

PASSION
Handicraft

We Love Wood

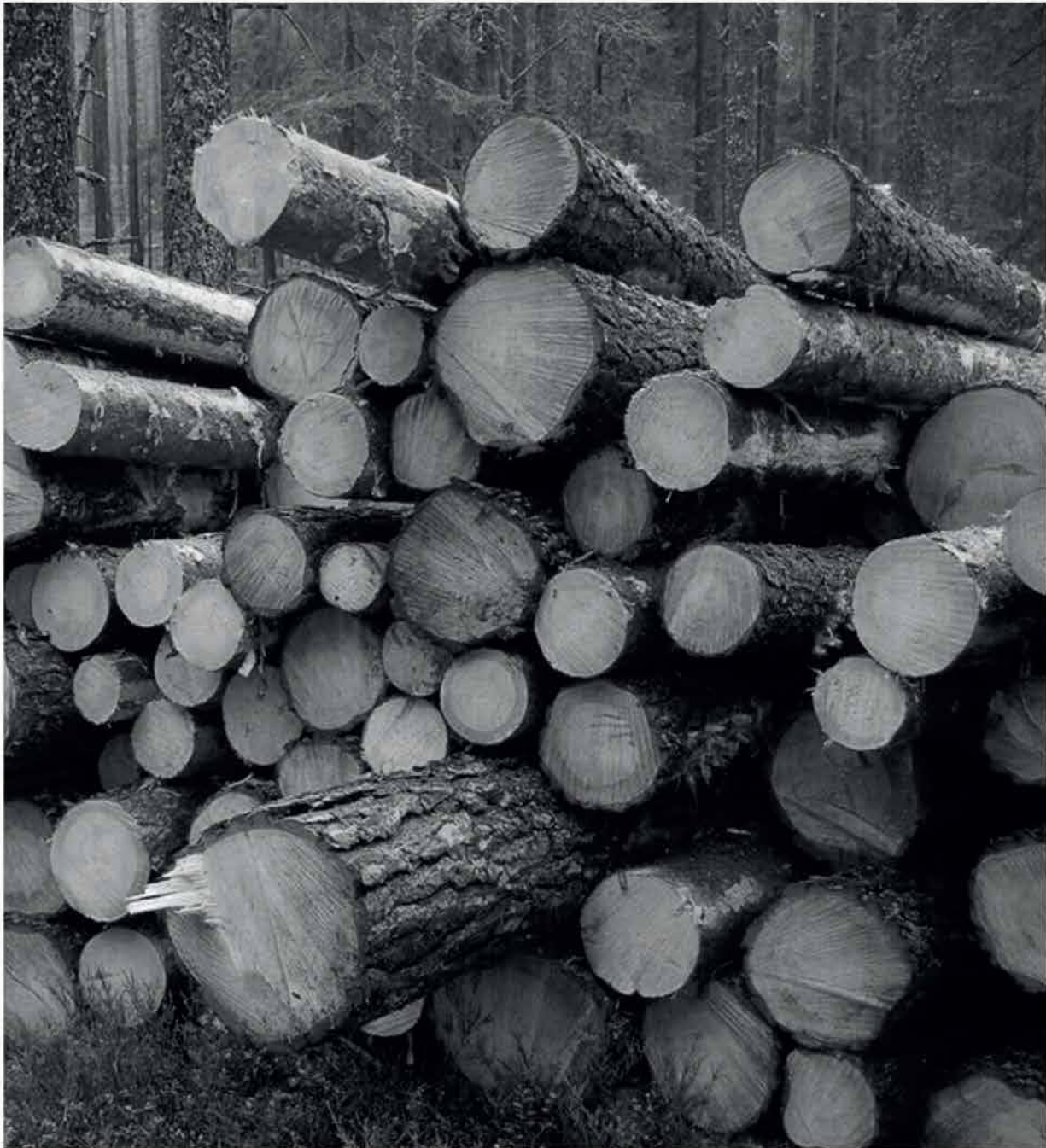
We love wood not only for its inherent beauty but also for the deep cultural connection it holds for us. From our childhood spent exploring the lush forests that surround us to the craftsmanship that has been passed down through generations, wood is ingrained in our heritage.

