

A Well-Kept Secret



Building on heritage and timelessness, well-being and a free-spirit attitude, Riad Jardin Secret pairs a wholesome life with creativity.

Taken over from a French family by creative duo Cyrielle Astaing and Julien Phomveha, Riad Jardin Secret has been given a second lease on life. Creative mavericks, Astaing and Phomveha both previously worked in the fashion industry. But then, craving adventure and a profound change of lifestyle, the duo chose to settle in Marrakech after their many visits to the city. In their search for a riad they could call home, they came across an early-twentieth-century gem called Riad Jardin Secret. A century ago, a rich Marrakchi built two identical riads, one of which he gave to his favorite mistress as a present. This generous gift was Riad Jardin Secret, which is remarkable for the quality of its craftsmanship

alone: stucco, zellige tilework, tadelakt plaster, and textured hand-painted walls combine to make a striking impression.

The riad and its original patina became the perfect setting for the duo to share their love of Marrakech and their passion for photography, design, art, and a sustainable way of life. The couple explains that they wanted to stay as far away as possible from modern, fancy hotels or the lavish riads they had visited. Their initial project was to find an intimate, secret place with a human scale, and keep it that way. The duo set out to renovate the entire property while also preserving its historical heritage and an “anti-modern” way of