



**MUSEUM OF THE CITY OF NEW YORK ANNOUNCES PARTICIPANTS
IN THE THIRD ANNUAL “GINGERBREAD NYC: THE GREAT BOROUGH BAKE-OFF”**

**Amateur and Professional Bakers from Around the City Take on “Iconic New York”
for the latest MCNY Gingerbread Competition**

**Winter Holiday Installation On View:
November 8, 2024-January 12, 2025**

Press Preview: Monday, November 04, 10 am-12 pm

NEW YORK, NY (October 2024) – The 2024 holiday season just got sweeter! The **Museum of the City of New York** is thrilled to announce the return of *Gingerbread NYC: The Great Borough Bake-Off*, now in its third year. This annual celebration brings together twenty talented bakers from across the five boroughs to showcase their culinary creativity in a festive gingerbread competition. The installation opens to the public on **Friday, November 8, 2024**, offering both New Yorkers and tourists a delightful way to celebrate the city's iconic sites, spaces, and symbols.

The participants for Gingerbread NYC 2024 are a mix of amateur and professional bakers who will represent their boroughs with pride. They include:

BRONX

- **Patty Pops** (professional)

BROOKLYN

- **Angela Carlucci** (professional)
- **byPensa** (professional)
- **Irma C. Salmon** (professional)
- **Kailee Moore** (professional)
- **Michael Wolfe, MD** (amateur)
- **Something Sugared & SottoVoce** (professional)

MANHATTAN

- **Brett Rappaport** (amateur)
- **Christina Napolitano** (professional)
- **Cray Cray for Cakes** (professional)
- **EVill Baker** (professional)
- **Jewel Johnson** (professional)
- **Kenny Peng, Dani Ball, and Raj Movva** (amateur)
- **Loretta Bricchi Lee** (amateur)

- **One Sweet World** (amateur)
- **Oui Bakely** (professional)

QUEENS

- **Estefania Ramos** (professional)
- **Filiz Cihan Cemberci** (professional)
- **Just Add Kare/Karen Chin** (professional)

STATEN ISLAND

- **Jo Iris Shmidt** (professional)

Participating Judges include:

- **Bobbie Lloyd**, CEO and Chief Baking Officer, Magnolia Bakery
- **Jonah Nigh**, Semi-finalist, NBC/Peacock's *Baking It* (Season 1); Comedian; VP for Development and Chief Advancement Officer, The Juilliard School
- **Nadine Orenstein**, Drue Heinz Curator in Charge, Department of Drawings and Prints, Metropolitan Museum of Art; Former Judge, National Gingerbread House Competition in Asheville, NC
- **Amy Scherber**, Owner and Founder, Amy's Bread, est. 1992; Cafe Operator of Chalsty's Cafe, Museum of the City of New York
- **Melba Wilson**, Owner, Melba's Restaurant; Author, *Melba's American Comfort: 100 Recipes from My Heart to Your Kitchen* (2016)

Gingerbread NYC: The Great Borough Bake-Off -- a unique and festive experience for all – will include public programs and other events to be announced. More information will be found at www.mcnny.org.

ABOUT THE MUSEUM OF THE CITY OF NEW YORK

The country's first and largest city museum, the Museum of the City of New York fosters an understanding of the distinctive nature of urban life in the world's most influential metropolis. Through history, popular culture, and art, the Museum explores New York City's influence nationally and globally. Named the "Best Museum" in *Time Out New York's* "Best of the City 2021," MCNY holds a 750,000-object collection and hosts two permanent exhibitions, two immersive films, and four rotating exhibitions in its historic building at the top of Museum Mile.

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ABOUT THE 2024 GINGERBREAD NYC BAKERS

Angela Carlucci (Brooklyn)

Angela Carlucci is the Pastry Chef and Head Baker for Think Coffee and a culinary teacher, based in New York City. She teaches culinary skills to adults and children through different organizations around the city including, most recently, the Imogen Roche Foundation. Her dream is to start a television program to bring her knowledge of baking to children in lower-income areas, to help them learn vital culinary skills and techniques that would help set them up for a future job in nutrition or science. She would like to teach the art of baking as a creative and therapeutic "self-care" outlet. [@devoestreetbakeshop](#)

Brett Rappaport (Manhattan)

Architect, Manhattanite, and Pratt alum, Brett Rappaport blends admiration for NYC's iconic structures with confectionery craftsmanship. When strolling the streets, his heart dances to the skyline's rhythm—each brick a beat, each cornice a crescendo. [@photobretto](#)

byPensa (Brooklyn)

Nikki Pensabene is the founder and head pastry chef of byPensa, a Brooklyn-based cake studio celebrated for its non-traditional, hyper-personalized creations. Combining contemporary style, premium ingredients, and bespoke design, byPensa crafts cakes that are both unique and memorable. [@byPensa_](#)

Christina Napolitano (Manhattan)

Christina Napolitano turned her passion for home baking into a profession after a career change in 2021. She focuses primarily on viennoiserie and sourdough bread and is currently a lead baker at La Cabra Bakery in the East Village. Her entry will pay homage to iconic neighborhood favorites from her childhood in Yorkville.

