

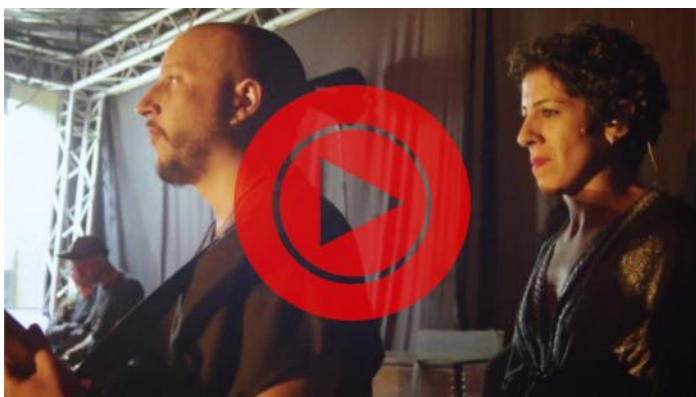


AITA MON AMOUR

WIDAD MJAMA & KHALIL EPI

Aïta means a cry, a call. For generations, the cheikhats have turned that cry into a living memory of rural Morocco: songs of love and desire, but also of injustice, freedom and resistance, passed down orally by women who challenged the conventions of their time.

Aïta Mon Amour, the project of Moroccan artist Widad Mjama and Tunisian producer and multi-instrumentalist Khalil EPI, was born from the desire to bring that voice into the present. Mjama's powerful voice, she is a pioneer of female rap in Morocco, meets Khalil EPI's sonic world, where tradition, electronics, rock and experimentation shake up the aïta repertoire without taming its intensity.



LE MONDE «A powerful reinterpretation of Aïta»

VOGUE ARABIA «Raw, hypnotic, and unrelenting»

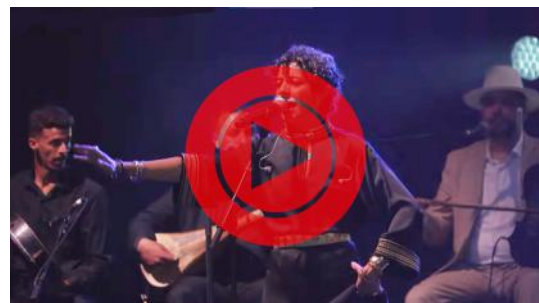
SCENENOISE «Ancestral songs of resistance into something futuristic»

Aïta Mon Amour has forged a language that is raw, hypnotic and radically contemporary. There is no nostalgia here: there is transmission, transformation, and a vision that brings the complexity, freedom and power of the cheikhats' voices firmly into the present.

Live, Aïta Mon Amour unleashes its full intensity: voice, rhythm and electronics create a magnetic space where memory, resistance and celebration no longer belong to the past, they become a force in the present.

AÏTA: A CRY BEYOND THE PAST

With Aïta Mon Amour et ouled Abda, the duo expands into the collective dimension of aïta. Voices, percussion, traditional instruments and electronics shape a visceral, expansive live performance where ancestral force meets a radically contemporary musical language.



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