

agafay books

Rooted in Morocco, growing with every reader.





Where Every Story Begins.

Dear friends and partners,

We are thrilled to introduce Agafay Books a new children's publishing house rooted in Moroccan and Amazigh heritage, created to bring meaningful, culturally rich stories to children from the very earliest age. Each of our books comes with its own activity book and a companion puzzle, game, or secondary book ; extending every story into a full world of play and discovery.

Allow us to introduce the characters at the heart of our first catalogue:

The little Rabbit floats gently through the air with three bright balloons in our bilingual (Arabic & English) baby Book *Tickle* is our very first title, designed for babies from 6 months, to plant the love of reading from day one.

Ushen is the beloved Amazigh figure who lived for generations in our grandparents' stories and now, at last, he has a book of his own. Other stories will follow with his friend Insi.

Ali is a Moroccan boy with a legendary appetite introducing the book *Zarda*, who inspires children to eat locally and healthily with joy and pride.

Mrs Boowa is a chameleon who changes colours just as we change inside ; guiding children through the five core emotions: Happiness, Anger, Sadness, Surprise, and Fear.

Stitou is a small Arctic bird who, fired up by Bellarej's tales, sets off on the longest migration of his life determined to discover the truth of the Far North for himself.

Azalaïs is a sensitive young girl who, with the help of her Moroccan friend Mehdi, embarks on a dream journey to face and confront her deepest fear.

This catalogue is your window into our world ; we hope these characters find their way into the hearts of children everywhere. We are always delighted to discuss rights, co-publishing, or collaboration.

With warm wishes,

The Agafay Books Team



TICKLE

The sensory discovery of the world, one gentle touch, one soft word, one shared smile at a time.

Format

160 mm x 160 mm

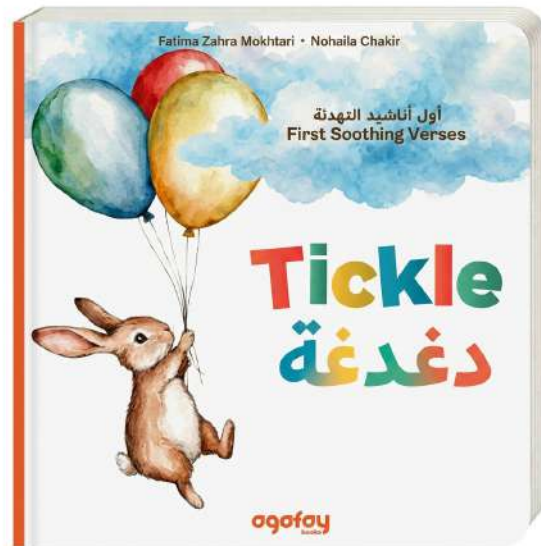
Pages

16

Age

6 months+

ISBN



Tickle

Tickle was born from an understanding that the first months with a newborn are filled with love, but also sleepless nights and long days of caring for your little one. Inspired by the soothing rhythms of everyday Moroccan life, Tickle is a small treasure made to offer mothers and babies a quiet moment of connection, calm, and playful joy. It helps your baby discover their first words while delighting in the colors and shapes of the world around them. The soft aquarelle illustrations create a tender atmosphere that calms little ones and offers mothers a moment of beauty and escape from the demands of the daily routine. Because the first years of a child's life are the most important ; the time when habits are born, rhythms are set, and the foundations of a lifetime are quietly laid. Tickle is the foundation of reading. And every page turned together is a moment that will never be forgotten.



MRS BOOWA

A gentle introduction to emotional awareness, planting the seeds of empathy and self-understanding.

