

HAY FESTIVAL

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

FESTIVAL REPORT

Hay Festival Xalapa
2–5 October 2014

IMAGINE THE WORLD

INTRODUCTION

*'Authors gather here, in a space for
dreaming of and discussing big ideas'*

For the fourth year running, in 2014 Xalapa welcomed Hay Festival, a festival that first took place in Wales twenty-seven years ago, and that now runs annual festivals in many countries across the world.

Over four days in October 2014, Mexican and international artists and authors gathered here to interact with the public, share their knowledge and, above all, to provide a space for dreaming of and discussing big ideas.

Cristina Fuentes La Roche
Director Hay Festival Xalapa

Hay Festival Xalapa
www.hayfestival.org/xalapa
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#HayXalapa14

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THE FESTIVAL

The festival is defined by the dissemination of culture and social commitment

Hay Festival is an international organization based in Hay-on-Wye, Wales. We create festivals that explore and celebrate both literature and ideas.

We run several festivals across the world – in the United Kingdom (Hay Festival in Wales, running since 1987), Spain (Segovia since 2006), Colombia (Cartagena since 2006), Kenya (Nairobi, since 2008), Mexico (Zacatecas in 2010, and Xalapa since 2011), Bangladesh (Dhaka since 2012), Lebanon (Beirut since 2012), Hungary (Budapest since 2012) and Ireland (Kells since 2013).

We have also collaborated in the creation of other successful literary festivals in places such as Mantova, in Italy, and Parati, in Brazil.

In addition, Hay Festival promotes literary projects that provide a platform for young writers, many of them presently unknown, who represent the new and most promising voices of contemporary literature. To this end, in recent years, Hay Festival has coordinated the publication of *Bogotá39*, an anthology of writing from 39 Latin American writers under 40; *Beirut39*, dedicated to writers from the Middle East; and *Africa39*, with texts by young authors from the African continent. For all three projects, we have worked in collaboration with UNESCO and the World Book Capital project.

Inspired by the celebration in 2015 of the Year of Mexico in Great Britain, and the Year of Great Britain in Mexico, Hay Festival, Conaculta and the British Council now present *Mexico20*, a literary project whose aim is to provide a platform for new voices and talent in Mexican literature, introducing their work to the general public and the world of international publishing.

