



Media release: 13 January 2009

Photo opportunity: Tuesday 27 January 2009, time TBC

## **Design your cake and eat it!**

mima is hosting a competition to design a birthday cake in celebration of its 2nd birthday on Tuesday 27 January 2009.

The winning design will be turned into a cake courtesy of Middlesbrough College catering students and staff, and will be featured on mima's website. The cake will be presented to the winner in mima on 27 January by mima and Middlesbrough College.

The competition is open to all, and there will be one star-prize winner and 2 runners up. All 3 winners will also be presented with special bags of mima goodies. Age will be taken into consideration when judging.

We want you to be as creative as possible! Your design could be anything at all related to mima. For example it might be inspired by the architecture, an artwork you have seen at the gallery or you might even want to pop down for a look at the current exhibitions for fresh inspiration! Remember admission is free!

Entries should be submitted to the gallery by 5pm on Tuesday 20 January 2009 at the latest, and can be dropped into reception in person, or sent by post to the address below. Please remember to include your name and a contact telephone number.

Birthday cake competition!  
mima  
Middlesbrough Institute of Modern Art  
Centre Square  
Middlesbrough  
TS1 2AZ

In 2 years since opening mima's key achievements include:

- The public voted mima the second best thing in Middlesbrough (it would be disrespectful to out-do the Transporter Bridge)
- Well over 100 important works of art have been given to Middlesbrough since mima opened
- National partnerships have been established with Tate and the Crafts Council
- International partnerships are in place with the Drawing Center in New York and the National Museums of Berlin
- Over 9,000 children have taken part in organised school visits to mima
- mima has won awards from the Royal Institute of British Architects, the Royal Institute of Chartered Surveyors and the Art Fund
- mima has organised over 400 events since it opened
- mima has attracted over £1.2 million of awards to help Middlesbrough build on its important collection of art

**Competition terms and conditions:**

One entry per person. An adult must accompany entrants under 16. Entries received after 5pm Tuesday 20 January 2009 will not be accepted. No purchase is necessary. No cash alternative is available. mima and staff are excluded. The winners will be notified on Wednesday 21 January 2009. Middlesbrough council decision is final and no correspondence will be entered into.

For press information contact: Kirsty Bullock, Marketing Assistant (job share): 01642 726 713 / [kirsty\\_bullock@middlesbrough.gov.uk](mailto:kirsty_bullock@middlesbrough.gov.uk) , Victoria Huntley, Marketing Assistant: 01642 726 713 / [victoria\\_huntley@middlesbrough.gov.uk](mailto:victoria_huntley@middlesbrough.gov.uk) or Nina Byrne, Marketing Manager: 01642 726710 / [nina\\_byrne@middlesbrough.gov.uk](mailto:nina_byrne@middlesbrough.gov.uk) or

**Notes to editors**

**mima**

mima Middlesbrough Institute of Modern Art, is a new gallery designed by Erick van Egeraat Associated Architects which opened in January 2007. Presenting temporary exhibitions of fine art and craft from 1900 to the present, mima features work by internationally acclaimed artists and a programme which includes painting, drawing, ceramics, jewellery, design, sound, film, mixed

media, photography and sculpture. The gallery brings together the town's art collections for the first time. Exhibitions change every quarter and admission is free.



Kirsty Bullock  
Marketing Assistant  
mima, Middlesbrough Institute of Modern Art  
Centre Square  
Middlesbrough  
TS1 2AZ  
01642 726713  
kirsty\_bullock@middlesbrough.gov.uk

**\*\*Please note this is a jobshare position.\*\***

If you need an urgent response please contact Victoria Huntley,  
Victoria\_huntley@middlesbrough.gov.uk or Nina Byrne, nina\_byrne@middlesbrough.gov.uk