

**STUDIO KO**  
musée  
**YVES SAINT LAURENT**  
marrakech

17 SEPT. 2022 - 04 JUL. 2023

**PRESS RELEASE**



**FONDATION**  
JARDIN MAJORELLE

musée  
**YVES SAINT LAURENT**  
marrakech

## **STUDIO KO**

### **Musée Yves Saint Laurent Marrakech**

**Studio KO**  
**Musée Yves Saint Laurent**  
**Marrakech**  
**an exhibition at the Musée**  
**Yves Saint Laurent Marrakech**  
Saturday, September 17, 2022  
through Tuesday,  
July 4, 2023

To celebrate the fifth anniversary of the Musée Yves Saint Laurent Marrakech (mYSLm), which opened its doors on October 14, 2017, this exhibition explores the museum's genesis and realization from an architectural perspective. The mYSLm was the last great initiative of Pierre Bergé (1930-2017), who died a month before its opening.

The project lasted 1,423 days, beginning with the first phone call placed by Pierre Bergé to the Franco-Moroccan agency, Studio KO, proposing that it carry out his vision for an emblematic museum dedicated to the legendary French couturier, Yves Saint Laurent (1936-2008). Over four years, in close collaboration with the project's sponsor, the architects Karl Fournier and Olivier Marty and their team—headed by project manager Fayçal Tiaïba—designed and built a contemporary Moroccan building, one that would be both “humble and proud.”

This exhibition features a selection of drawings, photographs and architectural plans, as well as the project's architectural model, which highlight the creative process and construction methods behind the 4,000 m<sup>2</sup> building located on the Rue Yves Saint Laurent. The museum includes exhibition galleries, an auditorium, a research library, a bookshop, and a café-restaurant, as well as a basement level housing technical facilities and a state-of-the-art reserve and conservation space for the museum collections.

Studio KO was founded in 2000 and is based in Paris and Marrakech. The agency's creative process is steadfastly contextual and relies on local building techniques, craftsmen and materials.

It was Yves Saint Laurent's profound bond with Marrakech that inspired Pierre Bergé to envision such a museum. The couturier considered the ocher city both a refuge and an inexhaustible source of inspiration. In his own words: “Discovering Marrakech when I did was an extraordinary shock. Especially regarding color. This city introduced me to color.”

# musée YVES SAINT LAURENT marrakech

[www.museeyslmarakech.com](http://www.museeyslmarakech.com)



Open everyday

except Wednesdays

from 10 am to 6 pm

Last entrance at 5:30 pm

[presse@jardinmajorelle.com](mailto:presse@jardinmajorelle.com)

  [myslmarrakech](https://www.instagram.com/myslmarrakech)

## **Musée Yves Saint Laurent Marrakech**

The Musée Yves Saint Laurent Marrakech, 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. Much more than a simple retrospective of the iconic dresses YSL designed, one is led on a journey, with its focal point in Marrakech, through the many themes that inspired him. The fifty or so magnificent garments displayed – many rarely seen by the public – offer us an original reading of Yves Saint Laurent’s œuvre and of his importance to the history of fashion. The dresses and other haute couture pieces are rotated every ten months in order to ensure their conservation as well as to offer the visitor a panorama that evolves on a regular 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.

The hall used for temporary exhibitions at the Musée Yves Saint Laurent Marrakech was conceived as a cultural and artistic showcase. It is where the museum displays talent from all over the world, with a special emphasis given to modern and contemporary Morocco.

[www.jardinmajorelle.com](http://www.jardinmajorelle.com)

Open everyday

from 9 am to 6 pm

Last entrance at 5:30 pm

[presse@jardinmajorelle.com](mailto:presse@jardinmajorelle.com)

  [jardinmajorellelmarakech](https://www.instagram.com/jardinmajorellelmarakech)

## **Fondation Jardin Majorelle**

The Fondation Jardin Majorelle is a nonprofit Moroccan institution that uses its own resources to ensure the conservation and functioning of the Jardin Majorelle, the Pierre Bergé Museum for Berber arts and the Musée Yves Saint Laurent Marrakech.

The foundation’s resources were used to establish the Berber Museum, inaugurated in December 2011, and the Musée Yves Saint Laurent Marrakech, which opened in October 2017. The foundation’s earnings are entirely reinvested in Morocco to finance cultural, educational and social initiatives.

musée  
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marrakech

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



**Studio KO**

Based in Paris and Marrakech and founded in 2000 by Karl Fournier and Olivier Marty, Studio KO is one of the most interesting upcoming architecture and interior design practices working today. Renowned for their minimalist aesthetic and attention to craftsmanship and local skills, the duo creates contemporary public and residential architecture all over the world.



Karl Fournier and Olivier Marty - ©DR