

HAY FESTIVAL

imagine the world

AREQUIPA 2018
REPORT



November 8 - 11
hayfestival.org

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Janne Teller



Manuel Vilas



Concert performance by Marcela Roggeri and Mariano Rey

INTRODUCTION

“My visit to Arequipa has been an intense four days, so full of life that it is hard to leave. I have had a fantastic time, and I believe that everyone who came to hear me enjoyed themselves, too. Thank you for looking after me so well at this unique event.”

ALEJANDRO PALOMAS

The White City of Arequipa hosted more than 100 events on art, literature, politics, film, photography, journalism, indigenous culture, science, cookery and football, in addition to film screenings, a play, a concert and three exhibitions. Arequipa welcomed 145 participants from 13 countries from both sides of the Atlantic, with audiences numbering 27,500.

The fourth edition of Hay Festival Arequipa included Peru’s Nobel Prize Winner Mario Vargas Llosa; Salman Rushdie, Julianne Pachico, Joanna Walsh, Andrea Wulf and Helen Fielding (UK); Manuel Vilas and Aroa Moreno (Spain); Janne Teller (Denmark); Karolina Ramqvist (Sweden); Azriel Bibliowicz and Juan Gabriel Vásquez (Colombia); Alejandro Zambra (Chile); Antonella Lattanzi and Michela Murgia (Italy); Alice Zeniter (France); Rosemary Sullivan and Cherie Dimaline (Canada). More Peruvian novelists taking part were Santiago Roncagliolo, Alonso Cueto, Karina Pacheco, Renato Cisneros, Katya Adui, Carlos Enrique Freyre and José Carlos Yrigoyen, and Arequipa residents Teresa Ruiz Rosas, Alonso Ruiz Rosas and Oswaldo Chanove.



Queuing for events in the Peruvian sunshine

Four authors from Bogota39 – the 39 best Latin American authors of fiction under 40 – were participants: Frank Báez (Dominican Republic), Luciana Sousa (Argentina), Claudia Ulloa (Peru) and Diego Zúñiga (Chile).

Peruvian journalists discussing the state of the country today were César Hildebrandt, whose TV career spans three decades, Gustavo Gorriti, Rosana Cueva, Rosa María Palacios, Jacqueline Fowks, Marco Sifuentes, Cecilia Valenzuela and Umberto Jara. International journalists came from UK (Rosie Boycott, Misha Glenny, Luke Harding, Maya Jaggi and Kirsty Lang; Argentina (Leila Guerriero), Spain (Ignacio Escolar and Jesús Ruiz Mantilla) and Colombia (Daniel Pardo).

The work of Colombian Nobel Prize winner Gabriel García Márquez was discussed by Jaime Abello Banfi (Colombia), a friend, colleague and co-founder of the Foundation for New Ibero-American Journalism (FNPI), alongside one of his biographers, Silvana Paternostro (Colombia), and Kate Horne (UK), the filmmaker who directed the first international documentary on the author.

Einstein's theories, the study of gravitational waves and black holes informed the content in science and technology sessions with theoretical physicists Andrés Gomberoff (Chile), Christophe Galfard (France) and Roberto Emparan (Spain). The 'plant messiah' Carlos Magdalena (Spain) talked about botany; Omar Flórez (Peru) explored the question of whether Artificial Intelligence can be racist; and Antonio Martínez Ron (Spain) raised the challenges of scientific journalism.

The visual and performing arts were represented by film directors Philippe Claudel (France) and Oscar Catacora (Peru), painter Paula Bonet (Spain) and artist/sculptor Doris Salcedo (Colombia), who discussed the power of art to effect and convey social change. Theatre took centre-stage with directors and playwrights Lukas Bärfuss (Switzerland) and Mariana de Althaus (Peru), who presented a preview of the play *Paraty* and *El Sistema Solar* respectively; 'the writer's photographer' Daniel Mordzinski (Argentina) and Juan Carlos Belon (Peru/France) talked about their individual techniques; and the audience was thrilled by the Paris-Buenos Aires concert with Marcela Roggeri and Mariano Rey.



From left: Jesús Ruiz Mantilla, Doris Salcedo, Manuel Vilas, Mariana Montoya, Juan Gabriel Vásquez, Azriel Bibliowicz

Football and food are topics close to the heart of many Peruvians. Renato Cisneros, Jerónimo Pimentel and Alberto Vergara with Jaime Bedoya reflected on the Peruvian national football team's performance in Russia, their first World Cup tournament since 1982. Chefs Virgilio Martínez, Karissa Becerra and Mónica Huerta celebrated the country's cuisine.

Looking ahead to the future, Carolina Trivelli, Gonzalo Portocarrero and Alberto de Belaúnde speculated on *Peru's Bicentenary 2021: The country we can imagine*.

Editorial professionals shared their experiences of writing today. Pilar Reyes (Colombia) of Alfaguara, Andrea Palet (Chile) of Libros del Laurel, Fabián Lebenglik (Argentina) of Adriana Hidalgo Editora, Álvaro Robledo (Colombia) of El Peregrino Editores, John Naranjo (Colombia) of Rey Naranjo Editores, Gabriela Ibañez (Peru) of Polifonia and the literary agent Koukla MacLehose each talked from a different perspective.

In Hay Festivalito, the free programme for children and families, the participants were Miren Agur Meabe, Ana Cristina Herreros and Pedro Mañas (Spain), Celso Román and Miguel Mendoza (Colombia) and Santiago Roncagliolo (Peru). Hay Joven comprised seven exclusive events for university students, also free.

Outside Arequipa, Hay Festival travelled to the Andean cities of Ayacucho and Santiago de Chile, in the Forum editions on 7 November. On 9 November, events were held in Moquegua and Ilo with Alejandro Palomas (Spain) and Celso Román (Colombia).

