

HAY FESTIVAL SEGOVIA, SPAIN 2016

FESTIVAL REPORT



9, 17-25 September 2016
hayfestival.org

“Hay Festival turns Segovia into a meeting of minds. The eleventh edition brings together international voices from the worlds of literature, art, philosophy and economics to debate and exchange ideas”

Spanish daily, El Pais, September 2016



All photographs by Javier Salcedo

Concert by students of the Escuela Superior de Música Reina Sofía, sponsored by Fundación Albeniz and Fundación Prosegur at the Félix Ortíz Gardens

“Hay Festival Segovia enters its second decade reinvigorated and more committed than ever to offering a safe haven for the arts, a place to explore new ideas and to celebrate the classics, drawing inspiration and strength from the past and the present, while looking to the future. Our approach to meeting the challenges the world faces is based on the transformative power of the word.”

María 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 Hay festivals in Europe, Central 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.

“Nobody has ever really defined it better. The festival that former US President Bill Clinton described as a ‘Woodstock of the mind’. This is the spirit behind Hay Festival Segovia, represented by the co-existence of mosques, a Jewish quarter, an Alcazar and cathedral... But we shall call it the Benicassim of the mind.”

El Cultural – *El Mundo*

Overview Of 2016 Festival

Celebrating its eleventh edition in 2016, Spain’s biggest arts event again demonstrated its ability to surprise, attracting an eclectic array of home-grown and international talent to this historic and scenic city in the heart of Spain.

This year’s programme combined classical traditions and new ideas, providing a platform for inspirational speakers to stimulate the mind. Four hundred years after the deaths of Shakespeare and Cervantes, we found something new to say about them and their lesser-known contemporary, Inca Garcilaso. At the same time we reflected on more immediate concerns through debates about the future of Europe and discussions on innovations, design and architecture.

Sponsors And Partners

As in previous years, Hay Festival Segovia 2016 was made possible by our sponsors and partners, all of whom are listed at the end of this report. Some have supported individual events, others are part of a global strategic partnership. Hay Festival Segovia would also like to thank Segovia City Hall, Diputacion of Segovia and the regional government of Castilla y León for their help and support once again. We are grateful to BMW and RENFE for providing the official transport and collection of vintage cars and fire engines. Through their involvement they can demonstrate their commitment to the arts and also reach the Festival's diverse public.



The Poetry Whisperers in Plaza Mayor

Hay Festival Segovia was nominated among the top 50 institutions in Spain, by the Observatory of Culture, whose report appeared in February 2017. It was one of only three from the region of Castilla y León, so this is a huge accolade for the annual event.

The Opening Ceremony

On Saturday 17 September, this year's event began, as in previous years, aboard an AVE high-speed train generously lent again by RENFE, Spain's state rail operator. In conjunction with the Sabadell Foundation, the Spanish daily *El País* and *The Times of India*, the opening discussion explored the digital revolution that shapes our lives. Taking part in the discussion at IE University's Convent of Santa María Real were Simon Manley, the British Ambassador to Spain, Rafael Benjumea, president of the Board of Trustees at IE university, Pablo Vazquez, president of Renfe, Javier Goma, director of the Fundación Juan March, David Alandete, joint deputy editor of *El País*, and Clara Barabes, senior economist at BBVA Research. Chaired by Deleep Padgoankar of *The Times of India*.

After the debate, the first two exhibitions of the Festival were opened: works by Spanish sculptor Carlos Albert positioned underneath Segovia's aqueduct and in the Félix Ortiz gardens; and a sound installation by Norwegian artist Per Barclay in the Alhóndiga. There were saxophone and piano concerts during the day.



IE University became a social hub

“Hay Segovia is a festival of ideas that aims to change the world. The event in the city once shared by three cultures, reflected by its legacy of mosques, its Jewish quarter and cathedral, highlights the role of culture in bringing people together.”

Spanish daily, *Cinco Dias*



Iglesia San Nicolas

“Conversations to quench a reader’s thirst...it creates a complicity that brings people back year after year. It’s the guests who change.”

Spanish newspaper, *El Norte de Castilla*

Celebrating Shakespeare And Cervantes

The British Council and Acción Cultural Española (AC/E) joined forces to celebrate the lives and works of Shakespeare and Cervantes, both of whom died 400 years ago.

