CASABLANCA RIGHTS HUB

2016

Editors’ Catalogue
CASABLANCA RIGHTS HUB

13 publishers from Maghreb, Machrek and Sub-Saharan Africa
9 buyers, scouts and literary agents

15, 16 and 17 February 2016
at the 22nd International Fair of Publishing and Books in Casablanca
Casablanca rights Hub
A Welcome Supplement to International Exchange in the Ranks of the International Book Fair of Casablanca

In line with the appreciable international status occupied by the International Fair of Publishing and Books of Casablanca, honored by the High Patronage of His Majesty King Mohammed VI, may God be with him, and who has welcomed a great number of publishers and exhibitors to each of its editions, as well as a wide audience composed of visitors and intellectual participants, the Ministry has launched, beginning with this its twenty-second edition of the Fair, the Casablanca rights Hub, which will last three days. This rights hub for publishing adheres perfectly with the strategic orientation of the department with regards to the encouragement of all mechanisms aiming to promote the cultural industry, with a renewed approach in its support for publishing and books.

In this context, and in collaboration with the Service of Cooperation and Cultural Action of the Embassy of France to Morocco and the Union of Moroccan publishers, professional gatherings have been organized, uniting publishers and literary agents from over twenty countries (in addition to Morocco, among others are the United States, China, Italy, Germany, France, Brazil, Great Britain, the United Arab Emirates, Algeria, Tunisia, Lebanon, Senegal, the Ivory Coast, and Gabon).

In addition to valuable experience, there is no doubt that the International Fair of Publishing and Books of Casablanca is endowed with all the resources to become one of the key steps in the exchange of publishing rights, as much at the Maghreb, African and Arab level as for the rest of the world interested in Africa and the Arab world.

I therefore welcome all of professional and cultural actors to Casablanca, rights Hub, though whose launch we hope to consolidate the entrepreneurial dynamic in the field of publishing and in exchanges linked to books.

France alongside the publishing beacons of culture
in the worldwide market of the book

France is a committed and enthusiastic partner of International Fair for Books of Casablanca (SIEL). This gathering has established itself as the major event of Arab letters and an important rendezvous of Francophone literature. This year notwithstanding, the SIEL will be the forum of dialogue for viewpoints, languages and cultures.

Because publishers, alongside writers and thinkers, are beacons of culture, the Embassy of France in Morocco is please to accompany the Ministry of Culture of the Kingdom of Morocco for the first edition of the rights Hub in Casablanca.

The Embassy of France in Morocco, very attached to the promotion of cultural industries, salutes the Moroccan Publishers Union and international publishers, literary agents and the literary agency Astier/Pécher, the professors and students of the Métiers du livre department at the Université de Casablanca for their commitment to the creation of this international professional gathering.

May the first edition of the Casablanca rights Hub at the International Fair for Publishing and Books take root in the shared tradition between France and Morocco of action for the promotion of cultural diversity and the good business of ideas.
The first international rights HUB on the african continent

The idea of a HUB dedicated to the assignment of rights between publishers from different countries is a first in Morocco. On this occasion, it is a pleasure for me to thank two institutions, without whom, this project would never have seen the day: the Ministry of Culture for the Kingdom of Morocco and the Service of Cooperation and Cultural Action (SCAC) of the Embassy of France to Morocco.

In particular, we pay tribute to Mr. Mohammed Amine Sbihi who honored us with all of his support and trust for the success of this initiative, as well as the peerless quartet that did everything possible for the creation of this catalogue in spite of all of the difficulties met during its conception, notably, Hassan El Ouazzani, Odile Nublat, Kacem Basfao, and his team of young students from the department Métiers du livre.

This outstanding event — the first on the african continent — is only a beginning and should be inscribed in gold lettering in the national program for the promotion of exchanges of manuscripts, writers and books in our country and in the world.

A Model for Collaboration between Public Institutions, Book Publishing Professionals, and the University

Casablanca, rights Hub is an event that — made permanent — can enhance the stature of the International Fair for Publishing and Books of Casablanca. It is also a vital project, broadening horizons and breathing hope into the future prospects of publishers and future book professionals.

