

Press Release

International Art Final

Over 2000 Applicants from 84 Countries applied for the Bloom Award by Warsteiner 2016

COLOGNE/WARSTEIN, Germany, October 7, 2016 — Art from all around the world: More ambitious artists than ever before have responded to the Warsteiner Brewery's call and submitted entries from six continents for the Bloom Award by Warsteiner. The Bloom Award is the international art prize for lasting support to artists. The prize was initiated in 2010 and this year it recorded over 2000 submissions from 84 countries — an increase of 35 percent compared to last year. The application phase ended on July 31, 2016. No limits were placed upon the artists' work. The jury has nominated ten finalists, whose works will be exhibited in Cologne from October 27 to 30 at Bloom – the converging art show. The award ceremony will be held on October 26: The sought-after hosts Anja Backhaus, familiar from television and radio, and Jan-Christian Zeller, host and insider DJ, will be announcing the top three finishers.



Catharina Cramer, patron and managing partner of the Warsteiner Group; Yasha Young, director and curator of Urban Nation; Prof. Stephan Berg, director of the Kunstmuseum Bonn; Joko Winterscheidt, host and Grimme-Preis winner; and Walter Gehlen, director and artistic director of the Art.Fair and Bloom, did not make things easy for themselves while making their selection. Catharina Cramer, who has been a member of the jury since the first edition of 2010, is delighted with the fantastic resonance: "It is a pleasure to see how our prize for emerging young artists has developed since 2010. It is overwhelming that our commitment to art and design has found such a positive response." Walter Gehlen, who has also been there since the beginning, raves: "Every year, the submissions' quality fills me with enthusiasm all over again. Impressive contributions from extremely diverse forms of art reach us. Sorting through the works is always a great experience and the ten finalists in 2016 will surprise their audience."

The Finalists:

The following artists have convinced the jury this year: Tadao Cern with "Black Balloons" (Lithuania), Matthias Danberg with "Sculptures" (Germany), Femke Huurdeman with "Pippin and the Pursuits of Life" (Netherlands), Aaron Li-Hill with "Electric Currents and Mortal Wounds" (USA), Martin Reiche with "Shell Performance" (Germany), Marco Sanna with "Wir klicken – Lichtschalter Sound Cube" (We Click – Light-Switch Sound Cube; Germany), Liat Segal with "Attending Machine" (Israel), Xanthe Somers with "Don't bite the hand that feeds you, or maybe you should" (England), Angelika Wischermann with "recht schön gelegen" (quite pleasantly located; Austria) and Rahel Zaugg with "Liberator – Parts of defence" (Germany).

The Special Exhibition:

The ten finalists have already secured one reward: All of the works will be presented to 35,000 visitors from October 27 to 30 in Cologne at Bloom – the converging art show. As a part of Art.Fair | Fair for Modern and Contemporary Art, one of Germany's three largest art fairs, the special exhibition of the Bloom Award offers the finalists an opportunity to draw the attention of galleries, curators and collectors as well as a large general audience to their works and to develop lasting contacts.

The Award Ceremony:

On October 26, the decisive question will be answered: Who will stand on the top step of the podium? The top three finishers will be announced at the award ceremony hosted by Anja Backhaus and Jan-Christian Zeller. Then we will be told who can look forward to a one-year mentoring program and a trip to the Art Basel Miami Beach as well as €1500 in pocket money (1st place), an exhibition at a renowned gallery and a trip to the Art Paris Art Fair (2nd place) and a one-day mentoring session with a qualified art expert (3rd place).

More information about the Bloom Award by Warsteiner is available at:

<http://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.