



من نحن

SOMIMES

NOUS?

**WHO
ARE**

WE?





Internationally recognized as one of the most beautiful gardens in the world, the Jardin Majorelle in Marrakech—which celebrates its centennial this year—is one of the most visited tourist sites in Morocco. In 2023, more than 1.2 million visitors explored this magical garden, an emblem of the kingdom.

The Musée YVES SAINT LAURENT Marrakech (mYSLm) is delighted to announce the opening of the exhibition *Jardin Majorelle: Who Are We?*, which will be on view starting July 29, 2024 in the temporary exhibition hall at the mYSLm. Presented as part of the 100th anniversary celebration of the Jardin Majorelle, the exhibition is curated by Alexis Sornin, director of the Musée YVES SAINT LAURENT Marrakech and of the PIERRE BERGÉ Museum of Berber Arts; he is assisted by Madison Cox and all the team at the Jardin Majorelle.

From July 29, 2024 through February 2, 2025
Open every day, except Wednesdays,
from 10:00 a.m. to 6:00 p.m.
@museeyslmarakech
www.tickets.jardinmajorelle.com

100 YEARS OF HISTORY

The exhibition: *Jardin Majorelle: Qui sommes-nous? / man nahnxou? / Who Are We?* celebrates the centennial of the garden created by the French Orientalist painter Jacques Majorelle (1886, Nancy—1962, Paris). It traces the garden's origins in the Palmeraie [palm grove] of Marrakech in 1924, its opening to the public in 1947 and its eventual acquisition in 1980 by Yves Saint Laurent (1936, Oran—2008, Paris) and Pierre Bergé (1930, Saint-Pierre-d'Oléron—2017, Saint-Rémy-de-Provence) to save it from a real estate project.

The exhibition includes numerous historical documents, photographs and printed works from the archives of the Fondation Jardin Majorelle and its library; unpublished drawings by Yves Saint Laurent, the architect Bill Willis and the garden designer Madison Cox; and vintage photographs and films as well as films with exceptional aerial views made especially for the exhibition. An immersion in the little-known reserves of the Musée YVES SAINT LAURENT Marrakech has produced maps and other documents related to the city of Marrakech of yesterday and today, and will allow visitors to discover the history and rapid evolution of this one-of-a-kind, iconic garden.

On the occasion of the Jardin Majorelle's centennial celebrations, a souvenir poster of the exhibition will be made available free of charge to visitors.



© Fondation Jardin Majorelle - Photo Adnane Zemmama

PAST



The French painter **Jacques Majorelle** (1917-1947), son of the renowned Art Nouveau cabinet-maker Louis Majorelle, traveled to Morocco in 1917— the same year as the American writer Edith Wharton— at the invitation of the Resident General, Marshal Lyautey. Seduced by Marrakech, he settled there in 1923 and bought land on the edge of the Palmeraie [Palm Grove] on which, the following year, he built the Villa Bousafsaf [Villa of Poplars] in an architectural style mixing colonial and Moorish elements. In 1930, the artist added an Art Deco-style painting studio known for its striking “Majorelle blue” color. Surrounding these two buildings, Jacques Majorelle created a living work of art: a garden filled with exotic and rare plants that he would bring back from his worldwide travels. In 1947, he decided to open his garden to the public.

Jacques Majorelle painting in the Islamic pavilion in the Jardin Majorelle, Marrakech, 1946
© Getty Images/Agence France Presse

PAST

In 1980, Pierre Bergé and Yves Saint Laurent acquired the Jardin Majorelle to save the site from a real estate project, and moved into the artist's former villa. The latter was completely renovated with the help of the American architect Bill Willis and the French interior decorator Jacques Grange. It was renamed the *Villa Oasis*, after the title of a novel by Eugène Dabit, *Villa Oasis ou Les Faux Bourgeois*. The restoration of the garden and the enlargement of its plant collection were overseen by the American garden designer Madison Cox and the garden's botanical department.



Yves Saint Laurent and Pierre Bergé at the Jardin Majorelle, Marrakech, 1976
© Association Pierre and Alexandra Boulat

PRESENT

JARDIN MAJORELLE



© Fondation Jardin Majorelle - Photo Nicolas Mathéus

The Jardin Majorelle employs more than two hundred people who ensure the operation, conservation and development of the gardens and museums.

