



MAISON AMADAL

Designed to Belong



A Cultural Design House

Maison Amadal translates Moroccan geometry, zellige, and architectural memory into contemporary surfaces. A cultural design house rooted in ancestral craft and shaped by architectural judgment, each collection is formed as a language of rhythm, material, and belonging, designed for spaces that seek identity, presence, and quiet permanence.

Geometry becomes meaningful when it belongs to space.



FOUNDER'S NOTE

I was raised between textures, light, and the rhythm of artisans' hands. My mother taught me early that design is not decoration. It is emotion made visible. From her, I inherited a way of feeling space before understanding it.

As an Amazigh woman from the South of Morocco, and later as an architect, I came to understand that the built environment carries memory. Materials hold culture. A surface, when chosen with intention, can change how a room feels to live in.

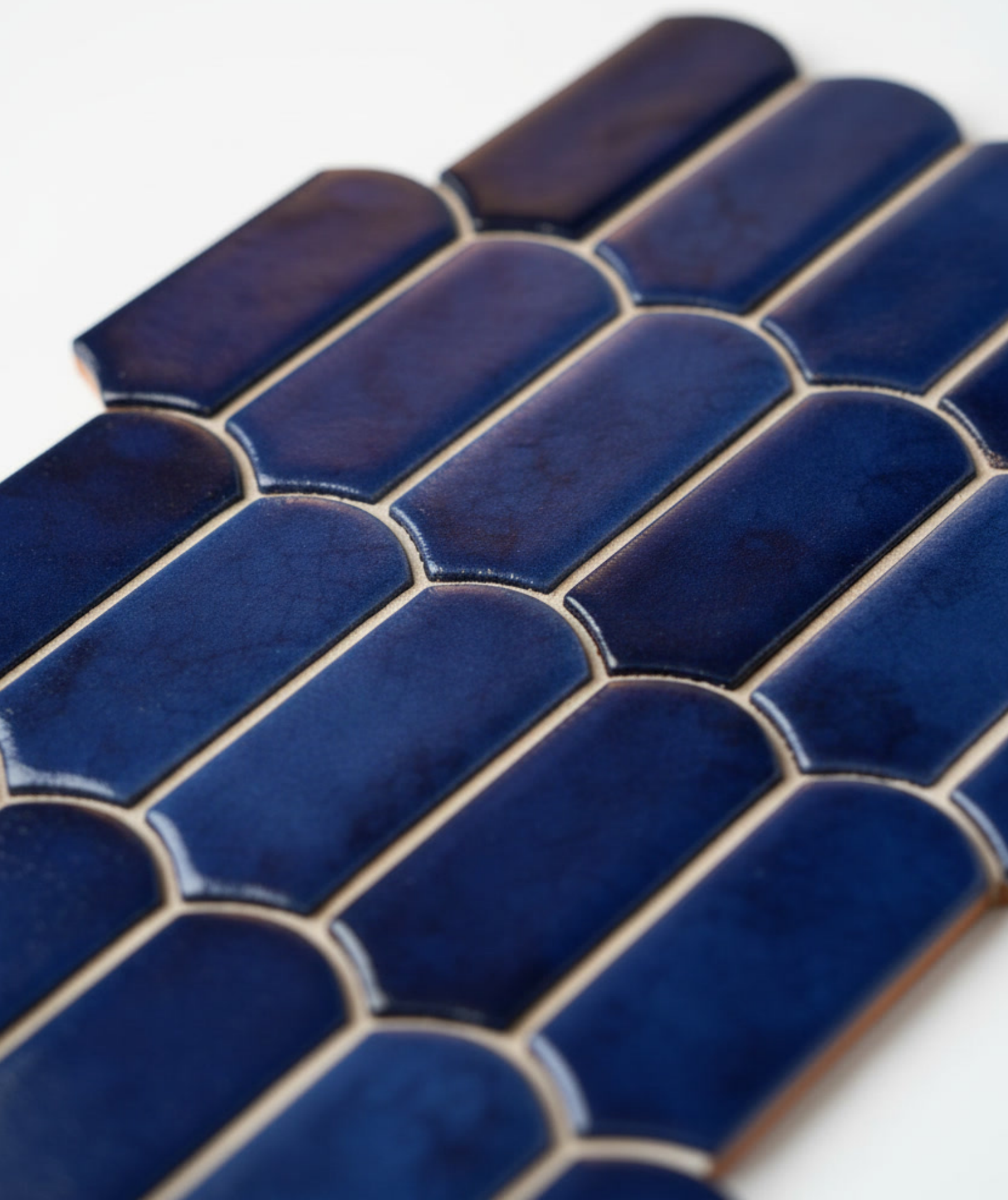
Zellige became my language because it is geometry with a soul. Shaped by patience, fire, and human hands, it carries the soul of a tradition that is raw, refined, and deeply alive.

Maison Amadal was born from this belief. From Morocco to the UAE, I built this house to bring that art forward as a living design language for contemporary spaces. For interiors that feel rooted, human, and quietly permanent.

Between what is seen and what is deeply felt.

