

Maison Aït Manos

# LEGACY



AITMANOS

ZELLIGE  
CASABLANCA



The ART  
of combining inherited  
tradition and technical innovations  
to create *exclusive zellige* collections

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The Aït Manos house has been combining the tradition of the Arab Andalusian heritage and technical innovations to create exclusive zellige collections since 1995.

A perfect command of an ancient know-how born in Morocco in the 10th century continues to this day, solely in the Kingdom and is an absolute symbol of architectural identity. This is the technique that the Aït Manos house presents through its authentic interpretations of zellige with touches of modernity, these entirely handmade baked clay mosaics.

Sublimating a Moroccan art form, the Aït Manos Workshops revisit traditional aesthetics by breathing new life into it and establishing zellige as a full-fledged decorative art.

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Since 1995, under the guidance of Tawfik Bennani, 70 mâalems have been reproducing age-old traditions in our workshops, a pledge of an unparalleled quality.

Combining traditional cutting and assembling processes devised by the Aït Manos house, our master craftsmen manufacture the Aït Manos creations designed for all types of spaces.

Tailor-made for special projects, in collaboration with renowned designers such as Alberto Pinto, or even to offer modules and jigs suitable for all designs.

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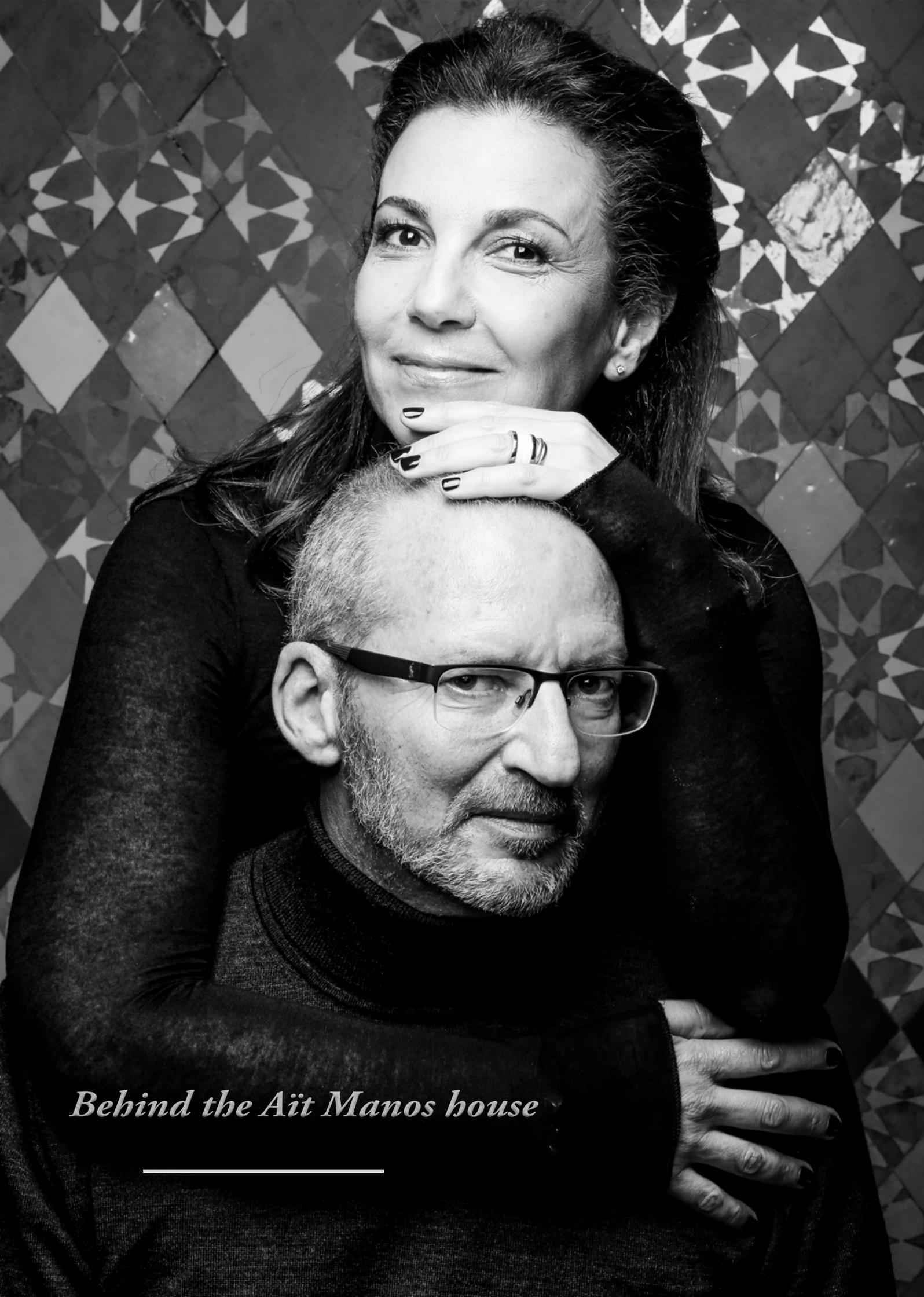




