

Student Group Information

The Museum of Brands, Packaging and Advertising
Notting Hill. London

2011/2012

GCSE, A-level, BTEC and HE/FE

“The students found it particularly interesting to see the evolution of famous brands such as Coca-Cola.” Social Activities coordinator from Language in London

“Unlike other museums, the museum is nestled into one of London’s coolest enclaves, providing students with exposure to marketing both inside and outside the museum.” Middlesex University, Marketing & Enterprise Department

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1. About the collection

Featuring over 12,000 original items from the Robert Opie Collection, the Museum of Brands, Packaging and Advertising, located just off the famous Portobello Road in Notting Hill, is a recent addition to the museums in London.

The history of consumer culture is revealed through household products and shopping basket favourites in our 'time tunnel', which charts a nostalgic journey from Victorian times to the present day. Discover how well-loved brands evolved through the creative use of packaging and advertising, and how we evolved with them.

As well as the permanent collection, the museum presents temporary exhibitions. Currently you can see Royal Wedding Souvenirs, Packaging a Sustainable Future, and Waste Not, Want Not.

2. Planning your group visit

How make a booking

Please contact Karin or Anna over the phone on +44 (0)20 7908 0880 or email karin@museumofbrands.com or anna@museumofbrands.com. Please provide us with the date and time you would like to visit, number of students and staff and your university or school name.

Free students worksheets

To make the most of your visit, you can use the free worksheets which are aimed at HE/FE, however they are also suitable for Visual Communication, Art & Design, GCSE, A-level and BTEC. They'll guide the students throughout the museum with questions and activities.

Worksheets available:

- Branding
- Graphic Design
- Marketing
- Media Studies
- Business Studies
- Advertising
- Packaging

- Business Marketing
- Communication Strategy
- Art & Design
- Overseas (EFI)

To download these click on links above or go to the education section on the website.
<http://www.museumofbrands.com/education.html>

Note: There are no guided tours.

Recommended visit time:

We recommend about 60 minutes so that you and your students can get the most out of your visit. Because many of our visitors like to take their time to explore the items on display in the time tunnel, we advise that groups larger than 50 are divided in two groups. One group can browse the shop and start working on the worksheets while the other group explores the first half of the museum. This will allow enough time and space for the students to see as much as possible.

Access:

The museum has wheel chair access and a disabled toilet.

Opening times:

Tues-Sat 10.00:18.00, Sun 11.00:17.00

Closed Mondays except Bank Holidays

Last entry is 45 minutes before closing

Closed Christmas Day, Boxing Day, New Year's Day, Notting Hill Carnival (Last week end in August).

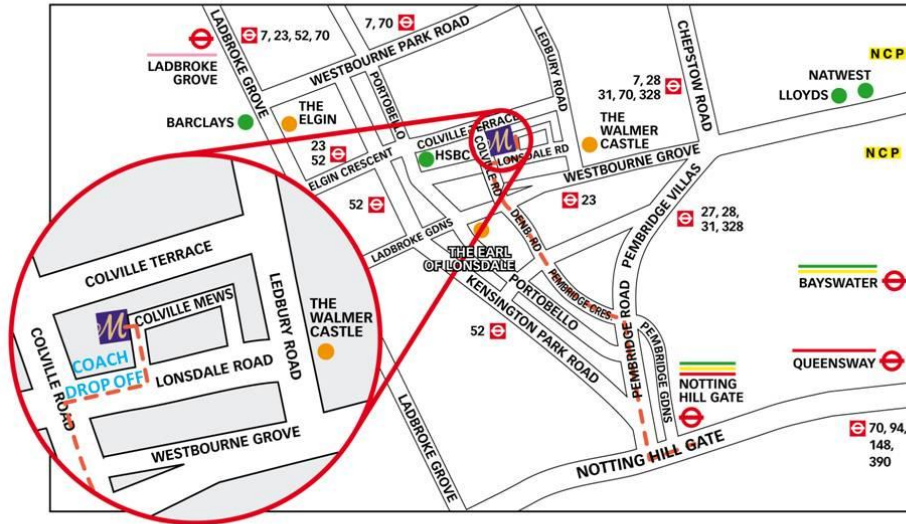
Coach drop off and parking: Coaches can drop off outside Colville School on Lonsdale Road, just a minute walk from the Museum. The nearest coach park is in Kensington Gardens.

TUBE: Notting Hill Gate, also nearby Westbourne Park and Ladbrooke Grove

Bus: 23, also near 7, 28, 31, 36, 52, 70, 238

ADDRESS: 2 Colville Mews, Lonsdale Road, Notting Hill, London, W11 2AR

Tel: +44 (0)20 7908 0880



3. Prices and deals for students

	Individual	Group (more than 10)
Adult	£6.50	£5.85
Student	£4	£3.60
Children (7-16)	£2.25	£2

Free admission:

Free admission is given for coach drivers when bringing a group of 30 people or more.