Souhaila Touab

FOUNDER & CREATIVE DIRECTOR

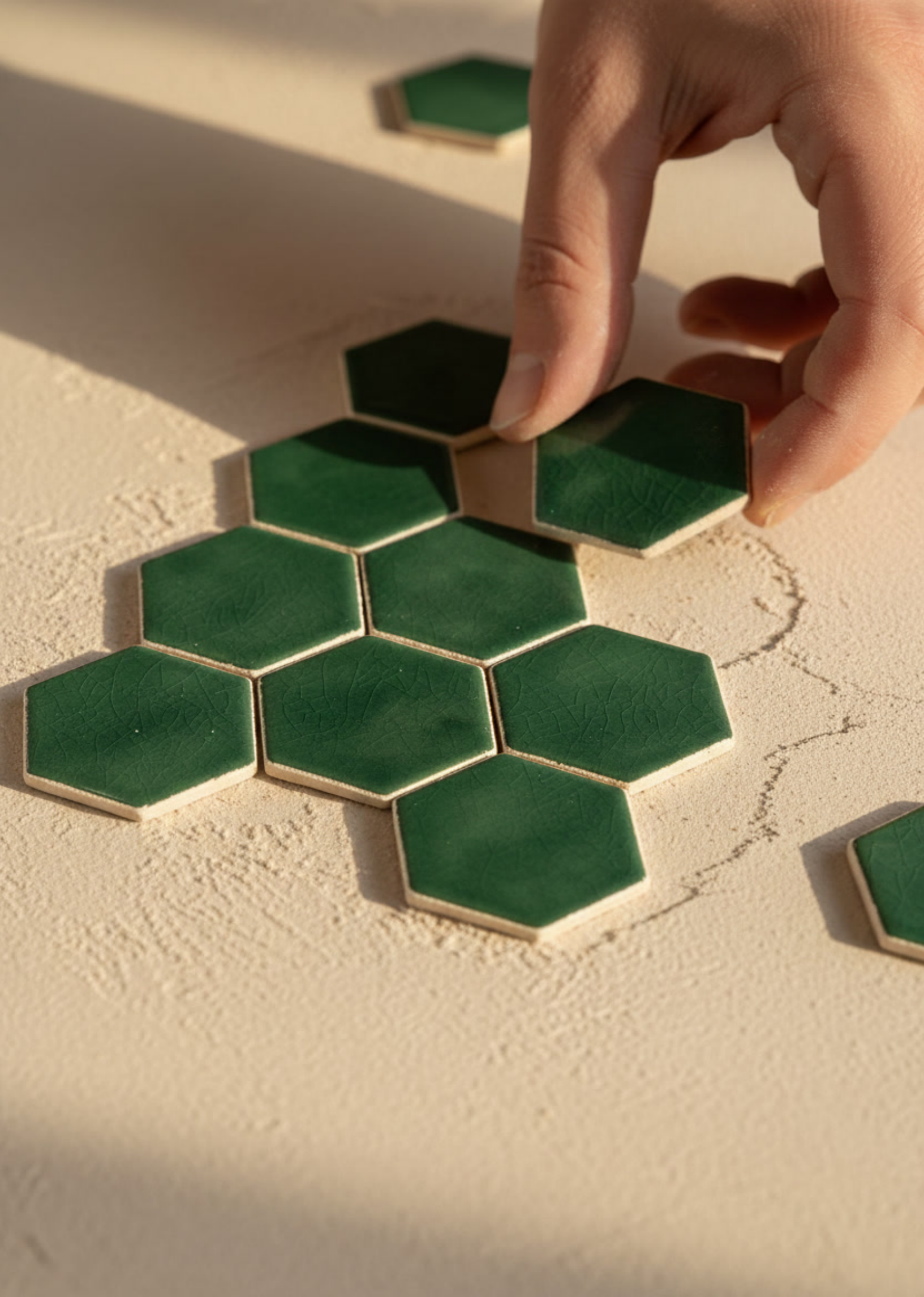


THE LANGUAGE OF ZELLIGE









From Earth to Form



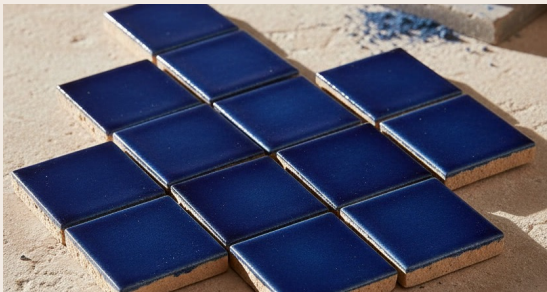
01 CLAY

The body of the material.



02 FIRE

The first act of permanence.



03 GLAZE

Colour held in light.



04 CUT

The hand defines the edge.



05 ASSEMBLY

Pattern becomes surface.

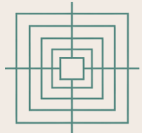
Four Spatial Languages

Maison Amadal patterns are organised by spatial behaviour rather than ornament. Each family carries a different rhythm, weight, and atmosphere, shaping how geometry performs within architecture.



01 Light · Noor

Repetition, reflection, and sacred calm shaped by light.



02 Structure · Vitro

Grid, proportion, and the quiet authority of geometric discipline.



03 Earth · Atlas

Grounded geometries shaped by clay, stone, threshold, and weight.



04 Movement · Nova

Colour, gradient, and chromatic atmosphere for contemporary and hospitality spaces.



THE COLLECTIONS

Where geometry becomes atmosphere.

NOOR

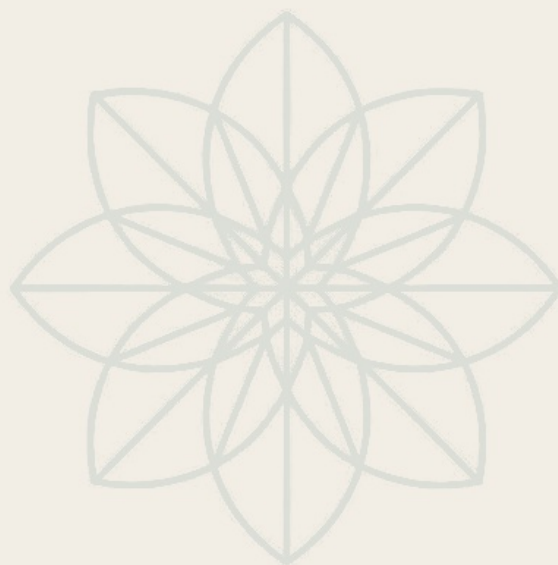
Where light becomes the pattern.

