



100<sup>TH</sup>  
1923 2023  
ANNIVERSARY



LA MAMOUNIA  
MARRAKECH

Press Kit

Competition

« Tell me the story of La Mamounia in six plates »

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This year, La Mamounia is turning 100 years old... A magnificent anniversary that must be celebrated with grandeur and splendor to pay tribute to “The Grand Lady.”

La Mamounia, an icon of Moroccan hospitality and way of life, celebrates its centennial anniversary by honoring the heritage and history of Morocco and Marrakech as the ultimate destination for national and international celebrities for a century.

Now more than ever, La Mamounia is the timeless icon of Marrakech: the projects and festivities organized for its centenary aim to celebrate its history, heritage, and the longevity of the establishment.



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## The Genesis

The design competition, "Tell me the story of La Mamounia in six plates," was born out of La Mamounia's desire to transmit and embody values that have always been in the DNA of this institution.

This competition aims to design the plate for the 100th anniversary and will provide a platform for artistic expression for students from various public and private national schools of design, architecture, and fashion.

The design that captivates the jury the most will be printed on plates that La Mamounia will use in its restaurants and banquets, and it will be showcased during the centennial celebrations scheduled for October 2023.



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## The Competition

Uniting nine public and private national schools of design, architecture, and fashion, with over 60 participants, the competition consists of creating the design for a set of six plates that will reflect the past 100 years, as well as envision the next 100 years.

This competition began on November 14, 2022, and concluded on January 31, 2023. The winner, selected by a prestigious jury, was announced on February 24, 2023. They received a 30,000 Dirhams prize and will have the honor of collaborating with the renowned house "Bernardaud," an iconic figure in Limoges porcelain art since 1863.

This collaboration aims to pay tribute to the Moroccan artistic and creative heritage, a centuries-old legacy that has endured thanks to its richness and diversity. La Mamounia, as the catalyst for this collaboration, aims to make an imprint with unique and authentic pieces that reflect the spirit and culture of this institution throughout its 100 years of existence.

In October of this year, grand festivities and events will take place, marking them with "white porcelain," where the design for the 100th-anniversary plate will also be unveiled.



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BERNARDAUD



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## The Jury

The members of the Jury are :

- Mr. Michel Bernardeau
- Mrs. Dounia Taarji
- Mrs. Touria Glaoui
- Mr. Younes Duret
- Mrs. Ouidad Tebbaa
- Mr. Sanjit Manku



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## The Schools

- ENSAD Casablanca
- UM6P, School of Architecture, Planning and Design
- ESAV Marrakech
- INBA Tétouan
- ESBA Casablanca
- EMADU Fès
- Academy de Mode de Casablanca
- EDVANTIS, ART'COM SUP DESIGN Casablanca
- EDVANTIS, ART'COM SUP DESIGN Rabat



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