



Culture Vultures



Jessica Stephens

## Jewelry Quest, Morocco

**October 14th - 25th, 2025**

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

### **Preliminary Itinerary**

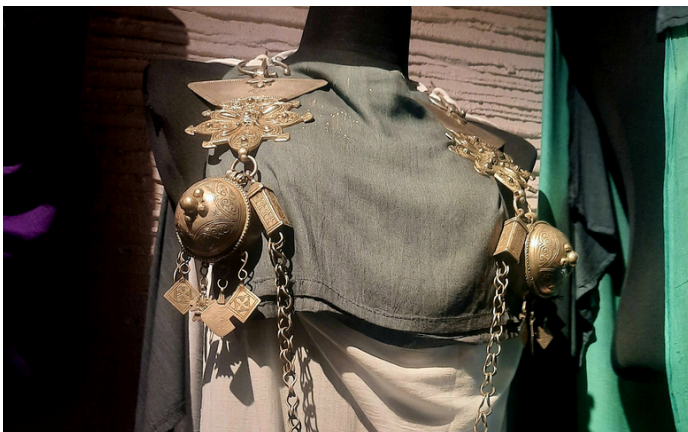


#### **Day 1 - Essaouira**

##### **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 an introduction to each other.

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



#### **Day 2 - Essaouira / Marrakech**

##### **Essaouira Signatures to the Beating Heart of Marrakech**

**a.m.** The morning begins at 9 a.m. with a short walk around Essaouira's ancient medina and its port which is an important part of local life. Next, we will be accompanied by Mohammed 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 in a sassy seaside front restaurant before heading onto Marrakech in private transport. ( 3 hrs) Arriving at Marrakech medina ( old city ) in the late afternoon, we will head to our Riad and settle in.

**eve.** With our wits about us we will dive into Jmaa de Fna square, a vibrant and bustling cultural hub where the rich traditions of Morocco come to life through street performances, herbal concoctions and theatrical food vendors. Dinner in the square is a suggested option.

## Day 3 - Marrakech

### Electric and Historical Kech

**a.m.** The morning begins led by a sophisticated city guide, leading you through Marrakech's rich history. Explore the serene Synagogue Azama, then marvel at the intricate design of the Ben Youssef Madrasa. Over a leisurely coffee, Omar will uncover more layers of Marrakech's vibrant past and the cultural crossroads that make this city so dynamic and multifaceted. We will end the morning with lunch at Nomad, a chic medina restaurant.

**p.m.** After lunch, we call into the small hidden Fundok Louarzazi to meet a local jeweler or two, who will share their insights and fascinating wares. From here you are free to pursue the local market, Kech souk, and wealth of crafts and keepsakes.

**eve.** The choice for dinner is yours. There are plenty of options not far from our Riad. We can make a few recommendations.



## Day 4 - Kech / Tahanaout / Taroudant

### An opulent global collection to a metal smith's humble abode.

**a.m.** The day starts at the MAP ( Museum of Adornment ), an extravagant collection of jewelry and costumes gathered from all corners of the globe.

Moving on some 20 km towards the High Atlas Mountains we will stop to visit metal bead worker Hassan, engage with him and his practice in his workshop and move to his house for a light lunch where we have the chance to chat further with both master and his wife about the culture of his work and of the region.

**p.m.** We take one of our longest journeys and less interesting roads, the highway (4 hours) to move on south to Taroudant, adorned with ancient ramparts, bustling souks, and a rich tapestry of Amazigh culture. This 1000-year-old, once capital, offers a glimpse into the region's vibrant history and traditions. Some 10 kms out of town, you have the sheer pleasure of residing for 2 nights in Palais Claudio Bravo, an exquisite estate that beautifully blends traditional Moroccan architecture with contemporary artistic sensibilities. We aim to check-in in the early evening.



## Day 5 Taroudant

### The decadence of a modern artist and the ancient trade of Ambar.

**a.m.** The day starts with a small tour of the grounds and the palatial abode of the Chilean painter, where you will have spent the night. Pinch yourself.

We move along to meet Abdelsalam, in his house. An Ambar trader, he will enlighten us about Louban, Ambar and Ambergris, their medicinal qualities, spiritual practices, recipes, the crafting of new and mixing the old. Be sure to bring your wits with you.



**p.m.** We will head into Taroudant for lunch and an afternoon to peruse the souq that amongst other things offers jewelry, handmade slippers, baskets, local honey, dried fruits and nuts perfect for the road. In the late afternoon, we have the option to take a horse and cart around the ramparts to take in the medina walls constructed from striking red adobe and stretching over six kilometers, encircling the city like a protective embrace.

**eve.** Dinner is a recommended option back at your palace.



## **Day 6 - Ighrem / Ait Kine / Tata** **Kasbahs, Coins & Tribal Storage Forts.**

**a.m.** We head out early, to catch the best hour at Touit Oasis and Kasbah to glory at the plane between two Atlas mountain ranges. On our way out, we will stop at the female-run, cooperative of bio-argan production.

