

The library's pink wallpaper adds an artsy dimension, paired with a glass table by Glas Italia and a crystal table by Reflections



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A Home with a Soul

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A dialogue between art, colour and furniture turned this Casablanca home into an old-meets-new haven of creativity and energy at the hands of Moroccan designer Ali Lahlou

Located in leafy Anfa Supérieur, one of Casablanca's most exclusive neighbourhoods, this 1970s home is a contemporary work of art. Previously renovated in 2010 and now owned by a Moroccan couple – her a jewellery designer and him an entrepreneur – it is the most recent creative undertaking at the hands of rising Moroccan designer Ali Lahlou that transforms old into new. “She has a particular love for old houses and their charm, but also for bold tones and freshness,” explains Ali, founder of Ali Lahlou Design Studio, of the owners. “They wanted something different from the usual, where each room would feel distinctive and where the choice of the palette would bring a sense of warmth, serenity and character to the space.”

When Ali first visited the three-bedroom residence, he immediately saw the potential. “The volumes were generous, the energy welcoming, but it clearly needed a complete redesign to reflect the new owners’ vision,” he recalls. “The couple was preparing for their wedding and wanted to move quickly, so the timing made the challenge even more exciting.”

Ali’s design inspiration came more from a feeling than from a single image, he asserts. “I imagined the house as a Haussmannian Parisian apartment with classic wood chevron floors and timeless proportions, but infused with the poetry of colour, like a sunset in slow motion. The palette of fading light became the moodboard itself; soft gradients, bold accents and a balance between old soul and contemporary edge.”

Through Ali’s well-trained eye, the space unfolded as a journey through sunset, as the palette gradually moved from warm oranges and terracotta to camel tones, cooler blues and soft neutrals, as if following the fading sky and shifting light of day. “Each room has its own tone yet remains connected to the rest. The transitions feel natural and fluid, creating a warmth and serenity whilst guiding you from one room to another.”

Beyond the palettes, Ali’s intention for the interiors was to combine the timeless elegance of classic details with bold, contemporary choices to resonate with the couple. “For example, the traditional chevron parquet grounds the home in heritage, while modern pieces of furniture that are sculptural, colourful and striking bring a sense of vibrancy. This conversation between tradition and boldness gives the house its unique personality.” ▶



Clockwise from above: Moroccan designer Ali Lahlou; Ceramic and brass dining table by Cattelan; A contrast of colours, textures and materials across the home



ALI PORTRAIT: MEHDI TRIQUI



“THIS PROJECT EMBODIES HOW A HOME CAN BE TIMELESS YET BOLD, ROOTED IN TRADITION YET OPEN TO CREATIVITY”

Ali Lahlou

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The warm walnut chevron parquet flooring allowed Ali and his team to then play freely with colours. In the living spaces, soft velvet seating meets enamelled glass tables; a rainbow onyx bar stands out against the wood floors; marble tables and neutral walls act as a blank canvas to bold artworks and sculptural furniture. "Materials were chosen for their tactility, richness and timeless quality," Ali explains.

Designing for a couple with a strong appreciation for art naturally guided Ali, too, envisioning a house that would reflect their creative and open-minded spirits. "We kept the wall treatments very neutral precisely to allow the artworks to shine. Each piece needed its own place, and the interiors were designed to frame them naturally. This fusion of art, colour and furniture makes the house feel alive."

Intimations of the couple's Moroccan heritage can be felt throughout, but in subtle ways. "The strongest influence actually comes through the art collection itself, which is composed mainly of works by Moroccan painters and artists," Ali states. "Rather than using overt motifs or traditional decorative elements, we allowed their art to carry that identity. The rest of the design provides a neutral, elegant backdrop so these Moroccan voices can stand out and give the home its sense of place."

With pure lines and wide-open spaces, the home is dressed in custom-made pieces: seating by Ateliers Jouffre, marble pieces crafted by Sinastone, carpets by CC-Tapis, decorative objects from Soho Home, a dining table by Cattelan and accoutrements from Glas Italia, Maison Dada, Roche Bobois and Ligne Roset. Hero pieces include a stunning table in the entrance hall. "As you walk in, the entry opens to a central Calacatta marble table which is the anchor of the entire house, connecting the fireplace area, the dining room and the different living spaces," says Ali. "Another [key piece] is the rainbow onyx bar, designed as both a functional and sculptural centrepiece."

Of the project, the most exciting part for Ali was working on the colour palette, "as it felt like painting with architecture, shaping moods through tones," while the most challenging was the timing. "We only had six months to complete everything before the wedding, from full renovation to custom furniture. It required immense coordination, but it gave the project its unique energy."

Asked to choose a favourite place in the house, he selects the library fireplace, with the pink wallpaper. "It feels very homey, with camel and nude tones that create warmth and intimacy," he confirms. "The wallpaper adds an artsy dimension, while the carpet ties the palette together." But what really elevates the space, according to Ali, are the accent tables: the glass pieces by Glas Italia and the crystal table by Reflections, "which catch the light beautifully and bring a brighter, more vibrant energy to the room. It's a corner where comfort and artistry meet, and for me, it sums up the spirit of the house." ■



Much of the seating within the home is tailor-made by Ateliers Jouffre, with carpets from CC-Tapis