

Jewelry Quest Morocco November 6th- 17th, 2024

Exploring Southern Morocco, its' people and culture through a myriad of jewelry, via the makers, traders and wearers.

Preliminary Itinerary



Day 1 - Essaouira

Breezy Essaouira

p.m. Questers convene at our traditional Riad in Essaouira, a captivating seaport and lively medina, that offers a harmonious blend of cultural richness and coastal charm. We will gather for an orientation, Q and A and introduction to each other.

eve. We head out for a sundowner and then onto to share a welcome meal where you can relax, discuss the itinerary and get to know your leaders and further connect with your fellow Questers. **M**



Day 2 - Marrakesh

Marrakesh and it's Beating Heart

a.m. The morning begins at 9 a.m. with a short walk around Essaouira ancient medina and its port which is an important part of local life. Next we will be accompanied by Mohamed Sabri, a local Jeweler who will share some insights about the Jewelry heritage in relation to the region and history.

p.m. An early lunch beckons from the fishermen's nets before heading to the 2 p.m. coach to Marrakesh. (3 hrs) Arrive Marrakesh in the late afternoon we will head to the medina and settle into our lodgings.

eve. With our wits about us we will dive into Jemaa de Fna square, a vibrant and bustling cultural hub where the rich traditions of Morocco come to life through enchanting storytelling, lively music, and aromatic culinary delights. Accompanied by a local storyteller, we will peruse the traditional performers and storytellers and eat at the local food stalls.

Day 3 - Marrakesh

Electric Marrakesh

a.m. The morning is packed with inspirational visits as we meander the medina streets to the Secret Garden, stop for lunch at an exquisitely designed culinary haven

p.m. -After lunch we head to the Mellah and the Kasbah, where much of histories smithing and trading would have taken place to Marrakesh's new and exuberant MAP Adornment Museum.

eve. After a cup full of inspiration we head on to a nearby restaurant for an early evening meal.



Day 4 - Kesh - Tahannout - Taroudant

From Stylish Flair to the Humble Abode of an Artisan.

a.m. The day starts at the Yves Saint Laurent Museum to drink up some sophistication and creativity and an hour to peruse the boutiques in the chic neighborhood.

By **mid morning** we head out on the road South.

An hour in, we will stop at a beadmakers house in Tahanout to engage with him, explore his working practice and hear some of his insights into the Market. We will have lunch with him and his family.

p.m. In the afternoon we drive South and travel one of our longest journeys of some 4 hours to Taroudant, known for its ancient ramparts, vibrant markets, and picturesque landscapes. The city has the feel of a small fortified market town on a caravan route, which would have carried peoples, goods, stories and jewelry from afar. Arriving in the early evening to the comfort of our boutique hotel.

eve Dinner is highly recommended at the hotel.



Day 5 - Taroudant

Artists Abode, Ambar Insights & the Ramparts

a.m. We will spend the morning at the Chilean painter, Claudio Bravo's house and its grounds. Still lifes, packages and figurative paintings make up the majority of these works created in his plush Moroccan abode. We will leisurely take in the lavish interior decoration, copies of the artist's works and vast grounds. We head back to Taroudant for a CousCous lunch in a local restaurant with social impact and ecological consciousness and a short rest in our own beautiful abode.

p.m. In the early afternoon, we will visit a master Jeweler just outside of the city to hear of stories, myths and various uses of ambar. If it is still a Moroccan resource, how is it related to treasure hunting and the world of Jiinis? What replaces it today in the market? How far does ambar travel and how to know true Ambar?

eve. We will take horse and a car ride around the city walls, if the weather and our energy permits. Dinner is to be decided there and then.



Day 6 - Tarroudant - Igherm -Tata Symbols & Rituals, Love and Mountain Life.

a.m. In the morning, we will have an opportunity to explore the medina and the jewelers quarter, in the Jewish area. Heading out an hour or so later, we drive deeper into the anti atlas mountain range stopping at Ighrem, a market town that feels very like a culture and people that strongly held onto their own identity.

We will visit a few of the traders' shops, and have lunch with a few people from the local community to and engage with them about daily life and marriage ceremonies.. Here we aim to speak to women on where jewelry fits into it all.

p.m. In the late afternoon we will take a spectacular two hour drive through some inspiring rock formations and we will arrive in Tata in the early evening. Tata was established as an administrative town to govern and encourage the settlement of the local tribes, it is surrounded in magnificent landscapes and historic kasbahs, and offers a serene ambiance rich with Amazigh tribal cultures and traditions, once prolific Jewish communities and prehistoric civilisations.

eve. Settle into the hotel where dinner is offered.



Day 7 - Tata

Fortresses, Rock Engravings & Sweet Tea over a Dowry.

a.m. We venture an hour out of town in the early morning with a local friend to visit a granary, an enduring culmination of the social and technical innovations that were originally built to protect their wheat, dates and spices as well as silver, jewels and carpets from floods, bandits and tribal clashes.

p.m. This afternoon opens up an exceptional opportunity to gather around a few jewelry boxes and talk with several local women about dowries, marriage and the significance of their jewelry acquisitions. May we practice the art of ululation. Ulululululuuuuuuuu ;)

Somewhere along the day a prehistoric rock engraving will be visited. A must to bewilder.

eve. The free evening to decide spontaneously what dinner might offer.



