

# AMANJENA

Experience Guide





At the foot of the fabled High Atlas Mountains, the red-ochre city of Marrakech appeals to all the senses. A place to discover Morocco's rich culture, the city is a sight to behold - its old town (Medina), souks and narrow maze-like streets bursting with colour.

Just a short drive away, in consummate privacy Amanjena rests peacefully on the edge of Marrakech - embracing the wilderness of the city's backdrop. The perfect base for exploration, the resort offers limitless opportunities to experience the beauty that surrounds, from unearthing the otherworldly landscape of Agafay stone desert, to exploring the snow-topped Atlas Mountains.

A gateway to adventure, this guide has been created to provide inspiration, with the possibility to personalize each and every activity for a fully bespoke experience.

Your Guest Assistant is on hand to help plan your itinerary at any time.



## Cultural Discoveries

The fabled red-city of Marrakesh is at Morocco's beating heart – a sensory place where local tastes, sights and sounds 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 location leaves little to the imagination.



### Three Wheels through the Medina

Before wandering the Medina's charming streets, learn the secrets of the city on this unusual open-air ride. Traverse the Medina's beautiful maze of narrow streets, through ancient French neighborhoods and mythical palm groves, to uncover Marrakech - a city full of surprises.

A bustling flea market, secret gardens hidden in plain sight and ornate art deco buildings are just a few of the many hidden treasures to discover. After journeying through the ancient quarter, home to more than 300,000 people, the ride comes to an end in front of Musée Confulence where guests can savour one of the world's finest coffees at Dar El Bacha, accompanied by their experienced guide.

Dar El Bacha, meaning "house of the Pacha" represents a beautiful example of Moroccan architecture, surrounded by fountains and orange trees in the central courtyard, traditional seating areas, and a hammam along with the secret Bacha Coffee Room & Boutique in the museum courtyard.

Escorted by one's guide, wander through the auctions and the Medina with a visit to a Moukef, a gathering of laborers; to Foundouks, the original lodging and trading houses for merchants, as well as traditional bakeries where residents still bring their dough to be baked.

The experience continues to Dar Bellarj, formerly a hospital for storks turned into Marrakesh's premier arts centre, before entering the Musée de Marrakech, which exhibits of rare art and crafts.

After passing through the leather, metalwork and woodcraft markets of the Medina, and taking in the scent of local olives and herbs, the tour will lead to famous Jemaa El-Fna Square - the beating heart of Marrakesh.



