

Mironins

Transmedia research project

Affiliated with the RIS3CAT Media community and participated jointly by the Audio-visual Technologies Unit of Eurecat, the Universitat Pompeu Fabra (UPF), Cornelius Films, Sfy and Wildbytes.

Press Release

The Fundació Joan Miró participates in the transmedia project *Mironins*

The research and innovation project has the aim of creating pioneer forms of connecting to, participating in and learning at the museum through digital technologies.

The world of *Mironins* and its characters, three drops of paint escaped from Miró paintings, comes to the screen through a children's animation whose setting is the galleries and emblematic spaces of the Foundation.

The series *Mironins* will premiere in theatres on 3 December and will soon be seen on Televisió de Catalunya, À Punt and Televisión Española. The film has been nominated for the Gaudí Awards and the Goya Awards.

Barcelona, 26 November 2021. *Mironins* is a transmedia initiative that seeks to encourage a close and lively relationship between children and art. The project arose 8 years ago at the Fundació Joan Miró with the publication of an activity book of the same name, with the aim of learning about the artist. Three drops of paint, who have escaped from Miró paintings, are the main characters of this adventure, which was originally conceived by writers Anna Carretero, Marcela Hattemer and Anna Purroy.

Research project

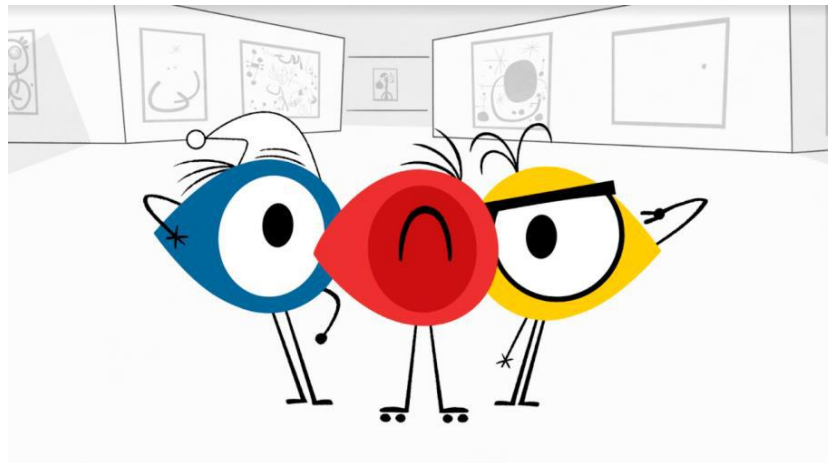
Currently, *Mironins* is being articulated as a research and innovation project with the idea of generating pioneer ways of connecting to, participating in and learning at the museum through digital technologies. By means of interactive experiences and augmented reality, children and their families are encouraged to learn about Joan Miró's creative processes and come into contact with their own creativity, exploring and playing at the Fundació Joan Miró.

Fundació Joan Miró ✱ Barcelona

The innovation the project encourages makes it possible to develop content management systems (CMS) for augmented reality and interactive experiences, as well as binaural sound technology in these kinds of applications. Furthermore, *Mironins* promotes the creation of modules based on artificial intelligence to be integrated into CMS and new forms of transmedia narrative, new tools focused on improving public learning in cultural spaces, with the goal of creating crossover dialogue between the worlds of entertainment, culture and technology.

The Fundació Joan Miró participates in the project's research team, a consortium affiliated with the [RIS3CAT Media community](#) and participated jointly by the [Audiovisual Technologies Unit of Eurecat](#), the [Universitat Pompeu Fabra \(UPF\)](#), [Cornelius Films](#), [Sfy](#) and [Wildbytes](#).

Film and animated series



The world of *Mironins* and its characters comes to the screen through a [children's animated production](#), set in the galleries and emblematic spaces of the Foundation. The film will premiere in theatres on Friday 3 December, and the series will soon feature television, on Televisió de Catalunya, À Punt and Televisión Española. The production was led by [Cornelius Films](#) and coproduced with Wuji House, Walking the Dog and Peekaboo Animation, with the participation of Televisió de Catalunya, Televisión Española and the channel Ketnet. It features the collaboration of the Miró Succession and has benefited from the artistic counsel of the Fundació Joan Miró.

The cinema version of the animated production is nominated for the Catalan Gaudí Awards and for the Spanish Goya Awards.

Images available at: [Mironins film](#)

Fundació Joan Miró ✱ Barcelona

Fundació Joan Miró
Parc de Montjuïc
08038 Barcelona
T +34 934 439 070
press@fmirobcn.org

www.fmirobcn.org