



***FOOD: Transforming the American Table 1950-2000***, is a 3,800-square-foot exhibition in production at the Smithsonian’s National Museum of American History. Scheduled to open to the public Nov. 20, the exhibition—a creative blend of objects, graphics, video and an interactive, communal table—will be on view for a minimum of two years in the East Wing, on the first floor. ***FOOD***, like history, is about change. The exhibition explores some of the big changes in food and eating in America between 1950 and 2000 and examines the forces and factors that influenced those transformations.

## **OBJECTS BY SECTION**

### **“Julia Child’s kitchen”**

FOOD will feature one of the Smithsonian’s most popular artifacts—**Julia Child’s kitchen** from her Cambridge, Mass., home. This is the kitchen where Child, the legendary cookbook author and first star of food TV, cooked for her family and friends, as well as for millions of viewers who tuned in to her three cooking shows that were taped in the kitchen in the 1990s. The exhibition will place Julia Child’s kitchen within the context of the last half of the 20th century, blending her impact on American culinary history with other significant strands of food history.

In addition to the hundreds of objects on view in Julia Child’s kitchen, and on the wall of copper pots, the following objects are on display in this section of the exhibition:

- Diploma from the Cordon Bleu, 1951
- Signal mirror from World War II
- Badge, “des Trois Gourmandes,” 1950s
- *Mastering the Art of French Cooking*, 1961
- *The I Hate to Cook Book*, 1960
- Television props—French signs, blow torch, “fright” knife
- Emmy Award nomination letter, 1966
- Emmy Award, 1996
- Emeril Lagasse’s chef jacket, 1990
- “New” *New Orleans Cooking*, 1993

### **“New & Improved!”**

A large section of ***FOOD***, “**New and Improved!**” explores some of the major changes in food production, distribution, preparation and consumption in America since the 1950s. Stories include the rise of large-scale, centralized production of lettuce in California; the growth and expansion of manufactured “convenience” foods; the expansion of supermarkets and global distribution systems; innovations in food preparation including the microwave oven; and the rise in snacking, drive-thru and on-the-go eating.

### “A System for Abundance,” Field Work story

- Lettuce hump from the fields around Salinas, California, 1960s
- El Cortito, short-handled hoe, 1960s
- Hat worn by a Bracero working in California, 1959
- United Farm Workers poster, 1971

### “Innovating and Automating”

- Krispy Kreme doughnut machine, the Ring King, Jr., 1950
- Carrot stick slicing machine, 1959
- Frozen orange juice can, about 1955
- Tupperware juice mixer, 1956
- Minute Maid souvenir orange, 1964

### “A Revolution in Food Shopping”

- Telescoping shopping carts, 1949
- Flier for telescoping shopping carts, 1950
- Costco warehouse shopping cart, 2011

### “Help for the Home Cook”

- “Pillsbury Busy Lady Bake-Off Recipes” booklet, 1966

### “Cook Today Tomorrow’s Way”

- Swanson’s TV dinner tray, 1954
- Ad for TV dinners, 1954
- Ad for international TV dinners, 1968
- TV trays with 1960s design
- Tappan Microwave oven, 1955
- JC Penney Microwave oven, 1976
- *Microwave Oven Cookbook*, 1976
- *Microwave Gourmet* cookbook, 1989
- Microwave bacon/meat rack
- Microwave turntable
- Microwave egg cooker

### “New Materials, New Tools”

- Veg-O-Matic, 1963
- Corning Ware casserole dish, 1965
- Teflon coated Bundt pan, about 1964
- Electric can opener, 1970
- Rival crock-pot, 1975
- George Foreman grill, 1995
- Good Grips tools, 1995

### “Fritos” story

- Fritos kid figure, (loan), 1952
- Corn-shell shaper and fryer, 1955–58
- Cactus-themed chip and dip set, 1960s

### “Snack Engineering”

- Pringles can, late 1960s
- Diet soda cans, about 1970
- Cheez Whiz booklet, 1954
- Gatorade can, 1969

