



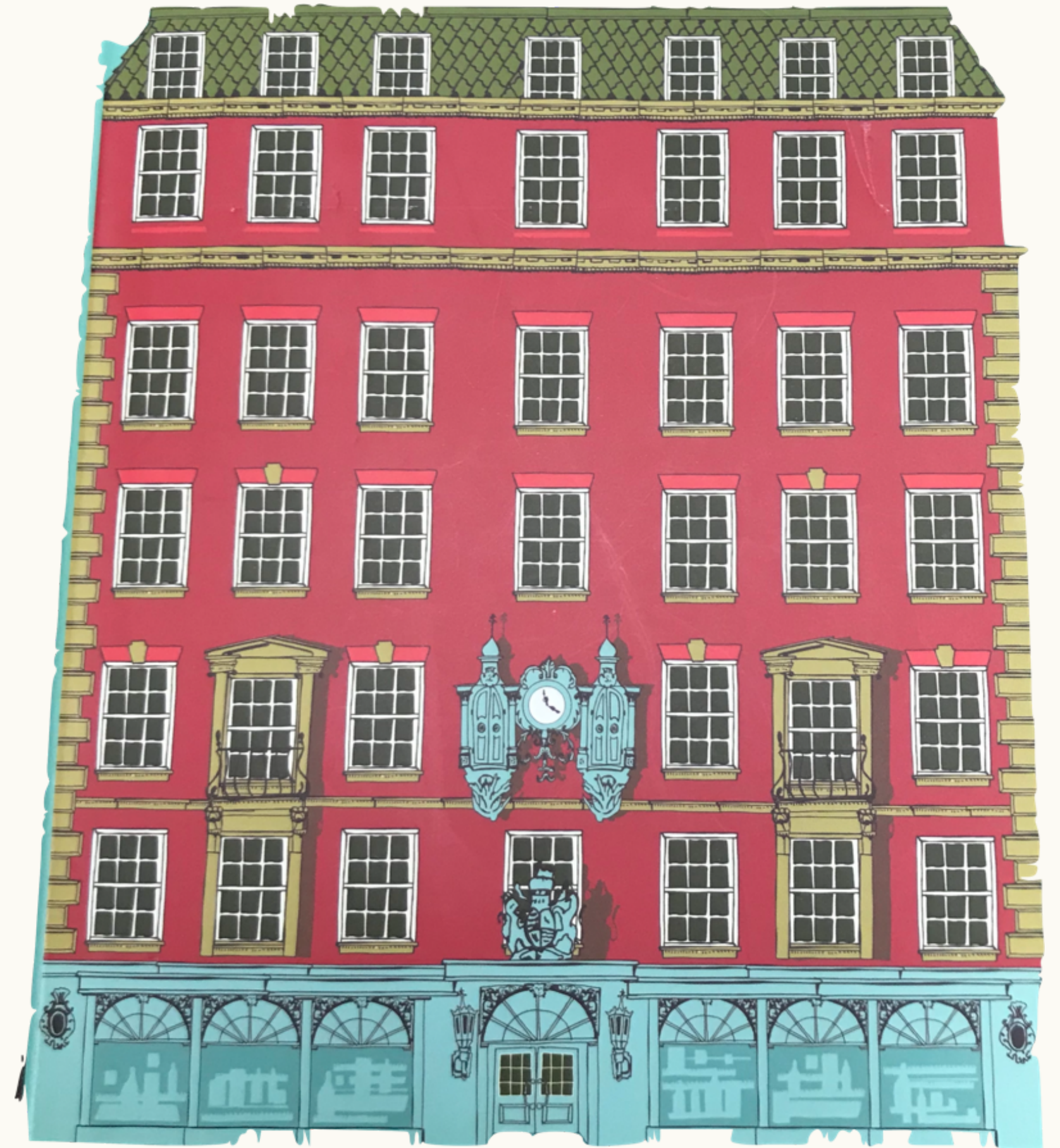
**FORTNUM & MASON:  
A SHOPPING AND CULTURAL  
MEMORY ICON**

MERRAN CARR-WIGGIN

"I'VE LOOKED AFTER THE  
FORTNUM & MASON ARCHIVE  
FOR 25 YEARS. WE USE OUR 311  
YEAR HISTORY TO TELL STORIES,  
INSPIRE NEW PRODUCTS AND  
ENGAGE WITH NEW  
CUSTOMERS"

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ANDREA TANNER





FORTNUM & MASON

EST 1707







# CULTURAL MEMORY

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- Cultural memory is formed by transformative historical experiences that define a culture and are transmitted from generation to generation.
- Cultural memory is communicated through texts, artefacts, material culture, ceremonies, and learned cultural traditions.
- Cultural memory is a process by which a community ensures the continuity of its knowledge





