

Press Kit

MICHELIN GUIDE
2026

MANIFESTO

There are still places that seem to exist beyond the rhythm of the world. Places where time does not simply slow down, but seems to change its nature, where we stop counting the hours and begin, once again, to inhabit each moment.

Mayfez is one of them.

In the heart of Fez, behind walls almost indistinguishable from those around them, this house offers a different way of travelling: more intimate, more contemplative, more free.



Here, luxury is not about accumulation, but about what has become rare : space, silence, attentiveness, and time being the greatest privilege of all.

Time for a breakfast that lingers.
Time for a cup of tea shared.
Time for a conversation no one needs to interrupt.

In a world that seems to be constantly accelerating, some houses have kept their own rhythm, not out of nostalgia, but out of devotion to a certain idea of elegance.

At Mayfez, we values presence, the beauty of detail and the quality of the moment itself.

We measure travel not only by the number of places we discover, but by the way we inhabit them.

Some experiences fill the days, others give them depth.

Sometimes, time regains its substance and moments take on new contours. Then, travel, too, takes on a different intensity.

Some houses welcome you, others stay with you. Mayfez aspires to do both.





THE STORY

There was a time when, in the heart of Fez, a woman lived who defied the conventions of her age.

Her name was Lalla Tam.

She was the owner and spirit of the residence that would , one day become Mayfez.

In early twentieth-century Morocco, few women would have thought to remain behind when their husbands were called upon to serve in one of the Kingdom's highest offices. Lalla Tam did.

When her husband, Haj M'hamed Tazi, was appointed Mendoub, the Sultan's Vizier in Tangier, she chose to remain in Fez.

It is hardly surprising that people say her glance alone carried as much authority as a Vizier's decree.



From the balcony of her Art Deco villa, she watched the house awaken and gave her instructions with the quiet confidence of someone accustomed to making her own decisions.

Her home was unlike any other.

Drawn to European aesthetics and comforts, she had a villa inspired by the 1910s built in the heart of the medina, a rare act of audacity in Fez at the time.

A scandal to some.

A wonder to others.



Yet, like so many of Fez's great residences, it could not escape the upheavals of history or the uncertainties of inheritance.

Time took its course.

The orchards disappeared, the walls weakened and the house gradually fell silent.

It was eventually acquired in 2006. Originally intended as a private residence, the property underwent more than six years of restoration. More than a year was devoted to stabilising the foundations before the patient work of reinvention brought the house back to life.

In 2012, Mayfez opened its doors.



More than a hotel, the house was reborn as a place of character, where Moroccan heritage, cosmopolitan influences and contemporary living meet in a dialogue with nature.

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THE WORLD OF MAYFEZ

MAYFEZ IS A WORLD UNTO ITSELF.

A house where classicism and imagination, refinement and ease, serenity and intensity coexist naturally. Deeply Moroccan yet open to the world, it offers hospitality with elegance and without rigidity.

HERE, THE EXPERIENCE BEGINS THE MOMENT YOU ARRIVE.

There is no traditional reception desk. Guests are welcomed wherever life in the house unfolds, in the garden, in the Josephine salon, beside the pool or at the bar.

As in a private home, everyone is free to find their own rhythm and make themselves at home.

The Art of Hospitality

At Mayfez, hospitality is rooted in discreet attentiveness.

Anticipating without imposing. Accompanying without interrupting. Being present without ever intruding.

Here, Moroccan hospitality retains its noblest meaning: a generous, deeply human welcome, where caring for others is not a matter of protocol, but an expression of a genuine culture of care.



The freedom to feel at home

A stay at Mayfez follows no fixed programme.

The house invites each guest to shape their time according to their own wishes, rhythms and moods.

This freedom extends to the table.

At L'Odalisque, our restaurant without walls, meals follow desire rather than the clock: a leisurely breakfast, lunch by the pool, afternoon tea beneath the glass canopy or dinner by candlelight.

Every moment finds its natural place.

L'Odalisque : a story of memory and season

In the intimacy of Riad Mayfez, Chef Houssam brings ancestral recipes from Morocco's great families back to life through a generous, subtle cuisine that celebrates memory as much as the seasons.

