

anyplace

EDITOR

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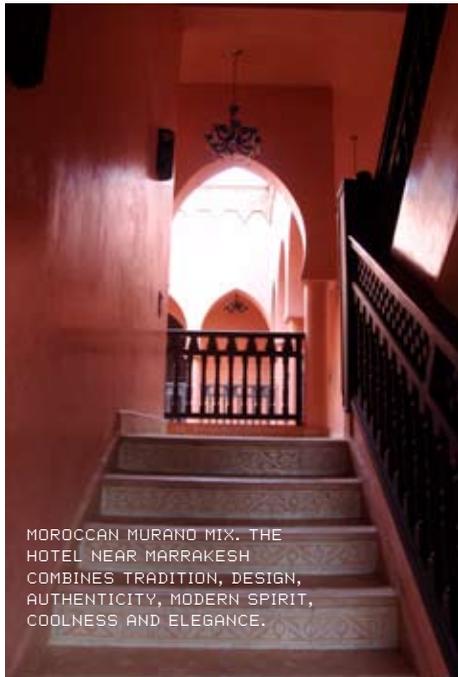
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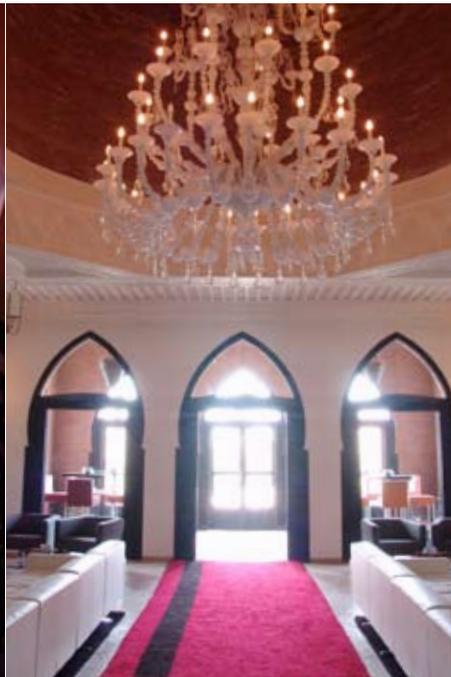
DIVE INTO THE RIGHT MOOD, LONG LASTING SUNSETS AND A TRENDY SELECTION OF MUSIC TYPICAL OF THE MURANO HOUSES MAKE THE POOLSIDE A COOL GATHERING POINT.

Eternal Sunshine Hotel

Murano meets Marrakesh. The legendary luxury hotel group based in Paris has opened the Murano Oriental Resort: a new sound & design palace that never sees the sun go down.



MOROCCAN MURANO MIX. THE HOTEL NEAR MARRAKESH COMBINES TRADITION, DESIGN, AUTHENTICITY, MODERN SPIRIT, COOLNESS AND ELEGANCE.



Jérôme Foucaud can look back on years of experience in running successful celebrity hotels: “Our guests don’t want to go where everybody goes,” explains Foucaud, managing director of the Paris hotels “Kube” and “Murano”. “The new generation of customers wants contemporary design, high tech and a relaxed atmosphere.” Which also includes the elimination of some outdated rules: “You can have breakfast until noon, and rooms needn’t be vacated before 4 pm.”

The same rules apply for Foucaud’s latest design palace, the Murano Oriental Resort, which was recently opened in Morocco. “In a gusty move, the Murano concept was transposed to Marrakesh: adapting while maintaining its identity, creating a new kind of hotel experience, combining

Moroccan tradition and design, authenticity and modernity, boldness and elegance.” Ambitious yet possible thanks to design guru Christiane Derory and her team.

The hotel is situated just fifteen minutes north of the city and yet feels like it is a thousand miles away from the bustling Medina (Old Town). The calm oasis appears like a mirage in the dusty “Palmeraie.”

Covering nearly three hectares, the lush manicured gardens are bordered by olive and citrus trees and dotted with century-old palm trees which still belong to the King ... and can’t be tampered with.

