



PRESS KIT



## PRESENTATION

*“When God wanted to create the horse, he said to the south wind: I will leave you a creature that is the glory of my faithful, the terror of my enemies, a beauty reserved for those who obey me ... and God took a handful of wind and made a horse.”*

A very short distance from Marrakech’s Menara airport, and after a full-immersion drive along the palm groves, your taxi, or Selmán-limo, will come to a stop. Nothing can quite prepare you for what sits in hushed luxury behind an ever-so-long brick wall that lines the main road. Security checks in all the arrivals, and the gate-way opens out to an Aladdin-style terracotta palace.

A luxurious, colonnaded portico entrance starts the journey at Selmán Marrakech. This hotel, rising out from the desert, is designed to overwhelm you with its sensual welcome. Jacques Garcia’s designs lead your eye from his signature silk lamp-shades, velvet chairs and opulent shades of imperial mauve and luxuriant furnishings, out onto the terrace. The tall French-windows open out, and there it is: an endlessly long swimming pool that stretches out before you, as far as the palatial stables.

This is where the thoroughbred Arabians reside in the Garcia-designed stables, using the five paddocks to prance on.

The entire hotel resort pays tribute to the Arabian horse from Persia; in every detail. Selmán was the original father of a line of purebreds, and the owner, Abdeslam Bennani Smires, has chosen to recreate this awe-inspiring equine lineage, as well as reflect the golden age of Moroccan culture within his walled property. Few horses could live in such elegance and few horses could also share this keen dedication and profound respect to their aristocratic heritage.

Selmán Marrakech as a property overall, works to create rare and uniquely refined experiences using spaces where one feels at home in someone else’s home; extraordinary products, interiors, and wellbeing secretly revealed, room by room... like an exceptional wine, an especially memorable spa treatment, an evening walk under the stars, an unexpected token of kindness – every gesture counts towards the whole of the hotel’s sensual alignment.



## THE ACCOMODATION

Be it a long or short stay, Selman Marrakech knows how to create a quintessentially Moroccan experience with its 55 rooms, the luxurious suites and the private villas, all of which reflect a Moorish style which is a recall to Moroccan lifestyle. Exceptionally comfortable, the spaces all bear the signature of interior designer Jacques Garcia, and each room seduces the soul with its timeless atmosphere, which is serene and indulgent. Refined textures, fine fabrics, colours and traditional furnishings are interwoven harmoniously in the rooms, and are bathed in the soft daylight which casts its way through the muslin curtains dancing in the breeze at the windows. Views extend over the lush green gardens of the property, or across to the snow-capped Atlas mountains in the distance. The villas, on the other hand, are a private oasis, with their own heated pools, manicured gardens, and a butler-service which is personalized too, to every guests' requirements. Service, privacy and ambience are off the scales here, in the name of 5-star comfort and discretion.

## The Superior rooms

These rooms all bear the signature service and comfort of Selman Marrakech. Each room boasts 55m<sup>2</sup> of luxury and intimacy. Traditional Moroccan touches and modern influences are put together with great subtlety. Each room has its own private entrance, king size bed, bathroom with bath and a separate shower. The dressing room is part of the room, as is the all-essential terrace to take in the immense stretch of landscape, as far as the eye can see.



## The Prestige rooms

Spacious and serene, the Prestige Rooms have more space with 70m<sup>2</sup> of floor-space, and breathe the majesty of an oriental palace. The furniture in these rooms is worked in carved wood, and materials such as velvets, leather and wood are used throughout. The ambience is then completed with the typical Moroccan dance of light, which comes through the lattice of the screens and the filigree of the copper lights that hang from the walls. Set on the ground floor, or the first floor, these rooms have a lounge-cum-sitting room area, with a private terrace opening onto the captivating views of the majestic pool or alternatively onto the luscious gardens.



## The Deluxe rooms

These rooms, which also measure 55m<sup>2</sup>, overlook the sea-blue mosaic swimming pool, or the gardens on the opposite side of the building, unveiling an oriental refinement, which is at times sober in appearance, yet contemporary and deeply elegant. Highlights and features in these designer rooms are the use of sculpted wood-work, studded leather-work, chiseled plaster-work and the iconic black and white Zellige mosaic tilework –these elements work in perfect harmony thanks to the attention to detail of Jacques Garcia's exacting eye.