Format

285 x 286 mm

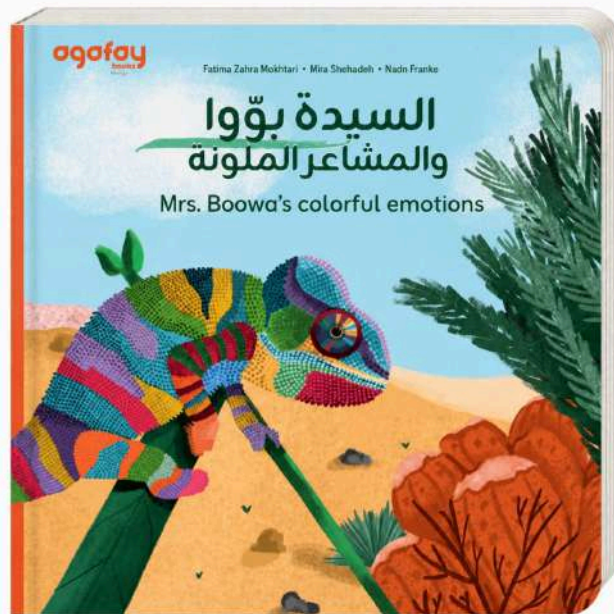
Pages

16

Age

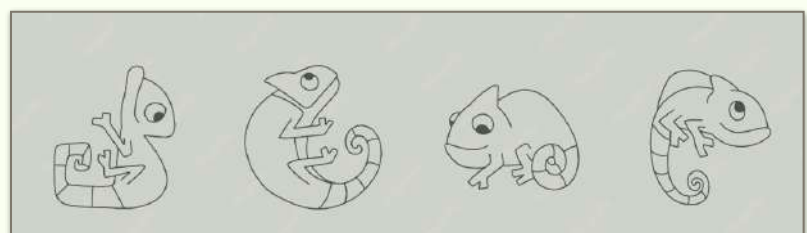
2 years +

ISBN



Mrs Boowa's Colorful Emotions

A book that opens a gentle dialogue on emotions, for children and parents alike. In a culture where feelings are often silenced, Ms. Boowa invites families to pause, observe and talk about what we carry within us. Around the world, emotional awareness has become one of the most urgent topics of conversation of our time. This book supports children in discovering their emotions and those of others. Through simple and touching stories, it helps them recognize, understand and name what they feel, while developing their empathy towards those around them. A valuable tool to grow with more sensitivity and kindness.



ZARDA

A dream sequence that turns everyday Moroccan food into rockets, planes and forests

Format

190 mm x 190 mm

Pages

24

Age

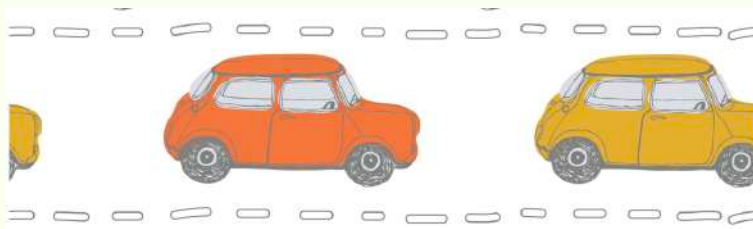
2 Years +

ISBN



Zarda

More than a simple book for children, Zarda is a love letter to Moroccan food culture and the collective memory that lives inside every shared meal. Its name is drawn from one of the most celebrated poems of Moroccan Melhoun: Zerda, the immortal work of the great Houcine Toulali ; a timeless ode to the festive table, to abundance, to the joy of gathering around food with the people we love.



USHEN

Some heroes come from books. Ushen comes from memory.

Format

285 x 286 mm

Pages

40

Age

4 Years +

ISBN



9 789920 231701



Ushen's Adventure: The Quest for Water

Ushen's Adventure follows Ushen, the beloved fennec fox of Amazigh collective memory, as he embarks on a courageous quest across the Agafay Desert in search of the most precious resource on earth.

Across the world, environmental awareness is becoming one of the most urgent conversations of our time. This book offers families a joyful, imaginative way to begin that conversation and to remind us that, like Ushen's quest, caring for our planet is an adventure worth taking.



ART ADVENTURE

A pencil in a child's hand is one of the most powerful tools in the world.

