

HAY FESTIVAL

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

FESTIVAL REPORT

Hay Festival Cartagena de Indias
30 January–2 February 2014



IMAGINE THE WORLD

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INTRODUCTION

'We offer a place to dream, to tell stories, tales and histories, and to share great ideas.'

Imagine spending months, years, negotiating peace with your enemy, seeking truth and reconciliation, a viable agreement. It's a complex and intense task that tests minds and hearts. Thanks, negotiators, for your courage and persistence. Thank you for listening to each other. Thank you for being there so that we can be here.

Because here, in Cartagena, we have space to dream, to tell stories, tales and histories, and to share great ideas; because here we can turn a monument to slavery into a palace of liberty; we can welcome the world in Colombia and recognize ourselves in tales of East and West, of cultures emerging and empires fading.

Hay Festival Cartagena is not a matter of life and death. If we get it wrong, the worst that can happen is that people are a little bored for a couple of hours. But if things go well, then maybe our minds will be illuminated and liberated, as we change our opinions, make friends and find new inspiration. We might also experience the greatness of good writing – the gift of understanding life from another person's point of view.

That will be when each of us are making this a better world, in our own way...

Cristina Fuentes La Roche
Director, Hay Festival Cartagena

THE FESTIVAL

The festival promotes culture and social responsibility, and celebrates dialogue

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

We run several festivals across the world: in the UK (Hay Festival since 1987), Spain (Segovia since 2006), Colombia (Cartagena de Indias since 2006), Kenya (Nairobi since 2008), India (Kerala since 2010), Mexico (Zacatecas in 2010 and Xalapa since 2011), Lebanon (Beirut since 2012) and Hungary (Budapest since 2012).

We have also collaborated in the creation of other leading literary festivals such as Mantova in Italy and Parati in Brazil. We run the B39 Projecto, which was launched in Bogotá in 2007 and took place in Beirut in 2010, through which we select and promote young writers, working in collaboration with UNESCO and its World Book Capital project. This year we are working on another project in the same family – África39.