The Murano Oriental Resort’s leitmotiv is to provide stylish surroundings, freedom and pleasure in a unique, nostalgic, and elegant setting. As soon as you set foot inside, the funky ➤

reception with its mirrored desk and bright shaggy carpets set the theme: fresh design and cutting-edge technology. The lobby is a designer's dream come true. Two white leather sofas run either side of the room, each with their own fireplace; on the floor, a splash of red on black sets the colour scheme. Lacquered red mirrored effect coffee tables squat by stylish black armchairs. As for the lighting, classic lanterns have been replaced with glowing "ice cubes." Overhead, the stunning white Murano glass chandelier is awe-inspiring: huge, yet a perfect fit to the rounded dome above.

The five villas combine the architectural essence of Marrakesh with a contemporary twist. Beyond the mud-baked terracotta walls, it's when you step inside that all is revealed. The artfully designed rooms blend tradition with modern style: white stucco walls are a blank canvas for the

contemporary Italian furniture and the latest technology, like the bold and beautiful suede fuchsia Fenicia Charme chairs, high definition 42-inch LCD TVs, game consoles and wireless internet. Instead of a desk a clear glass console table. And the mini-bar? A sleek silver fridge with its own Nespresso machine ready for your next caffeine fix. The huge shiny bathrooms are an ode to black. From the shower to the giant tub and the duo of sinks, black marble rules. The walls, too, are part of the all-black scheme, every detail down to the toilet roll.

An oversized bed takes pride of place. Hung with ethereal white gauze drapes, its metal framed canopy gives a modern twist to the classic fairytale four-poster.

Shiny translucent curtains allow the luxurious light to filter through from the balcony where a day bed awaits for lazy lounging.

The resort's tag line might be 'because sleeping isn't enough.'

CONTRASTS WITH STYLE. WHITE STUCCO WALLS AND CURTAINS ARE THE IDEAL BACKDROP TO THE FUCHSIA FENICIA CHARME CHAIRS AND STATE-OF-THE-ART TECHNOLOGY.



We have adapted the Paris Murano concept, without jeopardising its identity.” JEROME FOUCAUD



RIOT OF COLOURS. THE OUTSIDE AREA IS DOMINATED BY POWERFUL SHADES OF RED. THE 32-METRE POOL WITH ITS UNIQUE TILES REPRESENTS MARRAKESH, THE RED CITY, AND IS A PERFECT MATCH FOR THE VERY STYLISH BAR AREA.

but with the fireplace crackling at night, it could be. The goal was to create something unique, with a clear brief: break the Moroccan mould.

Outside, the riot of colours continues. On the 200 sqm terrace, custom-made aluminium blends with white PVC rattan style furniture designed by French designers La Cox and produced in Morocco. The impressive armchairs and inviting deck chairs are decorated with bright-red cushions. But the real star is the 32-metre pool, its unique red mosaic enamel tiling representing Marrakesh, the red city. As night falls, it glows a surreal blood red. At twilight, the palm trees stand out against the dimming light: their outline clear on the reddening sky. From the rooftop terrace, the views stretch over the Palm Grove where shepherds still roam, across to the horizon of the Atlas mountains. The surround-sound system bathes the pool and its bar in Inxs, Sting, Sade, smooth jazz or electro tunes, when the DJs are out spinning. Another innovation to set the Murano apart: the signature video mixing by resident DJs, or “VJing”!

The indoor bar takes its inspiration from its Parisian sibling, only here instead of a choice of 150 vodka brands it's an ode to Brazilian Cachaça. The sunken bar is sexy and cosy with walls covered in black and white leather. Red and orange bar stools and atmospheric lighting add to the hip vibe, subtly enhanced by the Murano's famous play lists. The doors to the restaurant and bar pull you back to Marrakesh: exotically shaped cedar doors with impressive brass bolts look like they were created for a sultan's palace. The restaurant, too, has its own attractions: white walls equipped with moving projections and a 24/7 Night & Day menu devised by chef Antoine Perray, who acquired his claim to fame at Hôtel de Crillon. Together with Laurent Faure, a Marrakesh local, Perray created a menu that perfectly blends Moroccan and international flavours, from Fatima's "tajine" to "briouates" (deep fried stuffed filo pastries), or foie gras with quince jam and lobster. Clearly, it's the very best of both worlds.

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