# CORPORATE ARCHIVES

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AN ARCHIVE CAN HAVE SEVERAL PURPOSES AND ROLES WITHIN AN ORGANIZATION:

- Playing a strategic role that contributes to the creation of competitive advantage
- Facilitating a new product rollout by positioning it in a historic brand context
- Reinforcing cultural values with evidence from history
- Strengthening employee relationships with the company by celebrating an illustrious corporate past
- Providing proof of the high position and high level of name recognition that has been achieved
- Providing a record of the route the company took in order to ensure the survival of memory
- Demonstrating a company's longevity and achievement

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# FINDINGS



A BRITISH TRADITION  
Fortnum & Mason

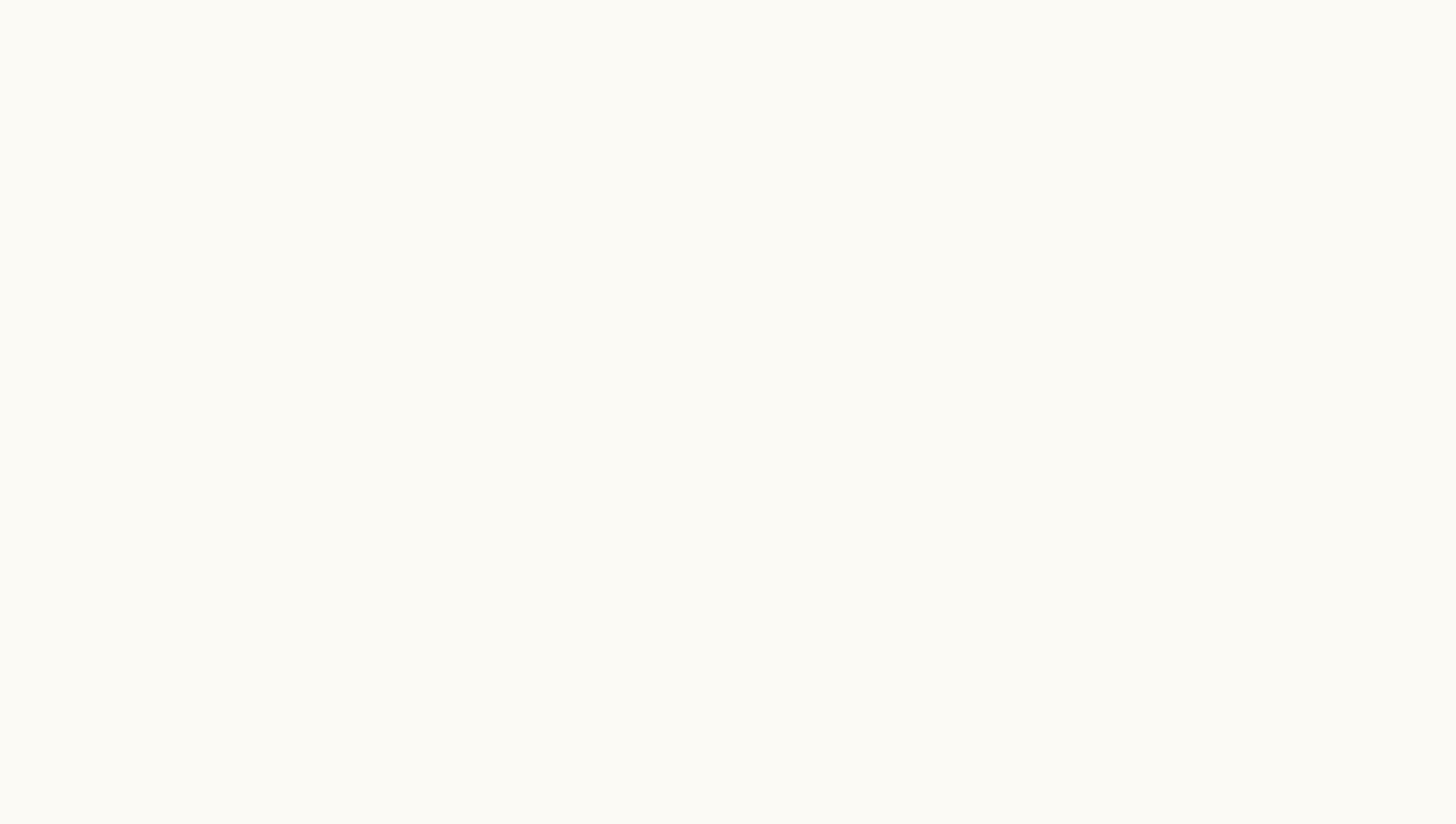
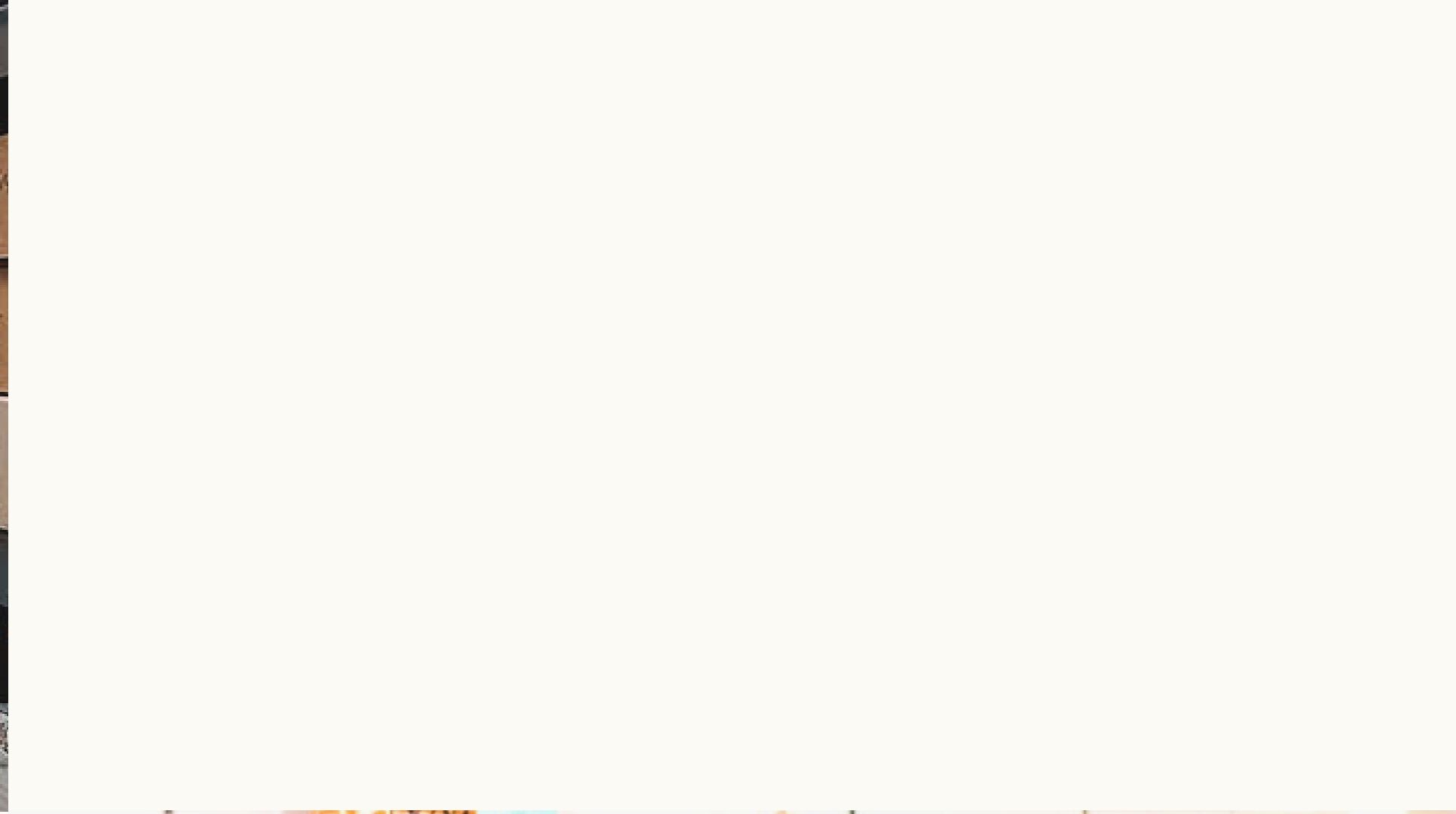




# THE ARCHIVE AND THE ARCHIVIST

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## Strategic Archival Roles at Fortnum's

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FORTNUMIZE IT!



# OPPOSITIONAL VIEWS

TO THE FORTNUM'S CULTURAL MEMORY NARRATIVE





# FRAGILITY OF THE ARCHIVE

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- Dr. Tanner's unique charisma
- lack of staffing support
- no succession plan
- nothing captured in writing
- need more robust finding aids and metadata schemes
- would benefit from a digitization strategy



FORTNUM & MASON

THANK YOU

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Questions? [carrwigge@ualberta.ca](mailto:carrwigge@ualberta.ca)



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