



# RIAD FÈS

P R E S S   K I T





*“We truly know the value of something  
when it becomes rare”*

MOROCCAN PROVERB

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RIAD DESCRIPTION



# WELCOME TO RIAD FÈS

*My wife and I have been hosting guests in Riad Fès for nearly 20 years now, and always believed that a hotel is essentially about hospitality and having a true soul. You need to «feel good» in order to loosen up and to enjoy a moment of pure relaxation. All your wishes are then fulfilled. Awa, the lady of the house, takes care of the riad and handles the smallest details with her team. Arabian Nights have a long life ahead with our glorious golden Arab-Andalusian architecture. Our riad, lovingly restored, is regarded as a mirror of Fez, reflecting the history and aura of the imperial city. The riad's ornaments, culinary delights and sophistication ensures an exquisite stay - short or long – filled with unique and exotic experiences. It is not by chance that we are members of the exclusive Relais & Châteaux collection...*

CHAKIR ET FOUZIA SEFRIOUT  
OWNERS



# A FAIRYTALE IN THE HEART OF THE MEDINA



*In the captivating alleys of the Medina, part of the UNESCO world heritage, a patchwork of potters and tanners rule the narrow streets, where the Riad holds a luscious and elegant world, like it's floating in silk dreams...*



#### **14 METERS OF ELEGANCE**

A long swimming pool ringed with vegetation : the pool's blue colour stands out by its contemporaneity, and blends perfectly with the building's modern spirit. A particular character is donned to the place by the Taza limestone and its ochre and grey shades.



#### **A GREEN HEAVEN**

In the shade of the palm trees, laurels, orange and lemon trees, the premises of a warm day slither between the leaves in refreshing movements. The water of the fountain always in motion carries with it delicate rose petals, reminding the magical trait of Riad Fès, and inspiring meditation.



