



PRESS KIT

The Temporary Pavilion
in the garden of Villa Oasis



Table Of Contents

I | Press Release

II | Biographies

III | Practical Information

IV | Press Contact

Press Release

I. *Press Release*

The Pavillon Temporaire : a new chapter opens at the Jardin Majorelle

A new exhibition space in the heart of the Jardin Majorelle and a new circuit to visit the garden

For the first time since opening to the public in 1947, the Jardin Majorelle launches a new exhibition space entirely dedicated to the garden and its history. Located in the garden of the Villa Oasis, this soon-to-be-unveiled space invites visitors to explore subjects in depth, revealing a new facet of this iconic site.

The Pavillon Temporaire will now be part of the circuit followed when visiting the Jardin Majorelle, offering another level of sensory experience to the public. At this unique space, visitors can learn about the garden's history and botanical diversity in a new way, through a dialogue between nature and architecture.

An important architectural commission and a competition to design the future

To mark the centennial of the Jardin Majorelle, Madison Cox, President of the Fondation Jardin Majorelle, launched a dynamic new project by commissioning the young Moroccan architect Hiba Bensalek to design a 100 m² [1080 sq ft] pavilion. Designed with ecologically-sensitive materials and in harmony with the surrounding landscape, this ephemeral structure ushers in a new era. Its impermanent architecture has been designed to last for a two-year cycle.

In early 2026, a national competition will be launched, inviting young Moroccan architects to design the future pavilions for the Villa Oasis garden. Each competition will give rise to a new pavilion that will showcase a new generation of architectural expression within the garden, echoing the Jardin Majorelle's history and evolution. The next pavilion resulting from this competition will be opened to the public in 2027.

An inaugural exhibition combining science and art

The Pavillon Temporaire opens with the exhibition Majorelle Flora: Living Collection, featuring a selection of twenty emblematic or rare plants from the garden, chosen from among the four hundred species that have made a home there. The selection and description of the plants was overseen by the renowned Californian botanist Dean G. Kelch.

This exhibition offers both a scientific approach to plants, studied through the

eyes of botanists, and an artistic interpretation under the direction of Jaimal Odedra. The Jardin Majorelle's graphic design team designed a series of original illustrations specially created for the exhibition, highlighting the peculiarities and unique beauty of the selected plants. By combining these perspectives, Majorelle Flora offers a sensory and educational immersion into the garden's plant heritage.



