

Media Information  
May 4, 2014

## **Hildegard Lernt Fliegen winner of the BMW Welt Jazz Award 2014**

**In 2015, the series of concerts will be continued following the motto “Playing my guitar”**

**Munich.** During last night’s outstanding final concert of the series BMW Welt Jazz Award 2014, the Swiss sextet “Hildegard Lernt Fliegen” and the Dutch trio “Tin Men and the Telephone” performed in the auditorium of the BMW Welt to compete for this year’s award. The winner is Hildegard Lernt Fliegen. The award was presented by Ian Robertson, Board Member of BMW AG, and Hans-Georg Küppers, Director of the Department of Arts and Culture of the city of Munich. Beate Sampson, editor at the German broadcasting station BR Klassik, hosted the evening’s event.

With the auditorium of the BMW Welt sold out, the two ensembles performed in front of about 550 spectators. Following the motto “Sense of Humour”, they presented a mix of musical perfection and humoristic interpretation. Finally, the jury of experts decided on Hildegard Lernt Fliegen as the winner.

The jury stated:

“The jury was content with the choice of both bands for this year’s finale. The sheer musicality of Hildegard Lernt Fliegen has convinced each and every one of us. Their songs channel both the spirit and the tradition of classical jazz, taking both to a new level of innovation. Add to the mix their all-encompassing feel for wit and entertainment: Their jazz truly has a “Sense of Humour”.”

This year’s audience award was presented as well to the ensemble Hildegard Lernt Fliegen. As in previous years, the resort Schloss Elmau donated an exclusive stay on its premises for the winner. In addition, it was announced that the BMW Welt Jazz Award will be continued in 2015, this time under the motto of “Playing my guitar.”

The winner of the award received a sum of 10,000 Euro as well as a trophy designed especially by BMW Design. The runner-up Tin Men and the Telephone received a prize of 5,000 Euro.

“Hildegard Lernt Fliegen interpreted “Sense of Humour” perfectly and I am very pleased to present the BMW Jazz Award to these exceptional musicians. The award has become an integral part of the European jazz scene, and we are already looking forward to its seventh season. I would like to thank everyone involved for their dedication and passion, and for making the event such a great success,” said Ian Robertson.

The Sunday morning matinee performances, which were free of charge, featured national and international ensembles, including Mostly Other People Do the Killing (US), Stian Carstensen’s Farmers Market (NO), Echoes of Swing (DE), Tin Men and

Media Information

Date May 4, 2014

Subject **Hildegard Lernt Fliegen winner of the BMW Welt Jazz Award 2014**

Page 2

the Telephone (NL), Hildegard Lernt Fliegen (CH) and David Helbock's Random/Control (AT). Audiences were raving about the ensembles' performances in the double-cone structure of the BMW Welt.

The distinguished panel of expert judges included Oliver Hochkeppel (journalist for music and cultural affairs at the German daily Süddeutsche Zeitung/chairman); Roland Spiegel (music desk, jazz expert at the German radio station Bayerischer Rundfunk "BR Klassik"); Andreas Kolb (editor-in-chief of the magazines JazzZeitung and neue musikzeitung); Heike Lies (musicologist, Division of Music and Music Theatre of the Department of Cultural Affairs of the state capital Munich) and Christiane Böhnke-Geisse (artistic director at jazz club Unterfahrt, Munich).

This year's edition of the BMW Welt Jazz Award has enjoyed the generous support of BR Klassik, JazzZeitung, Ludwig Beck department store, Schloss Elmau and the Department of Cultural Affairs of the city of Munich. BR Klassik recorded the matinee performances as well as the grand finale and will broadcast selected parts throughout its programme.

For further photographic material, please visit [www.press.bmwgroup.com](http://www.press.bmwgroup.com) and for further information, please visit [www.bmw-welt.com/jazzaward](http://www.bmw-welt.com/jazzaward).

### **About BMW's Cultural Commitment**

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwazer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

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Media Information

Date May 4, 2014

Subject **Hildegard Lernt Fliegen winner of the BMW Welt Jazz Award 2014**

Page 3

Internet: [www.press.bmw.de](http://www.press.bmw.de)E-Mail: [presse@bmw.de](mailto:presse@bmw.de)**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

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.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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