

MUSEUM *of* BRANDS

New Display: Woven Cities 19 November 2022 to 5 February 2023

- The unveiling of London's Woven Crest
- Visitors will collectively create an additional London crest



This winter, the Museum of Brands in Notting Hill, West London is partnering with Holland-based designers 75B, to exhibit a series of 'City Crest' tapestries. 75B produce beautifully designed woven 'City Crests', to celebrate cities from around the world. Woven at the internationally renowned Textile Museum in Tilburg, the tapestries portray popular brands and icons that are ingrained in daily life.

From 19 November, visit the Woven Cities display to see the brand-new London Woven Crest, alongside the crests from Amsterdam and Rome. Shown for the first time, the London tapestry includes the Sex Pistols, Unilever, Bowie, and Paddington Bear. The other Western European tapestries feature tributes to everything from ARTIS Zoo and Anne Frank to Fendi and the Museo MAXXI.

It is impossible to include everything that resonates with Londoners on one tapestry. We therefore invite guests to get creative and draw their own Crest, which will be shared through social media channels.

Visitors will be able to see the display after their journey through the Time Tunnel, a time capsule of branded household groceries, magazines, toys, fashion, technological advances and changing marketing trends over the past 200 years. The tapestries are a perfect addition for overseas visitors, and for locals who have settled in London and are missing a piece of home.

75B partnered with the Museum of Brands to celebrate the value of branding and show how society functions through symbolism. Our mission is to preserve, present and record the brands and packaging that make up everyday life, the story of which is told through the 14,000 original items on display.

Rens Muis, from 75B says "A well-designed logo is one of the most important things for good branding: it needs to be outstanding and visually readable even if you're not the target group"

Museum Curator, Amy Dobson, says: “Cities have their own unique identities that are reflected in their visual culture, through the familiar everyday logos and symbols that surround us. We are delighted to be the chosen partner to unveil the new London tapestry!”

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 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.

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

For further information, photographs and media interviews please contact Natasha Facey at natasha@museumofbrands.com

<https://www.dropbox.com/scl/fo/o67e3jo74k7n54e4ysr9s/h?dl=0&rlkey=jynyi790pstz7bu7ctusklmww>

About 75B

- The creative firm was founded in 1997 in Rotterdam at the Willem de Kooning Academy of Arts.
- The firm is currently managed by Rens Muis (1974) and Pieter Vos (1971) out of an old Post Office in the Centre of Rotterdam, assisted by four designers. They partly work for clients and partly on autonomous projects.
- Designers of many renowned Dutch (cultural) brands, International Film Festival Rotterdam, Mondrian Fund, Ro Theatre, Metropolis M, Van Abbemuseum, TENT, Now&Wow, Susan Bijl.
- Since 2001, 75B have been making city crests, including the one for Rotterdam, the cultural capital of Europe.
- Recently, an exhibition displayed the series of five tapestries in Italy, at Salone Del Mobile Milano. The tapestries on display were Napoli, Palermo, Roma, Torino, Milano
- 75b exhibit, work and have taught all over the world.
- The creative firm, which has a personal love for London, creates quirky self-willed, bold, tongue-in-cheek designs and self-initiated projects which show their fetish and obsession for the language of signs, logos, symbols and icons.

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