

FABRICE NADJARI AND ZOHAR BENJELLOUN

# Soul of Marrakesh

A GUIDE TO 30 EXCEPTIONAL EXPERIENCES



JONGLEZ PUBLISHING

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## THE MOST BEAUTIFUL RIADS

Marrakesh has countless charming riads. But don't worry, you won't need to spend hours online to find that rare gem: we've compiled a selection of the best addresses for you.

### > **Ksar Char-Bagh: the old Andalusian Palace**

Ksar Char-Bagh is a small private palace set in the heart of Marrakesh's beautiful Palmeraie. From the large Moorish patio, you can admire the fountains and the citrus and olive groves that stretch as far as the eye can see in the hotel's vast park. After dark, immerse yourself in the books in the art library or head to the old smoking lounge, which encourages visitors to share their secrets. A place brimming with history, where every passing day is a journey in itself.

 **KSAR CHAR-BAGH**  
DJNAN ABIAD,  
LA PALMERAIE B.P. 12478



+212 5243-29244

info@ksarcharbagh.fr  
conciergerie@ksarcharbagh.fr  
ksarcharbagh.fr







© ICOR DEMBA



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© KASIA GATKOWSKA

> **Riad El Fenn: an oasis in the Medina**

Vanessa and Howell Branson became hoteliers somewhat by accident, opening El Fenn in 2004 after falling in love with it at first sight. Divided into several riads, El Fenn is considered one of the city’s most beautiful hotels, its every detail a perfect combination of luxury and authenticity. The decor, colours, fabrics and furnishings are constantly revamped to provide a new experience each time you visit. Make sure to check out the sumptuous rooftop, a perfect perch from which to gaze out over the Medina.

**RIAD EL FENN**  
**DERB MOULAY ABDELLAH BEN HEZZIAN,**  
**BAB EL KSOUR**



|                    |                                    |
|--------------------|------------------------------------|
| +212 5 24 44 12 20 | contact@el-fenn.com<br>el-fenn.com |
|--------------------|------------------------------------|

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## FEEL LIKE A PASHA WHILE SIPPING A MOCHA

Marrakesh, 1910. Colette, Maurice Ravel, Josephine Baker and Winston Churchill meet for an Arabic coffee at the Dar el Bacha Palace - 'the pasha's house'. Over a century later, this historic building, now restored and known as the Musée des Confluences, still has its precious lounge nestled inside an inner courtyard. You can choose your 100% Arabica coffee by continent, bean type and time of day.

© BACHA COFFEE MARRAKECH - DAR EL BACHA, MUSÉE DES CONFLUENCES

 **BACHA COFFEE MARRAKECH**  
ROUTE SIDI ABDELAZIZ



TUE-SUN: 10am / 6pm

+212 5 24 38 12 93





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## IN SEARCH OF THE PERFECT CARPET

Talking about Moroccan artisanship without mentioning carpets is inconceivable. In Marrakesh, you'll find hundreds of shops selling more or less authentic ones. We recommend a trip to the showrooms of Soufiane and Ismaïl Zarib, two brothers who have rugs in their blood, as it were. Forgoing shop windows and displays, their business runs by word of mouth. Inside, you'll find hundreds of carpets from the Beni Ourain, Taznakht and Boujad regions displayed in modern salons that will make you want to redo your interior. You're bound to find the rug of your dreams here.

SHOWROOM 16  
16 RUE RIAD LAËROUSS  
DAR EL BACHA

BOUTIQUE ZARIB  
RUE HOUDDOUD  
MAJORELLE

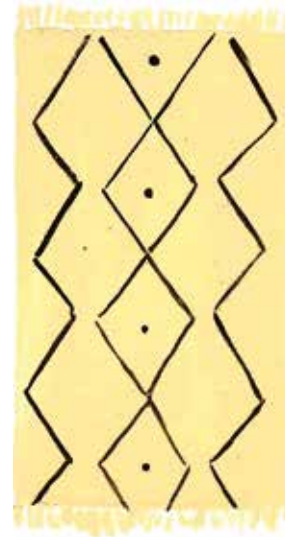


+212 6 15 28 56 90  
+212 6 61 85 34 87

soufiane-zarib.com







Beni Ourain



Azilal



Boujad

- **Beni Ourain:** knotted wool carpet. Usually white and black, the patterns on these rugs are rather simple and presented graphically.