Many thanks to the Ministry of Culture for the Kingdom of Morocco, to the Service of Cooperation and Cultural Action of the Embassy of France to Morocco, to the Union of Moroccan Publishers, and the literary agency Astier/Pècher. In calling upon the University and its professional training program to work hand in hand with this first experience, and under their guidance toward future growth and modernization of the Moroccan book industry, they have assigned to the element of training all of its importance.

Strengthened by this trust, the students of Métiers du livre department at the Faculty of Letters and Social Sciences at the Université Hassan II in Casablanca have tirelessly devoted their time and effort toward what they have seen as an exceptional opportunity to demonstrate their skills and their appetite for the profession of books and culture, which have carried them throughout years of training.
For the past two years, thanks to Odile Nublat of the Office of Books of the Embassy of France to Morocco, our exchanges with the President of the Union of Moroccan publishers, publishers and writers from Morocco have shown us that Casablanca could become a crossroads for the trade of North-South and East-West rights.

The proliferation of co-publishing, translations, and adaptations is a fundamental base for the development of the book trade and intercultural dialogue. Ensuring that publishers, literary agents, scouts from the world over discover that which is book production in Morocco, in the Arab world and in Sub-Saharan Africa – in Arab, in French, in Amazigh or in the languages of Africa – has been the focus of our work.

We welcome enthusiastically the creation of the Casablanca rights Hub by Ministry of Culture of the Kingdom of Morocco, in partnership with the Embassy of France to Morocco, and the Union of Moroccan Publishers. The work of the students of the Métiers du livre department at the Université de Casablanca, under the stewardship of Kacem Basfao, has been precious. The meaning of this contribution is should not be taken lightly, because without the inspired calling to publish, encouraged by public powers, no book trade would see the day.
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Could there be “Islams” that are so disparate that it would be an arduous task to find a meeting place for them? Islam is largely unknown, even by Muslims themselves. Detractors and denigrators use truncated, out-of-context quotes in order to project a hideous image of Islam, one that exhorts hatred, and that glorifies violence and a “to the bitter end” mentality. This book offers to show the authentic Islam, a religion whose merciful provisions call for justice, denounce violence and aggression, and exhort a peaceful coexistence between religions, civilizations and communities.
In the aftermath of an earthquake, this tale of a misanthropic soldier, disillusioned and whiskey connoisseur, takes place in an undetermined country, falling prey to what we gather is a civil war (between the “Religious” and “Republicans”), in an end of the world atmosphere. Born in 1970, in Algiers, Ryad Girod is a professor of mathematics. He is the author of Ravissements (Novel, José Corti-Barzakh, 2009).

Five nights, five chapters, the hallucinatory novel-collage which intersperses monologues, journal extracts and fragments of text about the Islamic history of Algeria in order to reconstruct the nightmare of the civil war of the 1990s. Journalist, author and stage actor, born in 1958, H’mida Ayachi studied political science. He is also author of novels and essays.

In 2000, Algeria came out of a civil war, and its society was polarized between politics and religion. Selma Hellal and Sofiane Hadjadj created, in Algiers, Barzakh editions, as an “in-between”, an “intermediary”: a barzakh. The publisher takes a great interest in the literary imagination as a means of questioning the world and in the subjectivity of young authors such as Hajar Bali, Samir Toumi, and Adlène Meddi, as well as those of more renown like Amin Zaoui and Maïssa Bey. Since 2006, over twenty titles have been published in partnership with Actes Sud, such as Kamel Daoud’s Mersault, contre-enquête, recipient of several prizes, among them the Goncourt du premier roman. A catalogue of more than 150 titles (short stories, novels, poetry, theater, essays, coffee table books, architecture and urbanism).

An immersion into the recent history of Algeria as seen through the destiny of three generations of Algerians, told by the novel’s main character, Mesbah, a photographer from the city of Djelfa. Miloud Yabrir was born in 1984 in Djelfa (Algeria). Janoub el Milh, his first novel, co-published with Lebanese publisher Dar el Jadeed, received the Sharjah prize for creative Arabic in 2015.
In L’arc et le papillon, the author recounts the tragic story of three generations of the Al Firsioi family. But according to the author, it is also “a thorough examination of things seen by some as futile, when in fact, they constitute the very essence of our lives.” Among the novel’s characters, the elder Mohammed, a Volubilis tour guide; his son Youssef who seeks the truth about his German mother’s apparent suicide; and finally, the grandson Yacine, obsessed with obscurantism.

