‘Sin Querer Queriendo’ premieres today on Max and invites us to discover the life behind the genius creator Roberto Gómez Bolaños

The first episode of the series is now available on the platform, paying tribute to the heart, mind, and immense legacy of Chespirito.This June 5, Max premieres ‘SIN QUERER QUERIENDO’, the highly anticipated biographical series that opens the door to the creative, personal, and professional universe of Roberto Gómez Bolaños, the icon who transformed Spanish-language comedy and television.Comprising eight episodes, this Max Original production from Warner Bros. Discovery – produced by THR3 Media and Perro Azul – offers an intimate and revealing look at the personal and creative world of “Chespirito.” From his childhood to his rise as a cultural icon, the series sensitively and thoroughly portrays the journey of the man who revolutionized television comedy.With a vibrant mix of nostalgia, humor, and emotion, SIN QUERER QUERIENDO invites viewers on an intimate journey inspired by the key moments that shaped the life and work of Roberto Gómez Bolaños. Throughout this path, the series unveils the origins, challenges, and evolution of the creative genius behind characters that have impacted entire generations.Pablo Cruz Guerrero portrays the charismatic Roberto Gómez Bolaños, known as “Chespirito,” also playing his iconic characters such as El Chavo del 8, El Chapulín Colorado, and Dr. Chapatín. He is joined by a talented cast including Paulina Dávila as Graciela Fernández, Bárbara López as Margarita Ruíz (Doña Florinda), Arturo Barba as Rubén Aguirre (Profesor Jirafales), Andrea Noli as Angelines Fernández (La Bruja del 71), Miguel Islas as Ramón Valdés (Don Ramón), Juan Lecanda as Marcos Barragán (Quico), Eugenio Bartilotti as Édgar Vivar (Señor Barriga and Ñoño), Paola Montes de Oca as María Antonieta de las Nieves (La Chilindrina), Karina Gidi as Elsa Bolaños, Rolando Breme as Mariano Casasola, and Jorge Luis Moreno as Horacio Gómez.The series is directed by Rodrigo Santos, alongside Julián de Tavira and David “Leche” Ruiz. The creative team features notable professionals such as Annaí Ramos (costume design), Marc Bellver and Diana Garay (cinematography), MariPaz “Negra” Robles (hair and makeup), and Francisco Blanc (production design). The script was developed by Roberto and Paulina Gómez Fernández, the comedian’s children, with literary editing by Juan Pablo Balcázar. The original score, composed by Camilo Froideval, along with the sound design by Gonzalo Matijas and Matías Vilaro, enhances the authenticity and emotional depth of the production. Music supervision is provided by Javier Nuño and Joe Rodríguez.Executive producers include Mariano Cesar, Anouk Aaron, and Vanessa Miranda from Warner Bros. Discovery; Bruce Boren, Ricardo Costianovsky, and Tomás Darcyl from THR3 Media; and Alexis Fridman, Julián de Tavira, Héctor Villegas, and Viridiana Torres from Perro Azul. Roberto Gómez Fernández and Paulina Gómez Fernández also contribute an invaluable, authentic, and deeply personal perspective to the story.‘SIN QUERER QUERIENDO’ is now available on Max. A must-watch series for those who grew up with these beloved characters and for those about to discover them. A story to laugh, feel, remember, rediscover, and share—because, “without wanting to,” Chespirito became a legend.

