

# The Tech&Play festival grows and presents forty technological activities open to the public

- From the 25<sup>th</sup> to 28<sup>th</sup> of April, MWCcapital brings experiences, workshops, debates and performances to showcase technological innovations in a fun and educational way at the Fabra i Coats: Barcelona Art Factory.
- Family Day will be celebrated on Sunday, April 28, a day designed to enjoy games, immersive experiences, workshops and performances with the family to bring technology to the youngest members of the house.
- The festival, organised by MWCcapital, counts with the collaboration of the Secretary of State for Digitalisation and Artificial Intelligence of the Ministry for Digital Transformation and Public Function, the Government of Catalonia and the Barcelona City Council, as well as the support of CaixaBank Group and Damm.



*Representatives of the organisations that collaborate in Tech&Play*

**Barcelona, April 5, 2024.-** Mobile World Capital Barcelona presented today the second edition of Tech&Play, a festival that brings the latest technological advances closer to all citizens and that this year will explore areas such as robotics, Artificial Intelligence, cybersecurity, immersive realities or *gaming*, among others. This year, the event is growing both in duration and number of proposals for all audiences, with more than 40 technological activities and the participation of 30 speakers.

From 25 to 28 April, Tech&Play will bring to Fabra i Coats: Barcelona Art Factory, in Sant Andreu de Palomar, a total of 15 technological experiences and a dozen workshops to explore technology, as well as an extensive programme of dialogues between experts from different fields and shows where art and technology will merge. A festival for everyone to learn and experience, in a playful, free and educational way, the new technologies that are transforming our society, that will finish on Sunday with Family Day, which is dedicated to the little ones.

The festival will also be the center of the intense debate on the use of new technologies with sessions that will address key issues such as digital rights, screens in the family environment, cybersecurity among adolescents, STEAM skills or AI applied to artistic creation. Tech&Play will also count with references such as the singer and composer **Maria Arnal** who will dialogue and bring her proposal to experiment with sound, technology and art. The Director General of Digital Society of the Government of Catalonia, **Liliana Arroyo**, that will debate with the CIO of MWCcapital, **Eduard Martín**, about the use of screens for families. We will talk about cybersecurity with **Natalia de Seras**, director of Information Security at CaixaBank, and about STEAM women with **Carlota Llacuna**, from the CaixaBank Tech Innovation team. UPF associate professor **Sergi Jordà** will present the applications of AI in the world of music. And Barcelona School of Creativity will organize one of its popular Prompt Battle, in this case focused on imagining the future of Barcelona.

In addition, KIDS Barcelona, the adolescent scientific council of the Sant Joan de Déu Hospital in Barcelona, will discuss the importance of society's commitment to making research in health sciences advance. Likewise, the Tech&Play will also feature the final act of the first edition of the SX3 Academy, the first School of Digital Rights in Catalonia promoted by 3CAT with the collaboration of Mobile World Capital Barcelona, the Catalan Data Protection Authority and the Cybersecurity Agency of Catalonia to digitally train teachers and digitally empower students in the exercise of their digital rights.

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

### **Technology for everyone**

Tech&Play attendees will experience technology first-hand through different immersive activities. Among others, with 'Robotics for all' they will interact with various robots and components; thanks to virtual reality they can also take a trip through the industrial evolution of Barcelona or discover the MareNostrum supercomputer. In addition, there will be an experience where they will understand how algorithms act on us, and in the Lolo *and* Sosaku installation they will co-create music with Artificial Intelligence and 37

robotic machines. Digital leisure and culture will also be the protagonists of the festival, with dance shows, concerts and artistic installations that use technology to create links with spectators.

### **Workshops to discover and enhance digital skills**

Children and adolescents will find in Tech&Play the ideal environment to discover or enhance their digital skills. The festival will host a dozen of workshops divided by age (from 6 to 18 years old), where they can generate a comic using Artificial Intelligence, build and program a robot with Lego Spike, create "sound maps" dancing with motion sensors or enter the world of animation or cybersecurity. In addition, they will discover how to apply Visual Thinking as a study method, with CaixaBank Tech, as well as try a selection of "alternative video games" designed by students of Pompeu Fabra University and talk to their creators.

### **Family Day: a day for the little ones**

Finally, Sunday, April 28 will be Family Day at Tech&Play. A day with a dozen activities designed to enjoy with the family. Games, immersive experiences, workshops and shows to bring technology closer to children in an understandable and playful way.

Throughout the day, families will be able to participate in a dozen activities divided by age and guided by monitors. From doing a quick course for mini-DJs, to playing catching U-Smart Toys and their colored lights, getting started in electronics with workshops to create small and fun robots, dancing at Silent Disco or enjoying technological magic shows. Agile and short activities (between 15 and 30 minutes), designed so that all festival goers can enjoy them.

### **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. MWCapital contributes to positioning Barcelona as a global benchmark in the digital sphere 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. MWCapital 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.

#### **For more information:**

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