

# Accessible Guide to The Museum of Brands

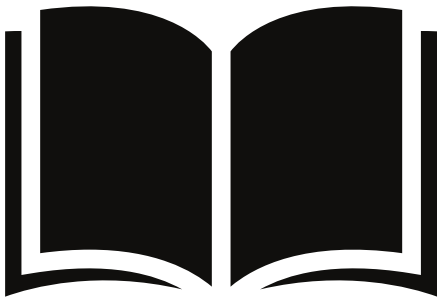


## Easy Read Summary

# Summary



Museum of Brands is a museum where you can see famous British brands and everyday objects.



We have made this guide to tell you about why the Museum of Brands is important and what your Museum trip might look like



This easy read guide is split into 3 sections:

**About the Museum**

**What is at the Museum**

**How to Visit the Museum**

# About the Museum



## **What is a museum?**

A museum is a building where you can see objects from history, science and art.

Our Museum is called The Museum of Brands

## **What is the Museum of Brands?**

The Museum was founded by a man called Robert Opie. He started collecting objects everyone would use:

- Food packaging
- Toys and Games
- Magazines and Comics
- Technology



## Why did Robert Opie collect these items?

When people think about history they often think of big events like wars.

However, history is also made from the everyday experiences of normal people.



An example of this is what we eat for breakfast. This is a small event, but also a part of history.

In the Museum, someone who visits might see and remember what they ate for breakfast as a child in the same package from their childhood.

This memory can be called nostalgia.



### **When are these objects from?**

The objects date from the Victorian era to the present day



### **How are these objects shown?**

We show the objects behind glass to protect them.



### **What else does the Museum do?**

The Museum of Brands is a charity because we care for the objects and teach people about them. We work with schools, local people and volunteers who help us open the Museum to all.

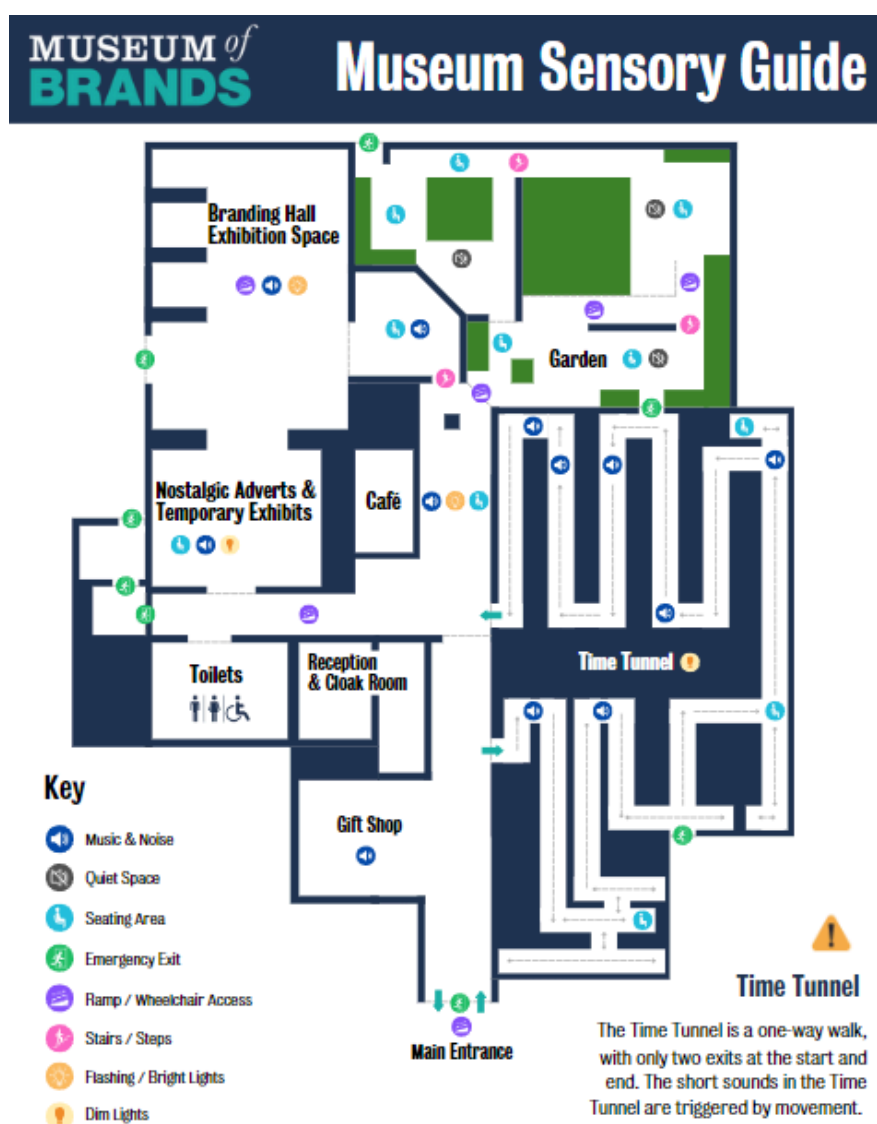
# What is at the Museum?

## Museum Map:

This is our Museum Sensory Map.

You can find a larger Sensory Map and our Sensory Guide on our [Accessibility Page](#).

We will tell you about each of these areas on the next two pages.





