

OTHMANE EL JADID / PRODUCER · HOST · ARTISTIC DIRECTOR

EVENTS THAT TELL A STORY

Festivals, concerts, open mics, literary tours, book signings, receptions and weddings. Conceived, produced and often hosted by me.

CASABLANCA · RABAT · MARRAKECH · TANGIER · AGADIR · BÉNI MELLAL

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01 / WHO I AM

A PRODUCER WHO ALSO HOLDS THE MIC

I founded the **Moroccan Writers Association** in August 2020 and turned it into a youth movement that fills cultural centres: 150+ volunteers in 11 teams, events in six cities and partners from the City of Casablanca to a bookshop in Boston.

In late 2023 I co-founded **REM Holding** (Ryad Elegante My Event) to bring the same standard to weddings, graduations and corporate receptions, with budgets of up to MAD 200,000.

I work on the whole chain: the **idea**, the **partners** who make it possible, the **team** that runs it, the **scene** guests walk into, the **microphone** when someone has to host, and the **content** that keeps the event alive afterwards.



On stage as MC at City Rhymes, Les Étoiles de Sidi Moumen, in front of about 250 people.

90+ EVENTS PRODUCED SINCE 2020	**50+** ARTISTS IN ONE DAY AT CASABLANCA ECHO	**150+** VOLUNTEERS LED IN 11 TEAMS	**MAD 200K** LARGEST EVENT PARTNERSHIP
500+ ATTENDEES AT CASABLANCA ECHO	**40+** STAFF ON REM EVENT DAYS	**100K+** VIEWS ON CREATIVE CROSSROADS	**20+** JURIES, TALKS AND TRAININGS

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> *A good event is one where nobody sees the work, only the moment.*

02 / PROUDEST MOMENT

CASABLANCA ECHO

صدى الدار البيضاء

Twelve hours of art for one city.

Months of preparation for one idea: put a whole generation of Casablanca artists in the same building on the same day. Produced by the Moroccan Writers Association in partnership with the **Complexe Culturel Anfa** and the **Préfecture d'Anfa**.

Morning · workshops in visual arts, recycling, origami and chess

Afternoon · literature panels and book signings, held inside a live exhibition of paintings

Night · concerts of rap, slam, hip-hop, music and theatre, then an open stage

I led the concept, the partnerships, the line-up, the volunteer teams and the stage, and I spoke on the literature panels.



Speaking on a literature panel inside the painting exhibition, Complexe Culturel Anfa.

11 Oct 2025, FROM MORNING TO NIGHT	**50+** ARTISTS, AUTHORS & PAINTERS
500+ ATTENDEES ACROSS THE DAY	**300** AT THE NIGHT CONCERTS

One day, one building, a whole generation of Casablanca artists.





Workshops and panels among the paintings of young Moroccan artists, Complexe Culturel Anfa.

IN FRONT OF 300 PEOPLE

> *"I'm so proud we collaborated with him to give a platform to young talents in slam, art, music, rap.*