AC/E's Miguel EN Cervantes was an exciting initiative aimed at bringing the Spanish playwright to contemporary readers over the course of the year. AC/E commissioned a graphic novel version of *El Retablo de las Maravillas* (*The Marvelous Puppet Show*), in which Cervantes explores how fiction and reality merge, and the challenge of writing a reliable autobiography. The two-month-long visual arts exhibition at Palacio Quintanar extended the duration of Hay Festival Segovia into October.

Spanish writers Antonio Muñoz Molina and Andrés Trapiello discussed their shared literary passion, *Don Quixote*.

AC/E also organized two of the most popular events of the festival: an open-air class for young volunteers in the use of weapons during the time of Shakespeare and Cervantes, followed by recreating *Don Quixote's* duel with the Knight of the Mirrors, and *Hamlet's* with *Laertes*. Both of these attracted huge audiences in Segovia and Turégano.

AC/E and the British Council explored the influence of Shakespeare and Cervantes, identified by 12 contemporary, international writers, who were commissioned to write an original short story as a tribute to these giants of world literature. Deborah Levy, Kamila Shamsie and Marcos Giralt Torrente, three of the authors in this anthology, discussed their relationship with the two iconic authors. The result was *Lunatics, Lovers and Poets: Twelve Stories after Cervantes and Shakespeare*, with an introduction by Salman Rushdie. (The title was inspired by the lines spoken by Theseus in *A Midsummer Night's Dream*: "The lunatic, the lover, and the poet/Are of imagination all compact". One of the highlights was a poetry reading from Shakespeare and Cervantes in the Garden of San Marcos del Romeral.



Celebrating Shakespeare and Cervantes, Plaza San Martin

"There are a lot of literary festivals these days, but they are not all the same. The major events may be similar, with famous writers promoting their latest books, but it is the smaller events on the programme that really give a festival its character and often prove the most memorable. One of the special things about Hay Festival Segovia is that the events take place in historic buildings. My favourite festival venue is, however, not a building but a garden."

Annie Bennett, *Daily Telegraph*

The Spanish Agency for International Development Cooperation (AECID), the main management body for Spanish cooperation, which works to combat poverty through sustainable human development, brought together Spanish writer Vicente Molina Foix and Peruvian novelist Santiago Roncagliolo to discuss 400 years of Miguel Cervantes and his contemporary Inca Garcilaso: two very different visions of 17th-century Spain and Latin America respectively.

On a different theme, the British Council addressed the twentieth century's legacy of global turmoil through the work of writers Owen Sheers and Adam Foulds. Meanwhile, journalists Duncan Campbell and Lorenzo Silva explored our fascination with crime.



Garden of San Marcos del Romeral

“Spain’s unique fiesta of ideas is more cosmopolitan with each year: a non-partisan space that welcomes all expressions of creativity. Segovia’s plazas, gardens, palaces and convents host art, Shakespearian duels, readings, conversations and exhibitions of all kinds.”

Spanish news agency, *EFE*



Convento Santa Maria La Real

*“...for placing a small Castillian city on the map of
the most important cultural events in the world”*

Spanish daily, *El Adelantado de Segovia*

POETRY, MUSIC AND FILM

One of the UK's best-loved film actors, Julie Christie, visited Hay Festival Segovia to pay homage to two Latin American poets, Nicolás Guillén and Pablo Neruda. She read from a selection of their work translated into English. Known for her roles in *Doctor Zhivago*, *Darling* (for which she won an Oscar), and more recently, *Away from Her* and *Afterglow*, Julie Christie is a multi-talented artist committed to human rights and environmental protection. Rosa Bosch, co-founder of production companies Tequila Gang and Cubanstar, read the same poems in Spanish.

Spain's Telefónica Foundation presented *From the Metro to the Metropolitan*, a conversation between its director, Almudena Bermejo, Spanish music critic Jesús Ruíz Mantilla and Peruvian tenor Juan Diego Flórez (recognised internationally as the best bel canto tenor today). Designated by Pavarotti as his successor in repertoires by composers such as Rossini, Bellini and Donizetti, Flórez has just been appointed Telefonica's new ambassador and discussed his career and projects such as his foundation in Peru to discover new talents among disadvantaged children.