PIERRE BERGÉ MUSEUM OF BERBER ARTS

The Berber Museum was inaugurated on December 3, 2011 in the former painting studio of Jacques Majorelle. It was renamed the Pierre Bergé Museum of Berber Arts in October 2021. The museum presents a panorama of the extraordinary creativity of the Berber (Amazigh) people, the oldest ethnic group of North Africa. Its collection—more than 3.000, including 600 exhibited (jewelry, leather...) objects, including jewelry, leather, basketry, weaving, carpets and pottery—sourced throughout Morocco from the Rif to the Sahara, attests to the richness and diversity of an ongoing, vibrant culture.



© Fondation Jardin Majorelle - Photo Nicolas Mathéus

PRESENT

MUSÉE YVES SAINT LAURENT MARRAKECH



© Fondation Jardin Majorelle - Photo Nicolas Mathéus

A stone's throw from the Jardin Majorelle, the Musée YVES SAINT LAURENT Marrakech, inaugurated on October 14, 2017, was conceived as a dynamic cultural center. It houses a permanent exhibition hall presenting work from forty creative years at the House of Yves Saint Laurent (1962–2002), a temporary exhibition hall, a photography and drawing gallery, an auditorium, a reference library, a bookshop and a café-restaurant. A state-of-the-art basement center, dedicated to the collections of the two museums, guarantees that works are stored and handled under optimal preventive conservation conditions.



© Fondation Jardin Majorelle - Photo Nicolas Mathéus

FUTURE



In the fall of 2024, the **Fondation Jardin Majorelle** will be launching an **artistic and cultural education program** for public school students in Marrakech and local associations working to improve social conditions. A partnership with the Ali Zaoua Foundation will enable public school students to benefit from free educational programs about the gardens and the museums; and a program to increase awareness of the natural and cultural heritage of Morocco among members of Marrakech-based associations.

© Fondation Jardin Majorelle



© Fondation Jardin Majorelle



Many projects are planned for the future, such as a **temporary pavilion** in the garden of the Villa Oasis, designed by the young Moroccan architect Hiba Bensalek, graduate of the École Nationale Supérieure d'Architecture de Paris-La-Villette. This impermanent structure, intended to be redesigned and rebuilt every two years, will make it possible to present the expertise, activities and programs of the botany department to Moroccan and international visitors.

FUTURE

TRAVELING EXHIBITIONS

The PIERRE BERGÉ Museum of Berber Arts and the Musée YVES SAINT LAURENT Marrakech share their collections and expertise beyond the Jardin Majorelle thanks to a special partnership that has existed since 2017 with the Musée Yves Saint Laurent Paris and the Fondation Pierre Bergé — Yves Saint Laurent. The current exhibition, *Les Fleurs d'Yves Saint Laurent*, is a joint effort between the two museums. Numerous exhibitions seen at the Marrakech museum have traveled or will travel overseas: in 2023, *Cy Twombly, Morocco, 1953/1952* at the Virginia Museum of Fine Arts; in 2024, *Yves Saint Laurent: Line and Expression* at the Orange County Museum of Art; in 2025, *Cactus* at the Nouveau Musée National de Monaco and *Berber Jewelry* at the Museum of European and Mediterranean Civilizations in Marseille.



© Orange County Museum of Art - Photo Yubo Dong, ofstudio

LIBRARY OF THE FONDATION JARDIN MAJORELLE

The library, located on the second floor of the Musée YVES SAINT LAURENT Marrakech, houses important works relating to botany, Amazigh [Berber] and Arab-Andalusian cultures, as well as the history of apparel and fashion. Its online catalogue (museeyslmarakech.com) indexes more than 10,000 volumes, which are available free of charge to researchers and others by appointment. This reference library is set to grow considerably over the coming years.



© Fondation Jardin Majorelle - Photo Nicolas matheus

EXHIBITION CURATOR

Alexis Sornin

Alexis Sornin is Director of the PIERRE BERGÉ Museum of Berber Arts and Musée YVES SAINT LAURENT Marrakech since September 2020. He was previously Head of publications and education at Palazzo Grassi - Punta della Dogana / Collection Pinault in Venice, Head of exhibitions at Villa Medici / Académie de France in Rome and Head of the Study Centre at the Canadian Centre for Architecture in Montreal.



SCALE MODEL MAKER at Jardin Majorelle who designed and created the model of the Jardin Majorelle and the garden of the Villa Oasis Assisted by Fatiha Ouga

Monim Sabyh

A scale model, created especially for the exhibition by Monim Sabyh, presents as a unified whole the public garden and the garden of the Villa Oasis.

Born in a village outside Fez, **Monim Sabyh** knew from an early age that he would work with his hands to express his creativity.

