

imagina el mundo NOBO DIGONTER KOLPONA

تَخَيَّلِ الْعَالَمَ *imagine the world* কল্পনায় জগত

logathe patti chindikyuga *képzeld el a világot*

कल्पना दुनिया की DYCHMYGWCH Y BYD *waza dunia*

FESTIVAL REPORT

HAY FESTIVAL SEGOVIA 2013



HAYFESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

Contents

'I HOPE THE STATIONERS OF SEGOVIA HAVE STOCKED UP ON NOTEBOOKS. THEY NEED TO BE READY FOR THE ANNUAL INVASION OF AUTHORS FROM ALL OVER THE WORLD TO TAKE PART IN THE HAY FESTIVAL.'

Annie Bennett, The Telegraph

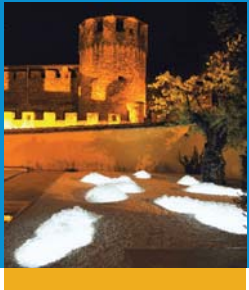
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'A hot air balloon flies over the aqueduct – from the basket, the poems of Santa Teresa de Jesús and San Juan de la Cruz are being recited and thrown over the side as leaflets. In the Plaza below, some fall onto the head of a Nobel or a Pritzker prize-winner. There are crazy performances; outdoor exhibitions of Ibarrola sculptures that have come in crane and truck from his home village – some pieces weighing three tonnes; writing workshops; debates on the future of pensions; mystic poets acting in the garden of a convent; concerts; book events; films...and in the streets, among the hundreds of volunteers, wander Mario Vargas Llosa, José Manuel Caballero Bonald, Antonio Muñoz Molina, Lorenzo Silva, Ibarrola himself in his beret...Where are we? You guessed it: at Hay Festival Segovia.'

Xavi Ayés, La Vanguardia

The Festival



‘ONE OF THE MOST IMPORTANT LITERATURE EVENTS IN OUR COUNTRY. A GREAT CULTURAL AND LITERARY CELEBRATION.’

Papel en Blanco Blog

HAY FESTIVAL SEGOVIA, 26–29 SEPTEMBER 2013

Over 140 authors, artists and architects arrived in Spain from the UK, Ireland, Belgium, the Netherlands, Switzerland, Germany, Japan, India, France, Hungary, Colombia, Argentina, Morocco, Peru, China, Chile, Italy, Israel, Romania, Austria and the US, and attracted thousands of Segovians and visitors from further afield, who came to hear and enjoy the debates and conversations.

More than a hundred sponsors supported the celebration of Hay Festival Segovia, now in its eighth year. The Festival has exceeded all expectations, and has become a refuge for thinkers and dreamers.

Romance churches, convents, chapels, gardens, orchards, caves, squares, historic buildings... These are just a few examples of the 17 venues, most of them usually closed to the public, which hosted Festival events. In addition, this year Hay Festival Segovia reached up into the sky, with a poetry recital from a hot air balloon.

The city of Segovia this year welcomed Nobel Prize-winner for Literature, Mario Vargas Llosa, Cervantes Prize-winners José Manuel Caballero Bonald and Jorge Edwards, and Prince of Asturias Award-winner 2013, Antonio Muñoz Molina. Also celebrated were a host of well-known authors including Javier Sierra, Julia Navarro, Piedad Bonnett, Rosa Montero and Nativel Preciado; outstanding writers of crime fiction, Val McDermid, Craig Russell, Lorenzo Silva, Dolores Redondo and Blanca Ribas; and prestigious journalists such as Vicente Jiménez, Vicente Vallés, Javier del Pino, Arcadi Espada, Ramon Perez-Maura, José Manuel Calvo, Charo Izquierdo, Jesús Ruiz Mantilla, Paul Indegendaay and Marta del Riego. Among the international authors highlighted were Daniela Krien, Marius Daniel Popescu, Lukas Bärfuss, David Foenkinos, Shani Boianjiu, Timur Vermes and Ian Gibson.



One of the stars of Hay Festival Segovia 2013 was Mario Vargas Llosa. The Nobel Prize-winner discussed his most recent novel *El Héroe discreto*. He confessed to an audience listening with devotion and to loud applause that his aim was ‘to show the heroism of the anonymous.’

