



MERYANNE
LOUM-MARTIN

DAR, RYAD & JNANE TAMSNA
Excerpts of press book since 1992

JANUARY 2024

Since 1992 Meryanne Loum-Martin's contribution to the visibility of Marrakech in prestigious and international magazines has anchored her experience and credibility in the most discerning circles.

MEDIA

EDITORIALS

JNANE TAMSNA PRESS BOOK







PORTER



ZEITUNG MAGAZIN

Condé Nast
Traveler

VOGUE
DEUTSCH

VOGUE
BRITISH

VOGUE
ITALIA

VOGUE
PARIS

AD

ARCHITECTURAL DIGEST

Maisons
CÔTÉ SUD

LE FIGARO
magazine

madame
FIGARO

AD
MIDDLE
EAST
ARCHITECTURAL DIGEST

Evening  Standard

THE WALL STREET JOURNAL.

CONDÉ NAST
House & Garden
SOUTH AFRICA

HARPERS
& QUEEN

**The
New York
Times**

**TRAVEL+
LEISURE**



Smithsonian

ESSENCE

Forbes

**BLACK
ENTERPRISE**

elite traveler
RESPONSIBLE LUXURY LIFESTYLE

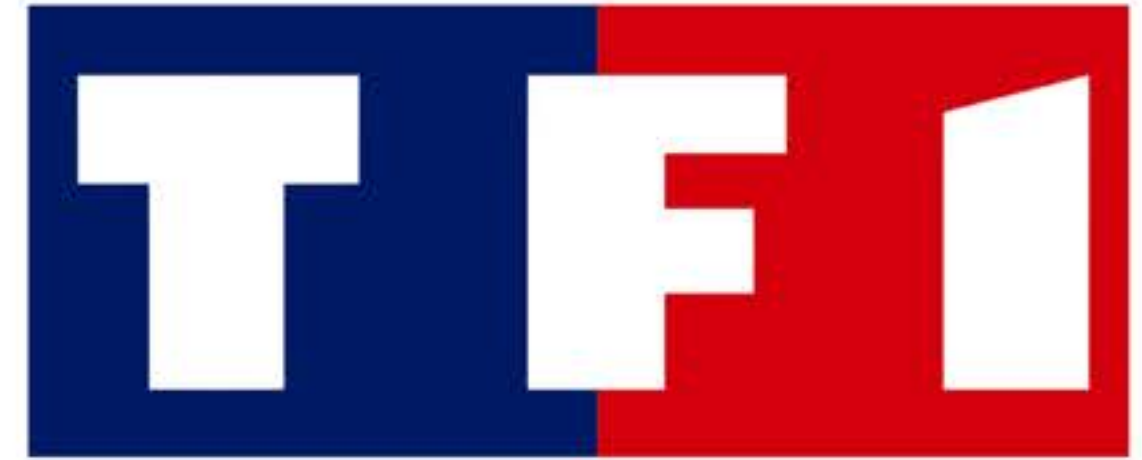
CONDÉ NAST
House & Garden
SOUTH AFRICA'S FINEST DECOR MAGAZINE
JULY 2017 R49.50 (incl. VAT)

VERANDA

TELEVISION



BBC
WORLD



euronews.



BLACK ENTERPRISE

MARCH 2018

Kandia Johnson

THIS IS THE ONLY BLACK WOMAN-OWNED HOTEL IN
MARRAKECH, MOROCCO

...'Meryanne Loum-Martin is a Parisian lawyer turned entrepreneur and founder of Jnane Tamsna, a boutique hotel located in Marrakech, Morocco. Beyond the fact that she has the only black woman-owned hotel in the area, she and her husband purchased land in 2000 and in less than one year, they built the hotel from the ground up. "At that time, I was a black woman in a country with a low percentage of black people," says Loum-Martin. "I didn't speak the language and the field of construction was very much a world of men who are known to ignore women. And you know what? We designed everything ourselves. My husband was responsible for the gardens and I was responsible for the architecture, interiors, and floor plans."...

<https://www.blackenterprise.com/former-lawyer-turned-hotel-owner-talks-power-of-providing-five-star-service/>

JNANE TAMSNA PRESS BOOK



Evening Standard

Finding a style haven in Marrakech

.... 'ES fashion director Nicky Yates discovers a family-friendly oasis where the world's most glamorous recharge'...

18 February 2015

Condé Nast Traveller

Dar Tamsna strikes the perfect balance between high living and Bohemian cool...

.... 'The city offers the forbidden fruits of the dark continent in a glamorous package and the Tamsna experience is this sweet compromise between cultures at its most sophisticated'...

March 2000

AD

ARCHITECTURAL DIGEST

.... 'Dar Tamsna in Marrakech:
Morocco's most fashionable
retreat' ...

November 1996

Condé Nast
Traveller

.... 'Meryanne Loum-Martin, Senegalese-
French corporate lawyer, who defected from
Paris to Marrakech in 1995, since then
becoming Morocco's most sophisticated name
in travel' ...

2002

HARPERS & QUEEN

Writer Catherine Fairweather wrote in a cover story article called 'Midday at the oasis'...

.... "And, as the effusive comments in the visitors' book testify, Dar Tamsna embodies the exotic spirit of Morocco. The owner, Meryanne Loum-Martin, a former lawyer of Senegalese and French West Indian extraction, is an energetic genius of a designer.

