



# *Amanjena*

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## The Amanjena Experience

At the foot of the fabled Atlas Mountains, the ochre-toned city of Marrakech acts as a launchpad for discovering Morocco's rich culture through its ebullient Medina (old town), spice-scented souks and narrow maze-like streets bursting with colour. Set in consummate privacy a short drive away, Amanjena rests peacefully on the edge of the city, on the road out to the snow-capped Atlas Mountains and in reach of the Agafay Desert, acting as gateway to adventure.

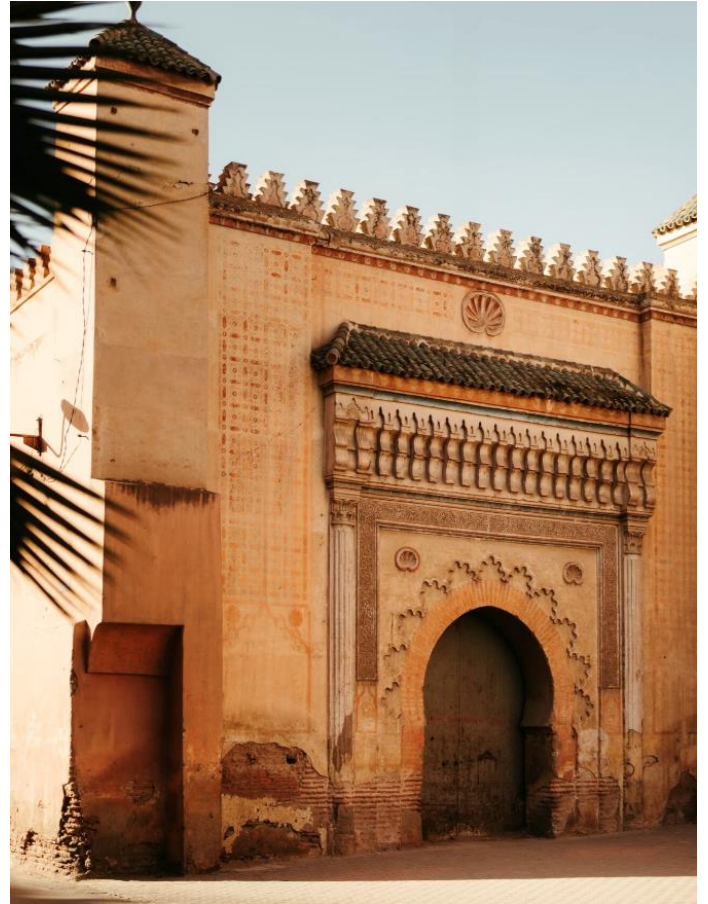
All activities at Amanjena are designed to provide inspiration, with the possibility to personalise each encounter for a fully bespoke experience. Guest Assistants are on hand to help plan any itinerary.



## Cultural Discoveries

The ever-vibrant city of Marrakech stands at Morocco's beating heart – a sensory place where quiet, contemplative mosques and artist-imagined gardens coexist with piled-high produce, hand-hewn pottery and a symphony of sights and sounds that together offer an insight into local life.

Whether enjoying lunch in the remote villages of the Atlas Mountains or unearthing ancient treasures in the exotic stalls of the souks, this culturally rich city continually excites the imagination.



### Marrakech through the Ages by Foot

This historical walk begins at the intricately carved gate of Bab Agnaou, hiding princely tombs, ornamented with some of the finest examples of Moroccan-Andalusian decorative art.

Next, stroll through the ornate gate and evocative ruins of 12th-century El Badia Palace, commissioned in 1578 by the sultan Ahmad al-Mansur of the Saadian dynasty, before exploring the spice markets of the Jewish quarter and arriving at well-preserved, 19th-century Bahia Palace, formerly used as the French governor's residence, which today offers a tranquil antidote to the surrounding streets.

For the final stop, visit the stately 19th-century former home of Sultan Dar Si Said, now the Museum of Moroccan Art, housing some of the finest collections of jewellery, carpets, green and earth toned pottery, leatherwork and oil lamps in a host of exhibits that reveal a fascinating insight into days gone by.