At lunchtime, the terrace and poolside are made for lingering in the sun. In the evening, white tablecloths, candlelight, Fez porcelain and silverware create a more intimate setting, like a home where every detail has a story.

True to its commitment to preserving traditional skills and the legacies of the past, Mayfez keeps this art of hospitality alive through everyday objects, from silverware once used at Marrakech's former La Mamounia Palace to porcelain crafted in Fez.

At L'Odalisque, heritage does not belong only to the past. It lives on around the table, in the pleasure of sharing.



The Rythm of the Seasons

Each season reveals a different side of the house.

Winter brings a quieter, almost cinematic atmosphere to Fez, when stone, woodwork and lanterns seem to take on a particular depth.

Spring and autumn open the house to the light, making it brighter, more expansive and vibrant, with terraces, gardens and views stretching across the medina.

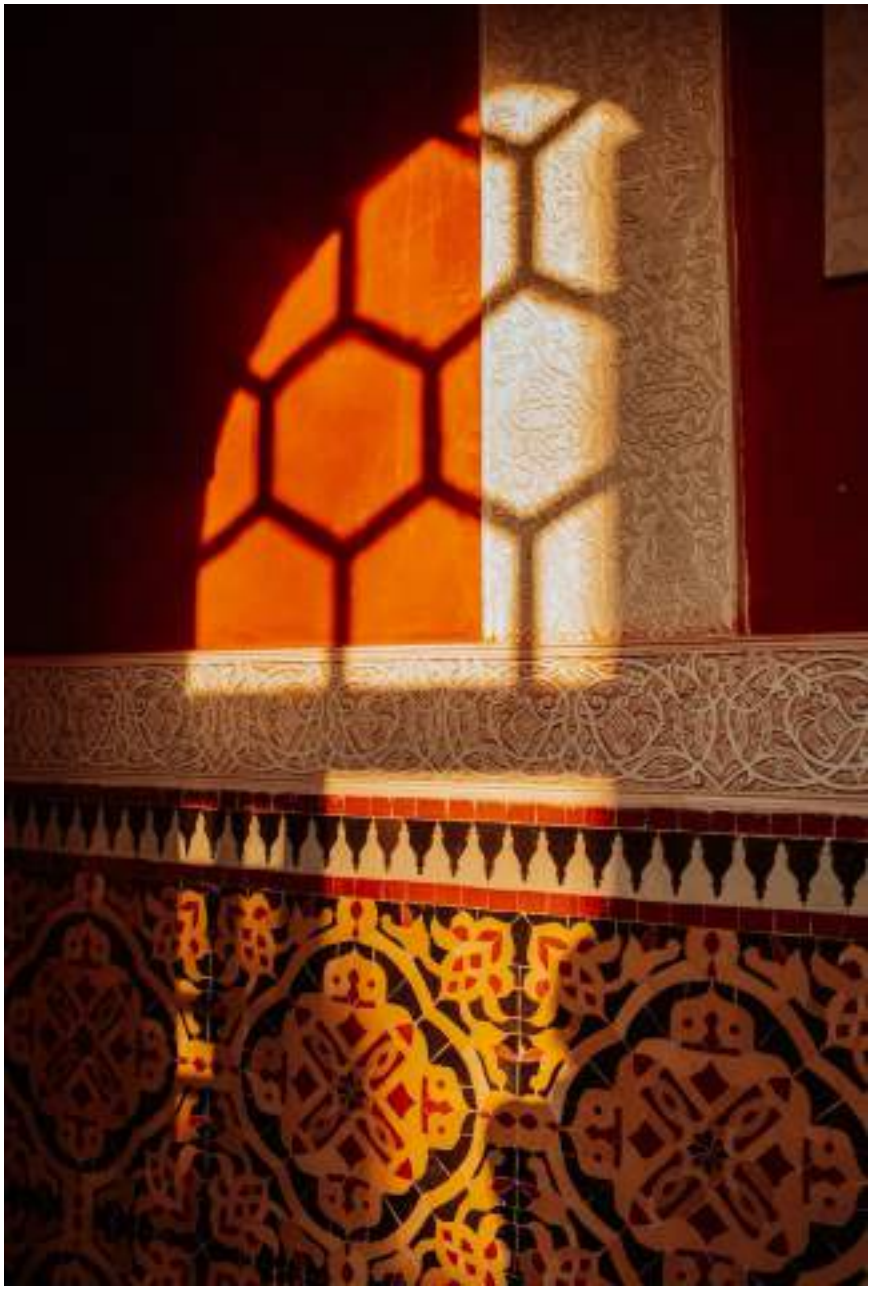
Summer brings its own rhythm. The days slow down, the coolness of the water and shaded patios becomes precious, and the house comes fully to life as the light fades and Fez settles into its long evenings.

