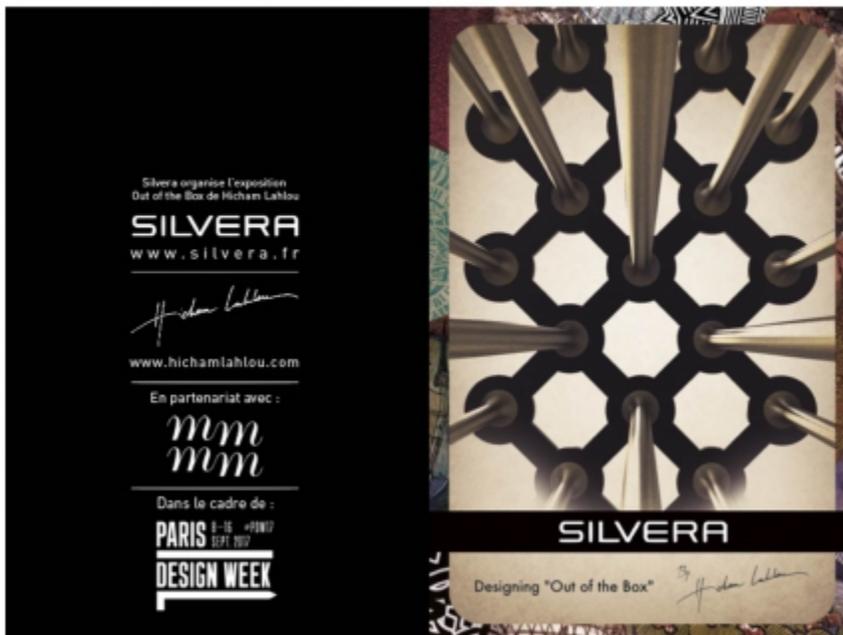


# THE CULTURAL TRIO OF THE NEW SEASON: HICHAM LAHLOU, SILVERA and the MMMM

05/09/2017

MMMM PARTENAIRES



Celebrating Moroccan design. A Now Gen Med show at the Silvera Gallery.

The French-Moroccan designer **Hicham Lahlou**, is an emblematic figure in new generation design and a cultural partner of the **MMMM** with the project **Africa Design Award & Days (ADA & ADD)**. He presents his work at the **Silvera** Gallery in Paris with an exhibition entitled **Out Of The Box**, in association with the **MMMM** as part of **Paris Design Week** from 8 to 16 September.

Inspired by his father Armand Silvera, who created and opened a showroom of contemporary furniture in Marseilles in the '70s, Paul created Silvera in 1990 after a trip to the USA. Since then Paul Silvera has become the major distributor of **design in France** and today Silvera is known around the world and represents 500 brands. Paul is very attached to his Mediterranean roots, and, after a meeting with Hicham Lahlou, organised by Maryline Bellieud Vigouroux the founder of the **MMMM**, he decided to work with the French-Moroccan designer, an important member of the **new generation** of designers influential in the **world of design** and creation.

« The exhibition **Out of the Box** reveals works of design which are original and totally unexpected. The

designer invites us to discover a reinterpretation, using his own codes, of traditional well known objects, which he has diverted from their original use to be new art and design objects.

The designer has never produced so many works of contemporary art with a vision and approach of a designer. Diverted objects, paying tribute to music, to Africa, to the raw materials, to the skills and know-how of artisanal craftsmen, the marriage of craftsmanship and industry; the universe of the creator is witness to an artistic approach which is out of the ordinary with a vision of daily life which is spectacular and unconventional.

**Out of the Box** is about unique creations, unique pieces, limited editions, installations, free creations, and numerous works which it is impossible to put in a box.

Hicham Lahlou was named Chevalier de l'ordre des Arts et des Lettres on 9 February 2016 by the French Government in recognition of his career so far. »

An **international spotlight** which emphasises the role of the Mediterranean as an **incubator** of talent in fashion, photography, design, dance, contemporary art... which is expressed each year at the **OpenMyMed** Festival from May to September. A transverse rendezvous produced by the MMMM and the NOW GEN MED, bringing together cultural actors around a common territory: the Mediterranean.