



## CRAFTS AND COOKING

THE JOY OF ALL THE SENSES.



Colors, fragrances, the vibrancy of textiles, and traditional objects radiating ancient warmth—this is the magic of the souks, both open-air and covered, in Essaouira, Marrakech, and many other cities.

The Sunday visit to the small local market, where fresh fruit and vegetables, spices, and Berber handicrafts can be purchased, is always a celebration for both locals and visitors.

The town of **Taliouine**, in the province of Taroudant, is the world's leading producer and exporter of saffron.

Every November, the International Saffron Festival of Taliouine is held to celebrate saffron cultivation, its medicinal value, and its role as a driver of the region's socio-economic development