Format

216 x 278mm

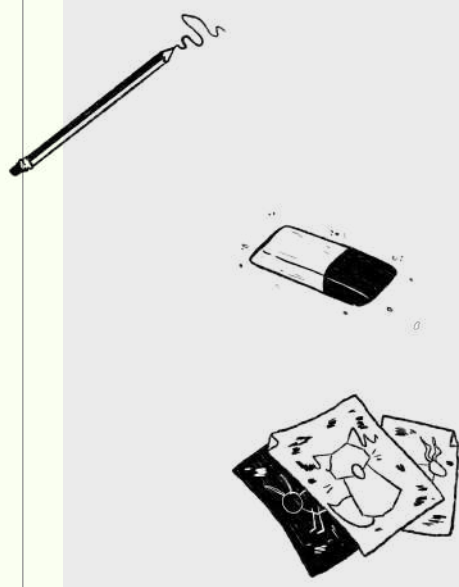
Pages

40

Age

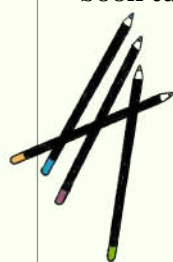
3 Years +

ISBN



Ushen's Art Adventure

Art Adventure invites children to step inside Ushen's world and create it with their own hands. From learning to draw Ushen and his extraordinary companions step by step, to discovering the real animals that inspired them, this activity book turns creativity into knowledge and knowledge into art.



EMOTION'S WORKSHOP

A pencil in a child's hand is one of the most powerful tools in the world.

Format

216 x 278mm

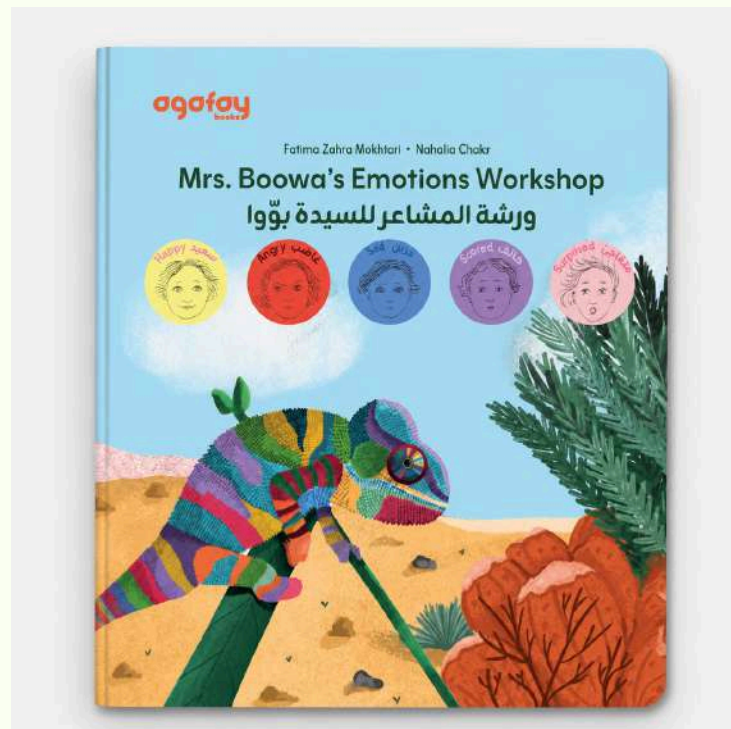
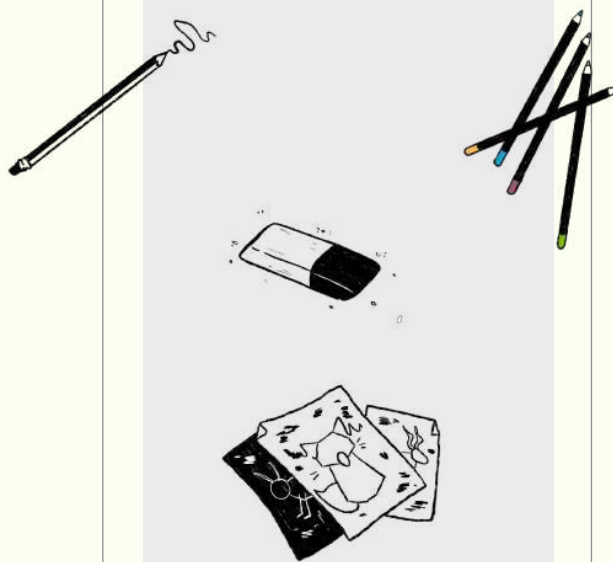
Pages

72

Age

4 Years +

ISBN



Mrs Boowa's Emotions Workshop

Every feeling has a color. Every color has a story. And every child deserves the tools to tell it.

