

Chocolate

THE EXHIBITION



CHOCOLATE

This immersive exhibition explores the rich natural and cultural history of one of the world's favorite treats, tracing chocolate from its origin in the rainforest to its status as a global economic commodity. Visitors will discover chocolate's impact on human cultures and tropical ecosystems through scenic elements, original video, interactives, rich imagery and graphics, and approximately 150 objects.

Feature pieces include replicated pre-Columbian ceramics and other decorative objects, European silver and porcelain servers, examples of nineteenth- and twentieth-century advertising and packaging, vintage chocolate molds, and detailed botanical replications.

Chocolate creates a sensual experience through tactile elements, audio-visual environments, vivid imagery, and the tantalizing scent of chocolate.

EXHIBITION OVERVIEW



1) Introduction: the chocolate boutique

Enter the exhibition through the familiar setting of an upscale chocolate shop. Pass beneath chocolate-brown arches with the exhibition's gilded title gleaming above.

2) The Rainforest: chocolate's natural home

Stand beneath the branches of a life-size cacao tree in a Mesoamerican rainforest and learn about its unusual anatomy, narrow geographical range, the botany of the cacao tree, and the rainforest plants and animals that share cacao's delicately balanced ecosystem.

3) The Maya: one of the first peoples to cultivate cacao and drink chocolate

Find yourself in an ancient Maya temple environment, whose citizens grew cacao and ground its seeds into a bitter, frothy drink. Interpret glyphs on a royal Maya pot, and see recreations of archaeological vessels that once held the drink of kings and nobles.



EXHIBITION OVERVIEW (CONT'D)



4) **The Aztec: a people who valued cacao as a currency and ritual gift**

Encounter the Aztec culture, whose people traded over long distances for the precious cacao seeds they could not grow in their dry climate. These seeds were paid as tribute to Aztec emperors or used in liquid form as a ritual offering in religious ceremonies. Barter seeds in an Aztec market for goods, and learn about the god Quetzalcoatl, who brought the sacred source of chocolate to the Aztec people.



5) **Europe: where chocolate found sugar**

Chocolate arrived in Europe during a period of conquest, when Cortés conquered the Aztec and brought their treasured cacao back to Spain. Trace cacao's path across the ocean on a 16th-century trade map. In a whimsical animation, witness the meeting of chocolate and sugar in Spain—a new recipe that changed the taste of chocolate forever. Through beautiful porcelain and silver chocolate services, see how the cost of cacao beans and sugar made chocolate a drink that only the rich could afford.



6) **Manufacturing: how technology and advertising changed chocolate from an expensive luxury item to an affordable product for all.**

A touchscreen interactive illustrates the chocolate manufacturing process and highlights inventions from the Industrial Revolution that made mass production possible. From vintage candy molds and advertisements to a modern-day factory video montage, follow chocolate's emergence as one of the world's tastiest industries.



7) **Global Commodity: cacao production and trade across the world today**

Who grows cacao? Which country consumes the most chocolate? Explore the ins and outs of the chocolate economy as you quiz yourself on facts and figures. Observe life on modern-day cacao plantations in Mexico and Ghana through intriguing videos, and learn how farmers grow cacao in ways that protect the rainforest and all its inhabitants.



For more information and to request an exhibition prospectus:
Visit: www.fieldmuseum.org/about/traveling-exhibitions
Email: travelingexh@fieldmuseum.org
Call: (001) 312-665-7311 or (001) 312-665-7352

The **Field**
Museum

Exhibition Details

SIZE:

Gallery:

4,500 ft² (400 m²)

Ceiling Height:

At least 10ft (3.05 m)

Entry to Gallery:

At least 6 ft. x 8ft. (1.83 m. x 2.44 m.)

SECURITY:

Exhibition requires a limited-access, lockable space with security staff during public hours

RENTAL FEE:

Please inquire

INSURANCE:

Host venues must provide general liability insurance; exhibition contents are insured by The Field Museum

AUDIENCE:

Adults, families, and school groups

APPROPRIATE FOR:

Natural history museums, science centers, history museums

SHIPPING:

One-way, inbound, paid by host venue (international arrangements vary)

2 FM staff at installation and deinstallation

LANGUAGE:

All text in English and Spanish; language may be converted by international host venues

SUPPORT:

Educators' Guide in English, including information for teacher, student, and public programs, curriculum guide, resource list, and associated online resources

Exhibitor Toolkit in English, including logo, installation shots, rights-free images, B-roll, sample press release, and advertisements

Wide range of wholesale products developed for the exhibition

Installation and Design Manual in English detailing exhibition layout, installation, and maintenance

WEB SITE:

<http://fieldmuseum.org/about/traveling-exhibitions/chocolate>

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