A total of 69 events were held, of which highlights included two cycles of readings, entitled ‘My words, other’s words’ organized with the BNE (Bibliotheca Nacional Española) and ‘Reading Bolaño’ organized with AC/E (Acción Cultural Española) on the tenth anniversary of his death, in which more than 40 poets, journalists and writers took part.

Discussion on the global value of the Spanish language involved the Director of the Cervantes Institute Víctor García de la Concha, the Director of RAE (Real Academia Española) José Manuel Blecua, Professor José Luís García Delgado and Director of ABC Bieito Rubido.

For the fourth consecutive year, opinion leaders, authors and artists embarked on a Voices of Liberty journey to Segovia on a Renfe high-speed charter train. The travellers’ first destination was the IE University, where they attended a conversation with journalist and Dutch blogger Joris Luyendijk of *The Guardian* and Vicente Jiménez, deputy director of *El País*, about the present situation and difficult future of the media.

Their second destination was the square under the Aqueduct, to enjoy a floral street performance, coinciding with the autumn equinox, which attracted an audience of 8,000. ‘The festival is always announced with flowers and blooms. Yesterday, the Netherlands moved to Segovia: Niels van Eijk and Miriam van der Lubbe’s floral creation of an extraordinary costume made of 600 flowers of 15 different species was modelled by Claudia Bartoli, accompanied by musicians and extras handing flowers to the crowd that followed, surprised.’ *El Mundo*.

As it got dark, the crowd kept growing. ‘But all were surprised to see the flowery dress: And the audience was not small: the main street had an atmosphere rarely found elsewhere.’ *El Norte de Castilla*.

Art has become an increasingly important strand of Hay Festival Segovia, and this year this included an exhibition of the great Ibarrola’s sculptures. ‘There is always something at once thrilling and comforting in the works of Ibarrola. His art is the defence of nature incarnate.’ Carlos Aganzo, *El Norte de Castilla*. Another exhibition

featured French-Moroccan artist André Elbaz's works created from shreds of Cervantes' *Don Quixote*, and the subject of art was also the focus of discussions between Eduardo Arroyo, Laszlo Baan, Gabrielle Finaldi, Elvira Gonzalez and Guillermo de Osma.

Architecture holds an important place too; the Quintanar Palace hosted *Chinese Architecture: 100 Contemporary Projects*. This extraordinary exhibition formed part of the celebrations of 40 years of relations between Spain and China. Five films were shown and a seminar took place on the subjects of culture, design and architecture, with the participation of Zhang Yu, Lu Wenyu, Fang Zhenning and Xi Chuan. And the conversation between Pritzker Award-winner Wang Shu and Pritzker Awards Director Martha Thorne reconciled past and future in the new Chinese architecture.



The world of music was represented by Tomatito, Jorge Pardo and Josep Pons – conductor and Director of the Teatro Liceo in Barcelona, by the Avanti Quartet and the Junior String Orchestra of the British Council.