This year's cinema included a German film season with the support of the Goethe Institut, French cinema with the support of the Institute Française, and works from Hungary, Poland, Czech Republic and Slovakia. The British Council supported a film version of Sarah Frankcom's critically acclaimed stage production of *Hamlet*, with BAFTA nominee Maxine Peake in the title role. Peter Florence, director of Hay Festivals, introduced the screening.

The evening ended with the screening of BAFTA prize-winning short films of 2016.

“The dreams of Cercas, Arzak, Arsuaga and Thorne come to life in Segovia. This project combines design and creativity with science, literature, architecture and cuisine.”

Spanish daily, *ABC*



THE WORKSHOP OF DREAMS

In conjunction with the American Hardwood Export Council (AHEC) and IE School of Architecture & Design, Hay Festival Segovia created an exhibition entitled *The Workshop of Dreams. Building the Dreams of ...* This was a celebration of the design potential of working with wood.

This global project brought together four renowned designers – Izaskun Chinchilla, RCT Architects, Jacob Benbunan and Benedetta Tagliabue – to interpret the dreams of Spanish super-chefs Juan Mari and Elena Arzak, Spanish writer Javier Cercas, paleontologist Juan Luis Arsuaga, and Martha Thorne, director of the Pritzker Prizes. The result was four beautiful and innovative objects made out of American hardwoods.

“In the medieval palace of Henry IV, home of the Esteban Vicente Museum, dream-inspired wooden sculptures were in perfect harmony with its Gothic arches.”

EFE

The workshop of dreams provided the inspiration for a number of events, with participants taking part in panel discussions, while the creations themselves attracted record attendances at the Esteban Vicente Museum were they were displayed for two months after the festival.



Connecting India And Spain

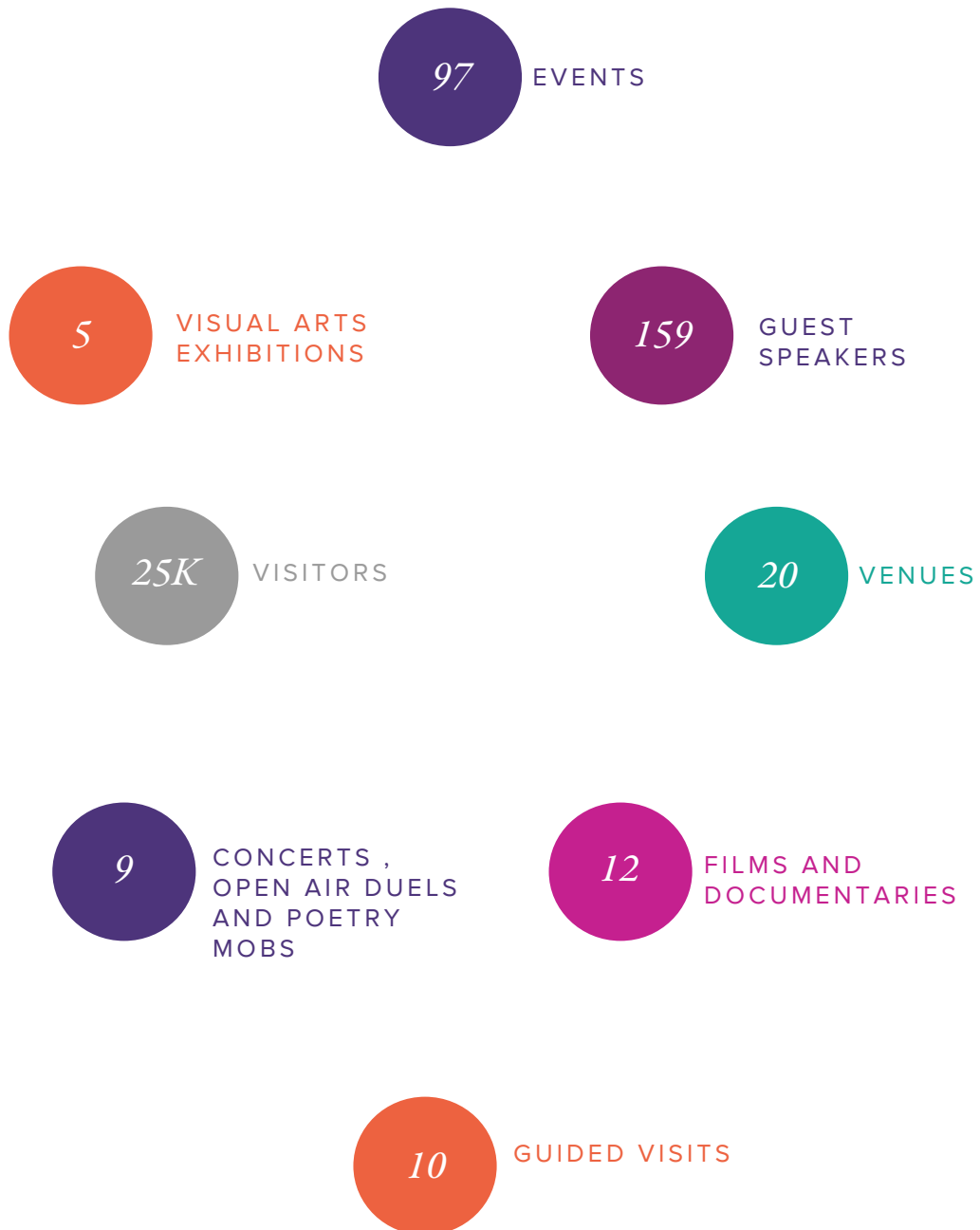
This year's guest country at Hay Festival Segovia was India, celebrating 60 years of diplomatic relations with Spain. In conjunction with the Indian Ministry of Culture, Sahitya Akademi, the Indian Embassy and IE University, AC/E invited veteran journalist Dileep Padgaonkar and writers A.Sethumadhavan, Anarudha Roy and Kiran Nagarkar. Baroness Usha Prashr debated globalism and multiculturalism with Santiago Iñiguez.