Every season, every hour and every shift of light creates a different experience, always true to the spirit of the house.

Beyond the walls

The world of Mayfez extends beyond the house through experiences chosen with the same care: the medina, craftsmanship, vineyards, nature and encounters with the people who bring Fez to life.

For at Mayfez, there comes a moment when you stop visiting Fez and you begin to inhabit it.





THE MEMORY OF GESTURES

At Mayfez, traditions and craftsmanship are not frozen in the past; they continue to live through gestures.

From painted cedar woodwork and carved plaster to mosaics and objects collected over the years, traditional craftsmanship and cosmopolitan influences converse in a distinctive balance.

Cuisine carries this transmission forward.

In Morocco, culinary secrets have been passed down for generations in the intimacy of the home.

At Mayfez, this living memory is also expressed through culinary workshops, where gestures, flavours and stories are shared, reaching far beyond recipes.



THE HOUSE

You leave the car behind, slow your pace and allow yourself to get a little lost.

In Fez, nothing reveals itself all at once. The medina keeps its secrets behind walls, winding lanes and silences. To reach Mayfez, you follow a few narrow streets, pass a small shop, encounter a donkey laden with goods and walk alongside centuries-old façades, weathered by time but never erased.

A HOUSE WORTH FINDING

Arriving at Mayfez is part of the experience.

Here, the entrance is not a formality; it is a transition.

As you leave the medina's busier thoroughfares behind, the rhythm changes almost imperceptibly. Sounds grow softer, movements slow. The city is still close, yet already seems to recede. This passage is not incidental. It prepares you for a change of world.





THE LUXURY OF SPACE

Space is perhaps the rarest luxury in a medina.

At Mayfez, it is everywhere.

The expansive garden patio, a succession of salons, terraces open to the sky and views unfolding from one level to the next give the house a distinctive sense of breathing room.

With just seven accommodations, a sense of intimacy remains constant. The flow between spaces is easy, rooms never feel crowded and distances feel natural.

This generosity of space transforms the experience of a stay, offering the precious feeling of inhabiting a place that is almost private.

MAYFEZ DOES NOT REVEAL ITSELF AT FIRST GLANCE.

The house unfolds gradually, almost like a privilege reserved for those who have taken the time to reach it.

And yet, the moment you cross the threshold, everything shifts. The bustle of the medina falls away. Space opens up. The light changes. Even the air seems different.

Mayfez emerges as an unexpected interlude: a 1,500-square-metre house in the heart of one of the world's densest medinas, where architecture, silence and light come together to create a rare experience, the luxury of space, intimacy and time rediscovered.