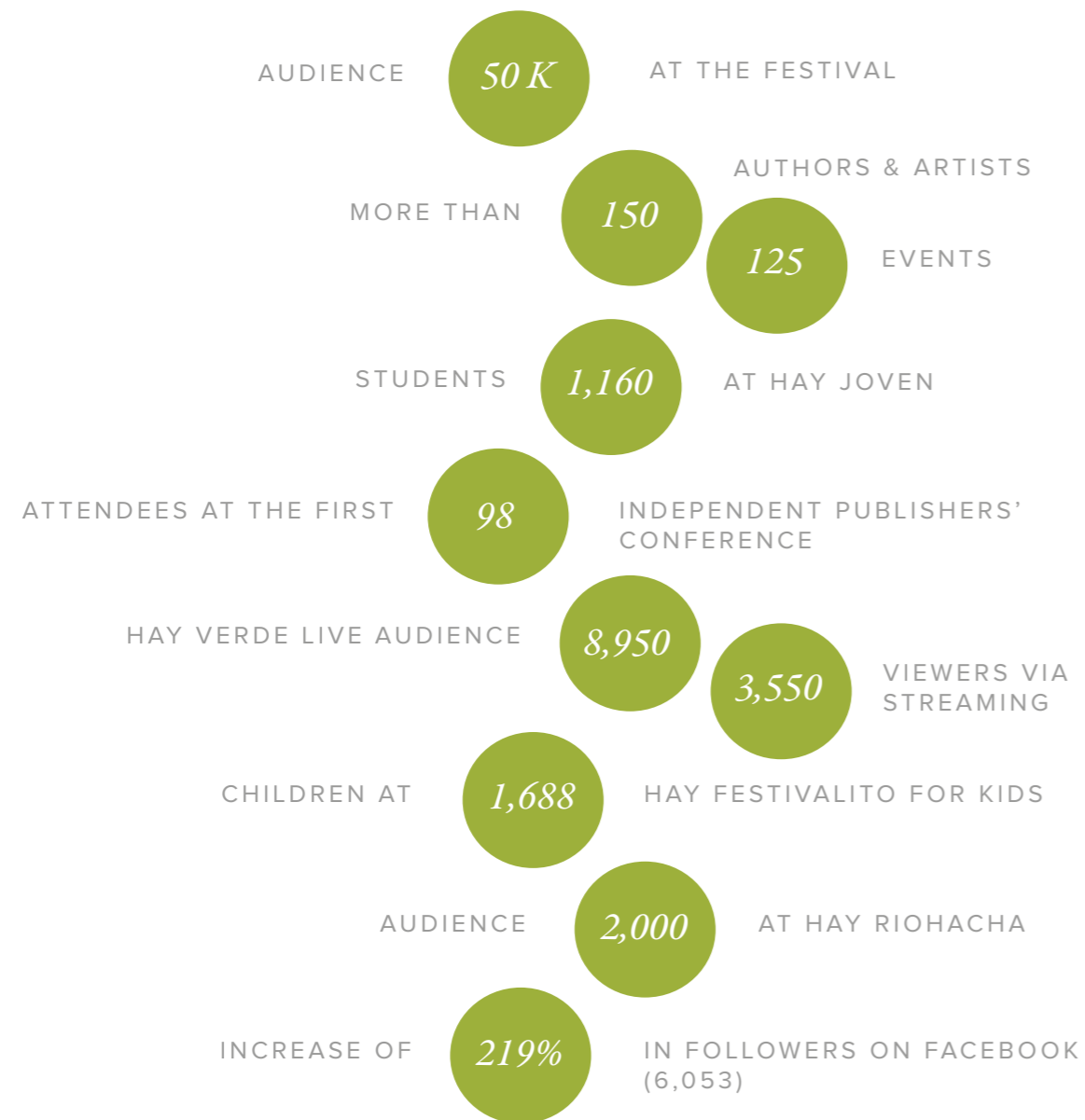


Hay Festival Cartagena de Indias promotes culture and social responsibility. Literature, visual arts, film, music, geopolitics, journalism, environment...all mix together in an atmosphere of dialogue and celebration.

- ✦ Local and international promotion of literature, debate, cultural exchange, education and development.
- ✦ Accessible and inclusive events with international artists.
- ✦ Social responsibility and education. Twenty per cent of tickets to all events are free to students, and Hay Joven is a programme of events just for students.
- ✦ Hay Festival for children and young adults: the Hay Festivalito Comunitario programme for children, continued programmes of encouragement in reading and reading comprehension (the Crecer Leyendo – Grow Up Reading – scheme) and the RCN–Education Ministry Short Story Competition. On these projects we work with Plan Internacional, supported by Cartagena Town Council, Bolivar Local Government and RCN Radio-Television.
- ✦ Partnerships with institutions, private and public enterprise, local and international companies, in order to maximize the impact of our model and to secure its accessibility for the local population.

THE FESTIVAL IN NUMBERS

'I read and I write stories without anyone telling me to do it. And that makes me very happy.'



THE FESTIVAL IN THE MEDIA

*'It was the best festival I've ever been to.
A marvellous, stimulating programme.'*

Press statistics

- ✦ Three press conferences in advance: launching Hay Festival in Bogotá, Cartagena and Riohacha.
- ✦ Three press conferences during the Festival: for the launch of the Michael Jacobs Grant, and for Gael García Bernal and Juan José Campanella.
- ✦ 250 journalists from 67 national and international media organisations: 10 international media and 57 national and regional media.
- ✦ International media from 9 countries: Argentina, Brazil, Spain, France, Wales, Mexico, England, Iran and Venezuela.
- ✦ More than 578 mentions in the media (reviews, journals and digital media) nationally and regionally since the festival launch.
- ✦ Special features in at least 4 print media: El Heraldó (Travesías Review), Cromos, El País de Cali (Gaceta Review), El Tiempo (Books Section).
- ✦ 140 articles and mentions broadcast on regional and national programmes.



