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# MUSEUM *of* BRANDS

## Toys, Tech and Tamagotchis: Christmas Bestsellers of the 20th Century New display to open at London's Museum of Brands November 25 – January 6, 2023

A new display featuring the top-selling Christmas toys of the 20<sup>th</sup> Century is to go on show at the Museum of Brands. **Toys, Tech and Tamagotchis** will open on November 25, running until January 6, 2023.

The display will look at the most exciting new toys to come to the market throughout the 20<sup>th</sup> Century – those at the top of every child's Christmas list. It will also comment on returning trends and popularities such as the Furby, Barbie, Lego and Rubik's, which have ranked high on the top selling toys lists on many occasions throughout the last few decades.

The theme of nostalgia runs throughout the display, giving visitors the opportunity to reminisce about Christmas's past in a light-hearted manner.

Star objects in the new display will include top Christmas toys of each decade.

1970s - Star Wars (Kenner action figures) and Simon  
1980s - The Rubik's Cube and Atari Video Computer System.  
1990s - Tamagotchi and Furby  
2000s - Bratz and Toy Story  
2010s - Disney's Frozen and L.O.L. Surprise! Dolls

Further back in time, there are toy classics such as the Hornby Train set, Mattel's Barbie and Transformers.

Amy Dobson, Museum curator says, "Our new temporary display features some childhood classics that have featured on children's wish lists time and time again. We're putting the spotlight on some of the top toys of the 20<sup>th</sup> century that are bound to bring back some memories!"

There will also be special Christmas activities for children, including make-and-take activities such as snowflake making and colouring pages.

### **New audio installation for the Time Tunnel.**

A new audio installation for the Museum's Time Tunnel will also be opening in November, bringing to life the objects on display and highlighting historic moments of significance through sound – including audio of the Queen's Coronation, the moon landing, and the launch of the BBC to the hit records of each decade.

The Museum of Brands provides a fascinating insight into how everyday lives have changed over the past 200 years through the evolution of consumer brands. Through exhibits showcasing historic and contemporary household packaging, toys, magazines, newspapers, technology, travel, fashion and design, a fascinating picture emerges, creating a visually stimulating and thought-provoking experience, and for many an emotional and nostalgic reunion with their past. The museum has over 14,000 items of daily life on show, spanning 200 years of British consumer culture.

The centrepiece of the Museum is its Time Tunnel, which transports visitors through wars and coronations, changing fads and fashions, the coming of cinema, radio and television, the dramatic rise of branding and marketing, the spread of cheaper travel, the evolution of magazines and newspapers, and an endless stream of innovations that have made things more convenient for millions.

Living Brands is generously funded by City Bridge Trust, Garfield Weston Foundation, Linbury Trust and the National Lottery Community Fund.

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](http://www.museumofbrands.com).

Contact email [info@museumofbrands.com](mailto:info@museumofbrands.com) or telephone 020 7243 9611.

Press Images:

<https://www.dropbox.com/scl/fo/df4oc3k4jln602fux8g3h/h?dl=0&rlkey=wa49z2qaf3msamxhbwdy36qfq>.

**For media enquiries, curator interviews and images contact Pandora George at Bullet PR [pandora@bulletpr.co.uk](mailto:pandora@bulletpr.co.uk) 07729 469220**

### **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