

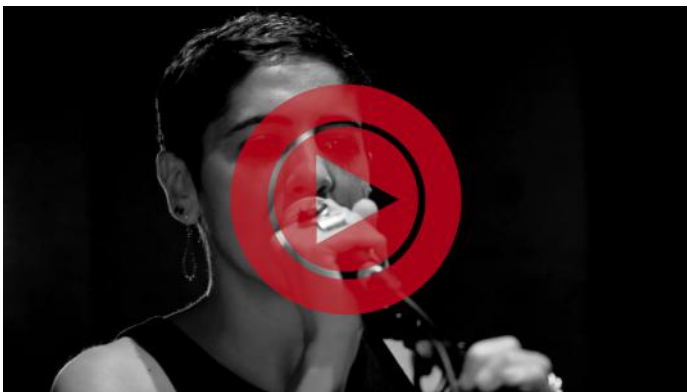


# AITA MON AMOUR

## ■ ■ ■ WIDAD MJAMA & KHALIL EPI

Aïta mon amour is the duo composed of Widad Mjama and Khalil EPI. This collaboration was born out of a fascination that Widad Mjama had for the ancestral Moroccan art of Aïta, a musical genre deeply rooted in the Moroccan countryside and traditionally sung by the Cheikhats.

This contemporary and electronic musical project explores this rich tradition. Aïta mon amour celebrates and honors this oral art to build bridges between the past and the present, deconstruct the perceptions that define the genre, and make it resonate in the contemporary and digital era.



# AN INVISIBLE BRIDGE BETWEEN THE PAST AND THE PRESENT



Abda, their very first album, is much more than an album, it is a celebration of Moroccan heritage, enriched by electronic sounds and a resolutely contemporary vision. .

Inspired by the Abda region, the historical cradle of aïta, this 9-track album weaves a harmonious dialogue between powerful vocals and innovative electronic sounds. Each track reflects a deep respect for Moroccan cultural roots while infusing a vibrant modernity through a unique artistic approach..

The project reflects Aïta Mon Amour's commitment to bringing Moroccan culture to the international stage while remaining rooted in values of respect, emancipation, and innovation.



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