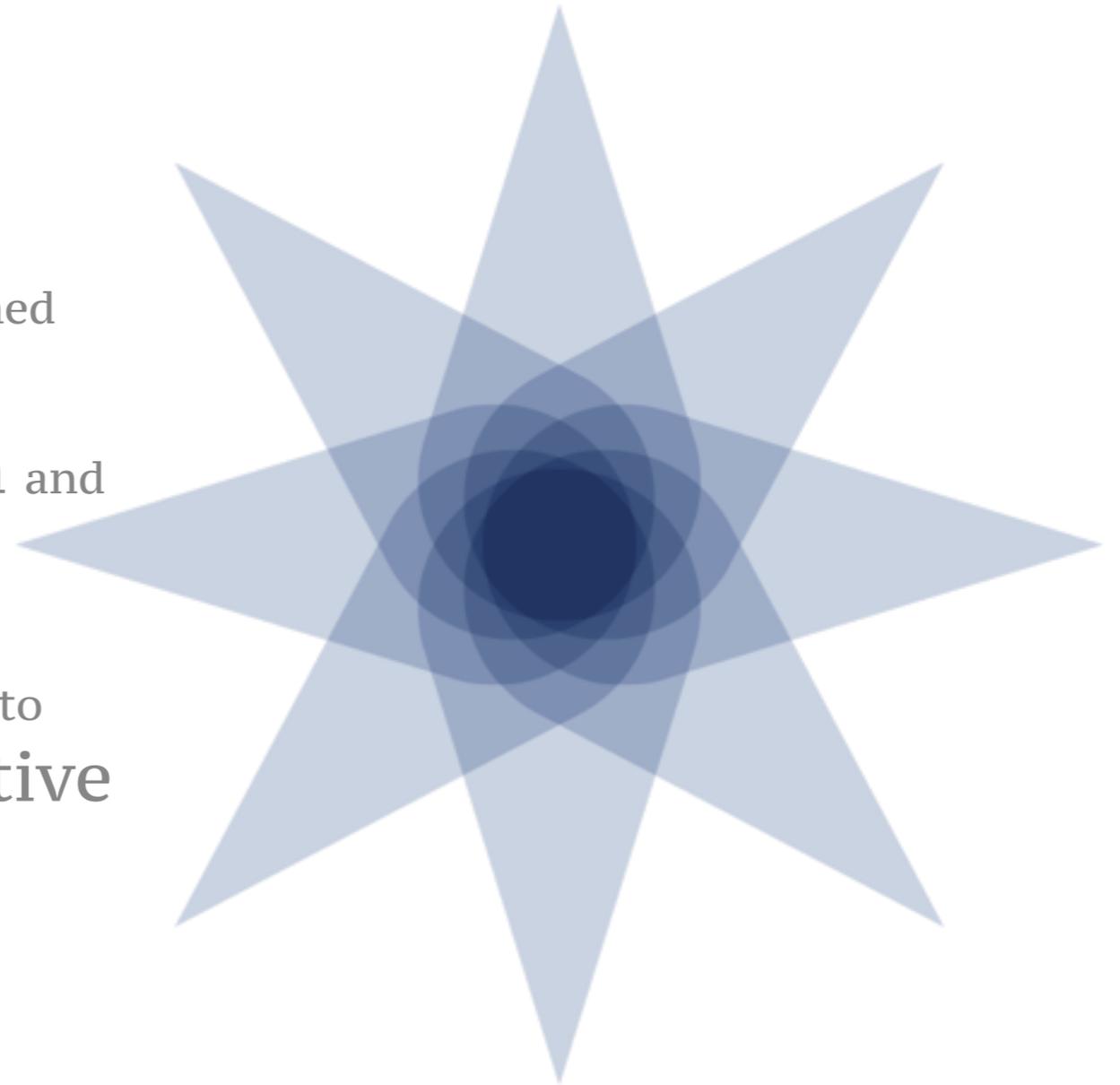




basque culinary world prize

A generation of international chefs have transformed the gastronomic world by **shaping their environment beyond the kitchen** and expanding their role in society.

