

## Press release

# Frances Quinn reveals her “Edible Masterpiece” as part of Art Fund initiative

- **Great British Bake Off champion recreates iconic Matisse painting with cheesecake**
- **Art Fund’s ‘Edible Masterpieces’ raising money for UK museums**
- **Culinary fundraising events taking place nationwide**

**King’s Cross, London** – Today at the Art Fund, Frances Quinn, winner of BBC 2’s *Great British Bake Off* 2013, revealed a bake inspired by iconic artwork ‘Blue Nude (I)’ (1952) by Henri Matisse. She created her piece in aid of the Art Fund’s latest fundraising initiative **Edible Masterpieces**, which is calling on art lovers, museum goers, keen bakers and cooks to organise their own cooking challenges or events on and around 9 May 2014 to see who can create the finest edible masterpieces inspired by their favourite work of art or cultural icon.

Frances Quinn, said: “What excites me most about baking is getting to be creative with ingredients that can be turned into designs, which can then be eaten and enjoyed. Edible Masterpieces fully embraces this mixing together of art and food and the inspiration and ideas that go into each piece - not necessarily just cake!”

Stephen Deuchar, director of the Art Fund, said: “We’re really encouraged by the wave of enthusiasm for Edible Masterpieces - the idea of baking to help museums and galleries seems to have truly captured the public imagination! I look forward to seeing everyone’s Edible Masterpieces and I know that Frances Quinn’s work will be an inspiration to all.”

Edible Masterpieces has seen nearly a 1,000 sign-ups and overwhelming enthusiasm, with each entrant receiving a beautifully-designed fundraising pack, full of recipes and inspiration. Today, and over the next few days, throughout the UK there will be friendly competitions with work colleagues, tea parties with friends or family and many a bake sale – with all funds raised going towards supporting UK museums and galleries, helping them to buy and show great art for everyone.

Participants have been sharing photos of their ideas, inspirations and creations via the Art Fund's social media channels – Twitter, Instagram and Facebook – using the hashtag **#ediblemasterpieces**.

**UK Edible Masterpieces events:**

**Craft Studio and Glass Works, Newland**

**10am – 6pm, 9 May**

Guests are invited to bring along cakes inspired by their favourite artwork to an “Edible Masterpieces” competition. The best cake will win a glass fusing workshop. Entry is £3

**Firstsite Art Gallery, Colchester**

**11 am – 1 pm, 2 pm – 4 pm, 10 May**

Colchester's leading contemporary art venue is known for its stunning architecture and cutting-edge exhibitions. Now – for one day only – the gallery is adding culinary artworks to its displays. Firstsite's Edible Masterpieces workshop is open to families and the general public, with everything on show available for visitors to buy – from biscuits resembling paintings to cakes inspired by the gallery's iconic architecture.

**Stanley & Audrey Burton Gallery, Leeds**

**1.30 – 4 pm, 24 May**

Organised by the University of Leeds, the city's Stanley & Audrey Burton Gallery is teaming up with the Love Rouge bakery to put on this Edible Masterpieces event – in their own words, 'the best excuse you'll ever find to eat cake!' Jigsaw puzzle pieces of cake will be available for attendees to decorate and, once finished, the pieces will be assembled to recreate a work of art found within the gallery. A £2 minimum donation is requested.

For further information:

[www.artfund.org/edible](http://www.artfund.org/edible)

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**About the Art Fund**

The Art Fund is the national fundraising charity, helping museums to buy and show great art. Over the past 5 years we've given over £26m to help museums and galleries acquire works of art for their collections and placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions. We also help museums share their collections with wider audiences through supporting a range of tours and exhibitions, including the national tour of the Artist Rooms collection and the 2013-2014 tours of Grayson Perry's tapestries *The Vanity of Small Differences* and Jeremy Deller's *English Magic*, the British Council commission for the 2013 Venice Biennale. Our support for museums extends to the Art Guide app – the comprehensive guide to seeing art across the UK, promoting a network of over 650 museums and galleries throughout the country, and the £100,000 Art Fund Prize for Museum of the Year – an annual celebration of the best of UK museums, won in 2013 by William Morris Gallery in Walthamstow. We are independently funded, the majority of our income coming from over 100,000 members who, through the National Art Pass, enjoy free entry to over 220 hundred museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.

Find out more about the Art Fund and the National Art Pass at [www.artfund.org](http://www.artfund.org).