



Familientradition  Seit 1753

PRESS RELEASE

The finalists of Bloom Award by Warsteiner 2018 have been determined



Out of 175 nominees, the Bloom Award jury has selected five finalists and the winner of the category „music video“.

Cologne/Warstein, October 16, 2018 - Once again all Bloom Award finalists will present their works in a special exhibition at Art Düsseldorf from November 16 to 18, 2018, thus having the unique opportunity to draw the attention of a large audience as well as of numerous curators, gallery owners and collectors to their award-winning works. The grand award ceremony will take place on November 16, 2018.

After 175 nominees have been selected out of 2,800 applications, the finalists of the international young talent prize have now been selected: from November 16 to 18, 2018 Arno Beck from Germany, María Molina Peiró from the Netherlands, Kai Richter and Sebastian Schmidt from Germany and Joseph Wilcox from the USA will present their submitted artworks within the Bloom Award special exhibition area. Additionally, at the major award ceremony on November 16 at 7 pm all finalists as well as the winner of the special category „music video“ will be honoured and awarded the first and second place.

The composition of this year's finalists shows: The Bloom Award has become renown in the regional art scene - with reference to the Dusseldorf Art Academy - but is also gaining in international significance. At the same time, the finalists have the opportunity to make important contacts in the art market during the fair, both on a national and international level, and thus advance their careers. Last but not least, the prizes for the first and second place - a trip to an international art fair as well as individual mentoring programmes - promise sustainable support for young artists and help them to gain a foothold in the pulsating art market.



The special category "music video", which celebrated its premiere last year with winner Michael Klich, will also find its place at this year's special exhibition. The „music video“ winner 2018 has already been selected, but will not be announced until the grand award ceremony on November 16, 2018.

Hence, visitors of the special exhibition can already look forward to a diverse selection of impressive artworks and an exciting award ceremony. On stage, anchorwoman Bianca Hauda will lead the evening, honour all finalists and award the first and second prize. The decision for the selection of the artists was made by jury members Catharina Cramer (owner of the Warsteiner Group), Yasha Young (managing director and curator of Urban Nation - Museum for Urban Contemporary Art Berlin), Walter Gehlen (director of Art Dusseldorf), Prof. Dr. Stephan Berg (director of the Kunstmuseum Bonn), Alain Bieber (cultural manager, curator and managing director of the NRW-Forum Dusseldorf), Uwe Flade (music video director).

Thus, art lovers can marvel at the art works of the following five finalists throughout the fair:

Arno Beck, *Textmode* (Alfter, Germany)

In his typewriter drawing *Textmode*, Arno Beck (Free Art and Painting, Kunstakademie Düsseldorf, 33 years old) deals with the analogue translation of digital images into real image space. Deceleration is a central aspect of his work. Using various letters and characters, he types the motif line by line onto paper. Beck has developed a representation concept for this that enables him to create different grey values by superimposing different letter combinations. The typewriter is thus transformed into a design tool that no longer joins text information in a given reading direction on a two-dimensional level, but creates an image space with depth. Beck often combines presentation techniques and motifs with each other that do not actually belong together. This is also the case with his work *Textmode*: a contemplative landscape, as naturalistic as possible, is superimposed with the coarsely pixelated clouds from the computer game *Super Mario* and thus reminds one of the modes of representation of augmented reality. This materialization and contextual shift creates an atmosphere of contrariness in which transience and contemplation are brought into harmony.



María Molina Peiró, *ONE YEAR LIFE STRATA* (Amsterdam, The Netherlands)

38-year-old filmmaker María Molina Peiró, who focuses on audiovisual art, convinced the jury with her interactive 3 channel video installation *ONE YEAR LIFE STRATA*. During one year, Molina Peiró carried a wearable camera taking a photo every 30 seconds and then transferred this enormous collection of photos to an online archive. Instead of remembering, this archive rather represents a visual metaphor of forgetting by transforming all digital images into layers and burying them in a kind of geological time. Viewers are thus invited to research and gain data from the emerging digital geology of María Molina Peiró's life. However, this does not provide insights into her personal memories within the pictures, but only into patterns, structures and numbers that can be recognized in the sum of the pictures. Thus *ONE YEAR LIFE STRATA*, in a society possessed by memory, data and surveillance, deals with the disturbing theme of forgetting and wants to playfully overcome the fear of it.

Kai Richter, *Zero Gravity* (Dusseldorf, Germany)

Kai Richter, master pupil of Hubert Kiecol, who after his training as an industrial mechanic, went on to study art (Fine Art at the Kunstakademie Münster and Dusseldorf) via the second educational path, poses the question with his sculpture *Zero Gravity*, how a sculpture changes when it floats in space: how does it assert itself in space, how does it change space? The result is a wooden construction carried by black balloons. Since the 48-year-old artist always works on a spatial basis, he will also individually adapt his work for the spatial concept of the Bloom Award special exhibition.

Sebastian Schmidt, *missiles: ANAHIT* (Berlin, Germany)

The CGI image (ComputerGeneratedImages) *missiles: ANAHIT* by Berlin designer Sebastian Schmidt (35 years old), constructed with state-of-the-art 3D software, shows a life-size, almost four meters long black torpedo. According to Schmidt, this technology, which is still quite young in the art world, was the only way to obtain photorealistic images of weapon systems of this type and size that are actively in use. With *ANAHIT*, part of the work series *missiles*, Sebastian Schmidt wants to make visible the violence of modern warfare, which today through remote-controlled attacks appears increasingly invisible and immediate: With a simple push of a button, the military is nowadays able to destroy a city thousands of kilometres away – the society watches this and at the same time become increasingly deaf to the devastating consequences due to the frequency of events.



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Joseph Wilcox, *In Search of Martin Klein* (Chicago, USA)

While 34-year-old Joseph Wilcox browsed a web forum a few years ago, a series of posts of a certain Martin Klein caught his attention. Wilcox does not call himself a conspiracy theorist, but believes in various conspiracies of our recent history that have effectively proven true, and thus decided to get to the bottom of Martin Klein's theories. The film *In Search of Martin Klein* reports on how radical leftist politics, 2pac, counterculture art, a blockbuster movie from 1985, punk rock, Putin's personal advisor, and a peculiar symbol are all woven together to tell the story of this mysterious individual. The film serves as evidence from Wilcox's path of discovery into who Martin Klein was and who he was not.

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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. 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.