## The Suites

Conceived as private apartments, the five suites at the Selman Marrakech have a very generous layout of 120m<sup>2</sup> bathed in natural light which comes in from the French windows opening out onto the private double balconies. The rooms can either overlook the manicured gardens alongside the pool on the one side, or the cultivated gardens on the other side. Each room has a spectacularly spacious bedroom, an elegant sitting room, two fully-equipped, independent dressing rooms, and a bathroom which boasts an artistic interpretation of a Zellige mosaic in black and white. Bath-tub and shower are in their own right design-masterpieces by Jacques Garcia who has never overlooked to give every nuance an artistic feel of Morocco.





## The private villas

Selman Marrakech has created 5 traditional Moroccan-inspired riads, or villas, within the resort which once again are in their own right, small design-perfections, capturing the essence of the French-Moroccan-Moorish style throughout. Away from the main hotel, but still within the resort, the villas ensure an almost otherworldly ambiance in their setting of 580m2 to 700m2. They have private 15-meter-long pools carved out of the ground in perfect alignment with the garden, and set amongst the most colourful hedge-rows of bougainvilleas that are in constant bloom. Luxury, tranquility and elegance are signature descriptions for these spaces. The sound of trickling water is never far away, when you sit on the shaded patio, and if the evening cools off as it does in Marrakech, a fireplace can be lit to warm the heart. The Moorish influences carry on through the rooms, and into the spacious 1 to 2 bedroom-villas. Bathrooms here are in keeping with the design and status of Selman and the signature Zellige black and white mosaics, painstakingly designed by Garcia, stay true to his passion for the traditions of the region.





## RESTAURANTS

Once again Jacques Garcia has come into his own in the design and planning of the three restaurants and two bars, which have become places for celebrations as much as spaces of elegance doused in a subtle light-show which highlights the luxurious textiles and finishes of the décor, be it indoors or outdoors. The menu range on offer from the cuisine, is as expected a culinary experience, and created to work with everyone's individual dietary requirements, health régimes, and moods. Breakfast can be ordered from the depths of the lush gardens of Selman Marrakech. Then again, brunch can be enjoyed out in the "plein air" close to the paddocks where the purebred Arabian horses parade on the green. If you prefer going straight into lunch, there is the terrace overlooking the property and the pool, or then again the pool-side menu can be a lighter option for the day. There is no doubt Selman Marrakech can offer a host of food experiences which can take clients from an easy-going local menu, to a fine and refined cuisine, all within the "terroir" of the property. Everything is seamlessly put together with their consistent savoir-faire, excellence, passion and culinary know-how.

## Le Selman

### The international restaurant

This restaurant embraces a sense of timelessness and an invitation to travel into the details of the interiors and the stories they have to tell, and beyond through the open doors that lead onto the terraces. Primarily an evening dinner venue, the tables are chic but at the same time easy, opulent with a touch of the majestic. The décor is punctuated with mauves and greens which create a strong contrast with the grand austerity of the exterior architecture. The dining room is a lavish space, with a fireplace featuring a long-line mantel-piece and an outdoor patio ideal to break out into the evening stars. The menu has an international selection of dishes which are in no way gastronomically pretentious. They seamlessly blend traditional ingredients from afar, market fresh produce from the farmers' markets and vegetable gardens, and some dishes carry an element of fusion cooking, blending different culinary traditions.

During the course of the week, the property arranges events with live music, mixed on the decks of the resident DJ, who sets up in the dining-room to accompany the East-meets-West culinary dishes.

*Selman is open to resident and non-resident guests, and opens from 7am to 10.30am for breakfast, and from 7pm to 11pm for dinner.*







## Le Pavillon

### A Mediterranean restaurant

At the heart of the Spring Garden of Selman Marrakech lies Le Pavillon restaurant, set in a very exceptional position in perfect alignment amongst the lawns and the paddocks. This outdoor restaurant speaks relaxation and easy-going elegance. This space is ideally created to pass away the day under the shade of the vast sun umbrellas, with the sound water fountains in the distance.

Le Pavillon hosts spectacular Sunday brunches every week, which are amongst the best in town, with a food bonanza ranging from Moroccan specialties, international dishes, Mediterranean plateaux, sweet and savory choices and a live cooking station which creates freshly cooked choices to suit any whim. And to top this wonderful ambiance, comes an equestrian spectacle second to none. This spin-chilling enchantment of immense emotion and magnificence sees the purebred stallions perform almost to a theatrical *féerie*.

