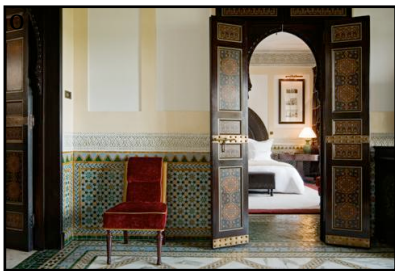




LA MAMOUNIA
MARRAKECH

29.09.09

LA MAMOUNIA, MARRAKECH REOPENS



8 June 2009 – La Mamounia, Marrakech's iconic hotel will reopen its doors on 29 September 2009 following an extensive three year restoration project led by internationally acclaimed interior designer, Jacques Garcia.

This legendary hotel which has hosted the who's who of international royalty, politicians, celebrities and the jet set, has expanded with 136 stylish guest rooms, 71 Suites including seven Signature Suites and three Riads each with three bedrooms, private terraces, Moroccan salons and private swimming pool.

Globally regarded as one of the most desirable hotels in the world, the new La Mamounia will be under the expert management of Didier Picquot. It will feature four restaurants under the watchful eye of two Michelin Star chefs, Alfonso Iaccarino and Jean-Pierre Vigato, alongside Fabrice Lasnon, Executive Chef; five bars plus a Salon de Thé; a 27,000 sq foot La Mamounia spa with a traditional Moroccan hammam plus two private hammams; a state-of-the-art fitness centre; tennis courts and indoor and outdoor swimming pools. La Mamounia, together with Olivia Giacobetti, famed as one of the seven 'noses' in the world, has created a signature scent which can be found in all guest amenities at La Mamounia.

The Design

Jacques Garcia has perfected La Mamounia as a tranquil haven in the heart of the imperial city. By recreating the luxurious mood of the oriental palaces, Garcia's trademark style offers the ideal accompaniment to the impressive Moorish architecture, abundant at La Mamounia. Strong use of light and colour, combined with beautiful and theatrical perspectives, adds a wonderful level of modernity to Garcia's creation at La Mamounia. Marble columns, fine materials, vivid fabrics, soft furnishings and colourful wood, add the finishing touch.

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The Restaurants & Bars

La Mamounia is delighted to have appointed two 2-Michelin Star chefs, Jean Pierre Vigato and Alfonso Iaccarino to headline two of its signature restaurants. *Le Francais by Jean Pierre Vigato* specialises in French contemporary cuisine whilst *L'Italien by Alfonso Iaccarino* will feature modern Italian specialities. In addition, *Le Marocain* is located in a separate pavilion in the Park and offers fine Moroccan cuisine fusing both traditional and modern Moroccan ingredients to perfection. The restaurant will afford beautiful views of the Medina and the Atlas Mountains. The less formal *Le Pavillion de la Piscine* will serve light Mediterranean cuisine. There are five bars for guests to choose between including *Le Bar Marocain*, *Le Bar Italien*, *Le Bar Churchill*, *Le Bar de la Piscine* as well as the esteemed *Le Menzeh 'Glacier & Patisserie'* located in the gardens. La Mamounia's own vegetable garden ensures that guests enjoy the freshest ingredients.

Spa & Wellness at La Mamounia

Inspired by an intoxicating blend of Moroccan and Eastern culture, the 27,000 sq foot La Mamounia Spa beautifully fuses the traditional with the very modern. Over 80 treatments are offered ranging from traditional Moroccan Hammam treatments with *marocMaroc* to a full line of face and body treatments by *Shiseido*; manicures and pedicures by *La Ric* and hair styling by *Jean Michel Faretra Paris*.

Additionally, *The Pavillion* at La Mamounia overlooks twenty acres of its famous gardens and houses two fully equipped fitness studios with aerobics, pilates, spinning and yoga classes; a weights and cardio room; two ozone treated swimming pools (indoor and outdoor); two clay tennis courts and table tennis tables for guests to enjoy at their leisure.

Background

Situated on the edge of the walls of the old city of Marrakech, La Mamounia is named after its legendary 200-year old gardens, originally given as an 18th century wedding gift to Prince Moulay Mamoun by his father, King Sidi Mohammed Ben Abdellah. Originally opened in 1923, the legendary hotel, symbolic of traditional Moroccan hospitality has undergone several expansions and restorations, the last being in 1986 before a major three year restoration and grand re-opening with 210 keys in September 2009.

La Mamounia's visitor book is a much prized possession of the property and stands as testament to its wide and varied clientele over the years. Previous guests include film stars Charlie Chaplin, Kirk Douglas, Nicole Kidman, Richard Gere, Tom Cruise, Kate Winslet and Omar Sharif. Royals and Heads of State who visited La Mamounia regularly include Theodor Roosevelt, Ronald & Nancy Reagan, Nelson Mandela and Jacques Chirac.