

Press release
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BMW GROUP
INTERNATIONALER ECKART WITZIGMANN PREIS
80788 MÜNCHEN
INFO@ECKART-BMW.DE

**The ECKART 2013 for Culture of Living goes to Martina Gedeck:
An actress who embodies naturalness, realism and sensibility.**

Widely regarded as one of Germany's most versatile actresses, she says: "I believe in life, and for me that means doing something that is life-sustaining."

Munich. As the eponymous heroine in *Mostly Martha*, a head chef who learns about life and love the hard way, Martina Gedeck did more in that one role to develop a culture of living than some actors have achieved in an entire career. Directed by Sandra Nettelbeck, the film proved an unexpected box-office hit on its release 12 years ago.

The enduring impact of the film is what sets it apart: most people remember the film and associate Martina Gedeck with *Mostly Martha*, even though she has played dozens of major roles before and since. And those who have seen the film recall a feel-good cinematic experience: the film exudes culture and warmth, romanticism and realism. And the qualities Martina Gedeck brought to the role make an interesting comparison with those of Catherine Zeta-Jones in the 2007 Hollywood remake. Still a fine piece of cinema, but a far cry from the original.

Martina Gedeck, who was born in Munich in 1961 and spent the first ten years of her life in rural Lower Bavaria, has had roles in many major movies (including *The Lives of Others*, *The Elementary Particles*, *The Baader Meinhof Complex* and *Night Train to Lisbon*) and has received two German Film Awards. From her rather sheltered upbringing, she brought something seldom seen in Berlin film stars: a particular type of naturalness, realism and sensibility. These qualities are particularly tangible in those of her films – not just *Mostly Martha* – that revolve around food. For in the real world as in the movies, eating and drinking open people's hearts and show them the path to happiness. This is the idea of food as an elixir of life and love. The message of *Mostly Martha* is that there may be "no recipe for love, but there are plenty of ingredients." In her films, Martina Gedeck repeatedly explores what is important to her: "I believe in life and for me that means doing something that is life-sustaining."

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.

Contact:

BMW Group Corporate Communications

Daria Gotto-Nikitina
Business, Finance and Sustainability Communications
Daria.Gotto-Nikitina@bmw.de
Telephone: +49 89 382-60340, Fax: +49 89 382-24418
Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

Contact Internationale Eckart Witzigmann-Preis Gesellschaft:

Rainer Knubben
Verlag für Kunst und Lebenskultur
Blumenstraße 9, 73630 Remshalden
Telephone: +49 (0)7151/9948530 / rainer.knubben@rainerknubben.com

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