### “Super Snack Bowl” story

- Football snack bowl, 1990s

### “Food on the Go”

- Early bird and night owl figures, 7-11
- Slurpee Superhero cups, 1975
- Patented plastic coffee cup lids
- Glove box door with cup rings, 1962
- “Easy Rider” travel mugs, 1983
- Adjustable auto cup holder, 1990s
- Lap mats from In N’ Out Burger, 1976, 1986, 1988
- Speaker box panel and menu board, Jack in the Box, 1960s
- Fast-food sauce dispenser and fry scoop, 1990s
- On-the-go packaging, pre-1990s

### **“Resetting the Table”**

Resetting the Table looks at how shifts in gender roles, working patterns and social, political and cultural movements helped transform the American table. Stories here include the influence of postwar immigrants and migrants on the introduction of new foods and flavors from Asia, Africa, the Middle East and other regions; how suburban men took up backyard cooking and made grilling outdoors wildly popular; the diffusion of Mexican-inspired food into all corners of the country; and the influence of counterculture movements in the 1960s and ‘70s, resulting in back-to-the-land ideas about growing your own food and sharing it communally. This section also focuses on the “good food” movement, represented by individuals like Alice Waters, whose Berkeley restaurant, Chez Panisse, reintroduced and celebrated artisanal, local and fresh foods, and influenced the wider adoption of these approaches to food across the country.

### “One Big Table” story of new immigrants

- Spices, sauces, and breads from Mexico, North Africa, the Middle East, Japan, Thailand, Korea, China, Indonesia, India, and Pakistan
- Tortilla warmer
- Bento box
- Bamboo steamer
- Tiffin

### “Backyard Cookout”

- Teak pupu platter tray, 1965
- *Trader Vic’s Pacific Island Cookbook*, 1968
- Tiki glasses, 1960
- Plastic yard flamingos, 1980

- “America Bit by the Barbecue Bug,” *Look* magazine, 1955
- Hibachi, 1970
- Weber kettle grill, 1973
- Aluminum tumbler set, 1960s
- Barbecue-themed shirt and hat, about 1965
- Barbecue-themed tray, about 1965
- Barbecue tool set, about 1970
- *Sunset Barbecue Cook Book*, 1958
- *Jim Beard’s Complete Book of Barbecue & Rotisserie Cooking*, 1954
- *The Barbecue Bible*, 1998

#### “The Mexican Food Revolution”

- Apron, corn mill, and tortilla press, 1940-50
- Flour tortilla packaging, 1970
- Four tortilla shell mold, 1987
- Azteca advertisement
- Frozen margarita machine by Mariano Martinez, Dallas, 1971
- The Mexican Kitchen, 1980s
- El Chico packaging, about 1960; El Chico menus, 1951, 1973, 1979; Mexican style hostess dress from the El Chico Restaurant chain, Dallas, about 1960; *The El Chico Cookbook*, about 1975; El Chico margarita glass with souvenir garter, about 1980

#### “Countercultures”

- *The Mother Earth News*, vol. 1, 1970
- Chianti bottle candleholder
- Loaf pan, apple slicer, canning funnel and jar, about 1973
- Paisley shirt worn on communal farm, about 1972
- *Stalking the Wild Asparagus*, 1962
- Homemade bean sprouter, about 1970
- Yogurt crock, (loan), early 1900s
- Yogurt maker, around 1973
- Rice cooker, about 1972
- *The Greens Cookbook*, 1987
- *Moosewood Cookbook*, 1977
- *The Tassajara Bread Book*, 1970
- Protest buttons, 1970
- “Save a Tree” Food Co-op Bag, 1971
- *Princess Pamela’s Soul Food Cookbook*, 1969
- *Sylvia’s Soul Food*, 1971
- *Vibration Cooking or the Travel Notes of a Geechee Girl*, 1992
- *Dick Gregory’s Natural Diet for Folks Who Eat*, 1974

#### “Good Food Movement”

- *Time-Life Foods of the World*, 1968-72 (2 vols.)
- *Gourmet* magazine, 1987
- *Mastering the Art of French Cooking*, 1961
- Julia Child’s copper bowl and whisk