Writer, literary activist and publisher Namita Gokhale, co-founder and co-director of the Jaipur Literature Festival (JLF) and of 'Mountain Echoes': A Bhutan Literature Festival, discussed her work promoting Indian literature around the world. Hay Festival Segovia recreated the JLF Book Mark initiative, in collaboration with Neeta Gutha and Namita GorKhale and AC/E, providing a meeting point for literary agents, authors, editors, and translators to discuss new projects and to sign contracts, establishing an unbeatable stimulus to cultural and business relations between India and Spain.

Representing contemporary Latin American literature were Argentinians Claudia Piñeiro and Andrés Neuman, and Colombian writer Pablo Montoya.

Completing Hay Festival Segovia's international line-up were Hungarian writer Peter Gardos, whose book *Fever at Dawn* has been a major publishing event in 30 countries; Hannah Rothschild, chair of the Board of Trustees of London's National Gallery who has just published her first novel, *The Improbability of Love*, and Andrea Wulf, whose *The Invention of Nature* has been acclaimed as one of the best books of 2016.

The Festival in Numbers



Media Coverage Of Hay Festival Segovia



Peter Florence, Director of Hay Festivals

The twittersphere was buzzing with #HayFestivalSegovia. It was a trending topic on Friday 23 and Saturday 24 September and received extensive coverage in broadcast media, totalling more than 1,000 pages in the Spanish and international press. 2016 attracted more coverage on television and radio than ever before.

Spain's media played a central role in Hay Festival Segovia. Alongside Spanish newspapers such as *ABC*, *El Mundo* and *El País*, and provincial dailies *El Norte de Castilla*, *El Día de Segovia* and *El Adelantado de Segovia*, the event was featured in leading publications *The Economist*, *Harper's Bazaar* and *Vanity Fair*. The total value of media coverage has been calculated at in excess of three millions euro.

The national news channels of Spain covered the festival, and there were more than five hours of radio broadcast. The most important national radio programme

“el ojo critic” on rtve transmitted directly from Hay Festival Segovia, interviewing headline speakers such as Juan Diego Florez and Juan Luis Arsuaga.