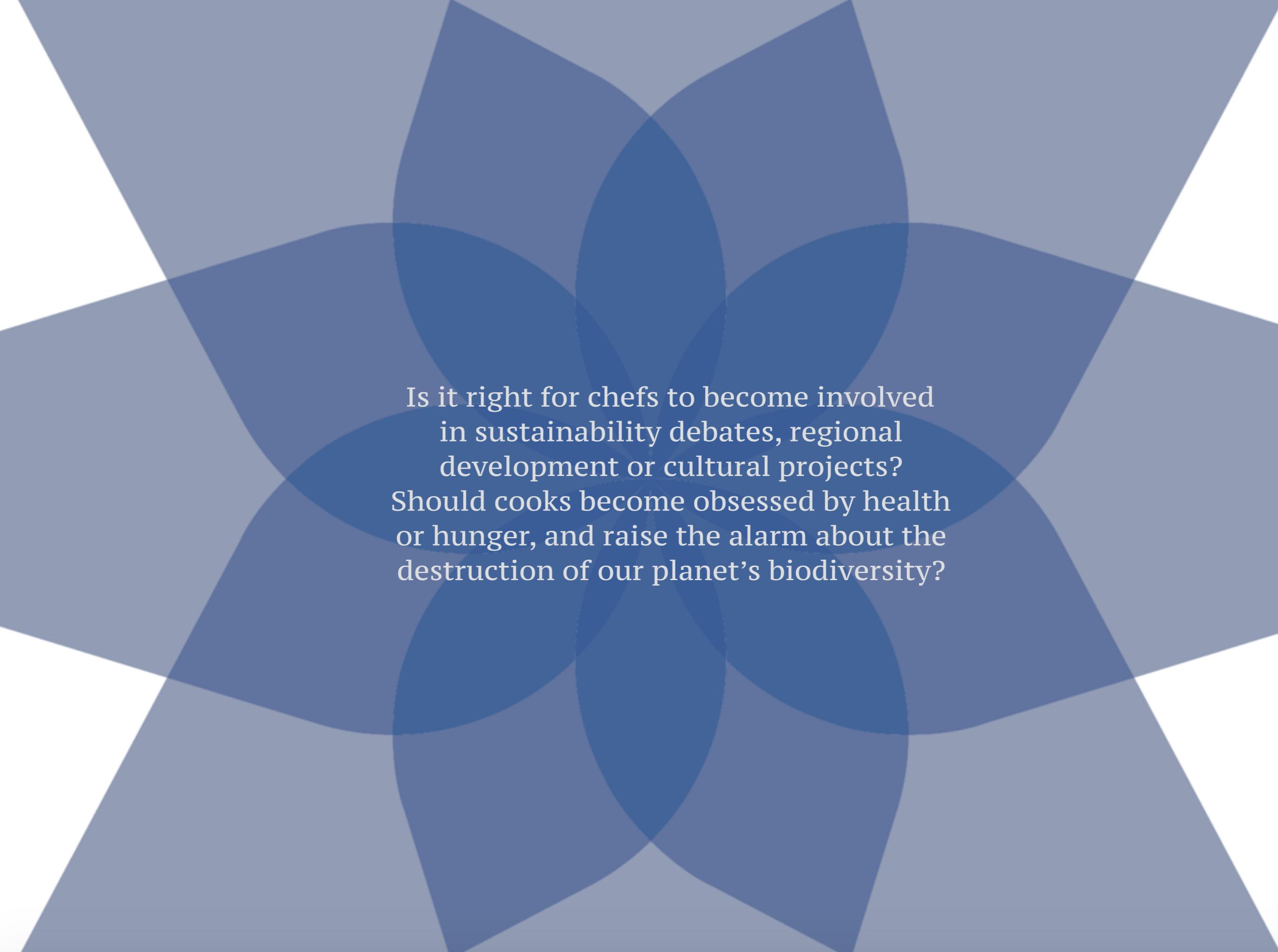
Some have even redefined their profession by integrating new sensibilities, skills and passions into their approach – **introducing new creative and social perspectives.**





We have established the **Basque Culinary World Prize** to celebrate this evolution and to recognize how chefs can improve society through gastronomy.

Each year, the prize will be awarded to an exceptional chef who demonstrates —by his or her own transformative initiatives— how gastronomy can be an engine for change.



Is it right for chefs to become involved
in sustainability debates, regional
development or cultural projects?
Should cooks become obsessed by health
or hunger, and raise the alarm about the
destruction of our planet's biodiversity?



