

Still confused on the relationships but I have given it my best shot

Keyword – Origins

Object – Coffee

#### Definition of Origins

##### Cambridge English Dictionary

The beginning or cause of something

Used to describe the particular way in which something started to exist or someone started their life

Where a person was born

Where an object was made

<https://dictionary.cambridge.org/dictionary/english/origin> (2020) Accessed online 18/11/2020

##### Collins Dictionary

Ancestry or parentage; birth

Conditions or events viewed as giving rise to something

<https://www.collinsdictionary.com/dictionary/english/origins> (2020) Accessed online 18/11/2020

The object I have chosen is coffee, an object integral to my daily life and the word I have chosen is origins, I would like to know how coffee became a big part of our culture.

Coffee was unknown in Europe before the 1500's. The first coffee house opened in England in 1650. Originally it was a small smoky affair reminiscent of the East. Slowly it became popular with Actors, writers and artists, "it became an institution that replaced the alehouse as a place for men to meet and discuss business or politics" (Jamieson, Ross.W.2001 p.285). No women were present, the taking of tea was considered a more feminine pass time.

Eventually the fashion for coffee entered the domestic scene and a wave of consumerism followed which required the redesigning of eastern utensils for "polite" British society. Traditional silver service was replaced with china bowls and saucers, reflecting the gentility of the Chinese tea ceremony, fashion had changed. The trend meant the creation of china factories such as Wedgewood to satisfy the demand, the infiltration of coffee had influenced culture, commerce and design.

The 1960's saw a cultural revolution among young, working class people, centred on the meteoric rise of pop groups such as the Beatles. Music was performed in small venues which led to the birth of the coffee dance club.

Coffee shops existed before but with nowhere to dance. Here people were able to express themselves freely. New styles of dance dispensed with the formalities of having a partner. Young women were adopting unconventional styles, with less femininity, wearing jeans and flat shoes, as was practical for dancing. Coffee clubs continued to rise in popularity with the arrival of the juke box.

"This was the baby-boom generation - people born in 1946, '47. There were a lot of young people, and they wanted something different" (Milestone, K. 2018p.).

The coffee club was important; especially for girls as gender inequality limited their choices. The clubs were accessible to the girls, they no longer needed permission to enter, they could dance, they were able to throw off the constraint of their parent's culture and find their own individuality, enabling the next generation to be creative through music and set the trends in fashion.

In the post war era, the effort required to operate the espresso machine and lift sacks of coffee beans made the café a masculine domain. The nature of interaction with customers was deemed not respectable for young women, so the coffee shop remained the domain of the male Barista, as waiter in his traditional uniform.

By the 1990's companies such as Starbucks re-invented the café experience, serving new speciality coffees, re-styling the image of the Barista and adding corporate branding. The Italian barista uniform became more contemporary and included the Starbucks mermaid logo apron. The relaxed atmosphere generated a new coffee culture.

"Today, there is much more attention to branding that is cool, more fashion than uniform" (Pojmann.W.2020)

Many other coffee shops followed suit, offering an even more informal atmosphere, generally not following fashion trends. Instead, vintage and urban styles entered the café aesthetic.

Independent traders appeared too, offering a more authentic experience in organic and fair trade coffee. Known as hipsters, they became the antithesis of corporate culture. Urban and street styles found their way into these establishments and the barista had transformed once again, with their beards, scarves and leather aprons.

In my opinion, coffee has transformed from humble beginnings into an art form in itself, the brewing process, the coffee shop aesthetic, the merchandise and the fashion.

Jamieson, Ross W. (2001) *The essence of commodification: Caffeine dependencies in the early modern world*, Journal of Social History, Vol.35 (2), p.269-295 Oxford University Press USA

Milestone, K. (2018) *Swinging regions: Young women and club culture in 1960s Manchester*, Film, fashion & consumption, Vol.7 (2), p.179-194

Pojmann, W. (2020) *Barista Cool: Espresso fashion transformed*, ZoneModa Journal, Vol10, p.213-227