MY'SPA

WHISPERS OF THE HAREM

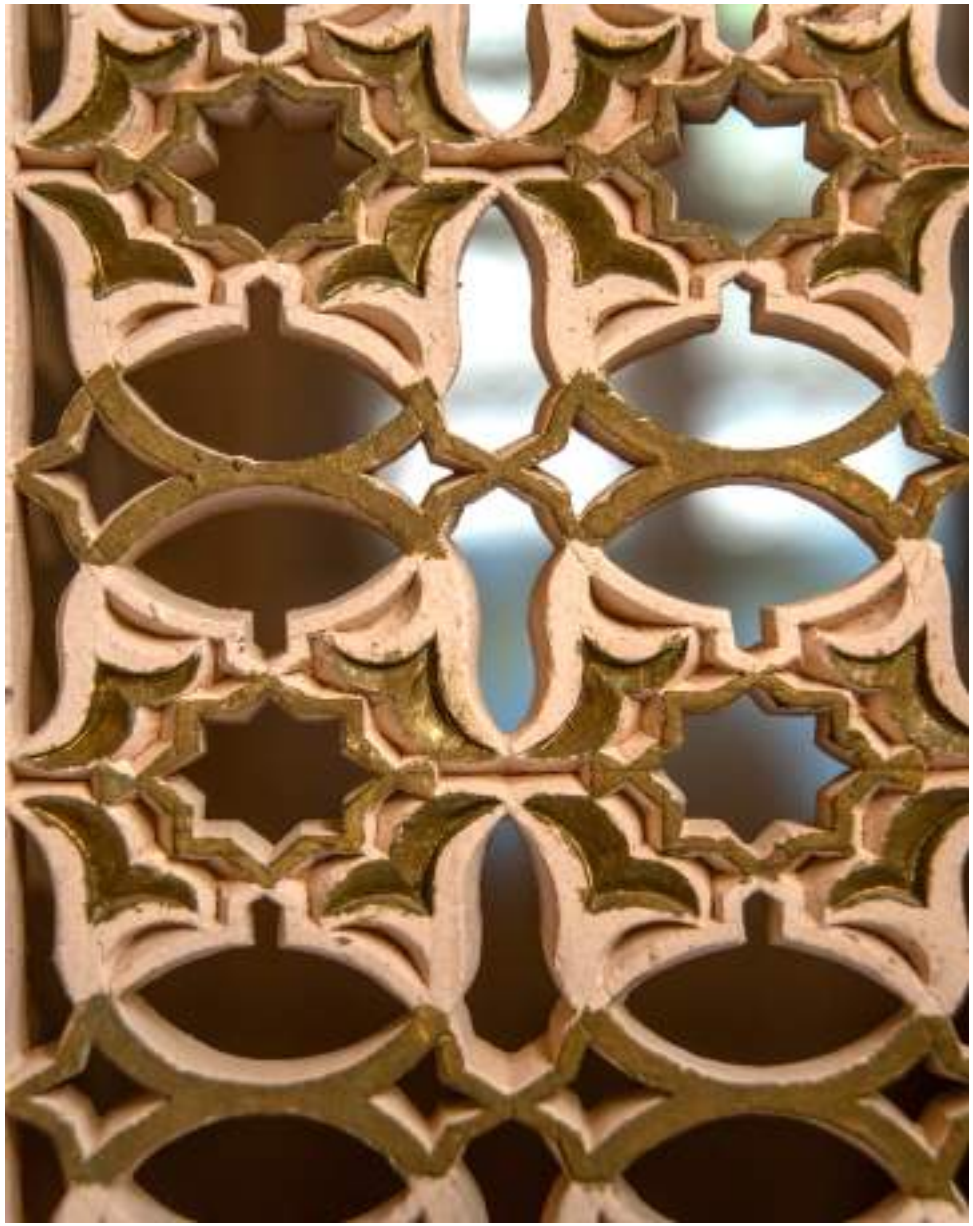
Further into the patio, sheltered from view, once stood the Vizier's harem.

Here, beauty was not a luxury, but an art. Behind the moucharabiah and carved cedar doors, women gathered among delicate fragrances, laughter, whispered confidences and rituals of beauty.

Today, that legacy lives on at My'Spa. Warm water flows over the skin, black soap melts beneath slow, gentle hands, while steam envelops the stone walls.

The voices have fallen silent, yet something remains. Not ghosts, but a memory held in the very fabric of the place, a whisper that time has never quite erased.

Here, the present does not erase the past. It settles gently into it, like oil into water, like breath into steam..



A House open to the sky

In Fez, traditional houses turn inward.

But Mayfez also engages with the horizon. Picture windows, terraces, and balconies open the view outwards.

The medina stretches out like a mineral sea, dotted with minarets, domes and green-tiled rooftops, while the ridges of the Middle Atlas trace the distant horizon.

From sunrise to the last light of evening, light transforms the house.
In the morning, it slips softly across the walls. At midday, it floods the patios and terraces. In the evening, it slowly withdraws, giving way to shadows, lanterns and the city's discreet shimmer.



A WAY OF LIFE

Mayfez was never conceived as a static setting.

The house lives, evolves and changes.

Every piece of furniture, every textile and every object has been chosen with care, then moved, reinterpreted and recomposed over the years.

Antiques, brocades, leather, painted woodwork, metalwork, works of art and contemporary pieces converse freely.

East and West meet here without constraint.

Nothing feels like a museum. Nothing is frozen in time.

