



**Hakim BENJELLOUN**

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## Hakim BENJELLOUN

After obtaining his bachelors degree in 1975 at Lycée Lyautey in Casablanca, Hakim BENJELLOUN enrolled at the École Spéciale d'Architecture in Paris, where he received his diploma in 1982. Simultaneously, he took courses at the ICI (Institut de la Construction Industrialisée) and obtained a SCAB-EPCM certificate.

Seeking to further his education with an American experience, Hakim BENJELLOUN graduated with a masters degree in architecture from the University of U.C BERKELEY in 1984 and attended a seminar at MIT in Cambridge on topics related to design, technology, and logistics for large housing complexes.

During his architectural studies, Hakim BENJELLOUN regularly completed internships in numerous architectural firms both in Morocco and abroad.

He worked in Casablanca at the firms of Jean-François ZEVACO, Elie AZAGOURY, and Louis RIOU, at the HERBERT architecture firm in Paris, at DMJM ARCHITECTS & PLANNERS in San Francisco, and at ACL ARCHITECTURE & INTERIOR DESIGN in New York.

Hakim BENJELLOUN, an architect in Morocco since 1986, leads his own firm, which has completed numerous projects in diverse fields such as high-end residential, hospitality, office buildings, education, industry, and affordable housing.

With thirty years of architectural practice, CHB is a multi-expert agency that brings together architects, engineers, and interior designers with varied backgrounds and skills, allowing

them to provide expertise tailored to the needs of various projects with the aim of ensuring the highest level of performance at each stage. Their architecture primarily aims to meet the needs of different clients in their specific project visions.

In various contexts, these projects reflect a creative know-how, whether in the implementation of Moroccan traditional architecture or contemporary inspiration.

The pursuit of harmony in spaces through the study of sequences that punctuate the buildings, along with a design that emphasizes proportion and balance, serves as the common thread in all of these projects.



# LA MAMOUNIA HOTEL IN MARRAKECH

The renovation of La Mamounia in Marrakech was dedicated to preserving the original 1920s design spirit of the hotel, showcasing traditional Moroccan architectural art.



The entire floors were reconfigured to create an additional number of suites, working within the constraints of the existing framework. Additional buildings were added, such as the construction of a villa for the directors residence, a new poolhouse, and the adaptation of a riad into a Moroccan restaurant.

As a result, following the nearly-3year long renovation project, the hotel now encompasses a total built area of 41,500 square meters

including accommodation and common areas. It boasts 222 keys, comprising 136 rooms, 83 suites, and 3 villas.

From a technical perspective, the facilities (air conditioning, plumbing, electricity, home automation) were entirely upgraded to meet modern comfort standards expected of a grand palace.



LA MAMOUNIA HOTEL  
IN MARRAKECH





# RENOVATION & EXTENSION OF AMANJENA HOTEL IN MARRAKECH

Involves the revitalization and expansion of the Amanjena Hotel in the enchanting city of Marrakech. This undertaking seeks to enhance the hotel's existing facilities while introducing new elements to elevate the guest experience.



The renovation component focuses on preserving the hotel's unique charm and architectural heritage while bringing its amenities up to contemporary standards.

Meanwhile, the extension involves the addition of new structures, such as suites, restaurants, and possibly spa facilities, to cater to the evolving needs and desires of discerning travelers.

En combinant des éléments de design marocain traditionnel avec le luxe moderne, ce projet vise à créer une oasis d'élégance et de confort dans le paysage vibrant de Marrakech.

Il vise à renforcer davantage la position d'Amanjena en tant que destination de premier choix pour les voyageurs en quête d'une expérience marocaine authentique et luxueuse, le tout au sein de cet hôtel emblématique.





RENOVATION & EXTENSION OF  
AMANJENA HOTEL IN MARRAKECH





# HOTEL RENAISSANCE IN MARRAKECH

Built in the 1950s, the La Renaissance Hotel in Marrakech is one of the city's landmarks, with its accessible rooftop offering breathtaking views of Gueliz.



The renovation and extension project of the La Renaissance Hotel in Marrakech has capitalized on the building's asset by creating a panoramic restaurant overlooking a suspended pool surrounded by planters and topped with a skybar, thereby enhancing the façade.

This project has expanded the built area of the hotel to 4,000 square meters. The building consists of 10 levels, including a ground floor

with a mezzanine, 2 basements, and 6 floors.

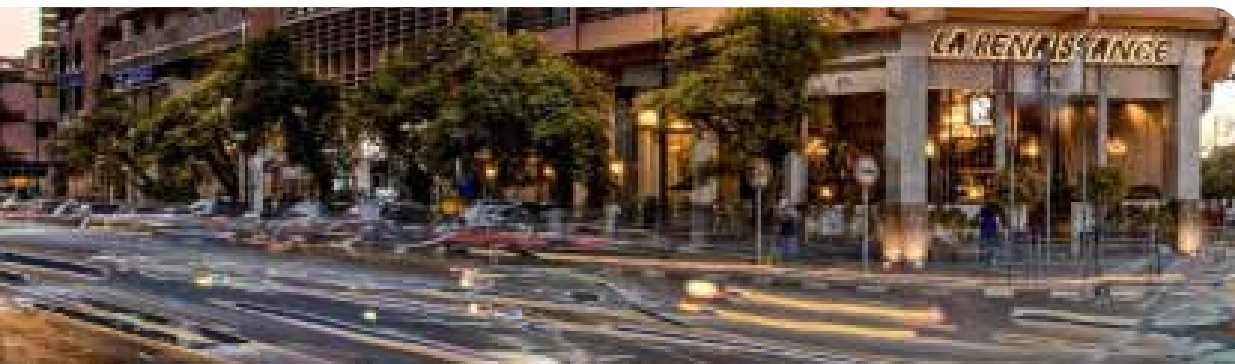
The hotel's extension was achieved by integrating an adjacent building, where apartments were transformed into hotel rooms. Currently, the hotel offers 45 keys, including 35 rooms and 10 suites.