### Capturing Marrakech

Discover the hidden corners of Marrakech with our professional photographer. Taking you away from the usual tourist spots, we will introduce you to the city's lesser-known locations. Receive expert tips and insights as you capture the essence of Marrakech. Whether you are a beginner or an experienced photographer, this unique experience offers the chance to elevate your skills in a truly inspiring setting.



### **Le Jardin Secret**

Located in Marrakech's Medina, Le Jardin Secret once simmered with exotic stories of sultans, before falling into ruin and disrepair. Restored and reopened to the public in 2016 for the first time in its history, guests today can trace its origins back to the Saadian Dynasty, more than 400 years ago, admiring its two riad-style buildings, with their earthen and tadelakt-plastered walls, palm-lined walkways and tranquil marble-carved pools. A fine example of expert Moroccan craftsmanship that has fittingly acted as the home of Morocco most important political figures over the years.

### **Anima Garden**

A 40-minute drive from Amanjena, artist André Heller's opulent, two-acre botanical garden is an unforgettable experience. Visitors stroll along shady paths, between precious trees and shrubs, flowers and fragrances, pavilions and sculptures, discovering North African nature with an intoxicating view of the mountains from its location in the Ourika Valley.

### **Le Jardin Rouge**

Created by the Montresso\* Art Foundation, Le Jardin Rouge artistic residence and gardens has supported the research of international artists for nearly 10 years. Located on the olive-lined road to Fez, eight studios welcome nearly 30 artists each cultural season, encouraging experimentation, dialogue and the cultivation of a unique creative laboratory. Presentations of projects are regularly organised within the Helmet Room, as artists discuss their work with the public, answer interviews with journalists and decipher their creations with critics.



### **Mindful Ceramic Workshop**

In a hand-building ceramics workshop with an artisan designer, explore the basics of working with clay, focusing on mindfulness. This experience offers a calming and physical way to relax the mind and unlock inner peace, by learning primal techniques used by Morocco's ancient ancestors. The two-hour session includes guided foundational steps, followed by time to immerse yourself in your own creative practice, focusing on the tactile hands-on experience.



### **Stargazing**

Embark on a celestial journey to explore the wonders of the night sky. Guided by a knowledgeable astronomer, gaze at the stars, marvel at the moon and discover distant planets. Using state-of-the-art telescopes and equipment, dive into the mysteries of the universe, uncovering hidden constellations and celestial displays. Whether a seasoned stargazer or new to astronomy, this experience offers a captivating and unforgettable glimpse at the cosmos.



## Active Adventures

Morocco's great outdoors provide boundless space for freedom, unlimited opportunity for adventure and moments of historical and cultural discovery, all viewed through the prism of nature. With Amanjena as a base, climb the Atlas Mountains, traverse the Agafay Desert and explore the city's intrigue-laced backstreets to reconnect the mind, body and soul.





### **Sidecar Experience**

See the backstreets of Marrakech from the backseat of an open-air sidecar. An enthralling way to navigate the city's labyrinthine souks and surrounding streets, this experience offers two possible routes: one through the Medina, Gueliz and the Palmeraie; the other to Dar el Sadaka, a sculpture park by French visual artist, Jean-François Fourtou, with the chance to see the Medina or Gueliz, depending on where the adventure ends. Steered by an expert local guide, each route takes roughly 3.5 hours, revealing the city's hidden corners with every twist and turn.



### **Kasbah Toubkal in the High Atlas**

Rising from the sands of the Sahara to the 4,167-metre top of Jbel Toubkal – North Africa’s highest peak – the Atlas Mountains are one of the world’s most dramatic ranges. From Amanjena, the peaks are reachable in around 90 minutes.

Pass the villages of Tahanaout and Asni, through steep pine and cedar forests, freshwater streams, fruit plantations and fertile valleys, before beginning the exciting ascent to Toubkal. Tackle it by car, helicopter or foot, and enjoy a backpack picnic lunch, prepared by the Amanjena team, with panoramic views from 1,800 metres above sea level.

Various guided walks, from half-hour strolls to four-hour treks, are available to reach the Kasbah, along with a leisurely ride on a mule through the village trail, shaded by chestnut trees.