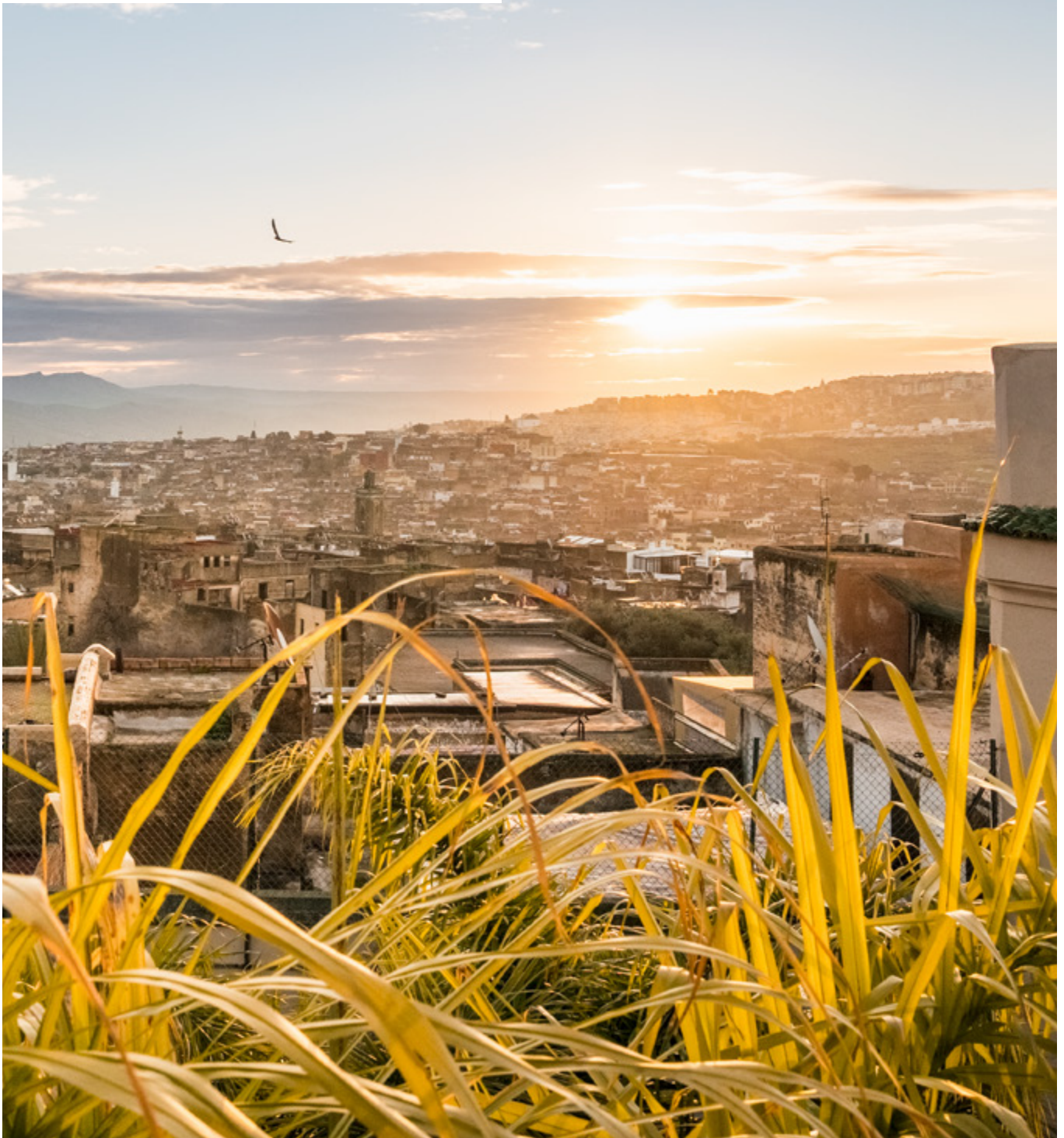
## *Patios, terraces and gardens*

Adorned with splendid colonnades, carved doors, ceramics, stuccos and zelliges, embellished with gold and intense colours dressing its windows, the moroccan patio reflects the astonishing character of the Moorish art, crafted by the Medina's artisans. The grand piano and the dazzling fassi chandelier create an authentic atmosphere, bringing noble fassi families back to life. Some places of Riad Fes were established in the 17<sup>th</sup> and 18<sup>th</sup> centuries, while the majority of the constructions were built by a notable of the early 1900s. As the new millennium dawned, the Sefrioui family (architect and hoteliers) initiated a renovation, while respecting the traditions and crafts of the old town. The whispering fountain accompagnies our imagination as it goes back in time to recall the site's memories. Besides, time no longer has a hold here. It's the hallmark of sacred cities.



### **A PANORAMIC VISION OF THE MEDINA**

Viewed from the top, it's even more impressive. One side discloses the massive Atlas mountains, the other paints the old town in the stone and earth colours of its roofs. The panoramic terrace is aptly named. Capture moments of ultimate relaxation while savouring a mint tea or a cocktail with friends, or through yoga sessions.





### **BETWEEN SHADOW AND LIGHT**

The Arab-Andalusian patio, very Grenade inspired style, affirms the peaceful atmosphere distinguishing Riad Fès. Despite the blazing sun, temperatures remain mild as rays of light shine through the open ceilings.



# ARABIAN NIGHTS



*A soft blend of luxury and cosiness characterizes the rooms and suites, offering a memorable oriental experience. The modernity touch is still present, combining trendy designs with a sleek version of the local culture.*

