



S O F I T E L

LUXURY HOTELS

قرزاً عوض

CHEFCHAOUEN DAW' AZURE

sustainability

ENERGY EFFICIENT

- Efficient HVAC system for energy reduction
- LED lighting
- Solar panels & battery stations
- Battery powered transportation
- High performance window insulation

NATURAL LIGHT & VENTILATION

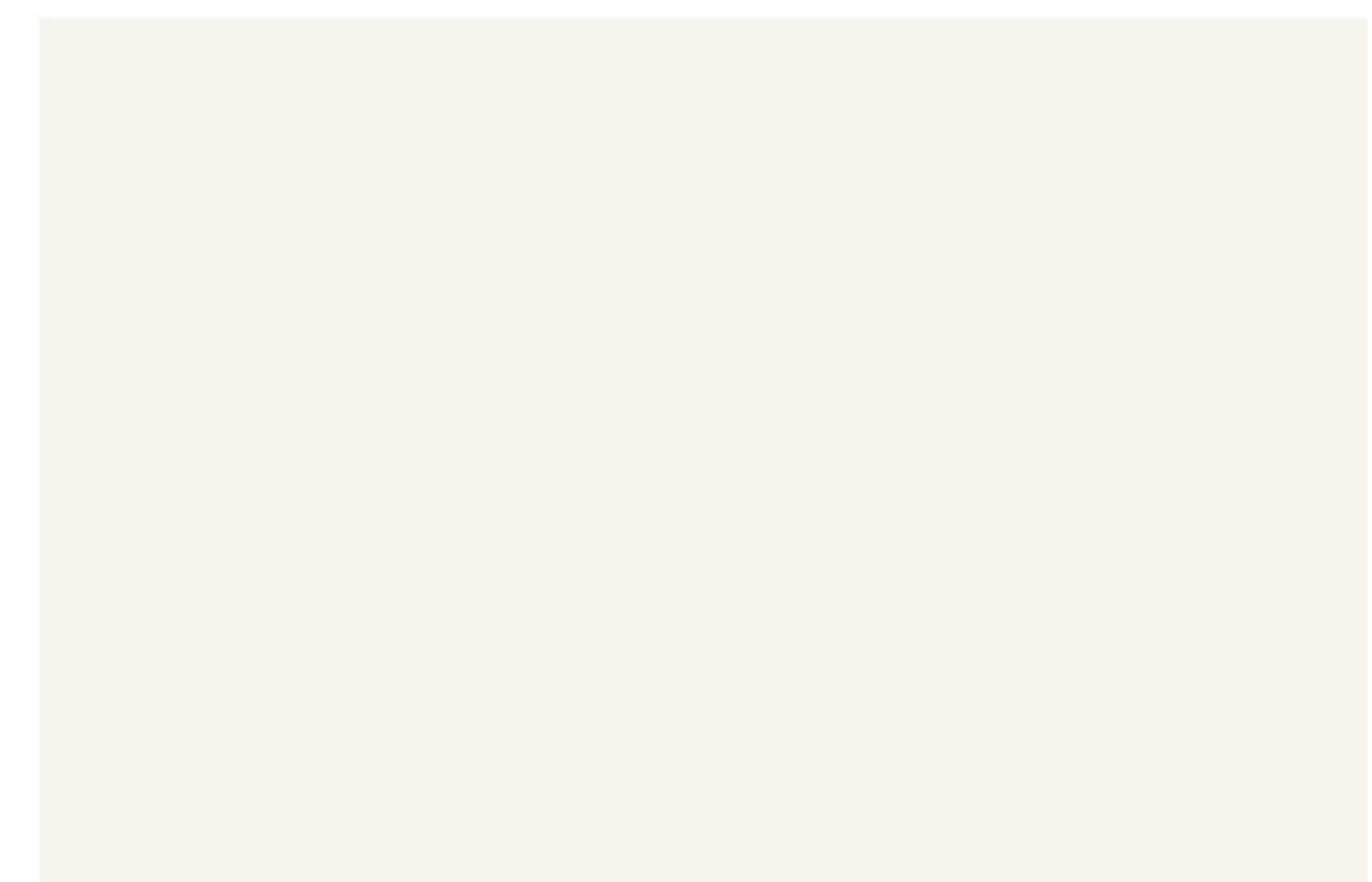
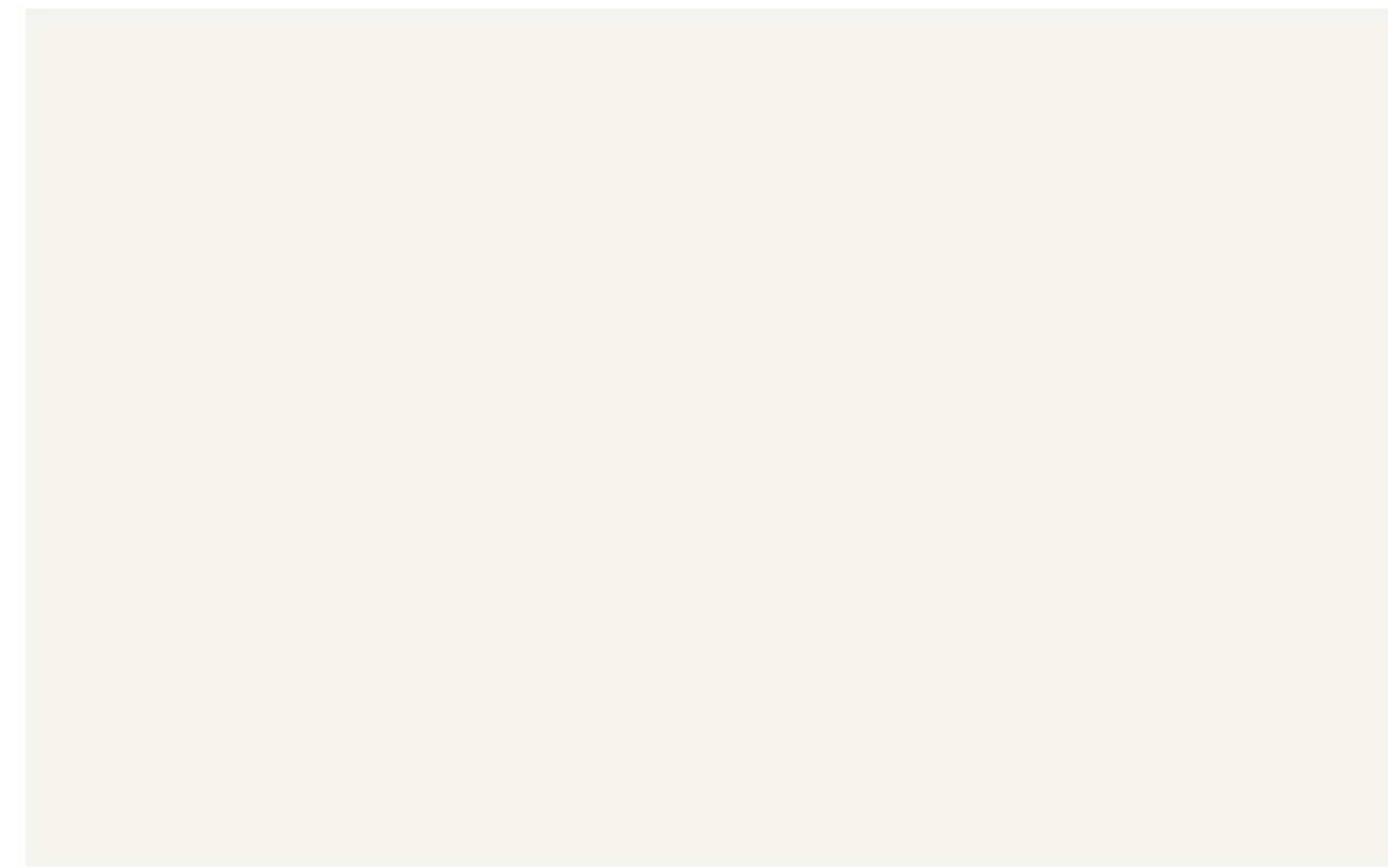
- Curtain panel wall for natural daylight
- Passive cooling
- Open air circulation system-indoor/outdoor
- Large open floorplan for natural light
- Ground source heat exchange system

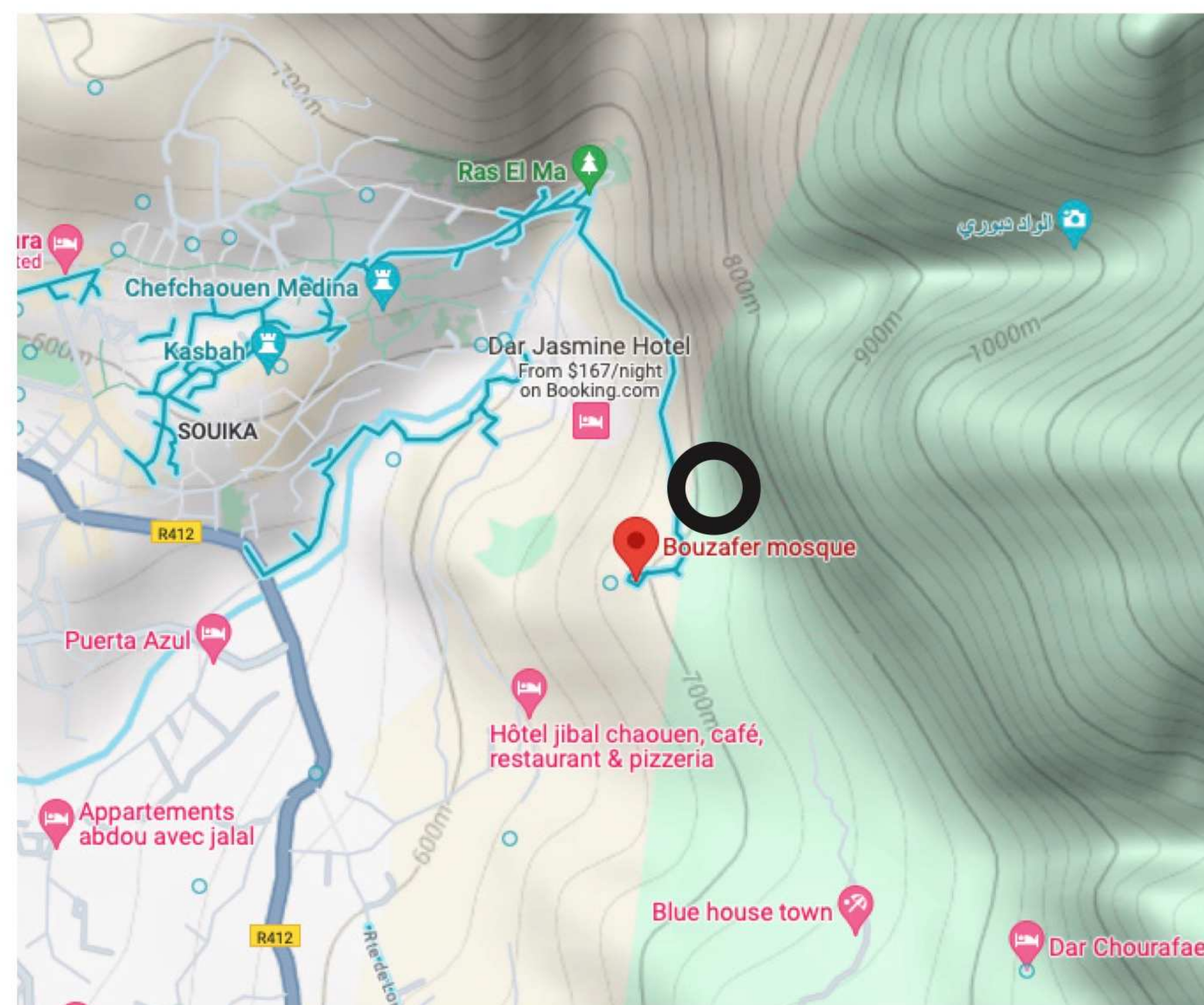
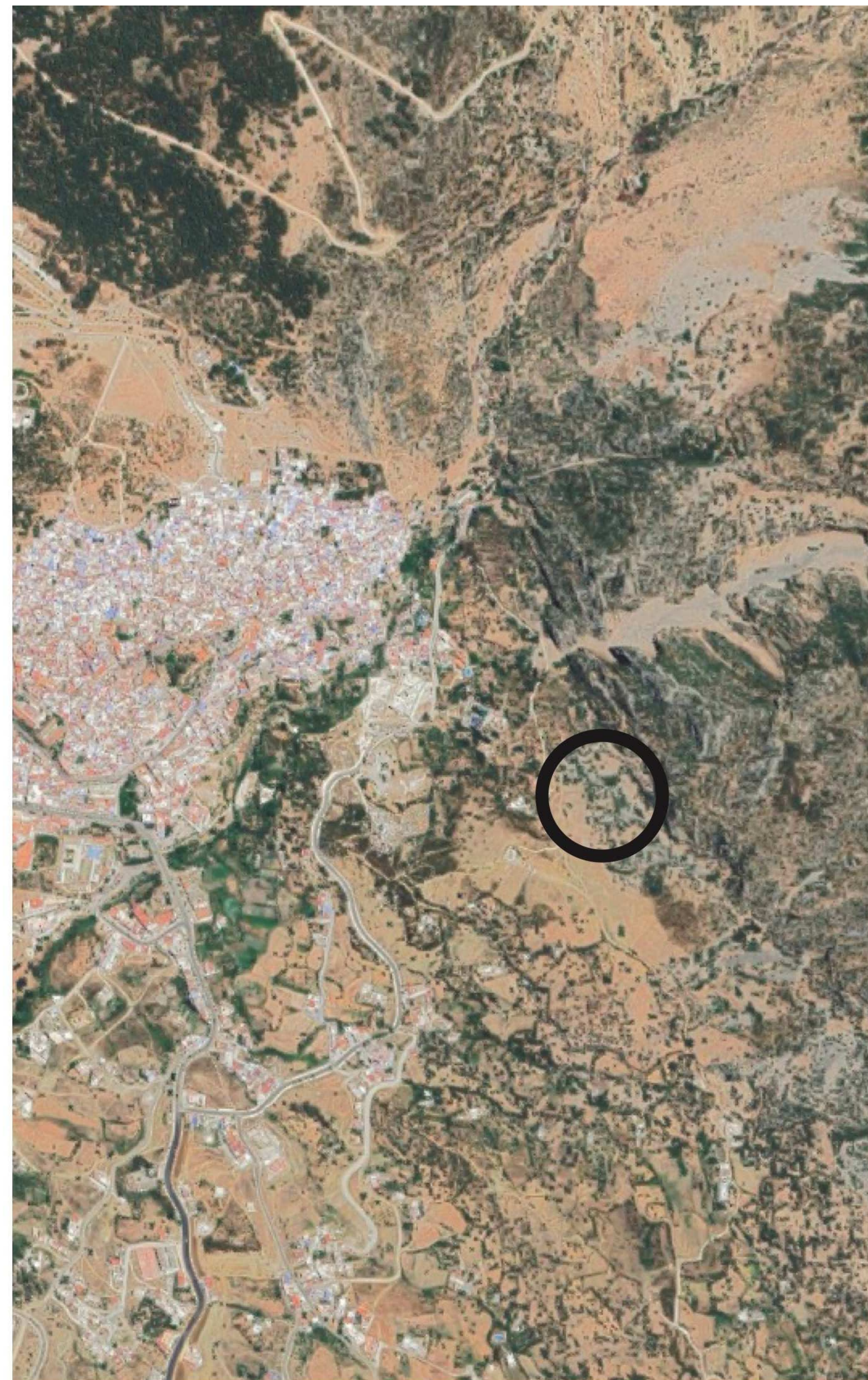
ENVIRONMENTAL CONSERVATION