In Dar Tamsna, she has created an elegant haven to which writers and celebrities return over and over again.."

"The two villas of Dar Tamsna help perpetuate the myth of an oriental dream-world with extraordinary hospitality and a sense of opulence and languor"...

June 2001

THE WALL STREET JOURNAL.

.... "Mrs. Loum-Martin was the first one to create a new type of tourism that appeals to affluent Western society. She has contributed enormously to the style of Marrakesh - not only through her sense of design"...

October 4 - 6, 2002

HARPERS & QUEEN

...."ON YOUR LAST NIGHT at Dar Tamsna You are handed a green leather-bound visitors' book and invited to add your own superlatives to the roster. Inside, you find a snapshot of David Bowie and Iman. Back a bit, and there, taking time out from shooting Eyes Wide Shut, are Tom and Nicole. Nothing polishes up your appreciation of a place quite like the knowledge that the people who can have their pick of any destination in the world, chose this one" ...

Aug - Sep 2000

JNANE TAMSNA PRESS BOOK

Forbes

...."Loum-Martin is herself a prime example of an innovative, inventive galvanizer" ...

OCT 13, 2020

VERANDA

...."International tastemaker Meryanne Loum-Martin's highly anticipated first book debuts September 22"...

SEP 11, 2020



...."This juxtaposition of design sensibilities—where contemporary minimalism can meet ornate tilework, where opulent textiles can meet bare earthen walls—became the foundation of Loum-Martin's upcoming book, *Inside Marrakesh: Enchanting Homes and Gardens*..."

15 September 2020

elite traveler
RESPONSIBLE LUXURY LIFESTYLE

Finding Inspiration in Marrakech

...."The lauded interior designer discusses life in Marrakech following the release of her book dedicated to the city"...

28 January 2021

JNANE TAMSNA PRESS BOOK



KINDR'D MAGAZINE

MARCH 2018

Tanasia Kenney

This Black-Owned Hotel In Morocco Will Blow You Away | Atlanta Black Star

After purchasing the land in 2000, Loum-Martin and her husband built Jnane Tamsna, a boutique hotel located in Marrakech, from the ground up in less than a year, according to Black Enterprise. The unique lodging has since been featured in dozens of coffee table books and magazines, including Elle, Vogue and Town & Country.

"...Loum-Martin noted the journey hasn't always been easy, however.

'... At that time, I was a Black woman in a country with a low percentage of Black people,' she told the magazine, speaking to the discrimination often faced by darker skinned Blacks in Morocco. 'I didn't speak the language and the field of construction was very much a world of men who are known to ignore women,' she added. 'And you know what? We designed everything ourselves. My husband was responsible for the gardens and I was responsible for the architecture, interiors, and floor plans'..."

<http://www.kindrdmagazine.com/black-owned-hotel-morocco-will-blow-way-atlanta-black-star/>

JNANE TAMSNA PRESS BOOK



ESSENCE *Enumba Okoro*

APRIL 2018

MeryAnne Loum-Martin Is The Only Black Woman to Own and Operate A Hotel In Morocco, and She's A Bonafide Boss

....'Loum-Martin runs Jnane Tamsna in Marrakech with her husband, Dr. Gary Martin, an ethnobotanist and founder of the Global Diversity Foundation. The couple has created a serene and fertile environment. The grounds are replete with date palms, organic vegetable patches, olive trees and a wide variety of plants and herbs. Most of the food served on the premises is grown in the gardens. Their daughter Thais, is a documentary filmmaker and their son Edward created and runs The Global Migrants Project, a nonprofit that promotes respect for human rights and creates opportunities for sub-Saharan migrants stranded in North Africa' ...

<https://www.essence.com/lifestyle/boutique-hotel-jnane-tamsna-marrakech-morocco-black-woman-owned/>

JNANE TAMSNA PRESS BOOK



URONews
ARDE
ANGELINA JOLIE VENDE QUADRO DE CHURCHILL
QUADRO PINTADO PELO PM BRITÂNICO DURANTE A II GUERRA MUNDIAL RENDE 8,5 MILHÕES DE EUROS
Insurgentes ligados ao autodenominado Estado Islâmico atacam instalações da ONU em Boko, no norte da Nigéria. Não há registro de feridos
URONews. NIGÉRIA





IBU MOVEMENT

AMBASSADOR

A Global movement putting money into the hands of female Artisans

IBU is a movement of women around the world growing into economic self-sufficiency through the art of their hands.

130 groups in 40 countries crafting beauty and independence

<https://ibumovement.com/blogs/ambassadors/meryanne-loum-martin>

JNANE TAMSNA PRESS BOOK





INSIDE MARRAKESH

Enchanting Homes and Gardens

MERYANNE LOUM-MARTIN

PHOTOGRAPHY BY JEAN CAZALS

INSIDE MARRAKESH

Enchanting Homes and Gardens

Written by Meryanne Loum-Martin, Photographed by Jean Cazals

Published September 2020

Contemporary design meets Marrakesh's splendid artistic heritage in a fresh burst of color, form, and texture through a panoply of sensual houses and gardens. Noted designer Meryanne Loum-Martin provides entrée into the extraordinary residences of this fabled city's leading tastemakers.

