

Ikon Gallery announces new partnership with Yorks Café & Coffee Roasters

We are delighted to announce that Yorks Café will be opening at Ikon in January 2017 to deliver catering for both the café and event hire at the gallery. An exciting new partnership between two much loved Birmingham brands, it will be a new addition to the city's quality of life, mixing informality and innovation.

Yorks at Ikon will offer visitors a new look eating space and a brand new menu. It will feature Yorks' core coffee (roasted here in Birmingham) and brunch menu (including shakshuka, Arabian buttered eggs together with more familiar breakfasts such as eggs benedict) for which Yorks has become known for. However, Yorks at Ikon will be evolving into an evening venue with the introduction of craft beers on tap, stone baked pizzas, and a sharing-plate inspired selection of mezze and salads.

The atmosphere and interior decor will convey Yorks' emphasis on authenticity and integrity through a characteristic use of raw materials and fabrics, but expect a uniquely Ikon twist. Set within the gallery and opening out onto Brindleyplace, it is ideal for families, individuals and groups visiting the gallery. Customers will be able to eat in or take away.

Yorks will also be providing catering to those hiring Ikon as a venue for corporate events, meetings and private parties. A 'shared plate' style of ordering for small groups and buffets for larger events.

Ian Hyde Deputy Director of Ikon Gallery said

"Our decision to award Yorks the three year contract was based on their excellent reputation and their ambition to redefine what a café means in Birmingham, whilst appealing to an intelligent, knowledgeable customer who demands greater authenticity and integrity.

We believe that their offer of uplifting food, outstanding coffee, memorable experiences and a team who are knowledgeable and provide a warm welcome fits well with our own ethos."

Simon Ford Managing Director of Yorks said

"We have always strived to remove the pretence that comes with perceived quality, firmly believing that great food should not be (and is no longer) restricted to fine dining. Yorks is on a mission to continue building on our reputation for our own roasted coffee and brunch and bring the most exciting food Birmingham has seen into a highly accessible unpretentious, casual dining experience which we feel is closely aligned to Ikon's mission to make high quality contemporary art accessible to all.

With such similar values, we feel the partnership will flourish."

Over 130,000 people visit the Ikon Gallery annually our ambition is to grow this and make Ikon a place that people drop-in and use us as a social space where they can meet up with friends and family and enjoy good food whilst visiting the gallery. ENDS

Ikon Gallery

1 Oozells Square, Brindleyplace, Birmingham B1 2HS
0121 248 0708 / www.ikon-gallery.org
Open Tuesday-Sunday & Bank Holiday Mondays
11am-5pm / free entry

Ikon Gallery Limited trading as Ikon
Registered charity no. 528892



Left to right: Ian Hyde Ikon Deputy Director and Simon Ford owner of Yorks

Note to Editors:

Ikon Gallery

1. Ikon is an internationally acclaimed contemporary art venue situated in central Birmingham. Established in 1964 by a group of artists, Ikon is an educational charity and works to encourage public engagement with contemporary art through exhibiting new work in a context of debate and participation. The gallery programme features artists from around the world and a variety of media is represented, including sound, film, mixed media, photography, painting, sculpture and installation. Ikon's off-site programme develops dynamic relationships between art, artists and audiences outside the gallery. Projects vary enormously in scale, duration and location, challenging expectations of where art can be seen and by whom. Education is at the heart of Ikon's activities and through a variety of talks, tours, workshops and seminars, Ikon's Learning Team aims to build dynamic relationships with audiences, enabling visitors to engage with, discuss and reflect on contemporary art.

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2. Ann Tonks Managing Director of Opus at Ikon who are the current café operators said *'We have had four wonderful years at Ikon. Our lease has come to an end and we decided not to renew, in favour of developing our Bar Opus format. We have made some life long friends at the gallery, and we look forward to maintaining our strong ties.'*
3. For the latest news and events follow @ikongallery on Twitter, Facebook and Instagram.
4. Ikon Gallery is supported using public funding by Arts Council England and Birmingham City Council.
5. For more information and high-res images please contact Sam Skillings or Emily Luxford at Ikon on 0121 248 0708 or email s.skillings@ikon-gallery.org or e.luxford@ikon-gallery.org

Yorks

1. For more information on Yorks, visit www.yorksbakerycafe.co.uk, or www.yorkscoffeeroasters.co.uk or follow @yorksbakerycafe on twitter, Instagram and Facebook.

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