[@nina_napolitano](#)

Cray Cray for Cakes (Manhattan)

Maria Sieber moved from Morris County, New Jersey, to NYC, bringing her online bakery, Cray Cray for Cakes, with her. Her dream of owning a bakery took shape after her daughter was born, and she began creating elaborate birthday cakes. [@craycrayforcakes](#)

Estefania Ramos (Queens)

Estefania is an amateur hobby baker aspiring to become a professional. She started baking in September 2023 and learns something new every day, falling in love with the art with every piece she creates. For Estefania, baking is an art form where she can express herself, turning her emotions into edible masterpieces.

EVill Baker (Manhattan)

The EVill Baker, aka Caroline Lim, is a home baker in the East Village, NYC. Caroline has been creating cookies and cakes for over 10 years, working with clients to design perfect cakes for birthdays, weddings, and other celebrations.

Filiz Cihan Cemberci (Queens)

Filiz Cihan, a designer and chef, creates delicious cakes and cookies that perfectly combine aesthetics and taste to deliver unforgettable experiences. [@fiyonafiliz](#)

Irma Salmon (Brooklyn)

Irma Salmon loves the science of baking, creating layers of cakes, or cookies and pastries with unique flavors and shapes. Baking allows her to express herself artistically and pushes her beyond the limits of possibility. She

graduated from the prestigious Henry Sison Culinary School in Asia in 1991 and has since been certified in Vegan and Gluten-Free Baking. Irma runs Celebration Cakes by Irma Contreras and KookieKakes by the SLICE girls. [@Irmascake](#) [@Kookiecakesbyslice](#)

Jewel Johnson (Manhattan)

Jewel Johnson is a pastry chef, business owner, and Food Network champion and judge. Her work has been featured in several magazines and publications, and she is known for her sculpted cakes and sugar work. [@chefJ88](#)

Jo Iris Shmidt (Staten Island)

Jo Iris Shmidt has been baking since she was four years old. Creating beautiful and delicious cakes and pastries is her passion, and she loves being part of other people's special moments. As a resident of Staten Island, she aims to establish herself as a professional baker and business owner, spreading the beauty and rich history of Staten Island. [@ayis_mdrs_04](#)

Just Add Kare (Queens)

Just Add Kare's Karen Chin's serious foray into baking began with a surprise gift from her husband—a 50 lb. bag of flour. She now runs a small baking business from her home in Queens, creating artistic desserts that bring joy to others. [@justaddkare](#)

Kailee Moore (Brooklyn)

Kailee Moore is a Pastry Cook at The Fifth Ave Hotel & Cafe Carmellini, a role that has brought numerous opportunities for personal growth and enjoyment in NYC. Previously, she was the Pastry Chef at Terrapin in Rhinebeck, NY, where she annually created a gingerbread replica of the restaurant for the town's Sinterklaas Christmas Festival. [@Moore_desserts_](#)

Kenny Peng, Dani Ball, and Raj Movva (amateur)

Kenny, Dani, and Raj are proud residents of The House on Roosevelt Island, the world's first high-rise Passive House building. They built a replica of this sustainable abode as their first gingerbread creation last year and are excited to continue their baking journey, drawing on their love of food, art, and architecture. [@da.nice.ball](#)

Loretta Bricchi Lee (Manhattan)

Loretta Bricchi Lee blends her love for design, architecture, and interior design into her real estate practice as an associate broker for Compass. As a home-baker, she combined her interests to create a rendering of the American Museum of Natural History, which won MCNY's Gingerbread NYC - Best Borough Spirit (Manhattan) Award in 2023. [@lorettabricchilee](#)

Michael Wolfe, MD (Brooklyn)

Dr. Michael Wolfe is a surgeon during the week and a passionate baker on the weekends. He has been baking since he was five years old and appeared on *The Great American Baking Show* in 2016. Dr. Wolfe continues to perfect his craft and explore new cultures through baking. [@drwolfebakes](#)

One Sweet World (Manhattan)

Sherry Kozlowski, a passionate hobby baker with an artistic eye, thrives on creating beautiful works of edible art. She believes in the power of aesthetics to elevate the culinary experience and has competed on Food Network twice. Sherry has participated in the MCNY Great Borough Bakeoff since its launch. [@_1_sweetworld](#)

Oui Bakely (Manhattan)

Iuliia Kiskie's baking journey began with summers spent in her grandmother's bakery. After experimenting with cakes, she took cookie decorating classes, leading to the creation of her side business, Oui Bakely, which offers custom-decorated cookies for events and cookie decorating classes.

Patty Pops (Bronx)

Petroula (Patty) Lambrou, a Bronx native, conceived the idea for Patty Pops during a high school economics course. After a career as a CPA, she now runs her namesake cake pop specialty store full-time. Patty and her team of Bronx-born female bakers are excited to represent their borough in this year's competition. [@patty_pops](#)

Something Sugared & SottoVoce (Brooklyn)

Mario DiBiase, chef and owner of Sotto Voce restaurant, and Susanna Caliendo, creator and owner of boutique bakery Something Sugared, combine their talents to create large, over-the-top gingerbread displays. Mario brings design and engineering expertise, while Susanna adds artistry, design, and decoration. [@something_sugared](#) [@mario.cookss](#)