



WARNER BROS. DISCOVERY ITALY SIGNS "ONCE UPON A TIME... THE OBJECTS"

THE BRAND-NEW ACCLAIMED EDUTAINMENT SERIES FROM THE SAGA
"ONCE UPON A TIME..." CO-PRODUCED BY **PROCIDIS AND SAMKA**
IN ASSOCIATION WITH FRANCE TELEVISIONS AND HOT,
WITH THE PARTICIPATION OF RTS AND TV5MONDE



Paris, March 12th, 2024 – **Procidis / Hello Maestro** and **Samka** today announce the signing with **Warner Bros. Discovery Italy** of the series *"Once Upon a Time... The Objects"*, the new acclaimed edutainment series of the saga *"Once Upon a Time... "*.

In 2024, **Maestro**, our protean hero, returns with a new series - the 8th of the saga* - dedicated to everyday objects, behind which (including those we can no longer see) lie a host of exciting and entertaining stories that **Maestro** will reveal.

Regarding *"Once Upon a Time... The Objects"*, TV and VOD rights have been acquired for at least 3 years.

Warner Bros. Discovery Italy will air the new series on the pay TV channel **Boomerang** and - for the free to air – on **Cartoonito**, the pre-school channel owned by **Boing SpA**, a joint venture **RTI Mediaset** and **WarnerMedia** (a **WBD Company**). *"Once Upon a Time... The Objects"* will be launched in the Italian market in the second semester of 2024, coinciding with the start of the school year.

Each object gives kids the opportunity to discover different fields of knowledge (History, Geography, Physics, Natural Sciences, Philosophy), and get to know how they have played

a role in the History of Humankind and shaped the world in which we live ... as well as that of tomorrow!

The **78 objects** cover those that have existed for hundreds of years to the most recent ...the soccer ball, the drone, pants, lip balm and more ...

In a resolutely cartoonish and contemporary spirit "**Once Upon a Time... The Objects**" (78 x 7') is dedicated to making learning **FUN!**

With rigorously accurate documentation, the series offers kids a form by which they are free to analyze themselves and thus retaining the information. Sciences too will be made more accessible especially when being applied!

A scientific committee certifies, validates and updates all the information contained in the episodes.

Hot, co-producer, France Télévisions, RTS and TV5Monde are also on board for this new production.

"When I decided to make my first series, "Once Upon a Time...", the challenge was to create a season that would enrich the saga, not eclipse it. I wanted broadcasters and viewers to see it as part of a 90-hour fresco. It had to remain first and foremost a public service, adapting to today's media and audiences while remaining faithful to Maestro's DNA and philanthropic values. We are proud to present "Once Upon a Time... The Objects", the latest addition to the Hello Maestro saga."

Hélène Barillé, CEO and Producer of Procidis

"After discovering that every object hides a fabulous story, children will look at their everyday lives with fresh eyes. They'll feel that knowledge is a source of pleasure."

Samuel Kaminka, CEO and Producer of Samka

These programs are resolutely humanist, agnostic, apolitical, nongendered, and have always sought to be impartial.

The new series returns with iconic archetypal characters that children can easily and happily identify with.

***Previous series "Once Upon a Time... Man"; "Once Upon a Time... Space"; "Once Upon a Time... Life"; "Once Upon a Time... The Americas"; "Once Upon a Time... The Discoverers"; "Once Upon a Time... The Explorers"; "Once Upon a Time... Planet Earth",** the 7 series (26x26') have become "evergreens" and a reference in educational programs. They are now gathered under the umbrella brand **Hello Maestro**.

Since its first broadcast back in 1978, the "**Once Upon a Time...**" saga, now encompassed by the **Hello Maestro** brand, has never stopped being broadcast in France, translated into **80 languages**, and is still aired in numerous countries. **Maestro** continues to be well-known in more than **100 countries**.

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Download the press kit [HERE](#)

About Procidis / Hello Maestro

Procidis is an independent French production company created by Albert Barillé, a pioneer in edutainment animation for kids and youngsters.

Procidis created the seven-series saga "Once Upon a Time...": Man, Space, Life, the Americas, the Discoverers, the Explorers and Planet Earth. today all restored and brought together under the Hello Maestro brand! An 8th new series dedicated to everyday objects has just been launched.

Addressing historical and scientific topics, carefully researched and documented, our evergreen series have been a reference in educational programs for the past 40 years in France and abroad. The Hello Maestro saga blossoms over all media: TV channels, platforms, merchandising, promotion, audio and digital developments...

<http://procidis.com>

About SAMKA

SAMKA has produced more than 150 hours of animation that travel all over the world. In recent years, our studios have produced JAMIE'S GOT TENTACLES! seasons 1, 2 and 3 (156x11', France Télévisions, Gulli); THE SISTERS seasons 1 and 2 (104x11', M6, Gulli) - an adaptation of comic books that have sold more than 7 million copies; WOLF seasons 1 and 2 (156x7', TF1, RAI) - adapted from a hit children's series with more than 8 million copies sold worldwide; VIKING SKOOL (26x22', France Télévisions, Disney EMEA).

The company is currently producing THE SISTERS Season 3 (52x11', M6, Gulli), "Once Upon a Time... The Objects" (78x7', France Télévisions, HOT), WELCOME TO COCCOLOBA (24' special, France Télévisions, RAI).

Present on all French channels, SAMKA series are widely distributed internationally on public and private channels.

<https://samka.com/>

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