Lunch is arranged for us in a room of a local restaurant in Ighrem, an hour on the road with a local friend. We invite you to peruse the small town as the table is prepared.



**p.m.** Through magnificent mountain roads we drive through oasis palm groves and local villages to arrive by mid-afternoon at the tribal storage facility, (Granary) at Ait Kine reflecting the complex interplay of human creativity, societal evolution, and historical context of life in the plains of the Anti Atlas Mountains. We aim to arrive at our simple hotel in the early evening. Dinner is recommended here, after a full day's excursion.

## **Day 7 - Tata**

### **Crafting Excellence & Bejewelled Garden Gatherings.**

**a.m.** A visit to Bilal, the silversmith's workshop in Tata's government-run craft center is scheduled for the morning. We will try our hands at a spot of smithing here and create a keepsake of the trip. Bilal will then share some of the heritage pieces he creates alongside showcasing some of the old pieces his family owns. Life as a silversmith in the far reaches of Tata, the market and the heritage of the region are topics to explore with this mullum. ( Master )

For those who wish, we can find a local restaurant for a light lunch.

**p.m.** This afternoon opens up a rare opportunity to gather around a jewelry box and talk with a few local women about dowries, marriage and the significance of their jewelry acquisitions. It may be a good time to practice the art of ululation. Ulululululuuuiiiii

**eve.** The hotel is a good place for an evening meal. Tata has limited restaurants.



## Dat 8 Akka - Tafraoute

### Rock Art and Heritage Silversmiths.

**a.m.** For the sake of catching the best moment of the day to be outside, we head out early towards Akka, an hour south, which is renowned for its stunning natural landscapes, rich cultural heritage and prehistoric rock engravings. With our local guide and heritage hunter, Mouloud, we will visit some of the prehistoric imprints humans left behind 1000s of years ago. A must to bewilder.

The latter half of the morning we will be fortunate to visit a local silversmith still working the traditional way, in a workshop with techniques, and knowledge passed along through generations. Lunch is recommended in a local restaurant in Akka.

**p.m.** We head on the magnificent strata-lined road for two hours before heading to Tafraoute where we will settle into our charming, stone built Riad at the base of the mountains. An evening meal is offered to us here and a little time to catch up with ourselves. **M**



## Day 9 - Tafraoute

### Micro Cultures, Boutique Bonanza, & Slipper Semantics.

**a.m.** We begin our day with an easy start, accompanied by our local community member and mountain guide, Ahmed. We head into Tafraoute town, where we meet Ahmed for tea. Ahmed will share insights into what makes Tafraoute unique compared to other regional cities. From there we head to a local house just outside of town, for lunch. The landscape around Tafraoute is spectacular, if the weather permits we may take a short stroll in and amongst the village and argan trees after lunch.

**p.m.** Heading back into town, we stop off at a local antique and crafts boutique, where Ahmed has borrowed some pieces for our connection with the family. This afternoon concludes with a visit to Tafraoute's souq, where we'll be introduced to a master slipper maker. With Ahmed's guidance, we'll uncover the meanings behind different slipper styles and the subtle ways they communicate identity and status within the community.

**eve.** Dine in the comfort of our Riad abode. **M**



## Day 10 - Tafraout / Tiznit

**a.m.** An hour en route we will stop at the eye-catching 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 provide the perfect canvas. We take a snack under an argan tree.

**p.m.** Arriving in Tiznit in the early afternoon, we check into our traditional and welcoming Riad. If the weather permits, you may wish to take a swim. For others a walk into town and the silver souq, where an abundance of jewelry shops await your visit. Tiznit is the contemporary capital of Morocco's silver trade.

**eve.** We can recommend a place for an evening meal.



## Day 11 Tiznit / Lakhssas

### Icons, Emblems & Insights

**a.m.** We drive just under an hour to Lakhsaas to meet a master silversmith and his son over an emblematic heritage piece, the Tarzarzit to discuss how the market has changed over a silversmith's lifetime and look at some of the spectacular headgear worn by the local women on celebrations.

**p.m.** Back to Tiznit, where we'll find a spot for lunch. From there, Aby, our Riad owner and local expert will guide us around Tiznit's medina and market, sharing hidden gems and revealing the city's rich history and heritage.

**Eve.** We will enjoy Jewelry Quest's celebratory meal in the Riad Janoub, toasting connections made, insights discovered, and shared stories. **M**



## Day 12

### A Slow Start & Sweet Farewells

**a.m.** We have some free time to choose to rest in the comfort of the Riad, to sip a tea in town, or to revisit the silver souq. We can arrange for someone to accompany those who wish, to a local hammam bath.

**Noon.** A cous cous lunch is recommended in a local house.

**p.m.** At around 2 p.m. we head to Agadir where we bid our farewells. Some will head back to Kesh and others stay in the region. We hope you leave with a full heart, bursting with inspiration.



### Price for the 2025 Jewelry Quest :

2750 euros Twin Share  
+ 350 euros Single Supplement

#### 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.

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

#### Accommodation:

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

#### Included:

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

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