

## MUSÉE YVES SAINT LAURENT MARRAKECH (mYSLm)

### THE FONDATION PIERRE BERGÉ – YVES SAINT LAURENT UNVEILS

#### THE ARCHITECTURAL PROJECT DESIGNED BY STUDIO KO



Musée Yves Saint Laurent Marrakech, East facade, entrance of the museum  
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Dedicated to the work of the legendary French fashion designer, the new Musée Yves Saint Laurent Marrakech (mYSLm) will open its doors in autumn 2017. It will house an important selection from the Fondation Pierre Bergé – Yves Saint Laurent's impressive collection, which comprises 5,000 items of clothing, 15,000 haute couture accessories as well as tens of thousands of sketches and assorted objects, all currently archived in Paris.

The building has been designed by the French architecture firm Studio KO. Founded by Olivier Marty and Karl Fournier, the architects have completed numerous residential and public projects such as the Villa E and Villa K in Morocco, the Chiltern Firehouse in London, and the Balmain boutique in New York.

Situated on Rue Yves Saint Laurent, adjacent to the famous Jardin Majorelle, the new building spans over 4,000 m<sup>2</sup> and is more than just a museum. It features a 400 m<sup>2</sup> permanent exhibition space, showcasing Yves Saint Laurent's work within an original scenography designed by Christophe Martin; a 150 m<sup>2</sup> temporary exhibition space, a 130-seat auditorium, a bookshop, a café-restaurant with a terrace and a research library housing 5,000 books. The library's collection includes books on Arabic and Andalusian history, geography, literature and poetry, as well as numerous volumes related to botany, Berber culture, Yves Saint Laurent's oeuvre and the world of fashion.

While researching the designer's archives in Paris, Studio KO was intrigued by the duality between curves and straight lines, and the succession of loose and clean cuts. From the outside, the building is composed of cubic forms adorned with bricks which create a pattern resembling threads of fabric. The inside is markedly different, like the lining of a luxurious couture jacket: luminous, velvety and smooth.

Built of terracotta, concrete and an earthen coloured terrazzo with Moroccan stone fragments, the building blends harmoniously with its surroundings. The terracotta bricks that embellish the facade are made from Moroccan earth and produced by a local supplier. The terrazzo used for the floor and facade is made using a combination of local stone and marble.

Exceptionally precise methods for conserving textiles have been put in place by the Fondation Pierre Bergé – Yves Saint Laurent, which has worked for over a decade towards the archiving of the late designer's work. In collaboration with X-Art, specialists in preventative conservation, the Marrakech museum will feature an air conditioning system complete with temperature and moisture control to ensure that each item, be it a couture dress from the collection on show in the exhibition space or a rare book in the basement archives, remains preserved in perfect archival condition.

The auditorium's state-of-the-art acoustics were designed by the architects in collaboration with Theatre Projects Consultant. This will allow for the programming of concerts, film screenings and conferences in a separate and soundproof space. After a thorough study, the lighting engineers I.C.O.N will install the lighting of the external spaces surrounding the museum, the museum's interior, and the atmospheric lighting for the exhibition space.

The inauguration of the building in Marrakech will be in autumn 2017 and coincide with the new Musée Yves Saint Laurent in Paris. It will be located at 5 Avenue Marceau, in the former fashion house and current headquarters of the Fondation Pierre Bergé – Yves Saint Laurent. Refurbishment of the future exhibition space will begin imminently.

**Studio KO, Architecture Firm:**

*"The Musée Yves Saint Laurent Marrakech succinctly mixes two universes which we know well, and which we both hold particularly dear: Morocco and fashion. We have worked in this country — the same country that so profoundly inspired Saint Laurent — since the start of our careers, and we eventually opened an office here. It is a great pleasure to work alongside the Fondation Pierre Bergé – Yves Saint Laurent on such an ambitious project and contribute in our own way to the legacy of the most influential fashion designer of the 20<sup>th</sup> century."*

**Pierre Bergé, President of the Fondation Pierre Bergé – Yves Saint Laurent:**

*"Yves Saint Laurent and I discovered Marrakech in 1966, and we never left. This city deeply influenced Saint Laurent's life and work, particularly his discovery of colour. The Studio KO architects share this passion for Marrakech. Their admiration for the region and its culture, as well as their intellectual and artistic rigour, signalled to us that they would be the perfect architects to undertake this project. Their clean, uncluttered style recalls Saint Laurent's work, and we are delighted to be able to develop a common vision for a project of this stature, which is as emblematic as Yves Saint Laurent's oeuvre."*

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## GENERAL INFORMATION

### Location

Address: Rue Yves Saint Laurent, Arrondissement Guéliz, Marrakech, Wilaya de Marrakech, Morocco  
Site status before project: 2,630 m<sup>2</sup> demolished urban plot.