Mrs Boowa's Emotions Workshop is the most complete emotional intelligence toolkit for children ever created in Arabic and English. Going deeper than the book, this richly illustrated activity book guides children through each of the five core emotions



FOOD DISCOVERY

A pencil in a child's hand is one of the most powerful tools in the world.

Format

216 x 278mm

Pages

40

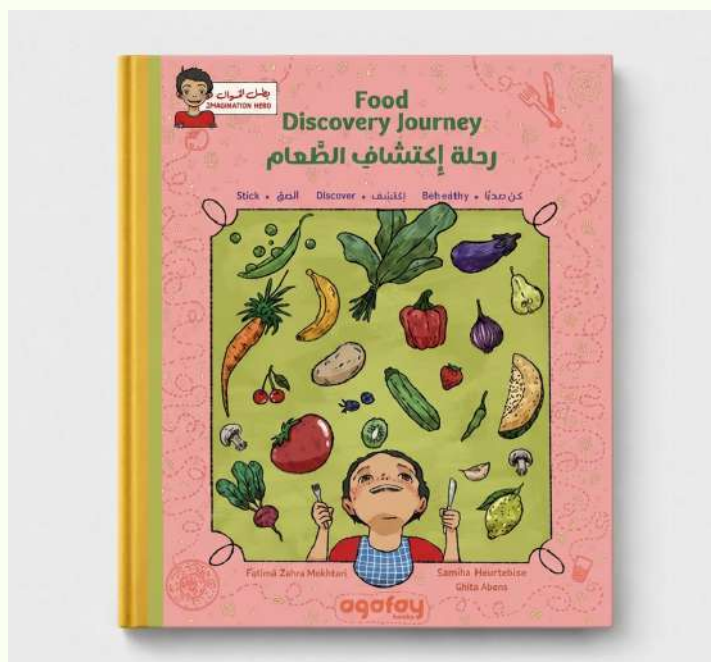
Age

4 Years +

ISBN

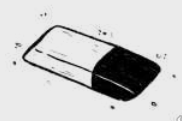
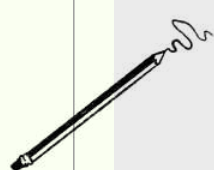


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Food Discovery Journey

is an invitation to see food the way Ali sees it: with wonder, with imagination, and with a deep, joyful pride in the richness of Moroccan cuisine. Through coloring, writing, stickers and creative activities, children learn to choose healthy food, describe what they taste, and transform the everyday ingredients of the Moroccan table into something magical.



STITOU & BELAREJ

A book for every age – children will love the journey; parents will recognise the feeling

