

# The second edition of Tech&Play, the MWCCapital festival to bring technology closer to the public, kicks off



*Authorities and representatives of the institutions that support the organisation of the Tech&Play festival, during the inauguration that took place today at the Fabra i Coats venue*

**Barcelona, April 25th, 2024.**- The second edition of Tech&Play, the technology festival of Mobile World Capital Barcelona, kicks off today with forty activities to bring all citizens closer to the technological innovations that are transforming our society in a playful, free and educational way.

From today until Sunday, at the 'Fabra i Coats: Fàbrica de Creación de Barcelona' venue, Tech&Play attendees will be able to participate in 15 immersive experiences and a dozen workshops where they can explore the latest advances in robotics, Artificial Intelligence, virtual reality, cybersecurity or *gaming*; as well as enjoying shows that fuse art and technology or attending an extensive program of dialogues between experts. A festival "for everyone" that will be completed on Sunday with a Family Day dedicated to the little ones.

The opening day was attended by the CEO of MWCcapital, **Francesc Fajula**; the CIO of MWCcapital, **Eduard Martín**; the Director General of Digital Society of the Generalitat de

Catalunya, **Liliana Arroyo i Moliner**; the Fourth Deputy Mayor of Barcelona City Council, **Jordi Valls**, as well as representatives of CaixaBank, Damm and other institutions.

Tech&Play is organised by MWCcapital and has the collaboration of the Secretary of State for Digitalisation and Artificial Intelligence of the Ministry for Digital Transformation and Public Administration, the Government of Catalonia and Barcelona City Council, as well as the support of CaixaBank and Damm. In addition, forty entities collaborate in the different activities.

### **Technology for everyone**

Tech&Play gives you the opportunity to experience technology first-hand through multiple activities: interacting with robots, taking virtual reality trips, living immersive experiences or creating music with AI, among many other proposals. In addition, children and young people have the ideal environment to enhance their digital skills, thanks to multiple workshops where they can create comics with AI, build robots or enter the world of animation, video game design or cybersecurity. Digital leisure and culture also play a leading role, with dance performances, concerts and art installations that use technology to create links with the viewer. Around thirty experts will also visit the festival to discuss key issues in the use of new technologies such as digital rights, screens in the family environment, the gamification of education and digital creativity.

Tech&Play will conclude on Sunday, April 28 with Family Day. A special day to enjoy with the family, with a dozen activities divided by age and guided by monitors to "play with technology" and bring it closer to children in an understandable and playful way.

As part of this family day, on the 28th the card game 'Our daily screens' will be presented, a playful tool to facilitate family conversations about the use of electronic devices that has been promoted by the Generalitat de Catalunya through the Directorate-General for Digital Society, promoted by Mobile World Capital Barcelona and developed by Jocs al Segon.

### **About Mobile World Capital Barcelona**

*Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. MWCcapital contributes to positioning Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent, the development of innovative technological projects with social impact and the generation of knowledge. MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through events such as Jump2Digital and Tech&Play.*

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