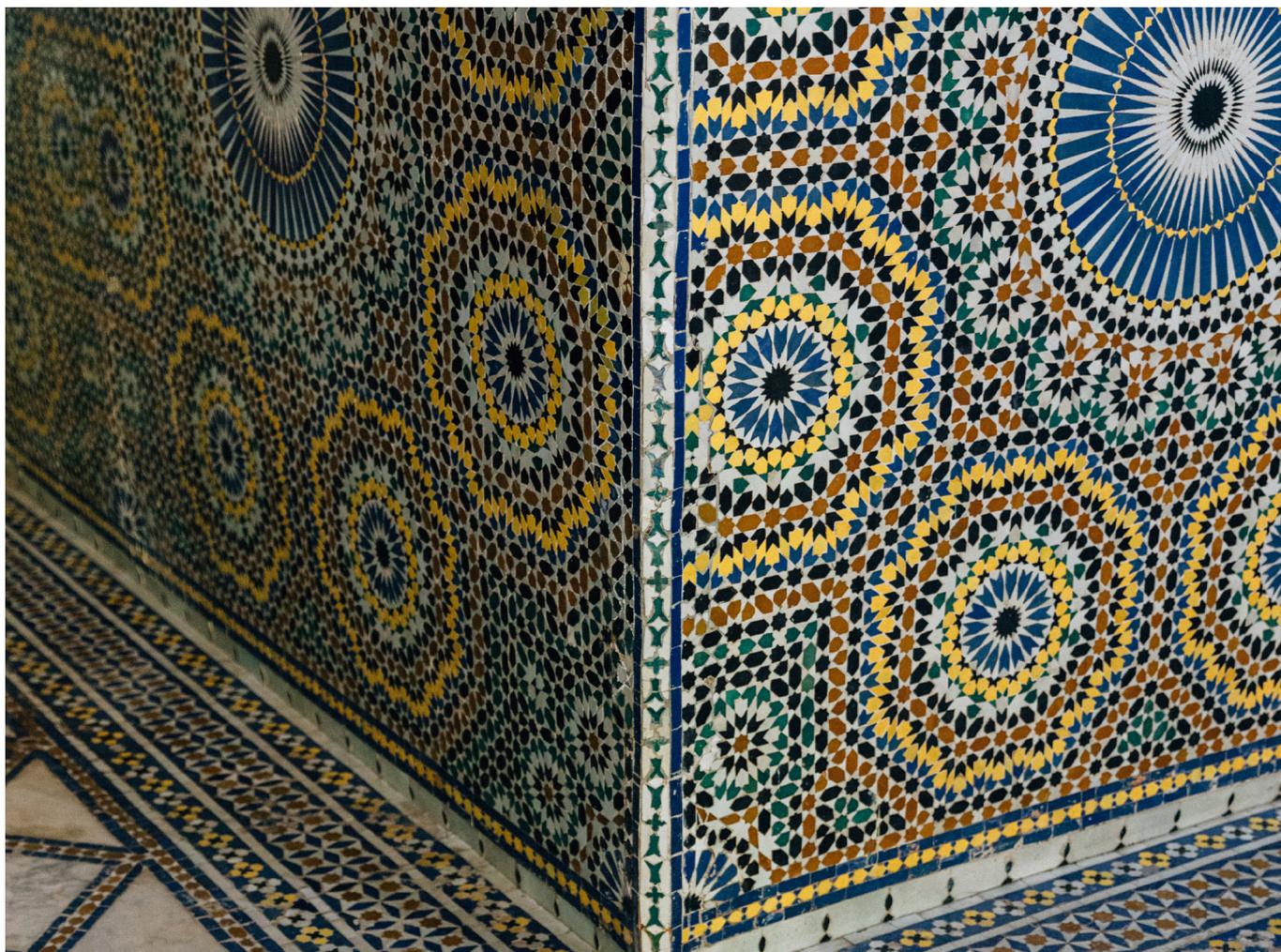


### **Ride through the Colours of Marrakech**

Ride off the beaten paths in a once-in-a-lifetime sidecar experience. Venture through the gardens and palm grove that surround Amanjena towards the gardens of Dar El Sadaka. Here visit Jean-Francois Fourtou's sculpture park, where the artist's greatest pieces are displayed, including "The House Fallen From the Sky" and "The Giant's House." Or start the three-wheeled adventure with exclusive Aman access to Bled Roknine, the oldest villa in the Palmeraie, adorned with the artwork and souvenirs of YSL, Serge Lutens, Bill Willis and so much more.

The final stop is at Yves Saint-Laurent's Majorelle Gardens, where electric-blue walls accent thickets of emerald bamboo and international flora and fauna.

A stone's throw from the Jardin Majorelle, is the renowned YSL Museum, showcasing finely selected collections of haute couture clothing and accessories that span 40 years of creative work by legendary French fashion designer Yves Saint Laurent. The aesthetically warped and wafted building designed by Studio KO resembles woven fabric and holds a 150-seat auditorium and research library. - marvel at its inspirational structure before retreating to Amanjena following a day of discovery.



### Marrakech Through the Ages by Foot

This historical walk begins at the intricately carved gate of Bab Agnaou, heading through narrow and busy streets to take guests on a journey back in time. Hidden for centuries, these princely tombs are ornamented with some of the finest examples of Moroccan Andalusian decorative art; a true immersion into local history.

Next, the stroll at one's leisure to the ornate gate of the 12th-century El Badia Palace. Commissioned by the sultan Ahmad al-Mansur of the Saadian dynasty a few months after his accession in 1578, the former opulence of the palace still echoes from the ruins .

