**PRESS RELEASE**

Marrakech, 17 March 2025

**Under the High Patronage of His Majesty King Mohammed VI, *Birds of Mexico*: An unprecedented exhibition at the Yves Saint Laurent Museum Marrakech, February 22 – July 27, 2025.**

Building on the resounding success of *Serpent* (2023), the first Moroccan exhibition dedicated to Australian Aboriginal art, the Yves Saint Laurent Museum Marrakech (mYSLm) spreads its cultural wings once more with *Birds of Mexico*, a groundbreaking curatorial odyssey placed under the High Patronage of His Majesty King Mohammed VI. Bridging ancestral symbols and contemporary creations, this aesthetic and anthropological exploration unveils, for the first time in North Africa, more than ninety rare works and objects from twenty Mexican public and private collections.

**Avian life: A mirror to millennial identity**

Conceived through the unique lens of birds, *Birds of Mexico* illuminates the omnipresence of these creatures in Mexican art and craftsmanship, as well as their enduring influence on artists and craftsmen across centuries—from roosters and canaries to pelicans, pigeons, herons, peacocks, and eagles. Sculpted, painted, chiseled, or embroidered onto vases, adornments, canvases, and decorative objects, they traverse epochs, from the classical Maya era to modern artistic vanguards. Beyond this aesthetic richness, *Birds of Mexico* reveals an aviary of astonishing diversity that is integral to contemporary Mexican landscapes and the daily life of its inhabitants.

**Feathers and symbols: A universal language**

Beyond their artistic representation, birds occupy a central place in Mexico’s collective imagination. The exhibition unveils the significance of feathers and their vibrant spectrum of textures, colors, and forms within emblematic artisanal traditions: the silversmithing of Taxco (Guerrero), ceramics from Tlaquepaque (Jalisco) and Guanajuato, as well as pottery, woodworking, jewelry, and textiles. This centuries-spanning artistic and spiritual dimension resonates profoundly in Morocco, where craftsmanship and faunal symbolism similarly hold a place of profound cultural reverence.

**A groundbreaking Morocco-Mexico collaboration**

In contrast to turnkey imported exhibitions, *Birds of Mexico* is an original creation born from an in-depth dialogue between Morocco and Mexico. Imagined by the mexican Juan Gerardo Ugalde Salinas, restorer of the Pierre Bergé Museum of Berber Arts and the Yves Saint Laurent Museum Marrakech since 2023, this exhibition is the result of months of research and scientific collaboration with art historians and anthropologists. Among these contributors is scientific advisor Ana Elena Mallet, a renowned Mexican curator specializing in modern and contemporary design, member of the advisory board of the Museo Universitario de Ciencias y Artes (UNAM), and guest curator of the exhibition *Crafting Modernity: Design in Latin America, 1940–1980* at the Museum of Modern Art, New York (2024).

**Exceptional loans from prestigious Mexican institutions**

The exhibition benefits from exceptional loans from prestigious Mexican institutions: the National Institute of Anthropology and History (INAH), the National Institute of Fine Arts and Literature (INBAL), and the National Institute of Indigenous Peoples (INPI). This marks the first time that such a substantial collection of Mexican heritage treasures has been presented in North Africa. Through these masterpieces, *Birds of Mexico* offers an unprecedented panorama of Mexico*'*s artistic and identity evolution, celebrating the richness and singularity of a living heritage.

**A cross-cultural reflection on nature and culture**

More than an exhibition, *Birds of Mexico* is a celebration of dialogue—between arts and cultures, Mexico and Morocco, antiquity and modernity. It invites reflection on humanity’s singular relationship with its natural, material, and nonmaterial environments, honoring the intrinsic bonds between “nature” and “culture”—themes deeply embedded in the DNA of the museum and the Majorelle Garden. An event not to be missed for art enthusiasts, heritage devotees, and all who seek to behold the world’s beauty through a fresh prism.

**A rich cultural program**

Complementing the exhibition, a rich cultural program will unfold: conferences, lectures, concerts, meetings, and a film series showcasing ten Mexican films from March 1 to July 26, 2025, simultaneously at the Pierre Bergé Auditorium at the Musée Yves Saint Laurent Marrakech and at the Tangier Cinematheque, with the support of the Fondation Jardin Majorelle. The screenings will be free of charge, and the full schedule will be available on the Jardin Majorelle website.

**Embark on an exceptional cultural journey into Mexico’s vibrant soul. *Birds of Mexico* opens the door to a fascinating world where art and nature converge. The Musée Yves Saint Laurent awaits you for a memorable experience.**

**Plan your visit:
Venue: Musée Yves Saint Laurent Marrakech**

**Dates:** February 22 through July 27, 2025 **Program:** <https://www.museeyslmarrakech.com/fr/>

**About the Musée Yves Saint Laurent Marrakech**

Nestled in the heart of Marrakech near the Jardin Majorelle, this museum, founded in 2017, is a comprehensive cultural center dedicated to preserving and showcasing global cultural heritage. It houses a main exhibition hall devoted to the work of Yves Saint Laurent, a temporary exhibition hall, a photography gallery, an auditorium, a reference library, a bookstore, a café-restaurant, and a state-of-the-art basement that ensures optimal conservation conditions for the collections. The museum plays a vital role as a major cultural crossroads, linking Morocco to the rest of the world.

**About the Fondation Jardin Majorelle**

The Fondation Jardin Majorelle, which supports this exhibition, is a cornerstone of Moroccan culture, celebrating the nation’s artistic, botanical, and historical wealth—including Berber (Amazigh) heritage—through diverse programming and iconic spaces such as the Jardin Majorelle, the Pierre Bergé Museum of Berber Arts, and the Musée Yves Saint Laurent Marrakech.