We think so

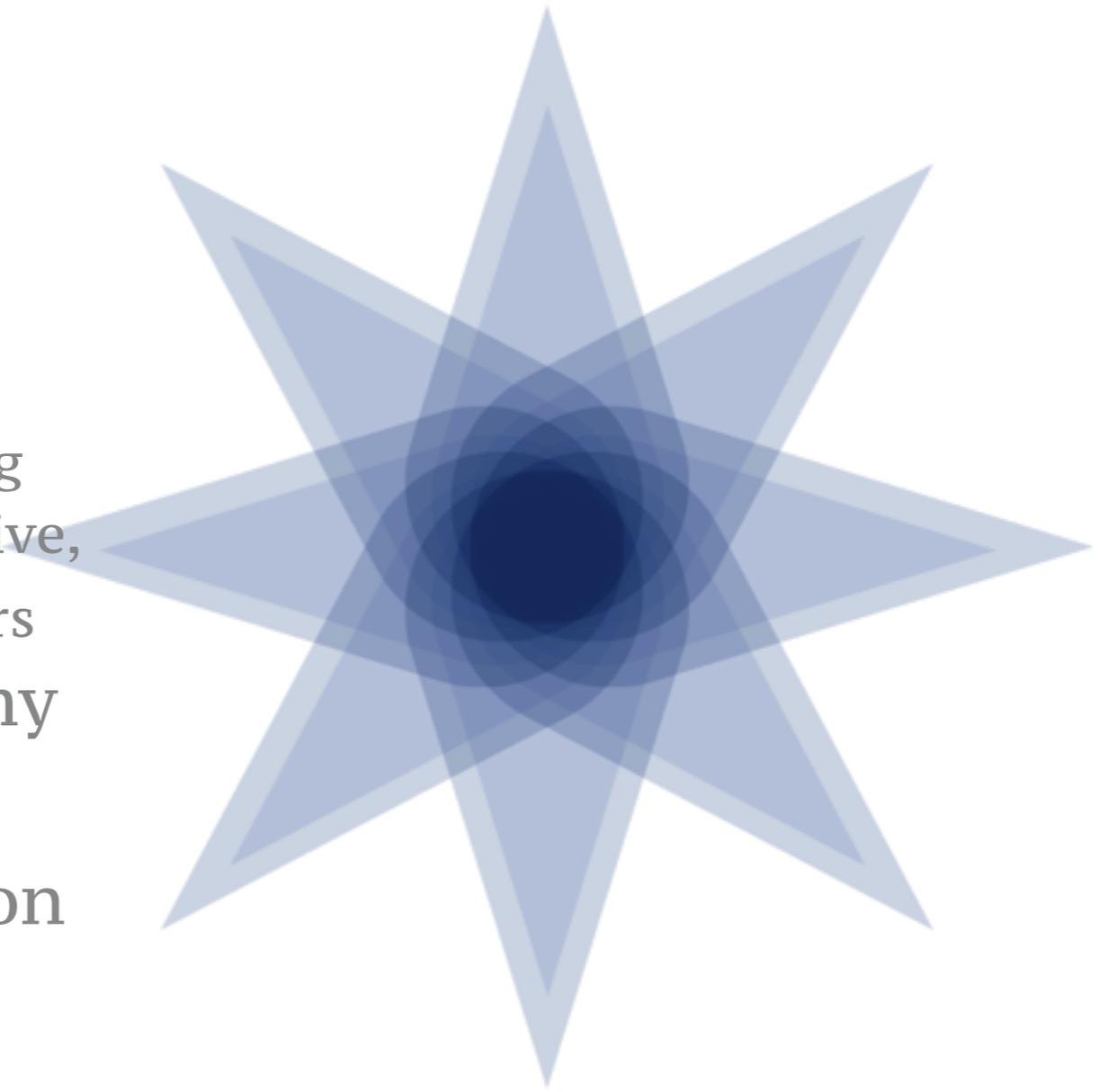


In the Basque Culinary Center we are convinced of the **relevance that gastronomy can have when influential chefs take on the responsibilities that come with having a public voice, when they challenge conventional wisdom or, best of all, look for solutions to problems that concern us all.**

The Basque World Culinary Prize will identify **transformative individuals**. The working men and women striving to excel. The innovative, creative, determined and impetuous trailblazers that **improve society through gastronomy**

the prize will make a **financial contribution to the winner**

We want to **inspire** the next generation and **mobilize** those chefs determined to make a difference.