### Project

Client: Jardin Majorelle SCA

Specifications:

Museum with permanent and temporary exhibition spaces, bookshop, café, auditorium, library, archives and offices. The establishment will receive 3<sup>rd</sup> tier public subsidy (ERP).

Project conceived: January 2014

Works begun: 1 September 2015

Provisional date of completion: February 2017 (17 months)

Total area: 3,908 m<sup>2</sup> (GF: 1569 m<sup>2</sup> + F1: 555 m<sup>2</sup> + B: 1784 m<sup>2</sup>)

Usable area: 3,086 m<sup>2</sup> (GF: 1125 m<sup>2</sup> + F1: 415 m<sup>2</sup> + B: 1,546 m<sup>2</sup>)

Building materials: Reinforced concrete structure/ double outside wall in red brick made from industrial clay/ outside facing in natural terracotta with a base in pre-cast terrazzo.

Foundation: Stand-alone concrete arches

Eco-durability: local materials/ outside double-wall with an air isolation strip / double glazing with sun protection/ rainwater- collecting device

### Team

Design architects: Studio KO (Karl Fournier, Olivier Marty / Project Team: Fayçal Tiaïba, Elena Jiménez Moreno, Marouane Bendahmane, Hervé Micaud, Rabia Akhal Laayoune)

Organisational architect: Claire Patteet

Exhibition room and bookshop designer: Christophe Martin

Café designer: Yves Taralon

Auditorium and acoustic consultant: Theatre Project Consultant

Archives and conservation architect: Jean-Michel Rousseau Architectes

Conservation consultant: X-Art Conservation préventive

Landscape designer: Madison Cox

Lighting engineer: I.C.O.N. Lighting

Signage: Studio Apeloig

Assistant supervisor: Artelia

Assistant Security and Prevention supervisor: Cabinet Pierre Zapata

Research department: Gold Etudes

Fluid Research Firm: Omnium Technologique

Financial Management: CB Economie

Control office: Socotec

General Building Company: Bymaro (filiale marocaine de Bouygues)

### Provisional cost

15M€

## NOTES TO EDITORS:

### Fondation Pierre Bergé – Yves Saint Laurent

The Fondation Pierre Bergé – Yves Saint Laurent, established in 2004 in the former Yves Saint Laurent couture house at 5 Avenue Marceau, Paris, is founded on 40 years of creativity. Recognised as a not-for-profit organisation, its mission is threefold:

- **The rigorous conservation of a unique heritage** comprising 5,000 haute couture garments, 15,000 accessories, and thousands of sketches, collection boards, photographs, and objects
- **The organisation of exhibitions** promoting Yves Saint Laurent's work, both in the refurbished spaces at 5 Avenue Marceau and in museums around the world
- **The support of cultural institutions** encouraging contemporary art

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

### Studio KO

The architects Karl Fournier and Olivier Marty have worked for over ten years on various projects in Europe and Morocco, as well as in more distant parts of Africa and America.

The creative duo has sought to impose an eclectic spirit, where the style of each project is unique, while developing a narrative where space, light and materials become its words and grammar. Each project has allowed them to experiment and reveal a new approach, from public spaces to private contemporary residences in natural settings. They always seek to highlight the uniqueness of each project, and the manner in which it will be carried out. Whether it is a London hotel or an abstract stone monolith perched on a hill, the context dictates their approach.

The constraints of each site provide different elements in the creative equation of the structure, be it the archaeology, environment, or topography. The spirit of each place serves as a narrative basis to create a story. Upon meeting a visionary client, this same poetry shapes each interior's design, be it public or private. Studio KO employs materials, as one would use words, to change the way these materials are perceived, and to reinvent an architectural language. A glossy surface takes on the brilliance a matt finish. The multi-coloured suddenly becomes monochromatic. Dark colours find light, fire draws beautiful shadows and fabric unexpectedly reverses its pattern. These effects, skilfully balanced by masters of their craft, glide between sophisticated minimalism and understated luxury.

These two ends of the spectrum are linked by a peaceful relationship with history.

For Studio KO, the true definition of modernity is to see our past in order to change it, or even better, to free ourselves of it entirely.

[www.studioko.fr](http://www.studioko.fr)

### Jardin Majorelle

The 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 the Jardin Majorelle. In 1980, Pierre Bergé and Yves Saint Laurent acquired it in order to save it from demolition. 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 the Fondation Pierre Bergé – Yves Saint Laurent after the renowned fashion designer passed away.

The Fondation Jardin Majorelle is responsible for the maintenance and functioning of the garden. Its benefits are used to fund cultural, educational and social projects in Morocco. In 2015, the Jardin Majorelle welcomed 670,000 visitors and employed 91 staff members.

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