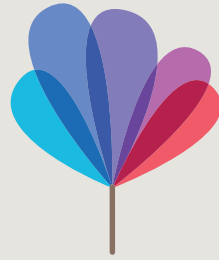


# HAY FESTIVAL SEGOVIA 2023 REPORT



## HAY FESTIVAL SEGOVIA







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John Maeda and Ilaq Sidhu © Lisbeth Salas



Javier Cercas in conversation with Vicente Vallés © Lisbeth Salas

# HAY FESTIVAL Segovia 2023

Many thanks to all our guests and attendees for joining us once again, to explore and reflect on a year defined by the irruption of artificial intelligence into our lives.

At Hay Festival Segovia 2023, a large and enthusiastic audience joined 150 national and international guests at the Festival, for an outstanding programme packed with 77 events. The programme inspired us all to take a look at our global future and the importance of the humanities in this momentous time of technological evolution.

“Addressing some of the greatest problems of our time, we celebrate the power of words to unite us in solutions. In Segovia, we are pleased to present a programme of conversations and performances to inspire, examine and entertain, featuring more than 150 of today’s most innovative writers and thinkers. Join us in person or online for an event full of wonder and hope,” notes Julie Finch, Hay Festival CEO.

*El Día de Segovia*, 20 June 2023



Julie Finch, Hay Festival CEO (left)

Maria Sheila Cremaschi, Director Hay Festival Segovia and Hay Forum Sevilla (right)

Hay Festival Segovia “invites you to imagine a humanistic future, in its dazzling complexity, and find answers from literature, the arts, philosophy and science,” says María Sheila Cremaschi, MBE, Director of Hay Festival Segovia.

*El País*, 5 September 2023





**HAY  
FESTIVAL  
SEGOVIA IN  
NUMBERS**

**9**  
months

**40**  
hours of  
streaming

**150**  
artists

**272k**  
interactions on  
social media

**19**  
venues

**77**  
events

**516**  
press mentions

**7,500,000€**  
advertising value  
equivalent

**28.5m**  
press reach

**15,000**  
audience



# THE PROGRAMME IN DETAIL

At the ever-shifting crossroads where artificial intelligence, the humanities and the future of creativity meet, the Hay Festival programme offers a unique blend of events that examine the fusion of technology with human expression.

Focusing on ethics and safety in the implementation of artificial intelligence, **John Maeda** – Vice President of Design and Artificial Intelligence at Microsoft, and one of the thought leaders working at the intersection of technology with the arts and humanities – discussed the importance of embracing this fusion while ensuring the protection of freedom and the integrity of the human artistic experience.

Hay Festival: the British miracle that triumphs in Spanish.

*El Periódico de España*, 14 September 2023

Hay Festival Segovia is a winding road, a changing landscape, through which writers, journalists and intellectuals follow one another.

*La Vanguardia*, 17 September 2023



(Clockwise from top left) Jaime de los Santos and Sonia Mulero © Javier Segovia; *El País* correspondents in Ukraine: War Stories © Javier Segovia; Vincent Doumeizel, Valerie Trouet, David Lindo and Isabela del Alcázar © Lisbeth Salas; Andrea Marcolongo in conversation with Juan Cruz © Lisbeth Salas; main sponsors and partners of Hay Festival 2023 © Javier Segovia; Daniel Fernández, Karina Sainz Borgo and Miquel Molina © Javier Segovia; Hugh Elliott, UK Ambassador to Spain © Lisbeth Salas.





# TRAILBLAZERS

In a debate organised by FT Weekend, **Jesse Norman**, UK Minister for Transport, Technology and Decarbonisation, **Pilita Clark**, columnist and associate editor of the *Financial Times*, **Bianca Dragomir**, Clean Tech director for Iberia, **Gonzalo de la Cámara**, international expert in water and energy economics, **Frederick Studemann**, FT literary editor, and **Maria Margarete Gosse**, German ambassador to Spain, reflected on whether Europe is losing the race for leadership in sustainability.