*Le Pavillon is open daily from noon to 4.30pm, and brunch is served every Sunday with this exceptional equestrian performance.*



## Assyl

### The Moroccan dining option

The great wealth, authenticity and richness of the Moroccan cuisine culminates at Assyl, set majestically at the edge of the 80m pool, as a tribute to the famous Menara gardens of Marrakech. Assyl terrace also overlooks the hotel's equestrian schooling yard. The Moorish and Ottoman cultural influences here are brought together into one eclectic interior which reflects the owners' love of travel, and also their passion for storytelling through the collection of delicate antique embroideries, gold-leaf lighting, exquisite hand-painted cedar-wood paneling, crystal lighting installations and other precious family objects – all of these themes then bring a gastronomic experience into one place: one place which is worthy of being one of the most beautiful dining settings in Marrakech.

Under the guidance of the executive chef who has worked in the very best private homes of Marrakech, a team of women-only chefs bring wonders to the table which reflect typical dishes such as the savoury triangular Briouates, the sea-food pastilla, aromatic free-range chicken in a lemon-confit, and the saffron Talouine and olives... and of course they never overlook the innovative taste-combinations from the local culinary traditions, such as the 'Mhamer' lamb shoulder with a vegetable couscous

The evening setting of Assyl reflects its Luxury Lifestyle Award for Best Restaurant of 2016. The Moroccan inspiration in the upholstery, luxurious fabrics, the inlay and marquetry, the lighting and the entire atmosphere here, are in perfect alignment to create both intimacy and conviviality at the tables, around the sofas or at the sharing tables.

*Assyl is open from Tuesday to Saturday, and a live Andalusian musical set usually accompanies the dinners. On Fridays and Tuesdays, a magnificent parade of Arabian thoroughbred studs horses and a belly dancer sublimates the Assyl diner experience.*



## Bar Selman

A haven of tranquility this perfectly designed bar, always in keeping with the signature of Jacques Garcia, is at the heart of the building and is a cosy, trendy and glamorous little nook. Music is part of the after-dinner scene here, with playlists put together by the resident DJ. The drinks-menu has a range of refreshing and imaginative cocktails, wines, champagnes and more, and the bar-menu offers light meals, sushi dishes and tasty sharing platters to go with the drinks. A selection of cigars is also on the menu to enjoy on site.

*Bar Selman is open daily from 6pm to 1am to both residents and non-residents.*







## Pool Bar

From dawn to dusk the Pool Bar at Selman Marrakech is poised to serve drinks, cocktails and light meals from their international-style menu. The setting, alongside this turquoise long-line pool, induces total relaxation and brings on the propitious ‘il dolce farniente’.

## Room Service

Room service is 24/24 and an extensive menu is available to choose from for a bite, be it by day or by night.



## WELLNESS

Reminiscent of the heated baths of antique Istanbul, Selman Marrakech Spa covers a sumptuous 1200m<sup>2</sup> and can be enjoyed either for a few hours now and again, or for a few days, following the famous Méthode Chenot regime. There are seven treatment rooms, four hydrotherapy rooms, a hydro-massage pool, two heated outdoor pools, two hammams, a gym and a boutique for essentials. This temple of wellness in Morocco is in fact one of the 6 palaces in the world to have the great Espace Vitalité Chenot.

The regime, is one that has been developed for over forty-five years by Henri Chenot at the hotel Merano in northern Italy, and it is a singular combination of treatments and dietary regimes which being in sync with each other, aim to protect the body from the damage of accumulated toxins and the on-set of premature ageing. The procedures and the treatments are all based on the principles of traditional Chinese medicine and tie into medical science and a very advanced diagnostic technology which analyzes the body's condition and the relevant remedy.







## Espace Vitalité Chenot

Be it for 3, 5 or 7 days, the Spa at Selman Marrakech suggests a discovery of the effectiveness of their “wellbeing itinerary”. Every person’s specific requirement is studied and then addressed to ensure the body is brought back to its peak performance. Unique techniques are used to detox and reactivate the body’s energy channels organisms. The process is based on the principles of Biontologie, a system based on understanding the evolution of our vital resources within our body, at differing stages in life.



### *Bio-energetic treatments – Face*

These bio-energetic therapies have a very different approach to the classic beauty treatments. The focus here is the metabolism of the cells. A specialized technique is used to address this metabolic system, using glass suction cups which efficiently detox the skin of impurities, and specific Genescience products are then applied to compliment the procedure. This cosmetic cleansing goes beyond the visible impurities, and reaches deeper into the skin, removing the residue of toxins which our metabolism can't throw out. The treatment also works on micro-massaging the energy points of the face, thereby invigorating the regeneration of the tissues, whilst the glass ventouses cleanse the pores ensuring the skin is not over pressurized.

