

Reinterpreting the Space of M&S

Sense of Place and Social Connection

== OUR AMERICAN
CUISINE

**We Love You, Super H Mart!
(or) H Mart as Heterotopian
Question**



by Alex Paternostro

July 19, 2021

It is not every day that you get to see the National Guard up close. At a covid-19 mass vaccination site, however, I did. Hundreds of soldiers in uniform rows of tables checked in a constantly moving line before nurses injected hope, mRNA, to one end. The scale and efficiency of the operation left me awed. It was like a movie but set in a repurposed Kohl's.

A short drive, a turn later, and I was outside a monolith whose signage bespoke no palimpsest. With its big, boxy red letters overhead, I entered Super H Mart for the first time. A commonplace experience for many, I was nonetheless amazed. I had had no idea what to expect when I stepped into that purported land o' Asian plenty. Basket in hand, I could not help myself: Korean chives, king oyster mushrooms, purple potatoes—the diversity of produce was incredible. I took stock of ginseng and galangal, walls of noodles, fresh and dried fish, razor thin meats, and so much more to scan and choose from.

While I was speedier, my mother was also running around. At 4'10" with iPhone in hand, she bounced about to snap pictures of dragonfruit, durians, me in

Brand History

A Microcosm of British Retail and Consumer Culture



Outcome

Site Research Booklet

1884-1920s

Our Penny Bazaars sold some basic food items, such as flour, spices and confectionery.

Cardiff market stall, c1900



Our Confectionery Departments sold a wide variety of items from pear drops to brandy snaps.

Staff Bulletin, 1927

DEPARTMENTAL NOTES CONTD.

CONFECTIONERY.

We give below the ten best sellers in Sweets according to the demand week-ending November 12th, 1927.

1. Bismarck Tablets.	4d per ½ lb.	7. Mixed Fruit Jubas
2. Liquorice Allsorts.	"	"
3. Sharps Slab Toffee.	3d per ½ lb. slab	8. Mintoes.
4. Buchanan's Winter Mixture.	3d. " ½ lb.	9. Chocolate Allsort
5. Malted Milk Toffees.	"	10. Run & Butter
6. Butterscotch Pieces.	"	Toffee. 3d per

Other best sellers were:- Plain Assorted Chocolates, Pascalls 4d gr.
Milk Choc. Walnut Creams. 8d gr.
Nestle's Block Chocolate 8d gr.

Five best sellers in Biscuits:-

1. Ginger Snaps	4d per ½ lb.
2. Asstd. Creams.	3d gr.
3. Asstd. Ice Wafers.	"
4. Brandy Snaps.	"
5. Biscuits Shortbread	"

(1884–1929) Basic Food Sales Begin
(1931–1939) Modern Retail Takes Shape
(1941–1954) Wartime Self-Service Shopping
(1960–1965) First Stand-Alone Food Hall
(1971–1979) Convenience & International Foods
(1980–1987) Shift to Health & Convenience
(1992–2010) Percy Pig & Diversified Expansion
(2016–2025) Diverse Diets & Digital Retail

1927-1931

Ice cream counters appeared in 1927, two years later, we sold freshly made sandwiches there.

Ice Cream Bar, 1930s



M&S food departments opened in all stores, selling canned goods, fruit, vegetables and cakes.

Watford food section, 1939



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1947-1948

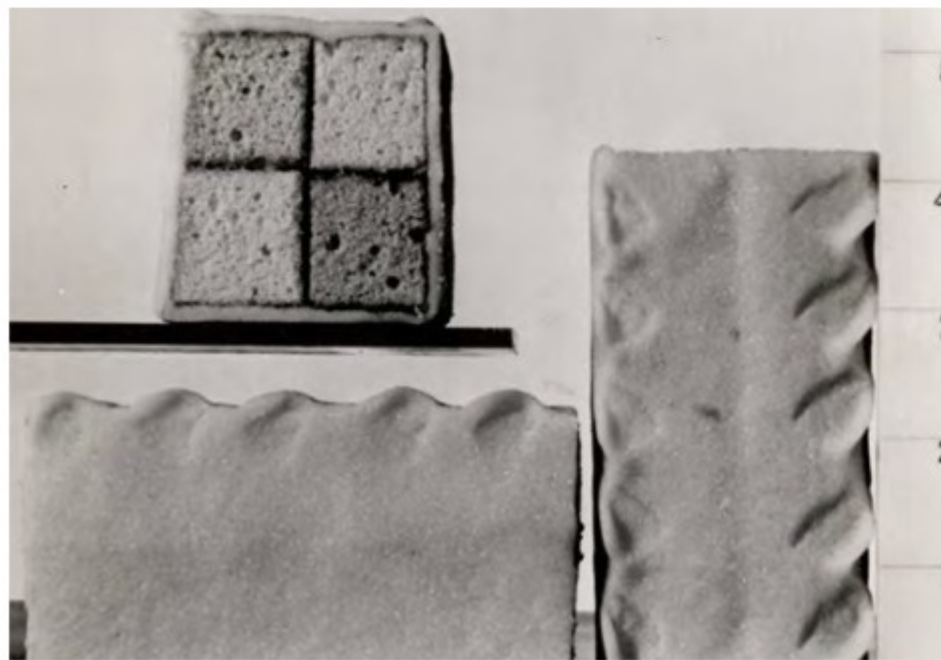
Self-service shopping began, revolutionising retail as customers picked food from shelves.

