

PRESS RELEASE

## 10 years Bloom Award by Warsteiner

Bloom Award announces its nominees for 2019



**Cologne/Warstein, 9 September 2019 – Germany's largest open, international art award celebrates its 10th anniversary with more than 14,000 submissions over the years. To this anniversary, Joko Winterscheidt is also returning as a jury member. 83 applicants can now hope to be one of five finalists to present their work at the big Bloom Award special exhibition at Art Düsseldorf in November.**

The next round of the competition for young artists has begun: 83 nominees are shortlisted and have the chance to win this art prize. The nominated artists can now be viewed on the Bloom Award by Warsteiner website. The jury selects five finalists, which present their works at the Bloom Award special exhibition at Art Düsseldorf from 15 to 17 November. The finalists will be announced in the middle of October.

The Bloom Award jury consists of six members: The owner of the Warsteiner Group and patron of the award, **Catharina Cramer**, has been a permanent member of the jury since the beginning. **Walter Gehlen**, director of Art Düsseldorf, is also a founding member of the jury and has been mentoring Bloom Award artists for ten years now. **Yasha Young** has also been there from the very beginning. She is founder, director and curator of the Berlin Street Art Museum Urban Nation and has been active in the international art scene for 25 years. Another experienced juror is the contemporary art expert **Prof. Dr. Stephan Berg**, director of Kunstmuseum Bonn. Music video director **Uwe Flade** supports the jury in the special category "music video". Together with them, **Joko Winterscheidt**, one of the most popular presenters on German television, will be on the jury once again.

Bloom Award by Warsteiner celebrates its 10th anniversary in 2019. In these ten years we look back on more than 14,000 submissions from over 100 different countries. Since 2010, the award, created by the Warsteiner Brewery, has been helping young artists to gain international attention and serve as a stepping stone into the art market. Numerous finalists

of Bloom Award have already made a name for themselves in the art scene, such as **Igor Simic**, Bloom Award winner in 2013, and **Nadine Baldow**, one of the finalists in 2017.

The Serbian artist **Igor Simic** is expanding his worldwide network through international exhibitions. He also founded the start-up "Demagog Studio", a mix of creative agency, video game company and artist studio. Apple became aware of the successful founder and invited him to give a speech in Los Angeles on how he applies themes from his artistic practice to video games.

**Nadine Baldow** from Germany graduated from the renowned Hansung University in Seoul, South Korea and has participated in several European exhibitions. She currently holds a scholarship from the Urban Nation in Berlin under the direction of **Yasha Young** and works with the Museum for Urban Contemporary Art on site-specific installations.



*The Bloom Award by Warsteiner Jury in KIT, Düsseldorf (f.l.t.r.): Uwe Flade, Walter Gehlen, Catharina Cramer, Joko Winterscheidt, Stephan Berg (not in the picture: Yasha Young)  
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***Warsteiner Brewery***

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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.*