Our love for wood is not just a sentiment, it's a lifelong commitment. It's why we've dedicated ourselves to producing exquisite furniture that celebrates the natural elegance of this material. With each piece, we aim to share a piece of our culture and tradition with those who appreciate the artistry of fine woodworking.

At PASSION, our dedication to wood extends beyond mere craftsmanship. We collaborate with both local artisans and renowned international designers who understand the significance of Moroccan woodworking techniques. Together, we blend tradition with innovation, creating pieces that reflect the rich tapestry of our culture.

Our artisans are the heart and soul of us. Their skilled hands breathe life into every creation, infusing each piece with the passion and heritage that define us. From the designer's vision to the finished product, every step of the process is guided by our reverence for wood and our commitment to preserving its legacy.

MATERIALS



WOOD AND LIFE ARE INEXTRICABLY CONNECTED, AND WOOD IS LITERALLY LIFE TO US. THEREFORE, WE USE SOLID WOOD FROM RENEWABLE RESOURCES IN OUR PRODUCTION, ONLY ENVIRONMENTALLY-FRIENDLY MATERIALS FOR TREATMENT, NATURAL OILS AND WAX THAT EMPHASIZE THE LUXURIOUS AND ORGANIC BEAUTY OF WOOD TEXTURE AND THAT ENABLE IT TO "BREATHE" NATURALLY. THIS EMPHASIZES THE NATURAL COLOUR DIVERSITY, WHILE THE USE OF HARMFUL CHEMICAL SUBSTANCES FOR WOOD TREATMENT IS AVOIDED BY USING VINYL-BASED GLUE.

WE INSIST THAT, AT THE END OF THE PRODUCTION PROCESS, THE FURNITURE THAT ADORNS YOUR LIVING ENVIRONMENT IS AS NATURAL AS THE WOOD FROM WHICH IT HAS ORIGINATED.