- Fondue pot, 1970s
- *The Fondue Rule Book*, 1962
- Crepe pan, about 1970
- Williams-Sonoma mail-order catalog, 1974
- French souffle dish, 1960s
- Le Creuset cooking pot, about 1973
- Cuisinart food processor owned by Chuck Williams, about 1973
- Pasta machine, 1980s
- Espresso maker and cups, 1990s
- Chez Panisse menu, 1976
- Copper bouillabaisse cauldron on loan from Chez Panisse, 1980s
- Chez Panisse menu (loan), 1993
- Poster, Farmer's Market, 1991
- Acme Bread poster, 1989
- Sign, "No More Bread," (loan), 1980s
- Bannetons from Acme Bread, (loan) 1980s
- Berkeley Food Pyramid, 2002
- Coffee mug from Peet's, 1995
- Poster, "Pallido," olive oil, 1987
- FreshFarm Markets bag, (loan), 1999

### **"Wine for the Table"**

**Wine for the Table** examines the tremendous growth and expansion of wine and winemaking in America in the postwar period. This section reveals how research at the University of California, Davis, guided the planting and managing of new vineyards in California, and how new technologies helped control problems that had plagued fermentation and storage processes. The spirit of innovation and community that infused Napa Valley in the 1960s is revealed through the stories of individuals who created new vineyards and wineries, as well as new models for marketing wine. Among the objects featured in this story are the two bottles of Napa Valley wine—the 1973 Chateau Montelena Chardonnay and the 1973 Stag's Leap Wine Cellars Cabernet Sauvignon—that bested the best of French wines at the 1976 Paris Tasting, an event that is widely seen as the moment when American wine gained international recognition and respect. By the end of the 20th century wine was produced in all 50 states, a development tracked on a map of the United States.

- Repeal Ribbon, 1932
- Home winemaking equipment used by an Italian immigrant's family in New Jersey, 1910s – 1960s: grape box, crusher, quarter barrel, press, sulphur strips, bottle
- Grape crate labels, 1940s
- Poster, "Wine Land of America," 1965
- Wine Advisory Board booklets: *Wine Tasting Party*, *Wine Cookery the Easy Way*, *Magic in Your Glass*, 1960s
- Highway sign for the Oakville district and To-Kalon Vineyard of the Robert Mondavi Winery, 1993
- Budding knife and picking knife from grape rancher Nathan Fay
- Wine bottle, Nathan Fay, 1974

- Colorimeter and laboratory timer used by enologist Andre Tchelistcheff
- Hydrometers, carrier, and carboys used by researchers at UC Davis
- Tank valve, 1990s
- Stainless steel wand for filling barrels, 1990s
- French oak barrel and papers, 1990s
- Wine wheel, 1984
- *Time* magazine featuring Ernest and Julio Gallo, 1972
- Bottle of 1973 Chateau Montelena Chardonnay, which placed first among white wines at the 1976 tasting in Paris
- Bottle of 1973 Stag's Leap Wine Cellars Cabernet Sauvignon, which placed first among red wines at the 1976 tasting in Paris
- Suitcase, viticulture textbooks, beret, and ebullioscope owned by vintner Mike Grgich
- Winery notebook and vineyard and winery tools from Stag's Leap Wine Cellars
- Bottle of White Zinfandel, about 1975 (loan)
- Biale family grape box (loan) and wooden punch, about 1950
- Aluminum punch used by Joel Peterson, Ravenswood, 1976; Ravenswood poster, 1976; Two staff T-shirts from Ravenswood harvests
- Zinfandel festival poster, 1998
- Zinfandel aroma wheel
- Santa Barbara wine festival poster, (loan), 1989
- Chair, hat (loan), budding box, and budding knife used by the Robledo family in Sonoma
- Grape picking basket and knife used at Chrysalis winery in Virginia

### **“Open Table”**

The **Open Table** in the center of the gallery invites visitors to take a seat at a large, communal table to engage in dialogue about a wide range of food-related issues and topics. The Open Table content will change during the run of the exhibition, with the first rotation featuring an array of food pyramids from different sources and dates. A close look at food pyramids reveals changing ideas about a healthy diet and changing food advice for Americans, a topic likely to engender spirited discussions.

###