### **Hot-air Ballooning**

Embark on the airborne adventure to discover the beauty of Marrakech’s landscapes while gracefully crossing the skies by hot-air balloon. The journey departs from Amanjena taking flight from the North Palmeraie, from where you can see the valley of the Oued Tensift, the Douars of Rahmna, Oulad El Garn and the mountains of Jbilet.

On good-visibility days, you can see a panorama of the Atlas Mountains. A journey to remember, giving yourself the gift of peace and freedom as you take in the expansive beauty of nature from bird’s-eye view.

# Golf

Marrakech is one of the most reliable golf destinations in the world, with sunshine and blue skies providing the perfect conditions for a morning or afternoon of play. Just minutes from Amanjena, four varied courses stand beautifully framed by the Atlas Mountains, with welcome shade provided by groves of olive and palm trees.

A short putt away from the resort is Amelkis Golf Club, while Marrakech Royal Golf Club is located less than two minutes away. Also nearby is Assoufid Golf Club, an easy 30-minute drive. All courses are challenging enough for pros, yet manageable for beginners. Amanjena also offers the opportunity for children and adults to practice their skills with a view over the hotel's Olive Grove.



### **Amelkis**

Completed in 2008, Amelkis has a resort feel with an open-view course and sand and water traps. The original course features 18 holes with a par of 72 and the Menara course consists of nine holes with a par of 36.

### **The Royal Golf Club**

Built in the early 1920s, The Royal Golf Club bears a more traditional, narrow design, with lush vegetation offering beautiful shady gardens and an 18-hole golf course.

### **Al Madeen Golf Course**

An 18-hole championship course that spans 72 hectares, with a par of 72. It bears the signature of the famous architect Kyle Phillips who has blended the design with a Moroccan and Scottish elements.

### **The Assoufid Golf Club**

Designed by Neil Cameron and named after the nearby village, the World Golf Awards crowned this club Morocco's Best Golf Course in 2015.



### **LUX Tennis Academy**

Amanjena partners with LUX Tennis Academy who provide private tennis coaching and clinics on the resort's clay court. Hosted by professional ATP or WTA players, the academy offers personalised programmes adapted for each guest, based on ability and age.

Surrounded by the resort's private gardens, Amanjena's Petanque Court also provides further opportunity for guests of all ages to experience friendly competition with this classic garden game.

# Family Time

Time spent with family is among the most valued of all. From retreating together poolside in the privacy of your Pavilion to connecting through a group yoga lesson, there is no better way to bond than through Amanjena's range of family friendly adventures.



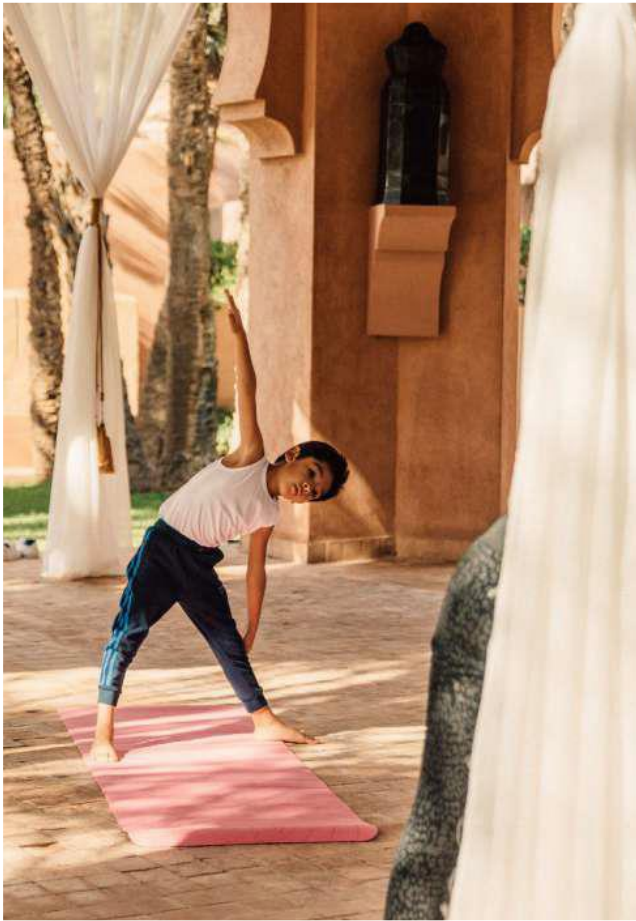


### **La Perle aux Oiseaux Wildlife Refuge**

*3 Hectares, 450 animals*

Born from a common passion, the creation of La Perle Aux Oiseaux is the direct result of one couple's dedication to animals and their protection.

