

OUT OF HOME

## Yves Saint Laurent's legacy to be honored in museum duo

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*Designer Yves Saint Laurent*

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By STAFF REPORTS

Yves Saint Laurent will be the subject of two museums, one in Paris and another in Marrakech, Morocco, cities in which the late fashion designer split his time.

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Both the Paris and Marrakech museums are being organized by the Fondation Pierre Berg, founded in 2004 to preserve the fashion house and Mr. Saint Laurent's legacy. The Fondation Pierre Berg was established by Pierre Berg, Mr. Saint Laurent's longtime partner and co-founder of the Yves Saint Laurent Couture House, which gives a personal and authentic connection to the designer and subsequent museums.

### Fitting tribute

The Yves Saint Laurent museum in Paris will be housed at the designer's original studio on Avenue Marceau. Expected to open in 2017, the space will recreate Mr. Saint Laurent's atelier and feature rotating exhibits from the designer's archives of more than 5,000 haute couture pieces.

In addition to apparel, the rotating exhibits will also include 15,000 archival accessories and an array of sketches, collection boards, photographs and objects. This will be the first time visitors will be welcomed inside Mr. Saint Laurent's studio and former couture salons, per [WWD](#).

Stage director Natalie Crinire and interior designer Jacques Grange have been tasked with the atelier's renovations and museum design. The duo are familiar with the codes of the house, as they have worked on a number of Fondation Pierre Berg art exhibitions.



*Yves Saint Laurent's Mondrian collection dress, fall/winter 1966*

As the Paris museum opens its door, so will its sister site in Marrakech. This branch of the Yves Saint Laurent museum will be found on the street bearing the designer's name, Rue Yves Saint Laurent, near Jardin Majorelle.

Similar to the Avenue Marceau selection in Paris, the Marrakech location is also steeped in meaning. During his lifetime, Mr. Saint Laurent and Mr. Berg turned the Jardin Majorelle into a cultural site for Berber culture. After his death in 2008, Mr. Saint Laurent's ashes were scattered here as well.

The Marrakech museum is headed by the French architecture firm Studio KO. When complete, the more-than-43,000-square-foot space will house a permanent display of Mr. Saint Laurent's work, curated by Christophe Martin; a secondary space for temporary exhibitions; an auditorium; a research library and a restaurant.

In a statement given to The Telegraph regarding the museum project, Mr. Berg said, "When Yves Saint Laurent discovered Marrakech in 1966, he was so moved by the place that he decided to buy a house and regularly go back there. It feels perfectly natural, fifty years later, to build a museum dedicated to his oeuvre, which was so inspired by this country."



*Jardin Majorelle in Marrakech, Morocco*

The creatives of iconic fashion houses are often the subject of retrospectives.

For example, French couture house Chanel will celebrate the creative spirits of Gabrielle "Coco" Chanel and Karl Lagerfeld through a fall exhibit at London's Saatchi Gallery.

"Mademoiselle Priv" offered an inside look at the creation of the brand's haute couture, fine jewelry and Chanel N 5. This exhibit's subject matter enabled the brand to span both its past and present through the lens of its well-known faces ([see story](#)).

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