



PRESS RELEASE

The BLOOM Award by WARSTEINER announces finalists

Warstein, Germany, October 5, 2017 – This year over 2,300 applicants from 90 countries applied for Germany’s largest open international art prize. Ten finalists have now been selected. Their impressive artworks will be presented in a special exhibition during the [ART DÜSSELDORF](#), November 17–19 at the Areal Böhler.

The finalists for this year’s Bloom Award by Warsteiner 2017 are:

Nadine Baldow – Marked Sheep

This Dresden artist has transformed a layered agglomeration of sheep wool into a colorful artwork in magenta, blue, violet, yellow and orange: She gave the work its color by using a spray normally used for marking sheep.

Daniel Chluba und Lukas Julius Keijser – #LIEBEMITUNS (#LOVEWITHUS)

“Für meinen Wutbürger”, “Für meinen Assi-Nazi” and “Für meine Merkel” — very roughly “For My John Q. Angry”, “For My National Antisocial-ist” and “For My Merkel”: The two artists drew attention on Valentine’s Day with these expressions of affection on red, heart-shaped balloons. On this day of love, they distributed balloons to passersby on Berlin’s Alexanderplatz; their goal was to actively work to counteract a world in which they feel there is too little love, both online and off.

Zoe Forster – Charming

After extensively examining the topic of superstition, Zoe's artwork became the by-product of her study. She found that the less people are able to control their future, the more inclined they are to believe in superstitions. Her artwork consists of a circular chalkboard, which has notes written on it and deals with an old English superstition "I will never marry." This foretells that a woman will never marry if someone sweeps under the chair she is sitting on ...

Antonio Guiotto – one year of spam

The Italian artist Antonio Guiotto collected spam e-mails for a year. With his collage "One year of spam," he draws attention to how we are exposed to constant manipulation in our everyday lives and how we are influenced by the medial presence around us.

PRESS INVITATION:

The Bloom Award by Warsteiner awards prizes for the best works by its finalists. The winners (first to third place) will be announced and the award ceremony held on November 17 at 6:00 p.m. An additional prize will also be awarded in the special category "music video." We would love for you to be a part of this. Please call or send an e-mail to Anna Nisch (see contact info below). We look forward to seeing you there!

Julian Harper – It's Getting Hot in this Cosby Sweater

He wants to use his art to investigate our relationship to others with regard to race and performance. This motivated Julian to create (among other things) the video "It's Getting Hot in this Cosby Sweater," in which he slips into the role of the well-known TV character of the '90s ...

Inbal Hoffman – cart of curiosities

In this artwork by the Tel Aviv-based artist, everyday objects converge with the Late Renaissance. Appliances, household garbage and organic elements

merge. Botany meets bureaucracy and household conveniences are elevated to the sphere of science.

Shahar Marcus – Homecoming Artist

Art meets everyday life: In his video, Shahar waves as he drives a convertible through Dresden. “Have you heard of Shahar Marcus, the artist?” he asks the passersby who see him. We can see how some of them are forced to think hard. Should they have heard of him?

Andrea Schönborn – Metamorphosis

At first glance, the paper’s graphite coating makes it look like a heavy and metallic object. However, when we look closely, the powerful process of its creation reveals itself in a dense pattern of fine lines. Metamorphosis is part of a series that reflects the London-based artist Andrea Schönborn’s deep interest in sensuous surfaces and the manipulation of materials.

Arshia Sohail – FREEDOM

FREEDOM is a metal cage formed out of these letters. Inside it, there is a bird. The artist Arshia Sohail, who is from Pakistan, uses this installation to draw attention to individual words’ dependency on context and subjective understanding.

Yun-Ling Chen – Not Really Really

Nothing is more sensitive than an egg yolk. The artist Yun-Ling has placed one of these on a monocle. She seeks to use her artwork to remove the boundary between knowledge and ignorance and between authenticity and abstraction.

The BLOOM Award is about lasting support for art:

The winner of first place can look forward not only to a trip to Art Basel Miami Beach or Art Basel Hong Kong but also to a one-year mentorship. The second-place finisher will not only be enabled to take an art trip to Paris but also to have his or her own exhibition in an established gallery. The third-place finisher will win a one-day mentoring session with an art expert.

More information is available at:

www.bloomawardbywarsteiner.com and also at [Facebook](#),
[Instagram](#), [Twitter](#): @bloomaward



The installation "cart of curiosities" by the Israeli artist Inbal Hoffman ©p.r.

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.

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