

André Azoulay

Advisor to his majesty king Mohammed VI of Morocco - 2010



« I love Marseille. Each time I go there I get emotional. Since Antiquity the city has been used to welcoming and accepting thousands of people from afar without forcing them to lose their specific identity. The city is enriched by this mix of histories: and that is far from being a cliché. Marseille is a muse, the vibrant heart of the Mediterranean basin. I am a militant supporter of the Mediterranean. I believe in a rendez-vous with History, a destiny, a common reality. The Euro-Mediterranean is not just a simple concept of free-trade, or rhetoric. One day, it will achieve an institutional and political dimension, rich in an extraordinary, deep humanism. Seven hundred million people live around the shores of the Mediterranean, in forty countries. Three thousand NGOs have created a formidable network of mutual aid and assistance. Fashion gives a tangible and visible form to this fusion. Our experience with the Fashion Design Centre (Maison de la Création) and all these young fashion designers mixing together is good for the future. The Centre expresses

and summarises the creativity of the Mediterranean in a very natural way; effervescent, constantly changing. It symbolises the optimism and refreshing attitude of these young designers who are not attached to a particular passport or religion, all they want to do is create and design. They have in common a life force which stimulates and animates them. This convergence is remarkable. It is essential to maintain this dynamic in the future. »