



**PRESS RELEASE**

## **The BLOOM Award by WARSTEINER in Düsseldorf for the first time / Jury has been selected**

**Cologne/Warstein, Germany, July 26, 2017 — Germany’s number one international open young artist award is coming to Düsseldorf. In November the Bloom Award by Warsteiner will be held in the art center Düsseldorf for the first time, forming part of the first edition of the Art Düsseldorf. With additional jury members Alain Bieber, director of the NRW-Forum, Prof. Stephan Berg, head of the Kunstmuseum Bonn and music-video director Uwe Flade, Germany’s largest international open young artist award presents an experienced jury of experts. The application phase has been extended to August 15, 2017.**

The Bloom Award by Warsteiner has been supporting young artists since 2010. The prize will be held in Düsseldorf for the first time this year, and it is a part of the Art Düsseldorf art fair (November 17 to 19 at the Areal Böhler). As in previous years, the award’s jury will make their selection from numerous international submissions. The ten finalists will present their works within the context of a special exhibition and three of them will be awarded prizes to help advance their careers.

Last year, over 2000 applications were submitted from a total of 84 countries. The eighth edition of the award also features an additional highlight: the new special category “music video”, which is intended to emphasize the award’s interdisciplinary character.

The six-member jury is once again looking forward to submissions from extraordinary talents this year. **Alain Bieber** (journalist, author, curator) and **Uwe Flade** (film and music-video director) will take their place among our experts for the first time this year. Museum head **Prof. Stephan Berg** is joining us for the second time this year.

**Alain Bieber** has already been pursuing his career as a curator for many years, has been working as editor in chief of ARTE Creative and has been head of the NRW-Forum in Düsseldorf since 2015. *“I enjoy works that surprise, provoke and amuse me and make me think. Young artists gain a lot of attention through the award and the mentoring program is also very important.”*

As a director, **Uwe Flade** has already worked with a-ha, Depeche Mode, Nickelback and other well-known artists. He will assist the jury in the new special category “music video” and is looking forward to the competition:

*“The power of the idea and its visual realization is what is decisive for me. A good video surprises, inspires and delights us — I’m very excited to see the submissions!”*

**Prof. Stephan Berg** is head of the Kunstmuseum Bonn and expert on contemporary art. Among other things, he has been volunteering his services as a professor at the Braunschweig University of Art (HBK) since 2004. *“I already really enjoyed participating in the jury of the Bloom Award by Warsteiner in 2016. This year I’m looking forward to the selection of ten convincing works by young artists.”*

These three jurors are joining the three other 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** (codirector and artistic director of Art Düsseldorf) have formed the core of the Bloom Award by Warsteiner jury since the very beginning.

Artists still have until August 15, 2017, to submit their online applications for the Bloom Award by Warsteiner at [www.bloomawardbywarsteiner.com](http://www.bloomawardbywarsteiner.com).

**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 was 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.*

**Awards: Lasting support for art**

*In addition to a trip to Art Basel Miami Beach or Art Basel Hong Kong, the winner of the Bloom Award will receive the chance to advance his or her career together with one of the jury members. For one year, 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.*

**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.*

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