

HAY FESTIVAL SEGOVIA, SPAIN 2015

FESTIVAL REPORT



11, 19-27 September 2015
hayfestival.org

CONTENTS

Introduction	3
What is Hay Festival?	4
Opening of Hay Festival Segovia	6
The Festival in numbers	14
The Festival in the media	16
Sponsors	20

“Hay Festival Segovia celebrates its tenth anniversary with a vibrant and varied programme that focuses on Spanish talent, looks to Europe, explores Arab culture and discusses issues such as the role of women in the arts and the future of the media, particularly reporting on culture... Talks, exhibitions, concerts, film screenings and performances are held in palaces, convents, churches, gardens, courtyards, museums and mansions throughout the city.”

Telegraph, 11 November 2015

“For our tenth anniversary, we want to continue growing as a platform for open debate, a place where we can imagine the world as it is, and as it could be: a meeting that inspires, analyses, and entertains.”

Maria Sheila Cremaschi, Director, Hay Festival Segovia

What is Hay Festival?

In 1987 in Hay-on-Wye, a small town on the border between England and Wales that is home to 1,500 people and two dozen bookshops, local residents Peter Florence and his father Norman decided to hold a literary weekend. Since then, Hay has grown to become one of the most important festivals of ideas in the world, and attracts hundreds of thousands of people over 11 days in late May and early June. There are now global hay festivals in Europe and South America.

For the past decade, over the last weekend of September, Segovia has captured the original festival spirit of Hay, turning its churches, convents, museums, squares, gardens, and even its caves over to some 100 events, attracting around 20,000 guests and visitors from more than 20 countries to debates, exhibitions, concerts, lectures, workshops, and movies, all of it extensively covered by the domestic and international media.

Hay Festival Segovia 2015

This year we presented an exciting and diverse programme of events that attracted around 200 writers, musicians, politicians, economists and artists, as well as leading figures from a diverse range of fields around the world to discuss a wide themes and issues that included the future of Europe, the Arab world, how the digital revolution is changing the way the media covers culture, and the role of women in the arts.

It was a resounding success, with 95 per cent of events sold out and a great response to our headline activities. Once again, this venerable city was an international capital of culture, its streets turned into an open-air fiesta of the arts and a meeting of minds.



Campus de Santa Cruz La Real- ie University.

A Forum for Debate

“Literature, art, architecture, journalism, music, cinema, economics, philosophy, current affairs, the challenges of the future... Hay Festival Segovia has never been constrained by its label as a festival of literature and the arts’, and each year turns its gaze to to a range of pressing issues.”

ABC, September 26, 2015

Having established itself not just as Spain’s leading arts event, but the place to discuss the major political and economic developments of our time, this year we continued with our proud tradition of attracting important figures from various professions. We welcomed Nick Clegg, former British deputy prime minister; Lord Meghnad Desai, Anglo-Indian politician and economist; Guillermo de la Dehesa, president of the Centre for Economic Policy Research; Miriam González, international lawyer and the driving force behind Inspiring Women, which aims to help young women from all backgrounds raise their aspirations; Diego del Alcázar, the founding president of IE Business School; José María Beneyto, president of the Spanish delegation in the parliamentary assembly of the Council of Europe; Pablo Álvarez, CEO of one of Spain’s most prestigious wineries, Vega Sicilia; Arpard Von Lazar, expert in international relations, and veteran politician Nicolas Sartorius.

Also attending were Juan Luis Cebrián and Pedro J. Ramírez, founders of El País and El Mundo respectively, Bieito Rubido, editor of ABC, Mark Skipworth and Martin Chilton from the Daily Telegraph, Anne McElvoy of The Economist and John Ridding of the Financial Times.

The Opening of Hay Festival Segovia

“The festival is a journey of initiation to knowledge, debates, exchange of ideas, the building of a civilised public space. Hay Festival Segovia is an exciting intellectual experience and an attempt to create a global network of debates.”

El País

Our 2015 festival kicked off in customary fashion, aboard an AVE high-speed train from Madrid, chartered from state railway company RENFE on a Saturday morning. On the 28-minute journey to Segovia, our 300 guests mingled, swapped ideas, and generally got in the mood for the cultural smorgasbord awaiting them, all the while serenaded by Madrid-based *a cappella* group Gospel Ladies.

