

MARRAKESH CONFIDENTIAL

HIDDEN GEMS
LOVED BY LOCALS



JONGLEZ PUBLISHING



PHOTOS © L'HÔTEL MARRAKECH

#01

THE MOST BEAUTIFUL RIADS IN LA MEDINA

> Hotel Marrakech: a riad like no other

In the heart of the Medina, just a few steps from the Koutoubia, Hotel Marrakech ranks among the finest riads in the city. Jasper Conran's vision has produced six beautiful suites wrapped around a garden and a swimming pool – something of a rarity in the Medina. Head up to the rooftop terrace for sweeping views of the Atlas Mountains over breakfast or late afternoon tea.

L'HÔTEL MARRAKECH
41 DERB SIDI LAHCEN OU ALI
BAB DOUKKALA



+212 5 24 38 78 80

Instagram: @lhotelmarrakech

l-hotelmarrakech.com
contact@l-hotelmarrakech.com





© IGOR DEMBA

> Riad El Fenn: an oasis in the Medina

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.

EL FENN
DERB MOULAY ABDELLAH BEN HEZZIAN,
BAB EL KSOUR



+212 5 24 44 12 20

Instagram: @elfennmarrakech

contact@el-fenn.com
 el-fenn.com





CONCOCT THE PERFUME OF YOUR DREAMS

In a 19th-century riad in the heart of the Medina, perfumer Abderrazzak Benchaâbane has created a space dedicated to the scents of Morocco: the Musée du Parfum (Perfume Museum).

From distillation to bottling, you'll learn everything there is to know about this delicate art as you wander through the rooms of the museum. If you're feeling daring, you can even try your hand at composing your own scent in one of the creative workshops, or have your ideal fragrance concocted at the perfume bar. The museum also organises 'olfactory awakening' workshops for children so that grown-ups can immerse themselves in their own sensory experience uninterrupted.



© MUSÉE DU PARFUM MARRAKECH

MUSÉE DU PARFUM
2 DERB CHÉRIF, DIOUR SABOUN



+212 5 24 38 74 84

museeduparfummarrakech@gmail.com
benchaabane.com





© LE JARDIN

#07

SOME OF OUR FAVOURITE RESTAURANTS IN THE MEDINA

For anyone who, after a few days, can't face another bite of couscous, this selection of spots is for you. On the menu: Australian, Lebanese, and vegetarian flavours, plus three places for a delicious, no-compromise break.

> Restaurant Le Jardin

In the heart of an old building dating from the 16th century, far from the hustle and bustle of the Medina, Le Jardin restaurant is set in the middle of a lush garden overlooked by tastefully furnished terraces and little lounges. On the menu: a modern fusion of Moroccan and European flavours.

Kamal Laftimi's second venture (after Café des Épices), Le Jardin also serves delicious cocktails at the end of the day, so you can take full advantage of the coolness of this small urban oasis.



RESTAURANT LE JARDIN
32 SOUK EL JELD SIDI ABDELAZIZ



+212 5 24 37 82 95

Instagram: @lejardinmarrakech

lejardinmarrakech.com



> Mandala

Le Mandala is a family affair and a love story between Moroccan and Scandinavian cuisine. An improbable culinary union that brings the best of both cultures, from 100% Arabica coffees to divinely smoked fish.

 MANDALA SOCIETY 159 RUE RIAD ZITOUN EL JDID	 MANDALA SOCIETY 20 BIS RUE KOUTOUBIA	
+212 6 42 95 70 62	Instagram: @mandala_society	mandalasociety.co

> La Famille

What a delight to have lunch in the shade of the bougainvillea in La Famille's garden! Vegetarian, organic and ultra-fresh, the menu at this small, highly Instagrammable spot changes daily according to what's available at the market. And the temptations don't end there: there's also a boutique corner with a lovely selection of objects and jewellery by Stephanie Jewels.

