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A family affair

In the north-western region of Morocco, the new La Fiermontina Ocean hotel – opening its doors in June – reveals its magic surrounded by a peaceful natural décor

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La Fiermontina Ocean overlooks
the wild coast of Larache







The living room of one of the 11 suites of La Fiermontina Ocean hotel. The rug is from the Atlas Mountains, while traditional pieces of furniture have been repainted. The flooring is in taza stone

On the coast of Larache, in Morocco, about an hour drive south of the city of Tangier, La Fiermontina Ocean tells a family story. Part of La Fiermontina's Family Collection, this new hotel is the fourth establishment to have been inspired by Antonia Fiermonte, grandmother of the owners Antonia Yasmina and Fouad Giacomo Filali. The siblings created this intimate and authentic collection not only as an homage to their family, but also to blend different cultural influences while reflecting the spirit of each location.

La Fiermontina Ocean represents the synthesis of 100 years of travel, from Italy in the 1930s to Paris in the 1940s and to the north of Morocco today. The luxury retreat – which will open in June this year – is situated in the heart of Les Dunes de Khemis Sahel. Characterised by the sunlight, the wind and the deserted beach, this mesmerising image of the natural landscape played an important role in shaping the project.

"Thirty years ago, my brother Fouad Giacomo discovered a virgin land with a sublime ocean view," remembers Antonia Yasmina Filali. "We then decided to build our family house in stone, and we started to establish some relationships with the surrounding communities. He first helped the habitants of the village of Dchier by finding a way to bring them running water. One year later, he applied to a programme for community development, thanks to the Fondation Orient-Occident





Left: The restaurant offers the best of Italian and Moroccan cuisines.
Previous page: One of the bedrooms inside the Villa Akhazane, designed to evoke the atmosphere of Morocco

[a Moroccan non-profit organisation created to promote integration and intercultural dialogue]. That is the reason why one part of La Fiermontina Ocean is located inside the village.” Guests can choose between the 11 suites, with pools and private gardens carved into the rock, and the two villas. Integrated with the natural landscape and clad in local stone, all the accommodation options are bathed in natural light and delicately reflect the owners’ story with a wise mix of Italian charm, French elegance and colourful Moroccan warmth.

This combination of styles starts in the lobby, designed as a meeting and discovery space and adorned with turquoise sofas, Italian lamps from the 1950s to ’70s, and Moroccan and French

armchairs from the ’60s, with wooden swings installed in the terrace. A variety of shapes, materials, fabrics and artworks give character to the spaces, many of which are that dressed with rugs from the Atlas Mountains, as well as Berber poufs, repainted traditional furniture pieces and flooring in taza stone. Guests who want an even more immersive experience can stay in one of the four traditional stone houses, built using ancestral techniques. They are located in the rural village of Dchier, about one kilometre away. Close by, The Cadi’s House is a museum that pays tribute to the Filali family and where visitors can discover historic photos and old jewels or attend classes on traditional cuisine.

The hotel also features a traditional hammam, a café with an exceptional panorama, a beach club with a private beach, a conference room, a boutique and Italian and Moroccan restaurants.

Going beyond luxury, La Fiermontina Ocean is more importantly a social and hospitality project that promotes the idea of travel as an enriching experience and a form of virtuous cultural exchange. “The best way to succeed was to move forward together, to implement a project based on strong common values,” says Filali. “The enhancement of this place in a natural park also guarantees the protection of biodiversity and cultural diversity. It’s a challenge [for] human beings [to] come together to envision a new future.” ■