As ever, the Festival provided a wide range of subjects that included poetry, the future of Europe, the legacy of the Hungarian Revolution, how best to promote and protect the arts, and how to showcase new Spanish writers. There were also workshops on the Arab world, sport, Brexit and the health of Spanish democracy. There was comprehensive coverage on TV channels and social media.

Debates on economics and politics included Guillermo de la Dehesa, Fernando Savater, Fernando Méndez de Andes, Javier Goma, Ramón Pérez Maura, Michel Cox and Jose Ignacio Torreblanca.

Spanish publishers Fundación Lara, the cultural foundation run by Grupo Planeta, brought some of the most interesting and relevant writers from around the world to discuss their work. Among them were Santiago Posteguillo, Fernando Savater, Rosa Montero, Nativel Preciado, Boualem Sansal, Hélène Carrère d'Encausse, Lorenzo Silva, Fernando Grande-Marlaska, Juan Cruz, Vicente Molina Foix and Juan José Millas.

The events attracting the most international media attention were conversations with Spanish best-selling writer Julia Navarro and Ireland's John Banville.

Hay Festival Segovia would also like to thank Segovia City Hall, Diputación of Segovia and the regional government of Castilla y León for once again helping and supporting the event.

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 Extremad



“I overheard somebody say while standing in a long queue to see one of the events at this year’s Hay Festival Segovia what a miracle it is in today’s world to organize an event with hundreds of activities, many of them simultaneously, and to fill them with an audience that is not only delighted but prepared to pay to listen to writers, journalists, architects, artists, academics and political scientists.”

Spanish Daily *El País*

“Conceptual art, design, Cervantes and even graphic novels and sculpture are among the highlights of the eleventh edition of the festival.”

Spanish daily *El Adelantado de Segovia*

“Ideas come to life at the Hay Festival. The international arts forum that puts Segovia at the heart of Spanish culture this weekend.”

EFE

“The 11th edition of Hay Festival Segovia has broken attendance records with 25,000 visitors who attended 97 events covering art, science, cinema, literature, philosophy, politics, economics, journalism and sports.”

Spanish online publication, *Eldiario.es*

“A hundred or so events held in around 20 locations attracted record attendance numbers in Hay Festival Segovia’s 11-year history, making this year’s event the most successful ever.”

‘Leer’ magazine

“Hay Festival: teeming with literary life.”

Spanish daily *ABC*



Index of Speakers

AGANZO, Carlos
ALANDETE, David
ALBA, Ramón
ALBERT, Carlos
ALEMANY, Luis
ALTARES, Guillermo
ARAUNA, Oliva
ARSUAGA, Juan Luis
ARZAK, Elena
ARZAK, Juan Mari
ASSÉMAT, Ludovic
AUSTERFIELD, Adam
BACA, Teresa
BANVILLE, John
BARCLAY, Per
BARRABÉS, Clara
BARRIGÓS, Concha
BAUM, Gerhart
BENBUNAN, Jacob
BENEYTO, José María
BENJUMEA, Rafael
BERÁSTEGUI, Pablo
BERNUÉS, Fernando
BOSCH, Rosa
CABALLERO, Ernesto
CALDERÓN, Manuel
CAMPBELL, Duncan
CAMPUZANO, Susana
CANDEIRA, Matías
CARRÈRE D'ENCAUSSE, Hélène
CASANI, Borja
CERCAS, Javier
CHINCHILLA, Izaskun
CHRISTIE, Julie
CLEMENTE, Silvia
COLINAS, Antonio
COX, Michael
CRUZ, Juan
CUETO, Luis
DE ANCA, Celia
DE ANDRÉS, Pedro
DE AREILZA, José María
DE CUENCA, Luis Alberto
DE LA DEHESA, Guillermo
DEL PINO, Javier
DEL RIEGO, Marta
DOMÍNGUEZ, Carmen
DOMÍNGUEZ, Íñigo
ESPERANZA, Jesús
FERNÁNDEZ MÉNDEZ DE ANDES, Fernando
FLORENCE, Peter
FLORÉZ, Juan Diego
FOULDS, Adam
FUENTES, Isabel
FUETTERER, Stephan
GARCÍA CALERO, Jesús
GÁRDOS, Péter
GARMENDIA, Ignacio
GAVÍN, Ana
GIL, Emilio
GIL-ROBLES, Álvaro
GIRALT TORRENTE, Marcos
GOKHALE, Namita
GOMÁ, Javier
GÓMEZ BÁRCENA, Juan
GONZÁLEZ-SINDE, Ángeles
GRANDE-MARLASKA, Fernando
GREATBATCH, Paul
GUPTA, Neeta
GWYNNE, Haydn
HAHN, Daniel
HAUSCHILD, Margareta
IÑIGUEZ DE ONZOÑO, Santiago
IZQUIERDO, Paula
JIMÉNEZ BURILLO, Pablo
JURANOVÁ, Jana
KASSIANDÈS, Nicolas
LARRAÑAGA, Miguel