For Abdallah Laroui, the concept of liberty does not exist in classical Arab-Islamic culture. It remains in an embryonic stage, even if Arab society pursues an ongoing quest for liberty. The idea of liberty lacks clarity in the Arab intellectual sphere because it is stringently controlled, particularly in the domains of expression and conscience, stemming from the theological-political configuration of Muslim society. An exercise in acclimation to the fundamental concepts of Western thought, Laroui sets out to deconstruct and reconstruct the idea of liberty.

Jalal Eddine Rumi is one of the greatest mystical poets in Islam, a Sufi spiritual master whose thought and work have universal reach. Rumi preached tolerance, reason and access to knowledge through passion and beauty. This innovative study is a reading from within the Sufi discourse, whereas preceding ones were external, either through ideological or social science, that only examined Sufism as a social phenomenon shaped by contextual conditions of time and space.
With an analysis of key concepts of the Koran and the prophetic example as a starting point, the author engages the Koranic ethic of male-female relations and suggests a new approach to the Muslim woman thematic. Deconstructing the discriminatory interpretations inherited from the past, she brings to light principles that forcefully establish equality between men and women. This book positions itself as an attempt at decryption and discernment, integrating sociopolitical and cultural data, as well as historical context.

This table book bears its name well. “Set to music” by its Spanish author, Ignacio Yufera, and literally “played” by the virtuosity of two publishing houses, Moroccan and Spanish, La Croisée des Chemins and Lunwerg, Oiseaux du Maroc is, at the same time, instructive, sensitizing and “activist” for the respect of the diversity of the living, and the protection of endangered species. Ornithology enthusiasts and professionals will flip with delight through the pages of this beautiful, poetic work.

Reacting to the attacks from 7 to 10 January 2015, and to the demonstration on the 11th of January, Ce qui nous somme, which is not what we are, but what summons us, is not shown through one identity. That is one religion, in this case Islam, in whose name we are summoned to answer for Murder. In Ce qui nous sommes, these are reasons, convictions and viewpoints, as different from one another as they are from the authors who write them, just as we think: alone and free. Is this not what is means to live in harmony?
In an apartment in Beirut, a young woman who has escaped from her village prepares a feast for a man. While cooking, the thirty-something tells us — sometimes simmering, sometimes a high flame — her love for this man that she has met only one time in her life. An impossible love, seasoned with delicious dishes that silently speak for generations of oppressed women, prisoners of their cuisine and their forbidden love.

Julie, the French lover, writes the story of the bastard Mourad, cursed and outcast by all the inhabitants of his village. In order to escape his fate, he finds refuge in carnal love: with Khawla, who he gets pregnant, with Nidal his university classmate, with Julia the colonist, and his final passion with Noumidia the mute Berber… This rich novel explores the political and religious history of Morocco today.

Mansour the lame crosses Yemen accompanied by his mother Soleil (Sun) and his friend, the saint Al Bahout, the prophet of love, according to women, and according to men, the chest of secrets. He listens to the stories of others, their wars, their distress, their myths and their dreams. At last, he arrives in the capital Aden only to discover that no one may enter this city while armed. How much will be asked of Mansour to save Yemen? A novel with tones of Sufism, of cultural scenery and of fantasy.
Al-Dar Al-Masriah Al-Lubnaniyah

Al-Dar Al-Masriah Al-Lubnaniyah, founded in 1985 by Mohamed Rashad, is one of the leading publishing houses in the Arab world. It strives for a responsible editorial line, deontology and high standards of professionalism toward its reader, its homeland and the Arab community. Having published more than 2000 titles to date, it encompasses literature and various fields of knowledge, with about 90 new titles every year. Mohamed Rashad was the first publisher to be honored, in 2006, for his great achievements in publishing by the Supreme Council of Culture in Egypt. In 2009, the publishing house won the Sheikh Zayed Award as the best publisher and distributor in the Arab world.

