

A TRAVELING EXHIBITION FROM **The Field**
Museum



EXHIBITION BRIEF CONTENTS

Introduction.....	2
Specifications.....	3
Floorplan.....	4
Exhibition Walkthrough	5-12
Curator Biographies.....	13
Statistics by Venue.....	14
Field Museum Mission	15
Contacts.....	15



INTRODUCTION

A unique tree in a lush tropical environment. A seed so precious it was used as money. A spicy drink and a sweet snack. A heavenly craving and a sublime pleasure. Chocolate is all this and much more.

Explore the transformation of this rainforest plant into the world's favorite treat in **Chocolate: The Exhibition**, from The Field Museum in Chicago. This 5,000-6,000 square foot immersive exhibition (450-550 square meters) features approximately 200 objects and carefully detailed replicas including pre-Columbian ceramics, 18th-century European porcelain chocolate services, and 20th-century advertisements; media; interactives; and the tantalizing scent of chocolate. **Chocolate** has engaged visitors of all ages and backgrounds during its tour to over fifteen cities across North America. Featuring the award-winning artistry of The Field Museum's Exhibitions Department, this exhibition adapts to a variety of spaces and incorporates a rich variety of experiences.

Visitors to this exhibition will:

- Understand different cultures—both ancient and modern—through their shared fascination with chocolate
- Explore the ecology of the cacao tree and its native rainforest ecosystem
- Follow cacao's transition from a bitter drink to a sweet treat, and explore its relationship to the slave trade
- Investigate the inventions that made mass production of chocolate possible
- Marvel at how chocolate has permeated cuisines and celebrations around the world

Highlights:

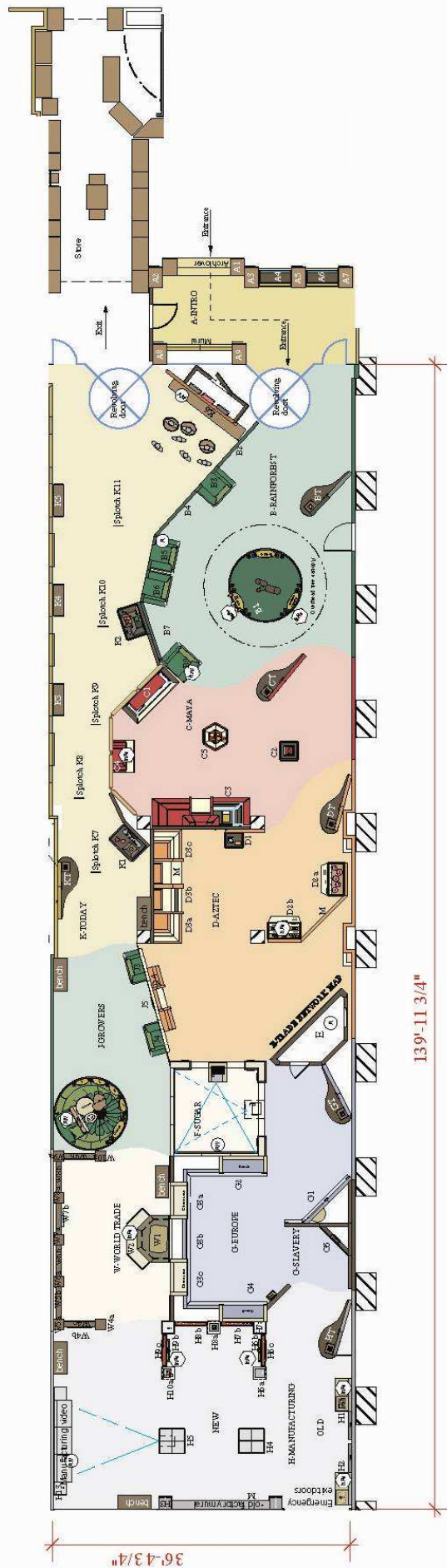
- Stand beneath a life-size cacao tree in a rainforest and touch replicas of its pods and seeds
- View carefully detailed Mesoamerican pots and interpret Maya glyphs
- Barter cacao seeds for goods in an Aztec market
- Trace cacao's journey across the Atlantic on a giant, recreated 16th-century map and witness its meeting with sugar in a whimsical animation
- Admire porcelain and silver chocolate services from elite, old-world European tables
- Manipulate a conveyor belt to learn about the steps in chocolate production and explore chocolate's subsequent rise to commercial fame through vintage advertisements
- Watch the prices of cocoa, coffee, and sugar rise and fall on a giant stock ticker that simulates a futures exchange
- Follow a cacao harvest on a Mexican plantation and its preparation for market
- Perch on bon-bon seats to hear personal stories about chocolate presented on screens nestled in a giant candy box