This exquisite book showcases the stunning properties of the world's leading design connoisseurs, including Jasper Conran, Lynn Guinness, Vanessa Branson, and Helen and Brice Marden, who have transformed Marrakesh's exotic style into unexpected but elegant expressions. The story of design in Marrakesh begins with the contributions of Bill Willis, Yves Saint Laurent, and Pierre Bergé, who fearlessly fused Moroccan elements--zellige tilework, rugs, pottery, fountains, woodwork, metalwork, and tadelakt wall treatments--with a luxuriant mix of furnishings from around the world. We are invited into such lush private places as the gardens of the Villa Oasis, designed by Madison Cox, and the Bulgari's tranquil riad. Full of personal insights, Loum-Martin explores how international design-savvy individuals continue to incorporate such exuberant designs in their work. Today's Marrakesh style appeals to a wide variety of tastes--from formal to quirky, from rustic to refined--and is suitable for diverse settings. Eco-friendly materials, including earthenware and natural fibers, contribute to these appealing interiors and gardens. Superbly photographed, Inside Marrakesh abounds with a wealth of unique design ideas.

JNANE TAMSNA PRESS BOOK



LEADING CULTURE DESTINATION

JULY 2020

Meryanne Loum - Martin

Of Senegalese and West-Indian descent, Meryanne Loum-Martin was educated in Paris and moved to Marrakech in December 1985 finding passion in its rich culture and history. Four weeks later, she embarked on her first development project, Dar Tamsna villas, whose cutting edge approach to a high-end tourism led The Wall Street Journal Europe to deem her "the first one to create a new type of tourism that appeals to affluent Western society." In 2001, she opened the renowned Jnane Tamsna, a luxury boutique hotel with an eye to cultural and philanthropic endeavors including support of The Global Diversity Foundation.

<https://www.leadingculturaldestinations.com/ambassadors-jury/2020/2/6/meryanne-loum-martin>

JNANE TAMSNA PRESS BOOK



INSIDE MARRAKESH

Enchanting Homes and Gardens

MERYANNE LOUM-MARTIN

PHOTOGRAPHY BY JEAN GAZALS

RIZZOLI

ARCHITECTURAL DIGEST MIDDLE EAST

Stefanie Waldeck

SEPTEMBER 2020

Peak Inside the Most Stunning Homes in Marrakech

A new book opens the doors to private oases where international style meets Moroccan decor

...“I’m a mix of a lot of things, part French West Indian, part Senegalese,” says Loum-Martin, who was born in Côte d'Ivoire and lived in London, Moscow, and Paris before settling in Marrakech.

“Diversity and mix is part of my DNA, and it is something that I have found here.” Historically, Marrakech has been a crossroads of cultures that have each contributed to the city’s unique aesthetic sense, and today, that global vibrancy continues to draw in creatives ...

<https://www.admiddleeast.com/architecture-interiors/interiors/Moroccan-homes-inside-marrakesh-rizzoli-book>

JNANE TAMSNA PRESS BOOK



ARCHITECTURAL DIGEST PRO *Mel Studach* SEPTEMBER 2020

Meryanne Loum-Martin on the Mesmerizing Style of Marrakesh

The hotelier sits down with The AD Aesthete for a special prologue to new book *Inside Marrakesh: Enchanting Homes and Gardens*

....'Marrakesh's design vocabulary is one of simultaneous contrasts: stylistically diverse yet authentically Moroccan; appreciative of architecture while also intoxicated by color, art, and decoration; dramatic moments that summon a charming sense of peace. It's a fusion style that "is possible in Morocco without ever betraying the essence of the country where we're living," says Meryanne Loum-Martin in this week's episode of The AD Aesthete podcast, returning for its fourth season hosted by AD decorative arts editor Mitchell Owens'...

<https://www.architecturaldigest.com/story/meryanne-loum-martin-on-the-mesmerizing-style-of-marrakesh>

