

HAY FESTIVAL

imagina el mundo

SEGOVIA

20-23 SEPTEMBER 2018

REPORT



hayfestival.org/segovia



Juan Bravo Theatre

INTRODUCTION

“Hay Festival Segovia, performed in squares, gardens and convents in a world heritage city, marks a high point of the new cultural season, and this year was remarkable for the number of strong women taking part.”

Marie Claire Magazine, September 2018

Hay Festival Segovia, created in 2006, celebrated its 13th edition this year and confirmed its reputation as Spain’s main festival of ideas, literature and the arts. Once again, it attracted a considerable amount of positive media coverage, with the arts critics pronouncing it a resounding success.

Those visiting Segovia were able to enjoy an extensive programme of literary and musical workshops, films, conversations, debates and visual arts throughout the streets of this historic walled city. The cultural extravaganza of literary dances, readings, concerts and poetry within the beautiful medieval architecture captured the whole city right down to the Eresma River.

The Festival had more than **85 sponsors and partners**, including the local and regional governments. A team of 70 enthusiastic volunteers helped to ensure the whole event ran smoothly, and a diverse and knowledgeable audience filled the venues to almost 100% capacity. The Festival brought together an extraordinary line-up of people of different beliefs and ideologies, creating a democratic and inclusive platform. Once again, the city was transformed by installations and artistic scenarios both inside the venues and out in the open air.

“Hay Segovia Festival is a great agitator.”

ELLE, September 2018

The 2018 Festival had a strong female presence, featuring great voices such as **Dorota Masłowska, Radka Denemarková, Luna Miguel, Sabrina Mahfouz, Afua Hirsch, Araceli Mangas, Sarah Hall, Julianne Pachico, Kazuyo Sejima, Kate Daudy, Clara Usón, Isabel Coixet, Marta Williams, Lara Siscar, Nativel Preciado, Martha Thorne, Antonella Lattanzi, Paula Bonet, Hannah Collins, Margarita Mayo, Mariana Torres, Mónica Ojeda, Concha Barrigós, Marta del Riego, Sheila Loewe, Ana Gavín, Cristina Manzano, Catherine Nixey, Teresa Baca, Blanca Rosa Roca, Elena Pita, Miriam Gonzalez, María Teresa Fernández de la Vega, Caroline Michel, Charlotte van den Broeck, Isabel Fuentes, Margarita Mayo, Mariana Torres, Inma Florm and Clara Luquero.**

“Hay Festival Segovia has celebrated its most international edition; it is one that has attracted more young audiences this year, in addition to exceeding 16,000 attendees at 109 scheduled events, which is 20 percent more than in 2017”.

La Vanguardia, September 2018

A new element this year was an educational program in collaboration with Junta de Castilla y León, Diputación de Segovia and the Ministry of Culture, featuring music, creative writing, poetry and history, aimed at encouraging reading and an interest in culture among young people.

Workshops were held on creative writing by the British Council, sculpture by **Juan Garaizábal**, opera by Trinity College London, play-writing by CELA, autobiography by **Beltrán Gambier** from *Intramuros* Magazine and **Gervasio Posadas** from *yoquieroescribir*. Additionally, ‘*Los mejores de los nuestros*’ Awards were presented by **Juan Luis Arsuaga** and **Araceli Mangas**. As part of this educational programme 600 students from Castilla y León were invited on a one-day visit to the Festival.

In addition, a talk among the students and Spanish writers **Marta del Riego** and **Santiago Roncagliolo** was held in Cuéllar Castle.

“It was as if there were two festivals going on at the same time, an artistic explosion with 13 exhibitions and an explosion of thought in more than 90 debates, many of them on the threat to democratic values in Europe, others on the necessity of working together, and above all, telling stories, imagining the world.”

María Sheila Cremaschi, Hay Festival Segovia director

There were photographs by **Francisco Leiro**, organized by the City Council, and **Arraianos Pro**, as well as drawings by **Miguel Panadero** alongside stories by **José Félix Valdivieso**. **Juan Garaizábal** presented his *Urban Memories*, part of a project mounted in Segovia with the Recovery of the San Martín Gate and a sculpture exhibition at Huerto de **Félix Ortiz**.

“Hay Festival Segovia demonstrates an amazing capacity for reinvention, in coherent and original discourse.”

El Adelantado de Segovia, September 2018

An installation that attracted much attention was a refugee tent created by **Kate Daudy**. **Javier Gila**, president of the NGO AIDA (Ayuda, Intercambio y Desarrollo) talked about the precarious situation of refugees in regards to home and identity. The screening of the documentary *Sea of Sorrow* (2017), the cinematographic debut of Vanessa Redgrave, conveyed a very personal vision of the refugee crisis, which was followed by a discussion on art as an instrument of social change.

