

# **THE EXHIBITION "OPENMYMED: OPUS ON FASHION CREATION IN THE MEDITERRANEAN" IS LABELLIZED BY "LE SOMMET DES DEUX RIVES, FORUM DE LA MÉDITERRANÉE"**

11/06/2019



**The Maison Mode Méditerranée (MMM), and its exhibition "OpenMyMed: Opus on Fashion Creation in the Mediterranean", until September 22nd at the Museum of Decorative Arts of faïence and fashion - Château Borély, obtains the national label "Sommet des deux rives, Forum de la Méditerranée". A recognition, sign of the success of this exhibition that highlights the work and the creativity of Mediterranean talents.**



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The national label "**Sommet des deux rives, Forum de la Méditerranée**", awarded by the Ministry of Europe and Foreign Affairs, honors the commitment of the MMM. In 2019, we are changing our usual programming to illustrate the theme chosen by the President of the Republic E. Macron: **youth, creativity, training and mobility**. Four axes to which the MMM responds with 10 years of experience and expertise through the **OpenMyMed Prize** contest.

From May 10th to September 22nd, 2019, the Museum of Decorative Arts of Faience and Fashion - Château Borély, hosts the exhibition "**OpenMyMed: Opus on Fashion Creation in the Mediterranean**", which celebrates the creative effervescence represented by the 30 brands selected among the 104 OpenMyMed Prize 2010/18 competition, representing 11 countries of the southern Mediterranean shore.

In 2016, the choice to open the OpenMyMed festival with the couturier Yacine Aouadi, born in the northern districts of Marseille, was a shareholder of messages: the talent, you have to know how to detect, encourage and show it because it opens the doors of an international future that is not limited to a city.

At the request of the MMM in 2019, he took the artistic direction with Matthieu Pabiot, stylist and President of Aouadi Couture, to stage what makes the singularity of our adventure started for many years. The one of the look of the memory with the founding in 1988 of the Marseille fashion museum, to constitute its rich heritage of more than 7000 sets, to enrich its patrimony, and to participate in its cultural programming.

More information on "**Sommet des deux rives, Forum de la Méditerranée**" here

Find the photos of the OpenMyMed exhibition : "Opus on the creation of Fashion in the Mediterranean" [here](#)

The OpenMyMed 2019 exhibition is open to visits from Tuesday to Sunday from 9.30am to 6pm.

Château Borély: Museum of decorative arts of faience and fashion.

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