The Language of Light

Noor is built around the quiet intelligence of repetition. Its geometry brings order, rhythm, and stillness into a space.

Inspired by the way Islamic geometry treats light and continuity as design forces, the collection turns the surface into something that breathes. Lines repeat, forms return, and the eye moves gently across the architecture.

Noor belongs in spaces that ask for calm presence. It works through reflection, proportion, and silence, creating surfaces that feel spiritual, structured, and enduring.





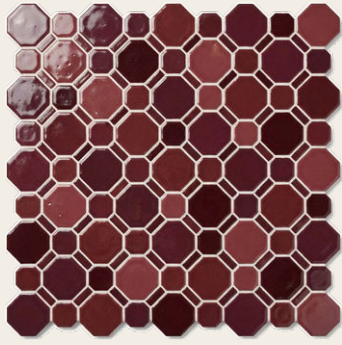




NOOR

Light · Noor

Repetition, reflection, and sacred calm shaped by light.



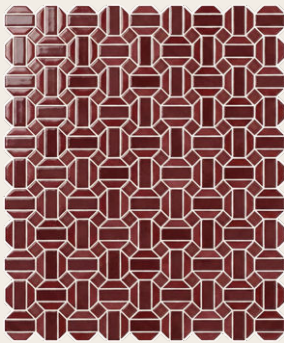
CELLA

The cell as the origin of all pattern.



TRAMA

The weave beneath the surface.



AXIS

Order held in perfect tension.



ORBITA

Circular continuity, pattern without end.



ASTRA

Where geometry reaches toward light.



RETIS

The net that holds the geometry together.

N O O R

Curated Palette



NACRE WHITE



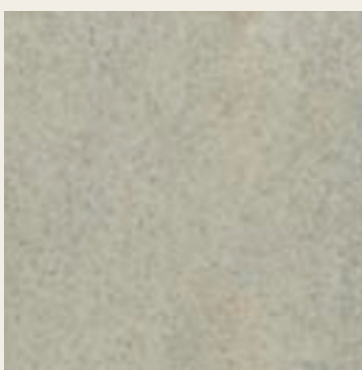
WHITE CARRARA



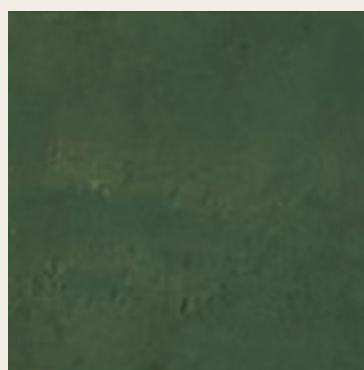
LAVENDER BLUE



CELADON



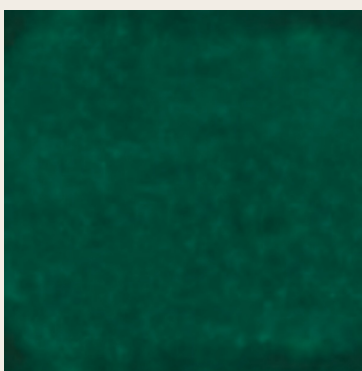
GREY CHINE



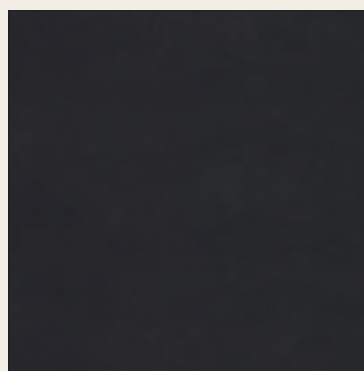
AGATE



NAVY BLUE



FOREST GREEN

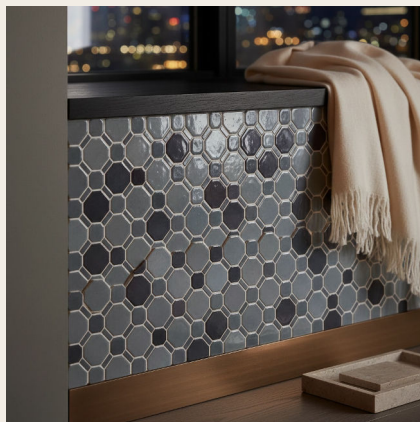


BLACK KOHL

All colours within the Maison Amadal palette are available across this collection. Custom explorations are always possible.

APPLICATIONS

Applications



CONTEMPLATIVE WALLS

Full-height walls · focal walls · living walls · fireplace walls

FRAMED SURFACES

Niches · arches · alcoves · recessed panels

WATER SURFACES

Bathrooms · showers · hammams · vanity walls · pools

HORIZONTAL FIELDS

Floors · terraces · corridors · entry halls

ARCHITECTURAL DETAILS

Backsplashes · counters · bar fronts · fireplace surrounds









VITRO

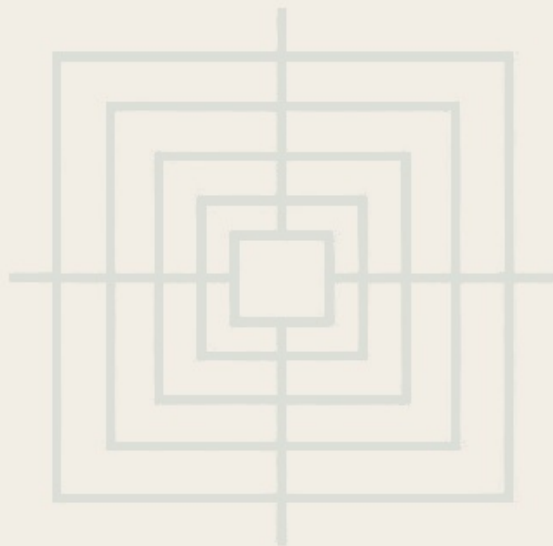
Where structure becomes surface.