For more than a quarter of a century, Aït Manos has been blending tradition and innovation to create exclusive zellige collections. This is embodied in a perfect mastery of this age-old know-how, which originated in Morocco in the 10th century and which still continues to this day, a true symbol of architectural identity.

This invaluable History is what we transmit; it epitomizes the very definition of our creative process. We produce our zellige meticulously and sustainably, we pay a deep respect to the men and women who work in our workshops, our environment and our customers.

To this end, as a leader in this demanding art profession, our Maison upholds a rigorous work ethic. It is based on founding principles that reflect our values.



*Behind the Ait Manos house*

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Is a cosmopolitan couple that is passionate about *Moroccan arts and crafts*.  
*Ghalia & Tawfik* met in 1990 on the shores of the Mediterranean. They  
share a melting pot of cultures against a *Moroccan background*.

With his Austrian and Moroccan origins, Tawfik was raised for the most part  
abroad as he was the son of diplomats.

Tawfik was deeply attached to Morocco and its decorative arts, which his  
artist spirit combined with a Germanic rigor recognized for its uniqueness.

As for Ghalia, she was raised in keeping with the traditions of Fes, the native  
city of her father, and with the rigor of her mother from Lyon, who raised  
four children with a sense of devotion and ongoing perfectionism.

Around this *passion for Morocco* and its light, its traditions, aestheticism  
and crafts, they founded the Ait Manos house in 1995, an allegory of their  
love for *zellige*.

Since then, they have been  
manufacturing, sublimating, presenting and modernizing it without ever dis-  
torting its age-old manufacturing process.

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*We are guided by:*



***LOVE...***  
***Of our craft.***

Our actions, initiatives and manufacturing processes are driven by quality, customer satisfaction, passion and a deep-rooted commitment to paying tribute to all the fine crafts we create. Throughout the development of our products, our craftsmen reproduce ancestral gestures that are the hallmarks of a true authenticity. In this way, we are able to perpetuate all the traditions of a centuries-old know-how.



***EXCELLENCE...***  
***With the utmost respect for the***  
***highest quality standards.***

Because our cornerstone lies in honoring the handcrafted legacy, we value manual craftsmanship to deliver an exemplary and flawless production. We fully adhere to age-old techniques to design our handmade zellige. At each stage of production, we aim for absolute precellence. In keeping with our commitments to our customers, we scrupulously comply with the indicated lead times.



### ***LOYALTY...***

***To our craftsmen, as well as to the women and men who make up the Maison Aït Manos.***

To our craftsmen, as well as to the women and men who make up the Maison Aït Manos.

People are at the heart of our concerns, because their talents take us even further. We ensure their safety, we guarantee their working condition and ensure fair and equitable remuneration.