- Sustainable materials in kitchens, bathrooms, bar area, and cafe
(FSC certified wood, Energy Star, WaterSense certified)
- Recycled bricks and materials
- Grey water system & filtration
- Rainwater capture & drought resistant native landscape
- Biophillic design elements:
 - Curved arches & staircase
 - Plaster walls
 - Stone floors
 - Wood elements
 - Wool Luxury meets illumination.

SOCIAL ENGAGEMENT

- WELL certification for Heartist well-being
- Main floor open to community with events open to locals
- Souk featuring local artisan crafts
- Daily activities with community inclusion
- Restaurant and cafe open to all





SITE PLAN

*above the city of Chefchaouen
tucked into the mountains*

ACCESS TO ROADS •

5 MIN TO THE TOWN CENTER •

5 MIN TO HIKES •

CLOSE TO RESTAURANTS •

BEAUTIFUL MOUNTAINOUS TERRAIN •

AMAZING VIEWS •

ADJACENT TO NATIONAL PARKS •

OUR CHOSEN LOCATION
IS OUTSIDE OF THE CITY
WALLS AND LOOKS DOWN
UPON THE BEAUTY OF THE
AZURE CITY.

THE CITY OF CHEFCHAOUEN IS LOCATED AT ABOUT 600 METRES (2,000 FT)
ABOVE SEA LEVEL IN THE FOOTHILLS OF THE KA'ALA MOUNTAIN IN THE
WESTERN PART OF THE RIF MOUNTAIN RANGE, IN NORTHWESTERN MO-
ROCCO. THE CITY CONSISTS OF A MEDINA, THE HISTORICAL WALLED TOWN,
AND A NEW TOWN THAT HAS GROWN OUTSIDE THE FORMER CITY WALLS.