Three photographic exhibitions in Arequipa promoted the cultural activities of the festival. These were *El país que imaginamos* in the Mario Vargas Llosa library on the Special Bicentenary Project; *Indomable* at Casona Tristán del Pozo by Morgana Vargas Llosa; and *El fin de los paisajes* at the Santa Catalina Monastery by Hermann Bouroncle.

HAY FESTIVAL IN NUMBERS

“Hay Festival is truly extraordinary, one of the great literary gatherings of today. There is no other festival that brings together writers and thinkers like this one. It exerts influence in Peru and in many other countries and continents”

MARIO VARGAS LLOSA

27,500 ATTENDEES

145 PARTICIPANTS

13 COUNTRIES

83 EVENTS IN THE MAIN PROGRAMME

6 EVENTS FOR CHILDREN IN HAY FESTIVALITO

10 VENUES IN THE HISTORICAL CENTRE OF AREQUIPA

2 FREE EVENTS IN PRISONS IN AREQUIPA

7 EVENTS FOR UNIVERSITY STUDENTS IN HAY JOVEN

3 PHOTOGRAPHY EXHIBITIONS

80 VOLUNTEERS

6 EVENTS

850 ATTENDEES HAY FORUM AYACUCHO



From left: Yoani Sánchez, Mario Vargas Llosa, Rosa María Palacios

HAY FESTIVAL IN THE PRESS

“Hay Festival is a feast for the senses. I leave with inspiration for my work, and always meet some wonderful people.”

YOANI SÁNCHEZ

183

ACCREDITED
JOURNALISTS

72

PRESS OUTLETS

US\$
5.7m

VALUE OF
FREE PUBLICITY

1307

MENTIONS
IN THE PRESS

253

INTERVIEW REQUESTS

TESTIMONIALS

“It has been a great honour to appear at Arequipa 2018: my first time in Peru, and indeed South America, and a fantastic experience. It was wonderful to see Mario Vargas Llosa speak in his home town and to see the huge crowds who turned out for him with such huge affection. The city is beautiful – wonderfully hospitable and architecturally lovely – the people are classy and cultured, with a commitment to art and literature. I am delighted to find that my Bridget Jones books are popular in Peru. I think Hay Arequipa is a great event and I hope that it continues and grows.”

HELEN FIELDING

“I was here two years ago and loved it. This time it seems have grown in a spectacular way. The crowds that attend are warm and receptive, and the standard of the programme is very high. The themes cover not only literature but also urgent issues that affect Peru and the world.”

KARINA PACHECO

“What is lovely about Hay festivals is that they bring writers like me to places that would not be on a normal publishing tour. You get to be in a different place and gain a different perspective on society. And it all began in a small town in the middle of nowhere and became a huge success. It’s a very successful formula.”

SALMAN RUSHDIE

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LA UNSA EN EL
HAY FESTIVAL



HAY JOVEN



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APOYO















AGRADECIMIENTOS

Arzobispado de Arequipa, Cruz del Sur, Monasterio de Santa Catalina, Penguin Random House, Planeta, Panamericana, Centro Cultural de la UNSA, Biblioteca Mario Vargas Llosa, Colegio de Arquitectos, Fondo de Cultura Económica, Nederlands Letterenfonds Dutch Foundation for Literature, Superintendencia Municipal de Administración y Control Centro Histórico y Zona Monumental, Patronato Pikimachay, Casa Andina, La República, Plan-A, Vía Expresa Cine y Video, Artescénica, Eco Travelling Perú, Neo-Plus

From left: Alejandro Palomas, Miren Agur Meabe, Jerónimo Pimentel, Mario Rolando Andrade, Frank Bález, José Carlos Yrigoyen, Javier Riera, Paula Bonnet



Frank Bález y Claudia Ulloa in conversation with Andrea Palet

Katya Adui, Jeremías Gamboa, Mario Vargas Llosa, Mariana de Althaus, Santiago Roncagliolo, Renato Cisneros



Juan Carlos Pérez, Silvana Paternostro, Jaime Abello, Kate Horne



Marco Sifuentes





Marcela Roggeri and Mariano Rey



Mario Vargas Llosa and Salman Rushdie



Aroa Moreno



Diego Zúñiga and Luciana Sousa in conversation with Álvaro Lasso



Mariana Montoya, Azriel Bibliowicz, Jesús Ruiz Mantilla, Juan Gabriel Vásquez, Doris Salcedo, Jaime Abello, Silvana Paternostro



Lukas Bärfuss



ABOUT HAY FESTIVAL

Hay Festival brings readers and writers together to share stories and ideas in sustainable events around the world. The festivals inspire, examine and entertain, inviting participants to imagine the world as it is and as it might be.

Hay Festival is an international celebration of arts and sciences that has been held for the past 31 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The Festival lasts 11 days and hosts more than 700 events in the form of debates, interviews, screenings and concerts. Its audience comes from the UK, Europe and the Americas.

Hay Festival has expanded to run festivals around the world since 2006 including Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain), Hay Festival Querétaro (Mexico) and Hay Festival Arequipa (Peru). Hay curates Bogota39 – gatherings of 39 emerging writers under the age of 40 – which has been run in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018).



Hay Festivalito ran six free events for children and families

Hay Festival is committed to:

- ✦ Sharing literature locally and internationally in order to promote dialogue, cultural exchange, education and development.
- ✦ Presenting inclusive and accessible events with international artists, and contributing to social action and development.
- ✦ Providing free tickets to students in tertiary education, and to pupils on Schools Days at each festival.
- ✦ Working with local and international institutions, organisations and private companies, maximizing the impact of the festivals' connection with the local population.
- ✦ Increasing the impact of Hay Festival events through Hay Player, reaching a global audience in the English and Spanish language.