

## **Two museums entirely dedicated to French designer Yves Saint Laurent's work and life to open in Paris and Marrakech in autumn 2017**

Fondation Pierre Bergé - Yves Saint Laurent ensures, first and foremost, the conservation of the designer's 40 years of creativity (1962-2002). Its collection comprises five thousand haute couture garments and fifteen thousand accessories, as well as thousands of sketches, collection boards, photographs, and objects.

To this day, this collection has no equivalent in the international haute couture milieu. A real pioneer, Yves Saint Laurent is the only designer of his generation who decided to systematically archive his work since the creation of his couture house in 1961. From original sketches to prototypes, warehouse records to retailing books, the collection is unique in scope, scale and range.

### ***MUSÉE YVES SAINT LAURENT PARIS***

The Parisian museum will be hosted in the historical couture house, 5 avenue Marceau, where Yves Saint Laurent designed and created his work for almost 30 years, from 1974 to 2002; and home to the Fondation Pierre Bergé-Yves Saint Laurent since 2004. The public will explore the richness of this heritage through a constantly updated display of the collection. By walking through the former haute couture salons and Yves Saint Laurent's studio, visitors will experience the essence of the creation process within the haute couture house.

Stage designer Nathalie Crinière and interior designer Jacques Grange, who both collaborated on numerous of the Fondation's past projects, will rethink the exhibition space, an area to be doubled in size and refurbished in the style of the designer's original couture house.

Before closing its doors to the public in April 2016, in order to convert the existing site into the future museum, the Fondation Pierre Bergé-Yves Saint Laurent will have organised more than 20 art, design and fashion exhibitions in 12 years, including *Yves Saint Laurent, Dialogue avec l'art*, 2004 ; *Vanité. Mort, que me veux-tu ?*, 2010 ; *David Hockney : Fleurs fraîches*, 2010 ; *Du côté de chez Jacques-Emile Blanche*, 2012 ; *Hedi Slimane, Sonic*, 2014 ; *Yves Saint Laurent 1971, La collection du scandale*, 2015 ; *Jacques Doucet - Yves Saint Laurent, Vivre pour l'art*, 2015.

### ***MUSÉE YVES SAINT LAURENT MARRAKECH***

The opening in Paris will coincide with one in Marrakech, a city Yves Saint Laurent discovered in 1966 and then visited regularly. Since Morocco remained essential to his inspiration and work, it feels natural to build a museum there to host the collection of the Fondation.

It will be located on Rue Yves Saint Laurent near Jardin Majorelle, a garden he and Pierre Bergé saved from development in 1980 and that has now become, with its museum dedicated to Berber culture, a major cultural site in Marrakech with almost 700,000 visitors every year.

French architectural practice Studio KO, who have designed numerous building projects in Morocco, Europe and the US, will lead the conception of this project. Spanning over 4,000

square meters, this building will be more than a simple museum: it will comprise a permanent display of Yves Saint Laurent's work staged by Christophe Martin, a space for temporary exhibitions, an auditorium, a research library and a café & restaurant.

These two museums not only intend to attract fashion and art lovers, but also aim to appeal to a large audience interested in discovering Yves Saint Laurent's work, the oeuvre of a major artist of the twentieth century.

**Pierre Bergé, President of Fondation Pierre Bergé-Yves Saint Laurent, says:**

*'When Yves Saint Laurent discovered Marrakech in 1966, he was so moved by the place that he decided to buy a house and regularly go back there. It feels perfectly natural, fifty years later, to build a museum dedicated to his oeuvre, which was so inspired by this country. As for Paris, who needs to specify that it is where Yves Saint Laurent created all his work and built his career?'*

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**Musée Yves Saint Laurent-Paris**

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## Notes to Editors:

### **Monnaie de Paris – Yves Saint Laurent Coins**

This year, Monnaie de Paris will smelt gold and silver coins representing Yves Saint Laurent and the Mondrian dress with Centre Pompidou in the background. This collection of coins is part of *Europa Star*, a series shared by several European Union member states who chose to represent contemporary Europe this year.

### **Fondation Pierre Bergé - Yves Saint Laurent**

Fondation Pierre Bergé - Yves Saint Laurent, which opened in 2004 in the former Yves Saint Laurent couture house on 5 Avenue Marceau, Paris, is founded on 40 years of creativity. Recognised as a public organisation, it has three missions:

- **The rigorous conservation of a unique heritage** comprising five thousand haute couture garments and fifteen thousand accessories, as well as thousands of sketches, collection boards, photographs, and objects;
- **The organization of exhibitions**, in both the refurbished spaces at 5 Avenue Marceau and museums around the world, promoting Yves Saint Laurent's work.
- **The support of cultural institutions** encouraging the contemporary arts.