MATERIALS



CUSTOM SCULPTURAL
FINE ART RUGS

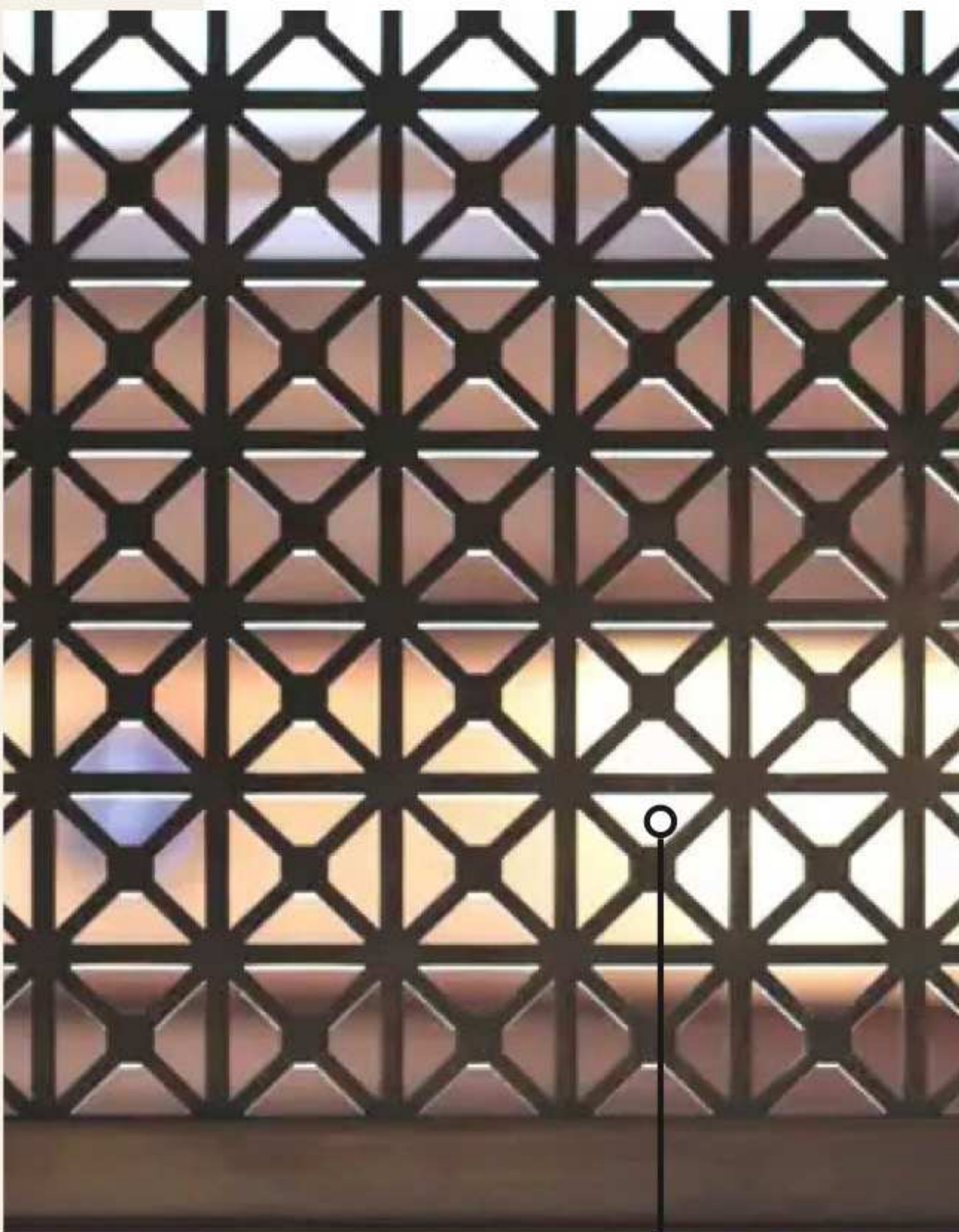
METAL MOROCCAN
LIGHTS



PLASTER WALLS



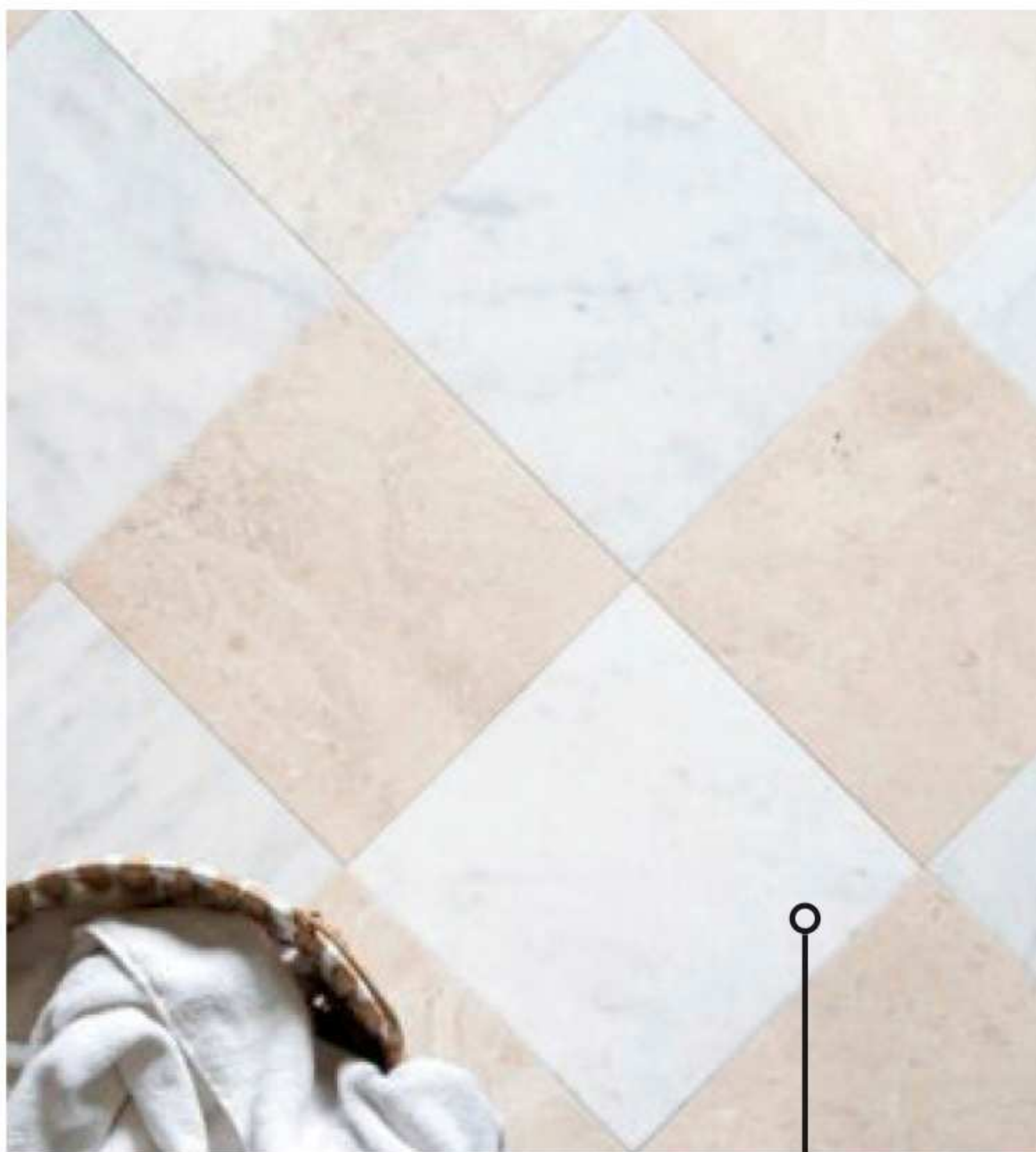
BLUE GLASS BRICKS



DETAIL CUTOUT
SCREENS



GLASS PANELS



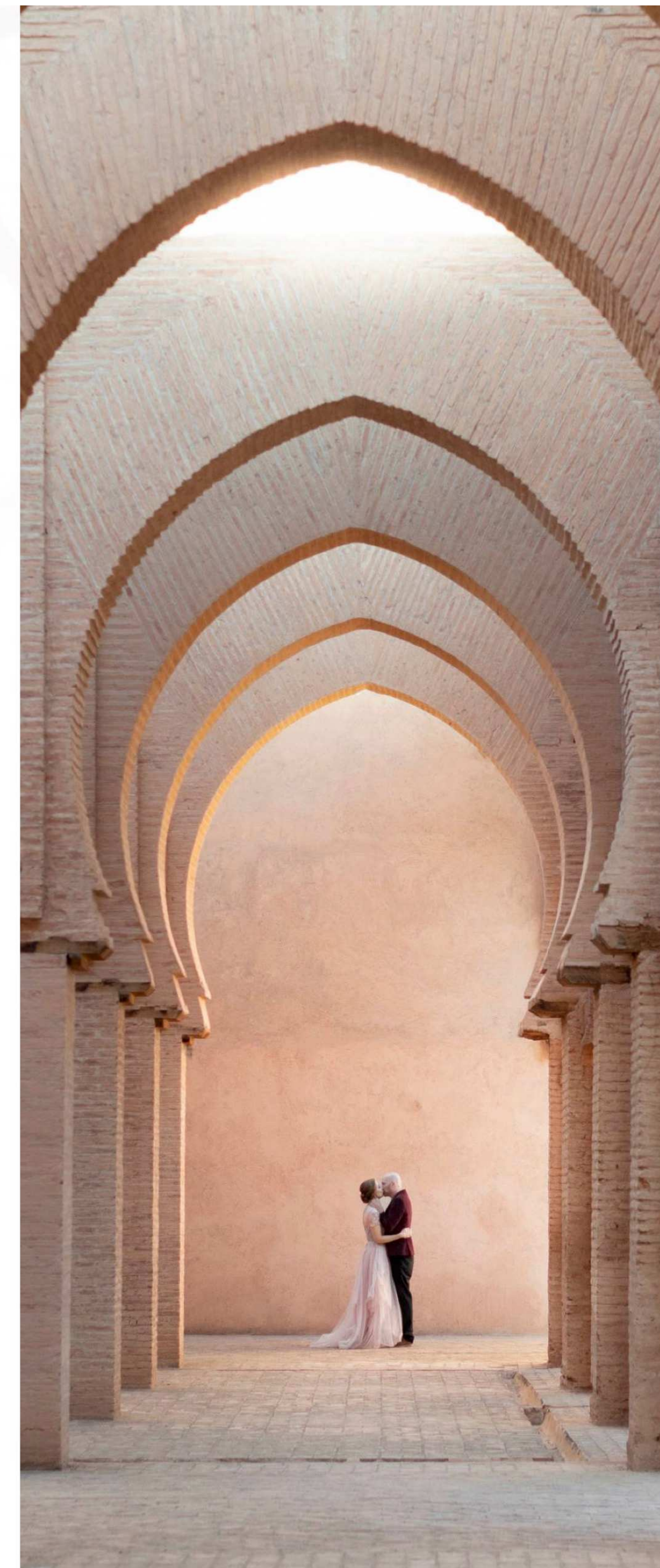
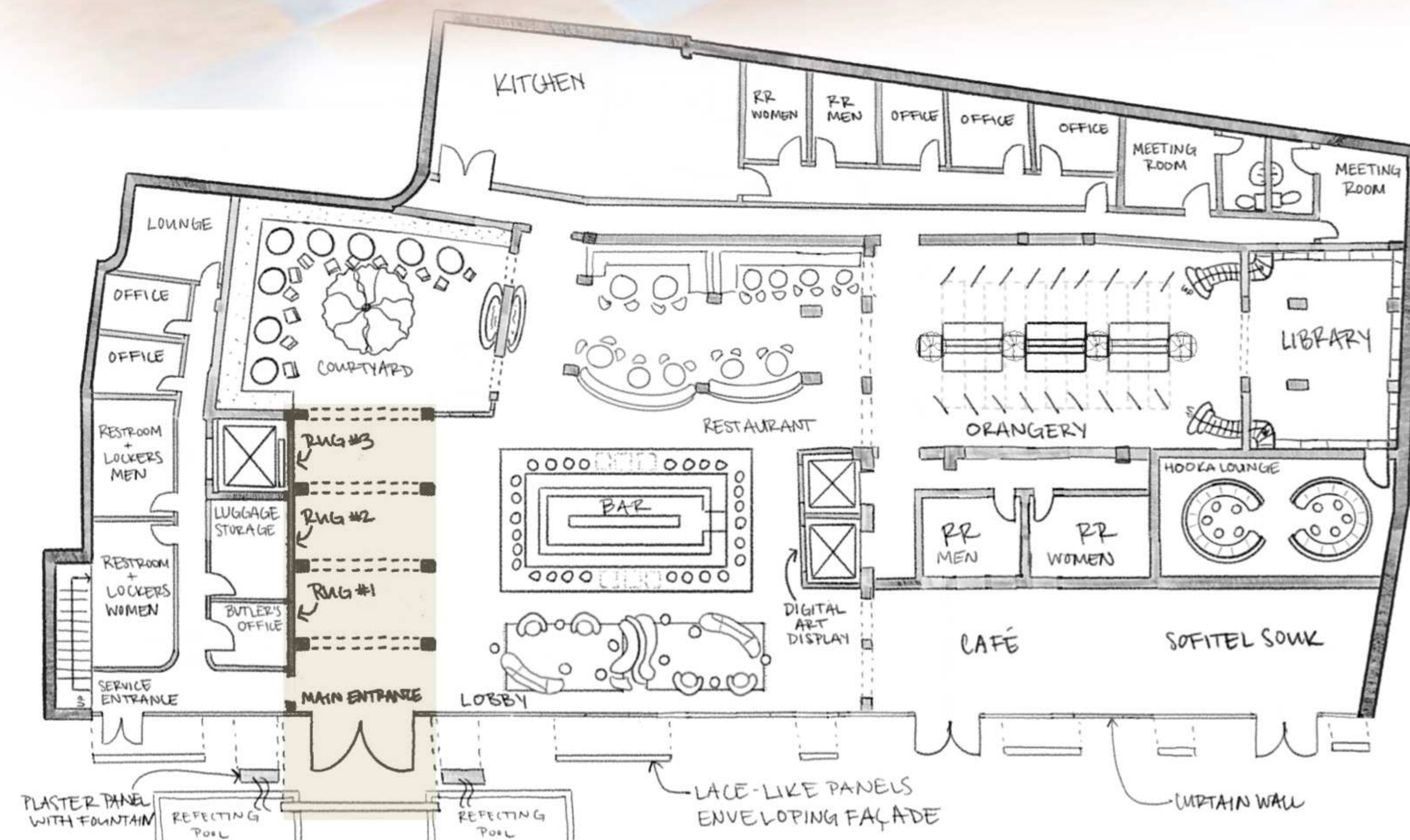
HONED MARBLE FLOOR



DIGITAL ART DISPLAY

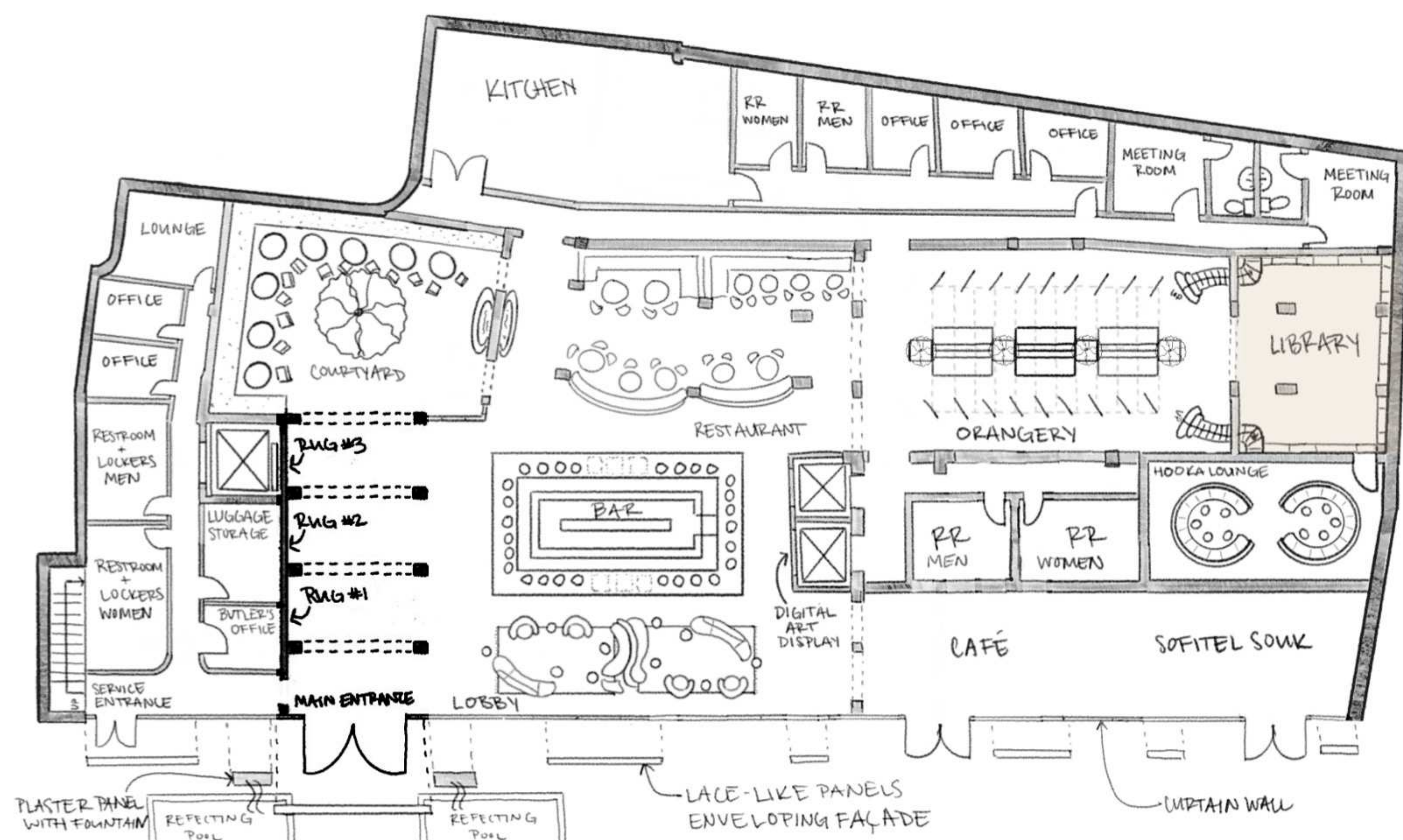
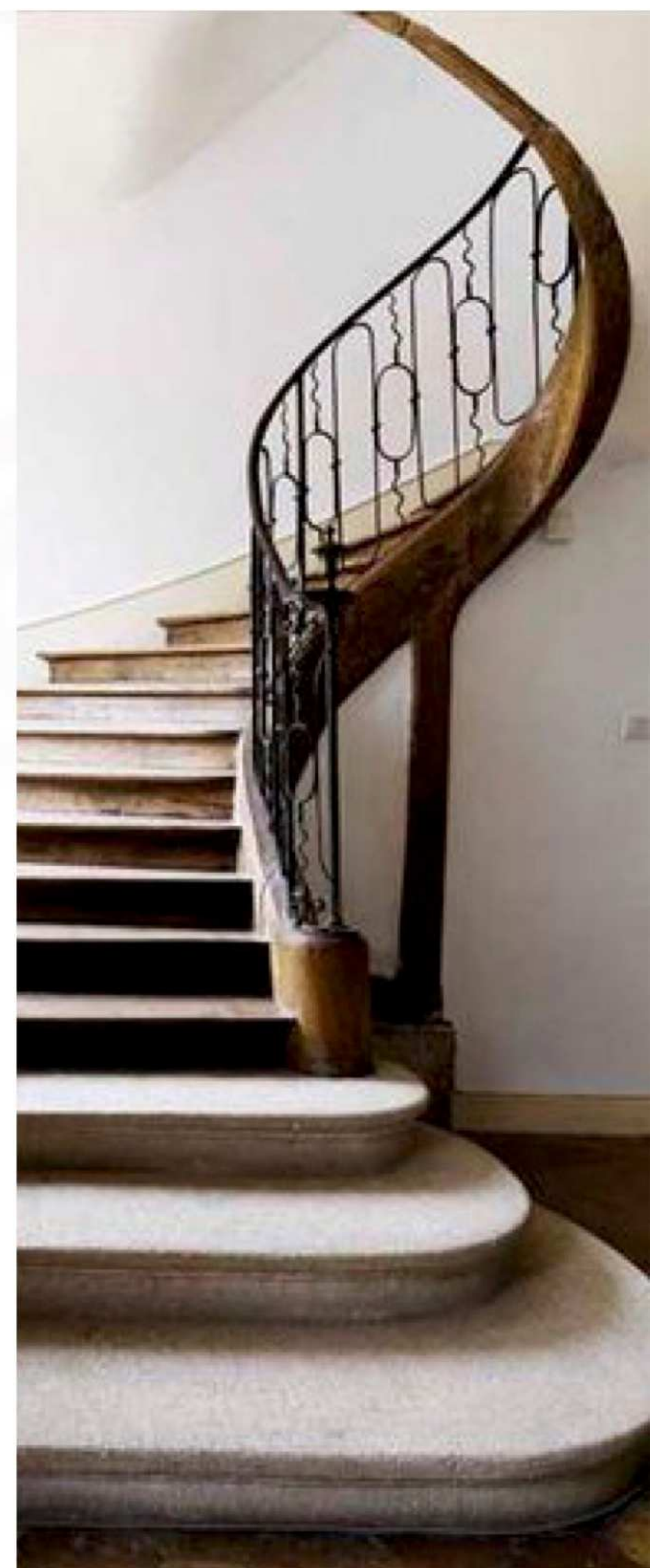
MAIN ENTRANCE

