



Media Host Joko Winterscheidt and Prof. Dr. Stephan Berg, head of the Kunstmuseum Bonn, complete the judges panel of the Bloom Award by Warsteiner

COLOGNE/WARSTEIN, Germany, June 17, 2016 — The seventh edition of the international art competition Bloom Award by Warsteiner has again assembled a convincing, top-notch jury. With Prof. Dr. Stephan Berg, we have succeeded in securing one of Europe's most renowned art experts and exhibition curators. Together with the media host and actor Joko Winterscheidt, he will be supplementing the existing jury.

"Curatorial work always needs new impulses. With that in mind, on the jury of this year's Bloom Award, I hope to encounter positions that surprise, challenge and delight me," enthused Berg. The general director of the art museum in Bonn is a proven expert for contemporary art, has published numerous essays and catalogues on the topic and has been teaching as a distinguished adjunct professor at the university of fine arts in Brunswick, Germany, since 2004. Berg is active on various boards and committees, including the purchasing committee of the Federal Republic of Germany's collection of contemporary art.

This will already be Joko Winterscheidt's fourth time as a member of the jury. As a profound connoisseur of pop culture, this media host, Grimme-Preis winner and art lover represents the values of the Bloom Award. Since its founding by the Warsteiner Brewery in 2010, this competition has stood for innovative thinking, progressiveness and creative courage.

The three permanent members of the jury — Catharina Cramer (patron and managing partner of the Warsteiner Group), Yasha Young (director and curator of Urban Nation) and Walter Gehlen (co-director and artistic director of the Art.Fair | Fair for Modern and Contemporary Art and Bloom – the converging art show) — are complemented each year by two additional members from the art world and creative industry. In this way, the jury covers a broad spectrum of artistic expertise. Young, for example, has been a part of things since the first edition and is an expert for the urban contemporary art scene. In 2017, she will become the head of Berlin's first street art museum, the URBAN NATION MUSEUM FOR URBAN CONTEMPORARY ART, which will create an independent space for street art in Berlin.

This year's jury once again faces the difficult task of selecting the best among a multitude of submissions from around the world. After only half of the four-month application phase, over 640 artists from 66 countries — incl. Costa Rica, Canada, Italy, Madagascar and Vietnam — have already applied.

We continue to invite artists to demonstrate their talent until July 31. We anxiously await submissions in all forms of artistic expression, whether fine art, urban art, photography or film. Applications are to be submitted online at www.bloomawardbywarsteiner.com/Application.

The jury will announce the winners at a grand award ceremony on October 26. The ceremony will take place as a part of the official opening of the Bloom – the converging art show in halls 1 and 2 of the koelnmesse convention center. The finalists' works will be presented at the Bloom from October 27 to 30, 2016. The first-place winner will receive not only a trip to Art Basel Miami Beach but also a one-year mentorship program. This mentor will be there for the winner, giving advice and practical assistance, offering support with in-depth knowledge about the art world and thus helping the winner to gain a foothold in the international art market. The second-place winner can look forward to his or her own exhibition at a renowned gallery and a trip to the Art Paris Art Fair. The third-place winner will receive a one-day mentoring session through a qualified art expert.

The goal of the Bloom Award by Warsteiner is to provide lasting support for the careers of emerging artists. Igor Simic shows how things can go for winners after participating. The Serbian, who won over the 2013 jury with his work "The Thinker in the Supermarket," has since shown his films at events including the Frankfurt Biennale and has garnered international recognition. With his recent work "Melancholic Drone," he has now won first place in the Loop Barcelona Discovery Award, prevailing over more than 600 other applicants in the process.

The names of those artists found most convincing by the jury of the seventh edition of the Bloom Award by Warsteiner and included among the Top 10 finalists will be announced at the end of August.

Press contact:

ART.FAIR agentur:

Christiane Rabus

Alteburger Str. 36 | 50678 Köln (Germany)

Tel: +49 221 42 03 93 16

E-mail: rabus@art-fair-agentur.de

Warsteiner Brauerei Haus Cramer KG

Jens Bergfeld

Domring 4-10 | 59581 Warstein (Germany)

Tel: +49 2902 88 13 54

E-mail: jbergfeld@warsteiner.com

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 (Paderbornder, 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.