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AKAN

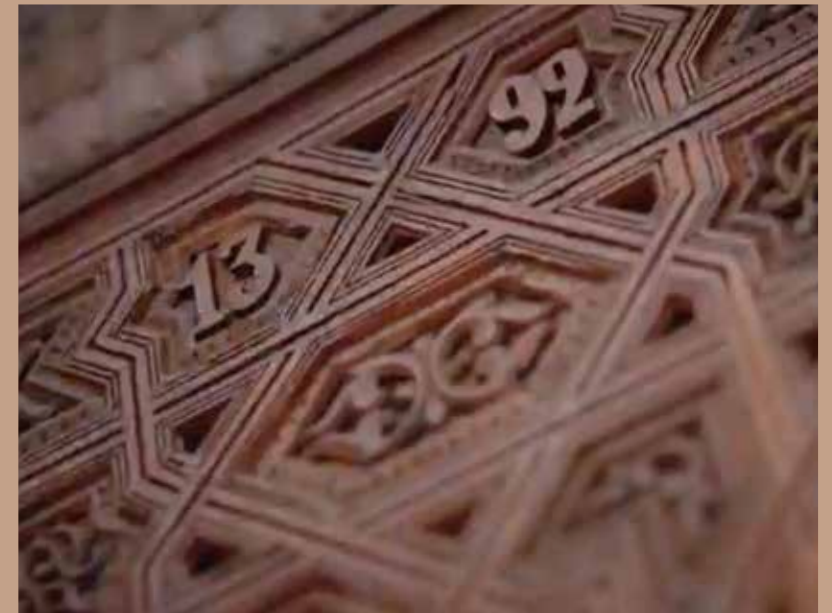
A MOROCCAN COLLECTION

A photograph of a Moroccan courtyard. In the foreground, a pool of water reflects the surrounding scene, with ripples on its surface. The background features a light-colored wall with a prominent green door. To the left of the door, a tree with thick, gnarled branches stands. To the right, more trees and foliage are visible. A small, ornate metal chair is partially seen on the far right. The overall atmosphere is serene and traditional.

IN
THE MOOD
FOR MOROCCO

AKAN, WHERE EVERY PLACE TELLS A STORY, AND EVERY CONNECTION LEAVES A MARK

Dar Taarji, a third-generation Moroccan family holding, is committed to promote a refined, characterful style of hospitality deeply rooted in heritage. With AKAN, it unveils a singular collection of exceptional “Maisons” and intimate boutique hotels — each selected for its distinctive identity, cultural depth, and understated elegance grounded in authenticity.