In Segovia, British ambassador Simon Manley, RENFE president Pablo Vázquez, and Santiago Íñiguez, the president of IE University, made their way to the 12th-century Convent of Santa María la Real, where a packed audience awaited the traditional opening event of the Festival: Voces Libres (Free Voices), followed by an open discussion on climate change.

The event, co-organized by *El País*, Segovia City Hall, IE University, the Banco Sabadell Foundation, and the British Embassy, brought together Teresa Ribera, Spain’s former secretary of state for climate change, Samantha Smith of WWF, UNESCO’s Leicht Alexander and the *Guardian’s* James Randerson to discuss: where are we at this stage, and who should lead the struggle to control global warming?

CASA ÁRABE

Later that afternoon, the inauguration was completed by the opening of an exhibition at Casa Árabe, a display of Arab comics offering a new dimension on our understanding of popular culture in the Arab world.

Casa Árabe, the state-funded organisation that promotes cultural ties to the Arab world, has been an important partner of Hay Festival since 2006. Located in the 16th-century Alhóndiga, a former granary, for the last week of September, it presents poetry readings, concerts, exhibitions, calligraphy workshops and screenings of contemporary Arab cinema. John McHugo and Karim Hauser discussed the Arab world today, while Mónica Bernabé, Gervasio Sánchez and Aurelio Martín gave insights into the situation of women in Afghanistan. The celebrated writer Alaa Al-Aswany (*The Yacoubian Building*) discussed his writing and the situation in Egypt.



“With its alcazar, its mosques, its Jewish quarter and its cathedral, Segovia perfectly represents the Spain in which all cultures lived side by side. During Hay Festival, when the world meets here, that old spirit is revived for a century that needs it more than ever.”

Santiago Roncagliolo, *El País*, 27 September, 2015

OUR PARTNERS

Hay Festival Segovia has created partnerships with a diverse range of institutions and organisations. We would like to thank our 90-plus sponsors for their support in helping make this very special event happen.

A GREAT BRITISH PRESENCE

The British Council has been involved in Hay Festival since its beginnings in Wales and has been an active supporter of the Segovia event, helping to bring the best and brightest of British creative talent to Spain each year.

Among this year's British guests were former deputy prime minister Nick Clegg in conversation with veteran newspaper editor Pedro J Ramirez, while British philosopher AC Grayling and Antonio Muñoz Molina's talked with Hay Festival director Peter Florence about ethics in the modern world. Mark Skipworth, deputy editor of the *Telegraph*, talked about news coverage in the 21st century. Martin Chilton, *Telegraph* culture editor, in conversation with ABC culture editor Jesus Garcia Calero. Leading British journalists John Hooper and Giles Tremlett were on hand to offer their take on British perceptions of Spain over the years.

British writers discussing their work at Segovia this year were Tim Bowler, winner of the Carnegie Medal, the UK's top award for children's literature, Owen Sheers, winner of the Wales Book of the Year Award 2014 for *Pink Mist*, Jessie Burton, author of *The Miniaturist*, Sadie Jones, winner of the Costa First Novel Award for *The Rebel*, and Jay Griffiths, who will be one of the Hay Festival International Fellows for the next 12 months in association with the Arts Council of Wales.

“Literature has the floor. Literature has its own Woodstock: the Hay Festival. This year is the tenth anniversary, and Harper’s Bazaar will have something to say there.”

Harper’s Bazaar, September 2015

THE FUTURE OF ARTS COVERAGE

What does culture mean in a society overloaded with information? Newspapers are increasingly required to meet the new needs of their readers. This means opening up to new ideas about thought and entertainment. The culture pages are in the vanguard of innovation in the printed and online media.

The arts supplements of Spain's three leading newspapers, *El País*, *El Mundo*, and *ABC* hosted debates and workshops on the future of literary criticism, and how the digital age is affecting the way the arts are reported.



