

## Pierre Bergé Landmark dates

- 1930** Pierre Bergé is born on the Island of Oléron, his mother is a schoolteacher and his father a tax department employee.
- 1948** Arrives in Paris, settles near place de la République and begins to deal in first editions. Keeps company with Mac Orlan, Cocteau, Aragon, Camus, Sartre, Breton.
- 1949** Joins the “World Citizens” peace movement led by Garry Davis. The latter had created a scandal in 1948 by renouncing his American citizenship. Pierre Bergé is arrested during a demonstration at the United Nations and shares a cell with Albert Camus.
- Founds a political journal, *La Patrie Mondiale*, to which Camus, Queneau, and Breton contribute articles.
- 1950** Meets Bernard Buffet, becomes his companion and manages his career for eight years.
- Meets Jean Giono who is to occupy a very important place in his life.
- 1952** Meets Jean Cocteau. Pierre Bergé is today the holder of the moral rights on Cocteau’s work.
- 1958** Meets Yves Saint Laurent.
- 1961** Along with Yves Saint Laurent he creates the Yves Saint Laurent couture house, which he manages until 2002.
- 1966** Pierre Bergé and Yves Saint Laurent purchase *Dar el-Hanch*, “the snake-house”, in the Medina of Marrakesh.
- 1973** Pierre Bergé creates the *Mode et Création* group to represent ready-to-wear designers in the Chambre Syndicale de la Mode. The group includes Yves Saint Laurent, Christian Dior, Emanuel Ungaro, Chloé, Dorothee Bis, Sonia Rykiel, Kenzo and Emmanuelle Khanh.
- 1974** Elected President of the *Chambre Syndicale du prêt-à-porter des couturiers et des créateurs de mode*.
- Yves Saint Laurent and Pierre Bergé move their couture house to 5, avenue Marceau, in Paris.
- Pierre Bergé and Yves Saint Laurent purchase the *Dar es Saada* house in Marrakesh. The architect chosen is Bill Willis.



**1977** Purchase of the Athénée – Louis-Jouvet Theatre, that Pierre Bergé runs until 1982, before handing it over to the State. He creates a smaller auditorium under the rooftops, designed by Jacques Grange and named after Christian Bérard, devoted to experimental theatre.

Under his management, the theatre alternates classic works with the discovery of new talents. In particular he produces *Equus* by Peter Shaffer for the first time in France, *Navire Night* by Marguerite Duras, staged by Claude Régy and four plays by Molière staged by Antoine Vitez.

With Danièle Cattand he creates the *Lundis musicaux de l'Athénée* where the world's greatest voices perform until 1989.

**1978** Produces the first show by Ingrid Caven, the cabaret singer and dazzling icon of Fassbinder and Jean Eustache's cinema, at the Le Pigall's cabaret.

He organises the first Parisian concerts by John Cage and Philip Glass at the Théâtre Edouard VII.

**1980** Pierre Bergé and Yves Saint Laurent purchase the Majorelle Garden in Marrakesh.

**1984** Meets François Mitterrand and forms a long-standing friendship.

**1985** Pierre Bergé is appointed chevalier de la Légion d'honneur by then Minister of Culture Jack Lang.

**1986** Creation of the Institut Français de la Mode, a centre for training and excellence for professionals from the fashion and textile world of which he remains the President.

**1987** Creation of the review *Globe* which supports François Mitterrand's 1988 presidential campaign.

**1988** Pierre Bergé is named President of the Opéra national de Paris. He remains in this post until 1994 when he becomes Honorary President.

Participates in the national subscription for the Musée du Louvre to acquire the painting *Saint Thomas à la pique* by Georges de La Tour.

**1990** Along with Jacques Rosselin he creates *Courrier international*.

**1993** Appointed a UNESCO Goodwill Ambassador. Promoted to Commandeur de la légion d'honneur and appointed Commandeur des Arts et des Lettres.

**1994** Creation, with Line Renaud, of Ensemble contre le SIDA, later known as Sidaction, collecting funds for research and helping the sick, and of which he is President.



**1995** Creation of the gay magazine *Têtu*.

**1996** Sponsors the *Charlotte Perriand* exhibition at London's Design Museum.

**1998** Pierre Bergé and Yves Saint Laurent sponsor the renovation of two north-wing rooms at London's National Gallery. The Grand Gallery, devoted to 17th century French painting, now bears the name of Yves Saint Laurent, whilst the Octagon Room, containing two works by Turner and two by Claude Lorrain, bears that of Pierre Bergé.

On the occasion of the France-Egypt Year, he donates the bronze Pyramidion that caps the Obelisk on the place de la Concorde.

**2000** Sponsors the production of Euripides' *Medea*, staged by Jacques Lassalle at the Avignon Festival.

Purchases the French Caviar House Prunier.