OUMAIMA EL IDRISSI · Deputy Mayor of Casablanca, the day after the event

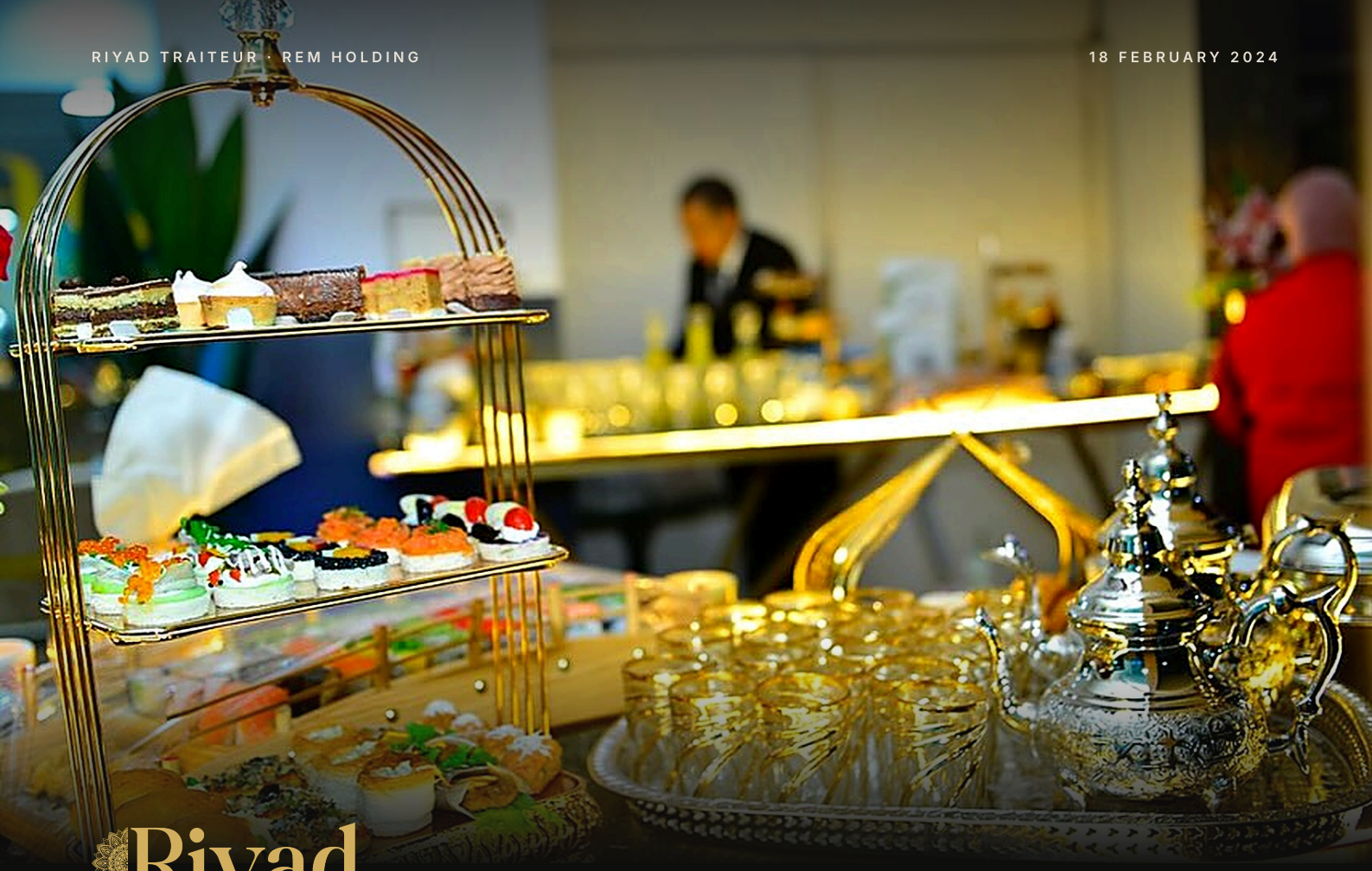
At the night concert, the Deputy Mayor took the stage and thanked me personally, in front of 300 people, for making the event happen for the city. She called me "a young man with so much vision and energy".

For a volunteer-run association, that moment meant the city saw what we had built: a stage that belongs to its young artists.

PART OF THE NIGHT LINE-UP

AZIZA THE POET · BAJJI MAROUANE · BOUCHRA DKOUR · MUSTAPHA OUGHRISSE · SAAD SAIL · SIRJAN · S.B BERRY · DEX THE BLACK · MC TWILE · MOLLY · BLACK DMDX · AZEL SIXTEEN · FULMINI · THE Y05 · ORPHELIN 97 · PHOBIA · K4B · ADAM ELWADI

On the panels: authors including Hibatallah Nabih and Hiba Bekkour.



