

STAY HERE

A Tranquil, Seaside Resort in Morocco



A pool villa at La Fiermontine Ocean, a new resort on the Moroccan coast.
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By Alexander Lobrano

“This is the most peaceful place I know,” says Yasmina Antonia Filali, sitting on the terrace of a villa that’s part of La Fiermontine Ocean, the hotel she and her family plan to open on June 27. Thirty years ago, her brother, Fouad Giacomo, traveled to the coastal town of Larache, a 45-minute drive south of Tangiers in Morocco, and bought land to build a family home. Now, the house has been joined by a seaside compound of 11 suites, two villas with private pools and four traditional houses that make up La Fiermontine Ocean. The interiors, overseen by the Laboratoire Design agency in Rabat, are adorned with traditional and contemporary Moroccan furniture, accented with antiques from the ’50s and ’70s. Filali and her family set out to create an eco-resort that could serve as a model for a new type of rural tourism in Morocco. Using the knowledge gained from their Orient-Occident Foundation, which they established to promote cultural exchanges between the northern and southern shores of the Mediterranean, the Filalis pushed for the region to be protected as a national park and are planning to establish a women’s cooperative that will produce and sell products including honey, jam and couscous. At the heart of the hotel is the Maison du Cadi, a memorabilia gallery of the Filali family’s Italian Moroccan history and heritage — Yasmina’s grandmother, Antonia Fiermonte, a Catholic-raised painter from Puglia, married Cadi Thadi Filali, a professor of Quranic law. In keeping with the hotel’s cross-cultural theme, the hotel restaurant is a delicious combination of Italian and traditional Moroccan dishes. *From about \$687 a night, lafiermontinacollection.com.*