JNANE TAMSNA PRESS BOOK



CN TRAVELER *Erin Florio*

JANUARY 2021

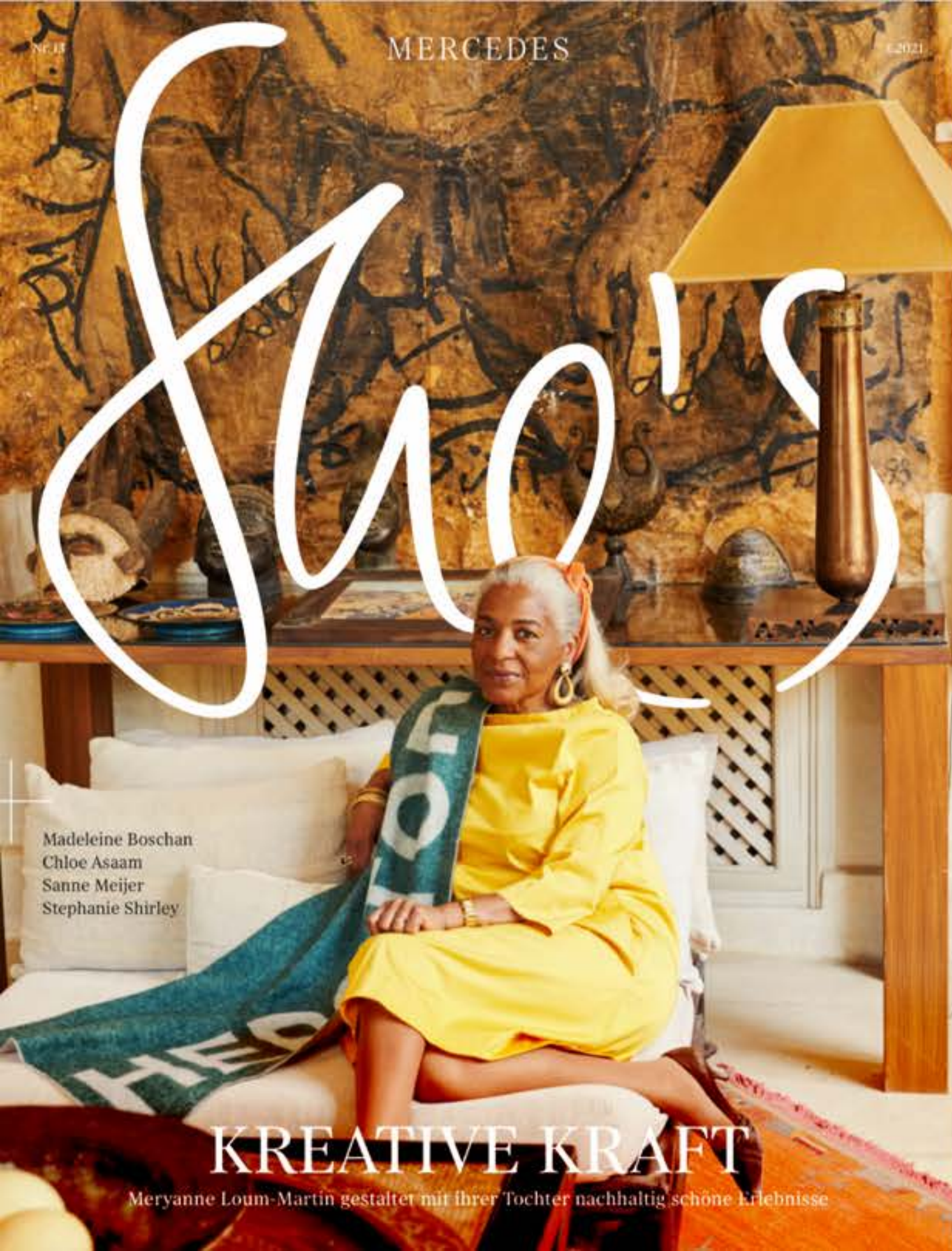
How to Spend a Day in Marrakech, According to the City's Chicest Hotelier

Meryanne Loum-Martin, owner of boutique hotel Jnane Tamsna, shares her insider's guide to the city, from design stores to DJ sets

....“Being a child of the African diaspora, I am in awe of the extraordinary creativity that comes from our community here in Marrakech,” says Meryanne Loum-Martin, whose boutique hotel, Jnane Tamsna, is a preferred hideaway for artists and writers in the Palmeraie, a sprawling oasis at the city's northern edge. Though the Paris native, who is Morocco's sole Black female hotelier, admits it can be hard to peel herself away from the property, she has spent the past 25 years getting to know the city. Here, she shares her ideal itinerary, including the art galleries—and nightcaps—worth scouting out...

<https://www.cntraveler.com/story/how-to-spend-a-day-in-marrakech-according-to-the-citys-chicest-hotelier>

JNANE TAMSNA PRESS BOOK



MERCEDES

© 2021

Madeleine Boschan
Chloe Asaam
Sanne Meijer
Stephanie Shirley

KREATIVE KRAFT

Meryanne Loum-Martin gestaltet mit ihrer Tochter nachhaltig schöne Erlebnisse

SHE'S MERCEDES

Andrea Bierle

JAN/FEB

2021

SALON

CREATIVE ENERGY

Almost 20 years ago, Meryanne Loum-Martin opened a world-famous boutique hotel in Marrakech – and created a magical place for international encounters. Today, she spends more time than ever with her daughter, the artist Thais Martin. Their new projects combine sustainability, luxury and their cultural roots in a particularly emotional way

by Lisa Schwarzbaum

18

© Meryanne

STYLE



The first thing that stands out to you when meeting mother and daughter is their hair. While Meryanne Loum-Martin wears her grey hair swept away from her face and kept in place by a hairband, Thais gives free rein to her dark curls. The two women appear relaxed, yet completely focused. Thais, a documentary filmmaker and writer, is on the sofa, as the study with her legs casually stretched out, while her mother sits at her desk.

Behind them, the morning sun casts its rays into the room and, on the terrace, the overhanging eaves of the high Atlas are high, lit against the blue sky. "I enjoy this sight every single day," says Meryanne Loum-Martin. "The pandemic has sharpened our appreciation of the simple things. We want to experience them even more intensely now. Before, when I walked through our palm grove, it was a ray of the old thing. Now it feels like a luxury; it makes me so grateful."

The palm trees witnessed Marrakech growing as a camp for passing caravans, long before rising dynasties turned it into a magnificent royal city. Today, La Palmeraie is a fortified desert, a refuge from the busy world outside of Marrakech, a place where the city's history and culture meet. The name evokes the Arabic word for "garden of paradise", which is a perfect description of the lush, green property with its paths winding between figs, pomegranates and apricots, mulberries and olive trees. A paradise where the main source of caravans, gardens and outdoor pools is the air and each of the 24 exquisite rooms, distributed over five villas, looks like a jewelery box: a collection of unique, ethnic style and modern elements, thoughtfully blended down to the smallest detail.

