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Press-Release

28 November 2013

**ECKART 2013: Jack Lang delivers the laudatory speech honouring award winner Joël Robuchon**

**Munich.** On 3 December 2013, the International Eckart Witzigmann Award ceremony will be held at the BMW Museum in Munich. Among the prestigious guests of the festive gala is Jack Lang. The former French Minister of Culture and Education is arriving from Paris to deliver the laudatory speech on his famous fellow countryman and “Chef of the Century”, Joël Robuchon. Robuchon will be honoured by the Witzigmann Academy and the BMW Group with the “ECKART 2013 for Art of Cookery”. For decades now, the 68-year old Frenchman counts among the most esteemed and most influential representatives of his craft. He currently plies his trade in restaurants and so-called “studios” of top-class gastronomy in Paris, London, Tokyo, New York, Macau, Las Vegas, Hong Kong and Monaco.

The gala-event in Munich will also honour the young German three-star-chef Kevin Fehling from Travemünde (“Eckart 2013 for Innovation”) as well as actress Martina Gedeck (“Eckart for Culture of Living”). The inaugural “ECKART 2013 for Creative Responsibility and Enjoyment”, endowed with a grant of €10,000 by the BMW Group, goes to the Latin-American star-chef Alex Atala from Sao Paulo, in recognition of his commitment to the sustainable use and the preservation of fruits, plants and spices from the Brazilian Amazon region.

**ECKART**

The International Eckart Witzigmann Award is one of the most important distinctions recognising leading contributions to the art of cookery and food culture. “Chef of the Century” Eckart Witzigmann uses the ECKART awards – launched in 2004 – to reward outstanding achievements in cookery and exceptional commitment to the multi-faceted area of cultural living. In partnership with the BMW Group, the Witzigmann Academy presents the awards annually in the “Art of Cookery”, “Innovation” and “Cultural Living” categories. The prizes will be joined in 2013 by an ECKART for Creative Responsibility and Enjoyment, which comes with €10,000 worth of financial backing from the BMW Group.

Previous winners of an ECKART include Daniel Boulud (New York City), HRH Prince Charles of Wales (Highgrove), Elena Arzak (San Sebastian), Anne-Sophie Pic (Valence), Harald Wohlfahrt (Tonbach), Dieter Kosslick (Berlin), Ferran Adrià (Barcelona), Marc Haeberlin (Illhaeusern) and many more besides.

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