As in a family home, objects carry memories while continuing to belong to the present.



THE RYTHM OH THE HOUSE

Every house has its own cadence.

At Mayfez, the hours do not all carry the same weight. Morning belongs to the calm of the patio, the soft light slipping across the walls and the first tea served into the house's still-unbroken silence.





Midday invites you to slow down.

The coolness of the black marble pool, the shade beneath the glass canopy or the sensory interlude of the spa offer refuge from the bustle of the outside world.

Then comes that particular hour when the house seems to hold its breath. Shadows lengthen, the terrace slowly catches fire and Fez changes colour in the last light of day

By evening, Mayfez shifts in tone. The bar comes alive, glasses clink, lanterns take over from the sun and L'Odalisque recaptures the hushed intimacy of grand reception houses.



At that moment, time is no longer really counted.

It is felt.

SUITES & JOURNEYS

AT MAYFEZ, EVERY SUITE OPENS ONTO ANOTHER WORLD

Some bear the names of legendary cities along the ancient Silk Roads : Benares, Harar, Byzantium, Palmyra and Isfahan, where precious goods, knowledge, stories and influences once travelled





THE SILK ROADS

Benares, Harar, Byzantium, Palmyra and Isfahan form Mayfez's travelling constellation.

Their names evoke legendary cities, crossroads of trade, knowledge and influence, where caravans, merchants, diplomats and travellers once met. Each suite draws on this world of imagination to create its own atmosphere, somewhere between the Orient, Persia, the Levant, Africa and India.

Like the old caravan routes, they speak of a world in motion, shaped by encounters, cultural exchange and the circulation of ideas.



Suites of Memory

The Lalla Tam and Vizir suites belong to a different realm.

Located in the Art Deco Villa, they carry the most intimate imprint of the house's history. More than a tribute, these suites preserve a living memory: that of Lalla Tam Tazi and Vizier M'hamed Tazi, whose presence still resonates throughout the house.

Here, the journey is no longer geographical. It becomes a journey through time.

Others are intimately connected to the history of the place.

They carry the imprint of those who once lived in the house.

Every suite tells of a crossing.

Across cultures, geographies and aesthetics, but also across time. Beyond their architectural heritage, Mayfez's suites invite guests on a journey shaped by the meeting of worlds. In each one, the palace's traditional architecture meets contemporary comfort, creating refined spaces for rest and immersion.



Preserving the Integrity of the House

The restoration of the residence, which is listed as a historic monument, was carried out with great respect for its original structure.

Certain volumes, circulation routes and entrances therefore remain faithful to the architecture and history of the house.

Every Suite Is Unique

Antique furniture, vintage pieces, Moroccan craftsmanship and influences from elsewhere come together to create distinctive worlds, carefully imagined by the owners over years of travel.

At Mayfez, the journey does not begin when you leave the house. It unfolds behind every door.



MAYFEZ TODAY



At a time when everything is accelerating, becoming standardised and constantly renewed, Mayfez reimagines the urban stay with a certain boldness, and a touch of nostalgia for a bygone era.

In a world saturated with mobility and immediacy, where slowing down has become a privilege, Mayfez invites guests to inhabit the house fully and discover its hidden corners through a playful quiz, completed all at once or in stages.

Here, luxury lies not only in space, comfort or exclusivity, but in something rarer: the feeling of entering a place with memory, soul and continuity.

At Mayfez, heritage, hospitality, craftsmanship and the art of living are not presented as frozen remnants of the past. They remain alive, in constant dialogue with the present.

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FEZ

Some cities reveal themselves immediately. Fez is not one of them.

Fez reveals itself slowly, step by step, through detours and the time one is willing to give it. Behind its centuries-old ramparts, Morocco's oldest imperial city unfolds as a dense, complex and fascinating world, where more than twelve centuries of history continue to meet the present



Listed as a UNESCO World Heritage Site, the medina of Fez remains a deeply living city, crossed every day by artisans, merchants, families, students and visitors.

A City That Reveals Itself

Like Mayfez, Fez has mastered the art of gradual revelation. It rewards those who take their time.

Its language is one of nuance, depth and patience.

Here, beauty often hides behind unassuming façades, within the reserve of another age, when happiness was found in living quietly, away from view.