This unique empire was not created by any sultan or king, but by Meryanne Loum-Martin herself. In 2001, she became the first Moroccan woman to open a hotel of this caliber in Morocco. And she extended her vision beyond the main entrance. Together with her American husband, Gary Martin – an ethnologist who designed the three historic gardens to complement the historic residence – she created a five-star hotel with a focus on sustainability, design, gastronomy and art. The Loum-Martin family has lived here since 2001.

Although the pandemic has put the hotel on the world of travel, Meryanne's



Door of serenity: the gardens of La Palmeraie are bathed in the warm evening light

Evening: the traditional home is fully lit, the garden and the hotel are illuminated

STYLE



Maryse Louis-Martin
Here to connect
people - and promote
African women
from Africa

Timing, taking, laugh-
ing, the artistic
spirit, a piercing fal-
ling, beautiful evening.

that her action shows us signs of resisting. Among other things, she has published the book "Inside Marrakech" about Marrakech's enchanting gardens and villas, and is currently tinkering with ideas, "all of which have to do with history and organic lifestyle". Her expertise is in terms of developing what she calls "un-
falsifiable boutique hospitality", a highly sought after. This hospitality approach is holistic in nature and rooted in cultural heritage. It begins with dishes inspired by North African cuisine made with home-grown ingredients and extends to the products offered in the hotel's own shop.

"A story lies behind every hundredth art-
work and every romantic or military item," says her daughter. Theirs, who profiles each craftsman in words and images. "Guests are doing more than merely purchasing a com-
modity: they are supporting local communities and rebuilding a personal connection." The two women see this kind of emotional con-
nection - whether with people, a product or a place - as the epitome of modern luxury.

It is always about creating a special atmosphere, bringing people together, creating experi-
ences. It might be a cooking class or some sort of intellectual discussion. This prompted Maryse Louis-Martin to create Diaspora Heritage, a platform aiming to introduce tal-
ented women from the African diaspora to an international audience. With their sup-
port, she wants to build a network and use the Inge Tamen as a venue for think-tank events. "I see these women as the modern Nana
Nana," she says.

This was the same given to businesswomen from Togo, who found their wealth in the 1950s and 60s by trading in colorful fabrics from Holland. Their trademark at that time was driving Mercedes-Benz sedans. "They were often illiterate, but shrewd business-
women," says Maryse, who herself is a success-
ful businesswoman.

To begin with, this was not her chosen path. Born on the Ivory Coast, she grew up in Morocco, London and Paris as the daughter of a Senegalese ambassador and a lawyer from the West Indies. The gold jewelry she wears on her arm also comes from there - a reminder that sheer determination can overcome boundaries.

"My mother's family history sounds like fiction, but everything actually happened."



She's beautiful in every-
thing, could be the most
beautiful one of them all.
She's the one who's not
just a woman, but a queen.

She's beautiful in every-
thing, could be the most
beautiful one of them all.
She's the one who's not
just a woman, but a queen.



that way," says Thaïs with admiration. Then, in her husky voice, which she also puts to good use as a singer, she tells of her great-great-great-grandfather. He was born into slavery, freed at 16, taught himself to read and write, and finally managed to buy the property on which he had been born enslaved. His son was one of the first black members of Congress of the Parliament in France. "And this was just the beginning!"

Thaïs spent a lot of time in Paris with her grandaunt, wanting to learn more about her ancestors. The 27-year-old is now transforming her research into a script that is to become a mini-series – one of the reasons behind her move from London back to Marrakech in 2018. The zen-like atmosphere of Inane Tamsna is perfect for writing. She can also ask her mother about her ancestors at any time. The two women are currently going some way towards making up for the time that they missed out on in the past. At the age of 13, Thaïs, like her brother, two years her senior, went to boarding school in England. A gap year in Ethiopia followed, studies in Montreal and a job in a London film production company.

Now mother and daughter treasure their closeness. "I like especially our trips to museums, markets and palaces – my mother knows an incredible amount about history and architecture," says Thaïs. Conversely, Meryanne values her daughter's perspective, through which she gains access to Marrakech's young art and creative scene. The unconventional life captivated her too. So much so that she gave up her job as a lawyer in Paris.

Self-taught in her work, Meryanne took on the challenge of designing a holiday home for her parents in Marrakech in 1985 and immediately felt at home here, this place where Europe meets Africa with its colourful mix of cultures, its exuberant energy and aesthetics. She transformed an old palatial house called a "riad" into an innovative concept store with cutting-edge design, ran an interior design shop in the medina and is still known today for her house parties, which she organises with great taste and flair.

Mother and daughter are using the time until Inane Tamsna again can be a meeting place to create their very own moments. Thaïs has discovered the art of pottery, while Meryanne is already working on a new book project. Creativity flows through their DNA. 4

PHOTOS: P. 18, 20, 21: JAMES CANNON; P. 19: TERRY O'NEILL; P. 22, 23: JIMMY MEYER; P. 24, 25: LEROY GEMMILL; P. 26: ANNA KOTZAKI



Insights: surprises await you around every corner and every detail is consciously laid out.

Optimism: Meryanne Loum-Martin is looking forward to welcoming her guests from all over the world again soon.



FODORS TRAVEL

JUNE 2021 *Erika Hobart*

The Stylish Boutique Hotel in Morocco that's owned by a Remarkable Hotelier

How hotelier Meryanne Loum-Martin created a home and hotel in Marrakech, Morocco.

