

CAIRO
SCENE

كات ياما كان

حُوديت عالَمِيَّة بِالْمِصْرِيَّة

لما كان



Tuta-Tuta Translates Kids' Books into Egyptian Arabic

حُوديت عالَمِيَّة

TUTA-TUTA: REVIVING CHILDREN'S STORYBOOKS THROUGH COLLOQUIAL EGYPTIAN

No one can tell stories like Egyptians do. It's uncontested. Arabic as a storytelling language is hands down one of the most eloquent across history, but for children, the linguistic complexity of its fus-ha can get in the way of snug and familiar storytime.

So what do you do when you want to read your little one an Arabic version of The Wizard of Oz but fus-ha is too overwhelming? You use Tuta-Tuta.com, or [Tuta-Tuta](#).

"Tuta tuta khelset el hadoota," is a phrase known to all, but founder Riham Shendy goes the extra mile and turns it into an online platform that offers free translations of popular foreign children's books in the Egyptian colloquial dialect, or 3ameya.

Rooting from her desire to turn learning Arabic into an all-the-more educational, leisurely, and dynamic experience for her children, and to encourage early reading, Shendy created the website to share her own colloquial Egyptian Arabic translations of the books. It streams audio through a Soundcloud channel, shows storytime videos with book illustrations on YouTube, and includes written transcripts as PDFs that parents can print and stick on books to read as they skip the pages.

Tuta-Tuta also has 'Kan Yama Kan', a storybook comprised of eight international folktales that have also been translated in 3ameya - but here's the other twist. All the stories were reimagined to take place in Egypt, and each tale was illustrated by a different female artist. The stories take your kid all the way from El Nuba to Fayoum, so not only will post-bedtime be leisurely, but they'll also get to learn all about their country.

Lost in translation? This is where you gain lots.