Format

285 x 286 mm

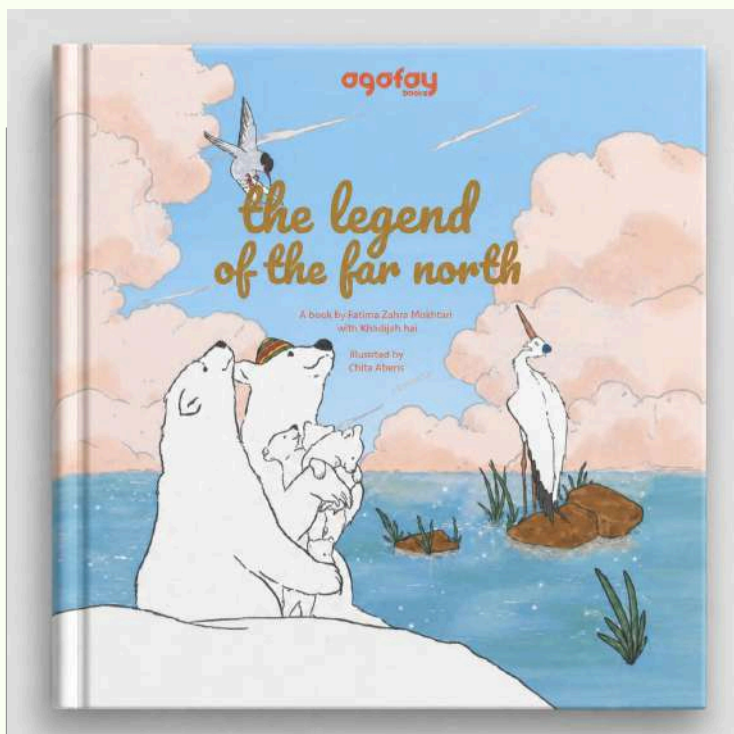
Pages

40

Age

4 Years +

ISBN



The Legend of the Far North

More than a story for children, The Legend of the Far North is a luminous fable about the oldest longing we carry ; the desire to leave, to find a place where life asks less of us. It follows one small bird's journey to the edge of the world, and the unexpected wisdom he brings home: that the land he was born into had always been enough. He simply hadn't learned to look.



ستيتو ويلارج

كتابٌ يناسبُ كلَّ الأعمار؛ فالأطفالُ سيحبُّونَ الرحلة، والآباءُ سيدركون ذلك الشعور

Format

285 x 286 mm

Pages

40

Age

4 Years +

ISBN



أسطورة الشمال البعيد

« أسطورة الشمال البعيد » ليست مجرد قصة للأطفال، بل هي حكاية مبهرة عن أقدم شوق نحمله في صدورنا؛ الرغبة في الرحيل، والبحث عن مكان لا تتطلب فيه الحياة منا الكثير.

تروي القصة رحلة طائر صغير نحو أطراف العالم، والحكمة غير المتوقعة التي يعود بها إلى وطنه:

أن الأرض التي وُلد فيها كانت دائماً كافية. لكنه ببساطة لم يتعلم كيف ينظر إليها.



AZALAÏS & MEHDI

Have you ever woken up from a dream and wondered – was that real?

Format

285 x 286 mm

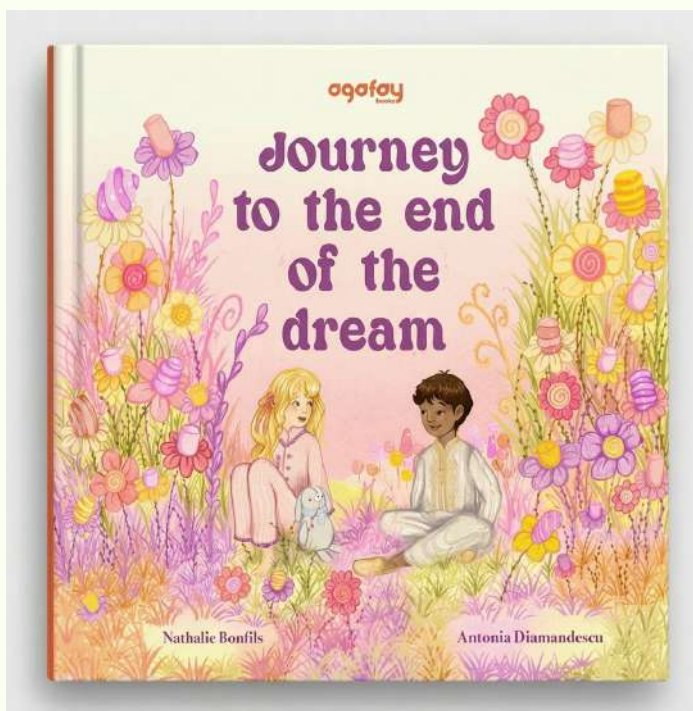
Pages

40

Age

4 Years +

ISBN



Journey to the end of the Dream

When young Azalaïs is whisked away by the mysterious fairy Félusine on the back of Belzéphir, a gentle flying sheep, she and her best friend Mehdi tumble into a breathtaking world where sheep smell of strawberries and bananas, butterflies guide the way, and a terrifying monster threatens to destroy everything. But is the monster truly what it seems?



AZALAÏS & MEHDI

Have you ever woken up from a dream and wondered – was that real?