The author relates several landmark events of contemporary Egypt and compares them to Andalusia, when the Moors revolted against the Catholic kings, after the fall of Grenada, because they were forced to abandon all traces of their culture and their religion in the name of social cohesion. Between an exceptional present and a legendary, painful past, seen through the protagonist, Mourad Rafiq, the novel deals with the Moorish question, the Spanish Muslims forced to convert to Catholicism and who saw their lands and wealth confiscated, who experienced torture, intolerance and book burnings.

The novelist examines Egypt in the 70s, a period when the country lived through deep changes due to the July Revolution. The powers, under Sadat and Mubarak, thrust groups, self-labeled as religious, on the political scene. Against this backdrop, the lives of young leftist intellectuals are played out, with their madness, their enthusiasm, and their love stories, which unfold day and night on the boulevards of Cairo, only to close in State Security prison cells. Once picked up, this thrilling work of timeless humanity is hard to put down.

Le barman mingles characters of different physical, socioeconomic and cultural traits. It explores the strange and fascinating world of a famous bar, located in Zamalek, near the Nile River. The author, judge by profession, is a fine connoisseur of the human soul and of Cairene nightlife. He has chosen its characters with care, and has deeply examined the facets of their personalities. A sign of the emergence of a new privileged class, politicians, men of influence, young playboys, marginal women or prostitutes cross and re-cross paths. The barman, the central character, is the confidant of these life stories and of their secrets.

Al-barman
(Le barman)
Ashraf AL-ASHMAWY
Novel / In Arabic
248 pp.

Al-moreski al-akhir
(L’homme perdu)
Sobhy MOUSSA
Novel / In Arabic
296 pp.

Hona al-Qahera (Ici Le Caire)
Ibrahim ABDEL-MEGUID
Novel / In Arabic
504 pp.
Marcel Zadi Kessy addresses economy with a style all his own, where the narrative of practical experience rhymes with pragmatic analysis. For him, the failure of the doctrine of rural development in Africa is due to top-down strategies of the Welfare state. Rural populations and communities should be the modus operandi of a self-reliant and self-managed rural development. Such is the project of the OUYINE consortium, managed by the author in the village of Yacolidabouo, in the southwest of the Ivory Coast.

L’arbre s’est penché is a hymn to motherhood. From Dakar to Abidjan, by way of Mecca, the author unveils for us, through her reminiscences, a life and an African culture in which the European reader will easily find him/herself, so much is this account of love and respect universal. Written with the words of memory, of a silence so heavy to bear, through withheld tears, written with an obligation to remember, that the narrator and novelist become one. The Prix Ivoire 2013 and the Prix de la Biennale des lettres de Bamako 2015.

Singali l’orphelin is a novel that revisits the theme of domestic violence. The abuse inflicted on children does not happen just in the streets. It occurs increasingly within families. The hero makes his way, shunted between the denial of justice and wanton spite. Armed with his courage, his will and desire to succeed, will Singali the orphan pull through?

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La liste is the intersecting story, in Casablanca, of Fatima and Bouchta. Bouchta, an architect with a winning yet complex personality, works in the slum clearance program. Fatima, a mother, is trying desperately to get out of the shantytown. Bouchta dreams of climbing the social ladder. Fatima, a strong woman, illiterate but intelligent, fights to get her family settled in decent housing. Will Bouchta manager to infiltrate the social milieu he aspires to? What will Fatima be capable of doing in order to find a new roof over her head? Winner of the Prix Sofitel Tour Blanche 2014.

An autobiographical narrative about the loss of a child. The mother-author, alternately weak and strong, hopeless, is comforted by a faith that she never abandons. Adorned with Koranic verses, quotes from the New Testament, the Gospels, elder and contemporary writers, Muslims, Christians and Hindus, Le journal d’une mère en deuil reminds us how much we are similar and helpless when confronted by the loss of a loved one. Winner of the Prix Sofitel Tour Blanche 2015.