EXHIBITION SPECIFICATIONS

- Size:** 5,000–6,000 square feet (450-550 square meters)
Minimum ceiling height of 10 feet (3.05 m) and entry way of 6 x 8 feet (1.8 x 2.5 m)
Largest element: 114” H x 48” W x 24” D (290 x 122 x 61 cm)
- Rental Fee:** \$150,000 USD for 3 months; please inquire about longer bookings
- Shipping:** One-way, inbound, paid by host venue
- Insurance:** Host venues need to provide coverage for \$2,000,000 USD in general liability
- Languages:** All text in English and Spanish
- Support:**
- Field Museum staff technicians lead onsite installation and de-installation
 - Educators’ Guide, including information for teacher, student, and public programs
 - Exhibitor Toolkit, including logo, installation photographs, rights-free images, press releases, and sample advertisements
 - Range of wholesale products developed for the exhibition
 - Link to robust exhibition website (www.fieldmuseum.org/chocolate)
 - Installation and Design Manual detailing exhibition layout, installation, and maintenance

FROM THE FIELD MUSEUM INSTALLATION



Key:

T	Timeline Moment
A	audio
AV	audio/visual
IA	interactive
M	murals

3D Elements:

A1-9	Introduction	G1-5	Europe
B1-8	Rainforest	H1-13	Manufacturing
C1-5	Maya	W1-10	World Trade
D1-4	Aztec	J1-5	Growers
E	Trade Network	K1-11	Chocolate Today
F	Sugar		





EXHIBITION WALKTHROUGH

SECTION 1: THE RAINFOREST

Visitors begin their journey in the Mesoamerican rainforest, where they encounter a life-size replica of a cacao tree, the source of chocolate, and discover its unique ecology. The cacao tree grows only within 20 degrees of the Equator, in the shaded understory of the tall canopy trees. Its flowers grow directly on the trunk—unusual in nature—where the tiny pollinating midges can reach them, turning flowers into seed-filled fruit.

Objects and Specimens

- Life-size replicated cacao tree (*Theobroma cacao*)
- Replicated cacao pods and seeds
- Midge specimen (*Forcipomyia genualis*)

Interactives and Design

- Open cacao pods to find chocolate's origin
- Listen to dynamic rainforest sounds
- Scroll through a midge's daily menu
- Peer through view tubes to explore the rainforest floor
- Colorful photo murals featuring the rainforest understory





SECTION 2: THE MAYA

Why did humans first try the bitter tasting cacao seeds that were encased in the pulp of a football-sized fruit? No one recorded the event, but Jonathan Haas, MacArthur curator of North American Anthropology at The Field Museum, says experimenting is an intensely human thing to do: “Human beings like to try things. And when most of your diet comes from corn, you’re going to be looking for variety.” The Maya fermented the seeds, dried them in the sun, roasted them, crushed them, added water and spices to them, and then drank! Both noble and common Maya consumed chocolate, until other cultures learned of its existence and its value skyrocketed.