'It's a cloudless April afternoon when Meryanne Loum-Martin greets me at the entrance of her boutique hotel, Jnane Tamsna, in Marrakech, Morocco. She's wearing a navy-blue dress, an ivory headband, and a statement necklace made of several strands of pearls.

"Would you like something to drink?" she asks. "We have fresh grapefruit juice from the garden."

Little luxuries like this are what you can expect at Jnane Tamsna, a sanctuary that has 24 rooms spread across bright-yellow villas spread across nine acres of gardens containing date palms, olive trees, and an abundance of organic fruits and vegetables. It lies in the Palmeraie district, about a 20-minute drive north from the bustling Medina, amid thousands of palm trees and feels a world away from the rest of the city...'

<https://www.fodors.com/world/africa-and-middle-east/morocco/marrakesh/experiences/news/the-stylish-boutique-hotel-in-morocco-thats-owned-by-a-remarkable-hotelier>

JNANE TAMSNA PRESS BOOK



DEPARTURES

JULY 2021

Cedar Pasori

Destiny Deferred

Meryanne Loum-Martin recounts her pivot from Parisian lawyer to luxury hotelier in Marrakesh.

'AS A TEENAGER, MERYANNE LOUM-MARTIN was given some sage advice from her West Indian mother: "Open your eyes, open your ears, and remember everything."

Growing up in Paris, Accra, Moscow, and London, Meryanne nurtured her senses and developed the kind of photographic memory befitting an artist.

"At age 13, I already had subscriptions to architecture magazines, and I was obsessed with art history," she says over our video call, as birdsong fills the marigold-colored courtyard of her home. Reinvigorated from hosting a group of mothers and daughters at Jnane Tamsna, the hotel she founded in Marrakesh, Loum-Martin appears elegant on-screen, with pulled-back silver hair and gleaming layers of pearl necklaces...'

<https://www.departures.com/style/destiny-deferred>

JNANE TAMSNA PRESS BOOK



THE FOLKLORE

OCTOBER 2021

My Folklore: Hotelier Meryanne Loum-Martin on the Magic of Marrakech

The lawyer turned interior design guru talks about living in paradise, her love of design and the magnetic appeal of the Red City

'Loum-Martin surrounds herself with visionaries and creatives, including her daughter, Thaïs Martin, a filmmaker who is the co-founder of Marrakech Short Film Festival, the first women-led organization of its kind in Morocco, which aims to bridge Marrakech to the outside world by highlighting Moroccan and foreign talents in the filmmaking industry. ...'

<https://www.thefolklore.com/blogs/editorial/my-folklore-meryanne-loum-martin-jnane-tamsna-hotel-marrakech-morocco-travel-interview-video-2021>

JNANE TAMSNA PRESS BOOK



TRAVEL + LEISURE

DECEMBER 2021

Marquita K Harris

The Only Black Female Hotelier in Morocco Takes Us Inside Her Marrakesh Property

The consummate hotelier has successfully run a business for two decades and has no plans to slow down

' "This was not the plan. Thirty years ago, I would have never thought that I would end up as an innkeeper," Meryanne Loum-Martin, Morocco's sole Black female hotelier, told me.

"My friend used to say, 'So, you left being a Parisian lawyer to be an innkeeper,'" Loum-Martin said, as her laughter filled the cozy parlor of her "inn," Jnane Tamsna...'

<https://www.travelandleisure.com/hotels-resorts/jnane-tamsna-meryanne-loum-martin>

JNANE TAMSNA PRESS BOOK



THE GRIO

JANUARY 2022

by Magee

Morocco's only Black woman hotelier offers paradise vacation for travelers

"When I first came here to the Palmeraie, there was nothing but palm trees as far as the eye could see," said Meryanne Loum-Martin.

..."Thirty-five years ago, it was all alfalfa fields and palm trees. Camels, donkeys, sheep. It looked biblical," she recalled in an interview with Fodor. "If there had been a big river, you would have expected to see Moses floating by in a basket."...

<https://thegrio.com/2022/01/03/meryanne-loum-martin-morocco-hotelier/>



TRAVEL WEEKLY

FEBRUARY 2022 *Nicole Edenedo*

On the road to discovery

Black travelers, perhaps now more than ever, are seeking to include cultural and historical experiences when they travel, in the U.S. and abroad. And Black travel professionals are hard at work making those opportunities available.

...Meryanne Loum-Martin is the owner of the luxury boutique hotel Jnane Tamsna in Marrakech. She's Morocco's only Black woman hotelier and is running the only Black-owned hotel in that North African country. Set in the Palmeraie district of the country's fourth largest city, Jnane Tamsna is more than just an impeccably crafted 24-room desert oasis spread across eight acres — it's an international retreat for people of all backgrounds to experience one another's cultures, a place where differences thrive. Loum-Martin curates walking conversations on the property and the surrounding community, exploring the interior design and architecture of the hotel and private homes and gardens in Marrakech. She shares stories of her personal history along the way....

https://travelweekly.texterity.com/travelweekly/february_28_2022/MobilePage.dArticle.action?articleId=1769839&app=false#articleId1769839

JNANE TAMSNA PRESS BOOK



HER NETWORK

FEBRUARY 2022

Meryanne Loum-Martin: “I do things differently because I am different.”

