



FONDATION
ALLIANCES

PRESS RELEASE

Marrakech, 16 march, 2026

MACAAL RECEIVES THE FIRST “MUSÉE DU MAROC” (MUSEUM OF MOROCCO) LABEL: A MAJOR RECOGNITION FOR FONDATION ALLIANCES



Exterior view of MACAAL © Ayoub El Bardii

The **Museum of African Contemporary Art Al Maaden (MACAAL)**, an emblematic project led by Fondation Alliances, has been awarded the prestigious “**Musée Du Maroc**” label. Granted by the **National Foundation of Museums (FNM)**, this historic achievement consecrates the excellence of the museum’s museographic standards and salutes the durable commitment of **Fondation Alliances** to art, culture, and artistic heritage in Morocco. Bestowed for the first time during a ceremony organized on **march 11 at the Mohammad VI Museum of Modern and Contemporary Art (MMVI) in Rabat**, the “**Musée Du Maroc**” label distinguishes institutions that respect the most demanding standards regarding the **conservation, management, and enhancement of collections** . This is in accordance with the provisions of **law 56-20 relating to museums** and **law 55-20**

modifying law 01-09 relating to the creation of the FNM. Valid for a renewable period of **four years**, this certification is part of the royal will to **elevate Moroccan museums to international standards.**



Fondation Alliances © Omar Tajmouati

A SOURCE OF PRIDE FOR FONDATION ALLIANCES

MACAAL is among the **first museums in Morocco** to receive the “**Musée Du Maroc**” label. A flagship project of **Fondation Alliances**, backed by **Groupe Alliances**, the museum has embodied a clear ambition since its inception: To make contemporary African art a space for dialogue, transmission, and influence. This institutional recognition consecrates the constancy and vision of **Fondation Alliances**, whose commitment to **culture, artistic creation, and the enhancement of African artistic heritage** has been at the heart of its actions for years.

THE BEATING HEART OF THE MARRAKECH CULTURAL SCENE

Since its opening, **MACAAL** has established itself as a major player dedicated to the vitality of contemporary African art . Deeply rooted in Marrakech, it contributes actively to the cultural dynamics of the ochre city and participates in the artistic influence of Morocco by hosting exhibitions, educational programs, and initiatives designed to bring audiences closer to contemporary creation. **Othman Lazraq, president of MACAAL and Fondation Alliances**, states:

“We are honoured that MACAAL is among the first museums to be distinguished with the “Musée du Maroc” label. This recognition acknowledges the efforts that Fondation Alliances has made since its creation in 2009 to contribute to the social and cultural development of Morocco, and to support, over time, contemporary creation and artists in their practice.”

On this occasion, I would like to express my deep gratitude to His Majesty King Mohammed VI, whose vision is helping to raise Moroccan museums to international standards and to enhance our cultural heritage. I would also like to extend my thanks to Mehdi Qotbi, President of the National Foundation of Museums, as well as to his team, for their constant commitment to promoting Morocco and its heritage around the world.”

10 YEARS OF COMMITMENT TO CONTEMPORARY AFRICAN ART

This distinction comes at the dawn of a symbolic moment: **MACAAL will celebrate its 10th anniversary next autumn** . For a decade, the museum has helped to **shape and disseminate the narratives of contemporary African art from Marrakech**, while developing **programs that are open to the public and to the artists of the continent**.

Stay connected to MACAAL to soon discover the celebrations and events that will mark this 10th anniversary!

PRACTICAL INFORMATION

MACAAL: The Museum of African Contemporary Art Al Maaden.

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Website: www.macaal.org

ABOUT MACAAL

The Museum of African Contemporary Art Al Maaden of Marrakech is a private non-profit museum . One of the first of its kind on the continent, MACAAL is dedicated to the promotion of african art through various education and exhibition programs that allow it to cultivate the interest of broad audiences . Through the acquisition and exhibition of works by both established and emerging artists, the museum promotes the understanding of contemporary african art and showcases the creative energy and cultural diversity characteristic of the continent. MACAAL displays the art of Morocco and its neighboring countries through different mediums . In addition to its permanent collection, exhibitions highlight art that opens a dialogue with the continent and present both african and international artists.

ABOUT FONDATION ALLIANCES

Founded in 2009, Fondation Alliances is a not-for-profit association backed by Groupe Alliances, the leading real-estate operator in Morocco, and whose mission is to support the social and cultural development of Morocco through specific actions. The foundation advocates for art accessible to all, through the development of significant cultural mediation to benefit all social backgrounds, thus participating in highlighting contemporary Moroccan and African art through a rigorous approach.

In addition to MACAAL, Fondation Alliances has initiated five other projects:

- The Al Maaden Sculpture Park: Inaugurated in September 2013, the Al Maaden Sculpture Park features monumental sculptures by Moroccan and international artists, created exclusively in situ at Al Maaden, in Marrakech.
- Lcc Program: Launched in 2013, this programme—originally known as La Chambre Claire—is an annual event to support contemporary photography through the promotion and exhibition of an emerging artist.
- Programme Passerelles: Created in 2014, Passerelles is a programme designed to raise awareness about visual art, intended for young people from exurban areas, through

workshops, tours, and encounters.

- MACAAL Residence: A residential research and production programme inaugurated in 2019.

- MACAAL Bootcamp: An intensive training programme designed for young professionals in the African art world, which includes a series of workshops, masterclasses, and teamwork projects supervised by recognised professionals from various sectors.