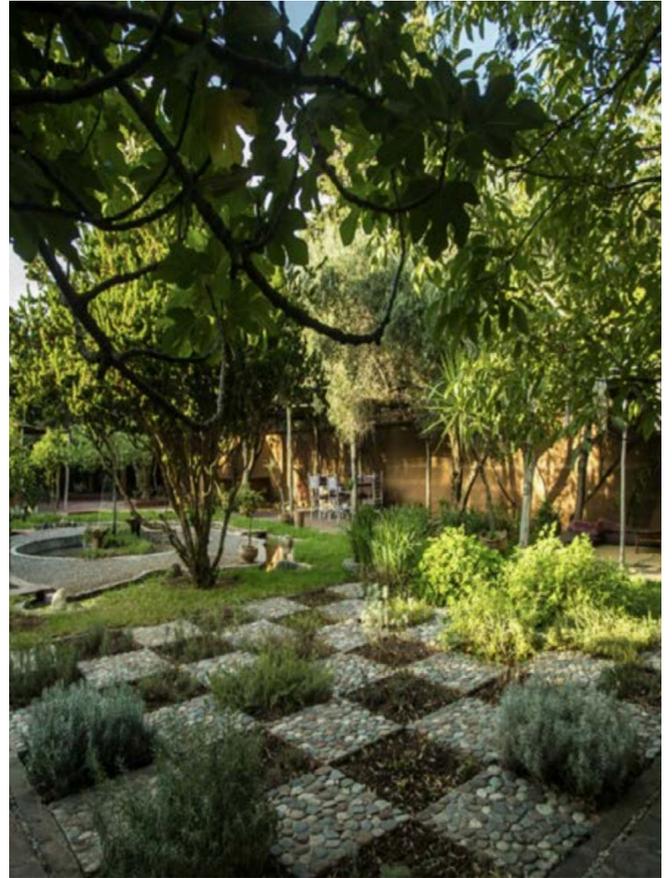
Next, explore the handicraft and spice markets of the Jewish quarter before arriving at the 19th-century Bahia Palace. Unlike El Badia, this palace still stands in excellent condition. Used as the French governor's residence during the colonial days, it has a freshness and tranquility that provides a welcome antidote to the bustle of the streets that surround.

For the final stop on this historic walking tour, visit the stately 19th-century former home

of a sultan, Dar Si Said, now the Museum of Moroccan Art. Housing some of the finest collections of jewelry, carpets, green and earth-toned pottery, leatherwork and oil lamps, guests can spend hours marveling the exhibits - a fascinating insight into days gone by.

To enhance one's experience, guests are encouraged, to pause en-route for the opportunity to attend one of the immersive workshops at Cafe Clock for an easy introduction to the diverse culture of Morocco through graphic art (calligraphy) and music (oud lesson).

Discover the beautiful art of Islamic calligraphy during this 2-hour lesson, learn the history behind the craft, and how to write the alphabet and your name in Arabic or experience traditional music with the Oud, - a short-necked lute, with 11-13 strings - considered the oldest and most important of all instruments in the Arabic world. This 2-hour lesson requires no previous musical experience.



### **Anima Garden**

Just 40 minutes' drive from Amanjena. Universal artist André Heller's opulent, two-hectare botanical staging is a magical place of sensuality, wonder, contemplation, joy, healing, and inspiration. An unforgettable experience for every generation. Visitors stroll along shady paths, between precious trees and shrubs, flowers and fragrances, pavilions and sculptures. Discover unforgettable moments of African nature with an intoxicating view of the often snow-capped Atlas Mountains from the 4,167 meter high Jbel Toubkal.

### **La Paradis du Safran**

Learn about the production of one of the world's most prized spices, only 40 minutes ride from Amanjena. Take a tour around the saffron plantation, and learn about the hardships during the first years of cultivation. In addition to the saffron, you'll see other plants and spices grown here, including flowers and fragrant herbs used to produce different oils. Cap off your visit by sipping on a cup of hot saffron tea.

### **Le Jardins Rouge**

Created by the Montresso\* Art Foundation, the artistic residency Le Jardin Rouge has supported the research of international artists for nearly 10 years. Eight studios welcome nearly thirty artists per cultural season, in a preserved environment, conducive to experimentation and dialogue. Focused on the theme of territories, Jardin

Rouge is a creative laboratory in which artists benefit from research time but also help with visibility. The artists residency Jardin Rouge is a meeting place between art and its amateurs. Presentations of projects are regularly organized within the «Helmet Room». The artists exchange, discuss with the public, answer interviews with journalists, decipher their works with art critics.

### **Nectarome Gardens**

The first organic aromatic farm in Morocco, Amajena sources much of its fresh produce from the Nectarome Organic Garden. Just a 40-minute drive from the resort, the farm is rests in a breathtaking location, at the very foot of the Atlas Mountains. Here, guests can afford a true feast for the senses, where the fragrance of aromatic herbs fills the air. Each plant is grown for its medicinal or culinary value. Guests will experience each as explained by the farm's owner and gardener who work passionately on the land year-round.

### **Le Jardin Secret**

Located in the charming old city of Marrakech's Medina, Le Jardin Secret has opened its doors to the public for the first time in its history. The origins of the complex date back to the Saadian Dynasty, more than four hundred years ago. Rebuilt in the mid-nineteenth century at the behest of an influential kaid of the Atlas Mountains, Le Jardin Secret has been the home of some of Morocco and Marrakech's most important political figures.