Meryanne Loum-Martin, the only black female hotelier in Morocco, describes herself as a citizen of the world who moves easily between different cultures and interests in life. From architecture to art and design, business to marketing and strategy, and politics to social and cultural issues. Meryanne Loum-Martin, the owner of designer boutique hotel Jnane Tamsna, is our Cover Queen for the month of February. She is a phenomenal connector with a heart for promoting a distinct culture and lifestyle. Read and be inspired by our Q&A with her!

"...In your words, how would Meryanne Loum-Martin describe herself? 'Probably a citizen of the world, moving with the same ease between different cultures, and different interests in life, from architecture to art and design, to politics, social or cultural matters, from business to marketing and strategy. Someone who -thanks to an extraordinary mother- was aware of things very young and who could absorb and analyse the incredible diversity of life and experiences at an age where most children live in a bubble. I believe that fusion and layers enrich life'..."

<https://www.hernetwork.co/meryanne-loum-martini-do-things-differently-because-i-am-different/>

JNANE TAMSNA PRESS BOOK



EBONY MAGAZINE

FEBRUARY 2023 *Dominique Jackson*

Morocco's Jnane Tamsna is more than just a Luxury 5-Star Hotel

Meryanne Loum-Martin is the owner, designer and founder of Jnane Tamsna in Marrakech, Morocco. The stunning property opened to the public in 2001 after only eleven months and three weeks of construction. She opened her first hospitality venture in 1989 and was the first to develop a boutique property in a world of big hotels—a true pioneer, regardless of gender or race.

..."I was living between three worlds—the world of Russian kids, the world of the diplomat kids and the world of freedom every time I would come to France to be with my grandparents," she shares. "It was extremely transformative to see how some people could live under cultural dictatorship but be free in their mind."...

<https://www.ebony.com/moroccos-jnane-tamsna-is-more-than-just-a-luxury-5-star-hotel/>

JNANE TAMSNA PRESS BOOK



TRAVEL & LEISURE

FEBRUARY 2023 *Imani Bashir*

This Is the Future of Black Travel, According to Industry Leaders

The future of Black tourism is expansion. Black travelers seek destinations and activities that are in line with their cultural and personal interests. And we are looking for ways to support communities and businesses run by people of color.

... “Besides cultural experiences and service-driven travel, the future of Black travel also looks like BIPOC hotel, motel, and hostel ownership. There’s an influx of investors and entrepreneurs who are investing in ensuring that Black travelers have safe places to dwell once they get to a destination. Sheila C. Johnson, who co-founded BET, owns Salamander Hotels and Resorts. Loum Martin owns the boutique hotel Jnane Tamsna in Morocco, and Erik and Rhonda Albert own The Oaks Bluff Inn in Martha’s Vineyard. And Black hotel ownership is increasing by the year”...

<https://www.travelandleisure.com/the-future-of-black-travel-7106405>

JNANE TAMSNA PRESS BOOK



LINKEDIN

FEBRUARY 2023 *Ilhanna Acosta*

Leaders Without Apologies or Reservation: Building a Legacy Your Ancestors Would be Proud Of

I believe in the universe bringing things, experiences, and people into your life at the right time, in the right place, when you need it the most. Vulnerable moment here - I've been feeling like burnout has been creeping in lately and haven't felt as inspired to work on things as I usually am. That is, until I had one of the most powerful and inspirational conversations with the first Black hotelier in Morocco, Meryanne Loum-Martin.

... "When she created Jnane Tamsna (Jnane meaning "Garden of Life"), she wanted it to be an experiential experience created by a Black curator and designer, but made for all. It went beyond creating just a space of luxury, she wanted to create connection, evoke emotion, go beyond what standard hotels offered. You can take in the unique art and antiques that adorn the walls and rooms, expect no two rooms to look the same, enjoy authentic cuisine, and be prepared to check out the extraordinary gardens. You'll find yourself building community with other estate guests, retreat go-ers, enjoy private estate gatherings, and a safe space to be just who you are with everyone there. I'm excited that I get to take it all in when I visit next week."...

<https://www.linkedin.com/pulse/without-apologies-reservation-building-legacy-your-ancestors-acosta/>

JNANE TAMSNA PRESS BOOK



MIAMI HERALD

JULY 2023 *Faith Adele*

How Morocco's Only Black Female Hotelier Has Created an Oasis of Luxury that Facilitates Magical Connections

I wasn't sure what to expect when the driver collected me from Marrakech's modern Guéliz district and headed out of town, past caravans of camels draped in red blankets awaiting tourists, to the Palmeraie, a luxury neighborhood named for its 100,000 ancient palm trees. I just knew that my destination — boutique hotel Jnane Tamsna — is Morocco's only Black-owned and woman-owned hotel...that its aspirational Instagram feed boasts celebrities, Black artists at the top of their game, and impossibly long candlelit tables...and that Senegalese-West Indian owner Meryanne Loum-Martin had been incredibly generous and welcoming when I reached out.

... "The family — Ms. Loum-Martin, her American-born husband Dr. Gary Martin, their adult daughter Thaïs, and the dog Smokey — stopped by for a friendly chat. I knew from profiles in Travel Noire, BBC World of Africa, Essence, Condé Nast Traveller, Travel & Leisure, Town & Country, and CNN that the elegant Loum-Martin was born in Côte d'Ivoire, worked in Paris as a lawyer, and moved to Morocco in 1996. In 2001 they built the property, she designing the buildings and homey interiors and ethnobotanist Martin designing the native xeriscape gardens for which the hotel is named. Thaïs, an artist and musician, curates the cultural programming that makes Jnane Tamsna a destination hotel and cultural force in the area."...