### ***ACCOUNTABILITY...***

***Towards the planet.***

Because our Maison owes so much to our planet, Aït Manos is committed to an environmentally responsible approach to its business. Our zellige is mainly made of all-natural extracted clay. Using clean energy, exploring the use of non-polluting



# *Collections*

## REINVENTING ZELLIGE

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At the heart of the Ait Manos Workshops lies the desire to sublimate Moroccan zellige, this baked clay mosaic, handmade following an age-old process. Through our collections, we bring forth a creative dimension to the zellige's original and authentic beauty, to adapt it to all the requirements of contemporary design and to the imagination of a unique interior décor.

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## ZELLIGE FOR ALL

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Through its thematic collections, Aït Manos presents all the facets of zellige. Revisited traditional patterns, bold designs, a wide range of colors, and various assembling techniques make it possible to compose unique and refined zellige designs that are accessible to all.

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## ZELLIGE FOR ALL SPACES

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The typical Moroccan zellige made of glazed ceramic tiles is presented with a versatile modernity by the Aït Manos Workshops, and is suitable for all spaces. Whether it is for your kitchen, bathroom, or living-room, the zellige imagined and crafted by Aït Manos is designed to meet your greatest imagination. With Aït Manos zellige, your indoor and outdoor spaces are uniquely adorned, showcasing an inspired and zeitgeist décor.

Hence, from the natural look of a bejmat zellige to the shinier glazed zellige, and with a color palette ranging from the brightest of colors to more subtle hues, the

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## EXPERTISE AND KNOW-HOW

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All of our zellige patterns were designed and crafted in a perfect synergy involving all stakeholders, from the style and architectural design definition phase all the way to the final laying of the zellige panels. All around the world, the Aït Manos Workshops, the reference in zellige, apply their technical know-how and dexterity to design spaces where Moroccan tradition transcends modernity.

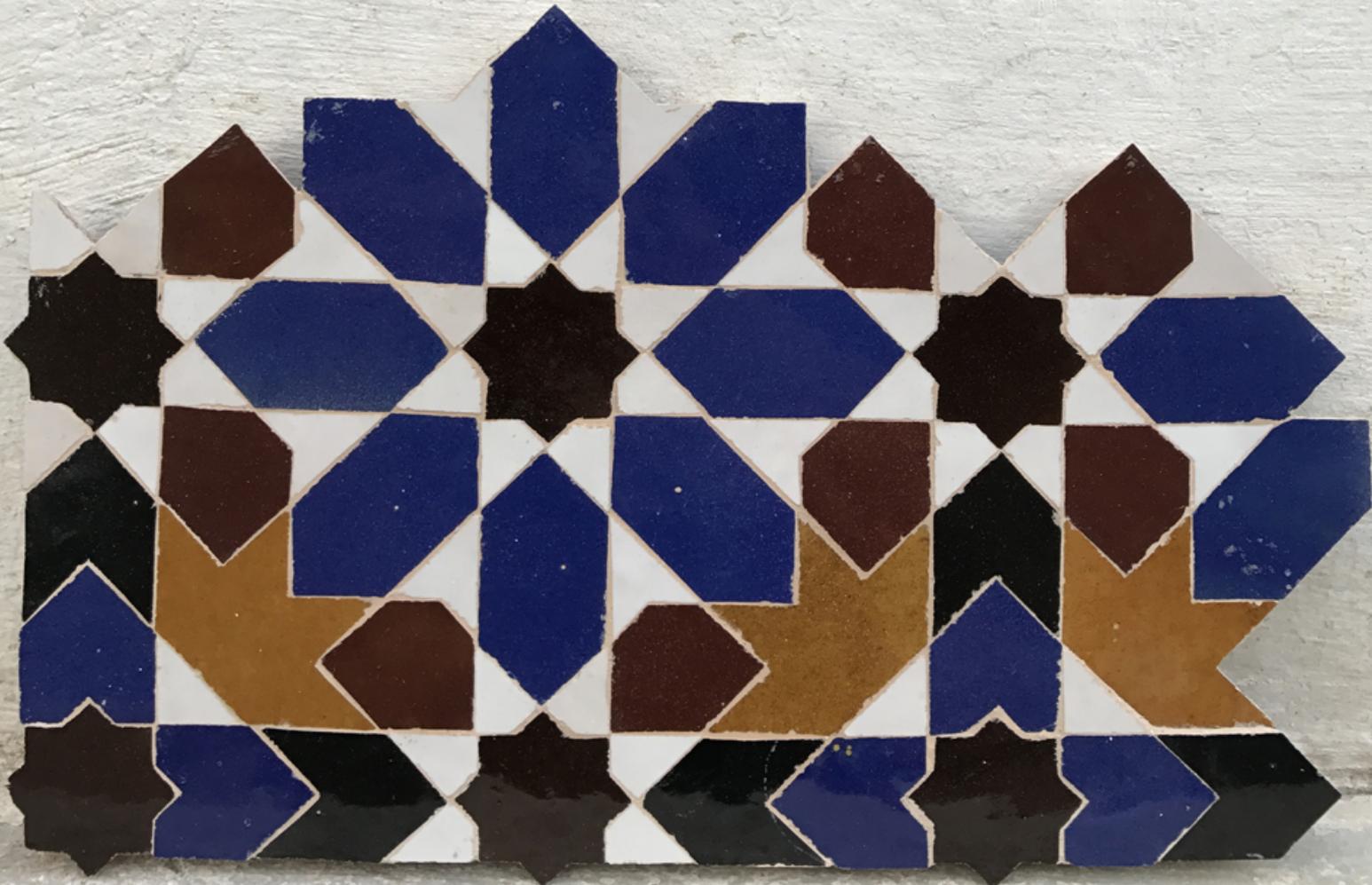
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## PRE-ASSEMBLED, READY TO LAY, PUSH-IN ZELLIGE