The Intelligence of Structure

Vitro is built around the discipline of reduction. It distills the geometric intelligence of zellige into its most essential forms. The square. The line. The vector. The hexagon.

Every motif is a study in proportion, grid, and the quiet authority of geometric precision. Structure is the only language spoken here.

Vitro belongs in spaces that value clarity. It works through repetition and order, creating surfaces that feel considered, resolved, and permanent. Present in a room the way good architecture always is. Quietly and completely.







Structure· Vitro

Grid, proportion, and the quiet authority of geometric discipline.



QUADRA

The square as the origin of all order.



VECTRA

Direction made visible through repetition.



LUMEN

Light held within geometric form.

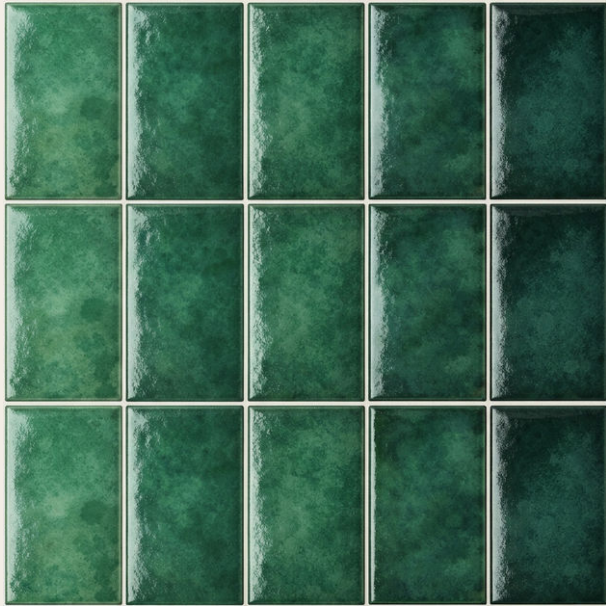


STELA

The vertical rhythm of contained space.

Structure· Vitro

Grid, proportion, and the quiet authority of geometric discipline.



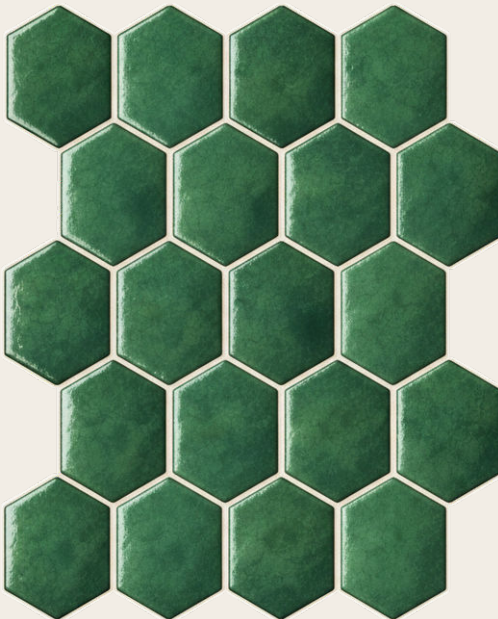
RECTA

The grid as a complete spatial language.



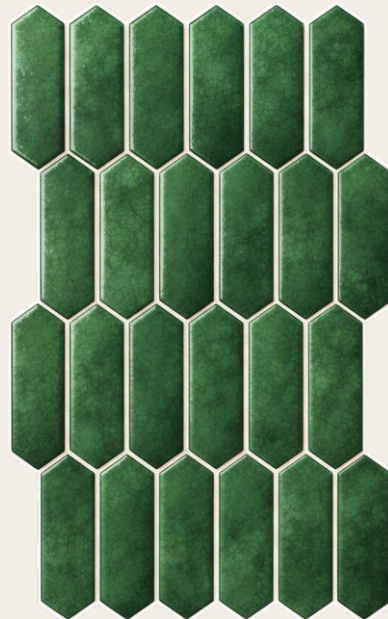
LINEA

Movement encoded in a single repeated form.



HEXA

The hexagon as nature's most efficient geometry.



COLUMNA

Vertical order distilled into surface.

Curated Palette



WHITE



GREY CHINE



CELADON



LAVENDER BLUE



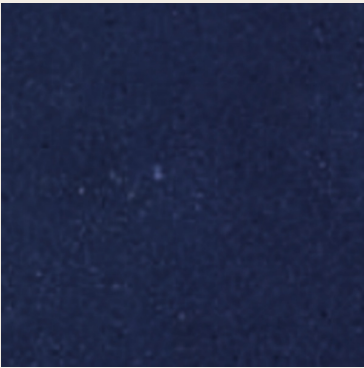
TAUPE



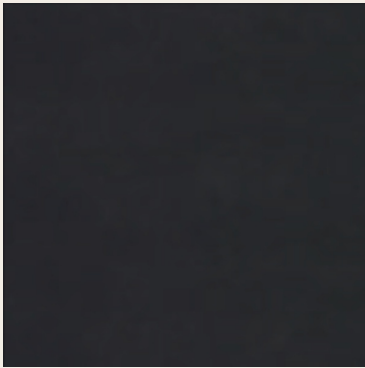
LIGHT GREEN



BROWN



NAVY BLUE

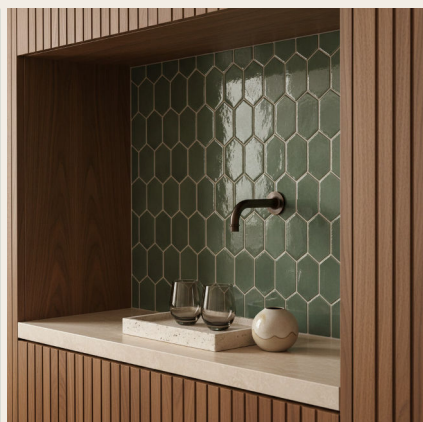


BLACK KOHL

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APPLICATIONS

Applications



STRUCTURAL WALLS

Full-height walls · focal walls · fireplace walls · bedhead walls

GRIDDED SURFACES

Backsplashes · vanity walls · shower walls · counter walls

THRESHOLD PLANES

Corridors · entries · passages · stair walls

HORIZONTAL FIELDS

Floors · terraces · platforms · stair risers

ARCHITECTURAL DETAILS

Counters · bar fronts · shelving backs · fireplace surrounds









ATLAS

Where earth becomes architecture.

