

# 1-54 Marrakech 2024: an edition of international reach

by Pauline Loeb | Feb 12, 2024 | Art Fair Coverage



For its 5th edition in Marrakech, the 1-54 fair broadened its scope. With 27 participating galleries – 7 more than last year – and an additional venue at DaDa, the fair attracted a very international audience and recorded good sales, all in a warm and relaxed atmosphere.

Nestled in the heart of the breathtaking La Mamounia hotel is where 1-54 Marrakech takes place, annually since its inception in 2018. After launching the fair in London in 2013 and in New York in 2015, its founder Touria El Glaoui, born and raised in Morocco, desired a return to her roots and opened this edition in the heart of The Red City. However, this 5th edition marked a turning point with the opening of a second space, DaDa, situated opposite Jemaa el-Fna square, radically different from the first with its very raw and minimalist style.

This year featured a significantly greater number of Moroccan galleries and artists, with a pronounced emphasis on textile works, undoubtedly drawing from Morocco's rich ancestral craftsmanship. An unmissable highlight was Galerie Christophe Person's booth, showcasing a solo show by Ghizlane Sahli. This artist from Meknès collaborates with embroiderers to repurpose plastic water bottles, thereby exploring the transformation of materials. These three-dimensional alveoli, covered in silk threads, accumulate and unfold organically and randomly. This green series, resonating with nature, was in dialogue with another series, predominantly red, consisting of small formats centered on the theme of the menstrual cycle, a topic still considered taboo in some Moroccan communities.



Work by Ghizlane Sahli at Galerie Christophe Person's booth. Photo by Pauline Loeb for artfairmag