Format

285 x 286 mm

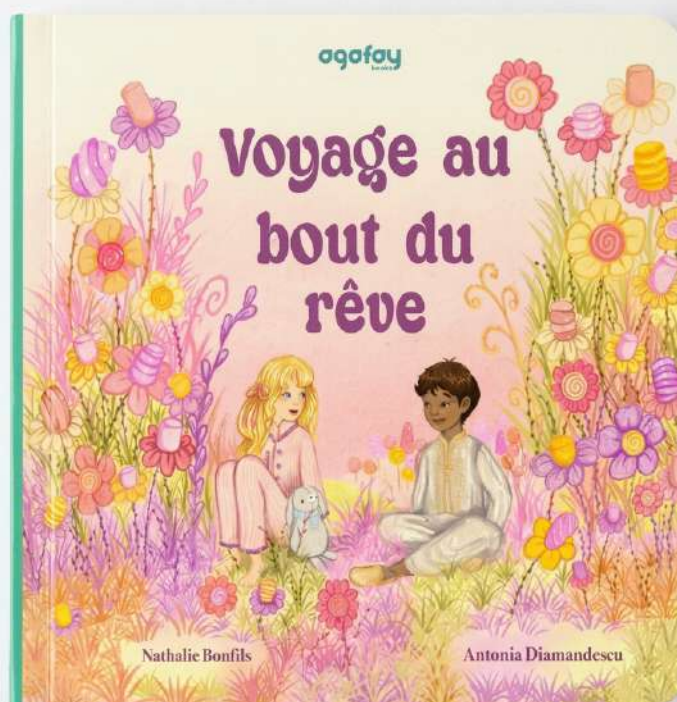
Pages

40

Age

4 Years +

ISBN



Voyage au bout du Rêve

Lorsque la jeune Azalaïs est emportée par la mystérieuse fée Félusine sur le dos de Belzéphir ; un doux mouton volant, elle et son meilleur ami Mehdi basculent dans un monde époustoufflant où les moutons sentent la fraise et la banane, où les papillons indiquent le chemin et où un monstre terrifiant menace de tout détruire. Mais ce monstre est-il vraiment ce qu'il semble être ?



أزالييس و مهدي

هل استيقظت يوماً من حلمٍ وتساءلت: هل كان ذلك حقيقياً؟

Format

285 x 286 mm

Pages

40

Age

4 Years +

ISBN



رحلة إلى نهاية الحلم

عندما تُختطف الشابة أزالييس على يد الجنية الغامضة فيلوسين على ظهر بيلزفير، الخروف الطائر اللطيف، تنزلق هي وصديقتها المقرب مهدي إلى عالم مُذهل حيث تفوح من الأغنام رائحة الفراولة والموز، وتُرشداهم الفراشات إلى الطريق، بينما يهدد وحش مربع بتدمير كل شيء. لكن هل هذا الوحش حقاً كما يبدو؟



حين يكتمل القمر

As Aziza's body begins to change, she discovers that she is not alone. Guided by her grandmother, her mother, and her teacher—and through heartfelt conversations with her friends—she learns that growing up is not something to fear, but rather something to understand.

Format

148 × 210 mm

Pages

44

Age

9 Years +

ISBN



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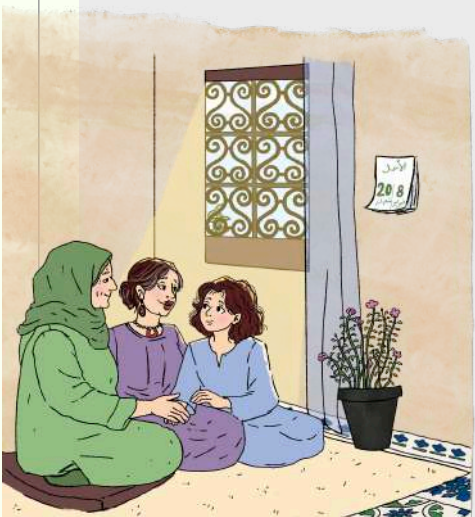


Aziza finds comfort from her grandmother, Lalla Saïda, who followed her cycle with the phases of the moon, and answers from her mother, Zoubida. At school, an attentive teacher and supportive friends show her that she is not alone in the face of her questions and the difficulties that we rarely talk about.