art, materials, & finishes



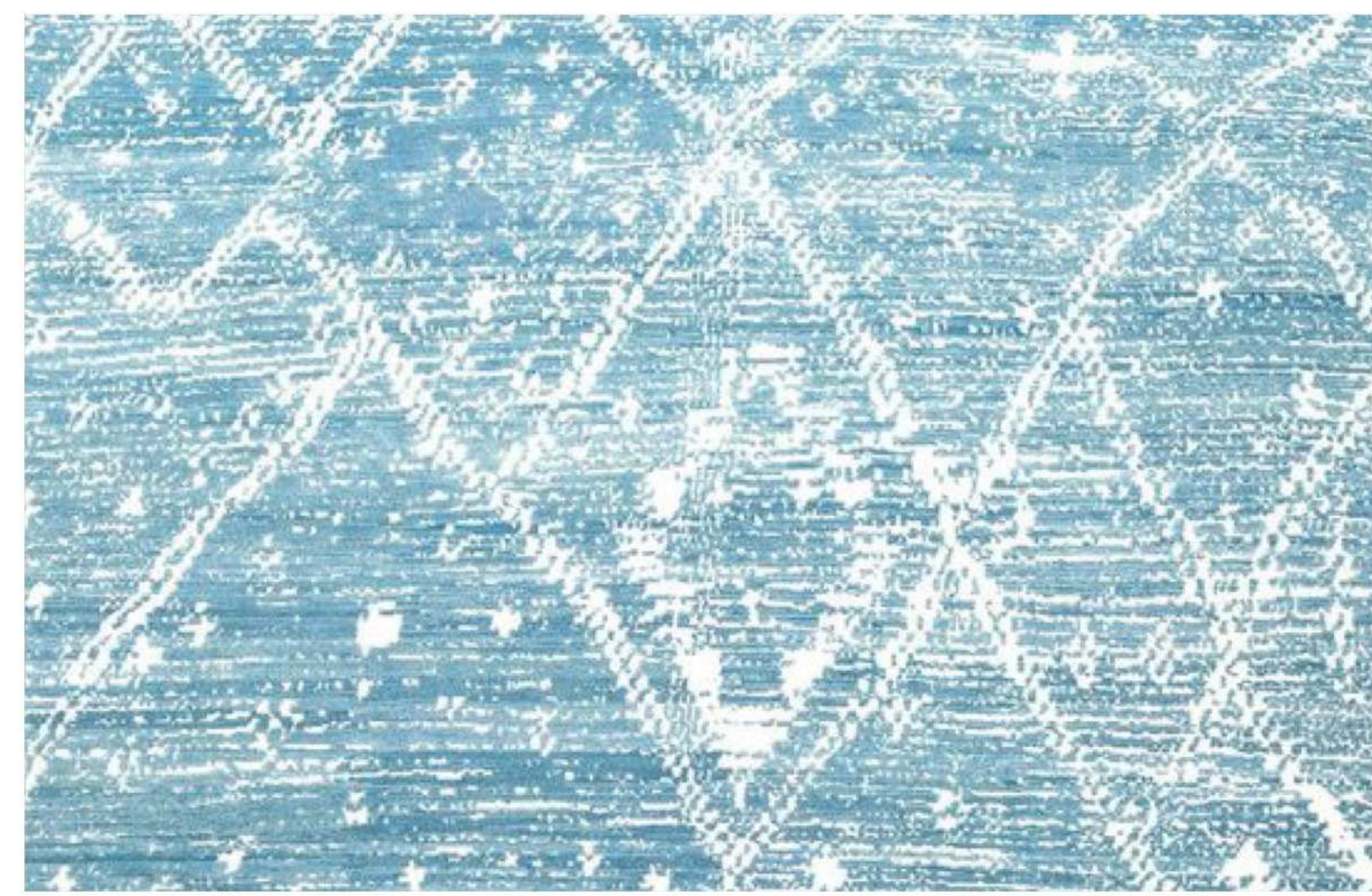
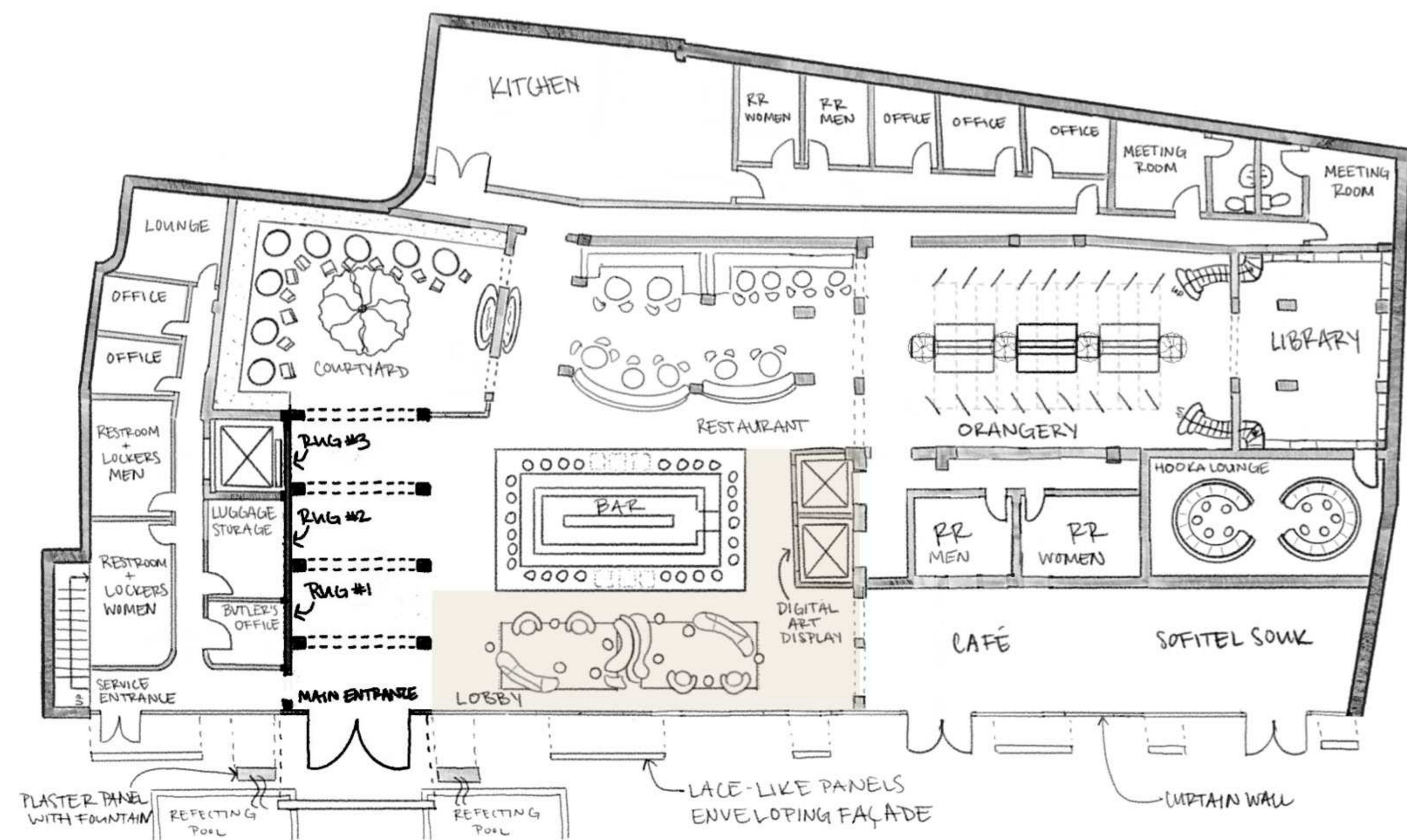
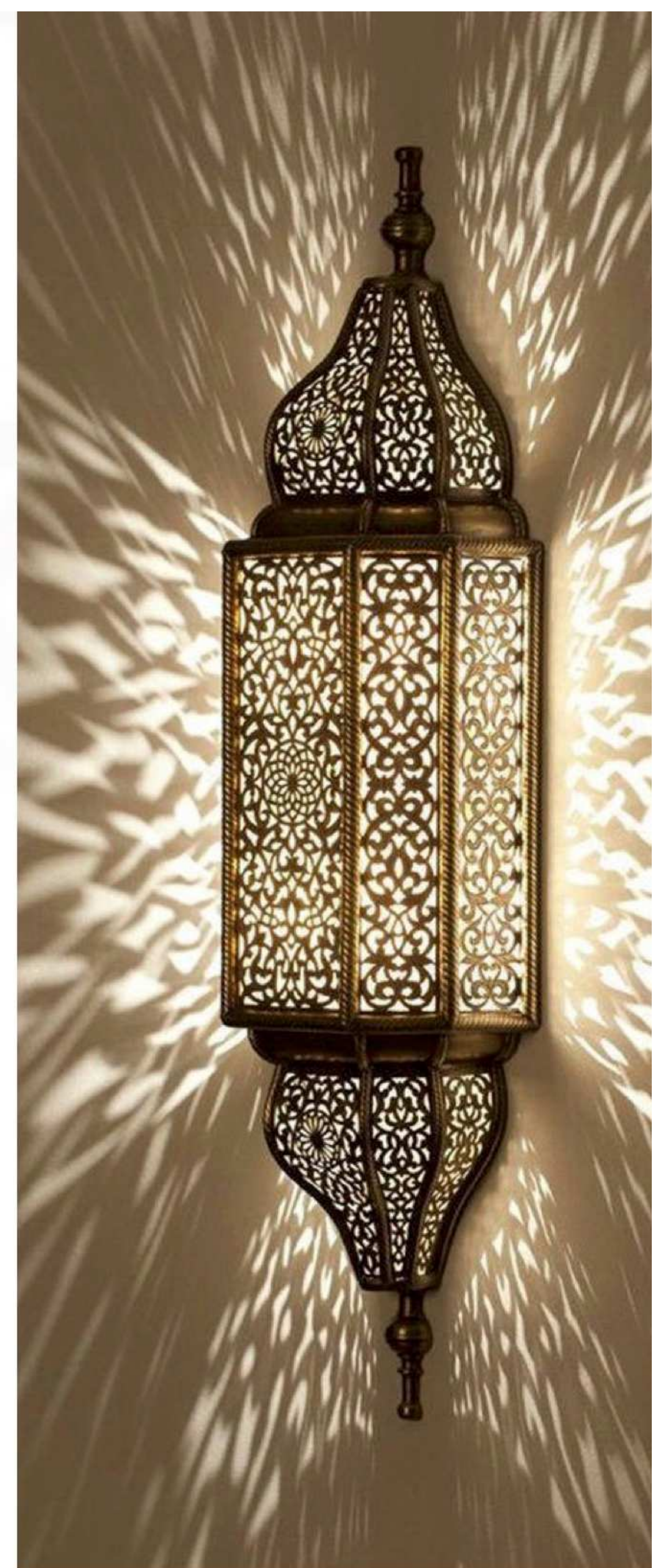
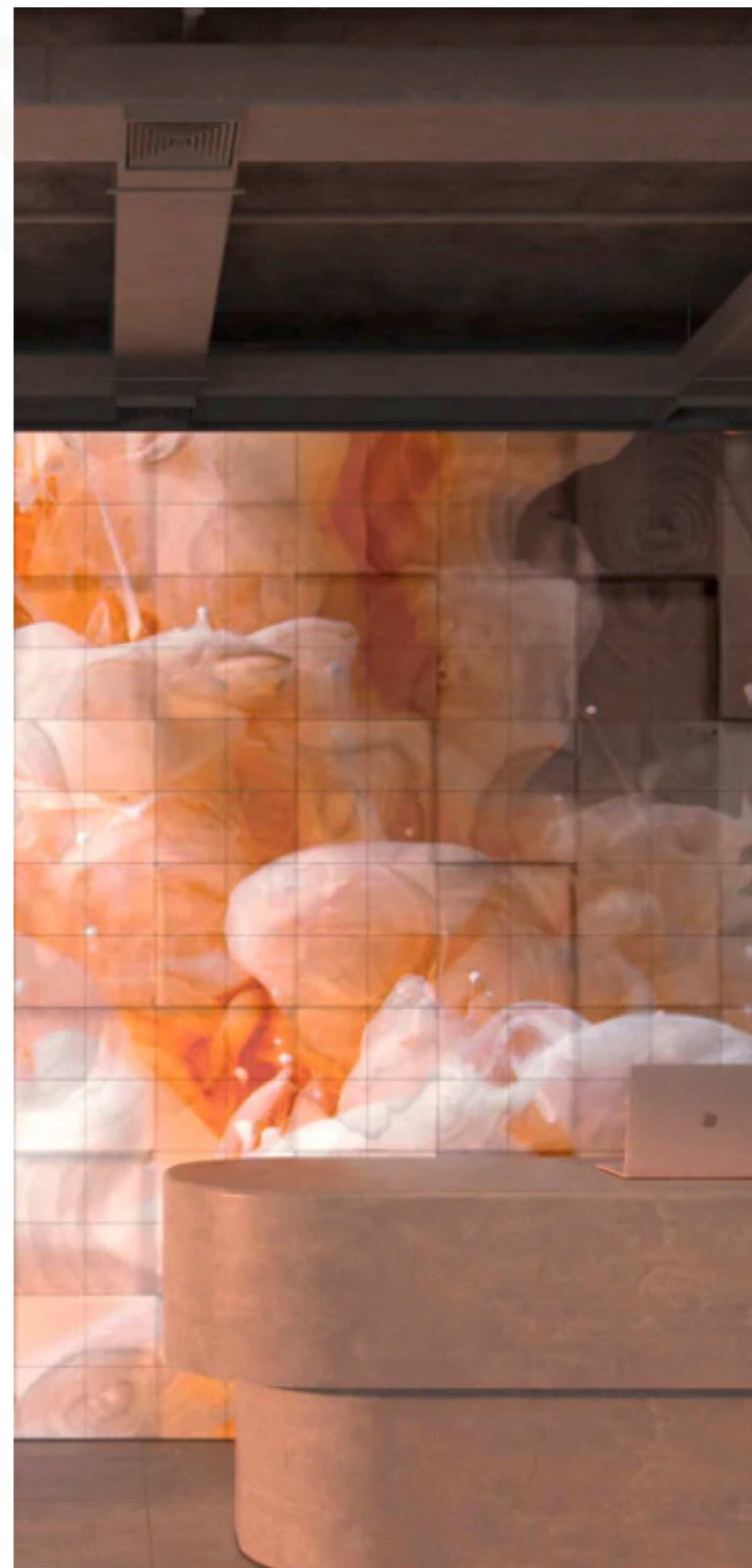
LIBRARY