A riveting discussion about the future of our societies addressed commitment to the preservation of the planet. **David Lindo**, a leading expert in ornithological tourism, French ecologist **Vincent Doumeizel**, Belgian paleoclimatologist **Valerie Trouet**, and sustainability expert **Isabela del Alcázar** discussed nature and the wisdom it offers.

Voices from literature, fictional and non-fictional, play a fundamental role in helping us understand and enrich the human condition. Authors including **Robert Hardman**, **Javier Cercas**, **Andrea Marcolongo**, **Julia Navarro**, **Santiago Posteguillo**, **Giuliano da Empoli**, **Rosa Montero**, **Lydia Cacho** and many others discussed literary forms of dialogue and reflection, nurturing collective understanding and providing a space for individual expression.

Young authors such as **Kim Sherwood**, **Mercedes Ron** and **Alice Kellen** also play a crucial role in providing young people with the tools necessary to understand, question and critically participate in society.

All these artists remind us of the importance of listening to and valuing the diverse voices that contribute to the richness of our cultural and emotional heritage. Cinematographic art was also part of the programme, with **Fernando Trueba** and **Javier Mariscal**, who carve out their own paths on literature's mission to awaken the minds of its audience.

The art of performance also played its part in the Festival, reminding us of its visual and reflective powers. **Acción Popular**, part of the charity AIDA, brought together 100 volunteers carrying banners with motifs of the 30 articles of the Universal Declaration of Human Rights. They paraded through the streets of Segovia's historic old city, accompanied by 2,000 people.

The importance of journalism rounded the Festival programme off, with the participation of journalists including **Carlos Franganillo**, **Carlos del Amor**, **Karina Sainz Borgo**, **Nacho Cordero** and many more, all reaffirming the importance of freedom of ideas. While **Yuri Andrukhovych**, **Andrey Kurkov** and seven *El País* correspondents who have reported from Ukraine reminded us how crucial it is not to forget the dire situation there.

(Clockwise from top left) British Council School Ensemble concert © Javier Segovia; Fernando Trueba, Pepa Blanes and Javier Mariscal © Lisbeth Salas; Juan Soto Ivars and Nacho Cordero © Javier Segovia; Santiago Posteguillo and Julia Navarro © Javier Segovia.





Giuliano da Empoli © Lisbeth Salas



Kim Sherwood © Lisbeth Salas



Yuri Andrukhovych © Lisbeth Salas



Robert Hardman © Lisbeth Salas



Jesse Norman © Lisbeth Salas



Mercedes Ron © Lisbeth Salas

## Voices heard at Hay Festival Segovia 2023

### 1. John Maeda

Here at Hay Festival Segovia, a young poet asked me, can artificial intelligence create a poem better than a human? Artificial intelligence can't create something that doesn't previously exist. It can create something that looks like something else that already exists, not something completely new. What is new is sometimes the result of a mistake, and something good can come out of human mistakes. Machines can't make mistakes.

### 2. Andrea Marcolongo

We like to say that our ancestors built Segovia's aqueduct but we are immensely lazy when it comes to reading the classics.

### 3. Javier Cercas

I'm going to give you some news: Spain is a federal state, and all we need to do is proclaim it. What the nationalists fear most is federalism.

### 4. Nacho Cardero

Artificial intelligence can help you make newspapers more agile, but you run the risk of not being able to discern the truth.



**5. Giuliano da Empoli**

Achieving power requires an understanding of people and their circumstances. When it is achieved, a gradual loss of connection with reality begins.

**6. Robert Hardman**

Elizabeth II loved being queen. She guided the monarchy towards something more modern.

**7. Elia Barceló**

In novels they tend to kill pretty young girls, but in my novels I kill men. They have earned it.

**8. Fernando Trueba**

I've never believed in the genre of the biopic because I've never believed that an actor plays someone.