Riyad Traiteur

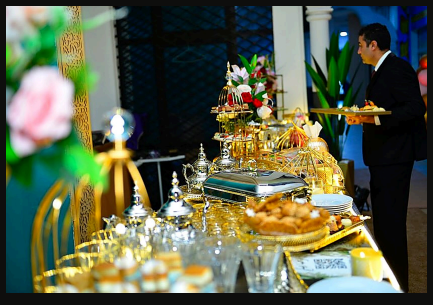
03 / PROUDEST MOMENT · OPENING DAY, 18 FEBRUARY 2024

WE OPENED WITH A FREE BUFFET

Riyad Traiteur did not open with an advertisement. On 18 February 2024 we opened our doors with a free buffet for everyone. Hundreds of people came from Casablanca and other cities: neighbours, families, students and influencers. An Issawa troupe welcomed them on the red carpet. They ate, they danced, and they saw for themselves what we meant by **Moroccan excellence**. The food blogger Kamaka filmed it.

The hard part was invisible: keeping a free, open event with hundreds of guests safe, fed and joyful from the first plate to the last song. Kitchen flow, crowd flow, service, music and photography had to move as one.

It became our signature: turning people's wildest ideas into reality, with waiters you never notice until the moment you need them.









Opening day: the buffet, our welcome table, the Issawa troupe and a miniature Riyad table in sugar paste.

Riyad Traiteur

04 / CO-FOUNDER & CEO

MOROCCAN EXCELLENCE, EVENT AFTER EVENT

REM (Ryad Elegante My Event) brought three crafts under one standard: **Riyad Traiteur** for catering, **Elegante** for event design and **RD** for schools and institutions. Weddings, graduations, thesis-defence receptions, corporate events and school partnerships.



20-30	200	40+	355K
EVENTS DELIVERED	GUESTS AT OUR LARGEST	STAFF ON EVENT DAYS	VIEWS ON OUR BEST REEL

THE CLIENT'S IDEA FIRST

We turned wild ideas into reality, with a Moroccan touch in the food, the decor or the music.

EVERY DETAIL DECIDED

I chose the menus, tasted every dish before service and designed the decor, lighting, tables and buffets.

INVISIBLE SERVICE

Twenty waiters, floor managers and five photographers moving as one, seen only when needed.

SAFETY WITHOUT COMPROMISE

My co-founder Ilyas El Aroui, a Doctor of Pharmacy, led hygiene and food safety to ONSA standards.









Clients included Technopark Casablanca, INSPAIRX, IODSE and Enactus ENCG Settat. Reels with food blogger Kamaka and Irolli Girl.

05 / ARTISTIC DIRECTOR & MC

CITY RHYMES

A stage for the new voices of Moroccan urban culture.



A showcase series for rap, spoken word, graffiti and visual art, co-produced by the Moroccan Writers Association and the **Centre culturel Les Étoiles de Sidi Moumen**. I wrote the concept and the partnership dossier, curated the line-up and hosted the night under my stage name, **Jazzy Dee**.

Co-produced with Jalal Abdelwahed, head of organisation: logistics, venue, flows and partners.

RAP · SPOKEN WORD · GRAFFITI · VISUAL ART · DJ SET

~250	13	16:00	19:00
ATTENDEES, A FULL HOUSE	ARTISTS IN TWO SHOWCASES	URBAN ECHO · NEW WAVE	URBAN VOICES · HEADLINERS







Line-up: Dex, K4B, PI4tinum, Snake44, Molly, Edd1, Zenodagoat, Uggui, Flap, Marceline, Orpheuz, Shredder and DJ ADM. Full technical rider with DJ desk, wireless mics and projection; trailers, reels and shorts produced as an archive.

