

MARRAKECH

**DURING 1-54 CONTEMPORARY AFRICAN ART FAIR
FOR LES AMIS DU NATIONAL MUSEUM OF WOMEN IN THE ARTS**

FEBRUARY 20-23, 2020



Founded by Touria El Glaoui in 2013, **1-54** is the first leading **international art fair** dedicated to **contemporary art from Africa and its diaspora** with annual editions in London, New York (since 2015) and **Marrakech** (since 2018). Drawing reference to the fifty-four countries that constitute the African continent, 1-54 is a sustainable and dynamic platform that is engaged in contemporary dialogue and exchange.

1-54 Marrakech 2019 showcased 18 leading galleries from eleven countries and the work of more than 65 artists, emerging and established, working in a wide variety of mediums and from a spread of geographical backgrounds. We will have access to the **VIP Program** of the fair. 1-54.com/marrakech

1. THURSDAY FEBRUARY 20

PARIS – MARRAKECH

12:10 pm. Departure of Royal Air Maroc AT749 direct flight Paris-Marrakech.

3:20 pm. Arrival to the Menara-Marrakech airport. Group transfer to Les Jardins de la Koutoubia 5*hotel (or similar). Check-in for 3 nights.

Les Jardins de la Koutoubia

26 rue de la Koutoubia | 40000 MARRAKECH | Tél +212 (0)5 24 38 88 00

www.lesjardinsdelakoutoubia.com

6:00 pm. Event/ Cocktail reception part of the VIP program of the 1-54 Marrakech Fair. (TBC)

2. FRIDAY FEBRUARY 21

MARRAKECH

AM

9:30 am. Depart by minibus for our **artist studio visit**. Some of the **Moroccan women artists** we can visit in **Marrakech** are:

- **Fatiha Zemmouri**, visual artist born in 1966, graduated from the School of Fine Arts in Casablanca, Fatiha Zemmouri very quickly was interested in raw materials such as coal, charred wood, ceramics or porcelain. The artist combines different techniques such as drawing, collages, painting or sculpture. www.fatihazemmouri.com
- **Yasmine Alaoui** www.yasminaalaoui.com
- **Ghizlane Sahli** (Meknes, 1973) www.ghizlanesahli.com



Lunch in a local restaurant.

PM

Depart to visit **1-54 Fair**. **Welcome by Touria El Glaoui, Director of the Fair**. Touria is daughter of one of Morocco's most important painters, Hassan El Glaoui, so she has been involved with the art world since her childhood. Guided visit and free time to visit the fair.

6:00 pm. Return to the hotel.

7:30 pm. Depart to visit **Algerian fashion designer Norya Ayron** Pop Up Shop on the top roof of the one of Marrakech's trendiest restaurant. Having an international experience, her inspirations gathers French, Moroccan, Berber and Algerian cultures, mixing traditional Moroccan craftsmanship and a modern «couture» vision to create elegant, feminine and comfortable silhouettes some with a funky style. The brand was born in March 2013 in Marrakech and her creations are only limited editions and high end materials with flamboyant prints. Her designs are internationally acclaimed and many artists such as Sharon Stone, Monica Bellucci, Juliette Binoche, or Kate Moss have been spotted wearing them. **Welcome by Norya Ayron** herself. www.norya-ayron.com

Dinner at **Le Jardin Restaurant** (32 Souk Sidi Abdelaziz). Owner Kamal Laftimi's and interior architect Anne Favier have created a true magical oasis located within a beautifully renovated 16th Century building. Entering through an unassuming door, one comes into a lush garden dotted with tables and surrounded by the majestic building and the terraces above. The menu offers a choice of traditional Moroccan and European cuisine. (Independent payment, reservation by Around Art. NO ALCOHOL) lejardinmarrakech.com

3. SATURDAY FEBRUARY 22

MARRAKECH

AM

9:30 am. Depart by minibus for our **gallery tour**. Most of the main galleries in Marrakech were founded or are managed by women gallerists:

- **Tindouf gallery.** We will be welcomed by **Hadia Temli**, director. She will also take us to their other gallery, **Siniya**.
- **Comptoir des mines CMOOA** (*Rue Yougoslavie*). The Comptoir des Mines Galerie is a contemporary art space in the heart of the Gueliz district, Marrakech. This space promotes the best of the contemporary Moroccan scene. Welcome by **Imane Barakat**, responsible of CDM gallery. (Presence of the director to be confirmed). www.cmooa.com
- **Galerie 127** (*127, Avenue Mohammed V, 2ème étage*). This loft space is tucked away in a house on the sprawling Mohammed V. Climb the stairs to the second floor and you'll find yourself in a large, loft-style space that claims to be the only dedicated photo gallery in North Africa. Run by Nathalie Locatelli, who represents more than 30 photographers, the gallery's sparse walls are hung with fantastic contemporary travel images from Moroccan and international photographers, among them some women such Carolle Benitah, Yasmina Bouziane, Olivia Bruynoghe, Sara Imloul, Flore... **Welcome by Director and owner Nathalie Locatelli.** www.galerie127.com



MACAAL Museum, Janine Gaëlle and AL Maaden Golf Club with view of the Atlas Mountains

1:00 pm. Departure by van to visit the **MACAAL**, the **Museum of Contemporary African Art** located at the **Al-Maaden Golf** with impressive gardens designed by **Fernando Caruncho** and his sculpture park. **Lunch at the golf club.** (*Independent payment, reservation by Around Art*). macaal.org/en

PM

Guided tour in the **museum** through the temporary exhibition (TBA). Welcome by **Janine Gaëlle Dieuji, Director of Exhibitions**.