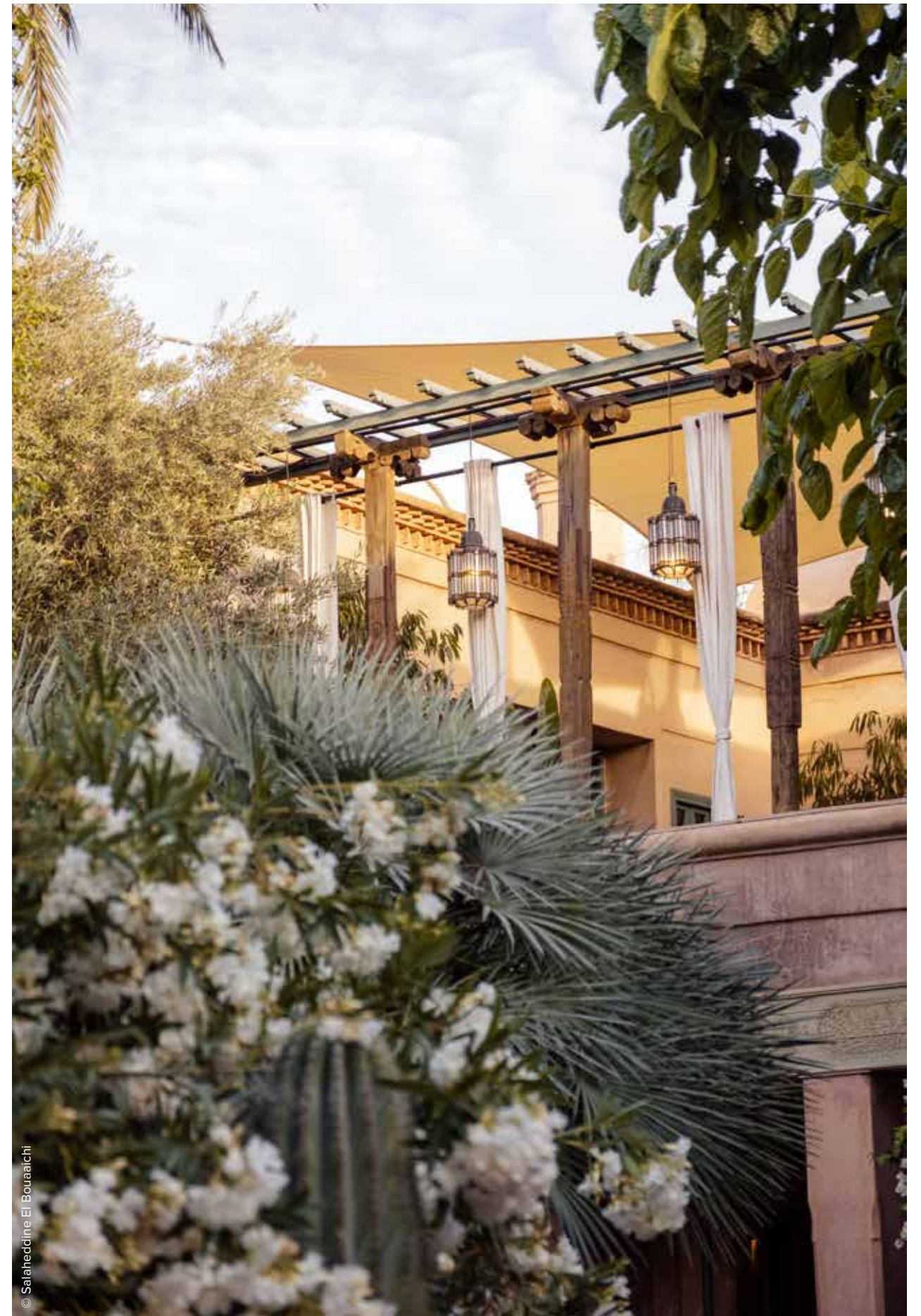


AKAN draws its name from Amazigh culture. A symbol of “body” and “structure,” it evokes the architectural foundations of Morocco and the social fabric of solidarity — where every stone tells a story, and every gesture carries memory. AKAN anchors its vision in time and place: time handed down through generations; places that shelter, preserve, and inspire. Through its properties, AKAN weaves a living narrative and celebrates hospitality as a cultural gesture — where tradition and contemporary refinement converge.

AKAN, A HUMBLE SPIRIT, A TRUE SOUL, A LIVING PRESENCE



Like a precious thread woven into the great tapestry of hospitality, AKAN brings together existing gems — soulful, living houses rooted in the diversity of the Moroccan landscape. It embraces and preserves the singular character of each Maison. Every address in the collection holds a story, a spirit, and a reputation shaped by passion and excellence. Each Maison discovered and selected by AKAN is a masterpiece of living art — an invitation to travel through time and experience hospitality as a cultural and emotional expression.





"AKAN is a collection we bring into the light — the body of a living Morocco, where each house is a vibrant branch that speaks of a place, a memory, a worldview. We sought to honour these singular stories by offering them a setting that is both exacting and true. AKAN expresses a timeless Morocco — a project rooted in the future, and a tribute to past generations, to the homes, the savoir-faire, and the culture that have shaped us."

Youssef Benabbés-Taarji,
DGA, Asset Management & Development
Dar Taarji

AKAN, A MOROCCAN COLLECTION



AKAN introduces a new vision of intimate luxury hospitality in Morocco — one rooted in emotion, a profound sense of place, and a commitment to preserving identity. Its mission is to elevate Moroccan hospitality by celebrating diversity, memory, and the unique rhythm of each Maison. With discreet yet rigorous management, AKAN offers its properties a foundation of operational excellence and a long-term strategic vision. The collection brings together exceptional places that embody a refined Moroccan art of living, where tradition and modernity are seamlessly intertwined.



AKAN, PEOPLE WHO BRING THE COLLECTION TO LIFE

AKAN is the vision of Jalil Benabbés-Taarji, a pioneer of Moroccan hospitality — deeply rooted in tradition yet boldly contemporary — and Youssef Benabbés-Taarji, a new-generation voice bridging innovation and family legacy. To bring this vision to life, they have entrusted operational leadership to Eros Abrile, appointed Chief Operating Officer of AKAN.

With over 25 years of experience and a distinguished international career, Eros Abrile has contributed to the success of numerous prestigious hospitality establishments. He brings both precision and elegance to AKAN's operations, building its foundations with passion and purpose.

