



Main Gallery 38, rue Tarik bnou Ziad,
Gueliz, Marrakech

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About YASALAM

YASALAM is a contemporary art platform curating exceptional work from artists across the Middle East and North Africa who are reimagining cultural heritage for the modern world. Rather than simply preserving tradition or chasing commercial trends, YASALAM showcases creators who transform centuries-old artistic practices—from Arabic calligraphy to Moroccan craftsmanship—into powerful contemporary expressions that resonate globally. Operating from Marrakech, a natural crossroads of Arab, African, and Mediterranean culture, the gallery features artists from Morocco to Saudi Arabia whose work tackles contemporary themes like identity, diaspora, and cultural resilience while challenging orientalist stereotypes and revealing the depth of artistic innovation across North Africa, the Levant, and the Gulf.

For collectors, YASALAM offers more than beautiful prints—each piece comes with the artist's story, cultural context, and the technical innovation behind the work, making you a participant in living cultural traditions rather than just an art owner. The platform combines a main gallery in Gueliz and medina locations with a globally accessible e-commerce site that prioritizes sustainability through local production partners worldwide, reducing carbon emissions while maintaining premium quality. Working directly with artists through commission-based partnerships, YASALAM creates meaningful connections between emerging and established collectors and the contemporary MENA creative community, positioning this vital artistic movement where it belongs: at the center of global cultural conversation and in your home.

A Desert Once Under Water, Photo series by Abdellah Azizi

Abdellah Azizi discovered an abandoned coral reef near Guerguarate, on the Morocco-Mauritania border—a marine graveyard now stranded in desert sand. What was once submerged beneath the Atlantic has become a surreal landscape of weathered formations rising from undulating dunes. Using long exposure photography and light painting with indigo-dyed fabric, Azizi bathes the ancient coral in ethereal blue light that evokes its aquatic past. The result is haunting: images that exist between memory and present, where sharp rock formations glow softly against the harsh Saharan landscape, and viewers glimpse both what is and what once was—a vibrant marine ecosystem frozen in stone, resurrected through light.

Open Edition

Series of 7 Photographs

Multiple Sizes available





Other works by Abdellah Azizi



Man of Roses
Documenting Kelaat M'gouna's Rose Festival



Saghro Tree



South East II



Clouds

Aspersoir dans mes rêves, Photo series by Safâa Kotbi

Safaa Kotbi transforms the traditional Moroccan "mrecha"—bronze aspersoirs once used to disperse orange blossom water and ward off evil—into powerful visual poetry. Photographed against azure skies and draped in flowing vermillion fabric, these domestic objects become otherworldly guardians. The dramatic staging captures their spiritual essence while mourning their disappearance from contemporary homes, inviting viewers to reconsider everyday artifacts as vessels of cultural memory. Each photograph evokes the sensory experience of traditional welcoming rituals, where the word for orange blossom water ("ma zhar") resonates with "chance" ("zhar"), creating a visual language that honors heritage while reimagining it through a contemporary artistic lens.

Limited Editions of 20 copies

Certificate of Authenticity Hand-signed & numbered by the artist

Size. 60x90 cm

Available also in 40x60 cm



Quadriptych, Graphic series by Faiçal Adali

Faiçal Adali electrifies Moroccan protective symbols that have guarded homes and bodies for centuries. The hamsa hand that deflects negative energy, the watchful eye that wards off evil, the powerful tiger that symbolizes strength—all reimagined through pulsating neons and mesmerizing patterns. These limited edition prints reveal how ancient talismans of Moroccan heritage transcend their traditional contexts, speaking to contemporary anxieties while preserving their spiritual potency.

Limited Editions of 10 copies

Certificate of Authenticity Hand-signed and numbered by the artist

Size. 60x75 cm