06 / OPEN STAGES

GIVE THE STAGE TO EVERYONE





27 APRIL 2025 · INTERNATIONAL EXCHANGE

LONDON TO CASABLANCA OPEN MIC

An international literary collaboration co-hosted with **Meriem Jouti** and **Muse Collective** from London, held at the Centre culturel Les Étoiles in Casablanca: one free open stage where any young poet, writer or performer could take the microphone. Headliners included Farid Abderrahim, Ahlam Alaoui, Saad Sail, Ihssane Almou, Chaimae Qaouioun, Nayma Chamchoun, Laura Grevel and Kawtar Latifi. Jalal Abdelwahed led on the ground.





8 MARCH 2025

WOMEN'S DAY

A celebration of women's creativity at Dar Chabab Al Onq, the association's home: readings, performances and recognition of the women writers of our community, with Maha Chraibi of 2M as guest.



SIGNING THE ANTHOLOGY, MARRAKECH

07 / FOUNDER OF THE PROJECT

CREATIVE CROSSROADS

تقاطعات إبداعية

Nine months of work behind one collective, charitable book: a bilingual Arabic–English anthology of young Moroccan writers. Then I took it on the road, with readings, debates, workshops and signings in each city.

3	100K+
CITIES, ONE CARAVAN	VIEWS ONLINE

23.11.24
MARRAKECH
The launch, at Les Étoiles de Marrakech, with ASM Gueliz.

07.12.24
CASABLANCA
Signing day at the Bibliothèque Médiathèque Hassan II, with the Ministry of Culture.

05.04.25
RABAT
Readings and signing at Centre Iklil, a strong moment for the literary scene.

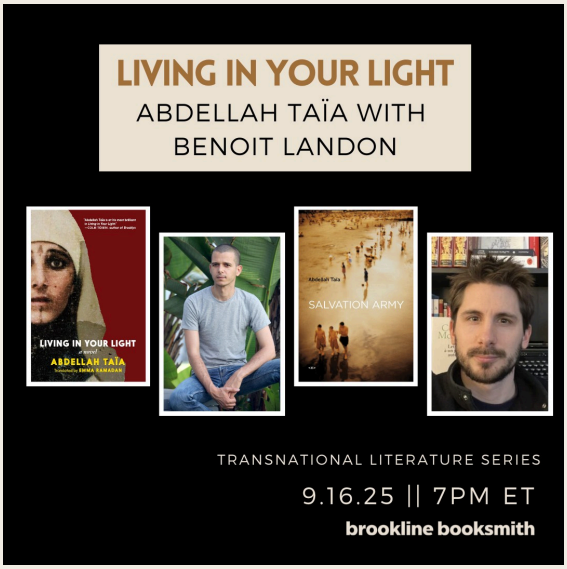




Bibliothèque Médiathèque Hassan II, Casablanca (left and centre); with readers in Rabat (right).

08 / BEYOND CASABLANCA

FROM CASABLANCA TO BOSTON



The Boston event poster, Brookline Booksmith.

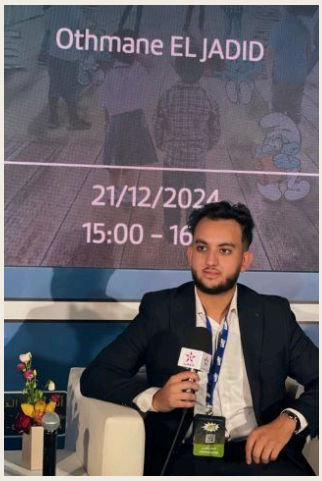
16 SEPTEMBER 2025 · OUR FIRST PARTNERSHIP IN THE UNITED STATES

BOSTON × CASABLANCA

A Transnational Literature Series evening with **The French Library** and **Brookline Booksmith** in Boston: Moroccan author **Abdellah Taïa** in conversation with **Benoit Landon**.

The Moroccan Writers Association was represented in Boston and helped organise the evening: proof that a youth association from Casablanca can work with cultural institutions abroad.





With the cultural deputy of the Béni Mellal-Khénifra region; interviewed by Arrabia (SNRT) for a documentary on the Salon.