SUPPORTING ICONIC, TIMELESS, INSPIRED ADDRESSES

Alongside Eros Abrile, two talents: Wafa Laksiri, Director of Properties Marketing & Guest Experience — An immersive experience designer and marketing strategist. Wafa crafts bespoke guest journeys that enhance and elevate the identity of each Maison. Soraya Sandra El Mouch, Brand Marketing Director — Guardian of AKA's image. Soraya leads brand communication and positioning, ensuring consistency and unity across the collection's storytelling. Together, they bring AKA's philosophy to life — a collection where every place reveals its character, shaped by memory, emotion, and contemporary sensibility. A collection united by heritage and excellence.

THE FIRST HOUSES OF THE COLLECTION

In Marrakech — a city of contrasts, history and memory — at the crossroads of Amazigh, Arab-Andalusian and Saharan cultures, the collection sets its first houses. La Villa des Orangers, a former noble residence by the gates of the medina, cultivates a hushed, cosmopolitan art of living — a discreet luxury shaped by time. Les Deux Tours, a unique estate woven with shade and light in the heart of the Palmeraie, offers a hidden retreat in a garden of Eden, where authenticity meets discretion. El Fenn, an iconic address in the medina — a house of art and light — unites a contemporary eye with Moroccan heritage; an open-air gallery where colour, texture and hospitality give tradition a vividly modern intensity.



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LA VILLA DES ORANGERS RELAIS & CHÂTEAUX, A LIVING TREASURE OF THE MEDINA

Behind an unassuming façade in Marrakech's medina lies La Villa des Orangers — a 1930s riad spanning 3,500 m², lovingly restored with rare attention to detail. This historic house, steeped in old-world charm, offers 33 rooms and suites — each echoing a bygone era, elevated by traditional materials and exquisite craftsmanship.

Serene patios, ancient fountains, seasonally heated pools surrounded by orange trees, and a rooftop terrace with panoramic views of the Koutoubia and the Atlas Mountains create an atmosphere of quiet luxury. Whether in a cosy winter lounge or a fragrant Andalusian garden, time here feels suspended.

The spa — inspired by Roman design and infused with Moroccan aromas — and the refined cuisine of Chef Abdelilah Ighiri embody a timeless art of living, where elegant simplicity meets heartfelt hospitality.

Under the stewardship of Souheil Hmittou, master of the house, and as the first Relais & Châteaux address on the African continent and in the Middle East, La Villa des Orangers stands as a living testament to Moroccan heritage, passed down with care and emotion.