### *Bio-energetic treatments – Body*

Here, every single body needs its specific profile and remedy. Be it for to detox, to relax, to energise, to drain, or for a soft pre-natal session, the approach is bespoke, as there might also be specific areas of the body which need special attention such as the connective tissue, feet or hands, the scalp or areas with cellulite. A combination of targeted massage and bio-energetic treatments on the body, frees up areas with adrenal blockages, and at the same time the manipulation works to tone the muscle groups and the tendons. The use of glass suction cups here, speeds up the flow of the fluids within the body, whilst bringing out the impurities and toxins in the body and regenerating the muscle tone.

### *Biolight detox cures*

This detox cure is ideally run over the course of 3 to 10 days. After a personalized assessment of your body, a series of treatments and therapies are suggested to get the optimum body balance back and discard any issues carried within, such as anxiety, fatigue, weight problems, water retention and so forth. The Biolight program works in sync with the detox cures, and is based on a structured and personalized regime, whereby only the very best nutrients and natural vegetable-based foods are prescribed to release a deep purification of the tissues promoting optimum body function. The importance of the Biolight cuisine is also an educational one, which strives to teach the importance of eating light, fresh foods which in turn bring on weight loss and wellbeing throughout the body. Every specific diet that is prescribed, is prepared by the chefs of Selman Marrakech all of whom have been formally trained to produce these dishes for those following the health-conscious Biolight regime, and the menus are all readily available in the restaurants of Le Selman and at Le Pavillon during the stay.

## The Hammam & Beauty treatments

Alongside the Biontologie and the rituals of the Espace Vitalité Chenot, Selman Marrakech Spa also offers the traditional beauty rituals, such as the classic black-soap scrub with the local-style Hammam, and the detoxing Rhassoul natural mineral clay wrap. Manicures, pedicures hairstyling and waxing are of course also available at the beauty centre, to complete the overall sensual retreat.





## SELMAN STUD

If some palaces want to share their distinguished art collections, Selman Marrakech has something completely different to share, namely the most staggeringly beautiful race of horses in the world: the Arabian thoroughbred. A true and living symbol of distinction and heritage of Morocco, which today is the heart and soul of the hotel. In place of honour, built in front of the Andalucian Pavillon, stand two designated stables, exquisitely designed for Selman stud, in the earthly tones of the nearby desert. They are palaces in their own right, designed by Garcia with the same dedication and opulence as Selman hotel has, paying tribute to this horse which has been a focus of attention for millennia. Within these palaces-cum-stables, sixteen horse-boxes are the actual homes to the private collection of Arabian purebreds. The stable-doors bear each horses' title, name or award, born from the blood-line of the Arabian Selman. Since 2014, this breed and pedigree of purebreds, has been rewarded for being the best in the kingdom.

The Spring Garden, which opens out in front of the stables, counts five luscious green paddocks which are the stage on which these beautiful creatures take centre-place, entering with aplomb and incredible allure. Their presence, power and majestic poise doesn't fail to touch every single persons' soul.





## PASTIMES, EXPERIENCES & EVENTS

The beauty of the gardens and the purebreds, the wealth of the Moorish architecture, the layout of the interiors, the spa, the pool and the restaurants, the proximity to the desert and last but not least, some of the most beautiful golf courses in the region, all make up an exceptional offering when it comes to bespoke experiences, and this is what lifestyle at the Selman Marrakech is all about.



## For the kids

Selman Marrakech welcomes little ones between the ages of 4 to 12 at the Kids Club which is on site at the hotel. The Club is a playful and welcoming space, filled with all sorts of toys and amusements, toboggans, trampolines, indoor footie and board games. There are also small workspaces for painting and drawing, and gentle creative works to convey the message of environment protection.

ones about plant and animal life, and there are gardens on poney-back, to educate the young pedal go-carts and scooters to race around on, in the alleys.

*Open every day from 9.30am to 5.30pm, the Kids Club is also accessible the guests who are non-residents, and who choose to come the hotel for the Sunday Brunch and make a day of it.*



## Going for Golfs

It is reassuring to know, if Golf is one of the reasons for a stay, that Selman Marrakech has access to 8 prestigious 18-hole golf courses. Choose from the Noria Golf Club, the Golf Montgomerie or the Samanah Country Club. Each of the ranges caters for a variety of skill levels, and importantly it is also their setting that makes these places unique. The golf greens are set in an area of outstanding natural beauty, with views onto the Atlas mountains, the deserts and even the Koutoubia mosque by Jamaa El Fna square, in the middle-distance.