Casablanca, 2011. In the midst of the cacophony of car horns and telephone ringers, Steeltoe and Rita love one another. In spite of being forbidden. Despite the ugliness of the world. Rita saves Steeltoe. Then Rita disappears, taking with her everything that is wild, mocking and tender. Steeltoe sets off in search of her. Sainte Rita is a story of love and death. A tale assembled and dissected with surgical precision, an urban poem that blends speeches and political slogans, absurd conversations, calls to prayer, videos, pop songs and noises of the city. The author has also received several distinctions as filmmaker.
A film crew stops in a small coastal village for the filming of *La balade de Danielle et Alexandre*. The action of the film takes place in June, on a path that leads Danielle, art historian, and Alexandre, architect — both of them students of philosophy — toward a solitary cove. They have a long metaphysical conversation about the erasure of subjectivity and the redefinition of the place of the architect. The voices of the director, of the screenwriter, of the actors, of the director's apprentice, as well as a voice-over give shape to this symphonic, enchanting work.

Returning to his mother country, Sami Tchak's eighth novel plunges the reader, alongside its hero, French ethnologist Maurice Royer, into the life of the Tem village of Tedi. After a flight of yams, everything turns on its head for the village. The imam pronounces an ordeal, a viper threatens to devour a toad, a son mistreats his mother. Chief, iman or ethnologist, which among them is the real sage? With humor, in a language both generous and mischievous, Sami Tchak leads the reader through this marvelous tale of “culture shock” and human mystery. Prix Ahmed Baba, Bamako 2015.

*Chiens de foudre* is the first novel of Joseph Tonda, anthropologist, specialist in imaginary politics and ethno-political violence. *Chiens de foudre* is an irreverent story that describes, through the backdrop of ethnic racism and fetishistic criminality, the obscenity resulting from the collusion between politics, money and sex. Through blunt language, the magical realist novel takes us on a journey through the imaginary country of the Shasbé, the Sub-Human Beasts, and the Véhache, the True Men.

ODEM, named for its founder Odette Maganga, was created in 2010. With its 10 publications per year, ODEM has 138 today, with authors of 8 different nationalities — Togolese, French, Spanish, Ivorian, South African, Congolese, and Gabonese. With a field of expertise in fiction and scientific essays, ODEM's goal is to reduce the barrier between center and periphery, and invite writers to publish in Africa and Gabon. To fully achieve this ambitious project, ODEM Editions guarantees the quality of its works and assures worldwide distribution. The work undertaken by ODEM has just been recognized by the Ahmed Baba 2105 Prize in Bamako, awarded to Sami Tchak for *L'Ethnologue et le sage*. ODEM Editions guarantees the quality of its works and assures worldwide distribution. The work undertaken by ODEM has just been recognized by the Ahmed Baba 2105 Prize in Bamako, awarded to Sami Tchak for *L'Ethnologue et le sage*. 

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Consciousness (Ganndal in Pulaar) is the main character of this Pulaar-language novel. For a long time, the Black Man has been subject to a rather critical gaze. This curse is going to force Ganndal (consciousness) to unravel the knot. He shows the Black Man that, in fact, he is at the origin of the first conquests: the State, writing, religion... And so the scaffolding, so laboriously constructed – the role of women and that of the child, the rights of the individual and those of the group – falls. This novel, an extraordinary abridged history of humanity for the Pulaar-language reader, is to be read in all languages!

A posthumous work and fragmented autobiography, Tranches de vie is an accurate reflection of the Latin American literature that the author cherishes: a “literary” bubbling cauldron. Inspired by her own life, Hadji NDOYE takes the reader on a picaresque world tour, from Kaolack in Senegal to Salvador de Bahia in Brazil, with stops in the Canary Islands, Madrid, Puerto Rico, Colombia, the United States, France or Lomé. This is a life story of great literary sensitivity, wedded to a spirituality with a human touch.

Abdulaye Dia portrays the decline of a young farmer who leaves his village for France. He goes through Dakar, gets stuck there, facing challenges and AIDS. The novel gives us a striking picture, an insider's view, of African metropolises. Booy Pullo is first and foremost a novel of hope, inviting rural African youth to fight and serve their country. The author, educator and journalist, has chosen to settle in his native village. There, he runs a community radio station and devotes himself to writing.
“His universe is the traditional world of housing projects, during the Interwar period. A world still half closed, but a neighboring modernity creeps in from all parts and slowly penetrates; an oasis-like society squeezed into its archaic structure, yet already open to the new reality of phosphate mines and labor struggles. A certain “baroque” language gives Khaïef’s tale a particular flavor. The terms drawn from the purest classical language are indeed juxtaposed with common parlance in all of its splendor.”

