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'Ayla and the Mirror': Disney+ and Federation Spain shape the new family franchise with music and dance

By AV451 Editorial - June 24, 2024



On the last day of Conecta 8, Disney+ and Federation Spain presented the new family series 'Ayla y los Mirrors', an ambitious fiction project that will premiere next season.

With the aim of shaping a new "pre-teen franchise with 360-degree revenue potential," revealed Vincent Sourdeau, VP, General Manager of Disney Channels Iberia, in Toledo, the Spanish subsidiary of Federation Studios got to work and has prepared a musical dramedy of 30 35-minute episodes starring "a posh girl" who loses her parents in an accident. Having lost her memory and not knowing who she is, Ayla begins a new life in a juvenile center. There she will have to find her own identity and she will do so through music and dance.



Together with Sourdeau, they detailed how the development of this new IP has been Laura Oliva, head of content and producer at Federation Spain, Ada Hernández, creator of the series, creative executive producer, script coordinator and screenwriter, Lourdes Hernández, musical supervisor and Plusmusic IP consultant; and Cristina Rico, head of marketing and Media Networks at The Walt Disney Company in Spain. Additionally, during the Conecta FICTION & ENTERTAINMENT panel the first images of the series were revealed. Until now, Disney+ had not made public any information regarding this production.



"As soon as we started investigating, we realized that there are few European references for a series like this," commented Laura Oliva, "teenagers are the great forgotten ones in audiovisuals. 'Ayla and the Mirror' is a modernized fairy tale, a classic with a twist, we wanted to move away from the sitcom and go towards something more powerful." As it could not be otherwise for a Disney series, 'Ayla and the Mirror' will have good guys and bad guys, a lot of music and a lot of dancing, and will talk about values such as teamwork, reward for effort, friendship, loyalty, rivalry as something healthy.

For Ada Hernández, the great challenges of the project were the character design, being a choral series with 20 fixed characters plus as many episodic ones, finding an ideal setting to develop the action, finally located in a juvenile center, and finding the tone, among others. «We have written without complexes, the series has a dramedy tone but we told the entire team all the time that we were making a quality comedy. The premise was to create the first franchise for the first 100 percent digital generation. A series that the whole family can watch, including that older brother, who can watch it without feeling embarrassed, and always keeping in mind that children are not stupid," said the creator. The series has a horizontal plot structured by Ayla's search for identity and a dance contest, and with several chapter and thematic plots.

An "innovative" production design

'Ayla and the Mirror' took special care of its pre-production phase, with casting as one of its fundamental pillars. The team traveled around Spain for months to find the protagonists and, for many of the characters, found actors under 16 years of age. The requirements: sing, dance and perform, in addition to being different from each other so that the public can distinguish them well. A differentiation that the team has worked on especially in makeup and hairdressing.

The production filmed for six months with two units in natural locations, implementing an "innovative" production design mixing the method of daily series and prime-time series. In addition to recording the 30 episodes themselves, many other contents have been generated during filming that have already begun to feed the social networks of 'Ayla and the Mirror'. As part of the launch strategy, several characters have profiles on Instagram and TikTok, although, to date, it has not been revealed that they are fictional characters or linked to Disney. The big reveal will come next Saturday, June 29, at a massive dance to be held in the Plaza del Callao in Madrid. «The main single has just been published on music platforms and in September the soundtrack will be available before the premiere. From then on, we will move on to a paid advertising campaign in the digital environment and we will focus on the series, with a more conventional strategy," explained Cristina Rico.

Precisely, another fundamental point that was worked on from the script is the composition of the songs, because 'Ayla y los Mirrors' has 20 original songs and 16 versions of pop and rock classics, also with 20 urban dance choreographies. «The scriptwriters have become lyricists, in the series many genres will sound, pop, rock, reggaeton, trap, always with lyrics appropriate to the age of the target. We have had singers and composers from all over Spain and we will have a list on Spotify," commented Ada Hernández.

Along with the development of the series, Disney has thought about multiple derivative products, from a live show to merchandising, without forgetting the video clips. "We have been involving all the Disney teams in 'Ayla and the Mirror' since last September," Sourdeau concluded.

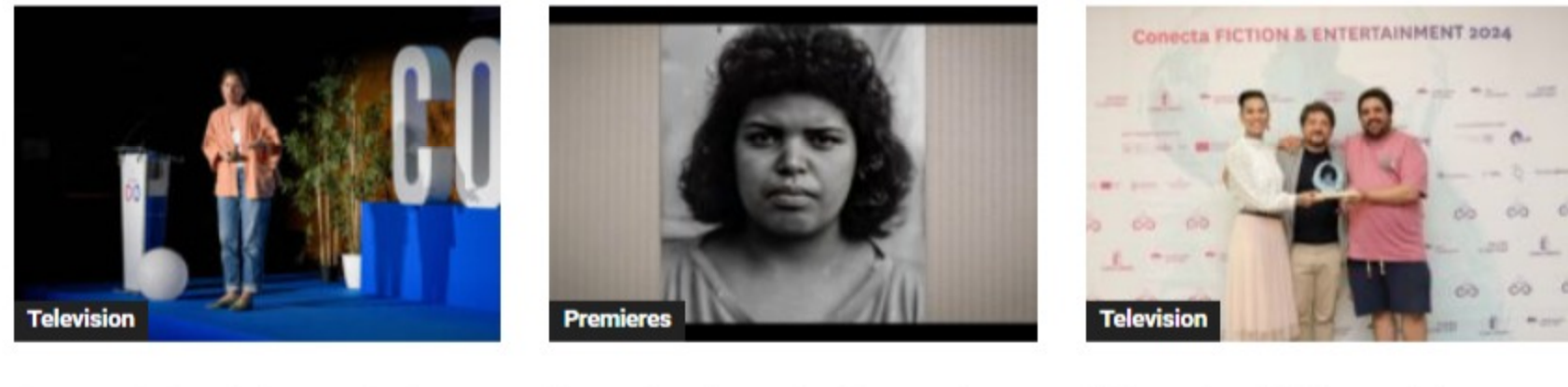


TAGS Ada Hernandez, Ayla and the Mirrors, Conecta 8, disney, federation, Federation Spain

Laura Oliva, vincent sourdeau

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