



# FESTIVAL REPORT



## HAY FESTIVAL Cartagena de Indias 26–29 enero 2012



LITERATURE



IDEAS



MUSIC



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JANNE TELLER



# THE FESTIVAL

**HAY FESTIVALS IS AN INTERNATIONAL ORGANISATION based in Hay-on-Wye (Wales), with a London office. The festivals explore and celebrate ideas through literature and the arts and, since our first festival in Hay 25 years ago, have expanded globally to 15 locations. In addition to Cartagena these are: Segovia, Nairobi, Kerala and Xalapa.**

We have collaborated with the creators of other successful literary festivals in Mantova (Italy) and Parati (Brasil). We also run the B39 project, which took place in Bogota in 2007 and Beirut in 2010, where we select and promote the best young writers, working with UNESCO and their project World Book Capital.



In 2009, Hay Festival was awarded the **Queen's Award** for Enterprise: International Trade, for its work creating festivals outside the United Kingdom, promoting cultural productions and helping to improve literacy levels.



**SERGIO RAMÍREZ, CARLOS FUENTES AND JUAN MANUEL SANTOS**

Hay Festival Cartagena de Indias, now in its seventh year, has established itself as one of the most popular cultural events in Latin America, attracting in January 107 artists and an estimated audience of 39,000 (20 per cent more than in 2011). The keys to its success are the international presence, variety of events and interaction between artists and audience.



# THE FESTIVAL IN NUMBERS

**4** days more than **100** artists

**39.000** visitors

events in **10** barrios of Cartagena

**94** events in Cartagena, Riohacha and Cali

Artists from **20** countries

**5** concerts **1** dance performance

**30** events for children and young people **1** poetry performance

**53** audio recordings of the events available free of charge on our website

**3.000** children took part in the Hay Festivalito Comunitario and the program Hay para Leer

**230** accredited journalists **4.500** free tickets for students

**4.000** users on social networks

**3.200** users on Facebook and **6.600** impressions from Colombia, Spain and USA

**2.400** users on Twitter

**18%** increase on book sales during the festival (from the year 2011)





# THE FESTIVAL IN WORDS

'A FESTIVAL THAT DEFINITELY IS MUCH MORE THAN LITERATURE'

***El Tiempo***

'..the Hay Cartagena festival is now in its seventh year and has its own distinct identity, attracting a growing and eclectic crowd of intellectuals mainly from the Anglo-Saxon and Hispanic worlds.'

***Reuters***

'...impossible to criticise'

**Juan Carlos Botero for *El Espectador***

'The Hay Festival helps to popularize culture'

***El Comercio***



**BEN OKRI**

'Whether you go for the festival buzz, the beauty of the old town or the perfect winter climate, Cartagena, as the novels of García Márquez prove, is pure magic.'

***The Telegraph***

'Hay Festival Cartagena has consolidated itself as a literature sanctuary'

***ABC***

'An ovation for its organisers, who have managed to consolidate the event and make it accessible to people'

***El Espectador***

'Unlike other festivals that I have attended, Hay seems to me a true celebration of arts and literature, where the emphasis is on the work instead of any other external elements'

**Rodrigo Rey Rosa for *El País***



**CARLOS VIVES**



# THE FESTIVAL IN THE MEDIA

**31** national newspapers and magazines

**13** international media outlets

**9** national TV channels

**14** national radio stations



**735** articles in the national press

**42** articles in the international press

**615** 615 minutes of TV coverage

**2.207** 2,207 minutes of radio coverage (1294 minutes in 2011)



# THE FESTIVAL AND ITS SPONSORS: BRAND PRESENCE

- Brand presence in the outside and inside of festival venues
- Logos shown at the beginning of each event
- Logos shown in the festival's TV ad, aired nationally
- Projects and events of different sponsors with specific objectives and purposes
- Logos in the festival brochure (20,000 printed copies)
- Logos included on the festival website, with approximately 4 million visits



SALÓN DEL REY'S INTERIOR



TEATRO ADOLFO MEJÍA'S EXTERIOR





# HAY FESTIVALITO COMUNITARIO

Hay Festivalito Comunitario is an ongoing project where we work with local organisations to create a forum for children and young adults from vulnerable communities.

They are introduced to a wide range of culture, which has the potential to offer them a better future. Fundación PLAN International are our partners.