“Coexistence in Europe is debated at Hay Festival. Great writers, thinkers and architects explore the threats and possibilities at the largest event of ideas in Spain.”

ABC, September 2018

Palacio Quintanar was the venue for *Enchanted* by **Ricardo Teles**, a photography exhibition organized with the Embassy of Brazil, and for another four exhibitions with **Harald Hauswald** and **Tomasz Tomaszewski**, comprising a programme of activities around art, cinema and literature with the Polish Institute and the Goethe Institute, among many others, thanks to the collaboration with EUNIC (European Union National Institutes for Culture).

The special **RENFE** charter train transported 270 European artists and authors to readings in **Plaza San Martín**, delivered in more than 25 European languages; poets celebrated the **30th anniversary of Poetry Prize of the Loewe Foundation** and translators and authors from European initiative CELA (Connecting Emerging Literary Artists) and Escuela de Escritores, who work with new literary talents.

Attendees and visitors received free copies of **FT Weekend**, whose sponsorship, together with IE University, brought together great speakers to talk about coexistence in Europe. Among these were the President of the Council of State and former Vice President of the Government, **María Teresa Fernández de la Vega**, the former President of the European Parliament, **Enrique Barón Crespo**, the historian **Simon Schama**, the expert in European law **Miriam González** and the journalist **Natíel Preciado**.

Representing the world of cinema were filmmakers **Aitor Gabilondo**, **Isabel Coixet** and **Stephen Frears**, producer **Carlo Nero** and scriptwriter **Hanif Kureishi**; all in Segovia to give their individual views on coexistence, the situation of refugees and recent developments in the United Kingdom.

“There is a desire to generate debate and discuss ideas, and with such impressive guests, this festival confirms Castilla y León as culturally significant.”

El Mundo, September 2018

The novelist **Ken Follett**, talking about tolerance, wowed as many fans as a rock star, becoming the popular hit of Hay Festival Segovia 2018.

“The festival protagonists analyse the present and contribute their ideas on what the future may hold.”

El Confidencial, September 2018

With the collaboration of Acción Cultural Española, one of the most important and international Spanish artists, **Eduardo Arroyo**, exhibited *Triptych: Art, Literature and Theatre*, at Torreón de Lozoya.

In total, 13 exhibitions of visual arts and architecture transformed the face of the city. The Architects' Association of Segovia hosted a series of projects developed by Danish architects, focusing on environmental sustainability, organized with the Danish Architecture Centre, the Ministry of Foreign Affairs and the Danish Embassy. An exhibition of contemporary design in furniture was curated by **Elizabeth Grüninger**, with support from the Embassy of the Kingdom of the Netherlands.

Writers **Boris Izaguirre** and **Alexandre Vidal Porto** spoke about their experience in human rights for the transgender population. Other great names attending were **Fernando Savater**, **Antonio Muñoz Molina**, **Javier Sierra**, **Marwan**, the Palestinian-Spanish poet who attracted a large crowd, and **Manuel Vilas**, the latest literary sensation.

British authors **Antony Beevor** and **A.C. Grayling** spoke of the threats to peaceful coexistence in our society. **Paul Preston** gave his insights on contemporary Spain, and **Giles Tremlett** represented the London School of Economics.

“International thinkers and artists have turned Segovia into a centre of intelligent discussion.”

Cadena SER, September 2018

The British Council, global collaborator of Hay Festival, brought to Segovia leading figures such as **Sabrina Mahfouz**, who has dismantled the clichés about Muslim women in the UK, **Sarah Hall** and **Julianne Pachico** and with The British Embassy and Telefónica Foundation hosted the preview event with **Afua Hirsch** and **Peter Florence**.

The Telefónica Foundation brought us **Catherine Nixey**, who spoke on *The Age of Darkness*. **Carolina Jeux**, the CEO of Telefónica Educación Digital, talked about education and the digital revolution. This edition of Hay Festival Segovia looked to the future, to robotics and to artificial intelligence with the guidance of experts **Gideon Lichfield**, **Olivier Spreafico**, CGI president and **José Manuel de Riva**.

*“The blend of cultural influences is the essence of progress.
It is the message of Hay Festival Segovia.”*

The Huffington Post, September 2018

Architecture was, as always, well represented, with the names of **Kazuyo Sejima**, founder of the SANAA studio and Pritzker Prize, **Martha Thorne**, director of the Pritzker Prizes, and **László Baán**, director of the Museum of Fine Arts in Budapest, joined by **Lars Lerup**, a world expert on cities, **Jacob Benbunan**, **Ricardo Devesa**, editor-in-chief of *Actar Publishers* and *UrbanNext*, and **Walter Mariotti**, editor of *DOMUS*, the leading architecture magazine.