## *Architectural jewels*

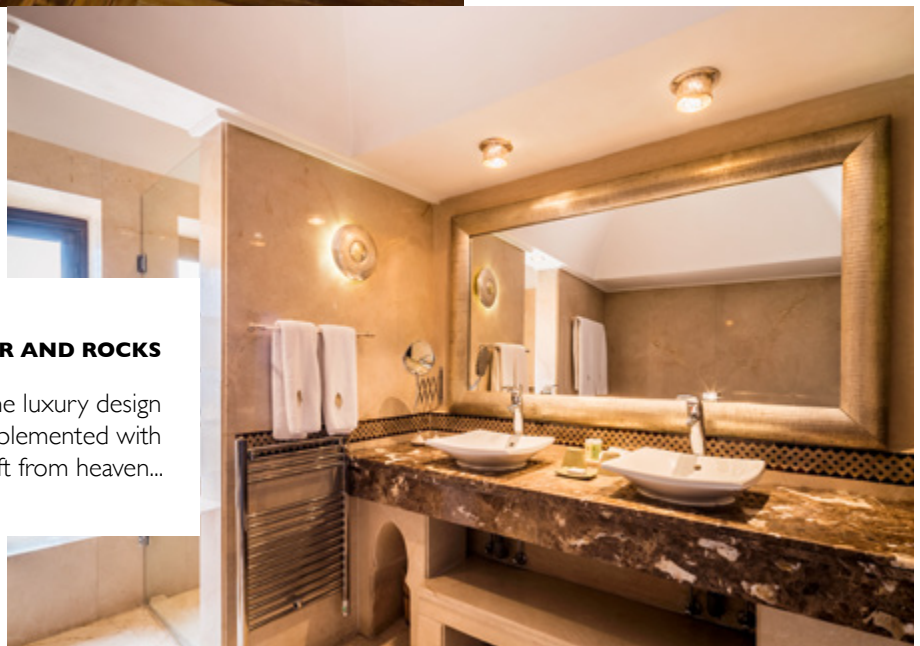
Each one of the Riad's spacious and radiant 15 rooms and 15 suites has a particular design and various volumes. Eras join in a jumble of daring and original vibes, creating a convivial, authentic and serene atmosphere. The spaces are always lightly ornated, featuring the gracefulness and simplicity of the rooms, and allowing the guests to have a smooth and enchanting stay. The plain walls underline the peacefulness of the place, only disturbed by fine wood doors, carefully selected furniture and noble fabrics.





### **THE MODERN LODGE, CHRISTOPHE PILLET**

“With its glassy large windows, freed volumes and neat angles, the building’s structure brushes the definition of a loft, while remaining faithful to the value of coziness”, states the interior designer in charge of arranging the new areas, having a superb view on the swimming pool fringed with plant walls.



### **WATER AND ROCKS**

The marble bathrooms commit to the luxury design codes. A refined environment supplemented with tempting beauty products. Water, a gift from heaven...

