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PRESS RELEASE

BLOOM Award by WARSTEINER 2018

Young artists can apply for the international art award starting April 1

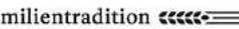


Cologne/Warstein, March 26 2018 – The BLOOM Award by WARSTEINER offers promising opportunities to young artists. The application for Germany’s largest open international art prize will be open from April 1 until July 31. The winners can look forward to attractive prizes. Furthermore, all finalists will exhibit their work to a large audience from November 16 until 18 at Art Düsseldorf.

The careers of the past Bloom Award winners are impressive: The artist Mathias Danberg from Düsseldorf was able to screen his movies at numerous festivals during the last year. In October 2016, the 32-year-old won the first prize of the Bloom Award by Warsteiner with his video “sculptures”. The prize secured him the financing of a 3D printer. Danberg presented the first of his printed sculptures at the Cologne-based gallery Ampersand during the Biennale for digital art “The Wrong”.

The Finnish artist Samira Elagoz convinced the jury of the Bloom Award by Warsteiner 2014 with her movie “Four Kings”. At the moment, she is showing her works at film festivals and art exhibitions all over the world. Johanna Flammer, who won the award in 2012 with her collage “Stolo on White 4”, is now presenting her art work in solo and group exhibitions in renowned galleries in Germany and Taiwan.



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Anna Kubelik from Berlin is equally successful. She won the first Bloom award ever in 2010 with “Movigami”: In collaboration with the UN World Water Assessment, she managed to raise attention to the value of water as a resource by presenting her work “An (In)Finite World” at UNESCO conferences in New York and Paris.

All the above examples show what matters most at the Bloom Award by Warsteiner: a long-term promotion of young artists. The numbers prove that many are interested: In 2017, 2,300 artists from 90 countries applied for the award. Compared to the previous year, these numbers show a 15 percent increase and thus, a new record in participants.



The jury and winners of the Bloom Award by WARSTEINER 2017 (from left to right: Uwe Flade, Alain Bieber, “music video” winner Michael Klich, first prize winner Julian Harper, Prof. Dr. Stephan Berg, Yasha Young, winner Yun-Ling Chen, Walter Gehlen, Catharina Cramer), © Martin Moritz



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What is the Bloom Award by Warsteiner?

This year, Germany's largest open international art prize will be held for the ninth time. The Warsteiner Brewery has started the Bloom Award by Warsteiner as a special award. The patroness Catharina Cramer, owner of the Warsteiner group, is personally invested in the contest as a permanent jury member: "With the Bloom Award by Warsteiner, we want to support young artists in their development in the long term and help them to conquer the art market."

Who can apply?

Whether visual artists, musicians, photographers, music directors, designers or urban artists: The Bloom Award by Warsteiner is open to artists of all fields – even and especially to those mixing different art forms, trying out something new and showing something that has not been seen yet. Since 2017, there is also the special category "music video".

Why should you apply?

The winners will receive exceptional prizes:

First prize: a one-year mentoring by one of the jury members and a several-day trip to an international art fair (including travel, accommodation and entrance fees).

Second prize: an individual one-day mentoring with a well-known art expert.

The winners will be announced at a great award ceremony at Art Düsseldorf (www.art-dus.de) on November 16. Furthermore, the five finalists will exhibit their art from November 16 to 18 at the art fair. This is a unique opportunity to present your own art work to a large audience. Last year, Art Düsseldorf attracted 43,000 visitors, among them numerous gallerists, collectors and curators.

Who picks the winners?

Five jury members will evaluate your submitted works. Next to Catharina Cramer (owner of the Warsteiner group), Yasha Young (director and curator of the art museum Urban Nation in Berlin), Walter Gehlen (co-director of Art Düsseldorf), Prof. Dr. Stephan Berg (director of Kunstmuseum Bonn) and Alain Bieber (culture



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manager, curator and managing director of NRW-Forum in Düsseldorf) will be part of the jury. Uwe Flade (music video director) will support the jury in the special category “music video”.

How and when can you apply?

From April 1 until July 31, artists over the age of 18 can submit their application for the Bloom Award by Warsteiner 2018 online at www.bloomawardbywarsteiner.com.

Press contact:

art.fair International GmbH

Caroline Gajewski
Alteburger Str. 36
50678 Cologne
Phone: +49 221 42 03 93 16
E-Mail: caroline@bloom.de

Warsteiner Brauerei Haus Cramer KG

Jens Bergfeld
Domring 4-10
59581 Warstein
Phone: +49 2902 88 13 54
E-Mail: jbergfeld@warsteiner.com

Warsteiner Brewery

The Warsteiner brewery is one of Germany's largest private breweries. Founded in 1753, it still remains family-owned today. The Warsteiner Group encompasses the Paderborner Brewery, the Herforder Brewery, the Frankenheim Private Brewery and shares in the König Ludwig Schlossbrauerei. Today, Warsteiner distributes its products in more than 60 countries around the world.

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, which appeared for the first time in 2013. Last year, the Warsteiner Brewery has already been 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.