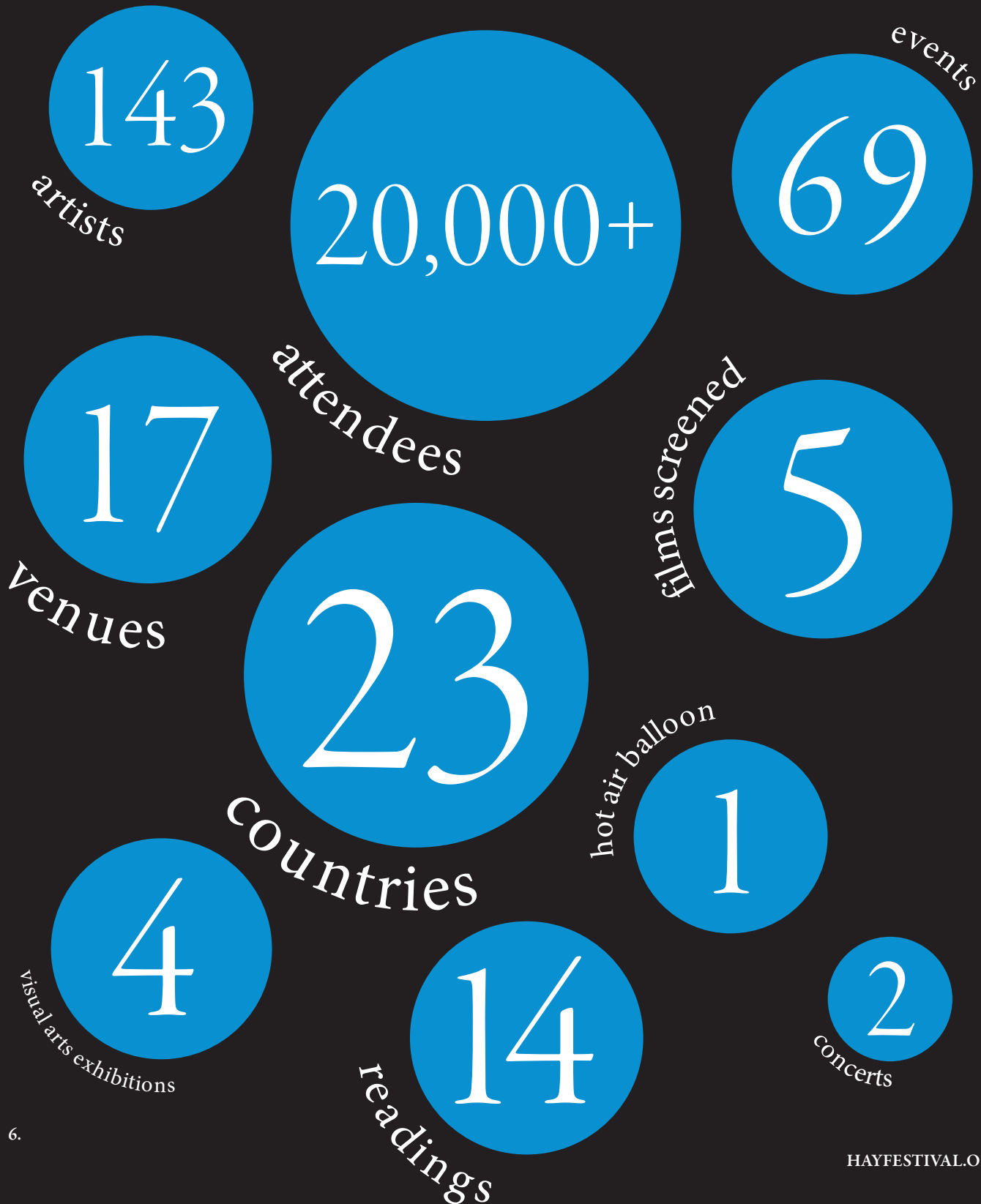
Another of the highlights was the talk by Archduke Kart von Habsburg about Blue Shield, the organization that watches over the safeguarding of important cultural heritage sites devastated by war.

The festival's social programme was superb this year, thanks to the agreement with the renowned PROTOS winery. Festival guests enjoyed happy hours and a visit to the winery for a wine tasting and to admire the architecture of its installations, designed by the architect Richard Rogers, winner of several awards, among them the Pritzker Prize.

In order to boost attendance and availability to local audiences, once again in 2013 all events were maintained at affordable prices, and 40% of all tickets were free to students or the unemployed. More than 20,000 people attended the various events, exhibitions and screenings at the Festival. In addition, according to the Segovian police, another 8,000 people attended the street performances.

Following the 2013 festival, on 23 October Maria Sheila Cremaschi, our Director of Hay Festival Segovia, was awarded an MBE by Giles Paxman, the British Ambassador in Madrid, for her service to the arts and to Hispano-British cultural relations. We are delighted that Maria Sheila's work has been honoured by this award.

The Festival in numbers

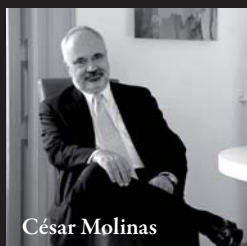


The authors



Mario Vargas Llosa experiences Segovian cochinillo

The authors



Photos: Daniela Krien © Gerald von Foris; Ian Gibson © Sofia Moro; José Manuel Caballero Bonald, Luis García Montero and Nativel Preciado © Ricardo Martín; Val McDermid © Mimsy Moller.

