



### *Who They Are:*

Known in Arabic as Al-Mamlaka Al-Maghribiya; meaning Kingdom of the West, Morocco is home to a variety of people including indigenous peoples commonly referred to as Berbers, Arabs and Sub-Saharan Africans. Despite the difference in appearance, the ideals of Moroccans are very much the same. They have become well known for their fine cuisine and architecture but moreover their regard for family, and frequent charity making them one of the most morally rich countries in existence today.



### *What They Teach Us:*

**“Charity is a Daily Exercise”**- Giving back is woven into the rich fabric of Moroccan daily life. Often attributed to the majority of the population being of Muslim faith with the giving of alms being one of its five pillars; sharing with those less fortunate is common practice among family, friends, neighbors and complete strangers. It maybe through constant giving that the giver is made whole; recalling that each inhabitant of the earth has an obligation to be of service to one another.

**“Time is on Your Side”**- A common phrase in Morocco is “In Shallah”. A simple verbal reminder used in prayer and in conversation to remind both the speaker and the listener that nothing can be rushed or slowed. Everything will happen or not happen in the appropriate time. Enjoy the present it is the only moment guaranteed.

**“Art is for Individual Interpretation”**- Much of the art in Morocco is a sum of abstract parts combined to form an image. With the vast majority of Moroccans practicing Islam which discourages pictorial representation of living things; art produced in Morocco is left open to the imagination of the viewer. In this way much like an ink blot, each art piece becomes personal.

# *Magic of Morocco*

*365 Culture*  
*“Highlighting a New Culture Each Season”*