

## Calling all art-loving bakers: Cook up an Edible Masterpiece and help raise money for UK museums and galleries

The Art Fund's Edible Masterpieces fundraising initiative relaunches today, encouraging both art and food lovers alike to raise money for UK museums and galleries in a creative way. Now in its second year, the initiative asks the British public to get into the kitchen over the next two months to cook up a variety of appetizing artworks, then enter the Edible Masterpieces competition for the chance to see their creation crowned the Ultimate Edible Masterpiece 2015. There is an array of fantastic prizes available for first place and 10 runners up.

The Art Fund is looking for images of the public's very own Edible Masterpieces, inspired by iconic works of art, which can be submitted at [artfund.org/edible](http://artfund.org/edible). Entries cost £10 with all funds raised going to support museums and galleries. Participants can submit their entries until **11pm on Sunday 11 October**, and on 13 October a panel of esteemed judges will choose one winning creation to be announced on 14 October.

The Ultimate Edible Masterpiece 2015 winner will receive a KitchenAid Artisan Stand Mixer, a Konditor & Cook Premium Kitchen Experience Day, *What to Bake and How to Bake It* recipe book by Jane Hornby (published by Phaidon), and a National Art Pass (valid for one year), whilst 10 runners up will receive goodie bags. Share and exhibit masterpieces online by posting photos on social media, using #ediblemasterpieces and linking to the Art Fund's channels on Facebook, Instagram and Twitter.

Participants can create their own masterpieces at home, or rally together in early October to host a bake-off style competition with family, friends and colleagues, raising extra funds and seeing who has the best culinary skills. This year will also see the launch of Edible Masters, a group of ambassadors who will drive the initiative in their respective regions by hosting a series of events with the hope of raising even more money for the cause.

All funds raised through Edible Masterpieces will go towards supporting museums and galleries across the UK through the Art Fund's charitable programme, helping to buy and display great art for everyone to enjoy. Recent prominent campaigns have included the saving of the Van Dyck self-portrait, now in the National Portrait Gallery's permanent collection, and the saving of the Wedgwood Collection, which spans 250 years of British history.

Participants can be as inventive as they wish in their choice of subject matter and medium for their masterpieces, basing creations on contemporary works, Old Master paintings, architecture, ceramics, sculpture and so on. Anything edible goes, be it sweet or savoury, and even the inexperienced baker can get involved.

Last year saw Edible Masterpieces ranging from a Damien Hirst-inspired skull cake to a Van Gogh-inspired ploughman creation, and this year, the Art Fund has come up with even more ideas to get the public's imagination rolling. Rodin's *The Kiss* re-interpreted in cheese and Barbara Hepworth's *Pelagos* recreated in the form of a bread roll are just two of the examples available as inspiration from the Art Fund's website, which hosts further Edible Masterpieces information.

#ediblemasterpieces

**-Ends**

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<https://www.dropbox.com/sh/7lj42l1yecukmpc/AADTLWTy2aaQO2IGvp6mm6uAa?dl=0>

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

This year, the Art Fund have teamed up with **Lakeland**, the UK's much-loved kitchenware retailer, to offer everyone who enters £5 off when they spend £40 or more in any one of Lakeland's 69 stores nationwide.

**Notes to Editors**

The Art Fund is the national fundraising charity for art. In the past five years it has given £34 million to help museums and galleries acquire works of art for their collections. The Art Fund also helps museums share their collections with wider audiences by supporting a range of tours and exhibitions (including ARTIST ROOMS and the 2013-18 exhibition tour of Tate's *Salisbury Cathedral from the Meadows* by John Constable) and makes additional grants to support the training and professional development of curators.

The Art Fund is independently-funded, with the core of its income provided by 117,000 members who receive the National Art Pass and enjoy free entry to over 230 museums, galleries and historic places across the UK, as well as 50% off entry to major exhibitions. In addition to grant-giving, the Art Fund's support for museums includes the annual Art Fund Prize for Museum of the Year, a publications programme and a range of digital platforms. Find out more about the New Collecting Awards, the Art Fund and the National Art Pass at [www.artfund.org](http://www.artfund.org).