

# Teachers Resources

## Shopping/Food in the Time Tunnel

### Introduction

The Time Tunnel is designed chronologically, starting in the Victorian Era to the present day (your students will recognise the brands, such as 'Frozen' merchandise, in this section!). Along with some donations from the public, Robert Opie is the sole collector of all the items in the museum. He started collecting when he was 6 years old, and decided 10 years after that he would specialise in collecting packaging.

*This resource encourages students to think about brands not solely during their visit. We encourage students to ask questions and reflect upon the changes in packaging throughout the tunnel.*

### Health and Safety

- No running, stay together in a group.
- Glass in front of all the packaging, so careful not to bang heads or lean against the glass.
- Fire evacuation routes will be pointed out by a member of staff.

### Pre-visit Activities

- Children could look inside their lunchbox – what brands can you find there? (e.g. Walkers crisps, Hartley's jam in sandwich and a Tesco apple).
- Ask students to help you make a big picture of a picnic with all the different brands they have in their lunchboxes.

### Time Tunnel Tour

*This tour will help you find key objects and help you to encourage thought and discussion. However, it is not a fixed plan – be guided by what your students find interesting!*

1. **Intro** to the children before entering
  - a. Robert Opie started collecting (stamps, coins) when he was just 6 years old! His family also collected children's books, and the items filled his house to the brim. (Do you collect anything? Imagine how long it took to collect this many items).
  - b. We are now going to go back 150 years to the Victorian Era, and see the sorts of things they were eating and buying. (Do you think it will be very different to today?)
2. **Victorian:** Liquorice All Sorts. Has anyone tried these before? The brand is 150 years old! They were created when different sweets were knocked over and then mixed together.
3. **Edwardian:** Lazenby's picture. Can you recognise any food in this picture?
4. **1910's and 1920's:** Look at the wall of tins and the patterns on them. Do we have packaging like this now? Which one is your favourite?
5. **1930's:** Look at the chocolate bars in the corner of the cabinet – do you recognise any of the brands? (e.g. snickers, crunchie, mars)
6. **1940's:** WW2. The tins on this shelf have very small labels. This is because during the war England could not afford expensive packaging.
7. **1950's:** Fridge. Have a peek inside the fridge. Can you see any familiar foods?



THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

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

Tuesday – Saturday 10am – 6pm

Sunday 11am – 5pm

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8. **1960's:** We are starting to see more familiar packaging (e.g. screw tops and ring pulls and bright colours). Look at the Frosties packet – do you recognise the tiger?
9. **1970's:** Can you spot the shelf of canned drinks? Which ones do we not have today?
10. **1980's:** Microwaves. This meant people found it was quicker and easier to cook food.
11. **1990's:** You will start to recognise more brands now. Can you find the M&M toy?
12. **2000's:** What is your favourite food in this section? Do you prefer it to any of the other, older food and sweets we have seen earlier in the time tunnel?

### Follow-up Activities

- Look at this list of sweets – would Victorian children have eaten this food like we do now?
  - o Liquorice All Sorts (yes)
  - o Cadbury's chocolate bar (no)
  - o Haribo (no)
- Ask the children to see how many brands from the time tunnel they can remember – ask them to draw their favourite food.

*Don't forget to tweet [@museumofbrands](https://twitter.com/museumofbrands) with any pictures!*