.

The Museum of Brands is open from 10:00 to 18:00 Monday to Saturday and 11:00 to 17:00 on Sundays and Bank Holidays. The Museum is located a short walk from Ladbroke Grove tube station at 111-117 Lancaster Road, W11 1QT.

www.museumofbrands.com. The Museum can be contacted by email at info@museumofbrands.com or by telephone at 020 7243 9611.

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For further information, photographs and media interviews please contact Anna Terry at anna@museumofbrands.com

For press images:

<http://ow.ly/mUn150Io6nK>

Editor's notes

* The Mousetrap ran from 25 November until 23 March 1974 at the New Ambassadors Theatre when it transferred to the larger St Martin's Theatre.

About the Museum of Brands

- The Museum of Brands was established in 1984 and takes visitors on a nostalgic journey through 200 years of social change, consumer culture and lifestyle. It captures enough throwaway consumer material to give an insight into how society has arrived at where it is today and shed light on where it will be tomorrow.
- The Museum displays part of the Robert Opie Collection, which had begun in 1963 when Robert started to save contemporary packaging and advertising. By 1975, the Collection was large enough to have its own exhibition, 'The Pack Age', held at the

V&A; following media and public acclaim, a permanent museum was established in Gloucester. Moving to London in 2005, it is now known as the Museum of Brands.

- The collection comprises over half a million items concentrating on those areas that have transformed daily life – entertainment, travel, leisure, music, fashion, and children’s toys, plus postcards, magazines, wartime ephemera and royal souvenirs. Over 12,000 items are on display.
- The Museum is an independent, educational charity and is funded by income generated through admissions, retail, catering, venue hire and charitable grants and donations.
- Registered Charity No. 1093538