*Enredando.info*, 19 September 2023



Andrey Kurkov © Lisbeth Salas



Javier Mariscal © Lisbeth Salas



Alice Kellen



Rosa Montero © Javier Segovia



Diego del Alcázar © Lisbeth Salas



Adriaan Geuze © Lisbeth Salas





(Clockwise from top left) Gonzalo Delacámara, Pilita Clark, Jesse Norman, Maria Margaret Gosse, Bianca Dragomir and Frederick Studemann at the FT Weekend Debate event © Lisbeth Salas; Lydia Cacho in conversation with Berna González Harbour © Javier Segovia; Artificial Culture or Intelligent Culture? Event at Fundación Telefónica (Madrid) © Lisbeth Salas; attendees at the activities organised in La Raya; Readings in the Garden: Our Own and Others' Works © Javier Segovia; Simoneta Gómez-Acebo, Lorenzo de Medici and Belén Ferrier Llamas © Javier Segovia.

# HAY FESTIVAL ON THE ROAD

With the aim of taking Hay Festival Segovia to every corner of the land, we've created 'Hay Viajero' (Hay Festival on the Road), a series of events that take the essence of Hay Festival Segovia to different locations, beyond the walls of the Castilian city.

In April 2023, a masterclass in photography was organised at the Segovia Campus of the University of Valladolid with the expert José Luis Alcaine.

On 8 May 2023, an afternoon of reflection took place at the Barcelona Museum of Contemporary Art. Technological development at the service of people – not the other way round – and the knowledge and critical ability to freely discern truth from manipulation formed the backbone of the discussion, brought to MACBA in partnership with the Banco Sabadell Foundation, with Nuria Oliver, a researcher specialising in AI, Sonia Mulero of the Banco Sabadell Foundation and journalist Miquel Molina.

The same afternoon, at the IE Tower in Madrid, American author and professor Arthur Brooks explored his approach in a conversation with Geoffroy Gerard, general director of the IE Foundation, and Lisa Bevill, academic director of the IE Center for Health, Well-Being and Happiness, hosted by Santiago Iñiguez, Vice President of Hay Festival Segovia and President of IE University

In June 2023, a meeting with book club participants was organised at the Segovia Public

Library with authors Violeta Gil and José Félix Valdivieso, and writers Beltrán Gambier and Jean-Pierre Castellani gave a workshop on autobiography at the Madrid Book Fair.

In July 2023 we travelled to La Raya, the village that sits on the border of Varge in Portugal and the Spanish province of Zamora, paying tribute to nature and tradition with a programme focused on crafts, local food and culture. With writer José Ramón Alonso de la Torre we explored the value of our villages as they strive to survive and flourish.

In September 2023, the novelist Reyes Monforte conversed with authors and journalists Carlos Aganzo and Elsa González in an event organised at the Steel and Mining Museum of Castilla y León (Sabero, León).

Later in October, a multitude of experts in literature, design, history, architecture and other disciplines met in Seville to discuss the future of our societies.

On 25 October 2023, at the Instituto Castellano y Leonés de la Lengua (Castilla y Leon Language Institute, Burgos), writers José Gutiérrez Román and Óscar Esquivias explored their literary work, accompanied by the writer Mar Sancho, Deputy Minister for Cultural Action from the Castilla y León regional government.

To close the annual programme of Hay Viajero 2023, historian Jaime de los Santos and journalist Marta Robles held a discussion at the Casa de las Conchas in Salamanca.





# THE FESTIVAL IN THE MEDIA

With an audience reach of almost 177 million in the press, on television and on radio, Hay Festival received 516 impressions in national, international, local and regional press between January and September 2023 with a total advertising value equivalence of €7,745,259.

Once again, the major national media publicised the country's largest festival of ideas and its incredible speakers to its extensive audience: RTVE, Cadena Ser, Cope, Onda Cero, *El País*, *El Mundo*, ABC, *El Confidencial*, *La Vanguardia*, *20 Minutos*, *El Español* and more.