Day 8 - Tata - Tafraoute Silversmithing & Resettling.

a.m. Having packed up and ready to depart, we will start the day at the silversmiths workshop in the government artisan complex. Bhalil will take us through a few steps of smithing and share some of his insights into the crafts and today's market.

p.m. By late morning we will head along the road towards Tafraoute, a secluded oasis town, lunching along the way. Settling into our hotel by mid/late afternoon we have some free time to catch up and explore our immediate surroundings. We challenge you to discover Argan, as Tafraoute is a capital, its story, process and rich flavor.

eve. Savor a sundowner and take dinner at a local restaurant of your choice.

Day 9 - Tafraoute

Storyhunting and Village Abodes.

a.m. In the morning we will further explore the old mountain town of Tafraoute where we encourage Questers to find stories and tales of the local Jewelry. In addition we will hunt for a local slipper maker, as Tafraoute slippers are exquisitely unique and have much to tell about local identity. Lunch at Hotel L'Arganier.

p.m. In the afternoon we will visit the nearby Amazigh village of Oumesnat where flat roof adobe houses and rural life goes on.

eve. We will explore the local cuisine at our leisure.



Day 10 - Tafroute to Tiznit

Market Madness and Blue Land Art

a.m. Wednesday is market day in Tafraoute and local merchants gather in the town center to sell their goods. We will also find woodwork, leather, silver bracelets, earrings, and other interesting items on sale all for a much cheaper price than in the souks of the bigger cities. Join in on our market challenge.

Lunch in Tafraoute before heading onto Tiznit.

p.m. A few hours en route we will stop at the landscape art. These "Blue Rocks" are an iconic symbol. Painted in 1984 by Belgian artist Jean Verame with the help of a local team of some 20 firemen, the rocks provided the perfect canvas. We will arrive in Tiznit late afternoon and check into our fabulous boutique Riad.

eve Dinner can be found on an evening stroll around town.



Day 11 - Tiznit

A Feast for the Silver Senses & Lounge at the Pool

a.m. A morning in the city of Tiznit, home to one of the most famous jewelers' souks in Morocco and some of the best craftsmen in the Kingdom is enough to guarantee you will not leave the country without your memento bling. Take in a cafe in the square to watch the world pass by, meet a maker and pursue the abundant market offerings.

Lunch is recommended at Riad Le Lieu.

p.m. The afternoon is left free to indulge in our Riads pool or independently explore laid back Tiznit.

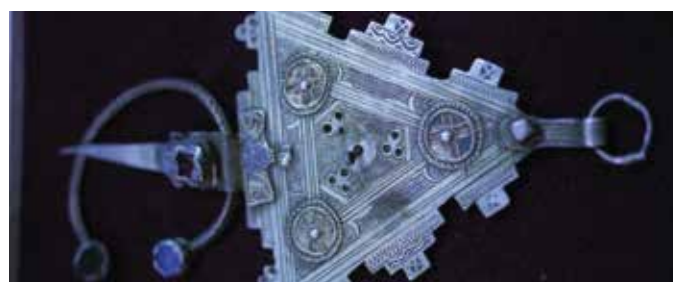
eve - An farewell evening meal is hosted at our lovely traditional Riads rooftop. **M**

Day 12 - Tiznit - Agadir

Amazigh Identity and Couscous Love

a.m. We drive one hour to Lakhsaas to meet a master silversmith and his son over an emblematic heritage piece, (Tazarzit) to discuss how the market has changed over a silversmith's lifespan. Moving on to meet a women's cooperative who will share with us lunch and more insights into married life and the lead up.

p.m. Leave Lakhsaas at 3 p.m. heading to Agadir, a transport hub which is our departure point. We say farewell and sweet continuation over coffee and cake.



Additional information:

Meals - Breakfast is included. Midday and evening meals are not included in the price. We have found that many people like to make their own arrangements, to explore culinary offerings or dietary requirements.

We often recommend restaurants that we can escort guests to. Food is ample in Morocco and Moroccan hospitality never lets a stomach rest. Jewelry Quest assures a feast for all the senses, not only the taste buds.

There are occasional lunches and evening meals included in the itinerary, indicated by a M

Accommodation:

Jewelry Quest accommodates you in a variety of comfortable lodgings including carefully selected hotels, ecolodges, traditional Moroccan riads, and on occasion apartments.

Rates are based on twin shares, respecting gender, or previously bonded friendships. We travel as a group and leave with a camaraderie.

Note:

The itinerary is subject to modification if the universe delivers us an option that is irresistible. (*T.B.C) To be confirmed. Some activities can only be planned within a short timeframe due to elements beyond control. We assure you that the program remains at its fullest.

Our community-led tourism is carried out through round tables, workshops, presentations, and studio visits.

Over the 12 days, Jewelry Quest engages with:

- 5 Moroccan cooperatives
- 1 community center
- 4 Individual project collaborators
- 1 scholarly presenter
- Dozens of artisans via studio visits
- 2 workshops
- 1 government artisan complex

Price for 2024/2025

Price **2530 €** Twin room sharing with **350 €** supplement for a single room.

Included:

- 11 nights accommodation
- A rich program of engagement
- Comfortable transportation.
- Breakfast every day, Occasional main meals when indicated
- Entrance to museums
- Accompaniment by professional tour leader

Excluded:

- All other meals
- Flights
- Compulsory personal travel insurance.



✉ info@culturevultures.ma

📷 [culturevulturesfezsefrou](https://www.instagram.com/culturevulturesfezsefrou)

📘 [culturevulturesfezsefrou](https://www.facebook.com/culturevulturesfezsefrou)

🌐 <https://culturevulturesf.ma>