The goal of the reserve is to safeguard native bird species by reintroducing them into their natural environment. Once they are ready to go back to the wild, they are released. Species that cannot be freed are taken care of by La Perle aux Oiseaux and its owners, Salma and Salim. Visit the wildlife refuge with your children to learn about its history via guided tours and support if you can.



### Family Yoga

Children can benefit enormously from yoga, which enhances flexibility, strength, coordination and body awareness, while improving concentration and restoring a sense of calm and relaxation.

While adults take part in a yoga lesson, children can exercise alongside, guided by our Amanjena specialist.



### Moroccan Crêpe Making with Tiny Chefs

Discover the culinary art of Msemen: learning to cook delicious Moroccan pancakes. While a child's culinary curiosity may seem a little messy, studies have shown that the more children understand about their food, the more likely they are to clean their plate and enjoy mealtimes.



### Calligraphy

Calligraphy is one of the world's most ancient and respected art forms. In many parts of the world, the practice and importance of calligraphy has waned, but in Arabic culture, the 2,000-year-old tradition remains as revered as ever, unlocking a world where the written word is celebrated as sacred.

### Movie Screenings

Specially designed for little ones, Amanjena movie nights offer magical evenings of entertainment where hot chocolate and popcorn can be enjoyed under the supervision of our team in the cosy setting of The Library.



### Clay Pottery Class

Our expert artisan will guide you and your child through the wheel fundamentals of centring, opening, pulling and shaping to create a new ceramic masterpiece. By working the clay, learn to express your creativity as you relax, absorbed in the moment.

### Falconry

Discover the art of falconry – and Morocco's famous bird species – presented by raptor specialists from a local tribe, as they showcase both high- and low-flying birds.

## Culinary Journeys

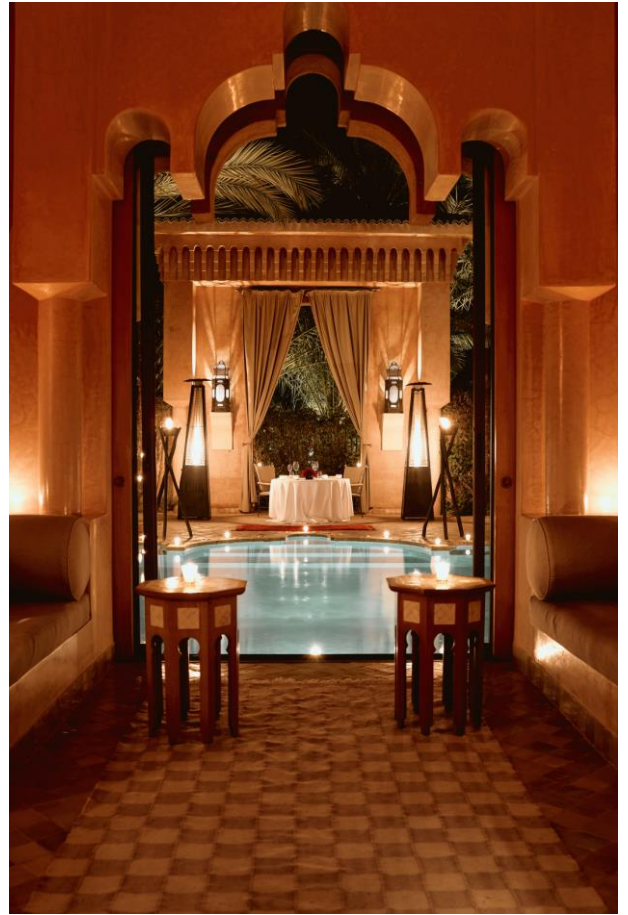
The flavours of Morocco are among the most vibrant and varied in the world. Amanjena's culinary journeys celebrate this cuisine, sourcing organic, local produce to create menus to savour in unforgettable locations. Dine under the stars in the Agafay Desert, taste tradition in a local Berber house or share special moments with a whole host of private-dining options.