Biographies

II. *Biographies*

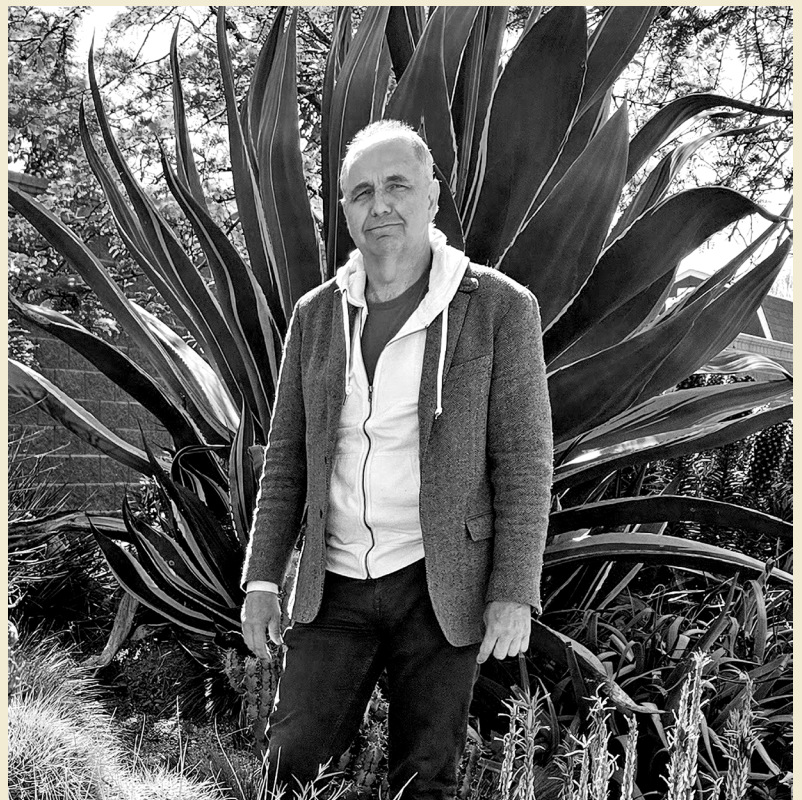
Hiba Bensalek

A graduate of the École Nationale Supérieure d'Architecture de Toulouse and the École Nationale Supérieure d'Architecture de Paris-La-Villette, Hiba Bensalek practiced architecture in Paris before returning to Morocco to share the knowledge and expertise she had acquired during this early phase of her career. She worked at the Urban Planning Agency of the city of Marrakech, where she learned about the challenges facing the city and developed an in-depth knowledge of the evolution of this great Moroccan city. At the same time, she taught at the École Nationale d'Architecture de Marrakech, inspiring and training the next generation of Moroccan architects. She now heads her own architectural firm, QG, Agence d'Architecture et de l'Urbanisme. Hiba Bensalek works mainly on the preservation of the medina [old city] of Marrakech and related projects where she defends her own interpretation of architecture, which combines a deep understanding of Moroccan expertise and ancestral techniques with a contemporary and sustainable vision.



Dean G. Kelch

Dean G. Kelch is a California-based botanist specializing in succulent plants and flora from arid regions, as well as horticultural botany. He has worked with numerous leading botanical institutions, including as director of the Ruth Bancroft Garden (a dry garden), as researcher and lecturer at the University of California and as president of the California Botanical Society. He currently manages environmental programs at the California Department of Food and Agriculture. He has contributed to leading botanical research, identifying rare species and studying plant evolutionary history. His collaboration with the Fondation Jardin Majorelle includes scientific and artistic projects, notably the *Cactus* exhibition at the Musée Yves Saint Laurent Marrakech. In a time of climate change, he is committed to raising awareness of the need for preserving and restoring arid ecosystems and their genetic biodiversity.



Practical Information

III. *Practical Information*

Practical information

Location: Villa Oasis, Jardin Majorelle, Marrakech

Opening date: January 31, 2025

Access: Included in the circuit when visiting the Jardin Majorelle.

The garden is open daily from 8:00 am to 6:30 pm, including public holidays.

Inaugural exhibition: *Majorelle Flora: Living Collection*

Pavilion duration: 2 years before renewal

The Jardin Majorelle

A true botanical gem spanning three hectares in the heart of Marrakech, the Jardin Majorelle was founded by the French artist Jacques Majorelle in the 1920s. In 1980, Yves Saint Laurent and Pierre Bergé saved it from destruction at the hands of real estate developers. Its iconic blue color, lush vegetation and shaded paths make it a one-of-a-kind garden blending art and nature. Today, it is a place where the preservation of biodiversity and cultural transmission are emphasized.

The Fondation Jardin Majorelle

The Fondation Jardin Majorelle is a unique cultural institution in Morocco, whose primary mission is the preservation and outreach of the Jardin Majorelle, the Pierre Bergé Museum of Berber Arts and the Musée Yves Saint Laurent Marrakech. It is dedicated to botany, Berber (Amazigh) culture, fashion, the decorative arts and contemporary artistic creation. The Fondation Jardin Majorelle is a Moroccan nonprofit institution, which self-finances its projects and supports cultural, educational and social programs and initiatives throughout the Kingdom.

Press Contact

VI. *Press Contact*



Relations Presses / Hinda El GARRAB FAYAD

Tel : + 212 7 01 30 30 30

E-Mail : hinda.fmg@gmail.com







The garden of the Villa Oasis