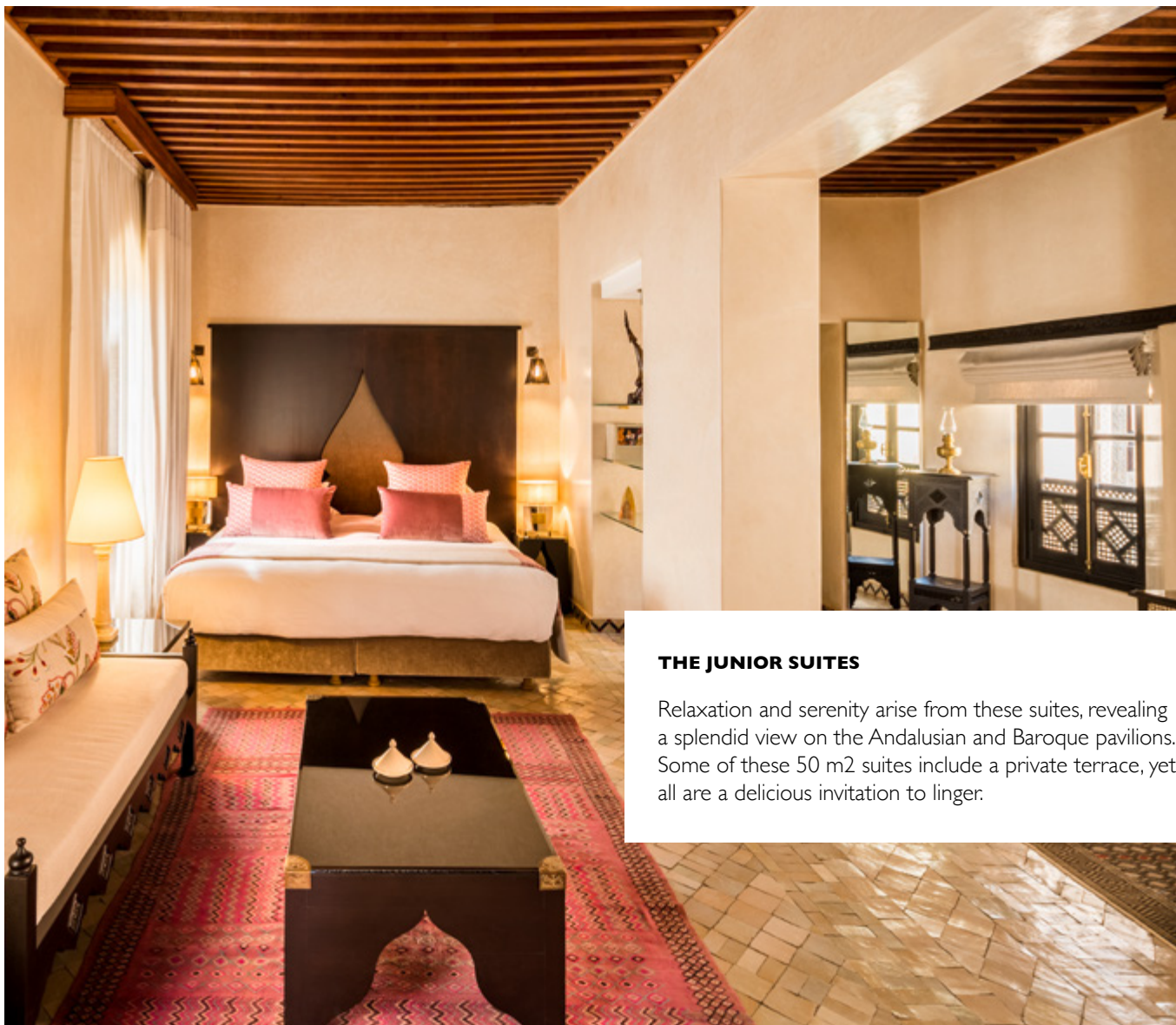


### **THE AMBASSADOR SUITES**

This romantic suite portrays a harmonious marriage of the traditional with the contemporary, highlighting the enchanting charm of moroccan art through carved wooden details, arches, smooth stucco and tadelakt walls, marble and glazed fabrics. The Ambassador Suites makes you feel like a pacha...







### THE JUNIOR SUITES

Relaxation and serenity arise from these suites, revealing a splendid view on the Andalusian and Baroque pavilions. Some of these 50 m2 suites include a private terrace, yet all are a delicious invitation to linger.



