Special Issue
Arthurian "Kitsch": Consuming, Wearing, and Selling the Matter of Britain

Co-editors: Evelyn Meyer (St. Louis University) and Alexandra Sterling-Hellenbrand (Appalachian State University)

The So What welcomes proposals for short (1500-3000 words), public-facing pieces engaging with material Arthuriana in popular culture ranging from the sublime to the ridiculous, with a planned online publication of mid 2027.

From King Arthur flour and the Toyota Avalon to the Camelot Tea Company or Excalibur screwbolts (to say nothing of the Excalibur Hotel in Las Vegas), Arthuriana has long circulated through markets, kitchens, and commodity culture. In this issue, we seek to examine how Arthurian legends literally take material form; how they are ingested, worn, driven, marketed, and generally consumed. For this issue, we invite contributions that explore the dynamic intersections between Arthurian legends, consumable merchandise, and what we might otherwise describe using the term "kitsch": food, drink, cosmetics, pharmaceuticals, and other ingestible or disposable goods inspired by the Matter of Britain.

Possible topics include (but are not limited to):

- Arthurian branding across industries, from tourism to hospitality, hardware and gastronomy
- Camelot-themed restaurants, cafés, and pop-up dining experiences
- Beauty and cosmetic lines invoking Arthurian figures, e.g. Morgan le Fay or Guinevere
- Children's consumables (lunchboxes, candies, cereals) tied to adaptations such as the *Sword in the Stone*
- National identity, tourism, and regional food marketing in places associated with Arthurian legend (e.g., Cornwall, Wales, Brittany)
- Capitalism, nostalgia, and medievalism in Arthurian product design
- Gift-shop Arthuriana from bobble heads to coloring books.

By examining Arthuriana not only as text or myth but as a consumable commodity, this project aims to illuminate the ongoing vitality—and marketability—of the medieval in contemporary culture.

Please send us your proposals by **August 1, 2026**. Style and submission guides are available on our site. Proposals and questions can be emailed to both issue editors, Evelyn Meyer (evelyn.meyer@slu.edu) and (Alexandra Sterling-Hellenbrand (hellenbranda@appstate.edu).