## Active Adventures

The great outdoors provides boundless space for freedom, unlimited opportunity for adventure and moments of historical and cultural discovery. With Amanjena as a base, climb the Atlas Mountains, traverse the Afagay desert and explore the cities cobbled streets to reconnect the mind, body and soul.





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

Rising from the sands of the Sahara 4,167 metres to the top of Jbel Toubkal, North Africa's highest peak, the Atlas Mountains are one of the world's most dramatic ranges. From Amanjena, the range is reachable in around an hour and half. Pass the villages of Tahanaout and Asniand, drive through steep pine and cedar forests, past freshwater streams, apple, quince and walnut plantations, and fertile valleys before beginning the exciting ascent to Kasbah Toubkal.

In the High Atlas Mountains, Kasbah Toubkal is a welcome solace from the wilderness that surrounds. Ascend to Kasbah Toubkal by car, helicopter or foot, and enjoy a back-pack picnic lunch, prepared for you by the Amanjena team with panoramic views, 1,800 metres above sea level.

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



### **Adventures in Desert**

Just 40 minutes' drive from Marrakech, embark on a thrilling off-road adventure to discover the starkly beautiful stony desert of Agafay. Whether seeking a once-in-a-lifetime experience or simply a moment to reflect, this lunar-landscape has it all, from local camel rides, to exhilarating journeys via sidecar, quadbike or E-bike, or learning more about the stars, with a unique stargazing experience, embark on a unique journey in one of Morocco's most mesmerizing locations. Marvel breathtaking views across the horizon as one rides past plateaus encircled by the majestic High Atlas Mountains.

### **Up, Up and Away**

Embark on the airborne adventure of a lifetime and discover all the beauty of Marrakech's landscapes while gracefully cruising through the skies by hot air balloon. A journey to remember, giving yourself the gift of peace and freedom as you take in the expansive beauty of nature that lays beneath.



## **Golf**

Marrakech is one of the most up and coming golfing destinations in the world, with sunshine and blue skies providing the perfect conditions for a morning, or afternoon of play. Just minutes from Amanjena, each course is beautifully framed by the Atlas Mountains and welcome shade is provided by traditional flora from the region including olive and palm trees.

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

## **Amelkis**

Completed in 2008, has a new-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, bears a more traditional, narrow design and boasts 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 touch.

## **The Assoufid Golf Club**

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



### **LUX Tennis Academy**

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

Surrounded by the resort's private gardens, Amanjena's new Petanque Court, will offer 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 one's own Pavilion to connecting through a group yoga lesson or listening to the ancient tales of a storyteller, there is no better way to bond than through Amanjena's range of family-friendly adventures.





### **Support Wildlife Refuge at 'La Perle aux Oiseaux'**

*3 Hectares, 450 animals*

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

The goal of the reserve is to protect native bird species, by reintroducing them into their natural environment. Once they are ready to go back to their own life, they are released into the wild. Species that cannot be released, are taken care by La Perle aux Oiseaux and its owners, Salma and Salim.

Visit the wildlife refuge with your children, learn about their history with guided tours and support their refuge by donating at the end of the visit.



### Storytelling

Storytelling in Marrakech is a sacred practice with ancient roots, thought to date back to the 11th Century when storytellers travelled far and wide to perform in public places, at community events and at royal palace celebrations. Not just a form of entertainment – these artists of the spoken word were once employed by the authorities in Morocco to pass on information and moral messages throughout the land.

This time-honored tradition still holds an important place in the culture in Morocco, especially on the Jamaa el Fna square in Marrakech. To experience this magical artform, Amanjena hosts Moroccan storytelling sessions to help preserve the tradition of this custom, making it more accessible to non-Darija speaking guests by translating these fabled stories into English.



### My Yoga & Me

Children can benefit enormously from Yoga – while physically it enhances flexibility, strength, coordination, and body awareness, it also improves concentration, helping to restore a sense of calm and relaxation.

While adults take part in a yoga lesson, children can exercise alongside, connecting with their inner self to instill a deeper connection with the world that surrounds them.

Our Amanjena specialist will be there to initiate and guide each guest and child through their very first journey of body, mind and soul together, bringing out the natural light that every child holds within.



### **Moroccan Crepe Making with Tiny Chefs**

Discover the culinary art of Msemen, expressing one's creativity by learning to cook these 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 their food making mealtimes much more memorable.