Replicated Objects

- Ceramic *incensario* with sculpted cacao pods
- Ceramic vessels thought to be used for drinking chocolate
- *Mano* and *metate* stones used to grind cacao beans into a chocolate paste
- Jewelry, such as a jade earplug and quartz necklace, worn by noble Maya

Interactives and Design

- Interpret glyphs on a replicated royal chocolate pot
- Case facades that imitate Ancient Maya temples





SECTION 3: THE AZTEC

The Aztec traded over long distances to obtain cacao, which they could not grow in their own, drier climate. Such journeys made cacao especially valuable to the Aztec: they used cacao seeds as currency, and liquid chocolate was a ritual offering in religious ceremonies and a drink reserved for royalty and priests. According to the Aztec, chocolate had divine origins: the feathered serpent diety Quetzalcoatl first brought the sacred source of chocolate to the Aztec people.

Replicated Objects

- Cacao seeds
- Conch shell trumpet and clay incense brazier used by Aztec priests in ceremonies
- Objects with representations of Quetzalcoatl including a bowl and pendant
- Precious objects traded for cacao such as a copper axe head and obsidian lip plugs

Interactives and Design

- Trade cacao seeds for goods at an Aztec market
- Cases finished with carvings recreated from Aztec buildings





SECTION 4: EUROPE

When Hernan Cortés conquered the Aztec, he came looking for gold but found troves of cacao seeds instead. He introduced the seeds to his native Spain, where sugar was added to the bitter mixture, changing the taste of chocolate forever. Brought across the Atlantic, cacao was expensive, a treat only the very wealthy could afford. In well-to-do homes and chocolate houses across Europe, the upper classes sipped the warm drink from exquisitely designed porcelain and silver services.

Objects

- A *molinillo*, a Spanish tool used to prepare chocolate
- 18th-century European porcelain cups, pots, and saucers used for serving and drinking hot chocolate

Interactives and Design

- Through a whimsical animation, witness the meeting of chocolate and sugar
- Follow cacao's journey across the ocean on a recreated 16th-century trade map
- Panels describing the relationship between cacao, sugar, and the slave trade





SECTION 5: MANUFACTURING

Advances in technology during the Industrial Revolution made the mass production of chocolate possible for the first time. Vintage candy molds, advertisements, and chocolate packaging are evidence of chocolate's rapid transformation from an expensive luxury item to an affordable, mass-consumed product. Chocolate products from the distant and not-so-distant past show that chocolate has even played a role in diplomacy and military history.

Objects

- Vintage cocoa tins, chocolate molds, and candy bar wrappers
- Magazine advertisements
- Military rations
- Early 20th-century recipe books

Interactives and Design

- Watch a video about how chocolate is made in a modern-day factory
- Take in the luxurious scent of chocolate
- Turn the gears on a conveyor belt to see how modern chocolate is made





SECTION 6: WORLD TRADE

Cacao is no longer used as a currency or an offering to deities, but it remains a valuable commodity on the world market. Traded as cocoa on the futures exchange, chocolate remains an important export and import. The business of chocolate involves many different people—from farmers to food scientists to manufacturers—and many economies, as well.

Objects

- Ghanaian stamps and currency featuring cacao
- Replicated bags of cacao beans

Interactives and Design

- Watch the prices of cocoa, sugar, and coffee change on a giant stock ticker
- Take an interactive quiz about which countries produce and consume the most chocolate
- Photo panels featuring diverse careers related to the chocolate industry



SECTION 7: GROWERS

Chocolate's consumption spans the world, but the cacao tree is grown in only a few places near the Equator. Even where the temperature is right, cacao is a challenging crop to grow. When transplanted from its natural rainforest environment and grown in unshaded plantations, the cacao tree does not thrive. The future of sustainable cacao farming lies in protecting cacao's natural rainforest habitat and genetic diversity.

