

Mucem



**Highlighting the Berber Heritage of Morocco
An Agreement of Cooperation between the Musée des Civilisations
de l'Europe et de la Méditerranée (Mucem)
and the Fondation Jardin Majorelle**

In the framework of developing a common policy involving international cooperation, Jean François Chougnnet, President of Mucem, and Madison Cox, President of the Fondation Jardin Majorelle in Marrakech and the Musée Yves Saint Laurent Paris, have established a special partnership linking the two countries and their respective institutions in order to highlight the rich Berber heritage of the Kingdom of Morocco.

This ambitious collaboration will focus on a better understanding, conservancy and promotion of the Berber heritage of Morocco. It will enable the Mucem and the Fondation Jardin Majorelle – in partnership with the Musée Yves Saint Laurent in Paris – to share their different protocols for the conserving, restoration and inventorying of their collections. The three institutions will work together to archive pieces from their respective Amazigh collections, researching the history, locale and function of these objects, while taking advantage of their impressive network of resources.

Plans are underway for joint exhibitions between the museums in Marseille and Marrakech to optimize access to the depth and richness of Berber culture.

This agreement aims to establish and maintain privileged and ongoing ties between the museums and their teams in France and Morocco; in particular, to improve the skills of the museums' professionals through the exchange of best practices and by encouraging the implementation of joint projects. The result of this ambitious collaboration will be to showcase the heritage of both shores of the Mediterranean.

A PRESENTATION OF THE INSTITUTIONS:

The Musée des Civilisations de l'Europe et de la Méditerranée (Mucem)

Mucem's mission is the conservation and exhibition of the art and civilization of Europe and the Mediterranean basin by placing them in a historical and anthropological context. The museum uses diverse scientific and cultural means to study these civilizations and societies, to explore the bonds that unite Europe and the Mediterranean, and to participate in a better understanding and questioning of the multifaceted issues facing the region. The museum's activities and initiatives are developed with both international cooperation and regional development in mind. This has led to a close relationship between the Mucem and the Fondation nationale des musées du Royaume du Maroc.

The Mucem collections include more than a thousand Moroccan objects, acquired as part of an expansion of the museum's field of coverage in the Mediterranean Basin, and which reflect the quality and scope of the main collection categories preserved by the Mucem as a whole.

FONDATION JARDIN MAJORELLE

The mission of the Fondation Jardin Majorelle is to ensure, using its own resources, the conservation and functioning of the Jardin Majorelle. By donation in 2009, the Jardin Majorelle became the property of the Fondation Pierre Bergé – Yves Saint Laurent, a French nonprofit institution. Today, the Jardin Majorelle is one of the most visited cultural sites in Morocco. Open year round, it welcomed close to 1.5 million visitors in 2019. By advance reservation, Moroccan students are admitted free of charge. The Foundation uses the funds generated by the Jardin Majorelle to support cultural, educational and social initiatives throughout the Kingdom.

The Foundation's resources permitted the establishment of the Berber Museum in 2011 and the musée YVES SAINT LAURENT marrakech in 2017.

Over 3,000 objects are included in the collections of the Berber Museum. Highlights of the collection are displayed in the former painting studio of the artist Jacques Majorelle. Located in the heart of the Jardin Majorelle, the museum presents a panorama of the extraordinary creativity of the Amazigh people. The Berber Museum's aim is to conserve and share its collection with the public and academic community by exhibiting the collection in the various museum halls, the programming of temporary exhibitions, the organization of colloquiums and the publication of books and articles.

The Fondation Jardin Majorelle is planning to further highlight the Berber Museum's impressive collections through a new museological approach envisioned in partnership with the Musée Yves Saint Laurent Paris.

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