# What is at the Museum?



## Reception

At Reception, you can buy your ticket. The person at the front desk will tell you about the Museum. You can ask them any questions.



## Time Tunnel

The Time Tunnel is a display of objects in glass cases that are shown in a one-way path. They are shown in order from old to new. There is dim lighting and some areas where sound is playing. There is an entrance and exit but no other exit points in between.



## Branding Hall

In the first room is a TV playing old adverts. The second room is a big hall with bright lighting. You can see different versions of the same brand object here.

# What is at the Museum?



## Cafe

You can buy food and drinks here. There are tables and chairs. Sometimes there is music and sounds of coffee machines and people talking.



## Garden

You can get to the garden from the Cafe. It has seating. It is a Memorial Garden so usually quiet.



## Gift Shop

The Gift Shop is by Reception and the Front Door. You can shop here for lots of items:

- Toys and Jigsaws
- Books and Posters
- Sweets and Stationery



# What is at the Museum?

## Other Useful Information

Here are some other helpful things you can use to make your Museum visit better:



### **Guide Dogs:**

You can bring a Guide Dog.



### **Wheelchair:**

You can borrow a wheelchair.



### **Step Free:**

Our Museum is step-free and wheelchair accessible.



### **Cloakroom:**

You can put your bag and coat here.



### **Photography:**

You can take photos only with the flash turned off.



### **Folding Chair:**

You can borrow a folding chair and take it around the Museum with you.



**We are also a Dementia Friendly Venue**

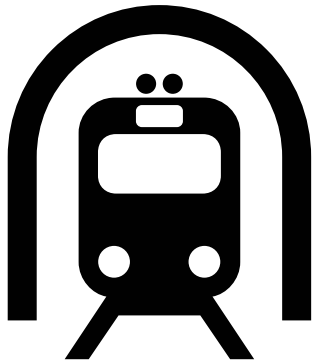
# How to Visit the Museum



## Where is the Museum?

The Museum of Brands is at this address:

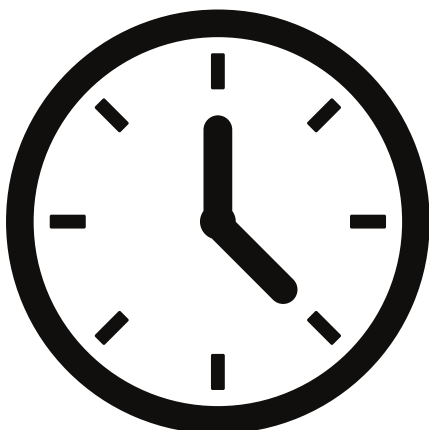
111-117 Lancaster Road London  
W11 1QT



## How do I get there?

You can get to the Museum on the circle line to Ladbroke Grove or central line to Notting Hill Gate.

There are also buses.



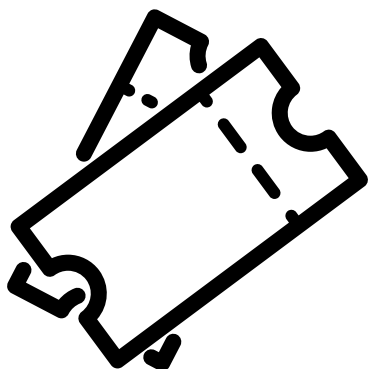
## When is the Museum open?

You can visit from:

10am - 5pm on Monday to  
Saturday

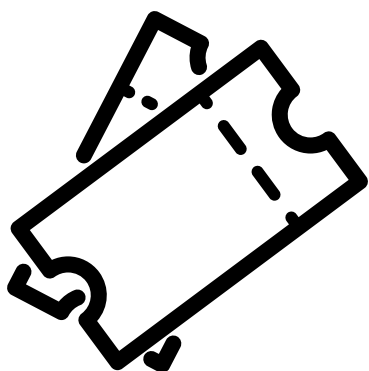
11am - 5pm on Sundays

# How to Visit the Museum



## **Buying a ticket online:**

You will need to buy a general Museum ticket. You can buy a ticket before visiting on our [Museum Website](#).



## **Buying a ticket in person:**

You can also buy a ticket at Reception when you arrive for your visit. The person behind our Reception desk will tell you the amount to pay and give you a receipt.

You can pay for your ticket with a card. You cannot pay with cash at the Museum.

# How to Vist the Museum



## **Ticket Prices:**

Our tickets cost:

£11.50 for adults (26-59)

£8.50 for disability, 60+ and  
young people (17-25)

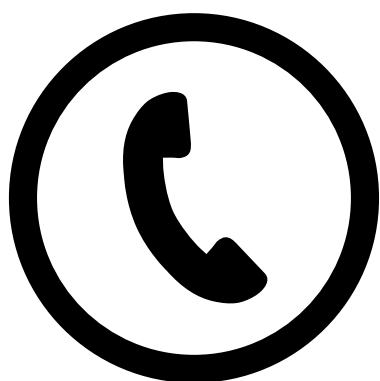
£6.50 for children (7-16)

Free for children under 7 or  
carers



## **Is the Museum always the same?**

Our Time Tunnel is always the same. Sometimes we have special shows and kids activities which you can read about [here](#).



## **Who can I contact with more questions?**

You can ring us or email us:

020 7243 9611

[info@museumofbrands.com](mailto:info@museumofbrands.com)