art, materials, & finishes



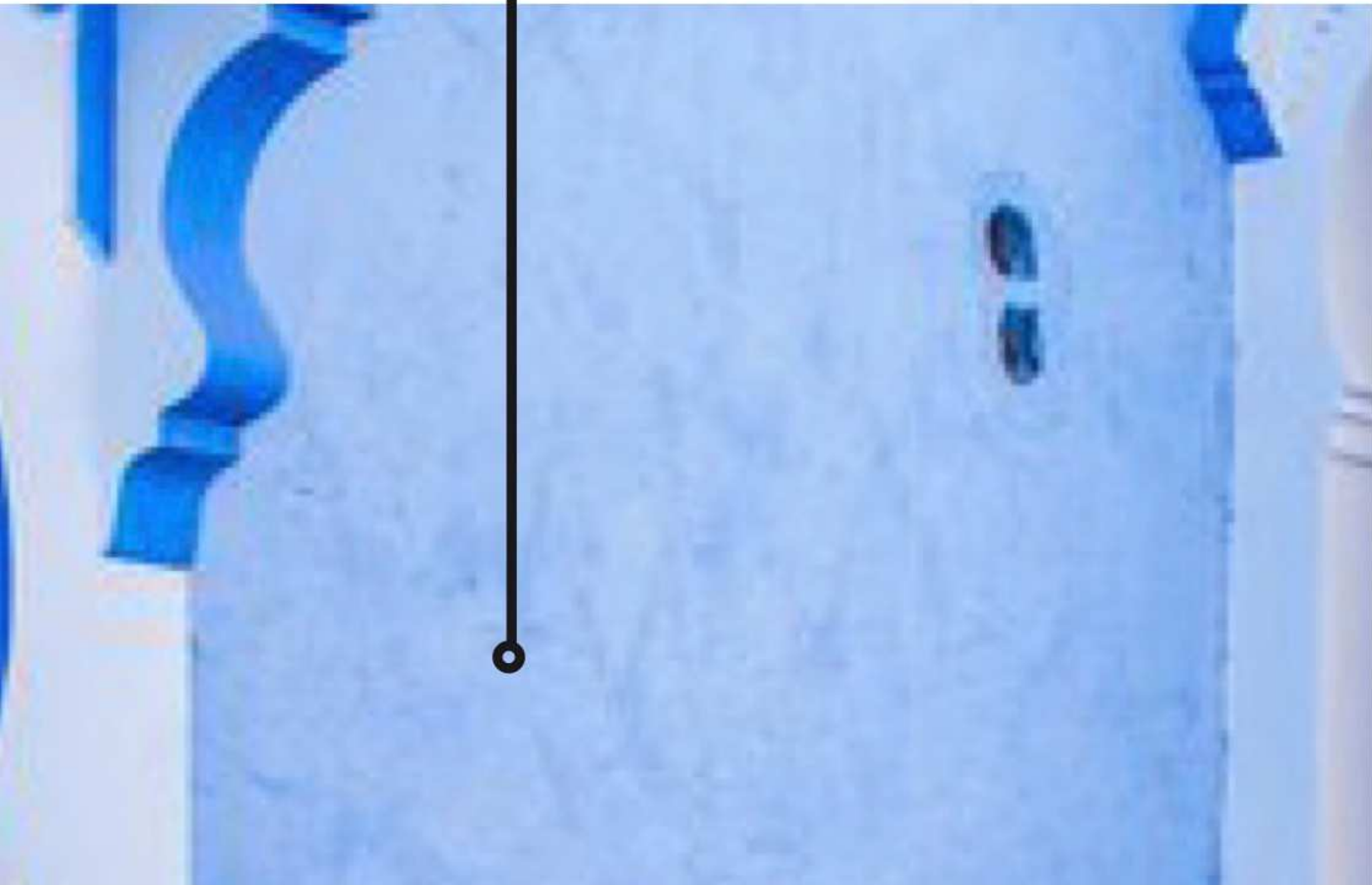
LOBBY

art, materials, & finishes



FINISHES

BLUE STUCCO



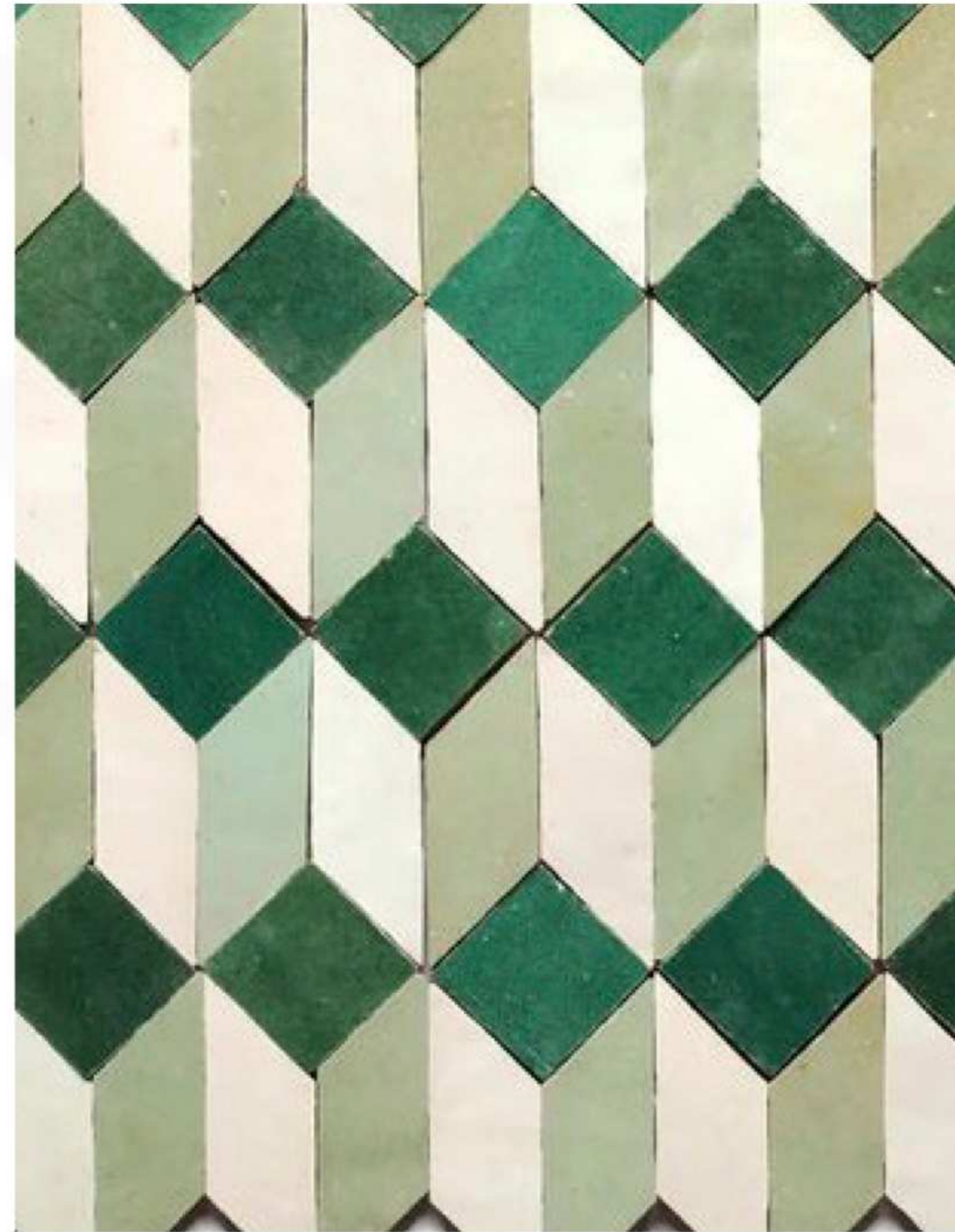
BAR TILE



MODERN MOROCCAN
LANTERN LIGHTS



BLUE VELVET
BANQUETTES



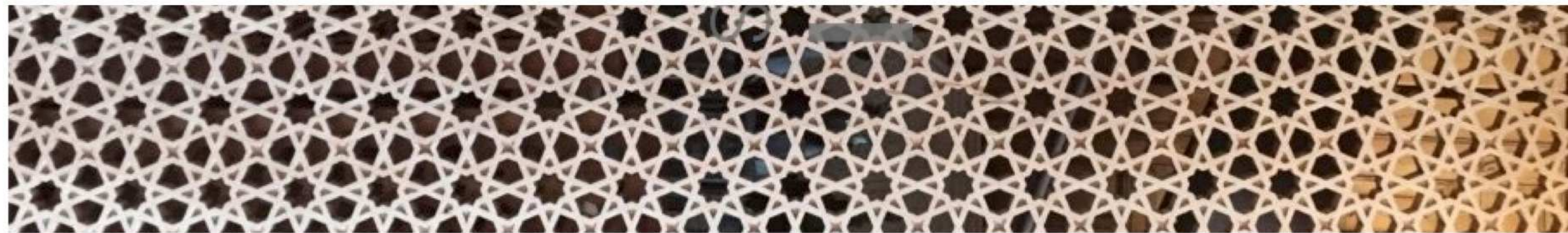
ORANGE TREES



LIME WASH PLASTER



ROUNDED COUCHES



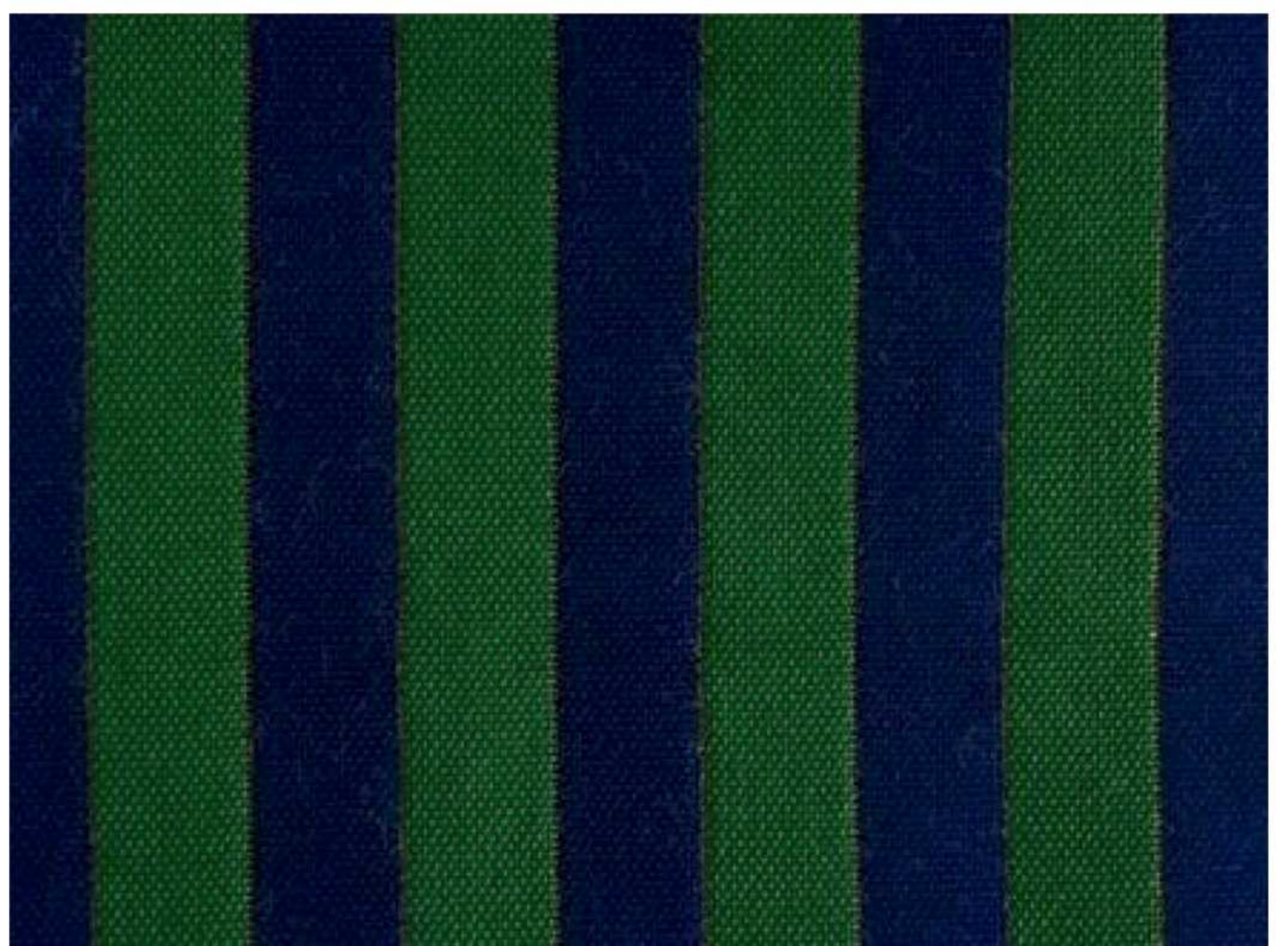
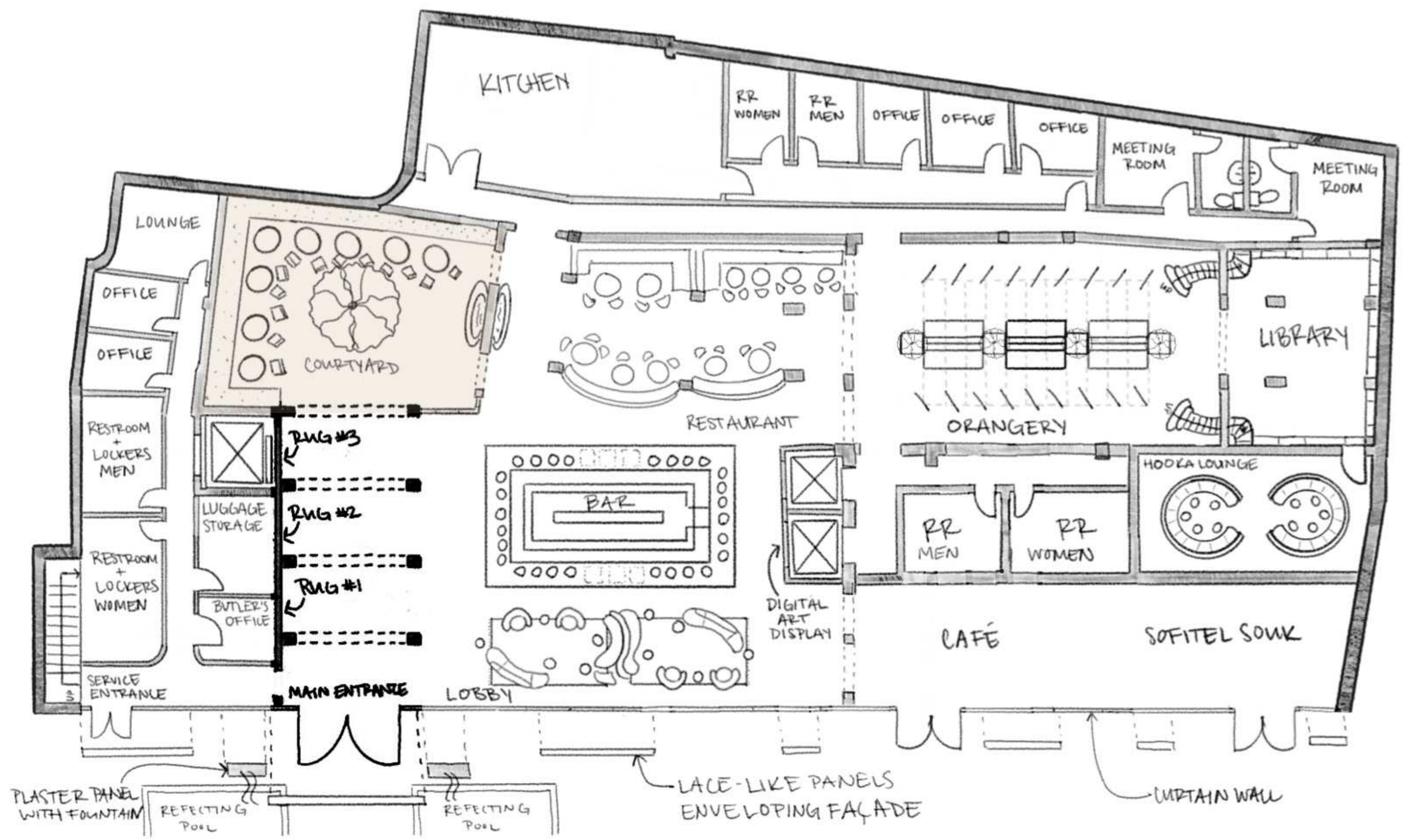
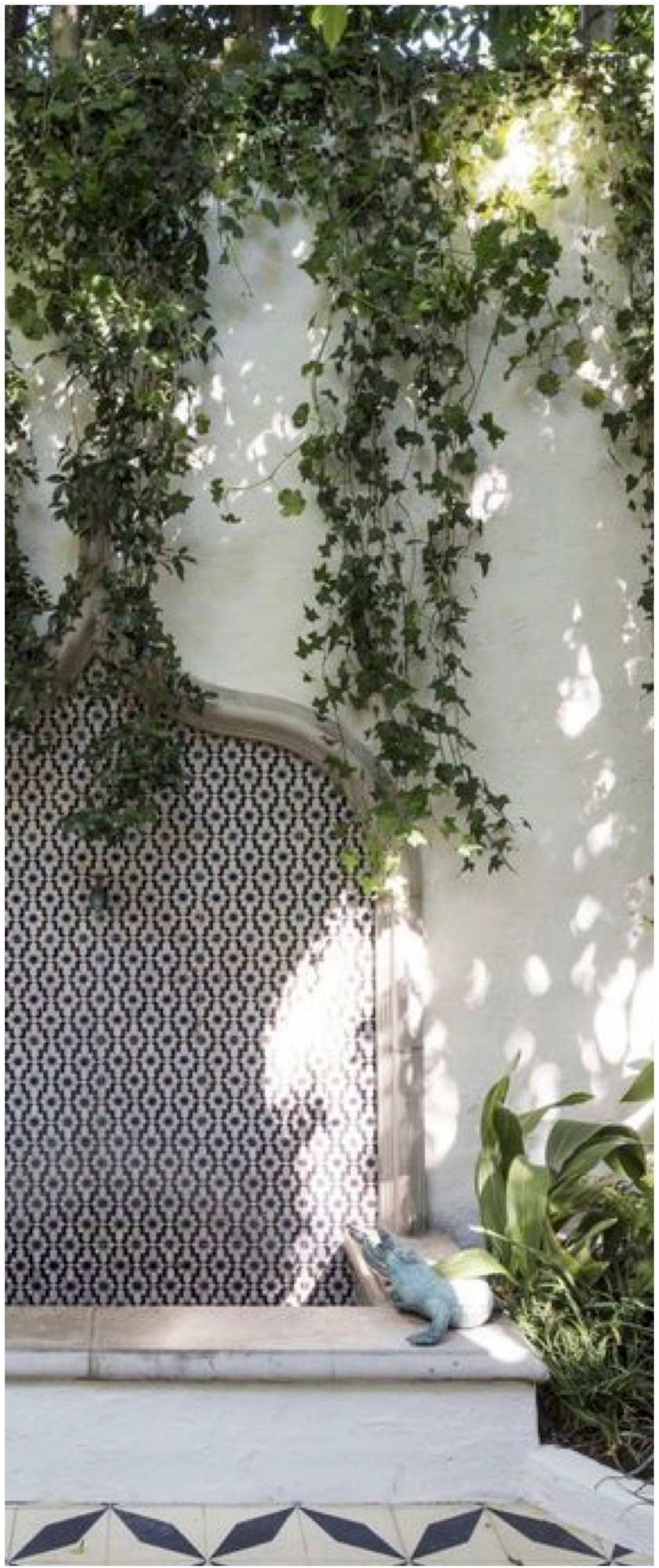
PLUSH CHAIRS