- ✦ Constant broadcasting during the 4 days of the Festival on Colombia National Radio and Radiónica.
- ✦ 35 programmes on television and mentions on 10 national TV channels.
- ✦ 14 hours of 10 events broadcast live via the Señal Colombia channel.
- ✦ Accredited journalists and media were given access to photos of events and notable moments at the Festival through a Google+ account that enabled them to download gratis images of Hay Festival for media publication.
- ✦ 10 press releases were disseminated, with information of interest to all media organisations, as well as the interviews that took place with artists and speakers, before and during Hay Festival. More than 50 press interviews were achieved, for radio and television, with members of the Festival organisation and with national and international speakers.



HAY FESTIVALITO FOR KIDS

‘One of the great delights of the festival is the chance it gives to meet extraordinary Colombian writers .’

Hay Festivalito Comunitario, the Festival’s programme for children and young people, is the way in which we bring events to underprivileged children in Cartagena and Bolivar. It is organized by Hay Festival, the Plan Foundation and RCN’s Social Responsibility arm, supported by Bolivar Local Government, Cartagena Town Council, Reficar, Electricaribe, Cartagena Universidad de Bellas Artes and Cine Colombia. All events are free and take place in community spaces made available for this use.

Following previous work with the Crecer Leyendo – Grow Up Reading – Project during 2013, 1,688 children from the areas of Puerto Rey, Pozón, La Boquilla, Membrillal and Tierra Baja in Cartagena and from the municipalities of Santa Catalina, Clemencia, Turbaco and Santa Rosa, were able to meet and question authors including Ramón Cote, Pilar Lozano, Gonzalo Moure, Antonio Orlando Rodríguez and César Mallorquí, and film-makers such as Juan Campanella and Gael García Bernal.

As part of a project that continues throughout the year, Hay Festivalito Comunitario links vulnerable communities to cultural processes, expanding opportunities for children and young people.



HAY FESTIVAL AND THE LOCAL COMMUNITY

Projects for the local community

Letras desde la otra orilla (Letters from the other side)

Offers a wide cultural programme running throughout the same period as Hay Festival, with the aim of encouraging participation in the festival by the most vulnerable communities in the neighbourhoods and suburbs of Cartagena. In collaboration with them, we have programmed a series of events in the suburbs of Cartagena with the following authors: Rosa Montero, Andrés Felipe Solano, Hollman Morris, Lara Moreno, Fernando Gómez Echeverry and María Jimena Duzan.

Exhibition at the Centro de Formación de la Cooperación Española (CFCE)

An exhibition took place at the Centro de Formación de la Cooperación Española (CFCE) of the communities of the Costa Chica de Guerrero and Oaxaca in Mexico. 25 photographs by Antonio Saavedra, José Luis Martínez and Paulina García Hubard, coordinated and produced by the Mexican National Institute of Anthropology and History (INAH). The exhibition sought to demonstrate the different aspects of African descent in the identity of the communities of the Costa Chica in Guerrero and Oaxaca states in Mexico, identifying this ethnicity not just by racial features or skin colour, but considering the wealth of human expression of the inhabitants of these Mexican states' coastal areas.

The SENA (National Service of Learning) and cultural training

Supported by the SENA, meetings between authors and students took place in three areas of Cartagena, as well as workshops on the themes of literature and publishing: SENA students also had the opportunity to participate in the first Independent Publishing Conference. Nationally- and internationally-known authors shared their experience with young students at the SENA, in a unique experience for their professional training which formed part of the Aprendiz Siglo XXI strategy, through which the institution not only trains technicians and technologists, but also trains citizens who are connected to the wider world, are bilingual and are experts in time management and team work.



Hay Joven – Students

At the second edition of Hay Joven, a series of free events for students which took place in auditoria at the University of Cartagena and the Jorge Tadeo Lozano University, the audience numbered 1,160 students. This figure is in addition to the number of students who benefited from free tickets to the main festival events, which comprises 20% of the festival's total capacity.

