

PRESS RELEASE

Consumption Criticism and Police Work: Art Award at Art Düsseldorf



Düsseldorf/Warstein, November 15, 2019 - The winners of the tenth Bloom Award by Warsteiner have been announced: This year the biggest open art prize for young, creative talents goes to Isaac Chong Wai from Hong Kong and Tal Engelstein from Israel. At the award ceremony at Art Düsseldorf, the jury announced the winners of the first and second place and Daniel Brandt from Germany, who won the special category music video.

In addition to the unique opportunity to present their works as part of the special exhibition at Art Düsseldorf (November 15 to 17), the winners receive prizes to support their careers as artists.

1st Place | Isaac Chong Wai | Rehearsal of the Futures: Police Training Exercises

With his video work *Rehearsal of the Futures: Police Training Exercises*, Isaac Chong Wai (29) from Hong Kong deals with protests worldwide and also in his hometown. He examines how future generations interpret past ideologies and questions the developments and intentions of police training units. The performers in the video move slowly. Their gestures and movements are based on earlier disputes at protest sites as well as exercises in police academies. This changes the perception of performer and viewer, so that these gestures are no longer perceived as threatening, but as rather comforting. Isaac Chong Wai wins a one-year mentoring with the director of Art Düsseldorf, Walter Gehlen, and a prize money of 1,500 euros.

2nd Place | Tal Engelstein | Breeders

Tal Engelstein (29) from Tel Aviv, Israel, won the second prize for an adaptation of his work *Breeders*, which was created especially for the special exhibition. The artist placed blue bottle fly cocoons in the caramelised sugar chairs, which hatch during the special exhibition. He sets food industry, the biological process of digestion and the cycle of life in relation to each other. The chairs are an image of old, handcrafted furniture. They stand for stability and yet they slowly disintegrate while the flies undergo a metamorphosis, eat and reproduce. A one-day mentoring session with Walter Gehlen awaits Tal Engelstein.

Winner of the Special Category Music Video | Daniel Brandt (Brandt Brauer Frick) | Masse

Daniel Brandt from Germany won the special category music video with *Masse*. The interactive music video for the song *Masse* shows the recordings of ten musicians of an ensemble, which are distributed in different rooms that can be accessed by the audience. Thus it is possible to dive three-dimensionally into the different levels of the music, but also to experience the interaction of all instruments in a separate room. The video was recorded

in a nuclear power plant near Vienna, which was built in the seventies but never put into operation. The band filmed it in places that would no longer be accessible to humans due to radioactivity, if electricity was actually produced there. The prize money for this category is 500 euros.

These three works as well as the artworks of the finalists Henry Baumann (*12 circles one cut*), Lena Marie Emrich (*Infinity Drift*) and Lukas Schmidt (*Creativity is not a Talent*) will be exhibited until November 17 in the Bloom Award special exhibition at Art Düsseldorf.

Among the 83 nominated works for the Bloom Award by Warsteiner 2019, the jury was particularly impressed by one project: The "PeaceBuilders artist's studio" is an arts and crafts centre on the Greek island of Lesbos, where children and young people from refugee camps become artistically active and learn manual and technical skills. The works of the young artists will then be exhibited on Lesbos. Warsteiner is committed to the integration of young refugees in Europe and supports the "PeaceBuilders" project through the Warsteiner Partnerfonds e.V. with 2,500 euros.



The Bloom Award by Warsteiner finalists with the jury
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Warsteiner Brewery

The Warsteiner brewery is one of Germany's largest private breweries. Founded in 1753, the family business is now in its ninth generation. The Warsteiner Group encompasses the Herforder Brewery, the Frankenheim Private Brewery and the Paderborner Brewery as well as shares in the König Ludwig Schlossbrauerei. Today, Warsteiner distributes its products actively in more than 50 countries around the world.

Warsteiner supports Art

The Warsteiner Brewery has 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.