### **Falconry**

Discover the secrets of the art of Falconry and Morocco's famous bird species along presented by Falconry specialists of a local tribe as they showcase both high and low flying birds.

### **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 to go in the cozy setting of The Library.



### **"I am an artist" Clay Art workshop**

Our expert artisan will guide you and your child through the wheel fundamentals of centering, opening, pulling, and shaping to create a new ceramic masterpiece. Through the work of clay, you can express your creativity, relax, and have the pleasure of making an object with your own hands.

### **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 two thousand-year-old tradition remains as revered as ever. In a contemporary world when the ubiquity of words seems to be decreasing, learning Arabic calligraphy offers a strong and appealing contrast, where writing and the written word is sacred.



## 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 Afagay desert, taste tradition in a local Berber's house or share special moments with a whole host of private dining options.



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

A pleasant one-hour drive heading south along the road to Ouarzazate provides a beautiful introduction to Morocco. Explore the pathways that wind between mud-walled houses, before experiencing the hospitality of one of the owners of these traditional Moroccan dwellings. Be welcomed with warm hospitality and discover the home's straw-woven Hammams and earthen bread ovens that date back centuries.

Get to know one's hosts, who provided a rare snapshot of true Moroccan's generosity while you relish on an authentic lunch prepared on sight.



### **Jena's Afternoon Tea Break**

Morocco's tradition of tea dates back to the 12th century BC, representing generosity and hospitality. There are various theories on the origin of tea in Morocco. It is said that Berbers (also known as the Amazigh) imported their tea from Asia, while others believe that Queen Anne Stuart of Great Britain introduced tea to the Moroccan Sultan as a ploy to release British prisoners.

Served overlooking our iconic bassin, Amanjena's teatime 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 freshly made by Amanjena's pastry chef.

### **Private Dining**

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

Relax with your closest friends and family in consummate privacy and enjoy a warm and inviting dining set-up with a carefully curated menu. Whether an intimate occasion or unforgettable feast, Amanjena's private villas are ideal to host any private dining function 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 provides the atmospheric setting for unique candlelit dinners and special occasion feasting accompanied by live Moroccan music.

Set amidst Amanjena's olive groves, the resort's authentic caidal tent is the venue for an unforgettable private dining experience. Let us take you on a magical journey through the flavors, scents and sounds of Morocco. Savor Moroccan specialties set in an Arabian Nights atmosphere with red carpets and candlelight, accompanied by traditional Moroccan musicians, belly dancers and snake charmers. This is a night to remember.



### **Agafay Desert Dining Experience**

During the warmer months, whilst the sun sets against the backdrop of the Atlas Mountains, travel by camel across the lunar-landscaped desert to a secret destination. A private Amanjena tent awaits, where one can savour a traditional Berber dinner under the stars, gazing up at the constellations that were once used for navigation and storytelling.



## Further Afield

Though the frenetic pace of Marrakesh could keep visitors entertained for days on end, Morocco's Kingdom offers so much more. Further afield, charming coastal towns, wonderous 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 are on hand to ensure each experience is as unique as the next.



### Essaouira

A colorful fishing port around two and a half hours from Amanjena, Essaouira is a beautiful old walled city where white-washed buildings are trimmed with electric blue in a true melting pot of Arabic and European cultures.

Though distinctly Moroccan in feel, just a short stroll through the city's Medina, with its cobbled streets and pristine houses with their elegant shutters and guests will experience the magic of a traditional Greek fishing village.

A visit to the Scalla de Ville, the impressive sea bastions built along the northern cliffs presents a wonderful view of this wild Atlantic Coast as well as of the Ile Mogador on the horizon. Offering an all-together slower pace than Marrakech, the souks of Essaouira have an inviting atmosphere, encouraging one to wander and enjoy the leisurely ambience that surrounds.

Lunch can be taken at one of the town's many restaurants or fish stalls in the port, where deliciously fresh grilled fish is served everyday.

A long walk along the beach for fresh sea air after lunch is most recommendable. Otherwise, there are also numerous cafes, artists' studios, and handicrafts bazaars to discover.

One may wish to drive an additional twenty minutes along the coast to Sidi Kaouki to discover one of the most peaceful beaches in Morocco or alternatively take a slow camel ride along the sea. Those with plenty of energy may try their hand at windsurfing before venturing back to the pink-walled solace of Amanjena.

The excursion to Essaouira can also be organized by helicopter; flights take less than an hour.

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