

MUSEUM *of* BRANDS

Chronologies: A Visual History of Brand Evolution

Re-launched display at London's Museum of Brands

12 April 2024 - 31 October 2024

The Museum of Brands in London is proudly re-launching over 80 Brand Histories, revealing the decade-to-decade evolution of today's most iconic brands including Cadbury's Milk Tray, Bisto, HP Sauce, Ovaltine and many more. Previously a very popular display at our previous location in Colville Mews, the Brand Histories are back for the first time since 2015.

By looking at case studies of specific brands over time, it is possible to examine how the packaging has changed in response to the needs and concerns of consumers, businesses and wider society. Little changes, which may go unnoticed at the time, become large changes over a number of years - visitors may be surprised by designs they haven't seen for a long time. This is where you're most likely to see something which is recognisable across generations and sparks a clear memory of the past and its contrast with the present.

Many brands started life with the name of a man, like Mr Colman's Mustard, but as the number of products grew, companies needed to find new names to describe their products. The advent of the self-service supermarket meant brands had to work harder to stand out on the shelf to attract the attention of shoppers. The packaging on display shows how the colour, shape, material and labelling of a product can be used as brand signals in a crowded marketplace. Several of the household brands on display, like PG Tips, have changed their packaging many times, whereas others, like Heinz, remain largely fixed, maintaining a consistent brand identity. Shoppers generally make connections with brands and have the packaging in their memories, making rebranding a huge risk.

Highlights include:

Marmite from 1930 to today, including the extremely quotable 'Love it or Hate it' slogan

Brasso, one of the longest unchanging brand timelines between 1905 and 2000

Lyle's Golden Syrup, including the most recent edition without the dead lion logo

Limited editions also feature, like Paul Smith HP Sauce, Andy Warhol and Paul and Joe's Perrier label designs, Marmite Special Editions and festive Twiglets.

Museum Founder, Robert Opie, says, *"It has been like fitting together a giant jigsaw puzzle. As today's designs join together with the old, so the understanding of this forgotten history is revealed. My first exhibition, 'The Pack Age', was held at the V&A in 1975. Visitors were enthralled as childhood memories were triggered by the sight of Fry's chocolate, Smith's crisps, an Oxo tin, or the sight of Tide washing powder. Many of these feature in my 22 books, the latest being on graphic design.*

The quest continues. I may have the first Mars bar wrapper from 1932, but I can't find a Spam can from the 1940s."

Museum Curator, Alice Kain, says *"We're thrilled to have the Brand Histories fully restored to the Museum's exhibition space. Several of the new timelines on display have not been seen since the Museum's relocation and it's wonderful to have them back on view for visitors to enjoy. The new timelines also include related adverts, limited editions, and other branded items which really help to bring to life the history of each brand."*

ENDS

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.

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For press images click here:

<https://www.dropbox.com/scl/fo/d6rl2jywduldmjy0tqp0i/h?rlkey=z4kjqbo1n34csc8clrtpo4ung&dl=0>

About the Museum of Brands

The Museum of Brands was established in 1984 by consumer historian, Robert Opie. For the past 60 years, Robert has saved the contemporary packaging for many of our favourite brands. In 1970 his vision focused on how to discover the earlier story back to the Victorian era. To his amazement he found that it was possible to find examples of their throwaway world - jam jars, paste pots, sauce bottles, salt tins, soap packets and so on.

The Museum offers an emotional and nostalgic connection to British lifestyle and culture through the Time Tunnel, temporary displays, activities and talks. Starting before the Victorian era, it spans decade by decade over 200 years of British consumer culture, showcasing historic and contemporary household packaging, toys, magazines, wartime ephemera, technology, travel, fashion and royal souvenirs, offering visitors a chance to discover changing design, branding and packaging trends.

The Museum is an independent educational charity that has an outstanding learning department which reaches 10,000+ individuals each year, offering interactive workshops, activities, and resources for learners of all ages. The Museum hosts external events, consisting of over 150 hires per year for a range of companies, from household names to leading national charities.

Living Brands is a three-year multi-sensory outreach programme for people living with dementia and their carers and families, designed to encourage reminiscing through creative activities and narratives. The programme is generously funded by the National Lottery Community Fund, Linbury Trust, Garfield Weston Foundation and City Bridge Trust. The Museum of Brands is funded by income generated through admissions, retail, learning, venue hire, charitable grants and donations.