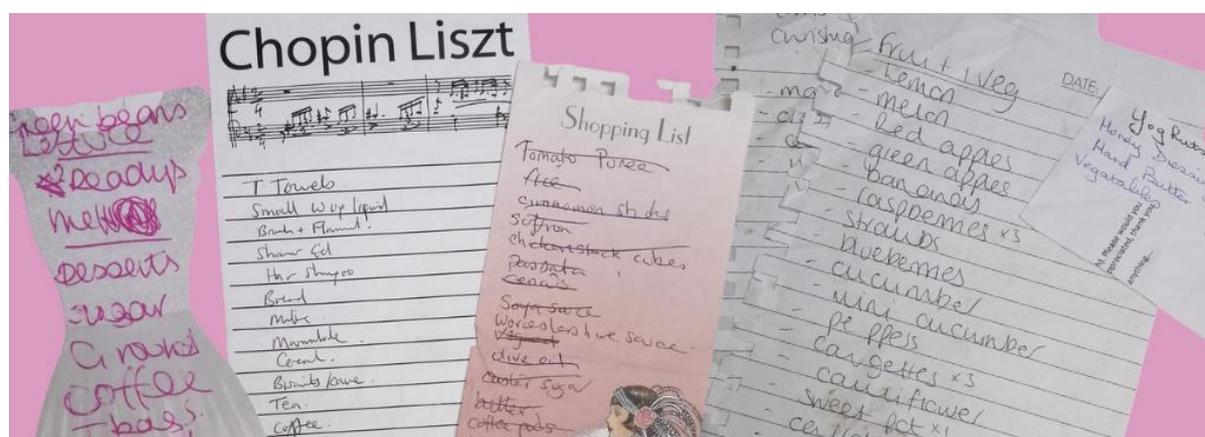


MUSEUM *of* BRANDS

Aide-mémoire: Shopping Lists

New Temporary Display | 8 October 2022 to 31 March 2023



On 8 October 2022, the Museum of Brands in Notting Hill, West London, will open a new temporary display, **Aide-mémoire: Shopping Lists**.

The new display is an intimate look at our consumer habits in the 21st century. Each list gives a personal insight into trends and tastes, the continuing popularity of old favourites, the mundane and the downright bizarre. From the spelling and handwriting to the paper they are written on and the order they are written in, the lists expose people's choices, their habits, their celebrations, and the things they find important. They show a snapshot of everyday domesticity in 21st century England and share a glimpse into a person's life through the items we buy and the little notes we leave to ourselves.

Alongside the exhibition the Museum will include brand new interactive activities for pre-school children where they can make their own shopping list and find the items to fill their basket.

Did you know that shopping lists have been around since Ancient Mesopotamian times? Or that the Greeks and Romans used to write shopping lists on wooden tablets? Even the famous sculptor and painter Michelangelo wrote shopping lists – he would draw each item on his list to aid his illiterate servant. Shopping lists are universal and almost everyone has written one at some point, whether on a piece of paper, a used envelope or as a note on their phone.

This collection of over 200 discarded shopping lists has been compiled since 2016 by collector Lucy Ireland Gray in the town of Bishop's Stortford, Hertfordshire. Since then, friends and family have donated lists from around the globe – although the collecting stalled slightly during

the national lockdowns when supermarket cleanliness went into overdrive and Lucy was reluctant to collect any discarded lists.

What makes the shopping lists so special is not so much the content, but how they are written, what they are written on, and personal notes sent to the shopper. Reading them is an intimate and emotional insight into the person behind the list. But with the rise in digital, and many people opting to write shopping lists on their phone, will the physical shopping list soon die out?

The collection will be displayed at the Museum of Brands from 8 October 2022 until 31 March 2023.

Curator Amy Dobson said: “Shopping lists aren’t usually something you’d think of as emotive, but our new display is one that makes you stop and think. Each list tells its own unique story – reading them feels private and special – and also a little bit nosy! Through the collection of people’s shopping lists we can see popular favourites and brands that are mentioned again and again like Philadelphia, Weetabix and Dove. They can provide an interesting look into our shopping habits and each one tells so much about the person behind the list.”

Lucy Ireland Gray said: “I’m not sure what made me pick up that first list. The little note and doodle scribbled on the corner of the envelope on which the list was written caught my eye - indeed the doodle was an eye. It wasn’t written by the person who made the list, but by the person who wrote the letter to the person who made the list, who then used the envelope for the list itself. It’s a convoluted train of thought but picking up that first list created a story in my mind. And the story wasn’t just about shopping. It was about someone’s life. And that was the beauty of it.”

ENDS

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 look at 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.

Adult admission cost £9 for adults / £7 concessions / £5 children

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.

Contact email info@museumofbrands.com or telephone 020 7243 9611.

For further information, photographs and media interviews please contact Amy Dobson at amy.dobson@museumofbrands.com

For press images:

<https://www.dropbox.com/sh/89xwnu67c2dkb5i/AACRmBeC3VYSWd8LzrnbC91ma?dl=0>

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 consumer material to show 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 began 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