



Joana Choumali, *Mme Djeneba Haabré, La Dernière Génération* (2013-2014)
Print on Baryta paper, 60 x 90

Announcing the international launch of The Museum of African Contemporary Art Al Maaden, Marrakech and the upcoming photography exhibition ***Africa Is No Island***

27 February - 29 July 2018



The Museum of African Contemporary Art Al Maaden, Marrakech

The Museum of African Contemporary Art Al Maaden (MACAAL), Marrakech, opens in February 2018 to international audiences, following the local launch in 2016. The independent, not-for-profit contemporary art museum is one of the first of its kind in North Africa. MACAAL is dedicated to the promotion of African art, across a range of media, with its diverse exhibition and education programmes. The museum nurtures an understanding of contemporary art from Africa through collecting and exhibiting established and emerging artists, highlighting the creative energy and cultural diversity found across the continent.

His Majesty Mohammed VI, King of Morocco, has a long history of supporting the emerging contemporary Moroccan art scene. The museum adds to Morocco's positioning as a dynamic hub for contemporary art.

MACAAL is a philanthropic initiative of Moroccan art collectors Alami Lazraq and his son Othman Lazraq. It forms part of their charitable Fondation Alliances, a not-for-profit association which focuses on supporting cultural development in Morocco. Motivated by a passion for the arts, and under the directorship of Othman, MACAAL brings the Lazraq family's private collection of modern and contemporary African art, garnered over the past 40 years, to a broader audience.

The international opening will feature two exhibitions: a group photography show Africa Is No Island and a semi-permanent exhibition comprised of the Fondation Alliances' general collection.

Africa Is No Island

27 February - 29 July 2018



Sammy Baloji, *Retour à l'authenticité, vue de La Pagode du Président Mobutu, N'sele, Kinshasa Photo-archives du Docteur Fourche pris, ca 1935, 2013, Numerical print on Baryta paper - triptyque 3 x 80 x 80 cm*

Curated by African photography association Afrique in Visu, MACAAL's inaugural exhibition Africa Is No Island presents a group show of approximately 40 emerging and established photographers working on the continent and in the wider diaspora. The artists taking part have been selected from the foundation's collection and beyond by MACAAL's curatorial team working alongside Afrique in Visu. The exhibition of photographic works will be accompanied by a sound installation, bringing the noises of Marrakech into the museum space to further engage the viewer's sense of a communal Moroccan experience.

PARTICIPATING ARTISTS:

Further artists will be included at a later date.

Ishola Akpo (Benin)
 Leila Alaoui (Morocco)
 Mustapha Azeroual (Morocco)
 Sammy Baloji (The Democratic Republic of the Congo)
 Joan Bardeletti (France)
 Hicham Benohoud (Morocco)
 Nicola Lo Calzo (Italy)

Joana Choumali (Ivory Coast)
 François-Xavier Gbré (Ivory Coast)
 Mouna Karray (Tunisia)
 Lebohang Kganye (South Africa)
 Nyaba Leon Ouedraogo (Burkina Fasso)
 Namsa Leuba (Guinea)
 Edgar Marsy (France)
 Baudouin Mouanda (Congo-Brazzaville)



Hicham Benohoud, *Untitled from La salle de classe series*, 1994-2002,
Silver photography on Barta paper, 50 x 60 cm

As suggested in the exhibition title, *Africa Is No Island*, the varying identities and nationalities displayed place Moroccan art within the wider context of the African diaspora and highlight the diverse cultural exchange between countries. From the intimate portraiture of Joana Choumali to Baudouin Mouanda depictions of Congo Brazzaville social circles, *Africa Is No Island* highlights the creative energy and cultural diversity found across the continent.

The curators Baptiste de Ville d'Avray, Jeanne Mercier and Madeleine de Colnet of *Afrique in Visu*, explain: Africa is not an island but rather a connected territory, full of possibilities.

About Fondation Alliances

MACAAL is a philanthropic initiative of Moroccan art collectors Alami Lazraq and his son Othman Lazraq. It forms part of their charitable Fondation Alliances, a not-for-profit association which focuses on supporting cultural development in Morocco. Motivated by a passion for the arts, and under the directorship of Othman, MACAAL brings the Lazraq family's private collection of modern and contemporary African art, garnered over the past 40 years, to a broader audience.

Founded in 2009, Fondation Alliances is backed by Alliances Group, a leading integrated real estate group in Morocco. Beyond MACAAL, Fondation Alliances has set up three other not-for-profit initiatives:

- The Al Maaden Sculpture Park: Inaugurated in September 2013, Al Maaden Sculpture Park incorporates monumental sculptures by Moroccan and international artists, exclusively created for Al Maaden's site in Marrakesh.
- *La Chambre Claire* (LCC Program), launched in 2013, is a bi-annual award supporting contemporary photography through the promotion and exhibition of an emerging artist.
- Programme *Passerelles* (trans. bridges) encourages engagement with local young people through workshops and classes on contemporary art and design alongside museum visits. The programme acts as a bridge between local audiences and the wider cultural sphere.

About Afrique in Visu

Created in 2006 in Mali by Jeanne Mercier and Baptiste de Ville d'Avray, Afrique in Visu is a participative platform for exchanges in the field of photography in Africa. Supported by approximately 100 regular contributors of photographers, journalists and critics around the world, it is a living archive and creative laboratory on the practice of photography in Africa. It puts professionals on the continent in contact, regardless of their nationality, origin or affiliation, and distributes contemporary creation to enable the exchange of photographic know-how. It does not categorise nor claim to be a history of "African" photography. It has a single leitmotiv, a territory that transcends both terrestrial and maritime borders of Africa. Afrique in Visu is a plethora of stories of a continent revealed through photographs that attempt to take the place of all the images and stereotypes associated with it.

Since its founding, Afrique in Visu has published more than 1000 articles, has some 100 contributors around the world, has mounted several exhibitions in Europe and Africa, organised workshops to teach photography, and offered support for 15 photographic projects.

Press Contacts:

Carlotta Dennis-Lovaglio
or Saskia Deliss at Pelham Communications
+44 (0)20 89693959

carlotta@pelhamcommunications.com
or saskia@pelhamcommunications.com

Exhibition Facts:

Title: *Africa Is No Island*
Address: Al Maaden, Sidi Youssef Ben Ali, 40000 Marrakech
Telephone: +212 676 92 44 92
Website: www.macaal.org
Dates: 27 February – 29 July 2018
Opening Hours: Tuesday – Sunday, 10am – 7pm
Instagram: [macaal_](https://www.instagram.com/macaal_)
Facebook: Museum of African Contemporary Art Al Maaden