Fondation Pierre Bergé – Yves Saint Laurent  
5 Avenue Marceau, Paris 75116, France  
[www.fondation-pb-yysl.net](http://www.fondation-pb-yysl.net)

### **Jardin Majorelle**

French orientalist painter Jacques Majorelle (1886-1962) created a garden of exotic plants and rare species in the 1930s in Marrakech. Open to the public since 1947, it has since become the garden known today as Jardin Majorelle. In 1980, Pierre Bergé and Yves Saint Laurent acquired it in order to save it. Since then, the garden has been restored and the painter's studio refurbished and transformed into a museum dedicated to Berber culture. The garden was donated to Fondation Pierre Bergé-Yves Saint Laurent after Yves Saint Laurent passed away.

The Fondation Jardin Majorelle, administrates the maintenance and functioning of the garden. It funds cultural, educational and social projects by redistributing its benefits in Morocco.

In 2015, Jardin Majorelle welcomed 670,000 visitors and employs 91 staff members.

Jardin Majorelle  
Rue Yves Saint Laurent, Guéliz, 40090 Marrakech, Morocco  
[www.jardinmajorelle.com](http://www.jardinmajorelle.com)

### **About Yves Saint Laurent**

Yves Saint Laurent was born on 1st August 1936 in Oran, Algeria, where he spent all his youth.

In 1955, after a period at the *Chambre syndicale de la haute couture in Paris*, he was introduced by Michel de Brunhoff, then director of Paris *Vogue*, to Christian Dior, who immediately took him on as his assistant. When Dior died in 1957, Yves Saint Laurent became artistic director of the House of Dior. His first collection, the «Trapèze» collection, presented in January 1958, was an immense success. Called up to do his military service and hospitalised at the Val de Grâce, he was dismissed by the House of Dior in 1960.

In association with Pierre Bergé, whom he had met in 1958, Yves Saint Laurent decided to create his own couture house and his first collection was presented on 29th January 1962 at 30

bis rue Spontini in Paris. They remained there for 12 years during which Yves Saint Laurent invented the modern woman's wardrobe.

From the end of the 1950s and throughout his career Yves Saint Laurent created costumes for theatre, ballet and cinema. He collaborated with Roland Petit, Claude Régy, Jean-Louis Barrault, Luis Buñuel, François Truffaut... and dressed Jean Marais, Zizi Jeanmaire, Arletty, Jeanne Moreau, Isabelle Adjani and Catherine Deneuve, who became a long-standing close friend.

As early as 1965 Yves Saint Laurent paid tribute to artists in his haute couture collections with the famous Mondrian dresses, then in 1966 with the pop art dresses and in 1967 with his major homage to African primitive art.

Yves Saint Laurent would travel to Marrakech for a fortnight on 1st December and 1st June of each year in order to design his haute couture collections. Morocco, a country he discovered in 1966, was to have a major influence on his work and his colours, as did all his travels: Japan, India, Russia, China and Spain all provided sources of inspiration for his collections.

In 1974, Yves Saint Laurent and Pierre Bergé moved the couture house to 5, avenue Marceau in Paris, where the former would assert his style.

In 1983 the New York Metropolitan Museum of Art devoted a retrospective exhibition to the couturier "*Yves Saint Laurent 25 years of design*". It was the first time that a living fashion designer had received such an accolade there. Large-scale exhibitions were subsequently held in Beijing, Moscow, Tokyo and of course, Paris, at the Musée des Arts de la mode, in 1986.

In 1998 Yves Saint Laurent dressed 300 models who appeared on the pitch of the Stade de France for the final match of the FIFA World Cup.

On 7th January 2002 he announced at a press conference that he was ending his career. On 22nd January of the same year, at the Centre Georges Pompidou, a retrospective show went back over 40 years of creation with over 300 models including his last Spring-Summer 2002 collection.

On 10th March 2004, the Fondation Pierre Bergé – Yves Saint Laurent opened to the public with an exhibition entitled *Yves Saint Laurent - Dialogue avec l'Art*, which then travelled to the Caixa Galicia Foundation in Spain in 2007. The *Yves Saint Laurent Style* exhibition was presented in 2008 at the Fine Arts Museum of Montreal, and then at San Francisco's de Young Museum.

On 1st June 2008, Yves Saint Laurent passed away at his Paris home in his seventy second year. In 2010, the Fondation organised a major retrospective of Yves Saint Laurent's work at the Petit Palais in Paris, which travelled to the MAPFRE Foundation in Madrid (2011) and the Denver Art Museum (2012). In 2013, a new exhibition project, *Yves Saint Laurent, a visionary*, was presented at the ING Cultural Center in Brussels.