

London Global Bitters

Date : November 17, 2010



London's Global Bitters Cabinet

by Ricardo Leizaola

19 November to 17 December 2010

Private View: 18 November 7pm

Kingsway Corridor
Richard Hoggart Building
Goldsmiths
University of London
New Cross
SE14 6NW

www.gold.ac.uk/visual-anthropology

The Centre for Visual Anthropology and the Anthropology Department, Goldsmiths - Univ. of London are delighted to invite you to the private view for the exhibition *London Global Bitters Cabinet* - bitters, tinctures and lotions used and sold on the streets of London.

Please follow this [link](#) to see the invitation:

An exhibition of alcohol-based tinctures, lotions and bitters will be on display at Goldsmiths, Univ. of London for a month.

Curator Dr Ricardo Leizaola will showcase a multimedia installation of the exotic alcohol-based healing traditions which were found in multicultural London. The exhibition, developed with support from the Wellcome Trust, explores London's diasporic traditions of the uses of plant-based alcoholic remedies.

This collection was originally conceived as a compendium of remedies, but as research proceeded the collection evolved to include contemporary and new age alternative alcohol-based herbal remedies as well as alcoholic drinks formerly marketed as medicines or with reputed medicinal

properties.

Embracing a broader set of 'medicines', the collection ranges from well-known artefacts of the Empire, such as Angostura bitter for pink gin, to post-colonial concoctions, including Bedroom Bully and Detox tinctures.

Dr Leizaola illustrates some of the intersections between and among nominally different ways of thinking about and using alcohol-based herbal remedies through a visual exploration juxtaposing these products, their claims and ingredients. Using various digital media this installation explores aesthetic and social aspects of the collision of diverse cultural and social practices and domains which have in common the use of alcohol and herbals for healing or recreation.

The exhibition includes the collection of tinctures and lotions, as well as a selection of posters, texts and videos which analyse and contextualise consists of a collection of spirits, tinctures, lotions and remedies accompanied by a selection of posters, texts and videos analysing and contextualizing the collection.

In collaboration with the Wellcome Trust

Private viewing 18 November, 7pm

Exhibition then runs from 19 November to 17 December

Kingsway Corridor, Richard Hoggard Building, Goldsmiths, New Cross

Entrance is free