## Outings into town & Beyond

Selman Marrakech has an array of external adventures mapped out to perfection to discover the surrounding areas around the royal city. Be it a visit to the Souk, an adventure by Quad-Bike with a picnic and a hammam & massage to finish off, a tour of the city in a classic car or in a side-car. Their pick-up from the airport comes with a difference when your choice of taxi is a horse and cart. Then again the hotel can arrange a day's mini-trip to the bewitching Atlantic coast to Essaouira, making each and every moment exceptional and unforgettable.

## Selman Signature Experiences

Any excuse to celebrate is naturally a good one, but with the Selman's signature style and backdrop these occasions will inevitably be of great note. An engagement, a wedding anniversary, or just the pure enjoyment of being in good company are the essential ingredients for success, coupled with the beautiful settings of the hotel. Use the unexpected spaces around the stables for a reception with a difference, or maybe a private tête-à-tête breakfast or dinner with an exclusive performance given by the elegant purebreds, right before your eyes... or bring a collection of friends together around the 80mt pool for a relaxed reception. Selman and their events' teams work to make any event specification the very best, considering all the small details and the individual touches. Such details of course also apply when hiring the entire property exclusively, to host up to 1000 guests...







## Meetings & Events

At the heart of Selman Marrakech lies the smooth and air-cooled conference room which measures 130m<sup>2</sup> and has an elegant interior design, and is equipped with the latest hi tech multi-media set ups. Modular in layout, the space can be divided into two, and has a stunning “break-out” space onto the Andalusian terrace – ideal for those coffee stops, set to break up the program of a global conference.

With its 6 hectares of landscaped gardens, Selman Marrakech sets the perfect décor for unforgettable private events as the property can be fully privatized.





## ABOUT JACQUES GARCIA

This name and personality is one of the most renowned in the world of architecture and interior design, when it comes to hotels and private residences. Garcia works his magic in the same way, be it for a most opulent of properties, to the most famous of public places: hotels, museums and more. Specialising in contemporary architecture, he started his career with the layout and design of the interiors of the Montparnasse Tower, then moving on to Meridien hotel group. His great love of spaces, his fascination with the French art movement of the 17th and 18th centuries, and his knowledge of textures, materials and structures, then opens more doors for him, and in time in the early 80's, he starts working on private commissions with well-known French house-hold names such as Bouygues, d'Ornano, and Mauboussin. His creativity then takes him into the palaces of the Groupe Lucien Barrière, namely the Grand Hôtel d'Enghien, and l'Hôtel Majestic of Cannes.

Alongside his day to day work, Garcia also gets involved in the décor of museums. Notoriously theatrical in style, he creates the metamorphosis, entirely as a philanthropic gesture, of the great halls of the Louvre dedicating these to 18th century furniture. He also sets out to refurbish the royal quarters of the Chateau de Versailles, but not before also breathing life back into the exquisite hôtel particulier, the Musée de la vie romantique, in Paris.

Hôtel Costes then puts Garcia on the world stage in 1996, and subsequently he signs up a stream of 20 or more projects in Paris amongst which Le Fouquet's, L'Hôtel des Beaux-arts, L'Avenue, La Grande Armée, l'Hôtel Plaza Athénée (and recently La Réserve, and a very new addition in London is L'Oscar, opened in May 2018).

His work then take him to the four corners of the globe from New York to Venice, from Paris to Las Vegas, and from Geneva to Marrakech. More than two hundred public, or indeed private places now carry the Jacques Garcia seal, which range from either "a minimalist–zen concept to a supercharged, overloaded neo-gothic opulence, or from the exoticism of a return to Egypt, to the madness and folly of Napoléon III".

Château-de-Bataille, a jewel of the 18th century, has got to be one of Jacques Garcia's most important chef-d'œuvre. Acquired in 1992, this masterpiece of a castle was restored with love and passion finding use of royal objects throughout the property, which had been lost during the French revolution.

Ten years later he is awarded the distinguished Henri-Texier award for his numerous architectural works, and many more accolades mark his career path, such as the Médaille de la Ville de Paris (1994), Chevalier de la Légion d'honneur (1997), the Mont-Blanc du Mécénat culturel prize (2001), the Prix Oscar-Wilde (2002) as well as the insignia of Commandeur des Arts et des Lettres (2002).

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