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New Moroccan Style: The Art Of Sensual Living



Synopsis

Perched atop the African continent where East meets West, Morocco has been a destination for Europeans and Americans since before the turn of the last century. With its intoxicating mix of Berber, Arab, Spanish, and French Art Deco styles influencing and informing both homes and hotels, this country may be the birthplace of fusion. And as new waves of travelers succumb to Morocco's charms and make it their home, they have added their own styles to the mix, respecting the roots of Moroccan design, yet altering it in subtle ways. In *New Moroccan Style*, author Susan Sully reveals four emerging trends in this world of design: Delirium, Fusion, Minimalism, and Repose. Each represents a different aesthetic—whether it be the clean, elegant lines of Minimalism or the mingling, sinuous Asian and Islamic notes in Fusion—yet all are distinctly Moroccan. In chapters replete with gorgeous photographs by Jean Cazals, Sully takes readers on an unprecedented tour through private homes, stylish resorts, and intimate guest houses—many never before published. We visit Dar Tamsna, outside Marrakech, the epitome of Moroccan fusion, and a riad, or courtyard dwelling, that is a meditation in gray and white. Orientalism reigns in a villa in a date palm grove and an old stone house outside of Essaouira has been transformed into a sensually rustic retreat. Sully catalogs both traditional crafts and contemporary arts to show readers how to introduce the beauty and spirit of Morocco into their home—as Gogo Ferguson has in her Martha's Vineyard house. Entertainment is as much a part of the Moroccan experience as the glorious rugs and intricate furnishings. Complementing the various houses are twenty-five recipes and tips for entertaining Moroccan-style, as well as a comprehensive source guide for travelers and shoppers. A treasure trove of ideas and images, *New Moroccan Style* is a treat for the eyes, palate, and imagination, brought to light by a fresh new voice in design.

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Customer Reviews

I confess that I was a bit disappointed by this book. I was hoping for a book about sumptuous Moroccan decorating and living the Moroccan lifestyle. This book really only barely touches on that. The actual focus of the book is concentrated on a few hotels and restaurants located in Morocco but owned mostly by people foreign to Morocco, with the addition of a few homes of wealthy people in the United States who have been somewhat influenced by Moroccan style. This book contains no pictures of the interiors of homes of the average Moroccan citizen at all. Also, the decorating style advocated in this book is one of an overall Contemporary style with Moroccan influences. In the case of this book, "New" Moroccan Style equals an almost Asian minimalist approach with a few Moroccan handicrafts thrown in. If you're looking for a book with pictures featuring the more well-known "More is better!" Moroccan decorating approach, with layer on top of layer of textile and color, you are bound to be as disappointed as I was. The decorating style featured in this book is very restrained compared to most other books on Moroccan style that I have encountered. I still give the book four stars overall for content and information. For what the book actually is, it's not a bad book at all. It just isn't exactly what you'd expect it to be, either. The text discussing the origins of Moroccan style, from the Berber influence to Andalusian style, is especially informative. The recipes included in the book, along with pictures, are also a nice bonus.

Glad I took it out of the library & didn't purchase it, as it is reeeeeeaaally disappointing. The cover is not at ALL indicative of the inside contents. The cover photo looks rather contemporary/hip and is quite colorful. But inside, the entire book is filled with dull-looking photos that frankly weren't shot very well. The pics have no richness and no drama--and this becomes very repetitive from one page to the next. None of the essence of the country's design comes through either. How is it that with a colorful country as a subject, & people who are absolute masters at design & pattern, we are only seeing photos that show everything as dull, brown and soft? The pages aren't well-designed either (no creativity with layout or typography in evidence), so that--combined with the dim photos--makes for an incredibly uninspiring read. There are some recipes but as one other person said, it mostly concentrates on what a few expatriates have done with their homes or hotels. If you are looking for inspiration and instruction on creating Moroccan style for yourself, check out "Marrakesh By Design"

instead--I took it out at the same time and it looks to be quite promising.

An amazing book--excellent. Great service.

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