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Hotel of the week: Almaha Marrakech, Ma Morocco

Posted by [Luxury Lifestyle Magazine](#) on 5th February 2016

Where better to unveil a boutique design hotel than in Marrakech, a city full of hidden artistic treasures and unrivalled craftsmanship? Launched in February 2016, the highly original decor of Almaha Marrakech was conceived by Belgian architect and designer Charles Kaisin, drawing inspiration from the famous Charles Baudelaire poem 'L'invitation au voyage'. To fully experience the magic of this city is to combine the excitement of the

medina and then retreat to Almaha Marrakech, a new riad that embraces tranquillity in this

LUXURY LIFESTYLE MAGAZINE

This new riad hotel, with 12 individually styled bedrooms, is a tranquil hideaway, located in

Marrakech's oldest neighbourhood, the Kasbah, where the former royal stables once stood.

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As guests enter the vast wooden doors at Almaha Marrakech, they are instantly immersed,

surrounded by unique craftsmanship and welcomed with warm Moroccan hospitality.

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The hotel offers 12 individually styled bedrooms, each with beautifully designed bathrooms

Design

Charles Kaisin is known for a variety of creative projects including interior design projects, installations and product design. Charles was recently involved with the Hermes launch in Boston, USA, helping to deliver a creative and memorable reveal. Both innovative and disciplined in approach, Charles Kaisin has combined traditional Moroccan design,

including centuries old traditional craftsmanship, with more contemporary design elements. Charles comments: “I’ve chosen to use geometry as a language base across the hotel”.

The Pixel Room

There is nowhere on earth like Jemaa el Fna, the most famous square at the heart of authentic Marrakech. There is nowhere like the Pixel Room at Almaha Marrakech celebrates that heady blend of discoveries from this unique square. Transformed silk of Jemaa el Fna have been used in the Pixel Room showcasing thousands of images who cross the square daily. Charles notes: “The 23,000 pixelised images all become a fact. By using the diamond shape and the silk fabric, the geometry becomes more sensual. Each singular part is very sober on its own, symbolising cosiness”. Charles’ ultimate aim was to display these snugly fitting silk cushions to form a rainbow of Moroccan colours and impressions best reflecting the daytime activities and night-time spectacles of this famous square.

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The hotel offers luxurious spa facilities

The Library

The Library at Almaha Marrakech is fully influenced by the poem ‘Invitation to voyage’ where the author writes about luxury, peace and pleasure. Charles comments: “The content of the poem is a starting point to understanding the interior design of Almaha Marrakech. It is an invitation to open your mind and discover other cultures whilst feeling at home”. A vast

range and diverse collection of 1083 books celebrating French literature have been folded, not damaged, and are still able to be read. Each page is folded to show a letter in the spine of the book. With all these letters together, guests can discover and read the whole poem. Charles further remarks: “Each of the books also becomes an architectural construction through the direction and orientation of each fold”.

The Hammam

The hammam and spa at Almaha Marrakech has been created by Charles using zellige elements (mosaic patterned tiles) designed to enhance the guests’ peaceful state of mind. Five different hammam rituals are available and additionally ten massages are offered.



Almaha Marrakech embraces tranquillity

Staying at Almaha Marrakech allows guests to feel and discover the artier side of this wonderful city fast becoming the cultural hub of North Africa.

Accommodation, breakfast, afternoon mint teas and pastries from €310.00 per room per night (Special launch rate of €186.00 per room per night, valid on two night stays until 17th March).

Address: Derb Ben Zina 55 – 40040 La Kasbah, Marrakech – Morocco +21 252 4386782

almahamarrakech.com



LUXURY HOTEL ITALY

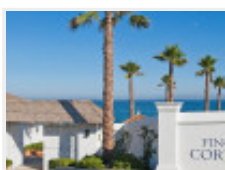


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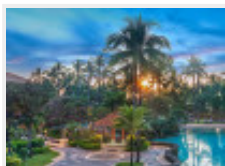
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