

Filming begins on Mexico-Cuba co-production animated drama series

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Animated Tito Reacciona

Havana, July 31 (RHC)-- Filming begins this Monday in the Cuban capital on the first three live-action film shorts of the animated Tito Reacciona, a project that is part of a series of audiovisuals co-produced by Cuba and Mexico.

Soon to be released simultaneously in Cuba, Mexico and Colombia, the audiovisual is directed by Mexican Elián Hernández, who shared the script with the creator of the charismatic Cuban-Mexican

character, Daniel Martín.

According to Martín, the challenge was to film these initial productions with the rigor of good cinema, and the first option was to work with the Cuban children's theater group La Colmenita, who knew of Tito's existence and embraced the idea since it was conceived last May.

The help of Tin Cremata, as captain of that ship of dreams, of Claudia "Muma" Alvariño, in charge of directing the actors, and of Lisset Martín, who was in charge of the production, was total and very valuable, the creator emphasized.

For this, locations were chosen such as the Monte Barreto ecological park, where the themes of physical exercise and care for nature were addressed, as well as the headquarters of La Colmenita, where the family was discussed with the special performance of Luis Alberto García.

Meanwhile, the emblematic National Capitol hosted the theme of inclusion, a space that had the support of Cuban hero Antonio Guerrero and the San Cristóbal Travel Agency, to whom he thanked for the production of the aforementioned material.

In Martín's opinion, one of the greatest successes was the selection of teenager José Rolando Hera Hidalgo, a member of the company since he was five years old, to play the leading role.

To carry out this innovative product, Martín took on the executive production together with Mexican businessman José Fernando "Chefer" Hernández, who is developing the transmedia project in Mexico.

With the aim of publicizing the life and work of Latin artists in cartoons, the also president of the Latin Music Institute, Daniel Martín, created Tito Reacciona in 2018.

Months later, Tito tackled different aspects as a pre-teen youtuber, and in 2021, in order to develop a parallel timeline with content for teenagers, Titoverse was born, more focused on action and humor.

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