GLASS ACCENT TABLES

COURTYARD

art, materials, & finishes





FLOOR PLAN

- 1 ENTRANCE
- 2 COURTYARD
- 3 RESTAURANT

- 4 ORANGERIE
- 5 LIBRARY
- 6 HOOKA LOUNGE

- 7 BAR
- 8 LOBBY
- 9 CAFE
- 10 SOUK

- 1 COURTYARD RENDER
- 2 ORANGERIE RENDER
- 3 BAR RENDER



artfully
blended
art de vivre



modern
maison



cultural
hospitality



FRANCE
+
MOROCCO



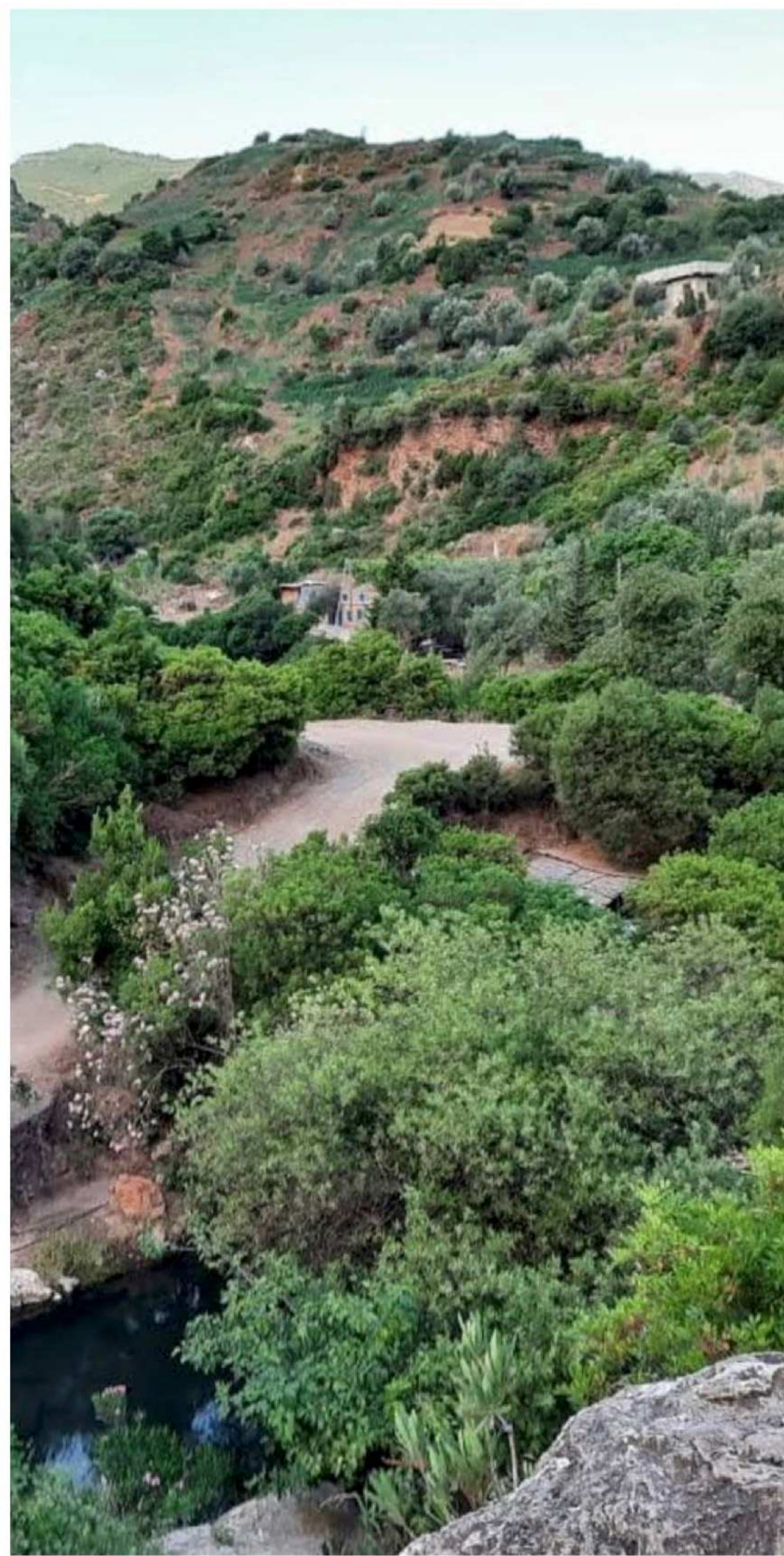
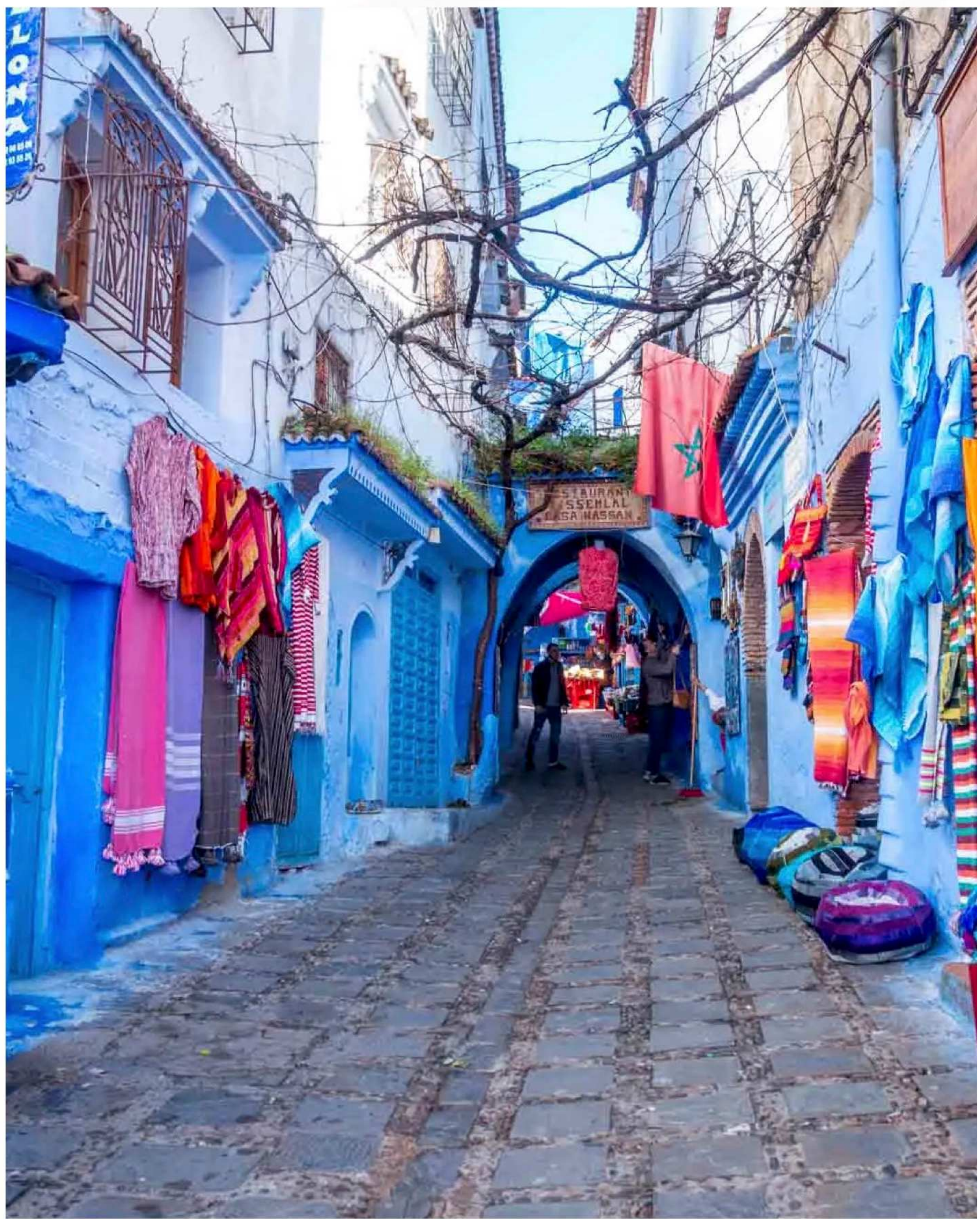
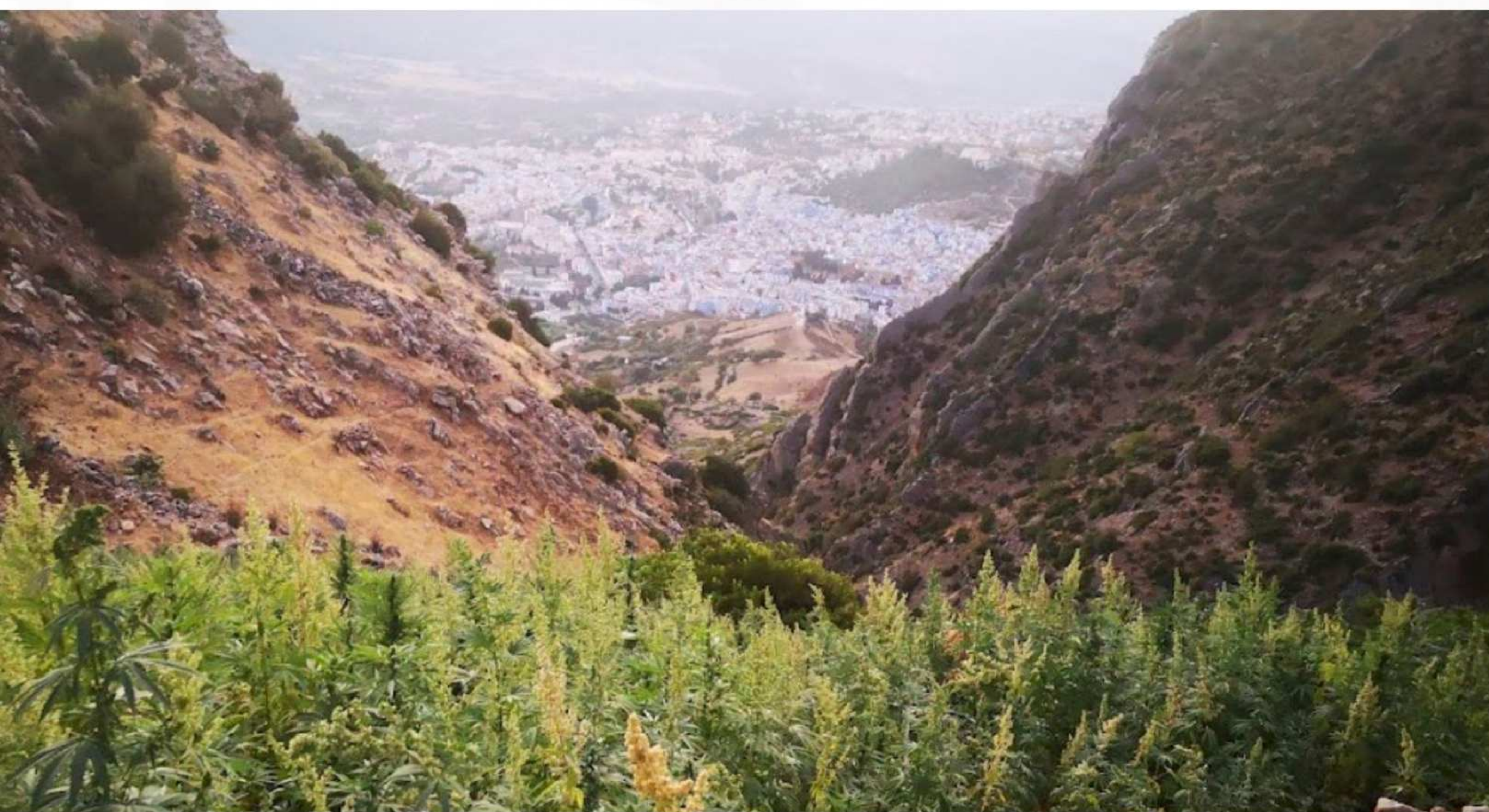
diamond
luxury