This novel tells the story of a city through the smells it exhales. The narrator is attuned to the olfactory changes that have happened from colonial times to the present. Social, political and economic changes are measured in terms of the odors that his nostrils—always on the lookout—are able to grasp. A parable of other cities, Senteurs de la ville is, above all, an allegory for the whole country. The writing is dense and the text artfully constructed, in an original style that borrows more from its elders than meets the eye. Comar d’or for Arabic novel in 2011.

La culture du parfum en Islam is the result of a broad investigation throughout Islamic Arab societies with several excursions into Turkish and Persian territory. The author has privileged a global transhistorical viewpoint in order to better serve his anthropological approach to perfume. Smell is considered as the major pillar of collective consciousness, the subject of legacy, inheritance and apprenticeship. This act reconstructs in the present an ancestral gesture, a thousand-year-old ritual.
The existence of the desert penal colony, Tazmamart, has long been denied by Moroccan authorities. Fifty-five officers, foot soldiers and pilots were detained there after being implicated, under duress, in the attempted coup d’états in Skhirat in 1971 and 1972. When, after eighteen years in detention in inhuman conditions, the gates of Tazmamart were opened, only twenty-eight of them survived. The inmate who occupied Cell Number 10, Ahmed Marzouki is among the 28 survivors who lived miraculously through 18 years in this work camp-mortuary. He testifies in the name of all of them, lost and survived. Having sold more than 90,000 copies in Arabic and French, Tazmamart Cellule 10 received the Prix Ibn Rochd for freedom of thought in 2015.

“...I still remember. I remember always...my fellow companions, living with the hell of Tazmamart, entrapped in their head and in and in their flesh. I remember still and always...even in the present.” Kabazal is the overlapping narrative of the struggle for survival of Capitan Salah Hachad, fighter pilot, implicated in spite of himself in the 1972 coup, and of the twenty-year combat for his liberation, led by his wife, Aida. Kabazal, a poignant testimonial and veritable therapy, is written in collaboration with the novelist, Abdelhak Serhane.

Le couloir is an interior voyage, a truth-ful report about the torturers, secret detention centers, and the dogmatism of Morocco’s extreme left militants of the 1970s, recounted by on the foun-
ders of the Moroccan Marxist-Leninist movement. A prisoner of conscience, Abdelfatah Fakihani gives us his vision of militancy before, during and after his detention, and is partisan for the freedom of expression, for democracy in Morocco, and for the difficulties of social reinte-gration after 10 to 15 years of imprison-ment. Le couloir, published in French and Arabic, has been regularly reprinted.
This is a foray into practicing philosophy outside of a university framework of concept and text. Following the footsteps of Gilles Deleuze, this essay puts philosophy up against that which should be the most alien to it: popular culture. As such, according to Abdeslam Ben Abdelaali, meaning is constructed through grasping everyday life, in the words of Jean Cocteau: hunting down “imbecility”, or the “non-thought that one takes for thought”.

A reflection about the relationship between the three monotheistic religions from their origins. The author conducts a critical analysis of the fundamental elements of these three religions and adopts an approach centered on experience, far from indulgences and the pious word. This essay is a contribution to a rational understanding of the religious phenomenon which, more and more, prevails over politics, economy and social concerns, and gives rise to the conflicts which have been ripping apart the modern world.

Abdelfattah Kilito, Moroccan novelist, writer and essayist, comes to grips with the major works of classical Arab literature such as Kalila Wa Dimna or Les Milles et une Nuits with modern tools of textual interpretation. The author comes to new conclusions, notably with regards to the anteriority of narrative writing, contrary to the consensus, which posits poetry as the foundation of Arab cultural heritage and literature.
This digital catalogue has been designed and produced by the undergraduate students of Métiers du livre department of the Faculty of Letters and Social Sciences, Casablanca – Ain Chock. Université Hassan II, Casablanca

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