

Press release  
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BMW GROUP  
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## **ECKART 2013 for the Art of Cookery goes to Joël Robuchon: The “King of chefs” has left gourmets around the world open-mouthed.**

The Frenchman has been one of the greats of the cooking world for decades now and is a man with a truly global vision.

**Munich.** The ECKART 2013 for the Art of Cookery has been won by one of the most famous chefs on the planet. Frenchman Joël Robuchon currently plies his trade in Paris, London, Tokyo, New York, Macau, Las Vegas, Hong Kong and Monaco. So as well as the title of “Chef of the Century”, bestowed upon him by Gault & Millau in 1994, Robuchon can also be described as very much a “chef of the world”.

The thing that links Joël Robuchon, born in Poitiers in 1945, with the three other “Chefs of the Century” – Paul Bocuse, Frédy Girardet and Eckart Witzigmann – is the creative element in his work and his influence on pupils and imitators. What drives him is a global vision: When Joël Robuchon fuses French cuisine with Japanese elements and declares wasabi to be one of the most important ingredients in his recipes, the impact is global and inspiration spreads through branches of cooking and chefs around the world.

Joël Robuchon’s perfectionism is legendary and the description of him as a “King of chefs with Prussian virtues” is not one with which he will quibble. His youth spent in a Roman Catholic seminary has been a key influence as far as his expectations of discipline and subordination are concerned. However, culinary and entrepreneurial imagination has to have other roots. The “Ateliers de Joël Robuchon” are his greatest innovation: restaurants with an open kitchen, where the guests take a seat at a bar and are passed their food directly from the kitchen. “Going to a restaurant shouldn’t be like going to church,” explains Joël Robuchon.

## **The ECKART is awarded in several categories**

The International Eckart Witzigmann Award is one of the most important distinctions recognising leading contributions to the art of cookery and food culture. Launched in 2004, the award honours outstanding achievements in cookery and exceptional commitment to the multi-faceted area of cultural living. In partnership with the BMW Group, the Witzigmann Academy awards annual prizes in the Art of Cookery, Innovation and Cultural Living categories. These will be joined in 2013 by a sponsored prize – the ECKART for Creative Responsibility and Enjoyment – which the BMW Group is presenting along with a grant of €10,000. This award will provide support for people and projects demonstrating a particularly impressive commitment to ideas which take a creative route to improving the variety and quality of food.

The highlight of this year's ECKART will take place on 3 December 2013 with the awards presentation ceremony and gala evening at BMW Welt.

## **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 Haerberlin (Illhaeusern) and many more besides.

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### **nann Award can be found at:**

[www.eckart-witzigmann-preis.de/home](http://www.eckart-witzigmann-preis.de/home)