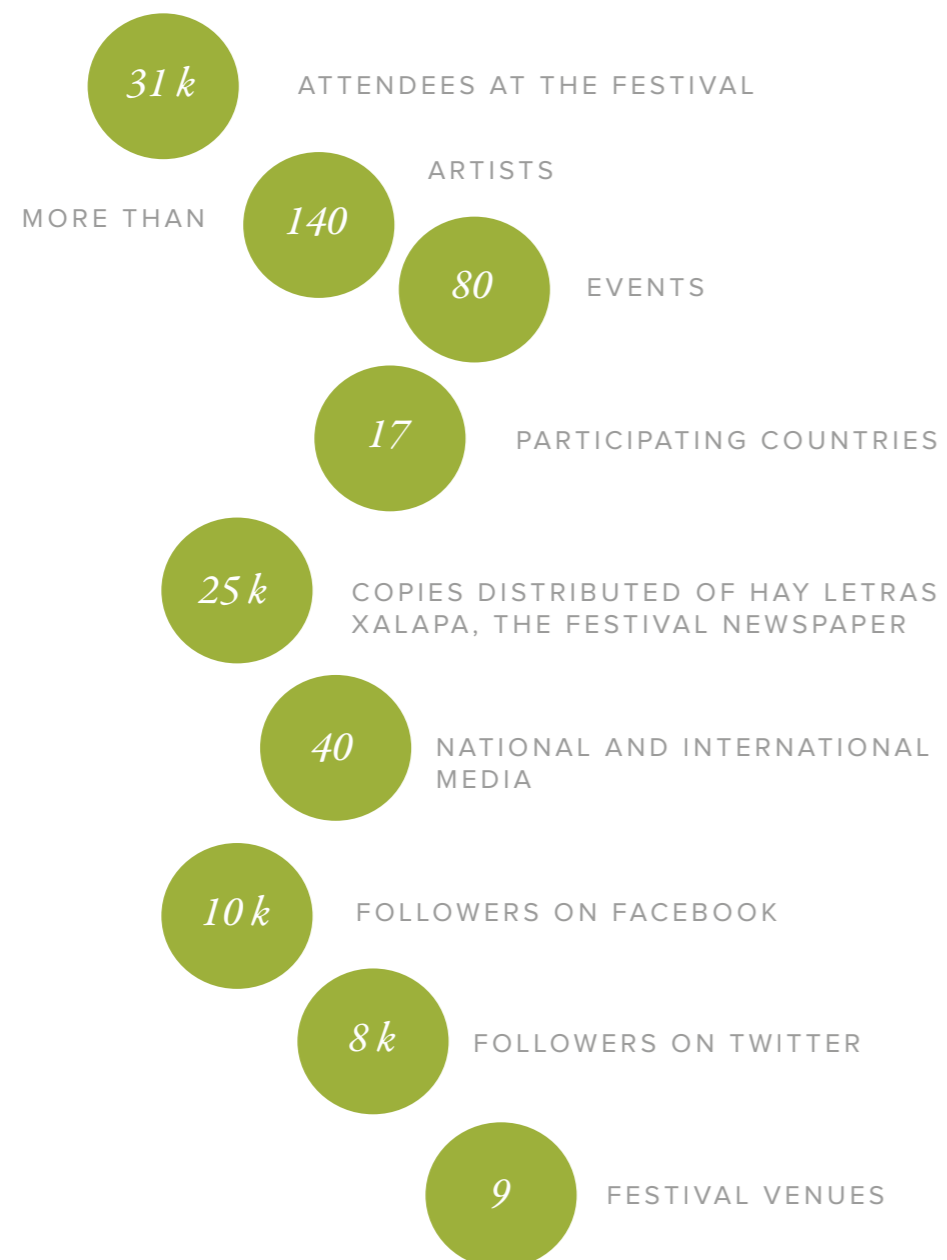


Hay Festival Xalapa defines itself by the dissemination of culture and social commitment. Literature, visual arts, film, music, geopolitics, journalism, the environment... all mix together in an atmosphere of dialogue and celebration.

- ✦ Dissemination of literature at both local and international level in order to promote dialogue, cultural exchange, education and development.
- ✦ Inclusive and accessible events with national and international artists.
- ✦ Education and social action. 30% of tickets are available free to students, with a dedicated festival programme for accredited students: Hay Joven.
- ✦ Hay Festival programme for children and young adults: Hay Festivalito.
- ✦ Collaboration with local and international institutions, organizations and businesses, maximizing the impact of the project and benefiting the local population.

THE FESTIVAL IN NUMBERS

'Hay Festival Xalapa exceeded expectations, with more than 30,000 attendees.' Radio Formula



THE FESTIVAL IN THE MEDIA

'Hay Festival confirms Xalapa as the cultural capital of Mexico.' *The Economist*

Press figures

- ✦ 433 articles in national media.
- ✦ Free press valued at \$15,389,190.00 Mexican pesos in national media.
- ✦ 522 interviews conducted with different speakers at the festival.
- ✦ More than 95 representatives from different media present at the pre-festival press conference.
- ✦ 8 press conferences conducted during the festival.
- ✦ 32 press releases.
- ✦ More than 60 different national media channels present.
- ✦ 1 live television broadcast (La dichosa palabra, Canal 22).
- ✦ 3 live broadcasts on national radio.



PRESS
RELEASES



INTERVIEWS
CONDUCTED



ARTICLES IN
THE MEDIA



INDEPENDENT PUBLISHING INDUSTRY CONFERENCE II

‘One thing is clear: there is plenty of publishing talent here, and Hay Festival Xalapa is prepared to prove it.’ Estandarte

The 2014 festival welcomed the second edition of **Encuentro Talento Editorial**, a meeting point for independent publishing industry talent that was celebrated for the first time at Hay Festival Cartagena (Colombia) in January 2014, with professional and international events open to the public. The aim is to present innovative and successful experiences within the publishing industry. On this occasion, more than twenty international professionals from the world of publishing participated.

‘Events such as Encuentros Talento Editorial are really enriching for those who work in the publishing world, since they allow those people to present themselves and their projects to a greater audience, establish new contacts and strengthen those they have already, share their experiences, receive feedback, learn from what others have done already, find inspirational ideas and lay the groundwork for the implementation of new working relationships.’
Martín Gómez, El Ojo Fisgón Blog

‘Talento Editorial is a meeting of professionals unconstrained by the usual formalities, where conversations take place in a friendly and creative environment. It is important that publishers create networks, and that they can meet and discuss the best way to do that.’
Jorge Caraballo, Tragaluz Publishing



FESTIVAL VENUES

'Hay Festival begins in México with great figures from international culture.'
La Vanguardia