### ABSOLUTE SERENITY

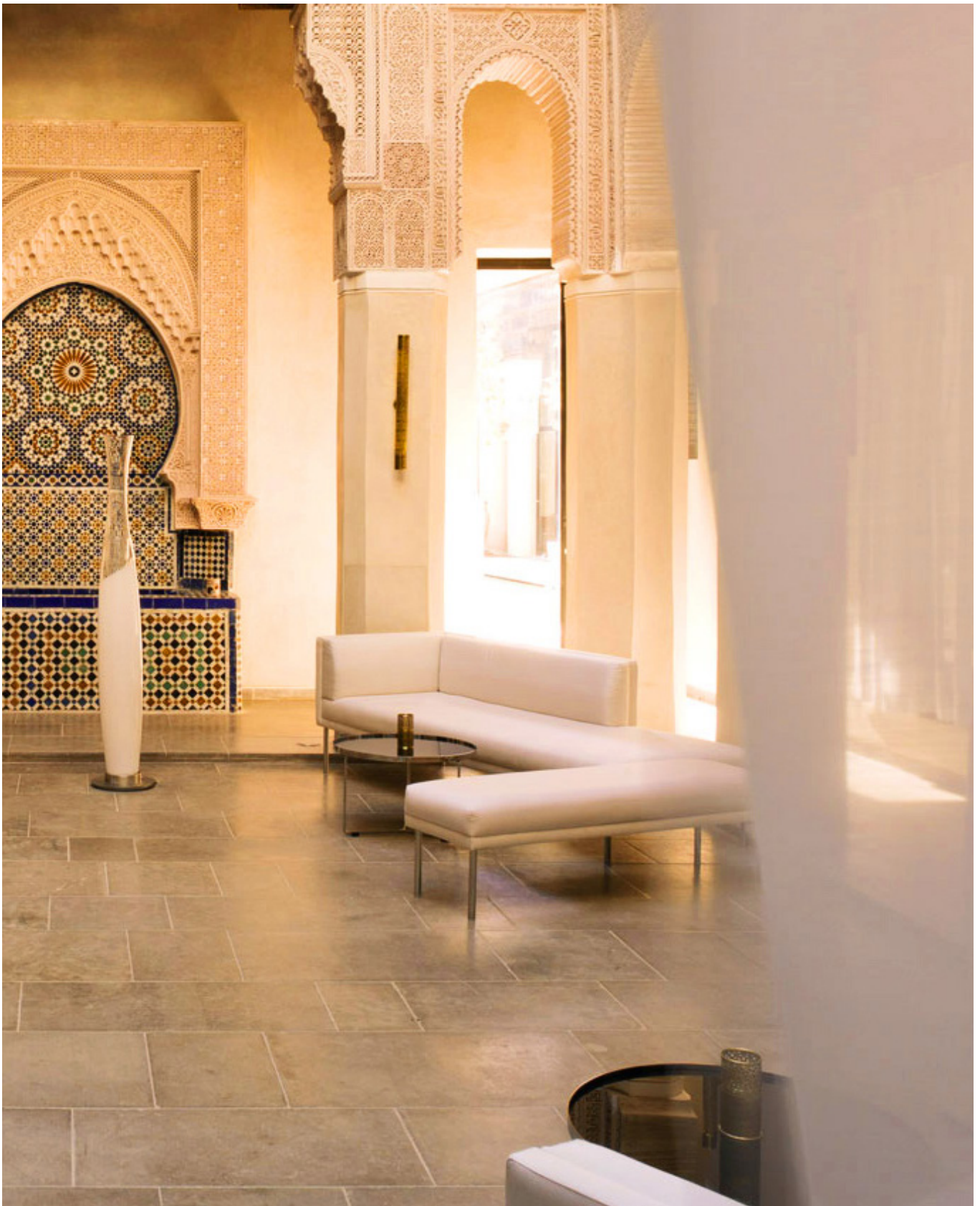
Hammams are a rooted ritual in Moroccan culture, providing a blissful relaxation. It's easy to lose track of time and be transported in another era with the captivating oriental scents... By the way, did you know that according to the Islamic calendar, the year is 1441 ?