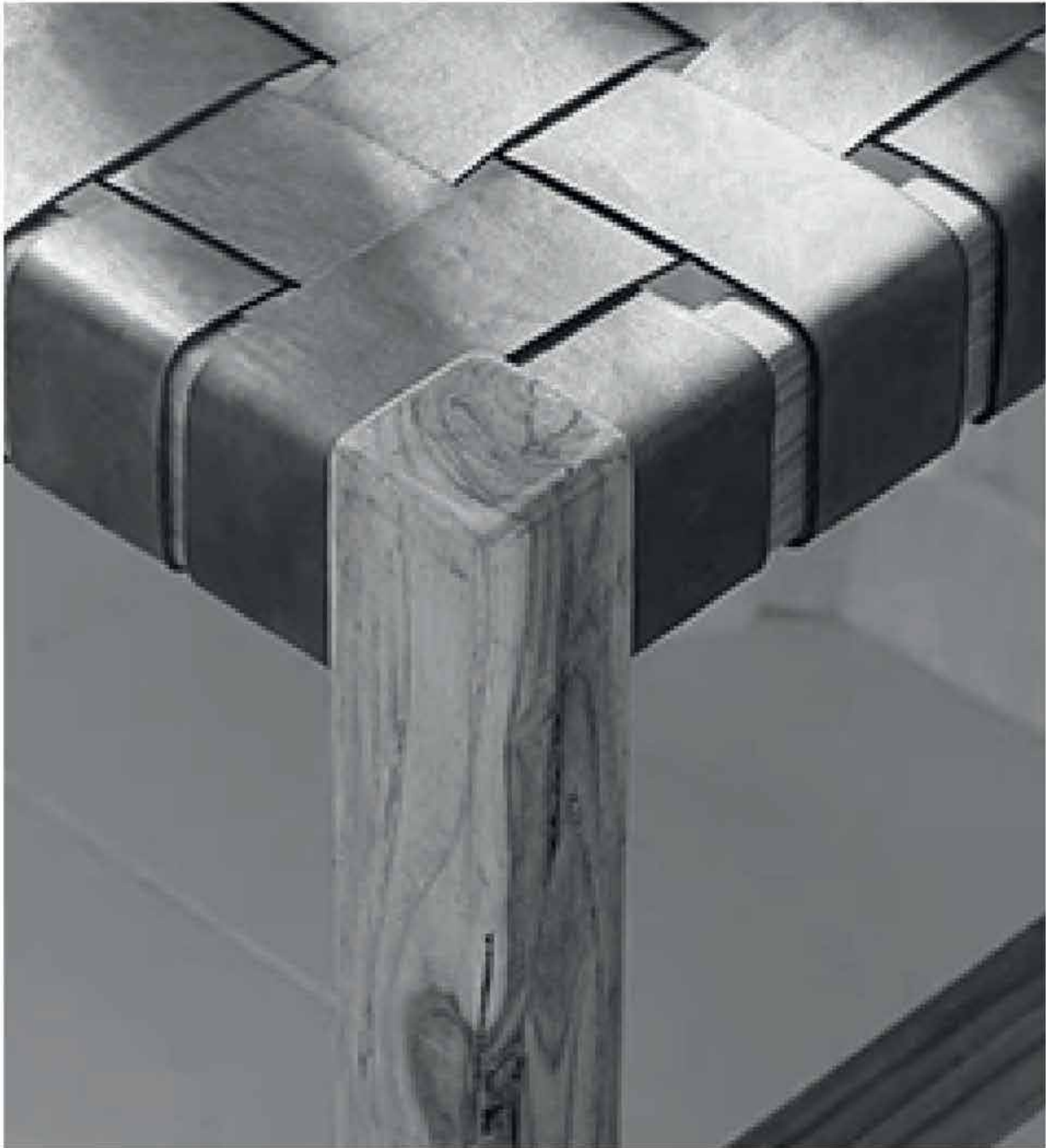
TOUCH



HANDS ARE OUR PRIMARY TOOLS AND THE CONTROL POINT IN OUR WOODWORKING JOURNEY. FROM A TREE TO A CHAIR, WOOD PASSES FROM ONE PASSIONATE INDIVIDUAL TO ANOTHER. WOOD SELECTION, PREPARATION, ROUGH PROCESSING, ASSEMBLING, FINISHING, AND PROTECTION

ALL RELY ON THEIR KEEN EYE AND EXPERT TOUCH, ENSURING EACH PIECE IS CRAFTED WITH PRECISION AND CARE. SO, AS YOU SIT ON A CHAIR, DINE AT A TABLE, OR REST ON A BED, KNOW THAT EACH PRODUCT BEARS THE MARK OF MANUAL CRAFTSMANSHIP, GUARANTEEING TOP QUALITY.

DESIGN



WE GIVE OUR WOOD ONLY INTO THE HANDS OF THOSE DESIGNERS WHO SHARE OUR LOVE OF WOOD. OUR PLANT AND OUR ARTISANS ARE EQUIPPED AND TRAINED TO OFFER DESIGNERS AS MUCH FREEDOM AND OPTIONS AS POSSIBLE IN ORDER FOR THEM TO REALIZE THEIR VISION.

FURTHER MORE WE ENCOURAGE THE DESIGNERS TO CREATE EACH PIECE WITH THEIR OWN ARTISTIC SIGNATURE INSISTING THAT EVERY SUCH PIECE IS WORTHY OF THE PRECIOUS MATERIAL IT WAS MADE FROM, THUS CONVEYING OUR PHILOSOPHY OF LOVE OF WOOD.