 LA FAMILLE 42 RUE RIAD ZITOUN EL JDID, (NEXT TO THE BAHIA PALACE) 		
Reservations required on +212 5 24 38 52 95	Instagram: @la_famille_marrakech	lafamillemarrakech.com

#09

A HUB FOR ARTISTIC ENCOUNTERS IN A 19TH-CENTURY RIAD

Just off Jemaa el Fnaa square, this late 19th-century riad is striking both for its sheer size (it spans over 1,000 m²!) and its beautifully preserved architecture. Once home to Sultan Hassan I's treasurer, it now welcomes local children and teenagers for cultural and artistic programmes.

The project is the work of filmmaker Nabil Ayouch and artist Mahi Binebine, who established the Ali Zaoua Foundation in 2014 in an attempt to counter extremism through culture.



LES ÉTOILES DE JEMAA EL FNA
FONDATION ALI ZAOUA
36 DERB FHEL ZEFRTI

+212 5 24 38 02 21

Programme on Instagram:
@lesetoilles_jemaalfna

fondationalizaoua.org





Opened in late 2021, the Jemaa el Fnaa centre is the fifth of its kind, following those in Casablanca, Fès, Agadir and Tangier. Each year it welcomes more than 900 young people, mostly from Marrakesh's Medina. Designed as a place for learning, discovery, sharing and creative expression, it aims to build a real sense of community. Children can try their hand at some



© WASSIM-B

20 artistic pursuits including theatre, visual arts, chess, calligraphy, contemporary dance, piano, violin, graffiti and even DJing. Les Étoiles de Jemaa el-Fna doubles as a performance venue. An open stage at the heart of the riad welcomes artists from every discipline and background for shows, concerts and cultural exchanges, all free and open to the public through partnerships with international institutions.

#14

ART WALK IN MARRAKESH

As Marrakesh begins to make a name for itself in the international art market, galleries are proliferating in the city centre, especially in the trendy Guéliz district. Here's a little cultural jaunt through the area that we've put together for you.

> Comptoir des Mines Gallery

Nestled in a 1930s Art Deco building, the Comptoir des Mines is part of Marrakesh's historical and cultural heritage. Transformed into an art centre, it has become the point of reference for the new Moroccan art scene. Don't miss it – both the works and the building are worth a visit.

COMPTOIR DES MINES
62 CORNER OF RUE DE LA LIBERTÉ
AND RUE DE YOUgosLAVIE, GUÉLIZ

+212 6 88 14 60 74

Instagram: @cmgmarrakech

cmgmarrakech.com



PHOTOS © COMPTOIR DES MINES

> Tindouf Gallery

Established in 2007, Galerie Tindouf has built a reputation in the field of contemporary and fine arts. Its unique pieces by renowned artisans and artists are carefully selected by curator Boubker Temli, who can also tell you the story behind them.



TINDOUF GALLERY
22 BOULEVARD MOHAMMED VI
GUÉLIZ

+212 5 24 43 09 08

galerietindouf.com



© LOFT ART GALLERY / OMAR TAJMOUATI



> Loft Art Gallery

The Guéliz neighbourhood is home to Loft Art Gallery, the Marrakesh branch of a gallery founded in Casablanca in 2009 by Myriem and Yasmine Berrada Sounni, focusing on modern and contemporary art from Morocco and across Africa. The gallery regularly showcases painting, photography and installation works, and champions artists such as Amina Agueznay and Amina Rezki (Aguenzay has been selected to represent Morocco at the 2026 Venice Biennale).



LOFT ART GALLERY
60 BOULEVARD EL MANSOUR EDDAHBI
GUÉLIZ

+212 5 22 94 47 65

Instagram: [@loftartgallery](https://www.instagram.com/loftartgallery)

loftartgallery.net

#21

THE MOST BEAUTIFUL HOTELS IN LA PALMERAIE

Marrakesh has countless charming hotels. 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**
LA PALMERAIE
ROUTE DE FÈS



+212 5 24 32 92 44

resa@ksarcharbagh.fr
ksarcharbagh.fr





© JNANE TAMSNA

> Jnane Tamsna: the secret garden in Palmeraie ▲

The Jnane Tamsna riad combines elegant interior design by Meryanne Loum-Martin (as chic here as in her hotel) with the serenity of a garden under the care of her botanist husband, Gary Martin. A fusion of architecture and nature that makes this boutique hotel one of a kind – friendly yet mysterious, just like its creators.



