



The winner of the Bloom Award by Warsteiner 2015 has been announced: The Israeli artist Liat Livni has prevailed among over 1500 applicants

COLOGNE/WARSTEIN, September 25, 2015 — Catharina Cramer, patron and managing partner of the Warsteiner Group, announced that Liat Livni has won the Bloom Award by Warsteiner 2015.

In doing so, Livni prevailed among over 1,500 artists from 75 countries. From Thailand to Kenya to the US: Applications from around the world reached the jury, which included Catharina Cramer, Yasha Young (director and curator of URBAN NATION), Jim Avignon (artist), Joko Winterscheidt (media host and Grimme-Preis winner) and Walter Gehlen (director and artistic director of the Art.Fair and Bloom).

The Israeli artist convinced the jurors with her highly detailed work in wood, "Jerusalem Boulevard, Jaffa," in which she explores the effects of time on the Jerusalem Boulevard in Tel Aviv. She used 30 sheets of plywood to create an image of the boulevard that links together three epochs — past, present and future — and merges them into a unified streetscape. Because of the remarkable technique of its presentation, the work seems to hover: a street without any fixed basis and not belonging to any time.

Jury member Jim Avignon (artist) was immediately convinced: "I was excited about how the artist used the layering of plywood — a technique largely unfamiliar to me — to unite form and content in a virtuoso manner and, in doing so, to also create a fascinating composition that looks just as much like tradition as like progress."

For Livni, who has already taken part in international artist-in-residence programs for emerging artists in Germany, Japan, Korea, Taiwan and the US, things will really get started after receiving the award. A trip to Art Basel Miami Beach (including €1500) awaits her — as does a one-year mentoring program through jury member Walter Gehlen. During the mentorship, important steps in her career will be planned and she will directly profit from the contacts and experience of her mentor. The goal of this mentoring support is to actively advance Livni's career as an artist and to assist her in gaining a foothold in the art market.

Alongside Livni, the Cologne artist collective KALYPSO was awarded second prize for their work "NEGUA" at the award ceremony hosted by Anja Backhaus. The collective's members — Philipp Dreber, Alessandro De Matteis and Michael Baumann — have won a solo exhibition at a German gallery as well as a trip to Art Paris. In their interactive installation, which links together photography and visual performance, the three artists directly incorporate viewers into the creation of an artwork. Over-life-sized photos of fair visitors' eyes are projected onto white spheres arranged in the form of a honeycomb.

This year the Belgian object artist Mark Swysen took third place with his work "garden of eden: reconsiderations on the concept of the original sin." With the help of several plastic umbrellas and countless plastic bottles, Swysen has designed an almost five-meter-tall (ca. 15 ft.) installation based on the helix structure of human DNA. Having finished in third place, Swysen will receive a one-day mentoring session with jury member Walter Gehlen.

Until September 27, the works of the winners and the other seven finalists can be seen at the special exhibition within Bloom — the converging art show. As a part of Art.Fair | Fair for Modern and Contemporary Art, the Bloom is held in halls 1 and 2 of the koelnmesse convention center. This year, finalists from the Bloom Award by Warsteiner 2014 can be seen here once again: Works by Yi Zheng Lin (3rd place in 2014), Louise Gibson and Antoine Rose (both finalists in 2014) can be seen in a gallery presentation at the Art.Fair 2015.

The Bloom Award by Warsteiner – springboard for young artists

The Bloom Award by Warsteiner was called to life in 2010 by the Warsteiner Brewery in order to support artists getting started in the art world. The special exhibition enables the finalists to make their work available to a broad audience.

With Bloom Award by Warsteiner, the private brewery is nominated for the “Europäischen Kulturmarken-Award 2015” (European cultural brands award 2015) in the category “European cultural investor of the year”.

The winners of the Bloom Award by Warsteiner 2015:

1st place: Liat Livni (Israel) | Jerusalem Boulevard, Jaffa

2nd place: KALYPSO (Germany) | NEGUA

3rd place: Mark Swysen (Belgium) | garden of eden: reconsiderations on the concept of the original sin

Enclosed to this release, we provide you with images of the winning works, among other things. Additional information on the winners and the Bloom Award by Warsteiner can be found at: www.bloomawardbywarsteiner.com

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Warsteiner Brewery

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