

Carey Bennett “Memory and Remedy”

New display to open at London’s Museum of Brands

7 June 2024 – 19 October 2024

A new exhibition featuring the screen-prints of British artist, Carey Bennett, is to go on display at the Museum of Brands. “Memory and Remedy” will open on 7 June 2024, running until 19 October 2024.

London-based multidisciplinary artist Carey Bennett depicts vivid recollections of everyday brands through the method of screen-printing. Starting her career as an illustrator, Bennett’s work is recognised for its bold colour palette and integrated typography. Drawing clients from TV, publishing, advertising, and design, she has been commissioned by companies such as MTV, Absolut Vodka, National Lotto and Volvo.

The Museum of Brands provides an evocative insight into how everyday lives have changed over the past 200 years through the development of consumer brands. With Cadbury’s and Colman’s Mustard rubbing shoulders since the mid-Victorian era, many histories can be followed through our permanent “Time Tunnel” exhibition. Several of the heritage brands which Bennett has selected for her prints, such as Lucozade, Guinness and Rose’s Lime Cordial, are represented in the Brand Histories exhibition running concurrently in the Museum’s Branding Hall space.

Carey Bennett’s work closely relates to the Museum of Brands’ ‘Living Brands’ programme, which uses everyday heritage products as memory aids for those who are living with dementia. The project reached over 86,000 people in the first two years through creative reminiscence and at-home resources, establishing nostalgia as an emotional prompt for improved wellbeing.

Bennett’s relationship with nostalgia is both visual and intergenerational. The printed objects are inspired by her personal associations with childhood sickness and at home remedies given by her parents. Each product represented illustrates a snapshot, commemorating the mundane and celebrating the small moments of life. Now, as both her parents have dementia, the caregiving roles are reversed but the objects continue to be remedial to their relationship, even as the brands evolve. The exploration of memory manifests through the screen-printing process, echoing the glitches and degeneration of thoughts, evolving with each iteration. However, their medium still celebrates the importance of both consistency and change in relationships – through vibrant shades of cyan and meticulous texture they are representative of both loss and revival.

Carey Bennett:

“Memory and Remedy” offers an exploration of the impact of dementia by visualising the concept of how it might feel to lose grasp on lucidity. Using the subject matter of consumer brands in our daily lives, the exhibition seeks to celebrate the mundane while inviting viewers to reflect on the interconnectedness of memory, loss, and the resilience of the human spirit.

Flo Unwin, Living Brands Development Assistant:

Not only does Carey's subject matter strike to the core of what we aim to achieve with our project, but the pieces themselves are a beautiful and evocative exhibition that can appeal to all visitors. The artistic narrative of "Memory and Remedy" will offer visitors a chance to reframe their own understanding of the collection. While products evolve, their status as household brands and associated memories remain, ready to be shared with many more generations to come.

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](#)

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 [N1] 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.