

Media Information
Munich, 27 August 2015

Taking care of River Finn

Eckart Witzigmann visits Mick Hucknall of Simply Red in the Irish northwest to talk about how he is investing the prize money from the ECKART 2014 for “Art of Living”

Munich/Ballybofey (Ireland). In October 2014, music legend Mick Hucknall was presented with the ECKART 2014 for “Art of Living” at the BMW Museum in Munich. Hucknall is investing the 10,000-euro prize endowed by the BMW Group in maintaining the River Finn in the northwest of Ireland. Eckart Witzigmann visited Hucknall and his friend and fellow band member, Chris De Margary, to understand the value of this ground-breaking project for the region and beyond.

Walking along the banks of the river, Hucknall talks about the origins of the project. It was purely by chance, ten years ago, that he was able to buy the River Finn, a neglected watercourse, potentially rich in fish in the northwest of Ireland. “Of course, nobody actually owns a river,” explains Hucknall, “but you can be responsible for it.” Thanks to new fishing regulations and skilful modification of the course of the river – to create spawning sites, for example – the salmon population has doubled in ten years. “The idea of leaving a river to its own devices just doesn’t work. It actually reduces fish numbers. The river landscape is about people and nature together,” explains Hucknall.

The long-term aim of the project is to boost value creation in the region, with environmentally-friendly tourism bringing in anglers, hunters and hikers to enjoy this unique piece of nature. The ECKART 2014 award also helps with this process. Chris De Margary’s initial assessment: “It makes us feel like our work is truly appreciated.”

If you have any questions, please contact:

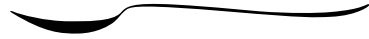
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More information on the Eckart Witzigmann Award can be found at:

www.eckart-witzigmann-preis.de