

# **2019 OPENMYMED: A UNIQUE PROGRAMME which follows the theme of the "Summit of the Mediterranean" on the topic of the mobility and energy of today's youth...**

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# **OpenMyMed 2019**

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The **OpenMyMed Prize** competition is atypical in its geographic coverage, as it brings together 19 countries from the Southern Mediterranean.

For the first time since the creation of the OpenMyMed Prize in 2010, the MMM **has changed its programme**. This year **it welcomes 30 previous laureates** of the OpenMyMed Prize, from 2010-2018, to participate in a series of events destined to showcase their talent and creativity, and to invite the public to discover the work accomplished with the MMM during these last years.

This programme is a marvelous illustration of the place occupied by the Mediterranean in the international fashion world.

The MMM is organising an exhibition « **OpenMyMed : Opus on the creation of fashion in the Mediterranean** », where each of the 30 Fashion & Accessories designers will have their creations shown alongside those of the grand masters who inspired them, from **May 10th to September 15th** at the

Museum of Decorative Arts, Fashion and Ceramics at the Château Borély, Marseilles. This accompanied with creations by **Yacine Aouadi, Simon Porte Jacquemus and Christelle Kocher**, creators highlighted by the MMM, in 2016, 2017 and 2018 in Marseille.

On June 28th, in the heart of the 7 hectares of [The Camp](#), a futuristic site located between Aix-en-Provence and Marseilles, the 2019 OpenMyMed will host 2 conferences on « **The Metamorphosis of Fashion in the Mediterranean** ».

[Nelly Rodi](#) will take us into the future with a presentation on the theme « **Fashion and Textile Scenarios 2030 – R3iLab** ».

Then, we are coming back to the Museum of Decorative Arts and the **30 Laureates will discover their creations in a production signed by [Yacine Aouadi](#)**, who was the first Carte Blanche guest fashion designer of the OpenMyMed Festival, in 2016, and [Matthieu Pabiot](#), fashion designer and President of the [AOUADI Haute-Couture Fashion House](#).

To close the festival, at the **Château Borely garden**, Yacine Aouadi and Matthieu Pabiot will celebrate the new wave of fashion creativity in the Mediterranean during a runway.

### **2019 OpenMyMed means:**

- **1 Exhibition:** « OpenMyMed: Opus on the creation of fashion in the Mediterranean » at the Museum of Decorative Arts, Fashion and Ceramics at the Château Borély.  
Open to the public from May 11th May to September 15th 2019.
- **1 Conference :** «Metamorphosis of Fashion in the Mediterranean» in the amphitheatre at The Camp, Aix-en-Provence, on June 28th 2019 from 10am to 6pm. Places are limited: bookings can be made on the MMM website from April 15th 2019.
- **1 Runway Show :** 2019 OpenMyMed, at the Museum of Decorative Arts, Fashion and Ceramics, on June 28th 2019 at 8.30pm, by invitation only.

Discover [the Laureates of the 2019 OpenMyMed Prize](#)