# ORIENTAL MOMENTS

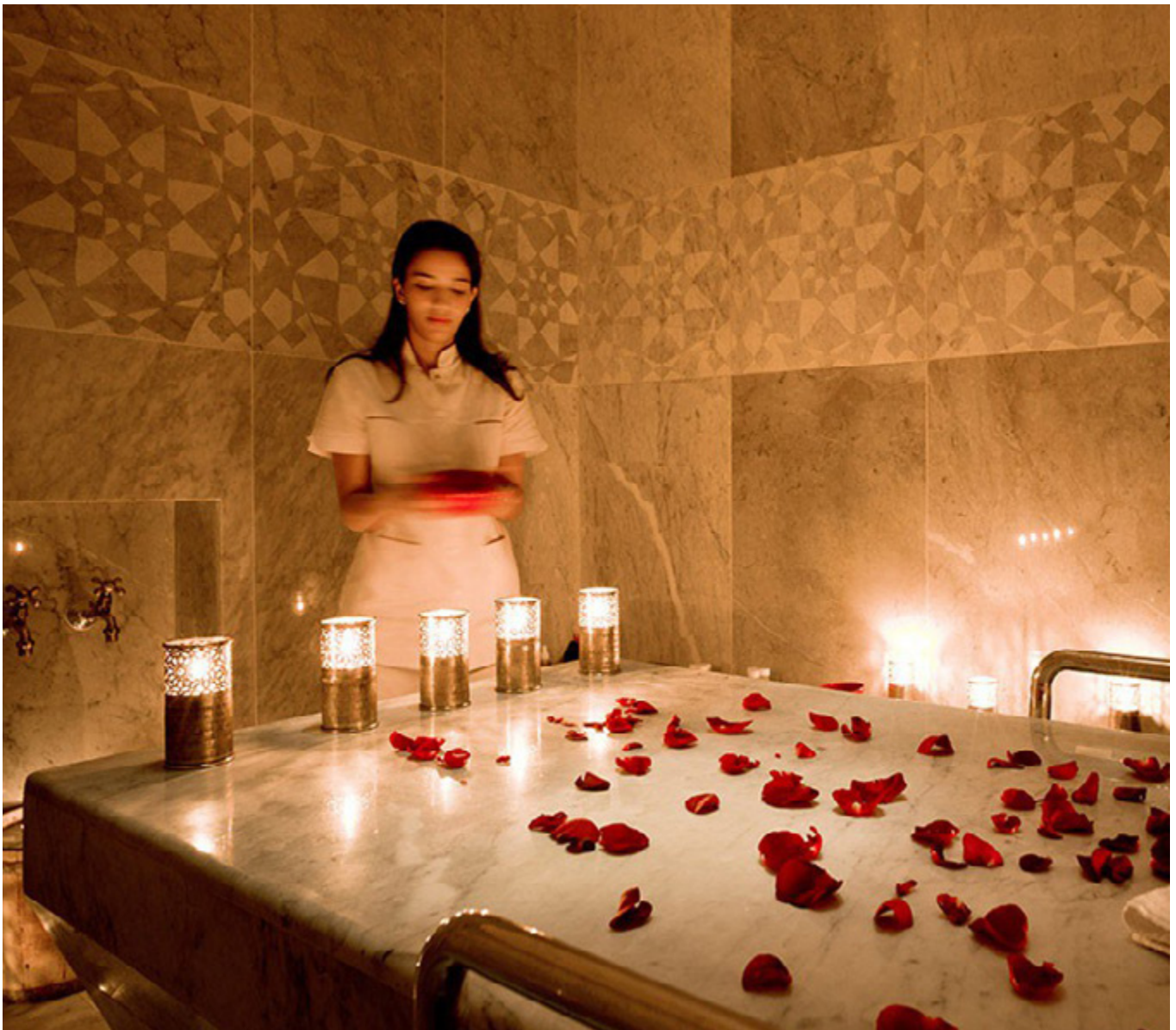


*The Riad's spa, spread over more than 200 m<sup>2</sup>, will transport you to a captivating world through an oriental aromatic ceremony with Cinq Mondes product line. The spa's beauty cure is refined with the luxury beauty brand MarocMaroc, providing treatments with argan and sesam oils, and wild rose extracts.*



## *Sensorial experiences...*

The Riad's spa is a luxurious place, creation of the designer Christophe Pillet. The wellness treatments combine yoga sessions and beauty care in a modern atmosphere, with a touch of warm brought by the use of wood and black stone. The mixture of materials and colours, balancing between ochre and light tones



of white, give the place its quiet nature. Steam baths, swimming pool, hot showers with tonic jets : feel the immersion in a haven of well-being. Under notes of rose and jasmine, a hedonistic dimension where all pleasures are allowed.



# RIAD FÈS

## CULINARY DELIGHTS



*Amber, the distinguished table of Riad Fès, is notorious for its refined taste and generosity. It is disposed in an ultra modern area, counting large windows, luxurious decorations and noble materials. Chef Abida brings inspiration for the menu of the restaurant.*

# *L'Ambre, the place to be*

The menu of L'Ambre changes two to three times a year, in a chic brasserie way, but always keeping the traditional Fassi touch of the dishes. This fusion between modernity and tradition is showed in a clear atmosphere in daylight, and a warm and intimate one at night. All the delicacies are exclusively made with refined and fresh products. Juicy fruits and vegetables come from local producers, part of the sustainable agriculture movement. Every year, chefs from the Relais & Châteaux association share their expertise with our culinary team.



## **A MOUTHFOUL OF DELICACIES**

A royal feast of moroccan appetizers traces the path to coriander flavoured soups, pigeon or seafood pastilla, chicken, lamb, beef tagine or couscous : dishes arise in a sheer swirl of flavours.



## **ORIENTAL SWEETNESS**

Life is not worth living without tasty desserts, each particular one telling you a different story as it melts in your mouth. Culinary secrets are passed out from generation to generation in the imperial Fez.





### L'ALCAZAR

Nearby the patio, the lounge bar L'Alcazar pleasantly reflects the ornamental pool's lights. A perfect warm spot to enjoy a cocktail in good company.