<https://www.miamiherald.com/detour/article277210258.html>

JNANE TAMSNA PRESS BOOK



BRITISH VOGUE

17 NOVEMBER 2023 *Emma Spedding*

This Fashion Editor Designed A Clever Three-Part Bridal Look She Can Actually Wear Again

“Marrakech was our dream location. It has become a home from home for us and has such magic energy. It was the first place we went on holiday together 11 years ago, and we’ve been back almost every year since.”

... “We didn’t have a specific venue in mind until our friend Grace introduced us to Jnane Tamsna. As soon as Fred and I walked through the doors we fell in love with it. Owners Meryanne Loum-Martin and Gary Martin built Jnane Tamsna from the ground up and have poured their love and expertise into every corner of it. Planning a wedding there was easy because they have impeccable taste and Souhaila Dahmani who organises their events was so wonderful to work with.”...

<https://www.vogue.co.uk/gallery/olivia-buxton-smith-fred-page-wedding>

JNANE TAMSNA PRESS BOOK



MICHELIN GUIDE

17 NOVEMBER 2023 *Ty Gaskins*

Meet Meryanne Loum-Martin, Morocco's Female Owner Behind MICHELIN Guide Hotel Jnane Tamsna

In the heart of Marrakesh's Palmeraie district stands MICHELIN Guide Hotels property Jnane Tamsna, a meticulously curated oasis, and testament to the vision of Meryanne Loum-Martin, a pioneering Black female hotelier. For over two decades, she has carefully blended ancient Moroccan allure with modern elegance, fashioning a retreat just moments away from the city's vibrant medina where luminaries like Brad Pitt, Nicole Kidman, David Bowie, Iman, Giorgio Armani, Donna Karan, and other influential figures have all found refuge.

... "According to Loum-Martin, the ambiance of Jnane Tamsna resonates as a constant conversation of what's come and what's next. She poetically articulates the seamless blend of old date palms with modern agaves, and the coexistence of carved doors, art deco lamps, and fabrics handwoven in Senegal. "The place is about a constant dialogue between the past and the present, between cultures, between outdoors and indoors... it feels authentic, rooted, and indeed serene because it's timeless," she shares, encapsulating the essence of her creation" ...

<https://guide.michelin.com/us/en/article/travel/jnane-tamsna-female-owned-michelin-guide-hotel>

JNANE TAMSNA PRESS BOOK

Travel

+ Add to myFT

Postcard from Marrakech: a story masterclass from a Nobel prize winner

A new writing retreat features star guests including Abdulrazak Gurnah, Monica Ali and Maggie O'Farrell



The course takes place at Jnane Tamsna, a 24-bedroom hotel surrounded by nine acres of gardens, about 20 minutes' drive from the souks in the city centre. Mornings begin with steaming cups of mint tea and we huddle around a fire in an open air hearth. There's dew on the cushions and the cats move around the warm patchwork of sun that falls through the gaps of the carob tree. Our first daily task is "Morning Pages", a 20-minute exercise adapted from Julia Cameron's book *The Artist's Way*, designed to limber up, relax the writing muscle and overcome literary self-consciousness. We are given prompts, such as postcards, to get the creative juices flowing then told to write whatever comes into our heads. "Write like you dance, when no one is watching," says Khan. The resulting splurge of words we thankfully get to keep to ourselves.

This is followed by intense bouts of writing in seven-minute blocks, the time pressure deliberate. The thing writers get stuck on, says Khan, is overthinking, and not being able to trust their instincts. The tap-tapping of laptops, and the hum of bees rummaging in the hibiscus, alternate with public feedback on the work.

Mariella Frostrup: my Marrakesh writing course with literary legends

A 'big' birthday prompted the radio presenter to spurn sun loungers and doing as little as possible in favour of making every break count — by learning something new



It's hard not to be inspired wandering the Jemaa el-Fnaa in Marrakesh

GETTY IMAGES

Mariella Frostrup

Saturday January 06 2024, 12:03am, The Times

With two edited anthologies under my belt and a non-fiction Amazon bestseller, *Cracking the Menopause*, you might wonder what I'm doing here. I'm equally unsure. Perhaps at 60, I'm kidding myself that my creative days lie ahead. Regardless of your age, few of you will fail to recognise the compulsion.

The many frustrations of reaching maturity are well documented but the greatest disappointment is that, instead of feeling a degree of satisfaction at what you've learnt, you start obsessing about what you haven't. A language, rewilding your garden, painting, martial arts or making perfect sushi rolls; the list of things you'd like to master seems only to extend as your time grows shorter. No wonder offers of self-expansion such as this one are so tempting.

It helps that the location is ideal for inspiration. Jnane Tamsna is a small, charming boutique hotel in the Palmeraie in the Marrakesh suburbs, owned and run by an impressive Frenchwoman of Caribbean descent, Mervanne Loum-Martin.

<https://www.ft.com/content/44d55f93-5752-4eca-b801-202be21dc987>

<https://www.thetimes.co.uk/article/my-marrakesh-writing-course-with-literary-legends-sgwjz6mlq>

MERYANNE LOUM-MARTIN

DAR, RYAD & JNANE TAMSNA
Excerpts of press book since 1992

JANUARY 2024