JNANE TAMSNA
DOUAR ABIAD
LA PALMERAIE



+212 5 24 32 84 84

Instagram: @jnanetamsna

requests@jnanetamsna.com
jnanetamsna.com

> Casa Gyla: the romantic villa

In the middle of the golden triangle of Marrakesh's Palmeraie lies the mysterious Casa Gyla, an Arab-Andalusian villa built by the architect Jacqueline Foissac and her lover, the Spanish painter Alejandro Reino. In the shade of cypress trees, the house nestles in a lush garden dotted with bougainvillea, century-old olive trees and rosebushes that spread their intoxicating perfume along the paths of the park.



CASA GYLA
VILLA HAROUCHI
ROUTE DES JARDINS DE LA PALMERAIE



+212 5 24 71 98 34



> Jnane Rumi: a well-kept secret

Just ten minutes from the bustle of the Medina, tucked away in the heart of a palm grove, Jnane Rumi is a closely guarded secret. Part artists' residence, part insider's retreat, this intimate twelve-room property designed by architect Charles Boccara blends Moroccan craftsmanship with contemporary design, complemented by an impressive art collection.

The rooms are beautiful: traditional architecture meets raw materials in a palette of beiges, ochres and off-whites, punctuated by vibrant touches of olive green, terracotta, mustard yellow and carmine red.



JNANE RUMI
RUE ASSAWSSAN 2
NAKHIL NORD PALMERAIE



+212 5 24 32 87 51

From €350 per night

jnanerumi.com
info@jnanerumi.com
Instagram: @jnanerumi



Each room has its own personality.

The Majnun suite is particularly striking, with its Majorelle blue paying homage to Marrakesh's iconic garden. For the ultimate indulgence, book the Rabia annexe: a 53-square-metre private sanctuary with its own garden and pool, a four-poster bed and a copper bathtub, decorated throughout with works by Amina Benbouchta.

The gardens are filled with fig, olive and pistachio trees, and it's here that chef Moula Erraïssi (formerly of +61, see p. 146) reinvents Moroccan cuisine with flair under the culinary direction of Karin Gaasterland. At lunch, enjoy seasonal small plates in the shade of the palms or on a secluded terrace. Come evening, tuck into contemporary takes on traditional tagines beneath the stars.

Time seems to slow down here, and you'll find yourself never wanting to leave. This is Marrakesh at its most serene – a place where you can rediscover the true luxury of doing nothing at all.



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A UNIQUE ARTISTIC EXPERIENCE

Created by visual artist Jean-François Fourtou, Villa Dar El Sadaka and its grounds have recently opened to visitors.

Twenty minutes from the Medina, in the heart of Marrakesh's Palmeraie, a visit to Dar El Sadaka is a unique artistic experience. You'll find a giant's house where all the furniture and objects are twice normal size, a house that's 'fallen from the sky' with its roof on the ground and everything upside down, and surreal animal sculptures throughout the gardens.



RAMAKECH
ROUTE AL BLYD, EN DIRECTION DE FÈS
10 km from Marrakesh



ramakech.com
Instagram:
@ramakech_parcdesscultures

Visits: from Wednesday to Sunday
Admission: from 270 dirhams
Sidecar tours available by reservation through
marrakechinsiders.com (5,300 dirhams per 2-person sidecar)





MARRAKESH

WE TESTED 1,000 PLACES, AND CHOSE ONLY THE BEST

Discover the city's most beautiful riads and best restaurants, far from the crowds, hunt down the perfect rug, step into a one-of-a-kind antiques dealer that feels like a museum, find the best hammams, uncover the Medina's most hidden corners, visit Yves Saint Laurent's secret library, explore Guéliz's most inspiring art and food spots, and slip away in style from Marrakesh for a few days in the countryside ...

Hidden hotels, outstanding restaurants, secret bars, off-the-radar strolls ... In this guide you'll find a carefully curated, eclectic selection for every budget. Designed for both travellers and locals, it reveals handpicked addresses chosen by a local writer – each place a gateway to discovery, far from the crowds and off the beaten path. A fresh take on the art of travel.

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