### A TRADITION TRANSMITTED FROM MOTHER TO DAUGHTER

From a great family of gastronomic tradition, our chef Abida delights us with dreamy recipes ever since the riad's opening. Chef Abida shares her expertise with our guests during the culinary workshops.

### CULINARY WORKSHOP

The chef shares her passion and her secrets with guests in a friendly environment. The workshops are organized in the main kitchen of the Riad, with groups of 2 to 4 people maximum to guarantee to each person a personalized service. Classes last half a day, and teach you how to prepare an entire menu : an appetizer, a dish and a dessert. The sessions begin with a walk in the souks to get fresh products with the chef and a guide.

At the end of the workshop, you will enjoy the dishes prepared during a lunch on the terrace facing the heights of Fez, or in the dining room of the Riad. A list of recipes signed by the chef will be handed to you at the end of the course.



# DISCOVER FEZ AND ITS SURROUNDINGS

## *The Medina, the treasure of Morocco*

Fez is, without a doubt, the richest city of the kingdom in terms of history. It is one of the main cities of the Arab-Muslim civilization. The traces of its rich culture and heritage are still very present. The city is still deeply attached to traditions through its authentic medina various religious monuments. You can easily walk your way through the small streets to discover the historic greatness of the medina. Only pedestrians can truly wander in the streets of this place where craftwork is still existing. From the medersas, the foundouks, the Quran schools, the souks, the Royal Palace of Dar el-Makhzen to the oldest university in the world Al Karaouiyine and the high buildings, every landmark places you in the center of Medieval Orient culture.

## *Meknes and Volubilis*

A stay in Fez is incomplete without discovering its beautiful surroundings. The ancient Berber city of Volubilis, located about thirty kilometers in the north of Meknes, is known for its mosaik dating from the 2<sup>nd</sup> and 3<sup>rd</sup> centuries. While walking around the well preserved ruins, you can come across oils presses and emblematic buildings of the Roman Empire. The site, part of the cultural heritage of Morocco since 1921, has been identified until late in the 19<sup>th</sup> century. Your wandering will lead you to the small town of Moulay Idriss, named after the politician who is considered the founder of Morocco, then to Meknes and its vestiges such as Bab Mansour and its massive arched door with tiled mosaic.



## *A wild getaway in Tazekka*

Located near the city of Taza in Morocco's Middle Atlas mountain range, Tazekka National Park covers an area of 680 hectares. The Park is part of a remarkable tourist circuit with a total length of 76 kilometers (secondary road No. 311), starting from Taza. The park holds an important fauna diversity including the Berber Deer and Bonelli's eagle, surrounded by waterfalls, caves and large woody areas.

## *Natural thermal waters*

Located at about thirty minutes from Fez, Moulay Yacoub Thermal Baths and Spa, doctors, experts and specialists. The station is considered one of the most important thermal spas not only at a regional level but also at an international one. The water filled with mineral products, including sulfur and salt, and has several virtues contributing to the treatment of many diseases such as rheumatism. The design of Moulay Yacoub baths is a combination of Arab and Moorish style giving an authentic aspect. The spa's central pillars are beauty, well-being and care.

*“To have time is to possess the most precious asset for someone who longs for great things”*

PLUTARQUE

## *Villages et berber caves*

The small white town of Sefrou is known for its Jewish district The Mellah, for the clear waterfalls of Oued Aggaï and for the long Sebou river and its red rock walls. In June, the annual cherry festival takes place in the city and features various folkloric events. Near Taza, the Friouato abyss is 180 m deep and has a stairway that goes down to an underground palace. Azrou is a small charming berber city, which represents a starting point for many hikes to the Middle Atlas, where you can enjoy the glazed roofs covered with green tiles, very European village style. Last but not least, the lovely town of Bhalil, famous for its troglodyte houses.