Volunteer programme

At this edition we had 34 general volunteers and four press office volunteers from the universities participating in Hay Joven, from other cities in Colombia, and from abroad. Volunteers were given the opportunity to work as assistants to the Hay Festival coordination team during the four days of the festival.

EVENTS OUTSIDE CARTAGENA

HAY FESTIVAL EVENT IN ARACATACA



Over time, the desire to rediscover the land that inspired Macondo has turned Aracataca into a place of pilgrimage for readers of García Márquez. This year, supported by the Ministry of Culture, the Colombian writer Juan Gabriel Vásquez, the expert on García Márquez, Conrado Zuluaga, and Jaime Abello talked about the Colombian Nobel Prize-winner in the village of his birth.

Additionally, Ivan Granados, the Nobel Archivist, led activities for children in the schools of Aracataca, and the Ministry of Culture together with the Mayor of the city ran workshops that benefited 350 young people. 450 children and young people also took part in reading events.

HAY VERDE IN MEDELLÍN



The Hay Verde programme is based on Hay-on-Earth, a series of events taking place at Hay Festival in Wales, dedicated exclusively to the themes of environment and sustainability.

During the three days of Hay Verde, from 29 to 31 January, audiences of 8,950 enjoyed seven debates at the Parque Explora in Medellín, with another 3,550 following the talks via streaming.

This year participants in Hay Verde included leaders of opinion such as Wade Davis, Brigitte Baptiste, Pere Estupinà, David Rieff, Rosie Boycott, Mark Cocker and Tom Hart Dyke.

