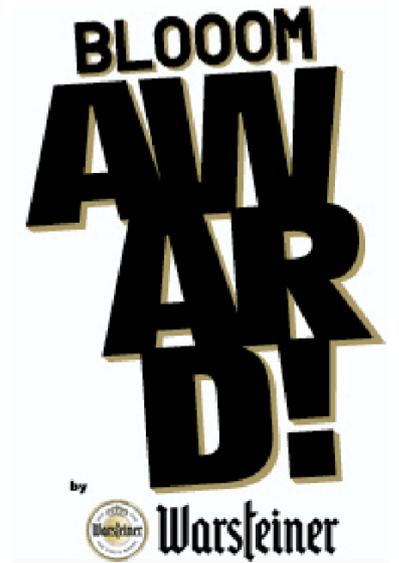


PRESS RELEASE

2017 BLOOM Award by WARSTEINER

Art wanted: Germany's largest open international art prize calls for submissions



COLOGNE/WARSTEIN, Germany, April 1, 2017 — Starting today, emerging artists from the whole world can apply for the Bloom Award by Warsteiner! This is a chance for them to develop their careers, make contacts and win attractive prizes to support their work. The top three finishers can look forward to visits to major international art fairs as well as mentoring programs with experienced coaches. All 10 finalists will also be included in the Bloom special exhibition. Over 2,000 applicants from 84 countries and 6 continents took part last year. This meant the award for young artists grew by 35% while achieving a new record number of participants.

We're looking for every form of art: from painting to design to film — no limits are set on artistic performance. There will also be a new category for the first time: music videos. Germany's largest open art prize will be held for the eighth time this year, forming part of the premiere of ART DÜSSELDORF (www.art-dus.de), from November 16 to 19.

An opportunity for young artists

The Bloom Award by Warsteiner was initiated in 2010 as a special prize of the Warsteiner Brewery. Its patron Catharina Cramer, managing partner of the Warsteiner Group, is personally committed to the creative competition, serving as a permanent member of its jury: "With the Bloom Award by Warsteiner, we want to give young artists the chance to present themselves to an expert jury and audience and to pave the winners' paths into the art business by means of coaching and contacts."



2016 Bloom Award: The winners (l. to r.) Femke Huurdemann (3rd), Rahel Zaugg (2nd), Matthias Danberg (1st) and the jurors Joko Winterscheidt, Yasha Young, Walter Gehlen, Catharina Cramer and Prof. Stephan Berg (photo: Felix J. Hild)

The first-place finisher will win an exclusive mentoring program and a trip to Art Miami Beach or Art Basel Hong Kong, together with his mentor, who will provide support for a total of an entire year. Second place will be rewarded with an exhibition at a renowned gallery and a trip to the Art Paris Art Fair. The third-place finisher can look forward to an individual, one-day mentoring session with an art expert. The five selected jury members will evaluate the submitted works. Along with Catharina Cramer (Warsteiner), Yasha Young (director and curator of the Berlin art museum “Urban Nation”) and Walter Gehlen (codirector of the Art Düsseldorf and Bloom fairs) also belong to the permanent core of the jury. The other members will be announced soon.

New category: Music video

This year, for the first time, creative minds will be able to submit music videos to apply for the Bloom Award by Warsteiner. An expert specifically from this field will serve as a member of the jury and award a special prize in this category.

The Bloom Award by Warsteiner at the Art Düsseldorf

The grand award ceremony will be presented on November 15 during the official opening of Bloom – the one artist show (www.bloom.de), held at the Areal Böhler in Düsseldorf as part of the Art Düsseldorf. The works of the ten best applicants will be presented from November 16 to 19 at Bloom – the one artist show. There, in addition to a large audience, artists can also draw the attention of galleries, curators and collectors.

Applications for the 2017 Bloom Award by Warsteiner can be submitted online until July 31 at www.bloomawardbywarsteiner.com.

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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 (Paderborner, 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.