Objects and Displays

- Gathering bag, machete, and raking stick from Rancho la Joya cacao plantation in Tabasco, Mexico
- Replicated plant material from a cacao plantation

Interactives and Design

- Watch as cacao is harvested and prepared for market on a modern-day plantation
- Graphic panels detailing the steps in cacao's harvest
- Graphic panels exploring chocolate's relationship to child labor





SECTION 8: CHOCOLATE TODAY

Worldwide, chocolate means different things to different people. It is offered at the Day of the Dead celebrations in Mexico, wrapped in gold foil and given to children as Chanukah gelt, and featured prominently in Valentine's Day, Easter, and Halloween. Learn about chocolate's traditional uses by examining cooking utensils, holiday decorations, and chocolate-themed paraphernalia. Hear from "chocoholics," and learn about the myths and realities of chocolate's effects on health.

Objects

- Painted gourd cup for drinking traditional chocolate beverages
- Necklace made from cacao beans
- Mexican folk art sculpture to commemorate the Day of the Dead
- Decorations from holidays with which chocolate is associated

Interactives and Design

- Perch on bon-bon seats in front of a giant candy box with video screens to hear personal stories about chocolate from around the world





CURATORS AND CONTENT ADVISORS

Jonathan Haas, Ph.D.

MacArthur Curator, North American Anthropology, The Field Museum

Dr. Haas' research focuses on the evolution of political systems in the southwestern United States and South America. More recently, he completed a ten-year project on the beginnings of warfare in the Four Corners Region of the U.S. With colleague Winifred Creamer, Dr. Haas also studied the impact of Spanish colonialism on the Pueblo peoples of New Mexico. In addition to serving as content specialist for *Chocolate*, Haas curated The Field Museum's Hall of Ancient Americas.

Gary Feinman, Ph.D.

Curator of Mesoamerican Anthropology, The Field Museum

Before coming to The Field Museum, Dr. Feinman taught for 16 years at the University of Wisconsin-Madison. He has authored and edited 15 books and written over 100 articles on topics ranging from world archaeology to settlement pattern research, ceramic production, and shell ornament manufacture and exchange. For more than 20 years, he has been conducting archaeological field research on the emergence and development of the prehispanic Zapotec civilization in Oaxaca, Mexico. A series of grants from the National Science Foundation and other agencies support his research.

William C. Burger, Ph.D.

Curator Emeritus of Botany, The Field Museum

William Burger grew up in New York City and received his B.Sc. from Columbia College (NY) in 1953. After spending two years with the US Army in Europe, he obtained a M.Sc. from Cornell University (Ithaca, NY) and Ph.D. from Washington University (St. Louis, MO). Dr. Burger taught plant science at the Agricultural College in eastern Ethiopia for four years and then joined the Botany Department of The Field Museum. As Curator he published on the flora of Costa Rica and flowering plant diversity and evolution. Retiring in 1999, he began writing for the general public, including *Flowers: How They Changed The World* (Prometheus Books, 2006).



EXHIBITION STATISTICS BY VENUE

The Field Museum, Chicago, IL

Attendance: 360,977

Capture rate: 25%

Exhibition-related retail sales: \$1,887,037

Natural History Museum of Los Angeles County, CA

Attendance: 180,000

Exhibition-related retail sales: \$240,899

American Museum of Natural History, New York, NY

Attendance: 97,000

Capture rate: 15%

Exhibition-related retail sales: \$763,590

Bishop Museum, Honolulu, HI

Attendance: 44,208

Exhibition-related retail sales: \$65,000

Houston Museum of Natural Science, TX

Attendance: 69,604

Exhibition-related retail sales: \$309,041

Academy of Natural Sciences, Philadelphia, PA

Attendance: 67,000 (65% increase over same period previous year)

Exhibition-related retail sales: \$225,000

Florida Museum of Natural History, Gainesville, FL

Attendance: 17,051 (140% increase over same period previous year)

Exhibition-related retail sales: \$95,000

San Diego Natural History Museum, CA

Attendance: 70,292 (29% increase over same period previous year)