24–26 JULY 2026

FESTIVAL NATIONAL DU LIVRE JEUNESSE, BÉNI MELLAL

Invited personally by the Ministry of Culture to represent the Casablanca-Settat region for three days, with Meryem Belahrir.

21 DECEMBER 2024

SALON INTERNATIONAL DU LIVRE ENFANT ET JEUNESSE

Invited personally by the Ministry of Culture as headline speaker, on my journey in innovation and literature. Arrabia (SNRT) interviewed me for its documentary on the event.

6	1	1	2
MOROCCAN CITIES	PARTNERSHIP IN THE UNITED STATES	EXCHANGE WITH LONDON	NATIONAL BOOK EVENTS

09 / FOUNDER & PRESIDENT

SIX YEARS, ONE STAGE AFTER ANOTHER



The MW family after a Creative Crossroads session.





Sout Lmkan, Casablanca; the Bin Lwraq audience, Tangier.

2020
The association is born. First members and an online platform for young writers.

21 Mar 2021
World Poetry Day, our first in-person event, with the ALC.

2021–22
Literary Dream clubs in universities in Béni Mellal, Agadir and beyond.

22 Oct 2023
Sout Lmkan, Casablanca: how words resonate through places.

25 Dec 2023
Bin Lwraq, Tangier: a free open mic for emerging writers.

2024
A home at Dar Chabab Al Onq for workshops and training.

Nov 2024 – Apr 2025
Creative Crossroads tour: Marrakech, Casablanca, Rabat.

2025
Women's Day, **London to Casablanca**, **Boston** and **Casablanca Echo**, our fifth year.

Jan–Feb 2026
Remote workshop series with guest trainers in writing, design and project management.

Apr 2026
City Rhymes, our first urban showcase series.







A Literary Dream university club; the MW office team; a workshop audience.

150+	4K+	46	3
MEMBERS IN 11 TEAMS	FOLLOWERS	PAGES: THE M.W GUIDE I WROTE	MEDIA PARTNERS: MEDI1 TV, HIT RADIO, MWN

10 / ON STAGE

JURY, SPEAKER & TRAINER








Hult Prize ENCG Settat · Reach the Summit · The Pitch 2025 · VOAMBOLAMENA Pitch Day, Technopark · Enactus ENCG-J bootcamp · LIONS Club ENCG Settat.

JURIES

Golden Speech, IODSE, 5th edition · semi-final jury

The Pitch 2025, ENCG Settat · morning talk, evening jury

Hult Prize, ENCG Settat · jury and guest speaker

Enactus Morocco national competition · jury

Hackathon 2024 · coach and judge

Founder Institute · mentor

TALKS & TRAININGS

Inspairx Youth Africa Summit, Dec 2025 · "Pitching and defending the idea"

Reach the Summit, Enactus ENCG Settat, Nov 2025

VOAMBOLAMENA Pitch Day, with the Embassy of Madagascar

Technopark Women's Day, 16th ed. · AI Lab masterclass

Digital Gov, ENSA Khouribga · "De l'Idée à l'Impact"

Enactus ENCG-J bootcamps · **INSPAIRX** Boost Up Career

11 / BUILT WITH PEOPLE WHO BELIEVED

PARTNERS, VENUES & CLIENTS

VENUES

- Complexe Culturel Anfa
- Les Étoiles de Sidi Moumen
- Les Étoiles de Marrakech
- Bibliothèque Médiathèque Hassan II
- Centre Iklil, Rabat
- Dar Chabab Al Onq
- Technopark Casablanca

PARTNERS

- Préfecture d'Anfa · City of Casablanca
- Ministry of Culture
- Media: Arrabia (SNRT) · Medi1 TV · Hit Radio · MWN
- The French Library & Brookline Booksmith
- Muse Collective, London
- ASM Gueliz · ALC

CLIENTS

- Technopark Casablanca
- INSPAIRX
- IODSE
- Enactus ENCG Settat
- Weddings and graduations for doctors, pharmacists and executives

LET'S BUILD THE NEXT ONE

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