HAY FESTIVAL RIOHACHA

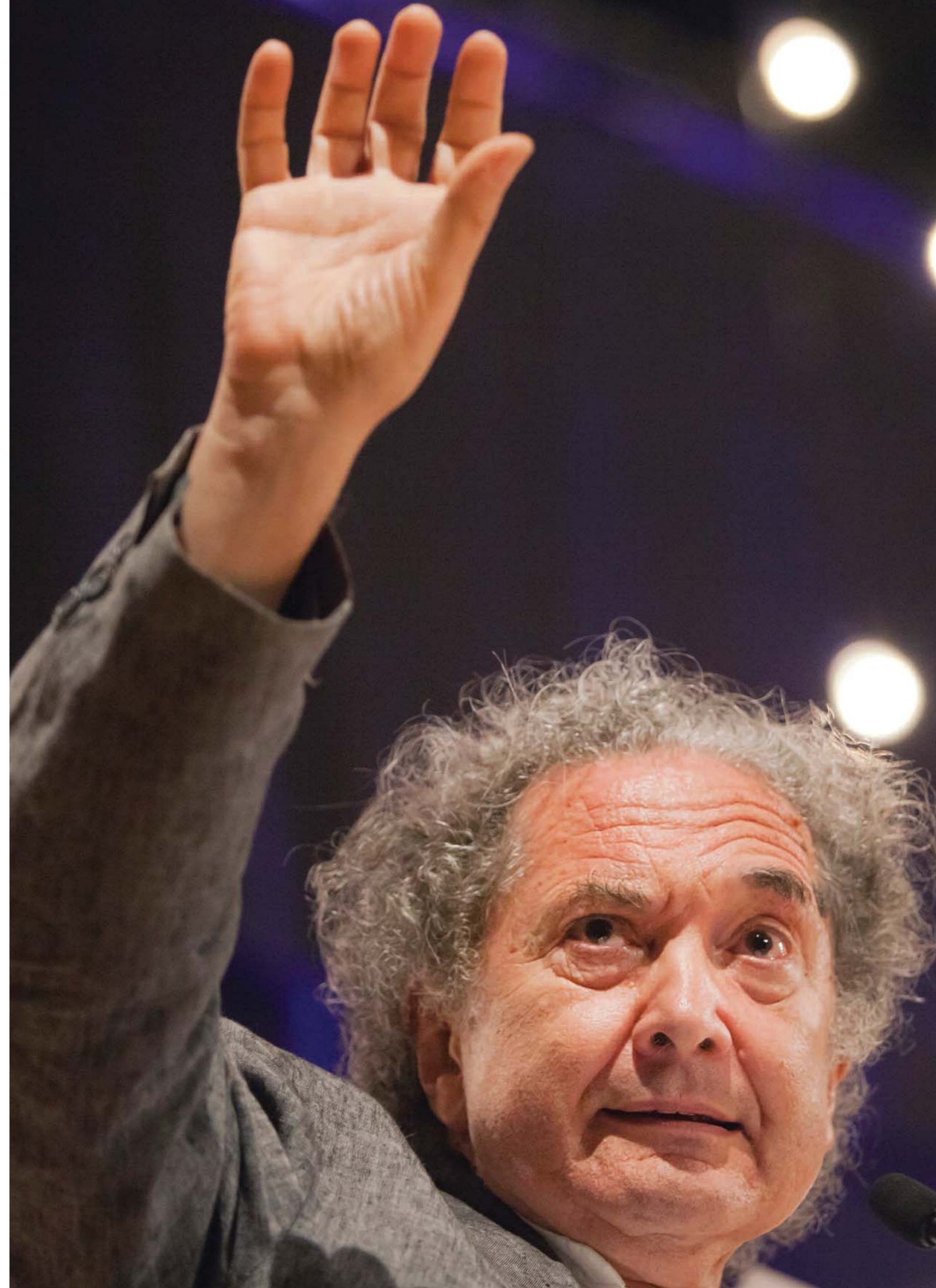


Hay Festival Riohacha brings the Hay Festival experience to the Guajira audience. The project, the result of close collaboration between the Hay Festival team and Cerrejón, has achieved the participation of well-known figures in the world of culture, both national and international.

Some of the guests at this latest edition were Margarita Serje, Delia Bolaños, Evelio Rosero, Ramón Illán Bacca, Patricio Fernández Chadwick, Roberto Burgos Cantor and Tomás González, among others.

Hay Festival Riohacha figures

- ✦ 2,000 attendees
- ✦ 1 inaugural street parade, with huge participation by local inhabitants
- ✦ 2 workshops
- ✦ 6 debates
- ✦ 17 writers and artists



PROJECTS IN COLOMBIA

*We are always exploring new ways
to reach our audiences*

Our commitment to celebrating and promoting culture has led us to take festival events to other parts of Colombia and to explore new ways of reaching our audiences.

Hay Festival and Acción Cultural Española (AC/E)

Acción Cultural Española (AC/E) is a public organisation dedicated to furthering and promoting culture and heritage in Spain, above and beyond the country's borders, through a wide programme of activities including exhibitions, lectures, conference series, film, theatre, music, audiovisual productions and initiatives that increase the mobility of professionals and creatives.

In addition to initiatives for promoting internationalisation and mobility for professionals in the Spanish literary sector, AC/E has put in motion a programme of global collaboration with Hay Festivals across the world, co-organising activities for the promotion and proliferation abroad of the work of Spanish writers and artists. By this means, they can participate in events such as editorial panels, lecture series, workshops on children's literature or the graphic novel, and encouraging a new generation, for example where established writers sponsor a new writer.

First Independent Publishing Conference

The challenges facing the independent publishing industry due to new publishing formats and commercial avenues are the starting point of this first Independent Publishing Conference, which called together publishers, booksellers and experts from all over the world. Themes such as the graphic novel, the editor's role, and the difficulties faced by booksellers in a world of virtual books and online sales, are some of the topics covered by the participants at this conference organised by Hay Festival Cartagena de Indias 2014, Librería Cálamo and Acción Cultural Española, supported by the Ministry of Culture, the Cámara Colombiana del Libro, the Centro de Cooperación Española and the SENA.



