

IKON

Ikon Gallery
1 Oozells Square Brindleyplace
Birmingham B1 2HS
0121 248 0708 / ikon-gallery.org
Free entry / donations welcome
Registered charity no. 528892

Medicine announces its 9th site at Ikon Gallery, Brindleyplace

A New Home for Brunch, Cocktails & Beautiful Spaces



Opening Mid-March 2026

Medicine Bakery continues its growth with the announcement of its latest venue inside the renowned Ikon Gallery at Brindleyplace.

Set within one of Birmingham's most architecturally striking cultural spaces, this new Medicine venue feels like a natural evolution for the brand, known for pairing design-led environments with thoughtful, ingredient-focused food and drink. The gallery's light-filled interiors and creative energy perfectly reflect Medicine's love of beautiful, characterful spaces.

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This collaboration marks the coming together of two iconic Birmingham brands to create a vibrant new hangout for locals and gallery visitors of all ages.

Ian Hyde CEO at Ikon commented: ***“We are delighted to welcome Medicine Bakery as a new partner. We’re excited to work with such a respected Birmingham brand to create a unique destination café at Ikon. Medicine’s values and commitment to quality and community align closely with our own, and their reputation for excellence in food and service will be an amazing addition for all visitors. It is fantastic to align our respective journey’s and move forward together. This partnership will also enable us to offer first-class catering to everyone who hires - whether for an away day, reception, party or launch event.*”**

With the cherry trees about to blossom and our new exhibitions opening on 25 March, we can’t wait for the café to open. The outdoor terrace is an ideal spot for al fresco dining. Ikon gallery is free to visit, so please drop-in, explore and enjoy a treat from the Medicine Café at Ikon.”

Medicine - a brand that was once the heart of Birmingham’s nightlife scene, is now synonymous with croissants, caffeine and culture. Medicine’s offerings continue to evolve and may look a little different from 30 years ago, but the people behind it remain the same:

Owner, Simon Jones commented - ***“Medicine began in the Brum nightlife scene with Medicine Bar in the Custard Factory, so it feels fitting to continue expanding into cultural, iconic spaces. Brunch is what we’re known for, but we’re excited to also showcase our full drink and cocktail offering at Brindleyplace. Birmingham’s hospitality scene is always evolving, and we’re proud to be part of that journey.”***

Art and culture have always been central to Medicine’s identity. Their New Street venue - formerly home to the Birmingham Royal Society of Artists - has operated as both café and gallery since 2016, hosting exhibitions that spark conversation across the city. Their 2018 collaboration with Ikon (Young Birmingham Ikon artists: 1960s) continues their engagement with Birmingham’s creative scene.

Blending art, architecture and hospitality, the space is designed for lingering - whether for food, coffee, cocktails, art or atmosphere.

Doors open mid-March 2026.

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Follow Medicine and Ikon on social media for menu information, sneak peeks and launch updates – @medicinebakery @ikongallery

For media enquiries : lucy@medicinebakery.co.uk

Website: <https://medicinebakery.co.uk/>

Venue: <https://www.ikon-gallery.org>

Notes to editors

1. **Ikon Gallery**, 1 Oozells Square, Brindleyplace, Birmingham B1 2HS. 0121 248 0708 / ikon-gallery.org Open Tuesday-Sunday & Bank Holiday Mondays, 11am-5pm. Free entry, donations welcome. Ikon Gallery Limited trading as Ikon. Registered charity no. 528892
2. **Ikon** is an internationally acclaimed contemporary art gallery, situated in Birmingham's city centre. Established in 1964 by a group of artists.. It is an educational charity with free entry for all, and works to encourage public engagement with contemporary art through exhibiting new work in a context of debate and participation. The gallery programme features international and local artists working in a variety of media, 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, stimulating public interest in and understanding of contemporary visual art. Ikon aims to build dynamic relationships with audiences, enabling visitors to engage with, discuss and reflect on contemporary art. ikon-gallery.org
3. **Ikon Shop** is Birmingham's only specialist art bookshop, stocking a range of books, cards, artists' limited editions, magazines and gifts. All profits from Ikon Shop support Ikon Gallery's charitable artistic and educational programme. shop.ikon-gallery.org
4. **Ikon's Spring exhibitions** are [Break the Mould](#) and [Angela de la Cruz UPRIGHT](#). They open on Wednesday 25 March and run through until 6 September.
5. **Ikon** is supported using public funding by the National Lottery through Arts Council England.
6. **Arts Council England** is the national development agency for creativity and culture. ACE have set out their strategic vision in *Let's Create* that by 2030 they want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. From 2023 to 2026 ACE will invest over £467 million of public money from Government and an estimated £250 million from The National Lottery each year to help support the sector and to deliver this vision. artscouncil.org.uk

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