PASSION

Handicraft







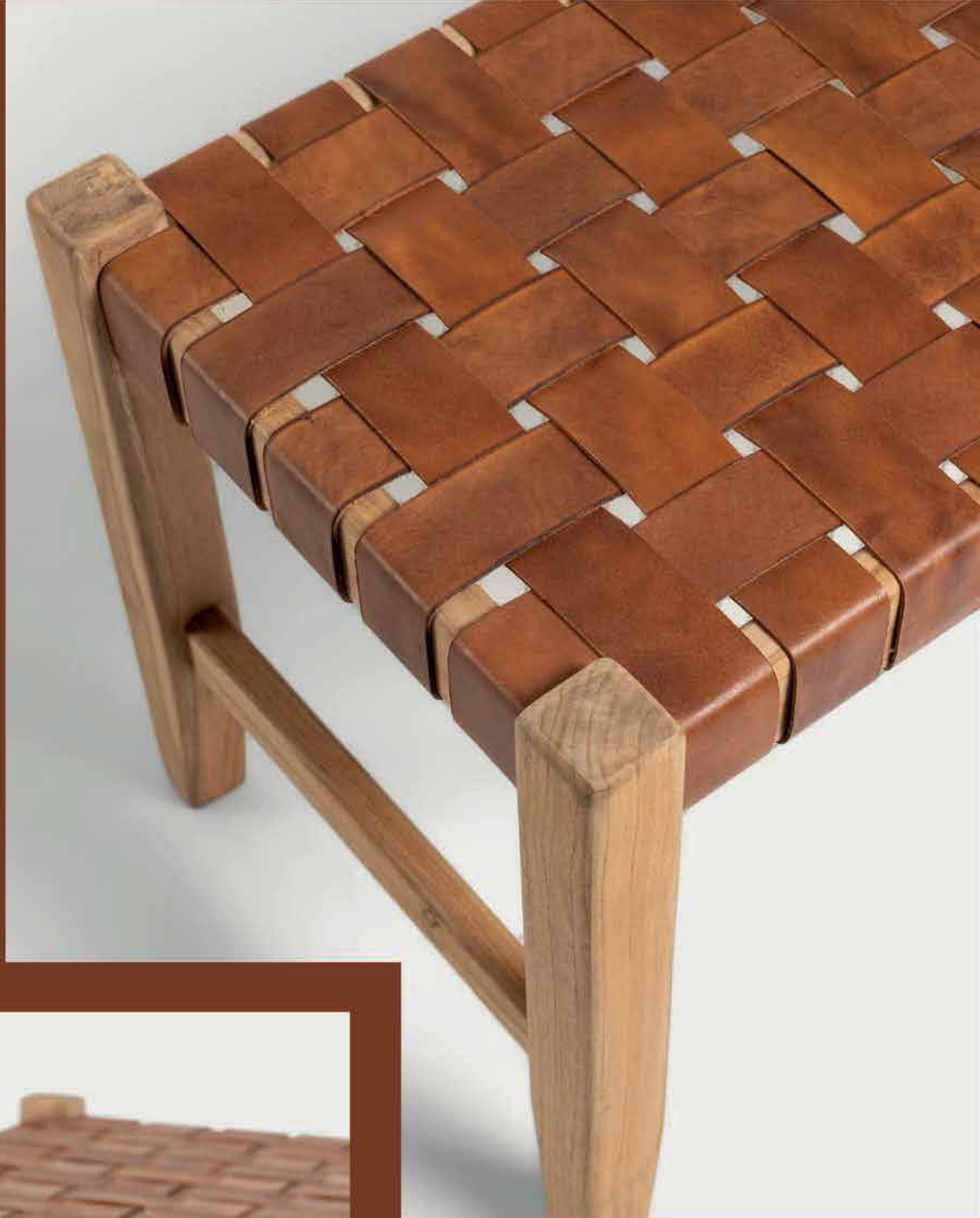


Unwind in style with our luxurious lounge chair.
Crafted with precision and passion, it's more than just a seat – it's an experience