The Memory of Ground

Atlas is built around the memory that materials carry. Its geometry draws from the kasbahs of the Atlas Mountains, the courtyards of the Mediterranean, and the thresholds of architecture shaped by terrain, climate, and time.

Every motif in Atlas begins with the earth. Clay, stone, and fired surface inform both the palette and the pattern, creating a collection that feels rooted in the ground it inhabits.

Atlas belongs in spaces that seek permanence. It works through weight, proportion, and material honesty, creating surfaces that feel ancient in the best sense. Settled. Calm. Deeply belonging.

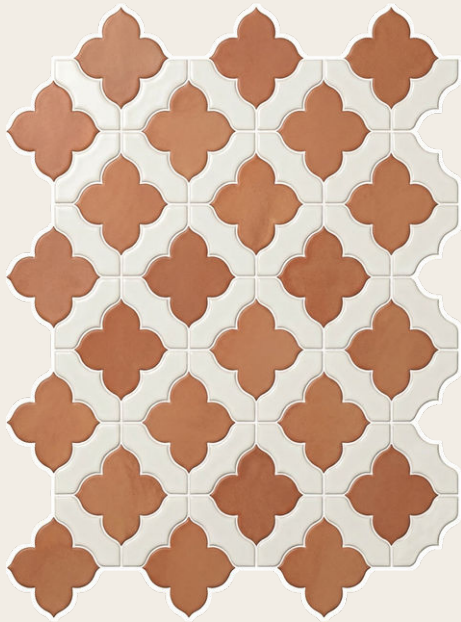






Earth · Atlas

Grounded geometries shaped by clay, stone, threshold, and weight.



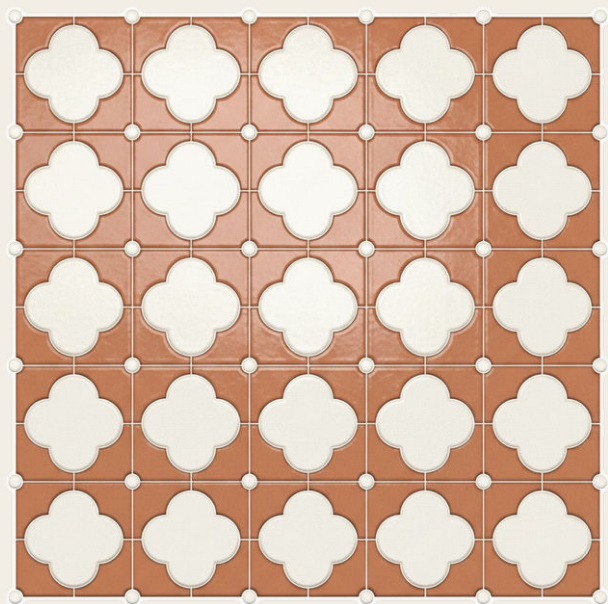
TAZZA

A form borrowed from clay and water.



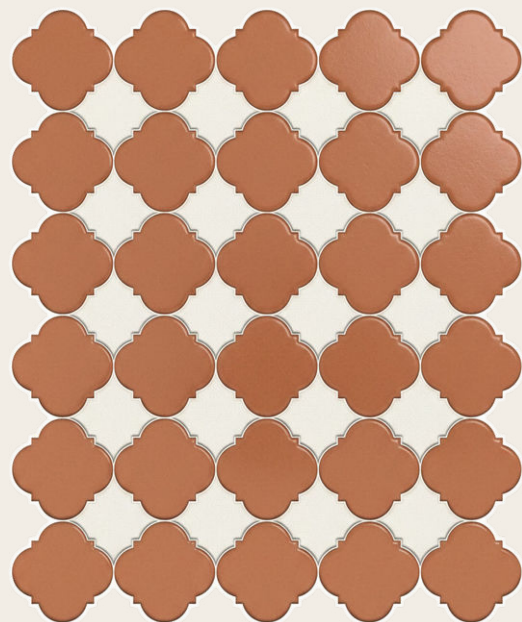
THURAYYA

Stars mapped onto the surface of the ground.



RASM

The mark that precedes all pattern.

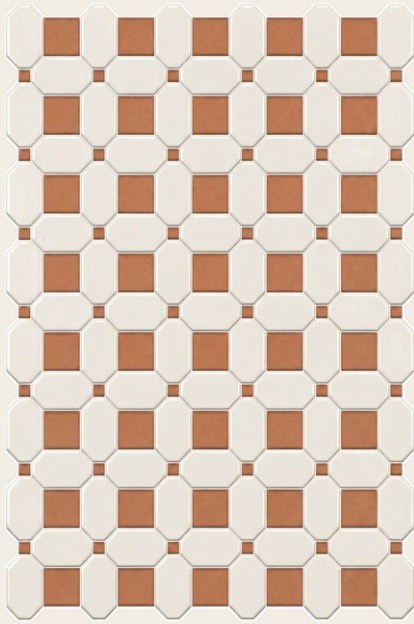


LUBB

The core from which all geometry grows.