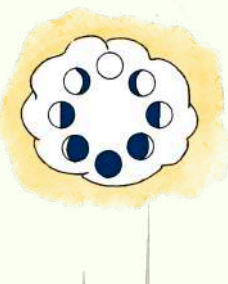
Anchored in everyday life and rural Moroccan traditions, this story delicately addresses menstruation and puberty, replacing fear and silence with knowledge. In collaboration with Project SOAR, this book helps young girls understand the changes to their bodies that occur with the first menstrual cycle.

Knowledge is a tool of empowerment

From middle school, and for the mothers, grandmothers and teachers who accompany them



Arabic - English (soon)



AGAFAY PUZZLE

A puzzle is a lesson in patience, a training in perseverance, and a quiet celebration of what a child can achieve when they do not give up.

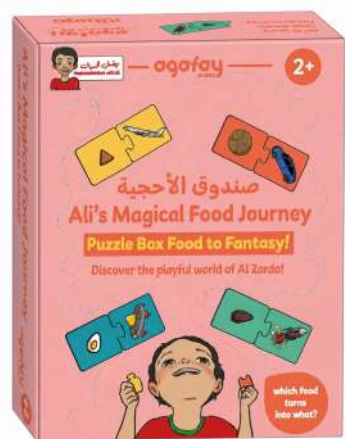
Zarda Puzzle

EAN



Age

2 Years +



Ushen Puzzle

EAN



Age

5 Years +



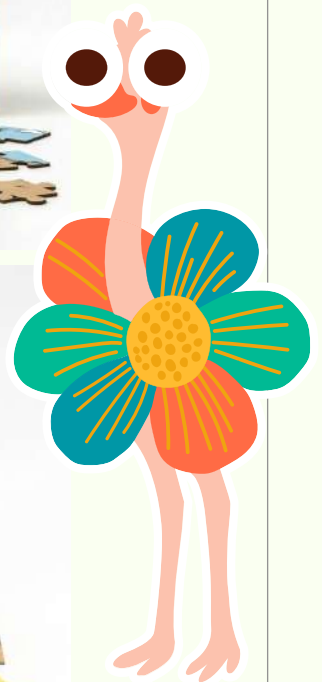
Mrs Boowa Puzzle

EAN



Age

5 Years +



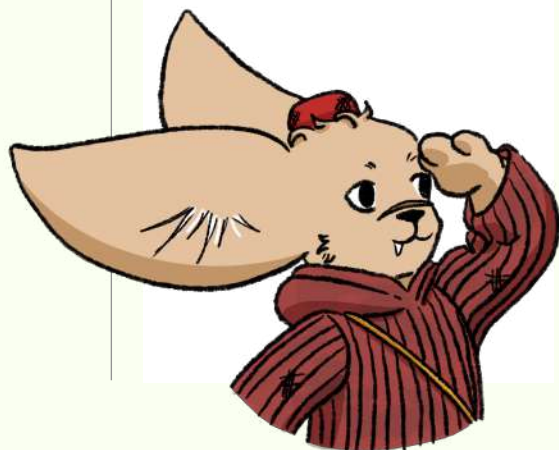
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Where Every Story Begins

A Story Worth Sharing

Thank you for journeying through the world of Agafay Books.

What you have discovered in these pages is only the beginning ; a first glimpse into a universe of characters, cultures, and stories that we have built with love, intention, and a deep belief in the power of childhood reading.

Every book in our catalogue is an invitation: to explore, to feel, to imagine, and to grow. From the tiniest reader floating with our little Rabbit, to the child who wonders what lies beyond the horizon, we have created these stories so that every child can find themselves in a book.

We would love to connect with you. Whether you are a publisher, a distributor, a bookseller, an educator, or simply someone who shares our passion for children's literature. Reach out. Let's build something meaningful together.

Stay Connected !

✉ **contact@agafaybooks.com**

🌐 **www.agafaybooks.com**

With warm wishes and storytelling hearts,