POETRY VIA LIVE STREAMING

ABC organized an event to inform a global audience about new trends in Spanish poetry. The newspaper invited Diego Ojeda, Escandar Algeet and Loreto Sesma to perform their unique blend of verse, with generous references to previous generations of Spanish poets. As the poets work mainly online, *ABC* ran a workshop that streamed their performance via the worldwide web, receiving more than half a million hits on their website www.abc.es

To commemorate the 25th anniversary of the death of poet Jaime Gil de Biedma, who lived in the nearby village of Nava de la Asunción, Segovia's provincial administration, the Diputación de Segovia, and the local daily *El Norte de Castilla*, co-organized a reading of Gil's work in the chapel of the Esteban Vicente museum.

LOEWE FOUNDATION

On the occasion of the fifth centenary of the birth of Teresa de Jesús, Hay Festival Segovia commemorated one of the most important spiritual and literary meetings in history: between Saint Teresa and San Juan de la Cruz in 1567. Five poets – Antonio Colinas, Clara Janés, José María Muñoz Quirós, Luis Alberto de Cuenca and Carlos Aganzo – gathered in the Garden of the Carmelite Monastery – which is normally closed to the public, but opens specially for the Hay Festival each year – to read and discuss the works of these two religious mystics.

This year we celebrated the Loewe Foundation Poetry Prize with conversations between Loewe prize winner Antonio Lucas and filmmaker Fernando León de Aranoa, and between Luis Antonio de Villena, a member of the Loewe jury, and journalist Manu Llorente.

ACCIÓN CULTURAL ESPAÑOLA

Working in conjunction with Acción Cultural Española, Spain's public agency to promote the arts, Trayectorias (Careers), featured a series of intimate conversations with leading artists from a range of disciplines, providing us with insights into the decisions they have made that most impacted on their careers: Spanish pianist Javier Perianes, filmmaker Rosa Bosch and Graham Sheffield, former arts director of the British Council and the Barbican Theatre; writer Antonio Muñoz Molina and British philosopher A C Grayling.

SPANISH INDUSTRIAL ECONOMIST JUAN MATEOS GARCÍA

The research fellow at NESTA, the innovation charity working to increase the UK's innovation capacity, talked to Javier Celaya, Director of Acción Cultural Española's Digital Culture project, which is charting the impact of the internet on the arts.

JOSÉ MANUEL LARA FOUNDATION

The José Manuel Lara Foundation, set up by publishers Grupo Planeta in 1992 to support literature, once again played a leading role in Ours and Theirs, where leading contemporary authors read from their own works, as well as from their favourite writers. The cycle of talks kicked off with Spain's international bestseller María Dueñas discussing her latest novel, *La Templanza*. Benjamin Prado, Tomás Val, Antonio Muñoz Molina, César Molinas, Ana Gavin and Eduardo Mendoza were among the guests. The Foundation also organized a concert by singer-songwriter Marwan, attracting a large audience to conclude Hay Festival Segovia 2015.

INSTITUT FRANÇAIS

Once again, Hay Festival thanks the Institut Français for helping to bring some of the most interesting French writers to Segovia. Award-winning novelist and screenplay writer Emmanuel Carrère (described by the *Guardian* as “the most important French writer you’ve never heard of”), and Maylis de Kerangal, winner of the Prix Franz Hessel and Prix Medicis, and considered one of the country's leading new voices, discussed their work, and the changes affecting their work, to packed audiences.

SMART CITIES

Reflecting Hay Festival's awareness of the impact of new technology, Ametic (Spain's Association of Electronics, IT, Telecommunications and Digital Content Companies) invited some of the country's leading experts to discuss smart cities, an area in which Spanish companies have acquired considerable expertise. Discussing the future of this key sector were José Ramón Magarzo, the president of Altran, TecnoCom CEO Javier Martín, and the president of Ametic, José Manuel De Riva.

The Visual Arts

“Hay Festival 2015...a showcase for ideas, the visual arts and literature hidden away in Segovia’s secret corners.”

Vogue, September 2015

Other highlights were exhibitions by British artist Harland Miller, Spanish sculptor Xavier Mascaró, and one on Swiss architecture. The Telefónica Foundation organized a fascinating talk with Alberto Corazón, the graphic designer responsible for some of Spain’s best-known logos, such as RENFE and the ONCE charity for the blind.