Index of Speakers

LEVY, Deborah
LÓPEZ DE LAMADRID, Claudio
LÓPEZ, Óscar
LOSADA, Félix
LUCAS, Antonio
MACKAY, Andy
MANLEY, Simon
MANTILLA, Jesús Ruiz
MARCO MARTÍNEZ, Elvira
MARTÍN, Aurelio
MARTÍN GIRÁLDEZ, Rubén
MARTÍN RODRIGO, Inés
MCELVOY, Anne
MILLÁS, Juan José
MOLINA, César Antonio
MOLINA FOIX, Vicente
MONTERO, Rosa
MONTROYA, Pablo
MUÑOZ MOLINA, Antonio
MUÑOZ QUIRÓS, José María
NACHAWATI REGO, Leila
NAGARKAR, Kiran
NAVARRO, Julia
NEUMAN, Andrés
NOVÁK, Jan
PADGAONKAR, Dileep
PAGÉS, María
PÉREZ-MAURA, Ramón
PIGEM, Carme
PIÑEIRO, Claudia
POSADAS, Gervasio
POSTEGUILLO, Santiago
PRADO, Miguelanxo
PRASHAR, Usha
PRECIADO, Nativel
RICO, Manuel
RIVERA DE LA CRUZ, Marta
ROBINSON, Michael
RODRÍGUEZ MARCOS, Javier
RONCAGLIOLO, Santiago
ROSADO, Benjamín
ROTHSCHILD, Hannah
ROY, Anuradha
RUBIDO, Bieito
RUBÍN, David
SANCHO SANZ, Mar
SAN JOSÉ, Antonio
SANMARTÍN, Marina
SANSAL, Boualem
SANTIAGO, Marifé
SAVATER, Fernando
SCHOLTEN, Jaap
SETHUMADHAVAN, A.
SHAMSIE, Kamila
SHEERS, Owen
SILVA, Leandro
SILVA, Lorenzo
SISCAR, Lara
SNOW, Michael
SOWIŃSKI, Michał
TAGLIABUE, Benedetta
TARRIDA, Joan
THORNE, Martha
TORREBLANCA, Ignacio
TORRES PRIETO, Susana
TRAPIELLO, Andrés
TREMLETT, Giles
VALDIVIESO, Félix
VALERO, Enrique
VÁZQUEZ, Pablo
VIGUIER, Jean-Paul
DE HABSBURGO, Jorge
VON LAZAR, Arpad
WARD, Cristina
WULF, Andrea
ZUAZUA, Pedro

Fotografías de:
Roberto Arribas,
Pablo Martín and
Javier Salcedo

With thanks to all our Partners and Sponsors

COLABORADORES Y SOCIOS GLOBALES PRINCIPALES



COLABORADORES PRINCIPALES



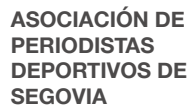
INDIA – ESPAÑA 2016. PAÍS INVITADO



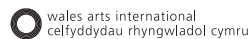
COLABORADORES Y PATROCINADORES DE EXPOSICIONES Y EVENTOS



COLABORADORES Y PATROCINADORES DE EXPOSICIONES Y EVENTOS



Onda Cero Segovia 98.3 FM
Onda Cero Cuéllar 103.1 FM



With Thanks To All Our Partners And Sponsors

SERVICIOS OFICIALES



PATROCINADORES DE SEDE



LA ALHÓNDIGA



IGLESIA SAN NICOLÁS