Both a carpenter and welder, Monim developed his passion for working with wire and soon discovered the museum world. This self-taught and accomplished craftsman was asked to join the Musée YVES SAINT LAURENT Marrakech in 2020, where he has excelled as a plinth and display case maker. Thanks to his refined craftsmanship, he has become indispensable to exhibition designers and curators.

In 2024, Monim has distinguished himself by installing a one-of-a-kind work: a monumental 1:100 scale model of the Jardin Majorelle and the garden of the Villa Oasis.



EXHIBITION DESIGNERS

The exhibition design was overseen by the Laberinto agency (Fayçal Tiaïba and Yasmina Echaïr). The visual identity of the *Jardin Majorelle: Who Are We?* exhibition was developed internally by the graphic arts department. It employs the Foundation's historic graphic charter, namely the use of yellow, green and Majorelle blue—the colors associated with the Jardin Majorelle, which impress and inspire visitors from all walks of life.

LABERINTO - Fayçal Tiaïba

The architect and photographer **Fayçal Tiaïba** was born in 1974 in Chambéry, France. He earned his architecture degree at the Polytechnic School of Architecture in Algiers in 1997, and his postgraduate degree at La Sorbonne University in Paris, where he specialized in historical heritage and the evolution of urban environments.

After his studies in architecture, he obtained a degree in computer science and pursued a career in algorithm design and database development.

After working with Shigeru Ban in Paris, he joined the Marrakech office of Studio KO in 2012, where he worked primarily on the design and construction of the Musée YVES SAINT LAURENT Marrakech, which opened in 2017. He later became a partner. Fayçal Tiaïba is the founder of Laberinto, a multidisciplinary studio based in Marrakech and Paris. In addition, he pursues his photographic work, which questions the relationship between humans and architecture, and between society and its historical heritage. His previous exhibitions in Marrakech include *Atelier Gueliz: Identify* and *Es Saadi: A Moroccan Icon*, both mounted in 2024.



LABERINTO - Yasmina Echaïr

The architect **Yasmina Echaïr** was born in Tetouan, Morocco, in 1999. Since beginning her studies at the International University of Rabat, where she earned her diploma, she has continuously explored her passion for exhibition design and her study of artistic spaces. She has had the opportunity to design, collaborate on, and implement a variety of artistic projects. Her career reflects a creative and experimental approach combining art and architecture.

THE INSTITUTION

JARDIN MAJORELLE

www.jardinmajorelle.com
Open everyday
www.tickets.jardinmajorelle.com
@jardinmajorellemarrakech

The Jardin Majorelle is delighted to celebrate the garden's 100th anniversary this year. The centennial will be marked with festivities and cultural events to be enjoyed by national and international visitors alike.

Celebrating the first hundred years of the garden will be a chance to highlight its historic and ongoing role as a world-renowned destination in Marrakech.

PIERRE BERGÉ MUSEUM OF BERBER ARTS

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The PIERRE BERGÉ Museum of Berber Arts, inaugurated in 2011, presents a panorama of the extraordinary creativity of the Berber (Amazigh) people, the oldest ethnic group of North Africa. Its collection—more than 3,000 objects, including jewelry, leather, basketry, weaving, carpets and pottery—sourced throughout Morocco from the Rif to the Sahara, attests to the richness and diversity of an ongoing, vibrant culture.

MUSÉE YVES SAINT LAURENT MARRAKECH

www.museeyslmarakech.com
Open everyday except Wednesdays
@myslmarrakech

The Musée YVES SAINT LAURENT Marrakech (mYSLm), which opened its doors in the fall of 2017, is a vibrant cultural center built around a central exhibition hall that showcases the work of the renowned couturier on a permanent basis. The mYSLm also includes a hall for temporary exhibitions, a photography gallery, an auditorium, a reference library, a bookshop and a café-restaurant. The basement of the building houses the museum's collection and a state-of-the-art preventive conservation center.

FONDATION JARDIN MAJORELLE

www.fondationjardinmajorelle.ma

It is an independent body, established under Moroccan law in 2001 by Yves Saint Laurent, Pierre Bergé and Madison Cox. The Foundation was recognized as being of public benefit in 2011 by governmental decree. The Fondation Jardin Majorelle is not involved in any commercial activity and has no profit motive. Its only resources consist of bequests and donations from natural or legal persons.

The Foundation supports and encourages activities and cultural or scientific initiatives, respectful of the laws, institutions and traditions of the Kingdom of Morocco.

Its primary mission is to ensure the conservation, maintenance and prestige of the Jardin Majorelle, the Pierre Bergé Museum of Berber Arts and the Musée Yves Saint Laurent Marrakech, while contributing to the conservation of the architecture and landscape heritage of the Kingdom.