The Festival in words



‘If the list of speakers is outstanding in terms of British crime authors Val McDermid and Craig Russell (to which we must add Lorenzo Silva and Dolores Redondo), it is even more so as regards the language of Cervantes: the Nobel Prize-winner, Mario Vargas Llosa, the Cervantes Prize-winners José Manuel Caballero Bonald and Jorge Edwards, and the Prince of Asturias Award-winner 2013, Antonio Muñoz Molina.’

JAVIER BLANCO, LA RAZÓN

‘There are about 140 authors and artists from 23 countries, who turn this Castilian city into the capital of literature and many other things. Hay Festival Segovia, I’ve said it before – where were you that day? – is more than just a literary festival’

LA VANGUARDIA

‘At the autumn equinox this neutral and democratic platform is very welcome...the already popular Hay Festival, which started up in the historic Castilian city eight years ago, still holds up against storms in this restless cultural moment...’

AURELIO MARTIN, JOURNALIST, EFE AGENCY

‘The importance of the literary, cultural and social event is fully represented by the wide list of intellectual attendees who will take part in the eighth edition of Hay Festival Segovia.’

EL ADELANTADO DE SEGOVIA

The Festival in words



‘It’s not every day you have the chance to chat with a Nobel and two Cervantes prize-winners. Yesterday was the day, and Segovia was filled with talent. Mario Vargas Llosa, José Manuel Caballero Bonald and Jorge Edwards. They provided rhythm and intensity to a Hay Festival which has not forgotten someone who is still able to awake consciences ten years after his death: Roberto Bolaño.’

ELENA JORRETO, ABC

‘The Segovian readers’ questions – some of them marking a deep and accurate review of Silva’s works – and, as it was getting dark, the reading of several pages of *La marca del meridiano*, performed by social, political and cultural figures, closed the event. The reading will last until the end of September in Segovia.’

PEDRO ZUAZUA, EL PAÍS

‘Every single time, the audience has been filled with knowledgeable, interested people who have been queueing up to ask intelligent things, and they always run out of time before they run out of questions. Clearly, Hay Festival Segovia attracts only the finest crowds.’

TOM CHIVERS, THE TELEGRAPH

‘It seems that we are doomed to start this column referring to the “Hay miracle”, because year after year the festival doesn’t stop surprising us, with its full audiences, with its long shots, with its unexpected differences.’

KIKO SERRANO, EL ADELANTADO DE SEGOVIA

The Festival in the media



‘IT IS AN EXAMPLE FOR EVERYBODY OF AN EXTREMELY HIGH QUALITY ACTIVITY THAT ATTRACTS PEOPLE AND SPONSORS, AND WE MUST CELEBRATE THE ACHIEVEMENT OF THE EIGHTH EDITION. AND HOPEFULLY THERE WILL BE MANY MORE.’

Vicente Jiménez, Deputy Director of El País

With more than 1,200 articles and mentions in the press, 2013 has been the year of greatest media impact for the Festival so far, with an increase of more than 25% presence in print and with twice the presence on television channels with national coverage. More than 500 articles were published in national and international press, online and offline, and more than 200 minutes of radio and television content were issued. In addition, live streamed broadcasts were transmitted of one of the workshops and of the one-hour event with Mario Vargas Llosa at the Juan Bravo Theatre (on TV channel 8). There were hundreds of mentions on major news websites across the world.

NATIONAL MEDIA

- | | |
|---------------|-----------|
| Europa Press | La Razón |
| El País | Marca |
| ABC | El Mundo |
| La Vanguardia | La Gaceta |

MAGAZINES & SUPPLEMENTS

- | | |
|----------------------|-----------|
| El Viajero (El País) | Yo Dona |
| ABC Viajes | Grazia |
| Vanity Fair | Elle |
| Ronda Iberia | Mujer Hoy |
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The Mayor of Segovia welcomes the Chinese cultural delegation to the Festival.

ONLINE COVERAGE

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