



2015 Bloom Award by Warsteiner

The sixth round of this international creative competition will start on April 1, with the application phase.

Cologne/Warstein, March 24, 2015 – From April 1 to July 31, creative types from all around the world can step up to the challenge and apply for the sixth annual Bloom Award by Warsteiner. Applicants can work in the fields of art, design, urban art or film – there are no limits in this international competition. Participants can apply online at www.bloomaward.com.

The Bloom Award by Warsteiner – long-term support since 2010

Created by Privatbrauerei Warsteiner, the award has now established itself as a long-term supporter of young artists. Brought into being in 2010, the Bloom Award by Warsteiner was initially only open to creative types in Germany. Since 2012, artists and creative types from all over the world have been welcome to apply. More than 1,200 applicants from 65 countries set a new participant record last year.

Giving artists and other creative types long-term support for their ongoing careers – that is the goal of the Bloom Award by Warsteiner. In addition to a trip to Art Basel Miami Beach, the winner will have the opportunity to advance his or her career with one of the jury members as a mentor. The mentor will work with the winner for a year, sharing in-depth knowledge about the art market.

“The organizers of the Bloom Award by Warsteiner have really thought hard about how they can support the participants in the long term,” says Johanna Flammer, the 2012 winner. “Everything you learn during the mentoring program and the contacts that you make – it’s invaluable.” For instance, after Johanna Flammer’s win, she was accepted to the program at the renowned Schultz Contemporary Gallery in Berlin; her work was exhibited at last year’s Art.Fair and at this year’s Art Karlsruhe. Flammer credits her success in large part to her participation in the Bloom Award by Warsteiner.

The second-place winner will receive a single exhibition in a selected gallery and a trip to Art Paris. The third-place winner will be given a one-day mentoring session by a qualified art expert. All of the top ten finalists are invited to exhibit their works at “Bloom – the converging art show” in Cologne from September 24 to 27. As part of Art.Fair | Fair for modern and contemporary art, Bloom offers finalists a chance to get the attention of galleries and curators along with the large audience of visitors. This year, the fairs will be taking place at the same time in September.

From Joko Winterscheidt to Stefan Strumbel – the jury for the Bloom Award by Warsteiner

The core of the jury, and part of the project from the very start, are Catharina Cramer (sponsor and owner of the Warsteiner Group), Yasha Young (Director and curator of the street art project “Urban Nation”), and Walter Gehlen (Director of the Art.Fair and Bloom fairs). Every year, two additional high-profile members of the art and creative scene complete the jury. For instance, TV host Joko Winterscheidt did the honors in 2010, joining the jury for the first competition. In 2013, Stefan Strumbel – internationally known for his work on the topic of “Heimat” (homeland) – helped his jury colleagues evaluate the entries. The jury will also include two additional art experts in 2015, to be announced at a later date.

This year, the winner of the 2015 Bloom Award by Warsteiner will be announced on September 23, during a big award ceremony as part of the kickoff for Bloom – the converging art show, held in the Koelnmesse trade-fair halls.

Warsteiner supports the arts

Brauerei Warsteiner has had a close relationship with the arts for more than thirty years – starting with Andy Warhol, who immortalized the Warsteiner Pilsner glass, and continuing with the Bloom Award by Warsteiner along with the Art Collection, which first appeared in 2013. Last year, Warsteiner Brauerei’s commitment was recognized with the International Sponsoring Award of the Fachverband für Sponsoring-Agenturen und Dienstleister e.V. (FASPO).

More information about the Bloom Award by Warsteiner can be found at: www.bloomaward.com

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Warsteiner Brauerei

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