

# La Pegatina & Ubicuo Studio join forces to create 'La Pegatina, The Game', a new way of listening to music

La Pegatina & Ubicuo Studio join forces to create a videogame which means a revolution in the way we listen to music. 'La Pegatina, The Game' is a videogame for iPhone and Android which lets the user to follow the adventures of their favorite music band on their smartphones.

## A new revolutionary way of listening to music

La Pegatina wants to celebrate his 10th anniversary as a band giving an amazing present to his followers: **a videogame in which fans will be able to listen to all the songs of their last album, Eureka! for free.** Besides, users will be able to:

- choose a character amongst all the members of the band
- play in different scenarios, each of them representing their albums
- accomplish missions, get eureka's!, buy items to empower their character
- share results on social networks
- listen to the band songs
- finally, the videogame is in three languages: english, spanish and catalan



## La Pegatina: first-movers in digital era

La Pegatina are first-movers in the digital world. In 2003 they published their website, becoming one of the first spanish bands in having published a website. In 2011 they published an App for iPhone and Android, becoming -again-, one of the first bands in Spain with an App published. And **now they surprise us with a really complet videogame for iOS and Android.**

*The Videogame (free) **has been thought as a big gift to La Pegatina followers.** In thanks for 10 years of support. Thanks to his followers, La Pegatine is one of the spanish bands with biggest international projection in 2013.*



## Ubicuo Studio: first-movers in publishing cultural Apps

Ubicuo Studio is an startup dedicated to develop and publish cultural Apps. Until now, Ubicuo Studio is responsible for having published **the first photobook for iPad** in Spain [Tusk, november 2011. Received **+5000 downloads on August 2012**], it has also been responsible for having published the first illustrated poetry book for iPad in the world [Unlimited Sobrassada] and has published **the first artist book for iPad of a living artist** in which the users can interact with the artworks of the artist [Conrad Roset, The App - **more than 5000 downloads in 7 days**].

**Ubicuo Studio is established between technology and art.** Its mission is to **make the apps stores appear a cultural garden full of amazing apps.** Ubicuo Studio has founded in 2011 by Maria Cerezo and Emma Llensa. Both of them were involved in other cultural projects before founding Ubicuo Studio. **Carpaccio Magazine**, a magazine dedicated to promote emerging artists, was founded in 2009 by Maria and Emma. In 2010 they also founded **Atem Books**, a publishing house with international recognition dedicated to publish monographs of emerging artists from around the world. **Tyler Brûlé, founder of Wallpaper\* and Monocle, considers Maria Cerezo & Emma Llensa “symbol of the spanish rebirth creativity”.**

The fact that **Ubicuo Studio counts with a multi-disciplinary team** has made possible the creation of ‘La Pegatina, The Game’. Ubicuo Studio team is: **Maria Cerezo** (1987, studied illustration and multimedia design), **Product Manager and responsible for the Art videogame**; **Marc “Nkm” Guardiola** (1988, **specialist in videogames**) has been responsible for programming all the videogame and **Emma Llensa** (1986, studied philosophy) has been responsible for the **production**.

**‘La Pegatina, The Game’ features are amazing. It counts with all the features a big game must have.** Sharing on social networks, several scenarios, several levels, an items shop,...

‘La Pegatina, The Game’ is, until now, the biggest and more creative project Ubicuo Studio has been involved with.



Initial menu in which we can choose characters, scenarios, buy items...



Pause Menu of Xapomelón album scenario

*“It’s the most creative project in which I’ve participated until now. I’ve been able to be art director, illustrator, product manager... It has been a really great experience. **I’m really proud of this project.**”*

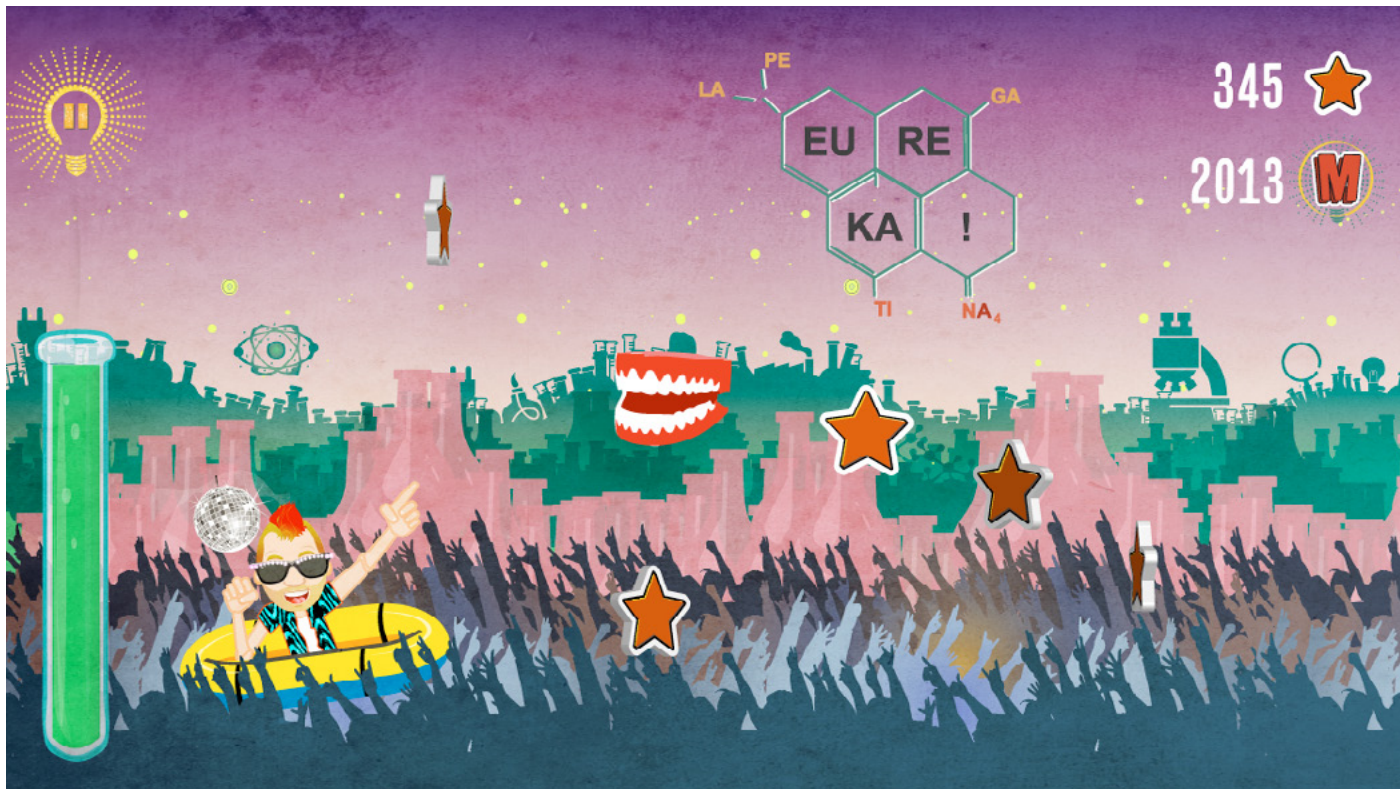
*María Cerezo, Product Manager  
at Ubicuo Studio*





## #lapegatinathegame contest

La Pegatina has organized a contest that will start on the launching date of the new album, Eureka! and the videogame: 25th February. Users who publish their results on twitter with the hashtag **#lapegatinathegame** using the App will be able to win tickets, merchandising...







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