The Festival made it possible for large numbers to hear from respected journalists such as **Jesús Ruiz Mantilla**, **Miquel Molina**, **Borja Hermoso**, **Carlos Boyero**, **Angélica Tanarro**, **Concha Barrigós**, **Iñaki Gabilondo**, **Jesús Calero**, **Antonio Lucas** and **Javier del Pino**, among others. The challenges and issues of our society, including the future of the media, were discussed with the President of Mediaset, *Paolo Vasile*, the *FT*'s European editor, **Tony Barber**, and the literary editor of the *FT*, **Frederick Studemann**, together with **Raphael Minder** of *The New York Times*.

*“National and international talent converge in one place.
You will leave feeling motivated and full of new ideas.”*

Cosmopolitan, September 2018



THE FESTIVAL IN FIGURES

“Hay Festival of Segovia is once again a cultural highlight of the year...and it a draw for international tourism... resulting in benefits for the culture and economy of Castile and Leon.”

El Norte de Castilla, September 2018

VISITORS: 13,000

GUESTS: 193

EVENTS: 109

SPONSORS AND COLLABORATORS: 104

ATTENDEES AT EXHIBITIONS AND AT CONCERTS AND READINGS IN THE SQUARES: 10,000 PEOPLE



Jardin San Marco Romeral



Puerta San Martín

VENUES:

16

COUNTRIES:

23

WORKSHOPS
AND READINGS:

17

SCREENINGS:

24

SHORTS, MOVIES AND
DOCUMENTARIES

EXHIBITIONS:

13

CONCERTS:

3

3 FIRE ENGINES
FOR TRANSPORT &

7

BMW CARS

500

ALEIA ROSES



Felix Ortiz concert

THE FESTIVAL IN THE PRESS

“In a survey among each community of the 10 most important cultural institutions or events of 2018, Hay Festival Segovia reached number six.”

El Día de Segovia, February 2018

ARTICLES
PUBLISHED:

682

REVENUE:

£4.08m

27

TV PROGRAMMES
COVERING THE FESTIVAL

204,862, PEOPLE
615

Live coverage: Segovia by *El Ojo Crítico*, RTVE
Antena 3, Telecinco, TVE and Canal 24 Hours covered the festival
in various shows and programmes



Debates in Torreón de Lozoya

GLOBAL THEMES

INTERNATIONAL FELLOW 2018

Segovia welcomed the editor and writer Dylan Moore, the Hay Festival Creative Wales International Fellow 2018-19.

BOGOTÁ39

Bogotá39 is the selection made by Hay Festival of emerging writers from Latin America under 40 years of age in order to celebrate good literature and highlight the talent and diversity of the region. For more information and full list of writers, visit hayfestival.com/bogota39

EUROPA28

Hay Festival is one of the ten European cultural institutions participating in **Wom@rts**, with the aim of highlighting the contribution of women to cultural heritage and diversity, and addressing gender inequality.

A.C. Grayling



Afia Hirsch and Peter Florence



Antonio Muñoz Molina in conversation with Nativel Preciado



Antony Beevor in conversation with Jesús García Calero



Eduardo Arroyo



Isabel Coixet



Javier Del Pino and David Broncano



Juan Luis Arsuaga and Araceli Mangas



Julianne Pachico and Sarah Hall in conversation with Ludovic Assémat



Martha Thorne



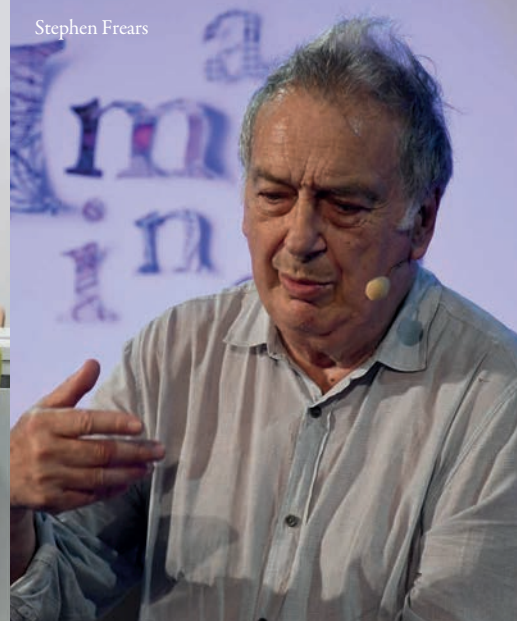
Ken Follet



Marwan with Luis Ramiro



Mónica Ojeda with Aurelio Martín



Stephen Frears



Joaquim Bosch and Ignacio Escolar in conversation with Blanca Rosa Roca



Aitor Gabilondo and Iñaki Gabilondo

MANY THANKS TO OUR SPONSORS:

COLABORADORES Y SOCIOS GLOBALES PRINCIPALES



ORGANISMOS PÚBLICOS COLABORADORES



COLABORADORES PRIVADOS Y FUNDACIONES PRINCIPALES



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COLABORADORES Y PATROCINADORES DE EVENTOS ESPECIALES



COLABORADORES DE MEDIOS REGIONALES Y NACIONALES



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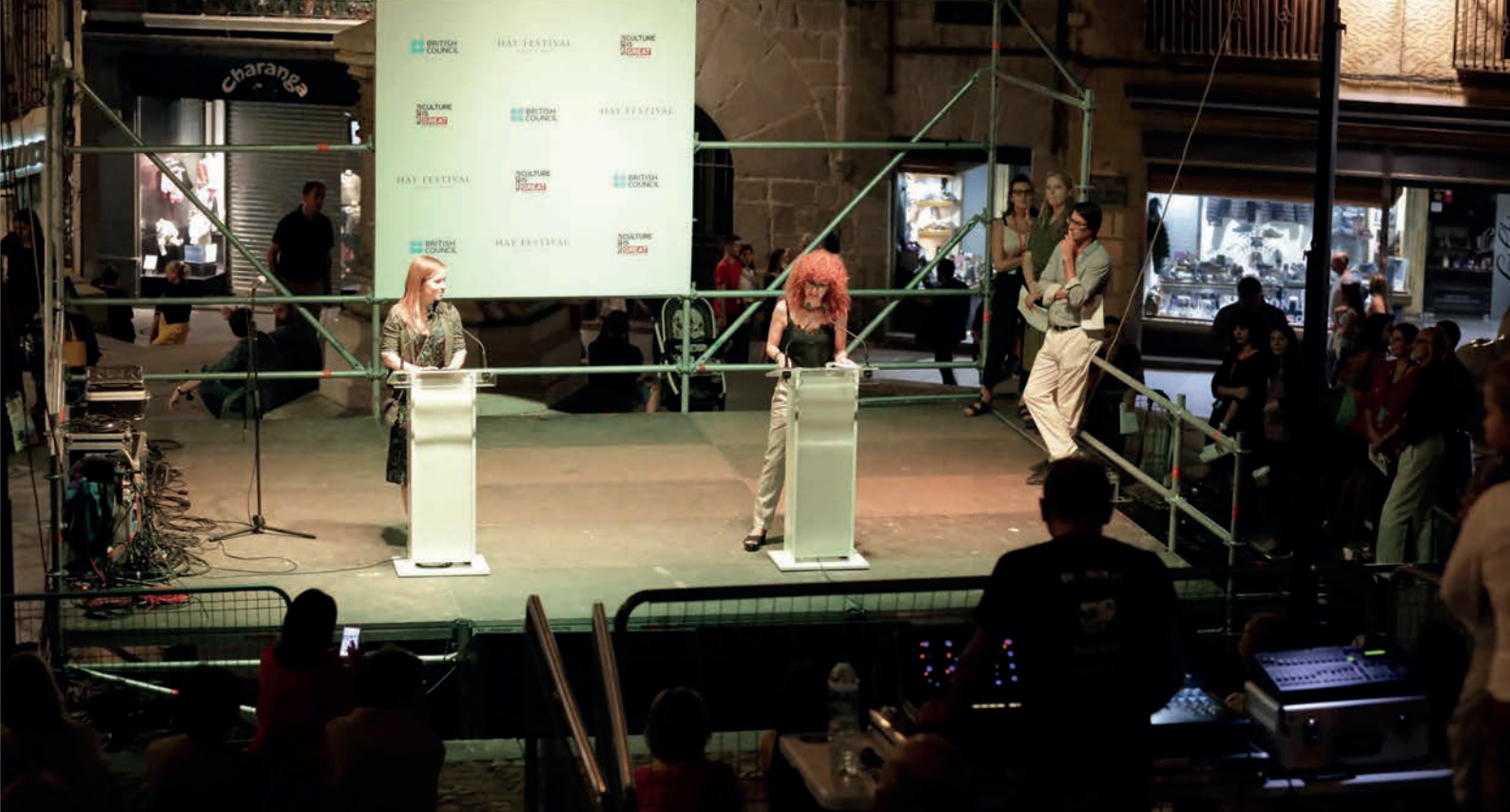


ABOUT HAY FESTIVAL

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 32 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The festival lasts 11 days, hosts more than 700 events, debates, interviews 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 39 gatherings of emerging writers under the age of 40, held in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018), promoting 39 writers under the age of 40.



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 progress.
- ✦ Providing free tickets to students in tertiary education, and to pupils attending the Programme for Schools 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 English and Spanish languages.