

David Seidner

Evening dress worn by Anh Duong.
Spring/Summer 1986 haute couture collection
Pavillon de Marsan, Musée des Arts de la Mode, Paris, 1986
David Seidner Archive / International Center of Photography



Yves Saint Laurent

The exhibition *David Seidner—Yves Saint Laurent* will be on view from Monday, September 15, 2025, through Sunday, August 2, 2026, in the temporary exhibition gallery at the Musée Yves Saint Laurent Marrakech.

The Musée Yves Saint Laurent Marrakech (mYSLm) has the honor of presenting the first exhibition in Morocco devoted to the American photographer David Seidner (1957–1999), whose sensitive and visionary work had a profound impact on fashion and portrait photography at the end of the twentieth century. *David Seidner—Yves Saint Laurent* will be on view from September 15, 2025, through August 2, 2026, in the museum's temporary exhibition gallery.

Evening dress worn by Violeta Sanchez,
Fall/Winter 1983 SAINT LAURENT *rive gauche* collection, Paris, 1983
David Seidner Archive / International Center of Photography



AN EXCEPTIONAL ARTISTIC COLLABORATION

The exhibition highlights the unparalleled collaboration between David Seidner and Yves Saint Laurent. Following their meeting in 1982, a creative exchange took place between the couturier and the photographer, whose discriminating and sensitive approach captured the essence of the Saint Laurent style. In 1983, Seidner photographed the now legendary *Paris* perfume advertising campaign; its astonishing and impassioned vision marked an important moment in the history of the couture house.

A TRIBUTE TO A REMARKABLE AESTHETIC APPROACH

More than twenty-five years after his untimely death, the art of David Seidner remains resolutely modern. His images, nourished by references to antiquity and the great masters of portraiture but decisively turned towards the future, reveal a singular, very personal aesthetic: his refined play of light, framing and fragmentation deeply influenced fashion photography in the 1980s, 1990s and beyond.

AN OUT-OF-THE-ORDINARY CURATOR

The exhibition was entrusted to Violeta Sanchez, a fashion model who worked frequently with the House of Saint Laurent and who became one of David Seidner's favorite models. She worked in collaboration with the Musée Yves Saint Laurent Paris and the International Center of Photography (ICP) in New York to offer us a faithful and well-researched presentation of the artist and his universe.

A NOTEWORTHY CATALOG

A comprehensive catalog accompanies the exhibition, with contributions by Marc Donnadieu, Samia Saouma, Violeta Sanchez, Olivier Saillard and Robert McElroy, as well as a preface written by the late Pierre Bergé for an exhibition of Seidner's photographs in Paris in 2008. By offering an informed look at the artist and his time, this volume underscores the artistic importance of Seidner's work.

By discovering David Seidner's revolutionary approach to fashion photography and Yves Saint Laurent's oeuvre from a new angle, through photographs that offer a living memory of a vibrant era, you'll see how fashion becomes art!

**David Seidner
(1957–1999)**

Born in Los Angeles in 1957, David Seidner moved to Paris at the age of seventeen to pursue a career in photography. At nineteen, he had already photographed magazine covers; the first solo exhibition of his work was held in 1978. In the 1980s and 1990s, as his work appeared in *Harper's Bazaar*, *The New York Times Magazine*, *Vanity Fair* and *Vogue*, he established himself as one of the most original voices in international photography. Inspired by the art of antiquity and the great masters of portraiture, Seidner developed a unique and radically modern visual language involving fragmentation and sculpted light.

Violeta Sanchez

A former model for the House of Saint Laurent and David Seidner's most sought-after model and muse, Violeta Sanchez is the curator of the exhibition *David Seidner—Yves Saint Laurent*. In 2008, she directed the Parisian exhibition dedicated to the photographer.

**International Center
of Photography (ICP)**

Founded in 1974 in New York by Cornell Capa, the International Center of Photography is the world's leading institution devoted to photography and its role in visual culture. Its mission: to promote a socially engaged photography that encourages new perspectives and change. Since its opening, the ICP has mounted more than 700 exhibitions, offered thousands of classes and hosted a wide variety of public programs. Since 2020, its headquarters has been located at 84 Ludlow Street, on the Lower East Side of Manhattan. The David Seidner archives are housed at the ICP.

Ensemble worn by Violeta Sanchez,
Spring/Summer 1987 haute couture collection, 1987
Published in *Harpers & Queen*, UK, May 1, 1987
David Seidner Archive / International Center of Photography



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Yves Saint
Laurent

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15.09.25

musée
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02.08.26

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EXHIBITION

Curator	Violeta Sanchez
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Lighting	Anis Berjamy Mouad Fahmi
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