- ✦ Casa del Lago
- ✦ Ágora de la Ciudad
- ✦ Carlos Fuentes Library
- ✦ Diego Rivera Gallery
- ✦ Gallery of Contemporary Art
- ✦ Halcones Gymnasium
- ✦ Tlaqná Concert Hall
- ✦ Xalapa Museum of Anthropology
- ✦ General Ignacio de la Llave Theatre

‘I’ve heard great teachings and had wonderful times, learnt about different worlds in a single moment, enjoyed and discovered great writers, seen different ways of thinking and found that everyone has their own way of solving things, but above all thank you for the opportunity to be part of one of the best experiences in my life. Thank you very much for everything, and I thank and congratulate all my colleagues who, without knowing each other, all came together hand in hand to achieve a common goal.’

Nora Romero Smith, Hay Festival Xalapa volunteer



SPONSOR BRANDING VISIBILITY

'Xalapa hosts one of the most important literature festivals in the world.' Sopitas

BANNERS PLACED



IN FESTIVAL VENUES

LOGOS PROJECTED



AT THE START OF
EVERY EVENT

LOGOS PLACED
PROMINENTLY



IN THE FESTIVAL PROGRAMME

LOGOS FEATURED ON THE
HAY FESTIVAL WEBSITE



VISITED BY OVER 4 MILLION
PEOPLE EACH YEAR

SPONSORS INVITED



TO THE FESTIVAL'S CELEBRATIONS

SPONSORS MAKE IT POSSIBLE
TO GIVE AWAY 30%



OF ALL TICKETS FREE
TO STUDENTS

SPONSORS MAKE IT POSSIBLE
FOR VULNERABLE CHILDREN



TO ATTEND HAY FESTIVALITO



SPONSORS

'A festival that has put Mexico on the map of America.' Ricardo Cayuela, Conaculta

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revista **GATOPARDO**

MAX
Museo de Antropología de Xalapa
Universidad Veracruzana

1888 **125** 2013
AÑOS
EDITORIA DE GOBIERNO DEL ESTADO DE VERACRUZ

OSX
Orquesta Sinfónica de Xalapa
Universidad Veracruzana

THANKS TO

Alfaguara, Penguin, Random House, Planeta, Fondo de Cultura Económica, Almadía and Océano. Photos © Daniel Mordzinski.

‘A festival that generates knowledge and meetings of minds; a festival that has put Mexico on the map of America.’

Ricardo Cayuela, Publishing Director of Conaculta
for the newspaper El Universal

‘Xalapa: five years of universal culture with Hay...the contribution of an Anglo-Indian writer was the icing on an already strong programme, predominantly literary but open to all different kinds of art.’

El País

‘Hay Festival Xalapa, considered to be one of the most important celebrations of literature in Latin America, arrives for its fourth edition.’

El Sol de México

‘Álvaro Cueva always tells us to “fight” to see this or that programme on TV; I say that the same is true of this festival: “fight” to go next October.’

Fernando de la Torre, Milenio

‘Hay Festival brings to the country writers, photographers, artists and musicians. All come together to give to the audience a little of that something that provokes them, and that can be found in their art.’

Yuriria Sierra, Excélsior



‘The Hay Festival is back with its dazzling list of guests and speakers, including multi-award-winning figures from the worlds of literature, journalism, music, science, art and film.’

Gatopardo

‘Xalapa hosts one of the most important festivals of world literature with the Hay Festival, with its enviable programme of panel discussions, exhibitions, concerts and film screenings, all of which make it an unmissable event for addressing urgent issues through art.’

Sopitas

‘It seems important to me that the Hay Festival, a famous international festival which brings together truly important people from the worlds of art and culture, not only writing, has chosen Xalapa as the city in Mexico in which it should take place.’

Margo Glantz, writer

‘Thanks to books and writing I have been able to connect with readers who I never imagined while I was writing, and that to me is what it means to be in Xalapa today.’

Yolanda Reyes, writer

‘When you are here, you discover the importance of the city and what culture is. The city we live in, where we participate, that’s what stimulates us.’

Xavi Ayén, journalist

‘If you are interested in interesting conversations, political dialogue and artistic vision, Hay Festival will surpass your expectations.’

Cheryl Suzack, researcher

‘With more than 70 events, Hay Festival is not only about literature and the literary world, but also about promoting the exchange of ideas and freedom of expression, addressing topics of social interest.’

La Grilla del Sur

HAY FESTIVAL.ORG

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