

The Tech&Play festival culminates four days of activities with a special day to bring technology closer to children

- The event organised by Mobile World Capital Barcelona brought together 4,000 participants of all ages, who were able to experience the latest technological innovations in a fun and educational way.



Families participating in one of the Family Day workshops at Tech&Play 2024

Barcelona, April 28th, 2024.- Mobile World Capital Barcelona today closed its second edition of Tech&Play, the festival that gathered the latest technological advances to all citizens and which has been attended by 4,000 people. Sunday, was a Family Day with a dozen activities to share with the family: from games and immersive experiences, to workshops and shows to introduce children to the world of technology in a playful way.

During the four days of the festival, young and old have been able to participate in activities and workshops to learn, touch and experience the most cutting-edge innovations in robotics, Artificial Intelligence, immersive realities, cybersecurity or *gaming*. Tech&Play has also had some thirty experts who have turned the festival into a space to discuss digital rights, screens in the family environment, STEM skills or AI applied to artistic creation, among other essential topics to apply a humanistic vision to the use of new technologies.

Whether with their schools or as a family, children and young people have been able to enhance their digital skills thanks to an extensive programme of workshops where they

have been able to learn how to generate comics using AI, build and program robots, get into animation or 3D printing, apply Visual Thinking to study with CaixaBank Tech, or try the "alternative video games" created by students at Pompeu Fabra University.

Tech&Play has also hosted the debates of KIDS Barcelona, the scientific council of adolescents of the SJD Barcelona Children's Hospital, or the closing of the SX3 Academy, the first school to digitally empower teachers and students promoted by the 3CAT in collaboration with MWCcapital, the Catalan Data Protection Authority and the Cybersecurity Agency of Catalonia.

Leisure and digital culture have been the other protagonists of the festival, with performances such as the one offered by the singer Maria Arnal and dance, magic shows or artistic installations that have explored how technology can create links with the spectator.

This year Tech&Play celebrated its second edition, in an expanded format both in duration and in number of proposals for all audiences. The festival has been organised by Mobile World Capital Barcelona with the collaboration of the Secretary of State for Digitalisation and Artificial Intelligence of the Ministry for Digital Transformation and the Civil Service, the Government of Catalonia and the Barcelona City Council, and has had the support of the CaixaBank Group and Damm. In addition, up to forty entities have collaborated in the different activities.

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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