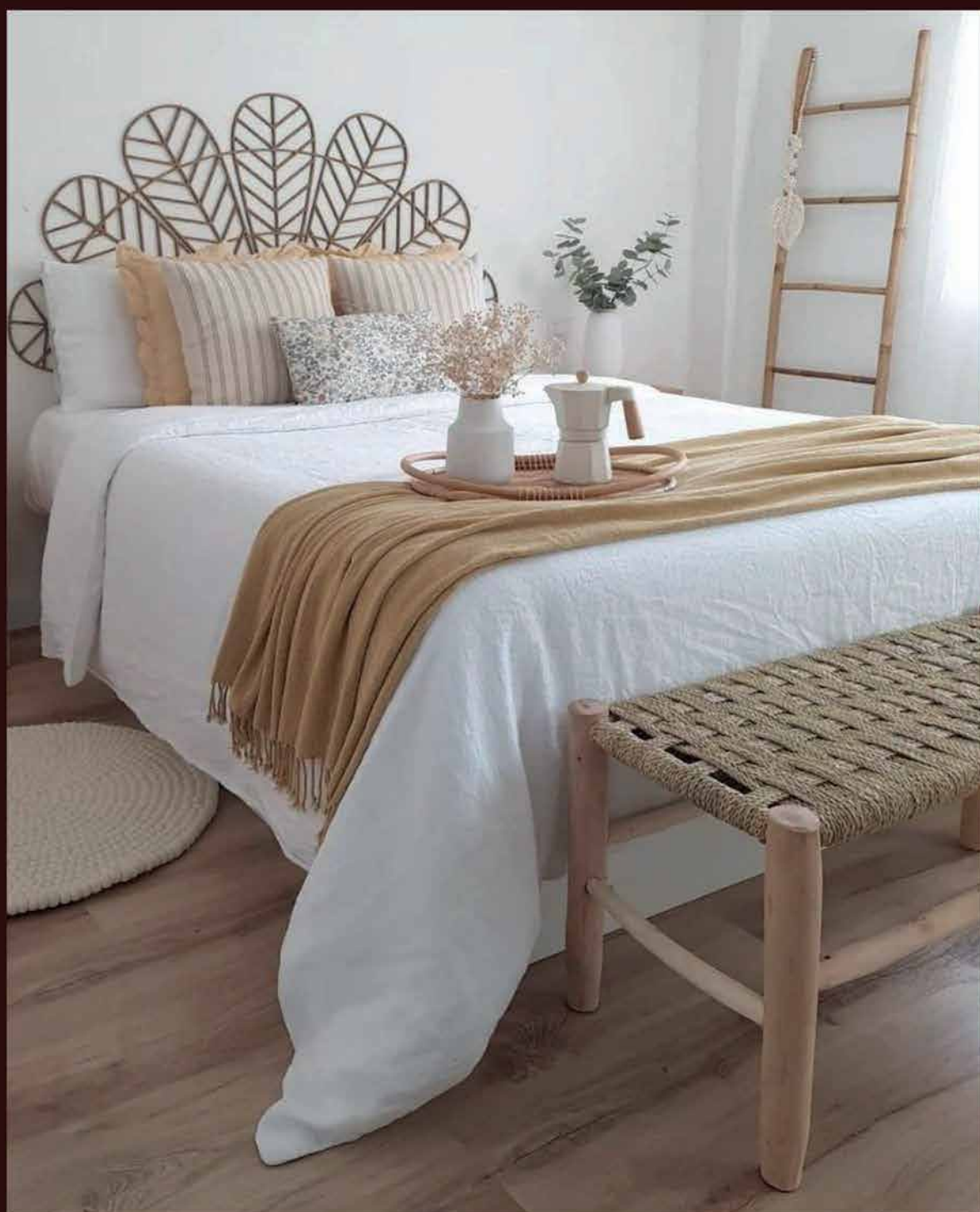




















Introducing our armless rectangular chair – minimalist comfort at its finest.



SLEEK DESIGN WITHOUT ARMRESTS.