British Council Colombia

Since 2010, Hay Festival and the British Council have established a global alliance, working together to bring to an international audience the best artists, writers and thinkers from the UK.

Hay Festival and PEN International

PEN International celebrates literature and promotes freedom of expression. Founded in 1921, this global community of writers has now expanded into more than 100 countries. Its campaigns, events, publications and programmes aim to connect writers and readers wherever they are in the world. The Free The Word! events bring authors together to create a platform for debate and conversation, revolving around literature as a force for transformation, change and inspiration. To become a member of PEN Colombia and find out about events organised during Hay Festival Cartagena, visit pencolombiadescritores.com.

Hay Festival and the Fundación Nuevo Periodismo Iberoamericano

'Even blindfolded I would know I was in the Caribbean,' – so Gabriel García Márquez describes his visceral connection with this part of the world, to which he owes the atmosphere and exuberance of his literary and journalistic works.

Inspired by this link, the FNPI and the Colombian Ministry of Culture, in collaboration with the Office of Culture of Barranquilla, the Cartago Foundation, the Hay Festival and the Cartagena de Indias International

Music Festival, and supported by the Organización Ardila Lülle and the Jorge Tadeo Lozano University Caribbean Faculty, have united to create the Gabriel García Márquez Award for Cultural Journalism, an opportunity for reporters from different parts of the world to narrate stories from Caribbean culture, in which mingle the richness of popular opinion and the literary and musical avant-garde.

Hay Festival and the Goethe Institute Bogotá

Hay Festival and the Goethe Institute Bogotá presented an event with writer Rüdiger Safranski in Bogotá as part of Hay Festival Cartagena de Indias 2014.

Hay Festival and the Cátedra Vargas Llosa

In 2013, the Cátedra Vargas Llosa signed a collaboration agreement with the Hay Festival to contribute to the promotion of culture and thought in Latin America. The Cátedra invited some of the Spanish language's best-known writers and intellectuals to discuss their ideas and talk about their works before audiences at Hay Festivals in Segovia and Cartagena. Their guests have included Mario Vargas Llosa himself, as well as the essayist Enrique Krauze and the historian Alberto Salcedo Ramos.

National Short Story Competition

The RCN–Education Ministry National Short Story Competition was created in 2007 as an educational strategy to stimulate and promote creative writing to students and teachers. Each year a new national competition opens, in which participants include students, teachers and directors of educational institutions both public and private throughout the country.

The process of registration, and also the evaluation of the stories submitted, takes place solely through the Internet. This space has provided tools such as forums, blogs, social networks, articles and the publication of anthologies of the winning stories online.

Hay Festival and the Plan Foundation

Through the alliance between Hay Festival Cartagena and the Plan Foundation, Hay Festivalito Comunitario was created – the means by which Hay Festival brings events to the most vulnerable children in Cartagena and other local populations. In the nine years of this partnership more than 120 events have taken place, in which 75 writers and artists have participated, including Fernando Savater, the Nigerian Nobel Laureate Wole Soyinka and Colombian writers Santiago Gamboa and Jorge Franco. More than 11,000 children from vulnerable populations in Cartagena and North Bolivar have interacted with these well-known figures in global and Latin American culture.



Hay Joven

Hay Festival Cartagena de Indias 2014 presented a new strand of programming for university students. Students have always been a priority for the festival, and this year, thanks to a partnership with the Jorge Tadeo Lozano University, Cartagena Faculty, and the University of Cartagena, events took place in which students could meet and interact with authors. Participants in the 2014 programme included internationally-renowned authors such as Cees Nooteboom, Rosa Montero, Flur Dafydd, Alfonso Zapico, Nadifa Mohamed, Michael Sandel, Julio Salgado, John Boyne and Élder Mendoza, among others.

SPONSOR BRANDING VISIBILITY

'The festival is very interesting because it is a meeting point for people with literary and intellectual concerns.'