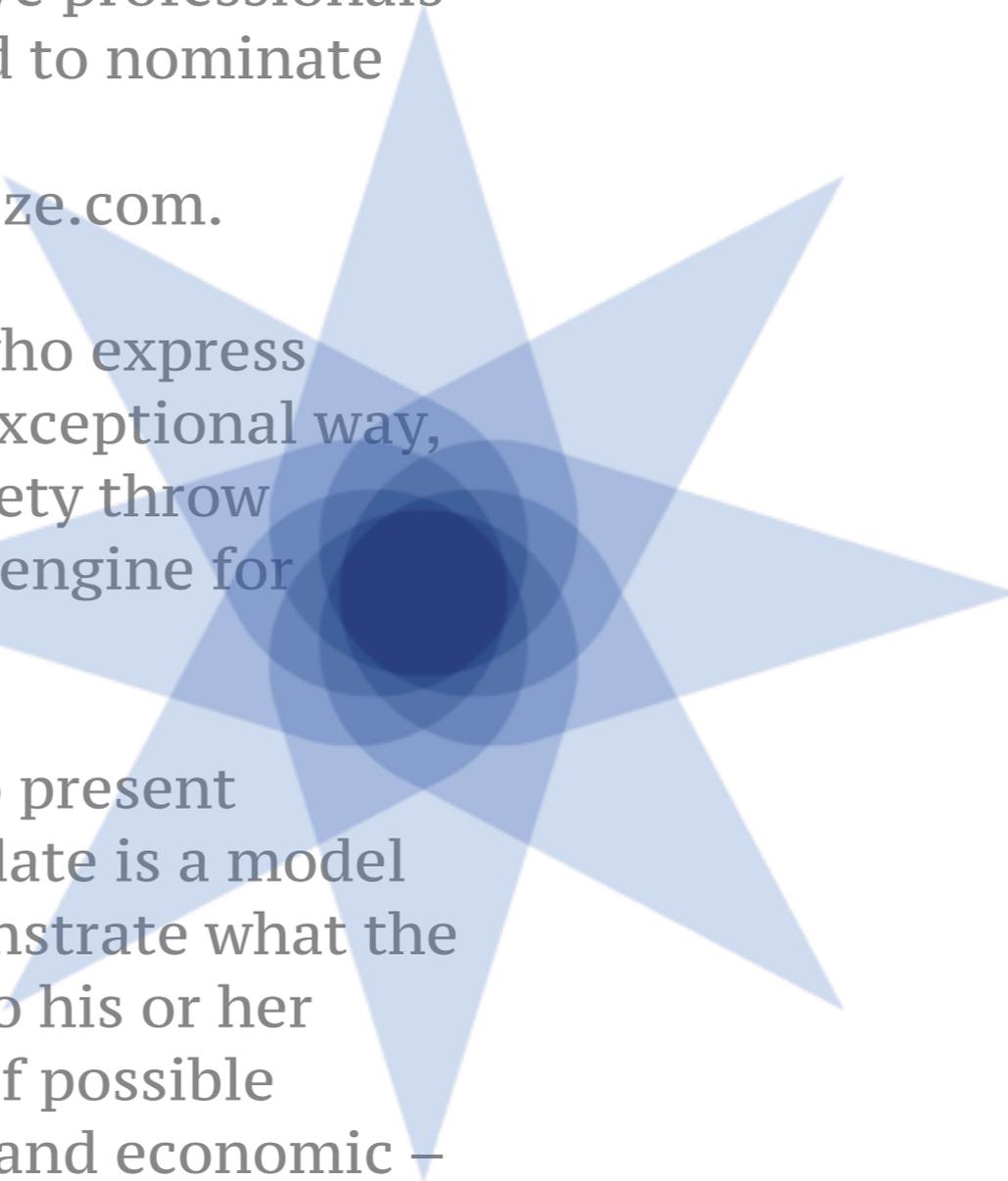
The members of the International Council of the Basque Culinary Center show the heights that chefs can reach when they transcend the conventional frontiers of their profession. They share the sense of vocation with which they have linked cuisine to other disciplines, as well as their desire to make a positive contribution to their communities through concrete actions.