Wood Green store, 1947



After the war, Nathan Goldenberg led Food Technology, improving quality and hygiene standards.

Battenberg specification, 1950s



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1960-1965

Fresh chilled chicken was first sold in new cabinets and became an instant customer success.

Fresh not Frozen window display, 1970



Armoride House opened next to our flagship Marble Arch store as our first separate food hall.

Armoride House, 1965



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1971-1973

Frozen foods are trialed at Edgware Road store, then extended to 100 stores by 1973.

Frozen foods, 1972



As package holidays grew, M&S launched frozen Indian dishes to match new culinary interests.

Pilau rice packaging, 1984



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1985-1987

We launched the Calorie Counted Menu range with all seven meals containing less than 300 calories each.

Calorie Counted Menu, 1985



We opened our first food-only store in London with late night shopping and a large car park.

Pinner food store, 1987



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1992-2000

Percy Pigs arrived!
By 2014 over one billion Percy Pigs had been sold.

Percy Pig packaging, 2010s



The growth of the organic market in the UK led to a relaunch of the M&S organic range.

Organic granola, 2007



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2020-2025

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Festival

Culture

Halloween



Christmas



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Observation Diary

Remake Product: Collection Dashing Through the Snow #1

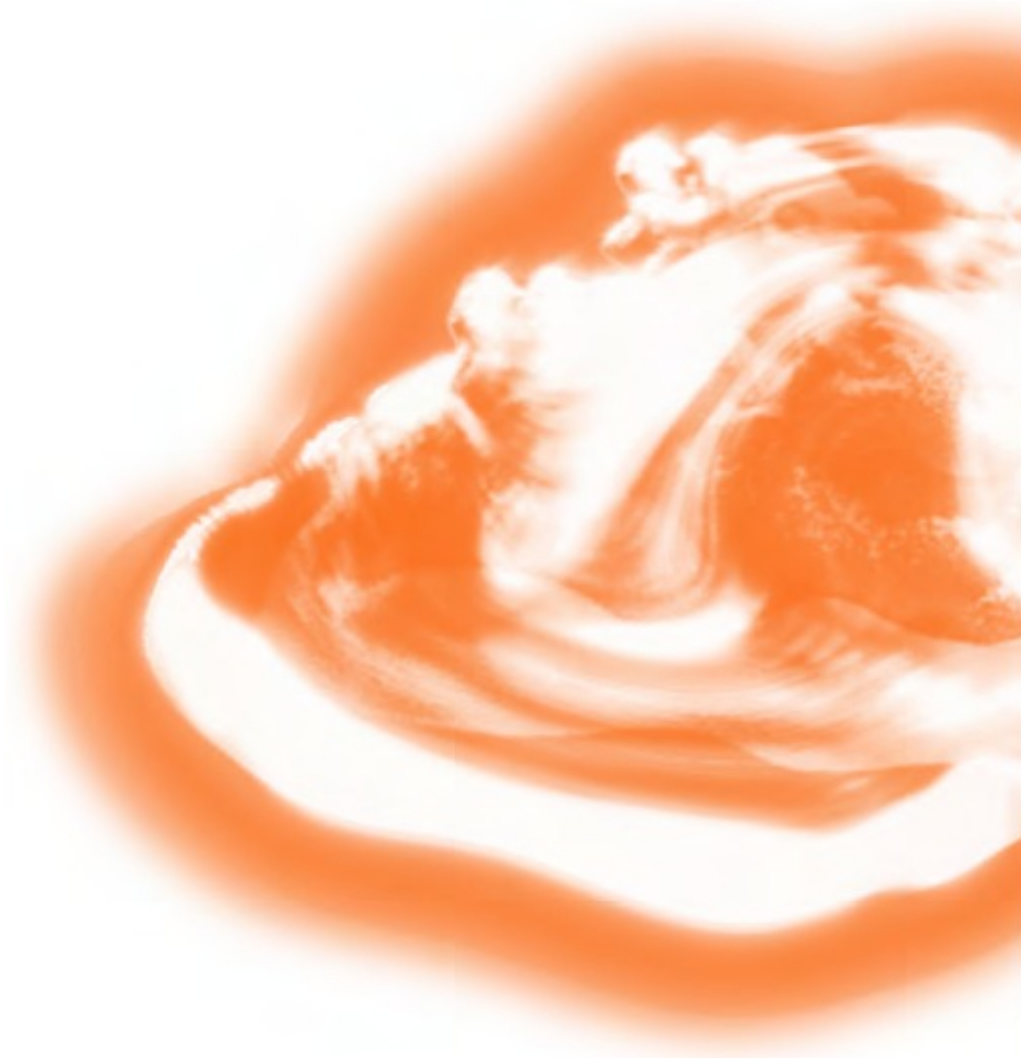
Around 12:20 on Tuesday, I walked into the supermarket again. There were not many people inside. Only a few office workers came to buy lunch, and a few housewives were pushing their carts.

I stood next to the snack shelves and saw a young mother slowly passing by with a shopping cart. A child of about four sat inside, waving his little hands to grab a reindeer-shaped chocolate from the holiday section.

His mother shook her head and refused his request. She quickly walked past the holiday section and moved toward the shelves with sauces and pasta.

I picked out some products too, trying to make myself look less like a stalker.

The child was full of energy, so she picked up a bag of Percy Pigs sweets from the shelf and handed it to him to hold. Then she freed her hands and continued choosing other cooking essentials for the family.



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