- **Azilal:** knotted wool carpet. Visually busier, these rugs can be very colourful or black and white.

- **Boujad:** highly original decorative item that should be considered a work of art. Some models take months to complete.

- **Boucherouite:** patchwork rug made of recycled materials such as fabric and scraps of clothing.

- **Beni Mguild:** made in the Middle Atlas Mountains, these carpets were originally designed for use in winter and were valued for their powerful warming and insulating properties.

- **Kilim:** rug from the Near East and Central Asia made of cotton and goat wool and woven using a technique dating back over 10,000 years.



Boucherouite



Beni Mguild



Kilim





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## ROOMS YOU'LL REMEMBER FOR THE REST OF YOUR LIFE

From romantic villas to ultra-local B&Bs, from Andalusian palaces to traditional riads, Marrakesh is teeming with an exceptional range of accommodation – you'll find some of the most incredible options outside the city.

### > The favourite retreat of aesthetes

This retreat is set in the foothills of the mountains, in the idyllic Ourika Valley. Only 35 minutes from Marrakesh, these eco-friendly Berber lodges offer a radical change of scenery for anyone wanting to escape from the urban chaos for a bit.

© KASBAH BAB OURIKA

 **KASBAH BAB OURIKA**  
**VALLÉE OURIKA, TNINE OURIKA**  
**40 kilometers from Marrakesh**



Reservations on  
+212 668 74 95 47

[kasbahbabourika.com](http://kasbahbabourika.com)

From 150€ (double) to 1,650€ (private villa  
with swimming pool) per night  
Three-night minimum stay





© DAR EL SADAKA



### > The unconventional riad

Designed by the artist Jean-François Fourtou, Dar el Sadaka is a truly unclassifiable villa in the heart of the Palmeraie, 20 minutes from the Medina. It's a bucolic haven where art features prominently. From the giant's house, in which all the furniture and objects are twice as big as normal, to the upside-down house with its roof resting on the ground, to rooms inhabited by animal sculptures, the entire villa invites you into an unsettling and magical universe. NB: Dar el Sadaka is only available to rent in its entirety ... Time to call a group of your best friends!



**VILLA DAR EL SADAKA**  
**8 RUE DE BAB AYLAN**  
**10 kilometers from Marrakesh**



info@darelsadaka.com  
darelsadaka.com

Only available for exclusive rental.  
starting from 3,400€ per night  
Three-night minimum stay for up to 20 people





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## THE MUSEUM WHERE EVERYTHING IS FOR SALE

A few steps from El Fenn, on this narrow street leading to the heart of the Medina, just before you reach the red café on your right, enter this palace from another era. Everything you see here is for sale.

In this labyrinth of antiques, you'll find centuries-old backgammon sets, improbable solid wood thrones and Judaized Berber liturgical objects dating from before the Arab conquests. A veritable Ali Baba's cave, where time seems to stand still.



 **TRÉSOR DES MILLE ET UNE NUITS**  
8 RUE EL KSOUR



+212 5 24 44 09 31



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## ENJOY A DRINK IN A HAVEN OF TRANQUILLITY

The beautiful Beldi Country Club not only has a souk where you can buy carpets, pottery and embroidery, but also a workshop where you can watch glassmakers in flip-flops produce Morocco's famous hand-blown glass.

While you're there, go for a stroll through the hotel's beautiful gardens and greenhouses, followed by lunch or a drink by one of the magnificent pools, where you can also take a dip. Just 20 minutes from downtown Marrakesh, the Beldi Country Club provides a particularly welcome escape from the hustle and bustle of the Medina.

© BELDI COUNTRY CLUB MARRAKECH

 **BELDI COUNTRY CLUB MARRAKECH**  
KM 6 ROUTE D'AMIZMIZ - CHRIFIA

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verrebeldi.com/fabrique







## MARRAKESH

WE TESTED 1,000 PLACES  
AND INCLUDED ONLY THE 30 BEST

Yves St Laurent's private library, the best orange juice in the legendary Jamaa el-Fna square, the most beautiful riads and the best restaurants far from the tourist crowds, the search of the perfect carpet, a night in a tent in the desert, a secret museum where everything is for sale ...

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