THE BEST OF FILM

Each year, Hay Festival Segovia provides a showcase for the best in cinema, and this year was no exception, with films from the Arab world, Israel, Germany, and the United States, along with a series of Swiss documentaries and a selection of the best of this year’s BAFTA short films.

We also celebrated the birth of one of the greatest directors of all time, Orson Welles, with a screening of *This is Orson Welles*. Screened at Cannes, the documentary features Martine Scorsese, Peter Bogdanovich, and other luminaries discussing Welles’ work as a director, actor, producer and screenplay writer. Reflecting his love of Spain, we screened *Chimes at Midnight*, his adaptation of the story of Shakespeare’s Falstaff, part of which was filmed in Segovia.



Laura Garrido, Nick Clegg, Miriam González Durántez y Juan Tapia



SAN SEBASTIÁN, EUROPEAN CAPITAL OF CULTURE, 2016

Anticipating some of the themes that will be explored next year in the Basque city, Hay Festival Segovia was keen to look at the future of minority languages as a literary medium. We brought together Basque writer Anjel Lertxundi and Catalan writer Mercé Company to discuss the challenges they face.

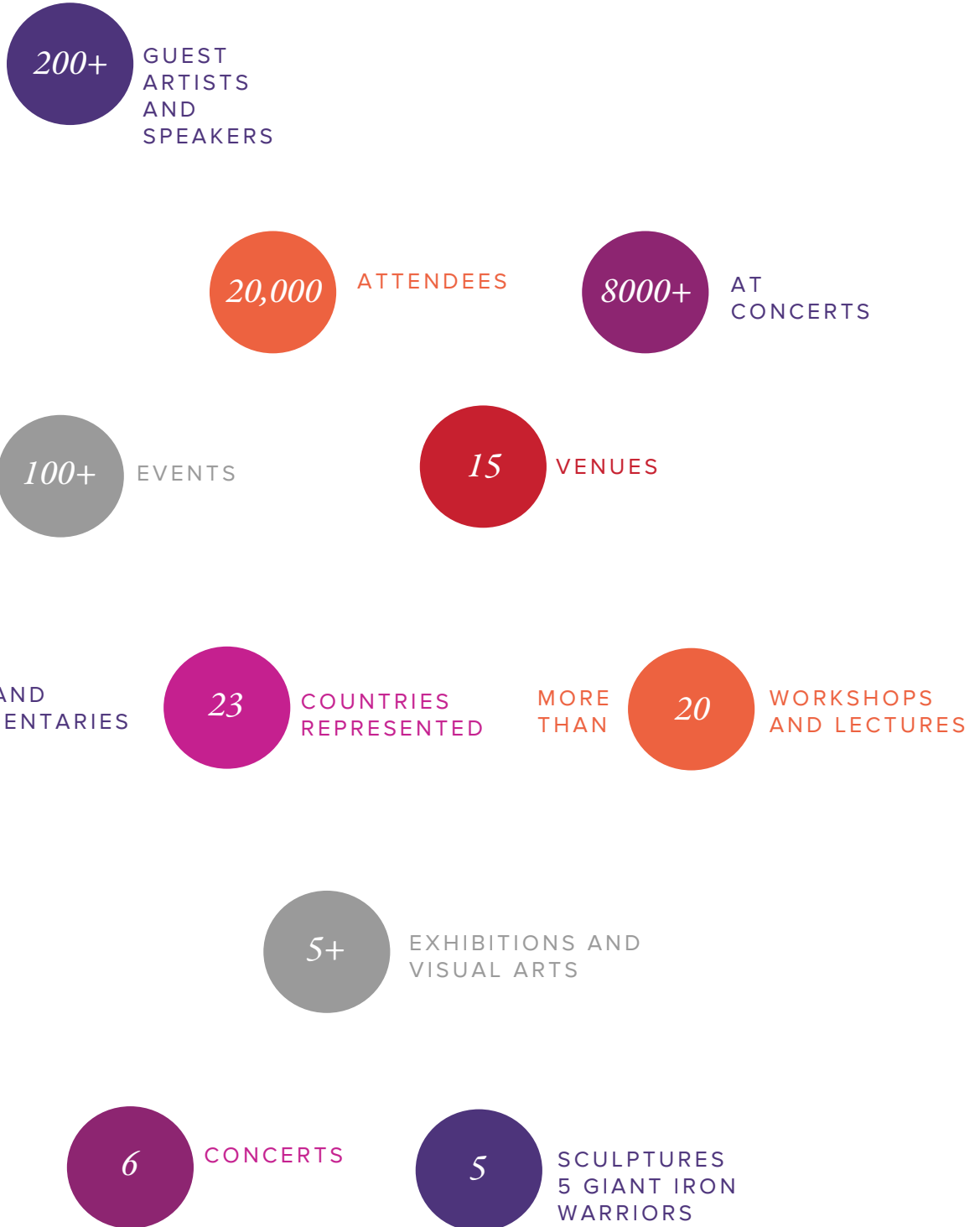
Martin Chilton, editor of the digital edition of the *Daily Telegraph*, talked to two English-speaking writers who have made their home in Wales: Owen Sheers and Jay Griffiths.