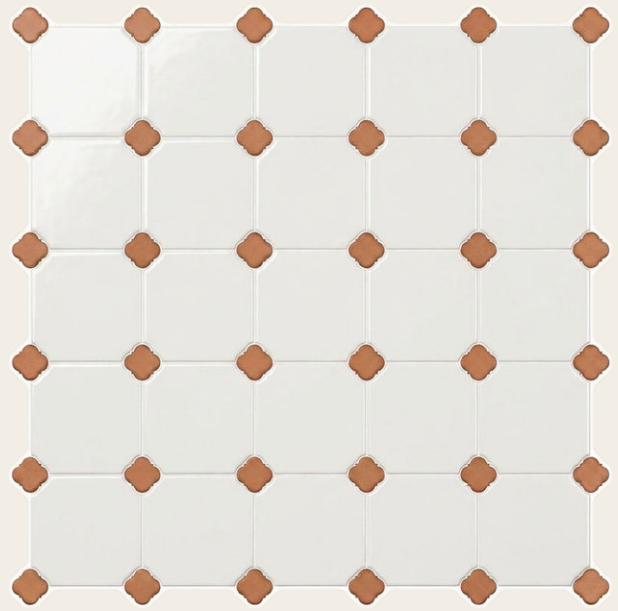
Earth · Atlas

Grounded geometries shaped by clay, stone, threshold, and weight.



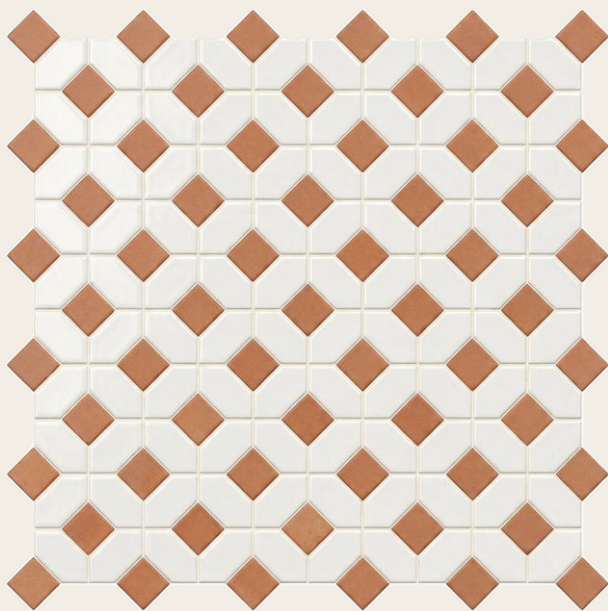
BAYN

The space between forms is part of the pattern.



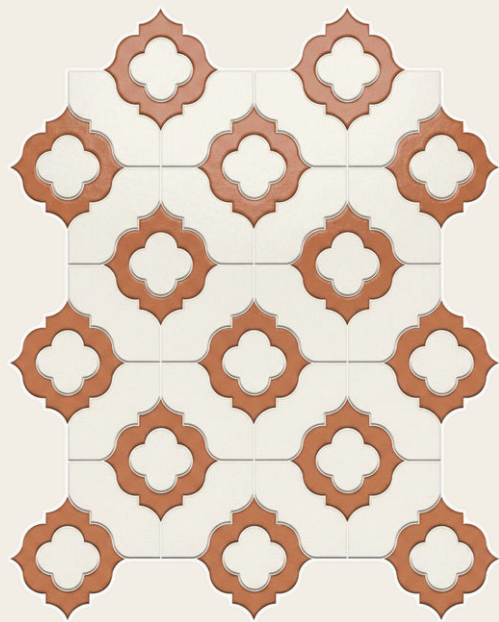
ATHAR

What the earth remembers after the hand has passed.



MASAR

A path drawn in geometry across the surface.



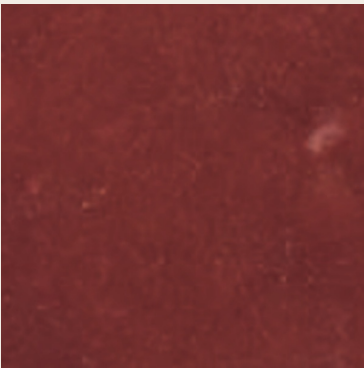
ASL

The root from which all form grows.

Curated Palette



NACRE WHITE



PEACH



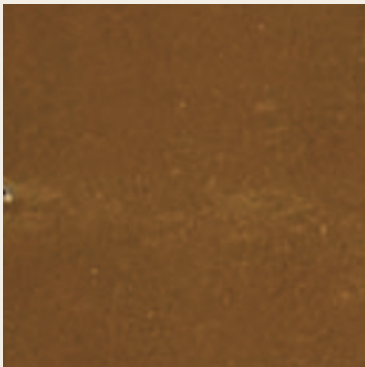
NATURAL



LAVA



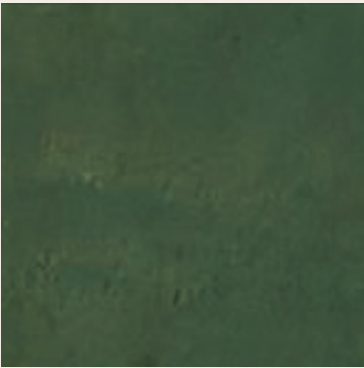
HONEY



KHAKI



TOBACCO



AGATE



GREY CHINE

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APPLICATIONS

Applications



GROUNDING FLOORS

Living floors · dining floors · entry floors · terrace floors

THRESHOLD PLANES

Entries · corridors · passages · stair risers

EARTHEN WALLS

Fireplace walls · focal walls · bedhead walls · courtyard walls

GATHERING SURFACES

Kitchen backsplashes · dining walls · bar fronts · banquette walls

ARCHITECTURAL DETAILS

Fireplace surrounds · counters · niches · built-in shelves









NOVA

Where colour becomes atmosphere.

