



Lalo, the boy who dreams about being a pink prince to eliminate gender-based stereotypes

LOCATION: San José de la Rinconada (Seville)

DURATION: 1'38"

SUMMARY: It is the last children's literature book that La Señora Malilla has published. Lalo, a nice and sensitive boy who loves dancing, doesn't want to be a prince charming because rescuing maidens or making them try on shoes isn't his thing. He prefers to do something more fun and be a pink prince. His creators, Gema Otero and Juan Antonio Muñoz, want to create a universe for children away from gender-based stereotypes, which can usually be found in fairy tales. Lalo comes after SúperLola, the girl who didn't want to be a princess but a heroine.

VTR:

You are witnessing the birth of a new story tale character that breaks down stereotypes. He is Lalo, the boy who doesn't want to be prince charming because rescuing maidens or making them try on shoes isn't his thing. He prefers to be 'The Pink Prince'.

GEMA OTERO
Writer

"Because he wants to break down all those stereotypes and gender roles. This means that he wants to be himself and doesn't want anyone to tell him how he should be, how to behave, what should be his attitude towards the world."

Once upon a time there was a happy, short, nice and talkative boy who loves dancing... and here it is, in full colour. But, who is Gema, his creator?

GEMA OTERO
Writer

"I work as a co-educator and I am a gender expert think that it is the best decision I have ever made."

'Lalo, the pink Prince' is the second story published by La Señora Malilla, an Andalusian publishing company that wants to remove sexism from children's literature. After SúperLola, the girl who didn't want to be a princess. Juan is the illustrator of both of them.

JUAN A. MUÑOZ
Illustrator

"Making our small contribution and try to change things, to the extent that we are able."

GEMA OTERO
Writer

"In the prevention, for example, of gender violence, it is fundamental to educate boys and girls in equality."

Parents interested in this co-educational tale can buy it online. Its creators are trying to raise funds to continue to publish this type of adventures. And something else...

JUAN A. MUÑOZ
Illustrator

"We want to work on animation. I think it is the most eye-catching option as we live in an audiovisual world."

For the moment, here's a teaser...

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