



## Call for Bakers! Museum of the City of New York Announces Return of *Gingerbread NYC: The Great Borough Bake-Off*

Fourth Annual Exhibition Opens November 7, 2025 — Submissions Now Open

**New York, NY (July 21, 2025)** — The Museum of the City of New York is thrilled to announce the return of its sweetly imaginative holiday tradition, *Gingerbread NYC: The Great Borough Bake-Off*, opening to the public on **Friday, November 7, 2025**.

Now in its **fourth year**, this beloved seasonal exhibition invites **professional and amateur bakers** from across the five boroughs to submit designs for edible creations that celebrate the city’s iconic places, buildings, and spirit—rendered entirely in gingerbread.

The theme, **“Iconic New York,”** invites participants to reimagine a building, place, or thing that represents the heart of their neighborhood, community, or borough. From brownstones and bridges to bodegas and ballparks, no symbol of New York is too big—or too sweet—to tackle.

A **panel of distinguished judges**—including Magnolia Bakery’s **Bobbie Lloyd**, restaurateur **Melba Wilson**, and The Met’s **Nadine Orenstein**—will review the final gingerbread displays and award prizes in multiple categories. Museum visitors will also help crown the **“People’s Choice”** winner by casting their votes during the run of the exhibition.

### CALL FOR SUBMISSIONS

Bakers are invited to apply now through **Friday, September 19, 2025**. Selected participants will receive a **\$500 stipend** to support their materials and will have their work featured in the Museum’s gallery throughout the holiday season.

To apply or learn more, including full rules and guidelines, please visit:

<https://www.mcny.org/gingerbread-nyc>

Key dates:

- **Fri, Sep 19** – Submission deadline
- **Fri, Sep 26** – Selected bakers notified

- **Fri, Oct 3** – Design proposals with dimensions due
- **Oct 23–26** – On-site installation of gingerbread displays
- **Thu, Oct 30 – Fri, Oct 31** – Final judging
- **Mon, Nov 3** – Press preview + Awards presentation
- **Fri, Nov 7 – Mon, Jan 19, 2026** – Exhibition open to the public

### **About the Exhibition**

*Gingerbread NYC: The Great Borough Bake-Off* is more than a festive display—it's a joyful showcase of creativity, community pride, and edible design. With entries from all five boroughs and a wide range of styles and inspirations, the show celebrates what makes New York New York, one gumdrop at a time.

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### **About the Museum of the City of New York**

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. Through exhibitions, public programs, and educational initiatives, the Museum explores what gives New York City its singular character and global impact.

### **Visitor Information**

The Museum is located at 1220 Fifth Avenue. Public hours are Monday - Friday, 10:00 am–5:00 p.m., and Saturday and Sunday, 10:00 am–6:00 p.m. Learn more at [mcny.org](http://mcny.org).