The Grammar of Colour

Nova is built around the expressive power of colour. It takes the discipline of Moroccan geometry and opens it into gradient, contrast, and chromatic atmosphere.

Here, the surface is animated by tone as much as by line. Colours shift, intensify, dissolve, and meet, creating compositions that feel contemporary, luminous, and alive.

Designed for spaces with presence: hospitality interiors, cultural settings, private salons, restaurants, bars, and galleries. Nova brings energy and control in equal measure. Each surface is composed with rhythm, proportion, and material precision.

Nova is where zellige becomes atmosphere in motion. Expressive, cinematic, and unmistakably contemporary.







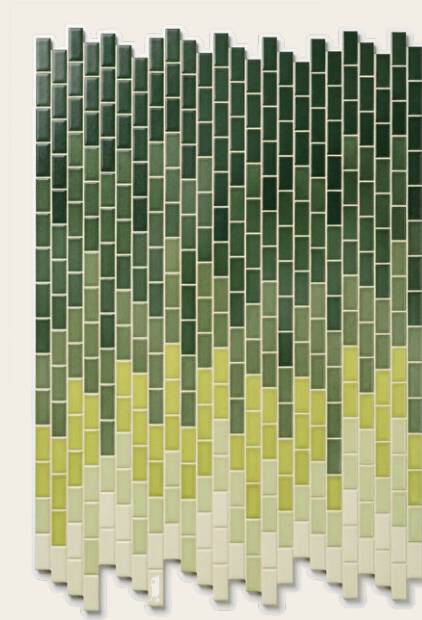
Movement· Nova

Colour, gradient, and chromatic atmosphere for contemporary and hospitality spaces.



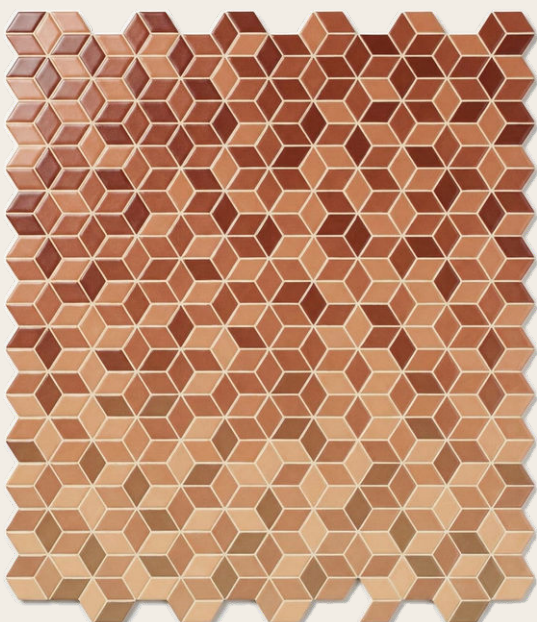
VOILE

Colour in transition across the surface.



REFLET

Tone shifting between light and depth.



IRIS

Chromatic depth held within a single field.

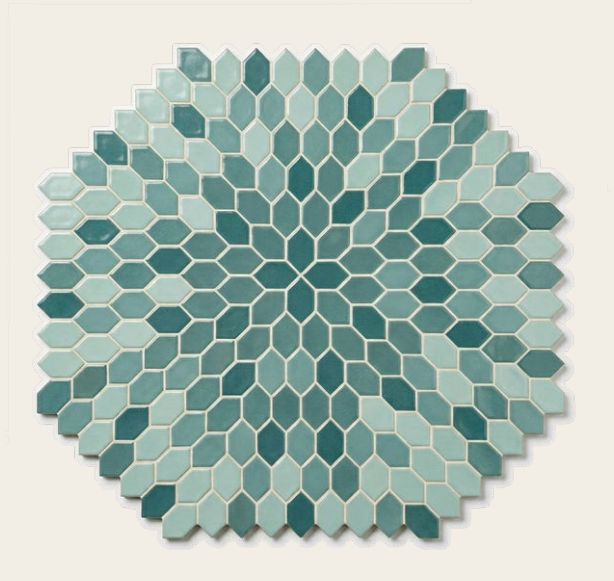


ACCORD

Colours in conversation across the surface.

Movement· Nova

Colour, gradient, and chromatic atmosphere for contemporary and hospitality spaces.



AURA

Colour radiating from a single point of origin.



PALETTE

A full range of tone within one surface.



NUANCE

Colour shifting by degrees across the field.

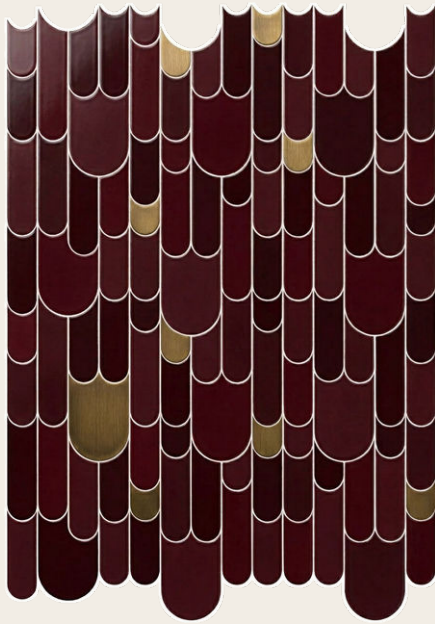


ÉCLAT

Brilliance concentrated into geometric form.

