

# The 2020 Manifesta Biennale in Marseilles

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Mucem

In 2020 Marseilles will host the prestigious contemporary art Biennale **Manifesta**, and in doing so continues its cultural ascension since the city was nominated as 2013 European Capital of Culture.

The Marseilles Town Hall has announced that Manifesta will allow the general public to discover **contemporary art** in various cultural sites as well as in a number of unusual locations.

Contemporary art is a source of inspiration for fashion designers, as shown by the choice of the **Maison Méditerranéenne des Métiers de la Mode** (MMMM) to invite the Marseilles born couturier **Yacine Aouadi** to its first OPENMYMED festival. His collection 13'015 pays homage to his home town as well as to the absolute dark blacks of the French artist Pierre Soulages.

A positive first edition for the OPENMYMED festival with more than 30,000 visitors at the **Mucem**, an increase of 25% in the number of visits to the **Museum of Decorative Arts, Fashion and Ceramics**, and an important presence by the national media.

The second edition of OPENMYMED from May to August 2017 will take place in several cultural locations, particularly at the **MAC Museum of Contemporary Art** and the **MUCEM**, where the creative universes of **JACQUEMUS** will be presented.

The synergies and enthusiasm created in Marseilles have been recognized by being awarded the 2020

Manifesta.