Occupying a relatively small plot of 363 square meters, the building had to undergo a complete redesign, including its 2 basement levels, to accommodate the technical facilities and back-of-the-house areas required for the operation of a contemporary-designed hotel.

This rehabilitation project required foundation work and a new layout of vertical circulation, including the addition of a new elevator shaft for improved efficiency.



HOTEL RENAISSANCE  
IN MARRAKECH





# KSARCHARBAGH BOUTIQUE HOTEL RELAIS & CHATEAUX IN MARRAKECH

Inspired by 14th-century Moorish architecture, this boutique hotel nestled in the Marrakech palm grove is designed to resemble a private residence. The building spans a total built area of 2,700 square meters on a 3-hectare plot of land.



A vast interior courtyard, adorned with a central pool where water flows from the entrance to fountains in the patios, serves as the distribution hub for the rooms.

In the axis of the courtyard, the main perspective unfolds with a large pool surrounded by palm trees, extending towards the gardens.

This guest palace exclusively offers suites, each

with private terraces or gardens, and the master suite features its own pool.

Every detail has been meticulously designed to personalize each suite.

All common spaces (hammam, lounges, library, billiard room, tearoom, smoking lounge, patio) are decorated following a decorative concept inspired by medieval Andalusia while incorporating modern comfort techniques.

The ground floor comprises five suites, each with a bedroom opening into a living room, a dressing room, a bathroom with separate toilets, and a private garden. An entrance hall, two lounges, a library, a smoking lounge, a directors apartment, a kitchen, and a large central courtyard complete this level.





**KSARCHARBAGH  
BOUTIQUIS HOTEL  
RELAIS & CHATEAUX IN MARRAKECH**



The first floor features eight suites, each with a bedroom opening into a living room, a dressing room, and a bathroom with separate toilets. All suites have independent access to a private rooftop terrace. This level also includes a shared lounge with a fireplace that opens onto a terrace with views of the interior courtyard.

The second floor comprises a spacious suite with a master bedroom, dressing room, bathroom with separate toilets, and a second bedroom with an office and bathroom. This suite opens onto a large covered terrace.





# RIAD AL MENDILI PRIVATE RESORT & SPA

The Kasbah Al Mendili project is a guest house located between the Ourika Valley and Marrakech, facing the Atlas Mountains.



The guest house enjoys a privileged location, just minutes away from Marrakech and its golf courses, with exceptional sunlight and stunning views from the rooms overlooking the Ourika plain and the Atlas Mountains.

Built on a former olive grove, the Kasbah covers 1400 square meters of built space on approximately 2 hectares of land.

Nestled in the heart of a two-hectare park, this luxury riad features six rooms and four suites, along with a large pool and a small SPA.

These functional and pleasant rooms are distributed on either side of a central courtyard.

On the eastern part of the property, there is a villa for the managers use.

Given its purpose as a guest house, the project aims to offer foreign visitors refined local architecture with warm colors.



RIAD AL MENDILI  
PRIVATE RESORT & SPA



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# HOTEL PALAIS CLAUDIO BRAVO TAROUDANTE

Lover of Morocco, the painter Claudio Bravo chose to build his primary residence in Taroudant, where the view of the Atlas Mountains to the North offers an exceptional panorama.



The painter chose to erect a Moroccan-style building with two studios, one on the ground floor for summer and one on the upper floor for winter, on an immense plain in Taroudant, Morocco, where the view of the Atlas Mountains to the North offers an exceptional panorama.

The entire project covers an area of approximately 100 hectares and includes the main building, the ksar with its riads and two

pools, as well as the dependencies with stables. The total built area of all the buildings amounts to 3,500 square meters.

The overall plan of the ksar is developed around a riad, around which the reception areas and the painter's studio are distributed.

The main passageways are marked by perspectives on the riads, where water is always present. Architectural details are designed and executed in a spirit of rustic simplicity characteristic of traditional Moroccan architecture in the south, adapted to showcase art exhibitions, as well as the collector's items and works of the painter.

Despite its imposing volume, the architecture blends seamlessly with the exceptional site of



## HOTEL PALAIS CLAUDIO BRAVO TAROUDANTE



the valley, with the Atlas Mountain range in the background, making the ksar appear as if it has always been there.

The exterior gardens are adorned with an immense agdal featuring a Moorish pavilion, and the interior gardens are themed, giving each riad a distinctive character.

The arrangement of all the rooms and receptions around the riads and courtyards contributes to creating a microclimate. Between the ksar and the farm, the mosque is located, designed with a tower in the Berber style, which also serves as a visual landmark.







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