HISTORY WORKSHOP WITH DIANA URIBE

**Number of communities taking part in the project: 10** (Puerto del Rey, El Pozón, Las Palmeras, Membrillal, Bayunca, La Boquilla, Tierra Baja, Ciudad Amurallada, Turbaco y Comuna15)

**Workshops and events: 16**

**Writers: 9**

**Number of children and young adults taking part in the events: 3000**

Number of children and teachers that benefited from the educational project **HAY PARA LEER** (educational project Punto de Partida) which works with teachers and students to improve literacy:

**79** teachers  
and **2490** children



MUSIC WORKSHOP WITH HYPNOTIC BRASS ENSEMBLE



STORYTELLING WORKSHOP





# HAY FESTIVAL RIOHACHA

HAY FESTIVAL RIOHACHA BRINGS THE HAY FESTIVAL EXPERIENCE to the guajiros. The project is the result the close collaboration between the Hay Festival team and Cerrejón.

37 writers and international artists had taken part since 2008. Each year, we also programme a Hay Festival Riohacha event in Cartagena.



In 2012:

**10** events for children and adults Audience of **2000**

**2** educational events **12** artists **2** workshops

**3** international guests: Joumana Haddad, Ana Cristina Herreros and Sergio Ramírez

**1** parade (with more than 100 artists and local audiences)

**Palabras en Tránsito:** educational activity within the festival programme.

It reached **7** schools and **150** local children.

**Grandes Escritores,** short story competition. **120** children between

10 and 16 years of age took part.



# HAY FESTIVAL IN COLOMBIA

As part of our pledge to promote culture, we have brought the festival to others cities in Colombia and have explored different ways of engaging with our audiences:

**Online interviews: Dialogue with the artists:** Via the festival website people sent questions to participating authors who answered them online in real-time.



OSCAR GUARDIOLA AND MARIO BELLATÍN



ANDREW DAVIES

**Gas Natural S.A., ESP and Electricaribe**  
Thanks to the support of these companies, the Hay Festival Authors Collection has been created in the libraries of El Pozón community centre and La Boquilla and Las Palmeras cultural centres. Hay Festivalito provides books by authors of the festival. The collection will therefore grow year by year. Other literary activities were presented by the Spanish writer Ana Cristina Herreros.

**British Council Colombia:** Since 2010, Hay Festivals and the British Council have established a global partnership, working together to bring the best writers and thinkers from the UK to an international audience. Andrew Davies, Ben Okri, Marcus du Sautoy and others participated in events, accompanied by 300 college students from bilingual schools. The BC also collaborated with the Festival in the production of Hay Festival Cartagena's daily news sheet (Hay Para Contar).



ANA CRISTINA HERREROS



# HAY FESTIVAL IN COLOMBIA

## HAY FESTIVAL author events in Cali

On Monday 30 January 2012 two events took place at the Icesi University in Cali, with Mark Lynas, Francisco Goldman and Daniel Alarcón. The events were sponsored by Anna and Henry Eder and Harinera del Valle S.A.

## HAY FESTIVAL national and international editors

On Friday 27 January 2012, several international editors and other leading figures in the book industry came together with the support of Proexport and the Colombian Book Council. This collaboration will continue in the form of promoting and encouraging business relationships within the industry.

Participants: Nicole Witt (Ray-Güde Mertin Literary Agency, Germany), Gustavo Guerrero (Editorial Gallimard, France); Jennifer Hewson (Rogers, Coleridge and White Agency, UK), Philip Gwyn Jones (Portobello Books, UK) and Eduardo Rabasa (Sexto Piso editor, Mexico).



## National Short Story Competition

The RCN and Ministry of Education National Short Story Competition is an initiative to encourage learning and the promotion of creative writing and reading to Colombian students and teachers. For four years that the competition has been running, this teaching project has received more than 155 million stories written by students from the first year of high school up to university level, and from teachers and heads of subjects in state and private institutions. The initiative has used tools such as online forums, blogs, teacher networks, news-feeds and the publication in anthologies of the winning stories. In addition, workshops on creative writing are held, with teachers receiving visits from literary figures who share their knowledge. From the beginning, Hay Festival has lent its support.

## Hay Festival Cartagena de Indias on-line

Thanks to our partnership with EPM, 12 festival events were streamed live to public 35 libraries in Medellín; the libraries website receiving 32605. EPM also sponsors the festival blog, with imagines by Daniel Mordzinski.



