


28
OCTOBER
2024

FOOD, MIGRATION, MEMORY

Festival & Exhibition Report

Reporter: Dr. Rui Su, Middlesex University

FESTIVAL OVERVIEW



**FOOD
MIGRATION**

MEMORY TASTE OF MEMORY

FREE FESTIVAL
THE LONDON ARCHIVES
40 Northampton Rd, London EC1R 0HB
28 OCTOBER 2024, MONDAY, 17:00-19:30

Register here



The "*Food, Migration, Memory*" Festival draws inspiration from early 20th century Chinese restaurants in the UK, highlighting the experiences of 19 British Chinese chefs and the influence of their food on today's British culinary landscape.

Through a series of hands-on activities, visitors also experience the joy of tasting new flavours while immerse own senses - sight, smell, hearing and touch - as part of memory-making experience. Activities include oral histories, tasting, collage and colouring.



TASTE

**OF
MEMORY** TASTE OF MEMORY

19 BRITISH CHINESE CHEFS, 1 CULINARY JOURNEY

FREE EXHIBITION

THE LONDON ARCHIVES 40 NORTHAMPTON RD, LONDON. EC1R 0HB 14 OCT-14 NOV 2024 MON-THU, 10:00-16:30



Aligns with "*Taste of Memory*" Exhibition, visitors navigate the personal narratives of three generations of chefs and gain insights into their collective memories of living, coping, and integrating into British society.



FESTIVAL AGENDA

Welcome Speeches (17:00 - 17:30)

- Sally Bevan, Senior Archivist, The London Archives
- Symeon Ververidis, Senior Engagement and Learning Officer, The London Archives
- Liz Hutchinson, Director of Communications and Marketing, The British Academy
- Prof. Martin Broad, Dean, Faculty of Business & Law, Middlesex University
- Prof. Jonathan Liu, Ming-Ai (London) Institute
- Prof. Stephen Syrett, Deputy Dean, Research & Knowledge Exchange, Faculty of Business & Law, Middlesex University
- Taste of Memory Project Team
- Ken Tai, Assistant Brand Marketing Manger, Lee Kum Kee (Europe)

Festival Celebration (17:30 - 18:45)

- Food tasting, multiple fun activities and exhibits

Prize (18:45 - 19:00)

- Prize Game





“I

t is an incredibly imaginative example of how to engage and be truly participatory with the public and with communities in doing research. I think this research really shows the value of the humanities and social sciences in helping us to understand people, societies and culture, in the past, present and future.

Liz Hutchinson, Director of Communications and Marketing,
The British Academy

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Project Team

- Sally Bevan, Senior Archivist, The London Archives
- Symeon Ververidis, Senior Engagement and Learning Officer, The London Archives
- Rui Su, Senior Lecturer in Tourism, Middlesex University
- Chungwen Li, Dean, Ming Ai (London) Institute
- Carol Zhang, Associate Professor in Tourism Marketing, University of Nottingham



19 British Chinese chefs' stories



Objects of Memory, including chefs' personal collection



London's culinary heritage: 50 iconic Chinese restaurants



Tastes to Remember, including restaurants' donation

EXHIBITION HIGHLIGHTS



Timeline: Journey of the British Chinese Community



Taste of Memory Digital Games

Chinese Food History



1

Hidden British Chinese Community



2

Learning Memory



3

Multi-sensory Mind



4

Chaotic Chef



5

Feedback

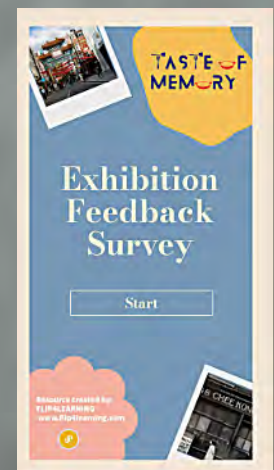
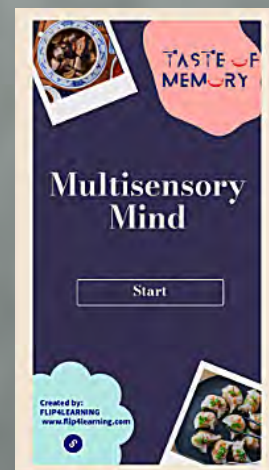


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Games Design by Flip4Learning



Audience "Involve and Engage" is a key priority in our festival design. We carefully curated multisensory elements, interactive displays and hands-on activities to encourage visitors' exploration and personal reflection. Digital games, in particular, encouraged audience to immerse themselves in stories, make connections, and test their knowledge in a fun way! This approach is especially appealed to those less familiar with British-Chinese cultural heritage.

