

Media Information
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ECKART 2014 for "Art of Living" goes to Mick Hucknall: Musician and philanthropist.

Munich. Mick Hucknall, born in 1960, touched fans' hearts with his soul music as lead singer of the band Simply Red. The acclaimed musician is a man who enjoys a high standard of living himself and is committed to various projects to promote quality and sustainability. Hucknall, who comes from humble beginnings in Manchester, is a long-standing supporter of SOS Children's Villages. In parallel to his career, Hucknall opened the Man Ray bar and restaurant in Paris in 1998, named after the multi-talented surrealist artist Man Ray, together with actors Johnny Depp, Sean Penn and John Malkovich. Additional locations followed in New York and London.

Hucknall has been growing wine on Mount Etna since 2000. His "Il Cantante" ("the singer") vineyard focuses on local, traditional varieties producing internationally acclaimed wines. Hucknall says of his commitment: "It is an attempt to strengthen communities and improve the reputation of certain regions to make them more attractive economically so they can attract business people." He has certainly succeeded in Sicily, with wine from Etna currently enjoying sustained popularity.

Hucknall is also active at the other end of Europe: On a large estate on the River Finn in the north of the Republic of Ireland, he is involved in a project to conserve wild salmon that spawn farther upriver. Hucknall firmly believes: "It is about giving back to society. There are so many people in the world who need help to take the next step. I help by making sure that things grow."

ECKART

The International Eckart Witzigmann Award is one of the most prestigious honours recognising outstanding achievements in the art of cooking and fine dining. "Chef of the century" Eckart Witzigmann has awarded the ECKART for unique culinary achievements and special commitment under the broad spectrum of lifestyle since 2004. In partnership with the BMW Group, the Witzigmann Academy presents awards annually in three categories: "Art of Cookery", "Innovation" and "Art of Living". The Academy presented its first ECKART for "Creative Responsibility and Enjoyment" in 2013, with a cash award of 10,000 euros endowed by the BMW Group.

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

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In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

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