Return to the hotel. Rest of the afternoon at your own leisure.

Note: Once we receive the VIP program of the fair we will include for activities to join.

4. SUNDAY FEBRUARY 23

MARRAKECH - PARIS

AM

Check out with our luggage, which we will leave in the minibus.

10:00 h. Meet your guide at the hotel lobby and depart by minibus towards the recently opened **Yves Saint Laurent Museum**. Welcome by **Zora El Hajji, Public Relations and Press responsible of the museum**.

It is in Marrakech where Yves Saint Laurent had his refuge and found his source of inspiration. Ever since the 60s he would spend a few seasons in Marrakech and in 1980 he bought with Pierre Berge, his lover for two decades and business partner for half a century, the magnificent villa they named **Villa Oasis**. They cherished their villa and restored the garden, opening the Majorelle garden to the public.

The Yves Saint Laurent museum is a chef d'oeuvre on its own, designed by the Studio KO, it opened on October 16th 2017. The museum holds more than 40 years of Yves Saint Laurent's work exposed in a space of 4000 m². www.museeyslmarakech.com/en

Temporary Exhibition: *TBC*



12:30 pm. After the visit we will walk to Majorelle Gardens nearby, where we will have lunch at the **Café Bousafsaf de Majorelle**. (*Independent payment, reservation by Around Art*).

PM

Visit the **Majorelle Garden**. This garden is the work of the artist Jacques Majorelle, who in the 1920s discovered inspiration in Morocco. In the country, he discovered the light and exotic colors he wanted to capture in his paintings of villages, tribes and landscapes in the Atlas. It is Governor Lyautey who offered Jacques Majorelle a large fruit orchard on the outskirts of the city of Marrakesh, which soon became a center receiving exotic plants from all over the world, creating a small private paradise. Only one-quarter of the original garden has been meticulously restored by Yves St. Laurent. The house now holds the fascinating **Berber Museum**, with objects from the YSL collection itself. jardinmajorelle.com/ang

3:30 pm. On our way to the airport we will stop at the **the gardens of the Menara**, created in the 12th century by the sultan **Abd el Moumen**, where water is the main element of the monument. You will find a small pavilion that was built by el sultan **Sidi Mohammed** in 1866 (Time permitting).

6:50 pm. Departure of Transavia direct flight (HV3017) Marrakech - Paris (ORY).

10:15 pm. Arrival to Paris Orly Airport.

**End of your trip. This program may undergo changes which will not alter the quality of the journey.*

BUDGET DOCUMENT FOR LES AMIS DU NMWA TRIP TO MARRAKECH FEBRUARY 20-23, 2019

Price per person based on a minimum of:

12 paying participants: **2170 EUR***

15 paying participants: **1990 EUR***

***Discounted price per person if sharing a double room:
1755 EUR (12 part.paying) / 1570 EUR (12 part.paying)**

This Price Includes:

- 3 Hotel nights at the 5*Hotel Les Jardins de la Koutoubia (or similar) in "Patio" double rooms for single use, breakfast included.
- Transportation by private coach following itinerary. Group transfers from/to Airport
- VIP pass for the 1-54 African Art Fair
- Tickets and guided visits in museums/monuments
- Meals as in itinerary
- Visits to artists' studios
- Around Art escort during the whole trip & guides
- Information folders
- The price of this trip includes a modest donation to les Amis du NMWA and is earmarked to support the next Women To Watch program in 2020.

This Price does not Include:

- Plane tickets
- Personal or baggage insurance
- Extras such as meals other than mentioned in itinerary, laundry, room service, telephone calls, and other items of a personal nature.
- Transportation to and from the airport

Fees and payment: Please send proof of transfer to artprojects@aroundart.es

- Deposit of 600 € per person before December 4th, 2019.
- Final payment before January 15th, 2020
- Please include full name and NMWA MARRAKECH
- Payment by transfer (all costs assumed by sender) to:

AROUND ART, S.L. // REF: NMWA MARRAKECH

Bankinter: Madrid OP. Paseo de la Castellana 29. 28046 Madrid.

IBAN: ES05 0128 0010 98 0100027546 // Swift code: BKBKESMM

Payments by credit card have a 2,5% charge over the amount to pay. You can call our office to Tel. +34917026420 to give us your credit card details.

Cancellation policies above the minimum number of participants

All cancellations will be communicated in writing and will have a penalty of 300 € per person.

Any cancellations made between 45 and 30 days (January 6 – 21, 2020 included) prior to departure from origin will qualify an additional administrative fee of 20% of the price of the trip per person. Around Art will study the possibility of a reimbursement if he/she is substituted by another person in the trip.

Cancellations received after this date and up to 15 days (January 22 – February 5, included) prior to departure are subject to an additional administrative fee of 30% of the price of the trip per person, unless he/she is substituted by another person.

Cancellations received within 15 days prior to departure are not subject to any reimbursement, unless he/she is substituted by another person

Trip insurance is compulsory. If however, a participant wishes to waive travel insurance, we will need an email confirming this and affirming that they understand that in the event of a cancellation, after deposit or after final payment, Around Art, will abide by the cancellation policy which is made clear in the budget document.



MARRAKECH: FOR LES AMIS DU NATIONAL MUSEUM OF WOMEN IN THE ARTS

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