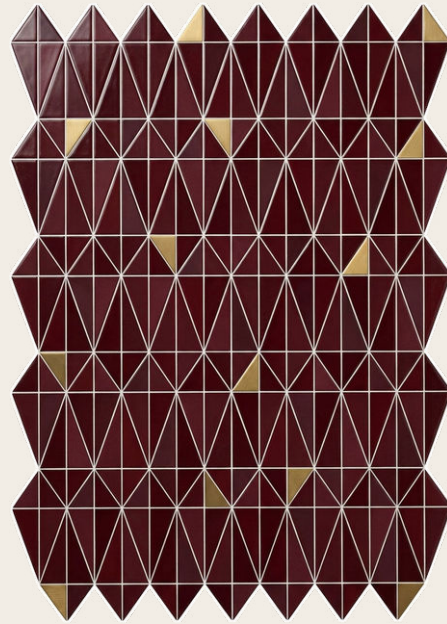
Movement· Nova

Colour, gradient, and chromatic atmosphere for contemporary and hospitality spaces.



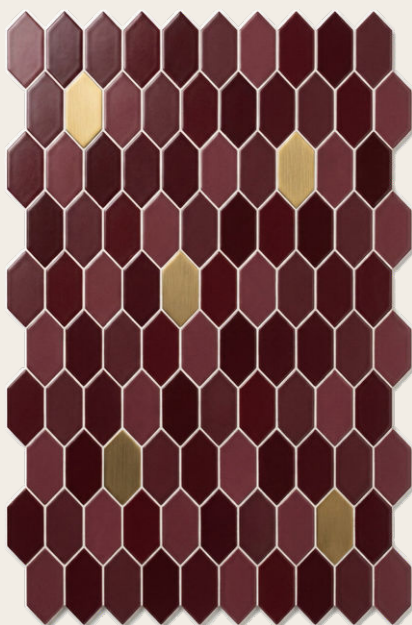
LARME

Form in perpetual descent.



TENSION

The geometry of controlled energy.



RYTHME

Pattern that moves without moving.



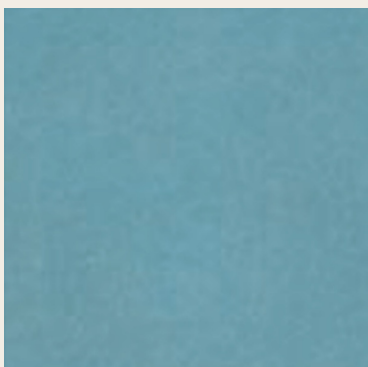
ACCENT

Presence arriving at exactly the right moment.

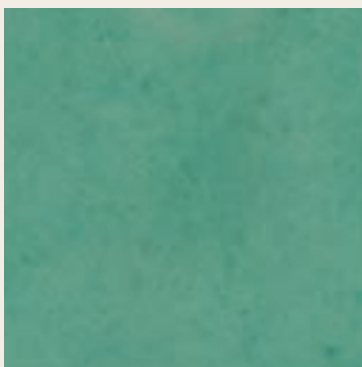


NOVA

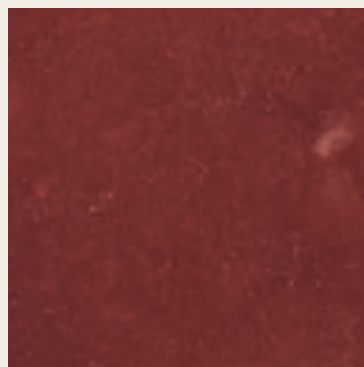
Curated Palette



LIGHT TURQUOISE



AQUA GREEN



PEACH



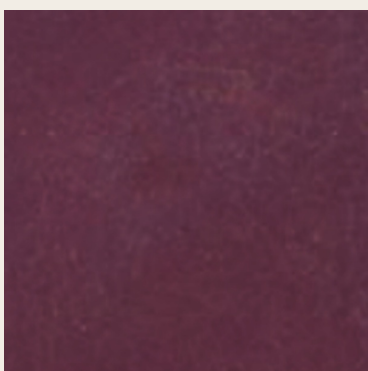
DARK GREEN



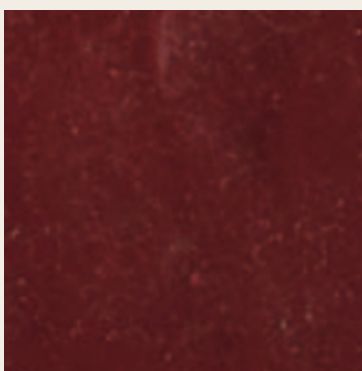
LAVENDER BLUE



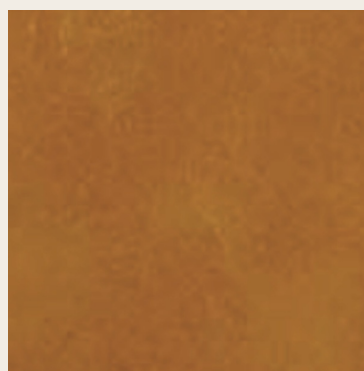
NAVY BLUE



PURPLE



RED

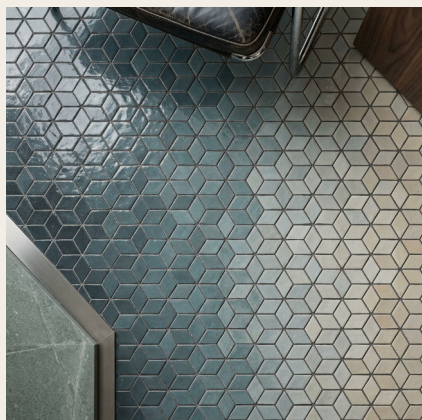


TOBACCO

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APPLICATIONS

Applications



CHROMATIC WALLS

Feature walls · lounge walls · dining walls · gallery walls

HOSPITALITY SURFACES

Bar fronts · reception counters · banquette walls · service counters

ATMOSPHERIC BACKDROPS

Feature installations · display walls · art walls · stage walls

TRANSITION PLANES

Corridors · entries · stair walls · passage walls

ARCHITECTURAL DETAILS

Backsplashes · counters · shelving backs · fireplace surrounds