On social media, our campaign generated: 281.64K impressions on Instagram, 1906 interactions on X (Twitter) and 271.76K impressions on Facebook, with a total of 984 publications.

In its 18th year, the Festival also enjoyed the support of many local and regional media (including Castilla y León TV, *El Adelantado de Segovia*, *El Norte de Castilla*) and even the international press. Leading publications such as *La Nación*, *Infobae* and *The Olive Press* have included Hay Festival Segovia in their pages. This year, articles related to Hay Festival have been published in Spanish, English, Catalan and Galician, reaching a total audience of approximately 177 million viewers.

On social media, our campaign generated:

281.64<sup>K</sup> impressions on Instagram

1906 interactions on X (Twitter)

271.76<sup>K</sup> impressions on Facebook

984 publications in total

Hay Festival Segovia came out as the most highly rated cultural festival in Castilla y León; obtaining a score of 98.5 out of 100 in the region's competitive call for funding.

Acueducto 2, 15 September 2023

Hay Festival Segovia: a week of words and numbers.

ABC, 8 September 2023

(Clockwise from top left) Fans at Mercedes Ron's book signing © Lisbeth Salas; audience at Kim Sherwood's event in conversation with Cristina Ward © Lisbeth Salas; Javier Celaya, Carmen Domingo and Molo Cebrián © Javier Segovia; Reyes Monforte in conversation with Carlos Aganzo and Elsa González (Sabero, León); Metaverse: Lens of the Imagination © Lisbeth Salas.



# THE FESTIVAL IN WORDS



Hay Festival, loyal to its origin, brings the written word to the fore by gathering together outstanding writers, journalists and poets who embrace the exceptional and the everyday.

"John Maeda, Microsoft's AI and design genius says: 'Artists understand this technological age better than anyone else.'"

*El Mundo*, 18 August 2023

"The fiesta of ideas and literature returns to Segovia with a new edition of the Hay Festival."

*Onda Cero*, 15 September 2023

"Eva García Sáenz de Urturi, Luz Gabás, Javier Cercas and Rosa Montero at Hay Festival Segovia."

*Segovia Audaz*, 19 June 2023

"At a time when algorithms are already deciding what information we receive, and automatism such as ChatGPT are replacing human brains, without transparency on the sources of origin of the content with which we build a supposed reality, education and regulation are absolutely vital, as pointed out by AI specialist Nuria Oliver."

*The New Barcelona Post*, 11 May 2023

"Nacho Cardero and Juan Soto Ivars discuss media freedom at Hay Festival Segovia."

*El Confidencial*, 14 September 2023

Hay Festival de Segovia is one of the most prestigious national art and literature events.

*ABC*, 8 September 2023



(Clockwise from top left) Carlos del Amor in conversation with Sergio C. Fanjul © Javier Segovia; Segovia Cathedral © Lisbeth Salas; Cece Helgesen, Julie Finch, Marta Williams and María Antonio Elliott © Lisbeth Salas; Table tennis tournament with Javier Pérez de Albeniz © Javier Segovia.



"The 18th Hay Festival brings together great writers, filmmakers and thinkers in Segovia."

*The Objective*, 15 September 2023

"El País returns to Hay Festival Segovia with the performance of 'War Stories', workshops and talks."

*El País*, 1 September 2023

"Carlos del Amor calls for a greater presence of art and culture in everyday life, in a sold-out event at the Hay Festival."

*El Norte de Castilla*, 18 September 2023

The tonic that is Hay Festival Segovia; a lagoon into which, over three days, writers, philosophers, engineers, designers, poets and journalists pour their knowledge and wisdom, and everyone who splashes in its waters returns home with a list of resolutions for the academic new year. Perhaps that is why it is celebrated in September.

*La Vanguardia*, 17 September 2023

Javier Pérez de Albéniz explains how table tennis has helped him cope with Parkinson's disease, in a talk with Vicente Jiménez, director of AS, at Hay Festival.