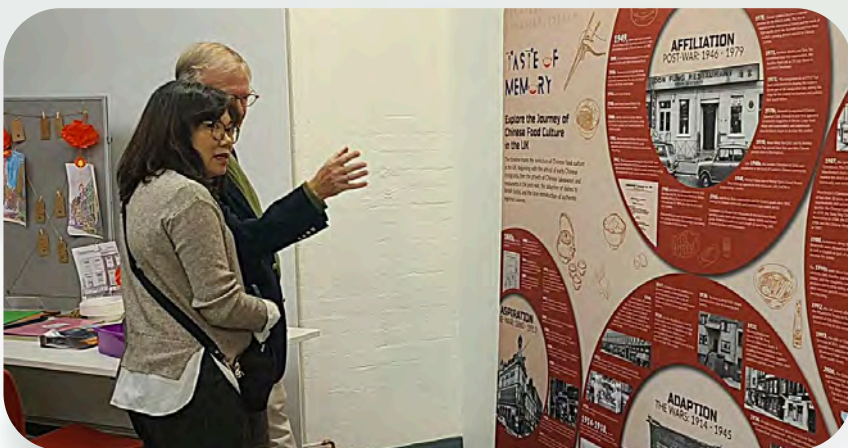


FESTIVAL CREATIVITY & INNOVATION



The high level of audience engagement is evident in their immersive experiences. It also shows the effectiveness of our festival design. By placing audience experience at the centre, we created an inclusive cultural space for experiential learning, involvement and engagement.

AUDIENCE ENGAGEMENT



BEHIND THE SCENES

Middlesex
Documentary Team



Lee Kum Kee
Branding Team



The Good Earth
Catering Team



Ming-Ai
Creative Design Team

The *Taste of Memory* project team would like to express sincere thanks to many individuals who have dedicated their time and expertise to made this festival and exhibition possible.



Project Logistic Team



Outcomes

High Audience Engagement

The sensory and hands-on experiences, particularly the tasting and digital games, connected audiences with themes of food, migration and memory. Feedback showed audience's interests in more events that blend experiential learning, multisensory engagement and memory-making activities.

Build Community Sense of Belonging

Through curated collections, British-Chinese chefs and their family members saw their stories represented, reshaping their unique cultural identity. The festival provided a welcome platform where migrant chefs, restaurant owners, and business investors could reflect on their culinary heritage and build own sense of belonging.

Strengthen Cross-sector Networking

The festival connected participants from restaurants, business, academia, cultural organisations and communities. Such cross-sector networking encouraged potential joint initiatives to promote cultural memory, migration representation and community engagement.



Impact

Community-driven Research

This project uncovered the hidden voices and coping experiences of the British-Chinese chef community. By using oral history, chefs provided their insights into their challenges and coping stories, meanwhile shaping the research agenda and exhibition narrative. This approach empowered the community, which should go beyond a collection of people. It is the living experience that relies on culture to sustain, food to inspire, and memory to continue.

Interdisciplinary Knowledge Exchange

The project encouraged interdisciplinary knowledge exchange between culinary heritage, archive sector, business sector, cultural studies, migration and memory studies. Such collaborations encouraged creativity and innovation in other community-based initiatives. The knowledge exchange activities developed cross-disciplinary collaborations to uncover more hidden voices, regardless of gender, race or class.

Social Inclusion & Multicultural Society

By celebrating the contributions of multicultural communities, this project shaped an inclusive research culture for future studies on community identity, food heritage, transgenerational memory and coping strategies. The interactive activities connected audience from different backgrounds, bridged gaps between different communities, therefore positioning cultural heritage in shaping a resilient and inclusive society.

ACKNOWLEDGEMENTS



The
British
Academy



Middlesex
University
London



Ming-Ai (London) Institute
明愛(倫敦)學院

THE — LONDON
— ARCHIVES



CITY
OF
LONDON



The University of
Nottingham

SSTAR
Centre



BRITISH
CHINESE
HERITAGE CENTRE
英國華人文化傳承中心