exceptionally
enchanted

CHEFCHAOUEN, MOROCCO

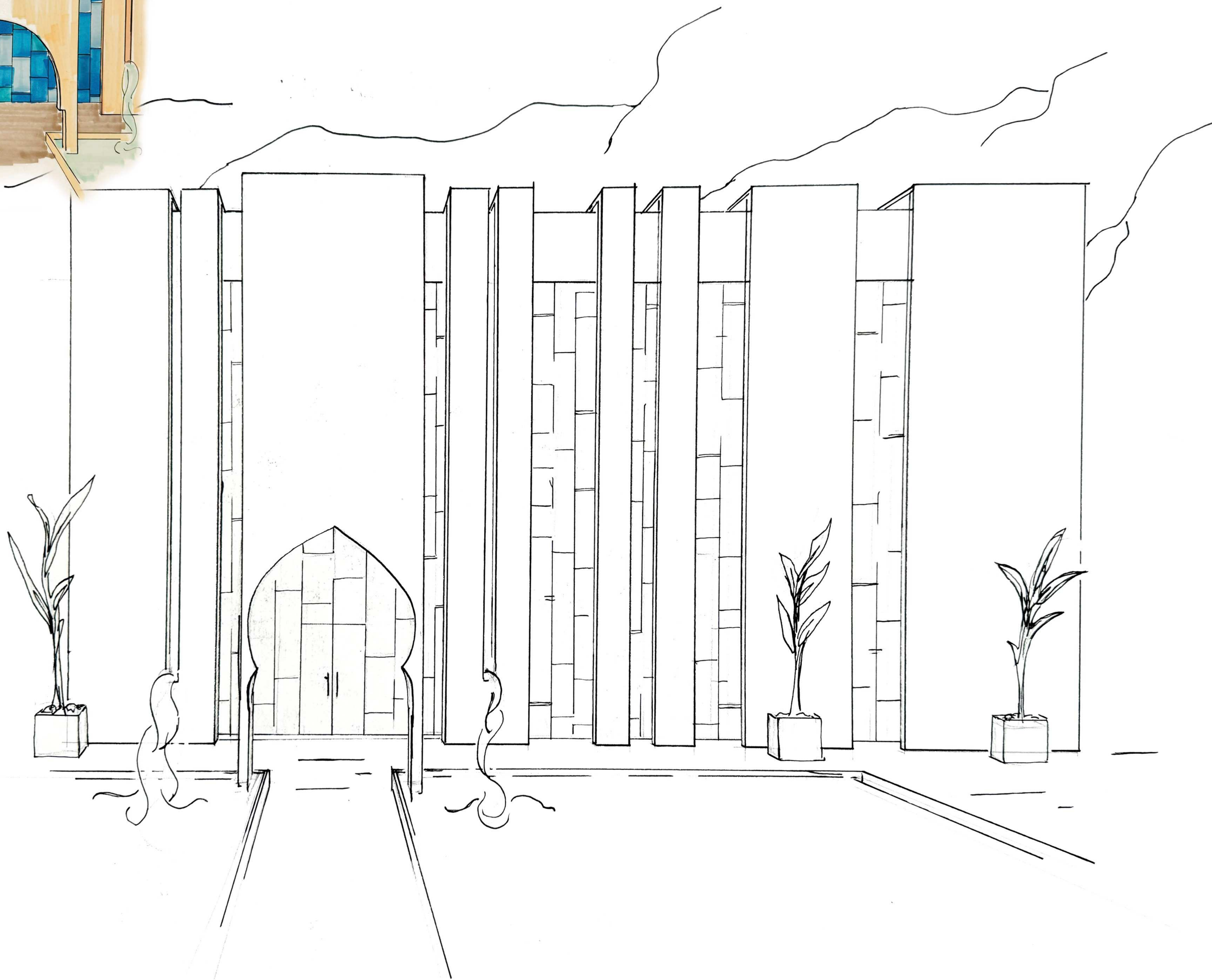
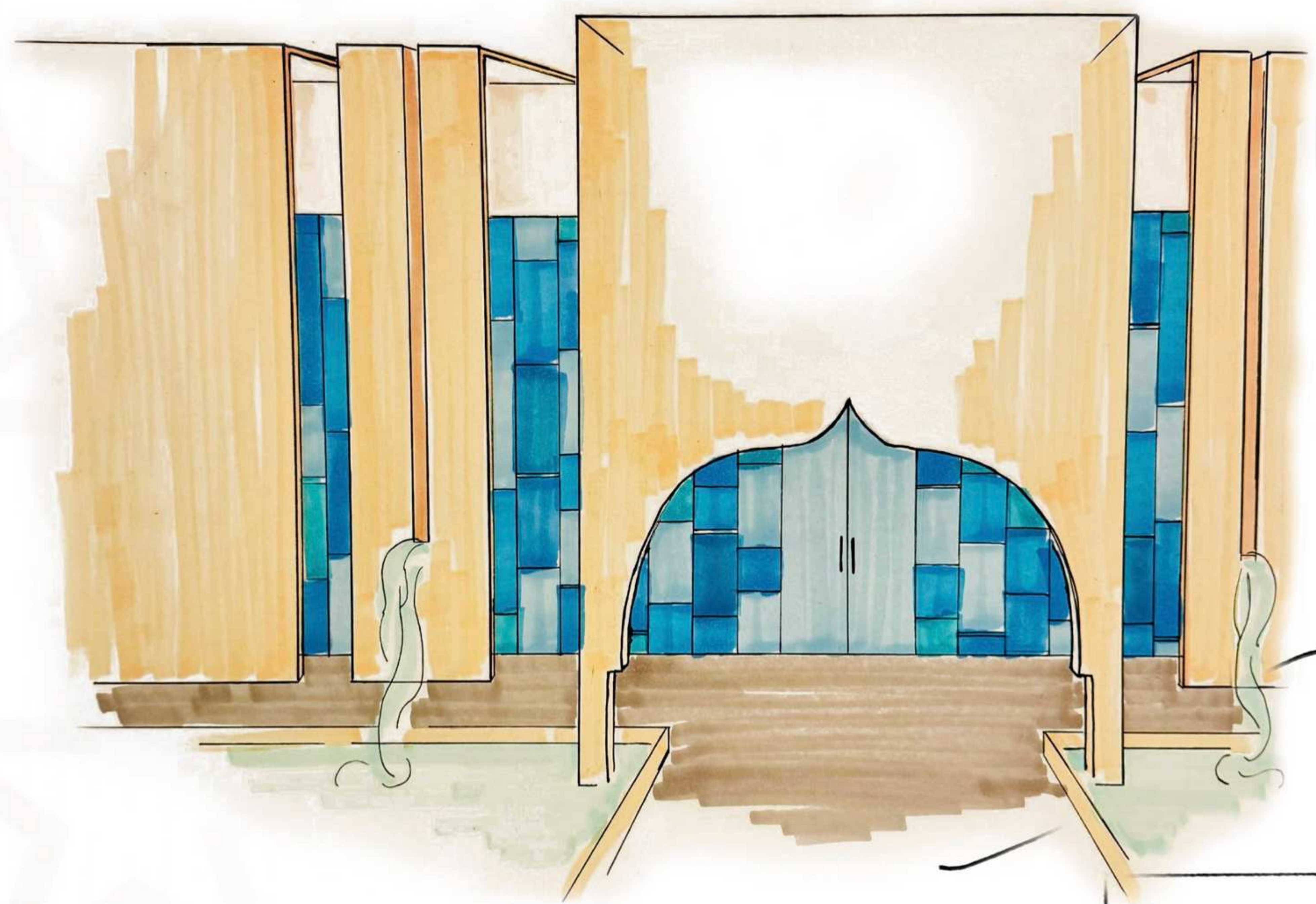
The blue diamond



MESMERIZING ENCHANTING DISTINCTIVE ETHEREAL VIBRANT CHARMING TRANQUIL PICTURESQUE CAPTIVATING

CONCEPT SKETCHES

EXTERIOR FACADE



BAR
elevation



LIGHT
FIXTURE
PLACEMENT
INSPO.



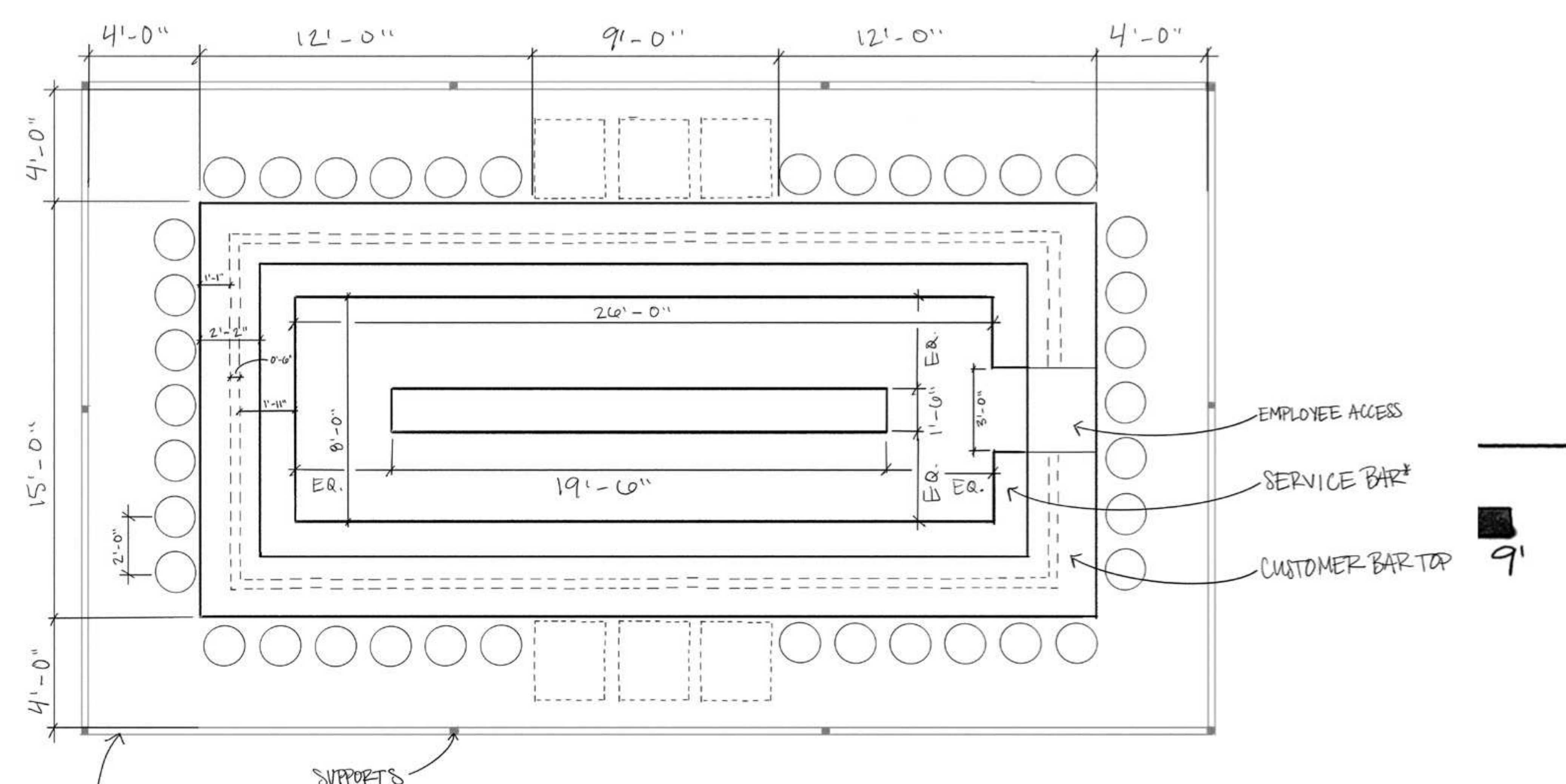
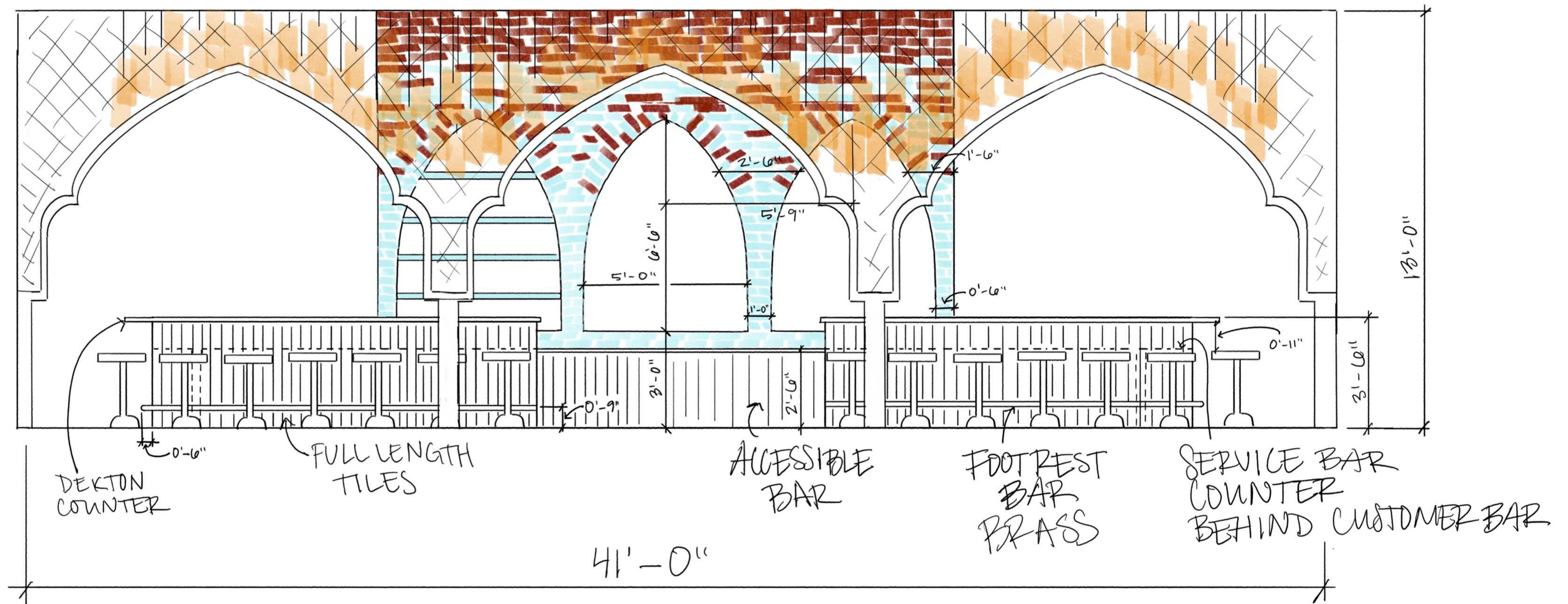
LIGHT FIXTURES INSPO