**2001** Creation of the Pierre Bergé & Associés auction house, present in Paris and Brussels.

Sponsors the renovation and interior refurbishment of the historic collections of the Musée national d'art moderne – Centre Pompidou.

Named Grand Mécène des Arts et de la Culture.

Sponsors a production of Molière's *L'école des femmes*, staged by Jacques Lassalle at the Théâtre de l'Athénée - Louis Jouvet, in tribute to Louis Jouvet and Christian Bérard.

Sponsors the *Picasso Érotique* exhibition at the Galerie nationale du Jeu de Paume in Paris.

**2002** The Fondation Pierre Bergé – Yves Saint Laurent is state-approved. Its mission is to preserve the 5 000 haute couture outfits and 150 000 accessories, sketches and diverse objects making up the collection, to organise thematic exhibitions on fashion, painting, photography, the decorative arts etc., and to support cultural and educational projects. Pierre Bergé is its President.

**2004** Sponsors a production of Richard Wagner's opera *Tannhäuser* staged by Andreas Homoki and conducted by Myung-Whun Chung at the Théâtre du Châtelet.

Sponsors the play *Les Fables de La Fontaine*, staged by Robert Wilson at the Comédie Française. Pierre Bergé and Yves Saint Laurent have given Robert Wilson's work their wholehearted support since the 1970s.



**2008** Yves Saint Laurent passes away.

**2009** Sale of the Yves Saint Laurent and Pierre Bergé Collection at the Grand Palais, bringing in 373.9 million euros, devoted in part to the Fondation Pierre Bergé – Yves Saint Laurent and to AIDS research.

Second sale of the Yves Saint Laurent and Pierre Bergé Collection at the Théâtre Marigny, presenting the works from Château Gabriel, raising 9 million euros for HIV research and the fight against AIDS.

The Pierre Bergé endowment fund, initiated in 2009, brings a long-term approach to the battle against AIDS, donating two million euros per year over a five-year period.

Elected President of the *Cercle des Amis du Ring*, created on the occasion of the Ring cycle performances at the Opéra national de Paris, staged by Günter Krämer and conducted by Philippe Jordan. Pierre Bergé sponsors the four parts of the Ring: *Das Rheingold* and *Die Walküre* presented in 2010 and then *Siegfried* and *Götterdämmerung* in 2011.

**2010** The Fondation Pierre Bergé – Yves Saint Laurent organises a major retrospective of Yves Saint Laurent's work, presented at the Petit Palais in Paris, and which is to travel the world.

Opening of the Maison Cocteau in Milly-la-Forêt, organised by the Comité Jean Cocteau of which Pierre Bergé is the President.

Sponsorship of the *Festival Normandie Impressionniste* organised by the Association Normandie Impressionniste of which Pierre Bergé is the President.

Sponsorship of the Carte Blanche *Les visages et les corps*, given to Patrice Chéreau by the Musée du Louvre.

Pierre Bergé, in association with Xavier Niel and Matthieu Pigasse, becomes the main shareholder of *Le Monde* press group. He is appointed president of the supervisory committee.

**2011** Project to restore the Maison Zola in Médan and create a Musée Alfred Dreyfus, by the Association Maison Zola – Musée Dreyfus, of which he is the President.



## Publications

*Liberté, j'écris ton nom*, Grasset, 1991  
*Inventaire Mitterrand*, Stock, 2001  
*Les jours s'en vont je demeure*, Gallimard, 2003  
*Album Cocteau*, biographie et iconographie, La Pléiade, Gallimard, 2006  
*L'art de la Préface*, Gallimard, 2008  
*Lettres à Yves*, Gallimard, 2010  
*Yves Saint Laurent, Une passion marocaine*, La Martinière, 2010

## Decorations

Officier dans l'Ordre d'Orange-Nassau  
Officier de l'Ordre National du Mérite  
Commandeur des Arts et des Lettres  
Commandeur de la Légion d'Honneur

## Titles

Fondation Pierre Bergé – Yves Saint Laurent, President  
Association pour le Rayonnement de l'œuvre d'Yves Saint Laurent, President  
Association pour la Sauvegarde et le Rayonnement du Jardin Majorelle, President

Pierre Bergé & Associés, President  
Sidaction, President  
IFM (French Fashion Institute), President  
ANDAM (National Association for the Development of the Fashion Arts), President

UNESCO Goodwill Ambassador  
Opéra national de Paris, Honorary President  
Musée Stendhal de Grenoble, President  
Comité Jean Cocteau, President and holder of Cocteau's moral rights  
Association pour le Rayonnement de l'œuvre d'Emile Zola, President  
Amis de l'Institut François Mitterrand, President  
Prix Jean Giono, President  
Prix Mac-Orlan, President  
Prix Décembre, patron and member of the Jury