BANNERS SITED



AT FESTIVAL VENUES

LOGOS PROJECTED



AT THE START OF EACH EVENT

LOGOS INCLUDED IN BROADCASTS



ON NATIONAL TELEVISION PROGRAMMES

LOGOS PRINTED



IN THE FESTIVAL PROGRAMME

LOGOS ON HAYFESTIVAL.ORG



WITH 4 MILLION VISITS PER YEAR

SPONSORS INVITED



TO SPECIAL PARTIES & EVENTS

SPONSORS ENABLE 20% OF ALL TICKETS



BEING MADE AVAILABLE FREE TO STUDENTS

SPONSORS ENABLE MORE THAN 1,500 CHILDREN FROM VULNERABLE SUBURBS



TO HAVE ACCESS TO HAY FESTIVALITO COMUNITARIO PROGRAMME FOR KIDS



SPONSORS

'Colombia is so vibrant and breathtaking a country, and Hay Festival is a model of such electrifying energy, that the event was brilliantly organised and enjoys great respect.'

MAJOR SPONSORS



GREAT WRITERS SPONSOR



SPONSORS



MEDIA PARTNERS

GOVERNMENT FUNDING PARTNERS



GLOBAL PARTNERS



HAY VERDE



HAY JOVEN



OFFICIAL BOOKSELLER



TALENTO EDITORIAL / INDEPENDENT PUBLISHERS



HAY FESTIVAL RIOHACHA



HAY FESTIVALITO FOR KIDS



SUPPORT



THANKS

Alfaguara, Grupo Penta, Hotel Casa San Agustín, Hotel Ananda, Panamericana, Planeta and RHM. Photos © Daniel Mordzinski, Finn Beales.

‘It was the best festival I’ve ever been to. A marvellous, stimulating programme, incredible location, fantastic audiences, impeccably organised logistics and a memorable social programme.’

John Mitchinson

‘For me, one of the great treats of Hay Festival Cartagena was not only the incredible variety of ceviche and exotic fruit ice cream, but the opportunity to meet extraordinary Colombian writers.’

Eleanor Wachtel

‘Although it is essentially a literary event, its inauguration was vastly cinematic, and attained Oscar level.’

Ariel González, Milenio, México

‘The Hay Festival is a wonderful showcase, incomparable for strengthening links between us, the authors, and the academic community and the public.’

Alberto Salcedo Ramos

‘I read and I write stories without anyone telling me to do it. And that makes me very happy.’

Wendy Paola Mejía, Hay Festivalito Comunitario assistant



‘I love the fact that the Hay Festival has created a new kind of space for the free discussion of ideas and issues, beyond the usual political boundaries.’

Jon Lee Anderson

The festival scatters its events through the historical centre of Cartagena, giving everyone the perfect excuse to wander through the streets of its majestic old town. And this helps to make this version of Hay Festival something extremely special, even magical.

‘The festival is very interesting for two reasons. Firstly, for the atmosphere of Cartagena. And secondly, because it is a meeting point for people with literary and intellectual concerns.’

Arturo Wallace, BBC World

‘Colombia is so vibrant and breathtaking a country, and Hay Festival is a model of such electrifying energy, that the event was brilliantly organised and enjoys great respect.’

Tom Hart Dyke

‘It has been 10 years in which a handful of dreamers have achieved the unthinkable, turning our Cartagena into a literary and cultural destination, a place of fiction for everyone. This demi-monde is so extraordinary, and we enjoy it so much, that before one festival is finished we’re already thinking about how to get back there next year.’

Camilo Sánchez Ortega, El Universal

‘As I sat watching the last strains of daylight fade, a passing festival-goer dropped a battered copy of Gabriel Garcia Marquez’s *Love in the Time of Cholera* on my head: a fitting way to say goodbye to my new favourite festival, and time to go back to real life.’

Hannah Furness, The Telegraph

‘The analogy that best describes Hay Festival Cartagena is a ‘friends’ reunion’ where people from all over the world discuss film, literature, music, philosophy, journalism and, of course, good debates.’

El Tiempo

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