*Diario AS*, 6 September 2023

"Hay Festival and UVA come together in Segovia to commemorate the 75th anniversary of the Declaration of Human Rights."

*Europa Press*, 15 September 2023

"Cinema, with big names such as Philippe Claudel, Fernando Trueba, Javier Mariscal and Kike Maíllo, also plays a prominent part in this year's festival."

*Segovia Audaz*, 19 June 2023



(Above) Segovia Cathedral; (below) Plaza Mayor, Segovia © Javier Segovia.



# THANKS



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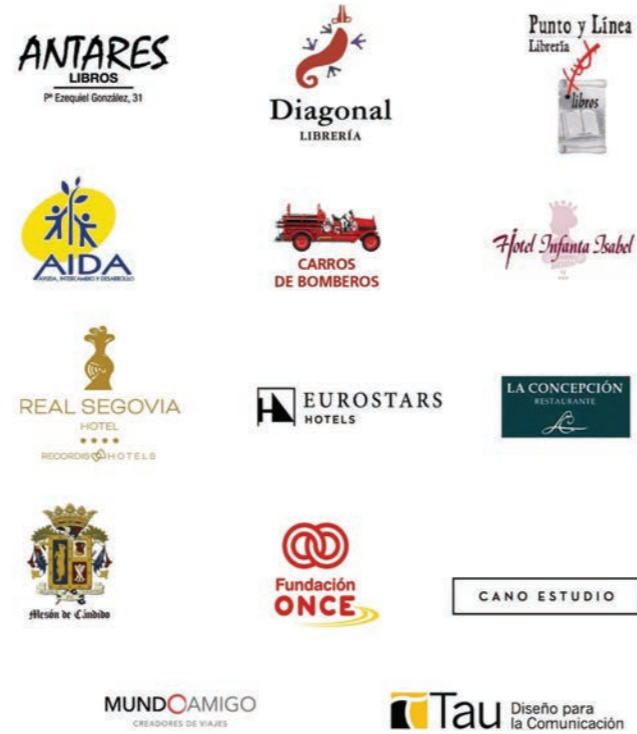
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EstandARTES Humanos: Segovia for Human Rights event: AIDA Association © Javier Segovia





Hay Festival Hay-on-Wye, Wales

# ABOUT HAY FESTIVAL

Hay Festival is a registered charity – Hay Festival Foundation Ltd (England and Wales charity number 1070073) – which brings readers and writers together to share stories and ideas in sustainable live and online events.

The festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it could be. Nobel laureates and novelists, scientists and politicians, historians, environmentalists and musicians participate in the Festival's global conversation, sharing the latest ideas in the arts and sciences with curious audiences.

In 1987, the Festival was born in the book town of Hay-on-Wye, Wales. Thirty-six years later, the Festival has travelled to 30 locations, from the historic city of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain and the United States.

The organisation now reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives with some of the world's leading arts and media organisations. Over the past year, the Festival gained 1.5 million web visits and surpassed one million online event visits, while its social media followers rose to 330,000, making it one of the most impactful literary events in the world.

Alongside its hybrid events, Hay Festival runs a number of digital initiatives to expand its global audience, including the Hay Festival Podcast in English and Spanish, the Imagine the World film series and the Hay Festival Book of the Month.

Meanwhile, thousands of audio recordings and films from the Hay Festival archive can be enjoyed on Hay Festival Anytime at [hayfestival.org/anytime](https://www.hayfestival.org/anytime). An extensive education and outreach programme accompanies all Festival events, winning multiple awards over the years, including Festival of Sanctuary status from the refugee charity City of Sanctuary UK and, in 2020, Spain's Princess of Asturias Award for Communication and Humanities.

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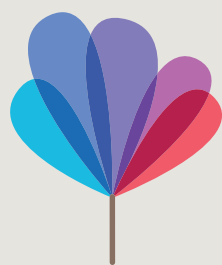
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**HAY**  
**FESTIVAL**  
SEGOVIA