MARIA SHEILA AWARDED THE CROSS OF ISABEL LA CATOLICA

Following the 2015 festival, on 20 November, Maria Sheila Cremaschi, Director of Hay Festival Segovia, was awarded the cross of Isabel La Catolica. This order, created by King Ferdinand VII in 1815, aims to “reward those extraordinary behaviours of a civil nature, made by Spanish and foreign people, which will benefit the Nation or contribute, in a relevant way, to favour the relations of friendship and cooperation of the Spanish Nation with the rest of the international community”.

The Secretary of State for International Cooperation and Latin America made the award, and we are delighted with this recognition.

The Festival in Numbers





Palacio Quintanar María Dueñas, Ana Gavín Readings

Media Coverage

This year's Hay Festival Segovia was again widely covered by the national and international media.

Total coverage, including online and print media, garnered an audience of more than 5.5 million across all media, three million of them abroad, and more than 2.5 million in Spain, according to leading independent market research company Kantar.

The estimated radio audience for some 20 interviews and reports on the nationwide Cadena Ser, Cope, Radio Exterior de España, and the BBC was more than two million.

Thanks to two items on state broadcaster TVE's *Canal 24 Horas*, the wider Spanish-speaking world also learned about this year's festival in Segovia. The event was covered extensively by BBC World Television, as well as by international Arab media such as *Al Thaqafeeya*.

Domestically, TVE's main La 1 covered the event in news broadcasts, while independent channels *Cuatro* and *Cinco* also provided important coverage.

Our experience shows that year after year, Hay Festival Segovia captures the interest and imagination of Spanish and international media.

“Some 140 guests from 23 countries convert Segovia into the capital of literature. Hay, as we have said many times, is more than a literary festival. The atmosphere in the cities that host it is effervescent...”

Xavi Ayen, La Vanguardia

Over a decade, Hay Festival Segovia has established itself as the major cultural event in the Spanish calendar, while also contributing in a major way to the economy of Segovia. The festival transforms the city, its activities reaching into every corner, benefitting residents and businesses alike.

Visitors combine their attendance at our events with visits to the city's many historic sites, its famed restaurants and bars. This year we calculate that 20,000 people came to the city specifically to take part in Hay events.

A further 8,000 people came to the four open-air concerts. Breaking this down, we found that 30 per cent were from Segovia and the province of Castilla y León, 40 per cent from the rest of Spain, and 30 per cent from abroad, staying for an average of four nights.

Thanks to our commitment to inviting the leading figures in their field, staging events that reflect new trends and changing times, and offering an ever broader range of activities, Hay Festival Segovia attracts global media coverage, boosting Brand Spain to its maximum and giving the city's hotels and restaurants their busiest week of the year.

With a growing network of festivals, Hay Festival is committed to acting as an international platform for authors, artists, thinkers, and musicians from Spain and around the world.