A Living Memory

For centuries, Fez has been a crossroads of knowledge, influences and creativity.

A city of theologians, artisans, merchants and intellectuals, it has seen ideas, techniques, materials and cultures travel from the Maghreb, Andalusia, sub-Saharan Africa and the Levant. This richness continues to live on in its workshops, madrasas, fondouks and homes.

Here, traditions are not simply preserved; they are part of everyday life.

The Soul of the Medina

With its thousands of narrow lanes, Fez is home to one of the largest pedestrian zones in the world.

Donkeys, artisans, children, students, merchants, visitors and residents cross paths in a singular coexistence, where ancient traditions and contemporary realities exist side by side.

At the heart of this vibrant energy, Mayfez offers a cocoon of calm, space and silence, for understanding Fez means more than visiting it. It means learning to move with its rhythm.



USEFUL INFORMATION

Situation

- Fez Medina, Douh area
- 15 min walk from Bab Boujloud
- 18 km from Fez -Saïss Airport

Suites & Accomodations

- 7 Accomodations
- 6 suites + 1 Deluxe room
- 30 to 90 m²

Spaces

- 1 500 m²
- Patio-Garden
- Black marble heated swimming pool
- Rooftop with a view
- My Spa, a 130 m² Spa

Services

- Butler
- L'Odalisque Dinning
- Private Experiences & Tours
- Transferts / Tours

Distances

- Rabat : 200 km 2 :15 drive
- Casablanca 300 km 3 :15 drive
- Marrakech….. 530 km 5 :30 drive
- Chefchaouen….65 km 3 :45 drive
- Merzouga…….460 km 7 :00 drive

- Fez Airport …….18 km 35 minutes drive
- Fez Train Station. 6 km 15 minutes drive

PRESERVING AND TRANSMITTING

At Mayfez, preservation does not mean freezing things in time.

To preserve is to allow a place, its gestures and its knowledge to keep living, evolving and being passed on for the benefit of the community.

This belief lies at the heart of the house's identity. It guides our approach to architectural heritage as much as our commitment to the skills, people and landscapes that shape the soul of Fez and its region.

For heritage is not only something to be admired.



Preserving the Stone

Listed as a historic monument and included in UNESCO's 1980 report on the medina of Fez, Mayfez forms part of an architectural heritage of rare value.

The restoration of this former Vizier's residence was carried out with constant care for its integrity, proportions and identity. Behind every architectural decision lay the same intention: to preserve the spirit of the place without freezing it in the past.

Passing on heritage means more than restoring walls or preserving decoration. It means allowing a house to continue to be inhabited, experienced and loved, so that it remains fully alive.



Preserving the Gestures

In Fez, heritage also lives in everyday gestures.

It can be found in artisans' workshops, neighbourhood ovens, family kitchens, and in the culinary and artisanal skills passed down from generation to generation, often through observation, repetition and oral memory.

Mayfez is committed to preserving this living heritage by creating experiences that reconnect travel with transmission.

Exploring the medina through routes conceived as living readings of the city; accompanying our chef to the souk to select the day's ingredients; discovering the rituals of Moroccan cooking, right through to traditional baking in the neighbourhood oven: these experiences offer an encounter with an intimate Morocco, far removed from frozen folklore.

Here, discovery also means learning through active participation.

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Keeping Local Communities Alive

Preservation also means supporting the human and living ecosystems that sustain a place.

Mayfez seeks to encourage experiences that create lasting ties with local communities,



whether through encounters in the Middle Atlas, shared meals in local homes or initiatives that support often-fragile rural and artisanal economies.

This approach also extends to the less visible actors of the medina.

Mayfez therefore supports the American Fondouk of Fez, a century-old institution dedicated to caring for the working animals of the old city.

Donkeys, mules and horses remain essential to the daily life of the medina, reminding us that a city's heritage lies not only in its walls, but also in the living systems that make it possible.

Through this special relationship, some guests can also discover the remarkable work carried out by the Fondouk from the inside, gaining a rare and deeply human insight into an often-overlooked aspect of life in Fez.

For preserving and passing on heritage also means refusing to let it become a mere object of contemplation. It means allowing it to remain alive, inhabited and in motion, responsive to the needs of the people.



CONTACTS

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