



Bloom Award by Warsteiner 2015 – Joko Winterscheidt and Jim Avignon Fill Out the High-Profile Jury

COLOGNE/WARSTEIN, Germany, June 30, 2015 — Two more well-versed individuals have been added to the jury for the sixth edition of the Bloom Award by Warsteiner, a jury that already includes Catharina Cramer (patron and managing partner of the Warsteiner Group), Yasha Young (director and curator of Urban Nation) and Walter Gehlen (director and artistic director of Art.Fair | Fair for Modern and Contemporary Art, and of Bloom – the converging art show).

Joko Winterscheidt – return of the Grimme Award winner

After lending his knowledge to the judging panel of the first two editions of the award, Joko Winterscheidt is back for a third. The presenter, actor and art enthusiast was awarded the 2014 Grimme Award for his show "Circus HalliGalli." As a profound connoisseur of pop culture, Winterscheidt embodies the values of the Bloom Award by Warsteiner. Since being founded in 2010, the competition has championed innovative thinking, creative courage and progressive values.

Jim Avignon – considered Germany's most famous Pop artist

Jim Avignon will make his first appearance on the jury of the Bloom Award by Warsteiner. Considered the most famous German pop artist, Avignon has also made a name for himself internationally. Nobody is certain whether Avignon is making Pop Art or Street Art, if he's a Picasso on acid or simply the fastest painter in the world. What *is* certain is that the "Titian of techno" (according to *Der Spiegel*) seeks out confrontation with the establishment. His trademarks are vibrant colors, humor, unpretentious material and his prolific output. And when he's not painting, he can be found touring German clubs with his "one-man home electronics band" Neoangin.

Applications accepted until July 31

Artists around the world are invited to submit their boundary-crossing ideas for the Bloom Award by Warsteiner and encouraged to utilise the full potential of various artistic genres. Whoever manages to win over the jury will have the opportunity to present their work as part of the Bloom (from September 24 – 27 in the halls of the koelnmesse), in front of 36,000 visitors. The Bloom shares its dates venue with the Art.Fair. The winner will be chosen on September 23 at the grand award ceremony accompanying the opening of the fair. The winner will receive a trip to Art Basel Miami along with 1,500 euros, and a one-year mentorship program with jury member Walter Gehlen. The evening will be hosted by the well-known TV and radio moderator Anja Backhaus.

The Bloom Award by Warsteiner

Inaugurated by the Warsteiner Brewery in 2010, the competition provides support for artists who are seeking to find their footing in the art market. Warsteiner consciously encourages young artists and gives them a platform to make their art available to a wider audience. More information about the Bloom Award by Warsteiner can be found at: www.bloomaward.com

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