INTERNATIONAL MEDIA COVERAGE

Telegraph; La Nación; El Comercio de Lima; La Reforma de México; Guardian; Daily Mail; Vanity Fair; Elle; Vogue; Mía; SModa; ICON; Yo Donna; Harper's Bazaar; Lonely Planet Magazine.

NATIONAL COVERAGE

El País (national edition), plus El Semanal (weekly supplement), El Viajero and Guía del Ocio; El Mundo (Valladolid, Soria and Castilla y León editions); ABC (national and Castilla y León editions); La Vanguardia; La Razón.

REGIONAL COVERAGE

El Adelantado; El Norte de Castilla; Diario de Burgos; Diario de León; Diario de Ávila; Diario Palentino; El Correo de Zamora; Diario de Teruel; La Rioja; Lanzav La Verdad de Cartagena; Diario de Sevilla; La Voz de Galicia; Diario de Pontevedra; Faro de Vigo; El Progreso; El Diario Vasco; Diario de Noticias Álava; Noticias de Gipuzkoa; Hoy de Extremadura; El Día de Tenerife.



ONLINE MEDIA

efe.com; europapress.es; elpais.com (elviajero.com);
blogs.elpais.com; abc.es; larazon.es; lavanguardia.com; 20minutos.es;
elconfidencial.com; vozpopuli.com; elcultural.es; telecinco.es; rtve.es;
rtvcyl.es; eleconomista.es; elmundo.es; telegraph.co.uk;
bbc.co.uk; elnuevoherald.com; yucatan.com.mx; lepetitjournal.com;
abcdesevilla.es; castillayleoneconomica.es; blog.cervantesvirtual.com;
comunicacion-cultural.com; culturamas.es; cyleon.diariocritico.com;
deia.com; abastodenoticias.com; delibros.com; diariocordoba.com;
diariodearousa.com; diariodeferrol.com; diariodeleon.es;
diariodenavarra.es; diariosigloxxi.com; dokumentalistas.es;
edgargonzalez.com; eladelantado.com; elcorreo.com;
elcorreogallego.es; eldiario.es; elmundodigital.es; elnortedecastilla.com;
elpanorama.hola.com; elperiodicodearagon.com;
elperiodicoextremadura.com; elperiodicomediterraneo.com;
elsemanaldigital.com; farodevigo.es; finanzas.com; gentedigital.es;
globedia.es; google.com; hoy.es; icalnews.com; ideal.es;
interbusca.com; kluz.tv; lacronicabadajoz.com;
lainformacion.com; lanoticiaimparcial.com; lavozlibre.com;
libropatas.com; literaturasnoticias.com; marcaespana.es;
madridpress.com; media-tics.com; motorvs.motor.com; msn.
com; newsesp.com; noticias.com; noticiascastillayleon.com;
noticieroindustrial.com; notisistemas.com; notodo.com; orange.es;
paginadenoticias.es; paperblog.es; periodico.com;
periodistadigital.com; que.es; revistadearte.com; ritmosxxi.com;
salamanca24horas.com; segoviaaldia.es; segoviaudaz.es;
segoweb.es; terra.es; todoliteratura.es; upyd.es; vidaenelvalle.com;
yahoo.com; zamoradigital.net; periodistas-es.com; zdigital.do;
zoquejo.com

TELEVISION

TVE – Weekend edition of main news bulletin; *Canal 24 Horas*; *Canal Internacional*; *CUATRO* – Weekend news bulletin; *Noticias Cuatro*; *RTVCYL* – News /magazines; *Al Thaqafeeya* (Arab television)

RADIO

RNE – News; *El Ojo Crítico* – News; *Cadena Ser* – News (Hora 25); *Radio Internacional* - News; *Onda Cero* – News; *Cadena Cope* – News

With Thanks To All Our Partners And Sponsors



Media Partner U.K.





INSTITUT FRANÇAIS



VANTY FAIR



LAUFEN

Bathroom Culture since 1892 www.laufen.com



Schindler



El Norte de Castilla



TURNER T



wales arts international
celfyddydau rhyngwladol cymru



IGLESIA SAN NICOLÁS

LA ALHÓNDIGA



CASA MUSEO VAQUERO