Exhibition-related retail sales: \$185,000

California Academy of Sciences, San Francisco

Attendance: 108,000

Exhibition-related retail sales: \$350,000

Milwaukee Public Museum

Milwaukee, WI

Attendance: 65,000

Exhibition-related retail sales: \$47,350

Fernbank Museum of Natural History, Atlanta, GA

Attendance: 252,971

Exhibition-related sales: \$310,000

New York State Museum, Albany, NY

Attendance: 80,000; Capture rate: 36%

Great Lakes Science Center, Cleveland, OH

Attendance: 39,393; Capture rate: 48%

Exhibition-related sales: \$120,043

The Henry Ford, Dearborn, MI

Attendance: 204,633

Exhibition-related sales: \$273,135 in stores (net), \$84,216 in Chocolate Café (net)

Indiana State Museum, Indianapolis, IN

Attendance: 52,986

The Durham Museum, Omaha, NE

Attendance: 26,784 (137% increase over same period previous year)

Exhibition-related retail sales: 225% increase over same period previous year

Union Station, Kansas City, MO

Attendance: 14,143

North Carolina Museum of Natural Sciences, Raleigh, NC

Attendance: 25,983

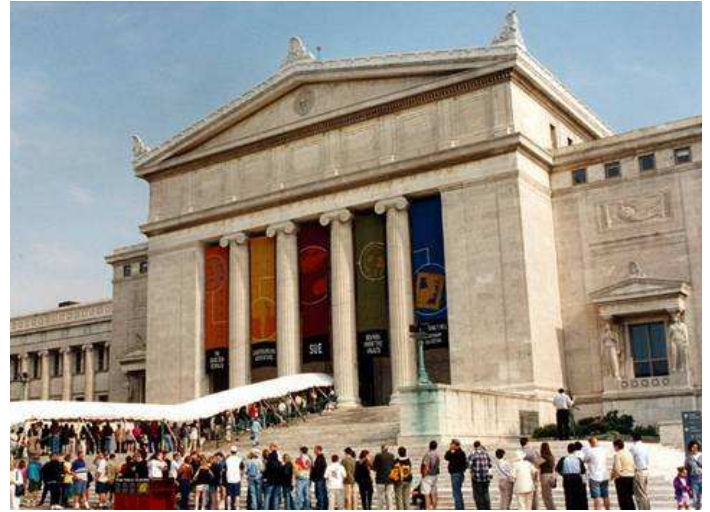
Memphis Museums, TN

Attendance: 29,066

THE FIELD MUSEUM

Chicago, Illinois, USA

Since its inception in 1893, The Field Museum has dedicated itself to exploring the Earth and its peoples, building on the strength of its world-renowned collections and scientific research to engage visitors of all ages. Through innovative exhibitions and education programs, cutting-edge environmental conservation projects, and pioneering fieldwork undertaken on every continent, over 500 full-time Field Museum staff members share their knowledge about important scientific, cultural, and environmental issues with an average of 1.5 million guests each year.



The Field Museum is an international leader in evolutionary biology, paleontology, archaeology, and ethnography. The Museum's approximately 300 curatorial and scientific staff in the four departments of Anthropology, Botany, Geology, and Zoology conduct research in more than 90 countries around the world. These scientists also study and preserve the 24 million artifacts and specimens within The Field Museum's collections and collaborate with the departments of Education and Exhibitions to create exciting and informative public programs.

Field Museum traveling exhibitions combine cutting-edge research with award-winning design. From the world's most famous dinosaur to the natural and cultural history of chocolate, from natural disasters to landmark scientific discoveries, The Field Museum's exhibitions explore intriguing topics that encompass natural history, contemporary science, ethnology, community participation, and popular culture. Clients as varied as natural history museums, science centers, art museums, children's museums, and local history centers have enjoyed The Field Museum's engaging exhibitions and exceptional service and support.

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