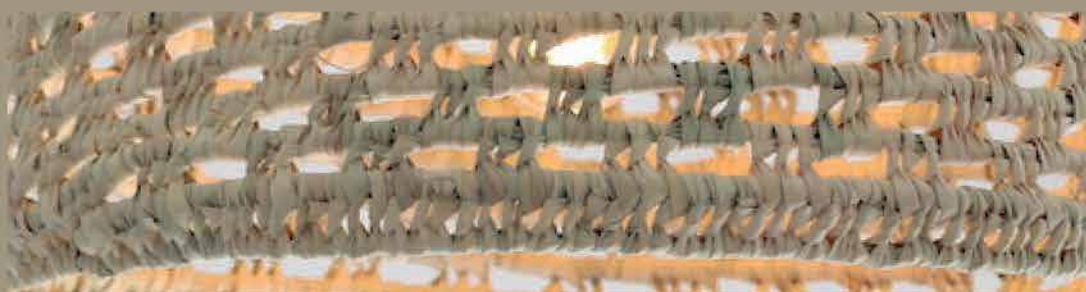






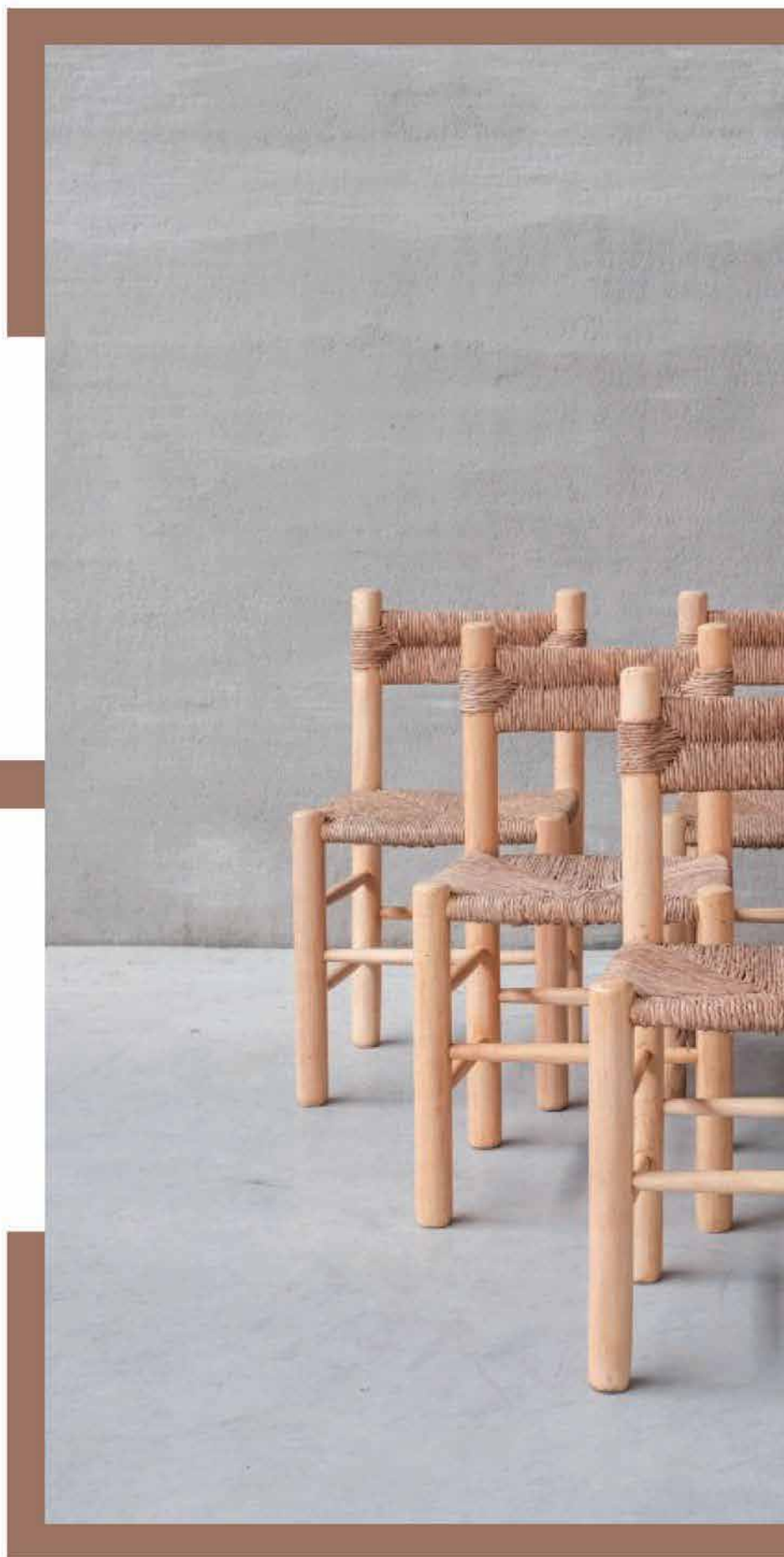


ELEVATE YOUR LIGHTING EXPERIENCE WITH OUR EXQUISITE LAMPSHADES,
METICULOUSLY CRAFTED TO INFUSE YOUR SPACE WITH WARMTH AND STYLE.





























TRANSFORM YOUR BEDROOM INTO A SERENE SANCTUARY
WITH OUR SOOTHING LIGHTING SOLUTIONS,
DESIGNED TO CREATE THE PERFECT AMBIANCE FOR REST AND RELAXATION.