## *Tee-time !*

Fez offers one of the finest and most well-maintained golf courses for professionals and amateurs : The Royal Golf. It holds two beautiful 18-hole golf courses and is located 15 kilometers from the imperial city of Fez. It is placed in the heart of a wide olive grove leaning against the foothills of the Atlas Mountains. This golf course has been beautifully carved by the legendary architect Cabell B. Robinson and is at 700 meters above sea level. As for the Oued Fez Golf, it is sited along the course of Oued Fez and extends for over 6 kilometers ! This amazing course is a real artwork as it is located on both sides of the canal, and is bordered by a large alley of eucalyptus, hugging the famous boardwalk and bringing a touch of natural refinement. The gold course has been designed by the Scottish firm Jonathan Gaunt, renowned in all five continents.



## *Sunset horse rides*

Horse rides proposed by the equestrian centers of the area in the vast shelves of the Central Atlas are a great opportunity to discover the raw nature of the region. There are Arab-barb horses, ideal for rides and horse trekking, and Anglo-Arabian and thoroughbred horses for dressage, show jumping and equestrian sports.

## *In the heart of the largest cedar plantation in the world*

Mountains lovers will be happy to explore the last remaining undisturbed cedar plantation in North Africa, located in the national parc of Ifrane and considered the largest one in the world. We can appreciate several lakes, forests, waterfalls and even bump into a colony of bold monkeys. The city also has a great number of fancy cottages and a ski resort, Michlifén, where you can enjoy winter activities.

# DESCRIPTION OF THE RIAD

Riad Fès - Relais & Châteaux is a true invitation to go back in time ! With its Hispano-Moorish architecture, it makes you enter the lives of the old families of Fez. This fully restored residence has been converted into a luxury hotel institution. With its panoramic views of the ancient Medina and the Atlas Mountains, the Riad Fès is the ideal spot for relaxing holidays and business stays. The owners gradually purchased the various pavilions of the Riad, and started the renovation, in line with the Fassi traditions. The Riad counts 4 courtyards today, each one is special in its own way. The **Moroccan patio**, the **Arab-Andalusian patio**, the **baroque patio** (available for private events) and lastly, the **contemporary patio**, conceived by the designer Christophe Pillet.

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## *Rooms and suites*

15 rooms and 15 suites with a surface between 25 to 68 m<sup>2</sup>

- 5 Standard Rooms
- 10 Deluxe Rooms
- 10 Junior Rooms
- 3 Ambassador Suites
- 1 Royal Suite of 68 m<sup>2</sup>
- Air conditioning and heating equipment
- Cleaning service, room service and a 24-hour assistance
- Some rooms have private terraces

## *Terraces and gardens*

- Many terraces including a panoramic terrace
- Open swimming pool and solarium
- Ornamental pool and terrace gardens

## *Restaurants*

- Lounge bar "Alcazar" with smoking area
- Complimentary tea offered when requested in the traditional patio
- Restaurant "L'Ambre" (70 places), Moroccan gourmet cuisine
- Two living rooms that can be converted into a dining room (20 seats each)
- A Wine Bar, offering several references of Morocco's grands crus and a view on the swimming pool
- Gala dinners (up to 100 people)





## *The Riad Fès Spa by Cinq Mondes*

- A spa of 200 m<sup>2</sup>
- A selection of luxury beauty products of the brands “Cinq Mondes” and “MarocMaroc”
- 3 massage cabins
- 2 traditional hammam cabins
- 1 care cabin
- Fitness room
- Relaxation patio
- Swimming pool
- “Physiotherm” sauna with an infrared cabin
- Fitness comfort

## *Animations et divers*

- Library
- Cooking workshops with a chef and shopping in the markets of the Medina
- Yoga classes on the rooftop
- Background music in stores
- On request animation program : seminars, themed musical evenings, workshops, exhibitions
- Business center
- Car rental
- Meet and greet of guests in the airport and transfer
- Guided tours in the medina
- Excursions in the surroundings of Fez
- Baby sitting services
- Physiotherapist, hairdresser and beautician, traditional henna tattoo



5 Derb Ben Slimane Zerbtana, Fes | Morocco  
Tel. : +212 535 947 610

Awa Diakhate  
SALES AND MARKETING

[awa@riadfes.com](mailto:awa@riadfes.com) | Tel. : +212 535 74 12 06

[facebook.com/riadfesRC](https://facebook.com/riadfesRC) | [instagram.com/riadfes](https://instagram.com/riadfes)  
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