BRICK
ARCHES
INSPO



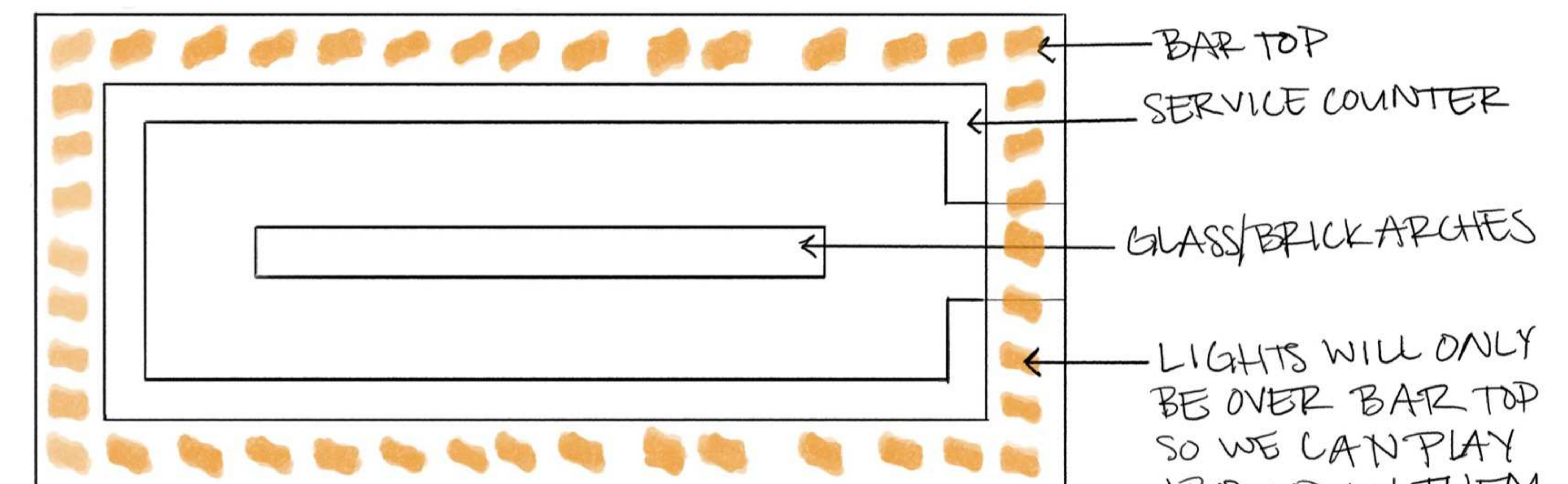
TYPICAL BRICKS FADING
INTO GLASS BRICKS



BAR "CAGE":

- A VERY THIN PERFORATED PARTITION SURROUNDING THE BAR SPACE
- ON LONG SIDES APPROX 18"-9" BETWEEN SUPPORTS AND 11"-6" ON SHORT SIDES.

*TYPICALLY BAR EQUIPMENT, STORAGE, ETC. WOULD BE INDICATED ON PLANS, HOWEVER FOR THIS PROJECT THAT IS TOO DETAILED AND UNNECESSARY.

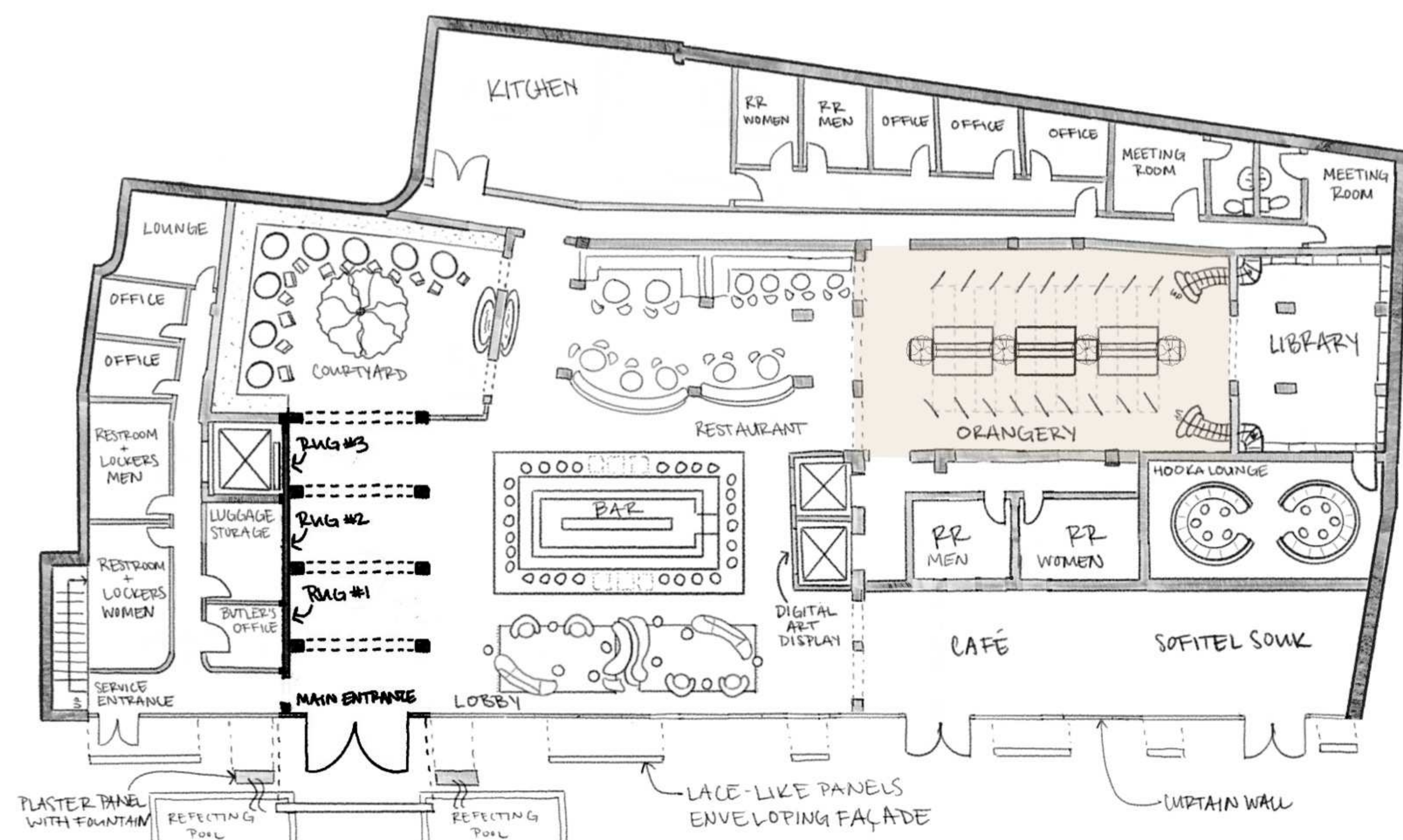


BAR PLAN - LIGHTING DETAIL

— LIGHTS WILL ONLY
BE OVER BAR TOP
SO WE CAN PLAY
AROUND W/ THEM
GOING LOWER BECAUSE
NO ONE WILL BE WALKING
UNDER THEM.

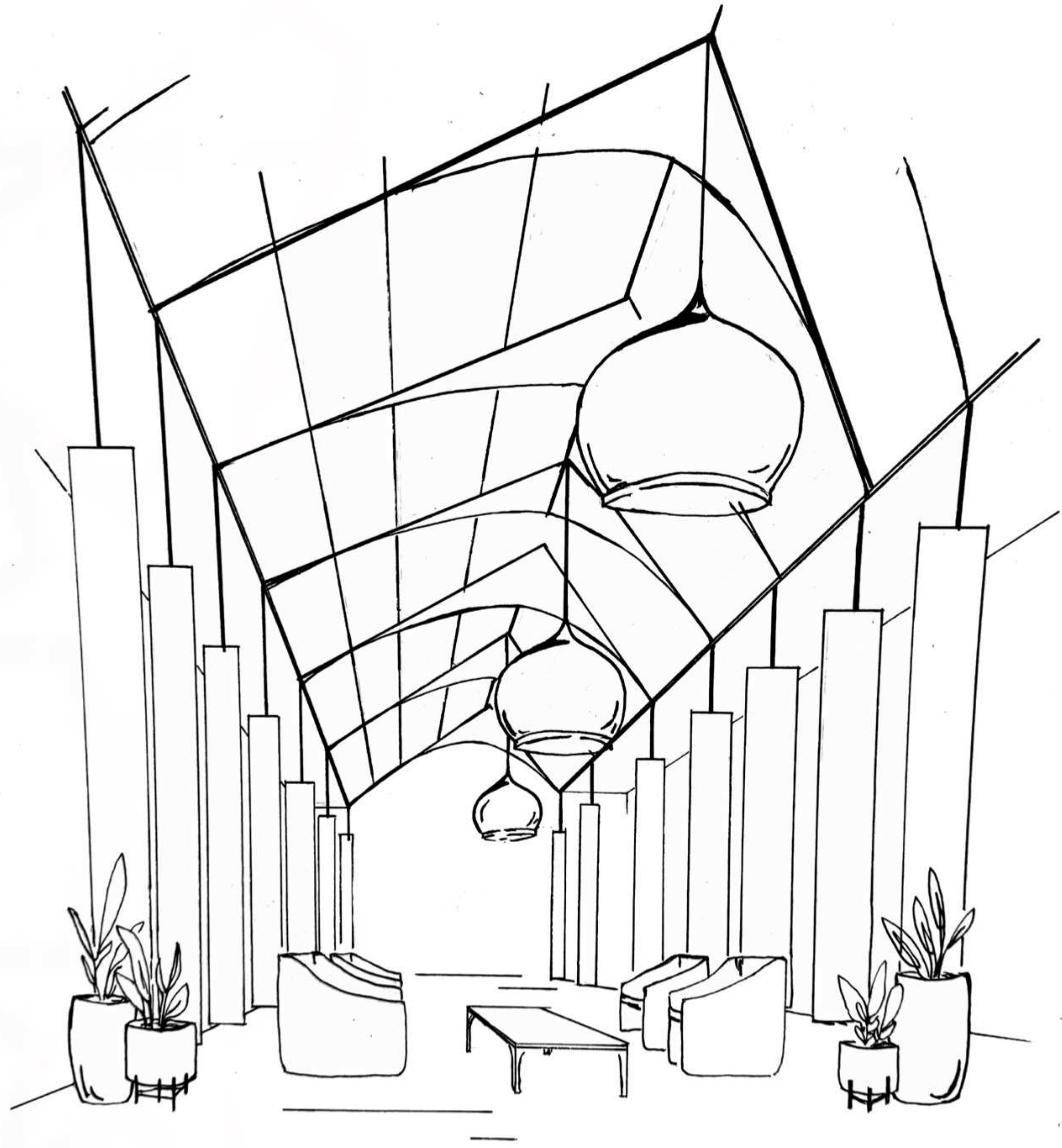
ORANGERIE

art, materials, & finishes



CONCEPT SKETCHES

ORANGERY ATRIUM





ORANGERIE



COURTYARD



BAR



S O F I T E L

LUXURY HOTELS

قرزاً عوض

CHEFCHAOUEN DAW' AZURE



MAIN ENTRANCE



FACADE



LOBBY



LIBRARY