www.villadesorangers.com | message@villadesorangers.com

LES DEUX TOURS, A GARDEN OF SILENCE IN THE PALMERAIE

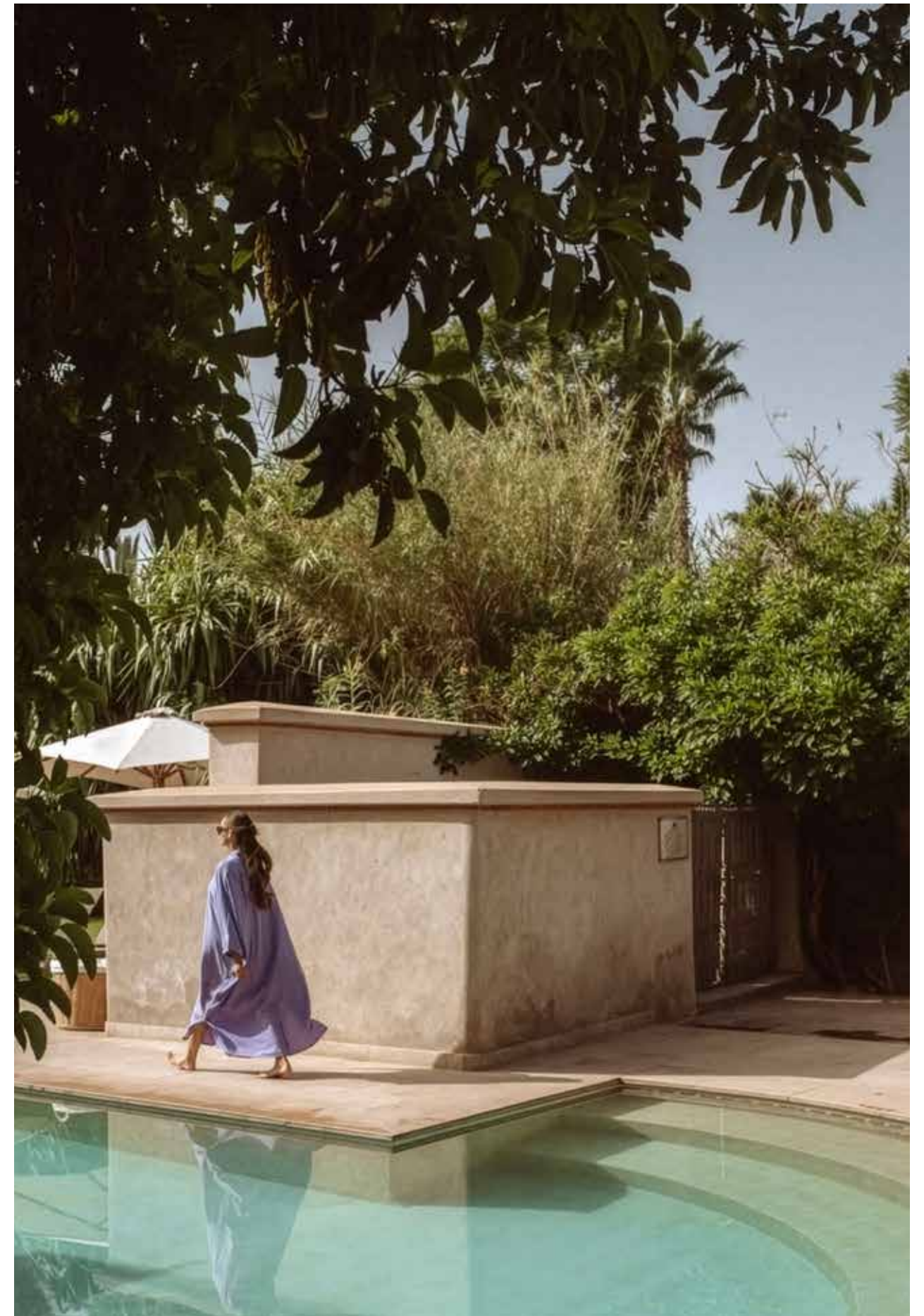
Set within a three-hectare park, Les Deux Tours is a secluded haven where Andalusian-Moorish architecture blends effortlessly with lush gardens. The estate offers 44 rooms and suites, housed in private pavilions with shaded patios and tranquil pools.

The experience is multifaceted: stroll along cypress-lined paths, savour the cuisine of Chef Nouredine Moani, who highlights local ingredients and organic produce from the garden, relax in the seasonally heated pool or traditional hammam, curl up with a book beside a fireplace, or share a candlelit dinner beneath olive trees. Every corner reflects the hand of the Moroccan artisan — a legacy of meaningful gestures and quiet craftsmanship infused with refined simplicity.

Guided with great care by Mohamed Hejjaj, Director of Operations, Les Deux Tours is a sanctuary of sincere and generous hospitality — a timeless retreat where authenticity and elegance meet.



www.les-deux-tours.com | contact@les-deux-tours.com





EL FENN, A HOUSE OF ART, COLOUR AND LIVING HERITAGE

In the heart of Marrakech's medina, El Fenn is housed in a network of 13 interconnected riads and 41 rooms & suites, with sun-lit patios and colonnaded galleries. Up on the rooftop, a large terrace with views of the Koutoubia and Atlas Mountains set the stage for long, unhurried breakfasts, sun-drenched lunches and sunset moments among olive trees and lanterns. There are also three pools, a rooftop restaurant & cocktail bar, ground floor Colonnade Café, spa and boutique. El Fenn is both a celebration of the warm, distinctly

Moroccan art of living, as well as colour and local craftsmanship. It is also home to one of the country's most noted collections of contemporary art (William Kentridge, Sir Antony Gormley, Batoul S'Himi, Guy Tillim), alongside an installation by Hassan Hajjaj conceived for the Colonnade Café. Here, "luxury with authenticity" comes to life through local materials, living know-how and a sense of community hospitality — an elegant, sincere home-from-home that lets the moment linger. This signature experience is curated daily by Amine Belkhatat Zoukari, El Fenn's Hotel Manager.



"It's not about aligning properties, but about weaving a story – the story of a living, diverse, and emotionally resonant Morocco. A story of hospitality passed down through generations. AKAN is a collection where every home has its own soul. My role is to guide this diversity with sharpness and fluidity, ensuring that the harmony of each place fully elevates the unique experience offered to our guests."

Eros Abrile

Chief Operating Officer, AKAN

THE FIRST
COLLECTION
OF
UNMATCHED
MOROCCAN
ADDRESSES



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A K A N