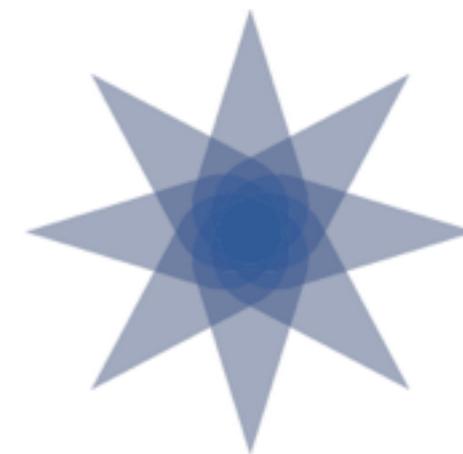
Gastón Acurio, Alex Atala, Ferran Adrià, Dan Barber, Heston Blumenthal, Massimo Bottura, Michel Bras, Yukko Hattori, Enrique Olvera, René Redzepi y Joan Roca, will choose the winner. Each year, experts in other fields will be invited to compliment their perspectives during deliberations.

The BCWP openly invite active professionals from the gastronomical world to nominate chefs throughout the website www.basqueculinaryworldprize.com.

The nominees will be chefs who express through their actions, in an exceptional way, how they have improved society through gastronomy being a valuable engine for change.

Each nomination will need to present arguments as to why a candidate is a model of transformation, and demonstrate what the chef has done to contribute to his or her environment from a variety of possible perspectives: social, cultural and economic – either locally or internationally.





As an academic institution, the Basque Culinary Center guarantees the transparency of this judging process. It will form a technical committee who will be joined by specialists from other institutions. It will analyze, compare and verify the nominations before choosing a list of 20 finalists to pass on to the jury.

The jury will be composed of members from the International Advisory Council of the BCC, and additional members chosen for their experience in other disciplines.

The decision will be made, by majority vote, on the annual session of the International Advisory Council of the BCC in San Sebastian., July 2016.

The winner will receive a **financial contribution of €100,000**, which he or she will commit to a project in which gastronomy will serve as an engine of transformation. The prize will be given in the Guggenheim Museum of Bilbao:

Euskadi: a region of *change makers*

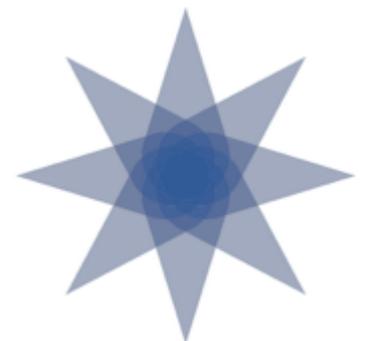
Euskadi is a land privileged by its gastronomic resources. Uniquely, it has been the cradle of many important movements and figures in the history of global contemporary cuisine. Although firmly rooted in its traditions, Basque cuisine has always known how to mix tradition and innovation. It has established trends and become a source of inspiration for other global models of haute cuisine.

With an exceptional combination of sea, mountains and fertile valleys - beautiful spaces ideally suited to gatherings - and the people's untiring devotion to culinary excellence, Euskadi is an ideal place to host such an innovative award. Through the Basque Culinary World Prize these values: quality, excellence and a 'talent for transformation' - will be celebrated.

The pleasure of eating and drinking well, respect for local produce, and a love of creativity, innovation and collaboration are the remarkable characteristics of the Basque people that set them apart. It is no coincidence that this is the region with the most Michelin stars per capita, and with some of the most interesting and influential culinary offerings.

Launching the prize in San Sebastian emphasizes the unique spirit of the region. At the same time, it adds to its claims as an exceptional gastronomic destination, which keeps delivering more and better reasons to visit and to enjoy.

The establishment of this prize will also help define the Basque region as change makers, creating an impact throughout the world.





A Public announcement in
the BCC. Press event in
London

Opening of the nomination
period

Closing of nomination
period

Technical committee
analysis

Announcement of the top 20 by
the technical committee. Press
event in NY

Meeting of the Jury to
choose a winner

Gala even with the
winner.

Februar
y

April

May

June

July

September













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