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The Art of Welcome: Among the World's 50 Best

From Marrakech to Lake Como, these properties reflect Assouline's shared devotion to artful living and the rare beauty of true craftsmanship.

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Photograph taken for André Paccard's architect-decorator book
Mamounia, Marrakech, Morocco, published in 1987.

True hospitality is an art form. One that shows itself in the perfection of a morning coffee, the intuitive understanding of unspoken needs, and the orchestration of extraordinary experiences.

Assouline's partnerships span properties now recognized among [The World's 50 Best Hotels](#), each one a master class in making guests welcomed and cared for.



The Exterior Of The Mark Hotel. Courtesy Of The Mark.

The Mark, New York City

Bold, stylish, and unapologetically New York, [The Mark](#) combines uptown elegance with downtown edge. From its iconic black-and-white striped awning to interiors by Jacques Grange, this Upper East Side gem delivers sophisticated glamour with a playful spirit that's quintessentially Manhattan.