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PRESS RELEASE

BLOOM Award by WARSTEINER announces its nominees — record number of applicants in 2018



175 of 2,800 submissions have been nominated for this year's international art prize

Cologne/Warstein, Germany, September 6, 2018 — The Bloom Award by Warsteiner has set a new record by increasing its number of applicants by over 20 percent, compared to 2017. The numbers speak for themselves: Germany's largest open international art prize is continually gaining in importance among emerging artists. The nominees for 2018 have now been determined.

Many people would like to follow in the footsteps of earlier Bloom Award winners like Matthias Danberg, Johanna Flammer or Samira Elagoz, whose careers as up-and-coming artists have developed in an exemplary manner, with numerous exhibitions, film festivals, grants and publicity. This year, over 2,800 artists from 97 countries applied for the prize and, with it, lasting support for their artistic career. Most of the submissions came from Germany, the UK, the US, Israel and the Netherlands, but newcomers like the Ivory Coast, Panama, Uruguay and Mongolia have also enriched the statistics regarding the origins of our submissions, and they illustrate the award's international resonance.

The numerous submissions from North Rhine-Westphalian artists, especially from the cities Düsseldorf, Cologne and Neuss, demonstrate that the Bloom Award has particularly made a name for itself in the regional art scene.



For example, Lisa Klinger and Kai Richter — both students at the Kunstakademie Düsseldorf — have been nominated for this year’s Bloom Award. With her “DRAWING OF A MOUNTAIN,” Lisa Klinger plays with the theme of the landscape image and challenges viewers to question familiar ways of looking at things. Kai Richter, who is pursuing a “Master Pupil” degree with Hubert Kiecol, began studying art after completing his apprenticeship as an industrial technician; his work “Zero Gravity” raises the question of how a sculpture changes when it floats in the air. The result is a wooden structure held up by large, black balloons.

However, it is not just candidates from regional art schools who have made their way on to the short list. Submissions reached the jury from around the world, for example, the four-part series of paintings “Fog 12°C,” by the Columbian Carolina Ceballos, or the film “Shapeshifters,” by Sophie Vukovic, who is currently completing her master’s degree in fine art at the Royal Institute of Art in Stockholm.


These examples show that anyone planning to visit the special exhibition can already start looking forward to a diverse selection of impressive artworks now.

The special category “Music Video” celebrated its premiere at the Bloom Award by Warsteiner last year, when it was awarded to Michael Klich. By substantially increasing its number of applicants, it has also underscored its relevance within the competition. In selecting the winning music video, the jury will be aided by the know-how of respected music-video director Uwe Flade.

Philipp Wohlleben, a graduate of the Academy of Media Arts Cologne, has also made the short list with his music video for the song “We hide,” by the group Kapsel. Wohlleben has a degree in video art with a focus on directing, script writing and production. To create his video, he utilized his family’s 16mm films from the 1920s to the 1980s, exclusively using over- or underexposed, cracked and out-of-focus sequences, which have a mysterious air about them and stir associations.

This year, the jury of the Bloom Award by Warsteiner is once again made up of the tried-and-tested combination consisting of patron Catharina Cramer (owner of the Warsteiner Group), Yasha Young (executive director and curator of Urban Nation –



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Museum for Urban Contemporary Art, Berlin), Walter Gehlen (co-director of the Art Düsseldorf), Prof. Stephan Berg (director of the Kunstmuseum Bonn), Alain Bieber (cultural manager, curator and executive director of the NRW-Forum, Düsseldorf) and Uwe Flade (music-video director). These experts have selected 175 nominees and will choose five finalists as well as the winner of the special category “Music Video” by the middle of October.

All five finalists and the winner of the special category “Music Video” will receive the unique opportunity to present their artworks from November 16 to 18, 2018, in the special exhibition at the Art Düsseldorf’s second edition. The winners will be announced in a grand award ceremony at the convention center on Friday, November 16. The prizes include a one-year mentoring program with one of the members of the jury and a trip to an international art fair for first place as well as an individual, one-day mentoring session with a well-known art expert for second place. The music-video winner will receive €500 in prize money.

The complete list of all nominees can be found at:
www.bloomawardbywarsteiner.com

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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.