

## Cromosoma brings Lila to the small screen

**CARTOON FORUM:** Spanish toon company Cromosoma has unveiled a new preschool project here in Girona, Spain: a TV adaptation of Random House's children's franchise Lila (pictured).



The Barcelona-based producer unveiled its pilot episode for the series, produced with help from Catalan broadcaster TVC and interest from Disney Channel Spain. It follows the life of a six-year-old girl and her extended family.

So far, eight Lila books have been published, currently circulating in Europe and the US. Each book ends with a task for children to complete, and according to Cromosoma, the TV adaptation will embrace this element with a complementary portal online.

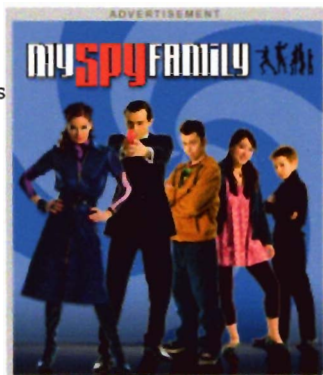
Creative designer Purificacion Hernandez, which was originally commissioned to create the books by Random House Montedori, is on board to exec produce the series, which if given the go-ahead would take around 17 months to produce.

The 2D animation was conceived with the help of the Dr Eduard Estivill of Catalunya's Clinica Del Son, applying professional knowledge of issues such as healthy sleeping and communication to teach good habits to the preschool audience.

Pitching the new show, Cromosoma's production chief Toni Marin Vila said Disney Channel Spain had expressed "strong interest" in the international TV rights to the Lila series.

There was interest, from the UK's BBC too. Speaking after the pitch, head of CBeebies production Kay Benbow said "It's certainly something that I think would work well in the upper end of what we call preschool."

But praise aside, the two broadcasters have yet to dig deep and vote with their wallets. Cromosoma has come up with €860,000 - some 40% of the total €2.15m needed to finance the series, with a further 10% (€215,000) coming from coproduction partners Random House Montedori and the Clinica Del Son.



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