



*Farasha*  
FARMHOUSE





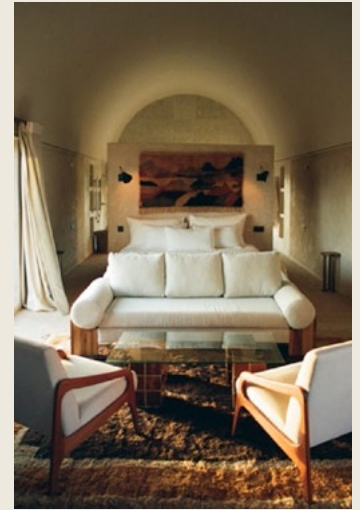
Bound together by creativity, craftsmanship, and the trusted hands of its consummate hosts, Farasha Farmhouse is a vibrant new escape hidden on the outer reaches of Marrakech.

Emulating the care and comfort of a welcoming home, French and Irish founders Fred and Rosena Charmoy have created an inspirational gathering point for their engaged community, transforming a former artist's rural residence into an immersive portrait of Morocco's contemporary art scene, artisanry and cultural visionaries.

Sit amongst a deep-rooted olive grove, the regenerative farm and garden is bookended by panoramic vistas of the Atlas and Jbilet mountains. Far-removed from the bustle of the Medina, this secluded and serene destination provides guests with a place to both unwind and expand.



# ORIGIN STORY



Born from a desire to deepen their own craft of envisaging, producing, and hosting theatrically-scaled, high-end events with Boutique Souk, the Farasha Farmhouse weaves together past and present wisdom to unfurl a confident new vision for the future.

Once the residence and atelier of French painter Patrice Arnaud, the bohemian-styled bucolic home was acquired by Fred and Rosena Charmoy in 2021, who became instantly enamoured by the property's cinematic mountain views and distinctive light.

Farasha is the Moroccan word for butterfly and themes of metamorphosis and ascendance were poured poetically into the refurbishment. A team of skilled artisans dutifully transformed the vaulted ceilinged

atelier into two adjacent suites, while the lower level was reimagined into spacious living and entertaining areas, an additional double bedroom and detached mini villa-styled 'casita.'

Contoured by Fred and Rosena's experience at Boutique Souk and coloured by their love of eclectic hospitality touchstones stretching from the Balearic Islands to Austin, Texas, the Farasha Farmhouse blurs the line between accommodation, art, music, and wellness; playfully placing this myriad offering within a Moroccan context.

Reimagined, the farmhouse emerges as an ever-evolving crossroads between hospitality and creativity, inspiring an entirely a new perspective for modern travel.



# THE PROPERTY

A comfortable 30-minute drive from Marrakech centre, the characterful property is sat on a balanced energetic plain between two mountain ranges. The main building features two upper storey suites, one lower-level garden-facing double bedroom, a detached 'casita', integrated by a beautifully furnished open-plan lounge, dining, and entertaining area featuring a bar and show kitchen.

The 450-strong olive grove frames a perennial, oasis-styled garden designed by French fashion insider turned intuitive landscape architect Marius Boulesteix.

The embedded regenerative farm grows fresh fruit, vegetables, and aromatic herbs for the kitchen, cared for and cultivated by neighbouring farmers familiar with the land's unique language.

A 50 metre pool lined with private alcoves and shaded daybeds encourages much-needed respite by water's edge. Details such as garden paths sprinkled and softened by the shells of argan nuts and a generous dotting of butterfly-attracting lantana plants, are gentle reminders of the metamorphic spirit infused into the project.



# AN ARTISANAL SHOWCASE

Unfolding like a celebration of contemporary Moroccan craftsmanship, the well-appointed farmhouse is also a reflection of the couple's longstanding relationships and collaborative spirit.

Floors are adorned with custom tapestries from Beni Rugs, installation sculptures have been generously installed by seminal Moroccan contemporary artist Amine El Gotaibi, while the enviable book collection comes from the family estate of legendary American fashion editor Diana Vreeland, donated to the Farasha Farmhouse by her son Freck who served as the US ambassador to Morocco.

Relics of previous creative adventures, such as a traditional iron orange juice cart, hand-painted by artist Laurence Hermes from LRNCE STUDIO for her own wedding, have been given pride of place as lasting fixtures on the shaded patio. A collection of crystals sourced from the north of Morocco were placed around the garden to enhance the property's energetic resonance.



*“A lot of our guests are looking for authenticity, nature, and to be welcomed somewhere that feels like a home,” says Rosena Charmoy. “They want to be surrounded by like-minded people, in a closer way.”*

In the lead-up to the opening, Rosena spent three years collecting and restoring vintage pieces including the signature 1970s sofa in the central lounge. Consistent with the couple's longstanding practice of sourcing local wares and supporting independent artisans, the entire property has been brought to life with Moroccan materials, craftsmanship, and wisdom.

The essence is about bringing people together to actively inspire new connections, viewpoints, and pathways.





## A LIVE SPACE

Expanding upon the idea of a cabinet of curiosities, the Farasha Farmhouse becomes a resoundingly 'live space.' The carefully curated, ever-evolving programme places fun and inspiration at the forefront, showcasing music, art, design, and ceremony to spark ongoing cultural encounters and conversations.

A natural evolution from the founders' two decades of experience and expertise helming Boutique Souk,



this more permanent footing in Marrakech's outlying countryside sets the scene for more profound expressions of creative hospitality.

From intimate rooftop concerts staged at sunset, to private, site-specific installations guided by artists, and nocturnal Celtic-ancestry-informed ceremonies, the dynamic year-round programme activates the property like an experiential canvas.

*“Ultimately,” says Rosena, “worldly travellers want to learn and be inspired. We want our guests to leave feeling as though they are taking something invaluable and intangible back with them.”*

# NEED TO KNOW



- A 4-KEY FARMHOUSE SURROUNDED BY A DEEP-ROOTED OLIVE GROVE.
- THIS WILL EXPAND TO 10 BEDROOMS IN 2024.
- THE PROPERTY IS ALSO AVAILABLE FOR A FULL BUY-OUT, IDEAL FOR EVENTS & GATHERINGS
- OPENING DATE: 9 SEPTEMBER, 2023. THE FARASHA FARMHOUSE WILL REMAIN OPEN YEAR ROUND.
- LOCATION: JUST 40MINS DRIVE FROM MARRAKECH AIRPORT. TRANSFERS ARE AVAILABLE ON REQUEST.
- THE PROPERTY INCLUDES AN ALL-DAY FARM-TO-TABLE INSPIRED KITCHEN AND MENU CREATED BY MARRAKECH EATERY MOUTON NOIR.
- THE FARASHA FARMHOUSE IS A SHOWCASE OF CONTEMPORARY MOROCCAN CRAFT, ART, AND TALENT. THE SPECTRUM OF WEEKLY PROGRAMMING SPANS FROM THE CULTURAL TO THE CEREBRAL, WITH MUSIC AND PERFORMANCE TO INSPIRING TALKS AND GATHERINGS.
- DAY PASSES AVAILABLE: €60 INCLUDING LUNCH. NB ADULTS ONLY
- ROOM RATES:
  - CACTUS SUITE - €350 PER NIGHT
  - LEEL SUITE - €450 PER NIGHT
  - YOOM SUITE - €450 PER NIGHT
  - CASITA - €450 PER NIGHT

*All images courtesy of Tristan Hollingsworth, [@dreamgaia](#)*

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