

PRESS RELEASE

“MARHABA*” TO THE SOFITEL RABAT JARDIN DES ROSES

Rabat, April 15, 2010 – After a vast renovation program and several months of *soft-opening*, the Sofitel Rabat Jardin des Roses has just been inaugurated. This address, co-signed by the designer Didier Gomez for all the interior decoration and the architect Karim Chakor for the façade and exterior, becomes the sixth Sofitel hotel in Morocco Rabat residents can take pride in a mythical address completely renovated in the heart of a sumptuous 8-hectare (20-acre) Andalusian park, a rose garden and an eucalyptus forest, just a short walk from the Oudaïas, Rabat’s little known Kasbah.

The interior décor draws its inspiration from three recurrent elements in the hotel – water, roses and amber – with the moucharabieh reinterpreted as a link between the different spaces.

As one enters, the Sofitel Rabat Jardin des Roses opens onto a majestic lobby where water is omnipresent in an ingenious interplay of pools and black marble. The furniture is quite eclectic, imparting a sense of life and modernity: black for the occidental sobriety and notion of luxury, golden for the Moroccan splendor. On the floor, a moucharabieh detail is outlined in the marble. In addition to the hotel’s boutiques, the lobby is home to the **Le Café Lenôtre** tearoom, already known as one of the best addresses in the capital, just like the **Golden Fish** restaurant located close to the pool, which enjoys direct access for the local Rabat clientele.

From the monochrome lobby, the colorful living spaces stand out in contrast. Red and black dominate in the **El Patio** restaurant, which opens onto the park like a winter garden. The play of mirrors accentuates the restaurant’s luminosity and openness. On the floor, the (little known) Agadir marble offsets a red and black Moroccan carpet designed by Didier Gomez. In this geometric setting inspired by the 1930-40s, one of the walls is decorated with a traditional design reproducing a work of the customs officer Rousseau: a simple outline drawn on a sheet that the Moroccan craft workers only took a day to sculpt the plaster on an entire wall.

The Moroccan restaurant **Al Warda** asserts warm colors in a highly matted ambience, with reinterpreted Moroccan type lights and ceilings made according to Fassi art. The 1960s style furniture gives it a chick and contemporary spirit.

The **Amber Bar**, a location already highly prized by Queen Rania of Jordan, displays magnificent alabaster walls, gold painted moucharabiehs and a copper ceiling in tribute to Moroccan copper work. The interaction of transparency and this amber colored atmosphere

* Welcome



make the setting warm and intimate.

The rooms' decoration continues the project's theme of moucharabiehs, which are still presented as panels – black this time – that slide so you can see the gardens and the city from your bathroom. Here again, Didier Gomez has managed to perfectly match the subtleties of Moroccan handicrafts and touches of modernity. Everyone is pampered right into their dreams in the exclusive softness of the MyBed™ bedding signed Sofitel.

Located in the heart of the Moroccan capital, one quarter hour from the airport and just a few minutes from the Royal Palace, the Sofitel Rabat Jardin des Roses offers 229 rooms, including 37 suites, several of which have more than 1,000 sq.ft. of floor space. A building dedicated to well being, it accommodates 13,000 sq.ft. of So SPA and So FIT in a colorful and relaxing décor with original mosaics. This luxurious space, conceived to regain the harmony of body and mind, offers 6 cabins for exclusive treatments, a women's and a men's hamman, relaxation areas, etc. An outside swimming pool and 11 meeting areas complete the infrastructure.

Since golf has become a genuine reason for traveling to Morocco, which has recently opened some 20 new courses, the Sofitel Rabat Jardin des Roses invites golfing enthusiasts to discover the mythical Royal Golf Dar Es Salam. A partner in a certain way of life, Sofitel shares with golf a passion for precision, a warm and friendly mood, and the quest for perfection. Consequently, Sofitel's other addresses in Morocco are all established in renowned golfing destinations: Marrakech, Agadir, Fez and Essaouira.

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