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In 1997, Ait Manos launched a unique innovation that was welcomed and dignified by the Tiffany award: the “pre-assembled, ready to lay, push-in zellige”. A real revolution exclusively developed and pioneered by the Ait Manos Workshops. As such, through a unique know-how, and building on their mastery of traditional zellige techniques originating from Fes, the Ait Manos Workshops developed new application techniques. This resulted in an exclusive process for the manufacturing of its zellige patterns, in a pre-assembled form, making it possible to easily and rapidly lay the zellige just like conventional tiles.

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## *Innovation*

### FULL METAL ZELLIGE

*18k Gold and Platinum*

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Casablanca, February 1st — Aït Manos, the artisan of zellige, continues its endless quest exploring the Moroccan artisanal heritage. The house draws on the ingenuity of its color laboratory and the dexterity of its maâllem craftsmen to propose new combinations around a traditional, age-old craft.

This time, Aït Manos unveils a unique interpretation of metallic shades, a major design and decoration trend of the year, combining know-how and creativity.

Definitely chic, with a touch of retro, deeply solar, metal denies its cold aspect and dashes the decoration with a wave of sophistication that is as refined as it is radiant. Festive, magical and powerful, 18-carat gold and platinum are thus part of the offer, an ode to elegance signed by Aït Manos.

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The house develops an aesthetic and technical innovation for gold and platinum embellished zellige, obtained through precise firing processes. The result is dazzling and resolutely unique.

The zellige thus adorned with unalterable metals gives substance to an absolutely timeless piece of art. A fusion between the tradition of zellige and goldsmithing, the fragments of the entirely handmade mosaic are sublimated with a robe of golden or silver light.





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To reveal all the shimmer of these new exclusive enamels, the house performs a real goldsmith's craft. After receiving the rare metals in the form of pigments, the baked clay fragments are fired for a first round at about 980°. Then they are placed in the kiln once again after enameling. Finally, they are completed by a third firing specific to metallic enamels.

These delicate and luminous mosaics are presented in bulk or in pre-assembled modules. The 18k Gold and Platinum zellige were designed as the ultimate ornaments to be combined with other enamels, intended for indoor and outdoor surfaces, such as swimming pools, showers, basins, and are available to order.



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MANOS

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