



قصص مايا
MAYA'S STORIES

Original stories. Live theatre. Cultural programmes. Educational pathways.

ABOUT US

Some stories are told. Some are felt. Maya's Stories was built for the second kind. Home to original characters, worlds and stories created in-house, Maya's Stories is rooted in the UAE's landscapes, traditions and everyday life. We also bring beloved tales to life, drawing from curated Emirati and Arab literature, regional folktales and the wider richness of Arab storytelling.

Through storytelling, play and hands-on discovery, we create moments where children don't just listen. They step inside the story. They laugh, they wonder, they remember. Our intention is not to teach culture. It is to let children experience it naturally, through familiar environments, sensory play, games, activities and story. Delivered in Arabic, English or bilingual formats.

Because the stories we hear as children become part of who we are. Our purpose is to make sure our stories are ones worth carrying.

HERITAGE
Memorable Places
MUSEUMS
Educational
STORYTELLING Tradition Culture

OUR TEAM

Lina Hadj Hamou

FOUNDER & CEO | CREATIVE DIRECTOR, WRITER & SHOW PRODUCER

Maya's Stories began, like most meaningful things, with a feeling. Lina lives in the UAE since 2014. She watched her own children, born here, grow up surrounded by the country beauty, history and culture, and noticed how few stories truly reflected it back to them.

She is the creator behind Maya's Stories' original worlds, characters and live experiences. Her work sits at the intersection of storytelling, cultural imagination, child engagement and experiential design. She writes original stories rooted in the UAE and Arab world, develops them into live performances, and designs the interactive experiences that bring them to life. Lina holds a master in business from HEC Paris. With a background in strategy, business development and large-scale execution across organisations including ADNOC and OCP Group, Lina combines creative vision with operational discipline, building experiences that are both deeply meaningful and scalable.

Today, she leads Maya's Stories with intention and a clear ambition: to bring culturally rich, beautifully told stories to every child growing up in this region, through parents and institutions that believe the same.



Yasmine Ayoub

HEAD OF EDUCATIONAL PROGRAMME DESIGN

Lebanese, born and raised in the UAE, Yasmine has spent close to 20 years working in nurseries and schools, close to children, close to educators, and deeply attuned to what actually works in a learning environment. Her expertise spans child development, classroom practice, and early years learning frameworks.

She shapes every Maya's Stories programme from the inside out, ensuring each experience is not only imaginative and engaging, but grounded in play-based learning principles, developmentally sound, age-appropriate and safe for every child.



WHAT WE OFFER

Every experience we create weaves together:

- Original stories and live adaptations rooted in UAE culture and Arab storytelling traditions
- Storytelling, play and hands-on interaction
- Formats thoughtfully designed for children and practically designed for partners, educators and parents

Our programmes are built to fit naturally into your environment, easy to schedule, easy to deliver, and genuinely meaningful for the children in the room.

Maya's Children deserve fantasy rooted in their own world. Not just someone else's forest. Not even someone else's desert. Maya's Stories was built around that belief.



OUR FORMATS

Every child deserves a story that fits he or she. Our formats are designed to meet children where they are, at different ages, in different spaces, with different amounts of time.

First Storytime – for toddlers: 1hour 15 min

First Storytime is a 75-minute format designed for younger children. Each session combines storytelling with movement, songs, sensory elements and age-appropriate participation, so children don't just listen to a story. They become part of it.

Best suited for: Nurseries and early years centres, libraries, private events

Story Circle: 1.5 Hours

Story opens the door. Play is where children walk through it. This format weaves 1.5 hours of storytelling with guided games, creative and reflective activities and moments of shared play. Story Circle, gives children space to expand further their imagination and engage deeply with what they've experienced as stories unrolled.

Best suited for: Nurseries, schools, libraries, cultural venues, festivals and community programmes, private events



OUR FORMATS

Story Festival: 2.5 Hours

Story Festival is our most expansive format, designed for communities, families and mixed-age groups. It brings together multiple stories, bilingual delivery and a full programme of activities and games, unhurried and rich with cultural depth.

Best suited for: Libraries and cultural venues, community programmes, multi-age groups, festivals

HOW CHILDREN ENGAGE

Every programme weaves together a thoughtful blend of:

- ★ **Creative Making**
Arts, crafts, building and tactile creation linked to the story world.
- ★ **Reflective Discovery**
Hands-on inquiry, storytelling games, scientific experiments, problem-solving challenges and guided thinking moments.
- ★ **Movement & Embodiment**
Action games, imaginative journeys, role-play, yoga and full-body participation



MAYA'S PATHWAYS

Maya's Pathways is a structured developmental pathway for children aged 2 to 4, built around immersive sensory theatre.

Children do not sit outside the story. They move through it. Each session weaves together storytelling, movement, puppetry, sensory exploration, music and imaginative play into a single lived experience.

Each visit builds on the last, so children grow in confidence, familiarity and connection with every session.

Programme Structure

- 6 visits per term
- Sessions every 2 weeks, flexible scheduling
- Up to 3 hours per visit
- Covers up to 4 groups per visit





WHAT CHILDREN GAIN

The best experiences don't just entertain, they leave something behind. Every Maya's Stories session is designed with intention, so that what children gain goes far beyond the story itself.

Language & Confidence

- Richer vocabulary and stronger listening skills
- The confidence to speak, respond and express themselves

Imagination & Thinking

- The ability to follow and create narratives
- Stronger memory, curiosity and engagement

Connection & Belonging

- A natural relationship with their cultural environment
- Comfort and joy in participating with others

Cultural Identity

- Familiarity with UAE stories, Emirati literature and Arab storytelling traditions
- A sense of pride and curiosity about the world around them

MAYA'S HAKAWATI

Maya's Hakawati is a full theatrical production, original Maya's Stories titles transformed into live performances that combine narrative, visuals, music and audience interaction into something children won't forget.

Each show is built around characters and worlds children already love, designed to work across venues, festivals and large cultural events, and to leave a lasting impression. Bespoke storytelling experiences also available for special occasions: National Day, Ramadan and Eid, Heritage Week, Reading Month and school celebrations.

**This is not a storytelling session.
It is a performance.**

Best suited for: Festivals, theatres, cultural venues, large-scale events



WHERE WE FIT BEST

Flexible enough for intimate groups, structured enough for large-scale programming. Wherever children gather, we find our place. Our formats are built to slot naturally into:

- Nurseries and early years education: Pathways, First Storytime for Toddlers
- Libraries: First Storytime for toddlers, Story Circle, Story Festival
- Cultural programmes: First Storytime for toddlers, Story Circle, Story Festival, Maya's Hakawati
- Events, family days, corporate activations and festivals: First Storytime for toddlers, Story Circle, Story Festival, Maya's Hakawati

And wherever we show up, we bring the whole experience with us, managing group flow, pacing and energy from arrival to close, so your team can focus on what they do best.



WHY WORK WITH US

- Stories that spark curiosity, strengthen cultural appreciation and bring communities together
- Original characters, worlds and stories created entirely in-house by Maya's Stories
- Each experience designed with intention: engaging for children, meaningful for families, seamless for partners
- Bilingual delivery in Arabic and English, so every child feels at home in the story
- Formats built for real institutions: easy to schedule, smooth to deliver, memorable to attend
- Able to deliver across multiple venues or branches
- Marked experience in delivering sessions at government-owned entities, schools and nurseries

**Thoughtfully designed for children.
Practically designed for partners.**







PARTNER WITH US

Every great story starts with someone who cares enough to tell it. Let's bring yours to life.

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