



Peekaboo Animation brings a new project to Mipjunior

Barcelona-based **Peekaboo Animation** prepares the next editions of Mipjunior and Mipcom (Cannes, October 15th-20th) it will attend with a portfolio of series in distribution as well as different projects in development.

Among the new products there is a property called *Puu&I, Way Up High* (52x11'), a madcap adventure comedy aimed at children 6 to 10 years old, created by Gerard Cornella. It's an original project from Wide Frame Studio, in Barcelona, where Peekaboo joins as coproducer and international distributor. The series was pitched at Cartoon Forum last year under the title *Fred's Adventures* and it first comes to Cannes now with a refurbished bible and concept, already in scripting stage. Peekaboo plans to attract the attention of kids' channels and production companies willing to enter in coproductions or codevelopment agreements, in order to fund and produce a pilot episode in the coming months.

The new project reinforces Peekaboo's portfolio of children animation series, which recently added *Mironins* (26x7'), a non-dialogue educational comedy aimed at preschoolers. Coproduced by Cornelius Films, Wuji House and the Polish studio Grupa Smaczneho, *Mironins* was successfully pitched at Cartoon Forum this year and is currently starting the production of a full pilot episode.

Meanwhile, *I Elvis Riboldi* (52x11') continues adding new partners. The project has been selected for coproduction by Catalan public broadcaster TVC, who join forces with the already existing partner Canal+ France, as well as the producers Insomne Estudi, Wuji House and Watch Next Media. Peekaboo is in conversations with different broadcasters in Europe and America to close the financing of the show through international presales. The expected date to start production is first quarter 2017.

In addition, Peekaboo Animation also has a catalogue of ready-made series for distribution, such as *Four and a half friends* (26x26'), *Cocorico* (52x13') and *Takat The Dog* (52x2'40").

Peekaboo will be located at booth R7.F25 inside the Palais des Festivals, under the PROA/Catalan Films & TV umbrella.

“Puu&I, Way Up High” Synopsis

What would you do if you were a kid with a magical creature fallen from the rainbow, a moody cloud and a genius pig as your best friends? Travel across the Magical Color Kingdoms of the rainbow, face the most frightening foes – and the funniest ones, too -, have the wackiest adventures and defeat Darkness itself to find your way back to the hidden land from where all Light come from, obviously.

I mean, what else could you do?

“Puu&I” recounts the adventures of Fred, a happy-go-lucky kid who, after a strong storm, meets Puu, a magical creature who has accidentally fallen down from the rainbow. Puu and Fred immediately become best friends and Fred offers himself to help Puu go back to his home. Indeed, Puu owns a magical prism that allows them to travel to the different Color Kingdoms forming the rainbow. Thus, both of them will meet bizarre characters and live unimaginable adventures on his way to take Puu back home. But, in the meanwhile, Darkness plans to steal the prism and, thanks to it, conquer the Color Kingdoms. Will our heroes, oblivious to the danger, save the rainbow world?