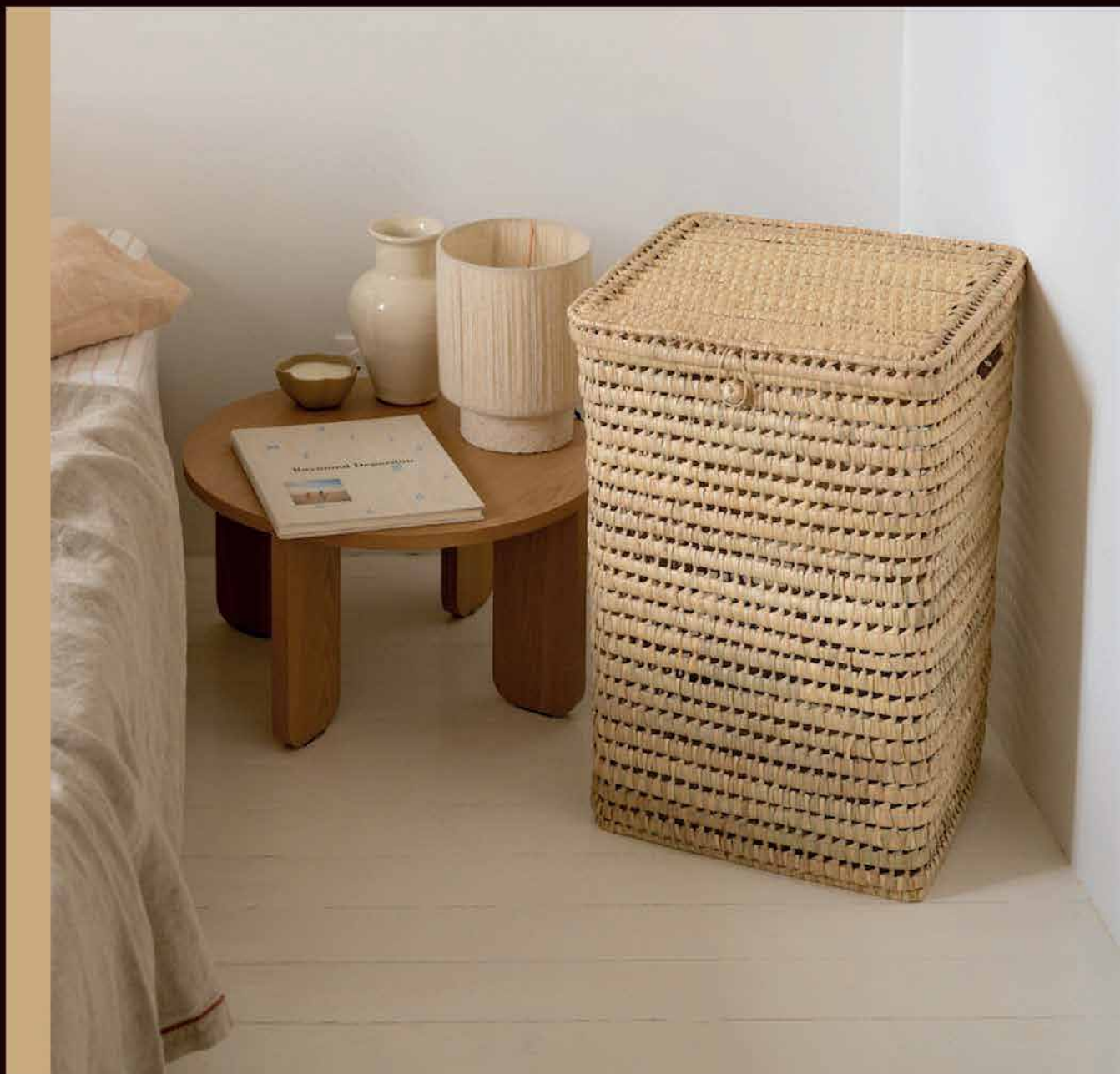












ORGANIZE WITH ELEGANCE USING OUR VERSATILE BASKET STORAGE SOLUTIONS, BLENDING FUNCTIONALITY WITH CHIC DESIGN TO ELEVATE YOUR SPACE.













BLOOM TRIVET TABLE PLATE:
A PERFECT FUSION OF TABLETOP ELEGANCE AND WALL DÉCOR CHARM.









Call

+ 212 619 223 223

Email

adv@medidis.ma

Address

19 zone industrielle - Bir Rami / Kenitra

www.medidis.ma