



Bloom Award by Warsteiner 2016 **Application Phase for the International Art Award Has Begun**

COLOGNE/WARSTEIN, Germany, April 19, 2016 — For the seventh time, artists from the whole world can apply for the Bloom Award by Warsteiner. Since April 1, the motto has once again become "Art wanted!" The jury is anxiously awaiting all forms of artistic expression, whether fine art, urban art, photography or film.

The competition was called to life in 2010 by Catharina Cramer, patron and managing partner of the Warsteiner Group. Last year, with over 1,500 applicants from 75 countries, it broke all previous records for the number of participants.

"The Bloom Award is an important springboard for the participating artists; that has repeatedly been confirmed. Thus, many of its winners can now be seen at major international fairs and biennials," stated Cramer with regard to the lasting support provided to young artists.

You can find more information about successful participants from previous editions of the Bloom Award by Warsteiner in the attached factsheet.

Application: Online

Applications for the Bloom Award by Warsteiner 2016 are to be submitted online at www.bloomawardbywarsteiner.com/Application. Further information is also available at www.bloomawardbywarsteiner.com/home_EN.

Prizes: Lasting Support for Art

In addition to a trip to Art Basel Miami Beach, the winner will receive the chance to advance his or her career together with one of the jury members. For one year, this mentor will be there for the winner, giving advice and practical assistance, offering support with in-depth knowledge about the art world and thus helping the winner to gain a foothold in the international art market. The second-place winner can look forward to his or her own exhibition at a renowned gallery and a trip to the Art Paris Art Fair. The third-place winner will receive a one-day mentoring session through a qualified art expert.

Who will be able to enjoy this year's prizes will be officially announced on October 26, 2016, at the grand award ceremony, which forms a part of the official opening of the Bloom – the converging art show, held in halls 1 and 2 of the koelnmesse convention center.

The ten best submitted works will be presented October 27–30, 2016, in a special exhibition at the Bloom. As a part of the Art.Fair | Fair for Modern and Contemporary Art, which is Germany's third-largest art fair, the Bloom offers its finalists the opportunity to draw the attention of galleries, curators and collectors as well as its large general audience.

Jury: Experts from the Art World and Creative Industry

A five-member jury will evaluate the submitted works. Each year, its permanent core consisting of Catharina Cramer, Yasha Young (Director and Curator of Urban Nation) and Walter Gehlen (Codirector of the Art.Fair and Bloom) is complemented by two well-known figures from the art and creative scene. The names of the additional jury members will be announced soon.

Warsteiner Supports Art

The Warsteiner Brewery has already been closely linked to art for 30 years — beginning with Andy Warhol, who immortalized the Warsteiner pilsner glass, and extending to the Bloom Award by Warsteiner and the Art Collection bottle designs, which appeared for the first time in 2013. Last year, the Warsteiner Brewery was honored with a nomination for the cultural branding award in the category "European Cultural Investor of the Year" for its engagement with the Bloom Award by Warsteiner.

Press contact:

ART.FAIR agentur:

Christiane Rabus

Alteburger Str. 36 | 50678 Köln (Germany)

Tel: +49 221 42 03 93 16

E-mail: rabus@art-fair-agentur.de

Warsteiner Brauerei Haus Cramer KG

Jens Bergfeld

Domring 4-10 | 59581 Warstein (Germany)

Tel: +49 2902 88 13 54

E-mail: jbergfeld@warsteiner.com

Warsteiner Brewery

The Warsteiner brewery, founded in 1753, is one of Germany's largest private breweries. Its flagship product is WARSTEINER Premium Pilsener, which is one of Germany's most popular beers. In addition to the Warsteiner Brewery, the Paderborner Brewery (Paderbornder, Isenbeck, Weissenburg), the Herforder Brewery (incl. Herforder Pils), the Frankenheim Brewery (Frankenheim Alt) and a holding in the König Ludwig Schlossbrauerei Kaltenberg (König Ludwig Dunkel, König Ludwig Weissbier, König Ludwig Hell) are part of the Warsteiner Group. Today, the products of the Warsteiner Group are distributed in more than 60 countries around the world.