# HAY FESTIVAL AND THE LOCAL COMMUNITY

The festival works in partnership with local communities and businesses:

**Hay Para Leer (Punto de Partida):** educational literacy project for teachers and students.



**Volunteers programme:**

12 young people from Cartagena experience Hay Festival Cartagena de Indias working as volunteers for the Coordination team.

**Students** we give 20% of the ticket allocation to students free of charge





# THE FESTIVAL IN PICTURES



FROM TOP LEFT TO BOTTOM RIGHT: SANTIAGO GAMBOA, CLAUDIA PIÑEIRO AND MARIO MENDOZA; WOJTEK JAGIELSKI AND JAIME ABELLO; CARLINHOS BROWN CONCERT; NÉLIDA PIÑÓN; SUSANA BACA; MARTIN MURILLO AND MICHAEL NYMAN; HYPNOTIC BRASS ENSEMBLE WORKSHOP; JONATHAN FRANZEN AND JUAN GABRIEL VÁSQUEZ



# MORE ABOUT HAY FESTIVAL CARTAGENA DE INDIAS 2012

## Colombia emerges from violence

By Carlos Fuentes (extracts from article published in *El País* newspaper, 8 February 2012)



CARLOS FUENTES

'To the Cartagena gathering came the new generation of Latin American writers. The Bolivian Edmundo Paz Soldán, the Argentinian Claudia Piñeiro, the Mexican Xavier Velasco, the Brazilian Nélida Piñon, the Peruvians Mario Bellatín and Gustavo Rodríguez, the Nicaraguan Sergio Ramírez, the Spaniards Carmen Posadas y Javier Moreno, the Guatemalan Rodrigo Rey Rosa and the Colombians Belisario Betancur, Santiago Gamboa and Juan Gabriel Vásquez. As well as the Nigerian Ben Okri, the Italian Bruno Arpaia and the US writer Jonathan Franzen, which latest book 'Freedom' is an extraordinary insight into the USA today. To characters and plot, Franzen adds, with 'freedom', history and ethics, politics and news, psychoanalysis and essays, from (only apparently) an outside context. psychoanalysis and essays, from (only apparently) an outside context.

Together with Sergio Ramírez and Javier Moreno, I took part in an event in Teatro Adolfo Mejía with the President of Colombia. Addressed to an audience that filled the venue, the talk was varied but focused on 'ideas for a changing world'. What impressed me was that President Santos appeared in a public arena, open to all: how many other Latin American heads of state would participate so readily in an open event?'





# MORE ABOUT HAY FESTIVAL CARTAGENA DE INDIAS 2012

## Did Davos man pick the wrong destination?

By Michael Stott for *Reuters* (Cartagena, Tuesday January 31, 2012)

More than 2,000 of the world's top business and political leaders gathered last week in the Swiss ski resort of Davos looking for solutions to the world's problems. But were they in the right place? Half a world away, in the balmy Caribbean colonial city of Cartagena, a very different type of "global conversation" was taking place.



(...) The global Hay Festival agenda - once described by former U.S. president Bill Clinton as *"the Woodstock of the mind"* now stretches well beyond literature and the arts to encompass freedom of expression, climate change, conflict resolution and human rights and has spawned a worldwide network of events from Bangladesh to Mexico.

(.....) *"Hay is a Renaissance-style festival focused on solving humanity's problems through literature, science and philosophy while Davos is a more technocratic affair,"* said Mauricio Rodriguez Munera, Colombia's ambassador to Britain and a past attendee at both Davos and Hay Cartagena. *"Hay is a richer experience and perhaps a more lasting one."*

(.....) Among those choosing Cartagena over Davos this year was Colombian President Juan Manuel Santos. He was in the Swiss Alps last year but this time joined a panel at the Hay Festival where he made news by proposing a joint global effort to legalise drugs and kill off the profits made by organised crime from the trade in narcotics.



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PATROCINADORES



COLABORADORES

PATROCINADOR ESTUDIANTES

SOCIOS GUBERNAMENTALES



SOCIOS MEDIÁTICOS

PATROCINADOR COLECCION AUTORES DEL FESTIVAL

APOYO CALI



ELECTRICARIBE



Anna & Henry Eder

SOCIOS GLOBALES

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