### Lunch at L'Arbaa Tighdouine, Berber House

Experience the peace and beauty of rural Morocco in the High Atlas Mountains, a pleasant one-hour drive from Amanjena. Your destination is a tiny Berber village at the top of a hill with panoramic views. You will walk from the foothills on winding paths for 45 minutes to 2.5 hours, based on the preferences of the guests, guided by the eldest son of the family to their traditional home. Here, there's time to enjoy an authentic Berber lunch and tea, immersed in local hospitality, and explore the village and surrounding beauty of the mountains at your own pace. At the end, choose to walk back down to the car, via a 20-minute shortcut, or arrangements can be made in advance for a village pick up by car.



### Private Dining Event

Whether you're planning an intimate, romantic dinner or a lively celebration, our Pavilions and Maisons offer unique spaces for a bespoke experience in the comfort of your own home.

Relax with your closest friends and family in consummate privacy and enjoy a warm and inviting dinner with a carefully curated menu. Whether an intimate occasion or unforgettable feast, Amanjena's private villas are ideal for hosting any culinary event, offering the perfect combination of discretion, privacy and entertainment.



**Amanjena’s Caidal Tent**

Traditionally, caidal tents were used by Moroccan dignitaries as they travelled across the desert. At Amanjena, an ornately decorated caidal, set amid the olive groves, provides the atmospheric backdrop for candlelit dinners and special- occasion feasts, accompanied by live Moroccan music, belly dancers and snake charmers for a night to remember.

**Afternoon Tea**

Morocco’s tradition of tea dates back to the 12th century BC and endures today as a symbol of home-spun hospitality. There are various theories on the origin of tea in Morocco, that Berbers (also known as the Amazigh) imported theirs from Asia, or that Queen Anne introduced tea to the Moroccan sultan as a ploy to release British prisoners.

Served overlooking our iconic Bassin, Amanjena’s afternoon tea offers a delightful Moroccan version of high tea in a regal setting. Indulge in a cup of refreshing herbal or mint tea, accompanied by delicious delicacies, crafted by Amanjena’spastry chef.



### Agafay Dining Experience

During the warmer months, while the sun sets against the backdrop of the Atlas Mountains, travel by camel across the lunar-like desert to a secret destination. Here, a private Amanjena tent awaits, ready to serve a traditional Berber dinner beneath the stars, while gazing up at constellations that were once used for navigation and storytelling.

*This activity is subject to weather conditions and may be cancelled on short notice.*



### **Secret of the Medina Dining Experience**

Step back in time and discover a hidden piece of Marrakech's history in complete privacy. In this centuries-old setting, dive into an immersive experience with traditional music and a refined reinterpretation of Moroccan gastronomy. Every dish is crafted to bring the past to life through its flavors. Surrounded by a curated collection of historical objects, a unique moment of simplicity, elegance, and cultural discovery awaits - an unforgettable journey into the heart of Marrakech, enjoyed with a curated selection of locally inspired mocktails in harmony with the spirit of the place.

## Further Afield

While the invigorating pace of Marrakech promises to keep visitors endlessly entertained, Morocco also offers a world beyond the city walls. Further afield, charming coastal towns, dune-topped deserts and hidden villages await – each offering their own taste of the country’s varied and vibrant culture. Whether travelling with family, friends or for a romantic escape, Amajena’s team is on hand to ensure every experience is unique and tailored to you.



## Essaouira

Around two and a half hours from Amanjena, Essaouira is a beautiful old walled city and colourful fishing port where whitewashed buildings are nudged by electric blue boats.

Visit the Medina, with its slower-paced souks, before taking in the Skala de Ville ramparts for a wonderful view of the Atlantic, as well as offshore Ile Mogador.

Lunch can be taken at one of the town's many restaurants or portside fish stalls, where fresh grilled fish is served daily.

After lunch, a long walk along the beach or slow camel ride beside the sea beckons. Otherwise, there are numerous cafes, artist studios and bazaars to discover, or the peaceful beach of Sidi Kaouki, a short 20-minute drive away. Those with plenty of energy may also want to try their hand at windsurfing, before venturing back to the secluded solace of Amanjena.

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