

International Children's Literature

# HAY FESTIVAL

*imagine the world forestil dig verden*

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## AARHUS 2017



## REPORT

26 – 29 OCTOBER 2017

AARHUS, DENMARK



## OVERVIEW



The Aarhus 39 writers

**[Click this link to see Hay Festival Aarhus video](#)**

**[www.hayfestival.com/aarhus39](http://www.hayfestival.com/aarhus39)**

In 2016, **European Capital of Culture Aarhus 2017** commissioned Hay Festival to organise a global celebration of literature for young people.

The resulting project aimed to highlight the role of literature in developing young minds and the power of reading in translation to generate empathy and understanding of other cultures.

Throughout 2017, a multi-layered project was created: the **Aarhus39** selection showcased the best emerging writers for young people from all over Europe; new anthologies *Quest* and *Odyssey* interrogated issues affecting Europe's young people today; *500 Words* drew record literary engagement across Denmark; and a global series of live events culminated in a feast of delights at the inaugural **International Children's Literature Hay Festival Aarhus 2017**.

## THE FESTIVAL IN NUMBERS



EMERGING EUROPEAN  
WRITERS CELEBRATED



FESTIVAL  
EVENTS



500 WORDS ENTRIES



FESTIVAL  
SPEAKERS



IMAGINE A JOURNEY,  
ILLUSTRATION  
COMPETITION ENTRIES



PRESS  
MENTIONS



HAY FESTIVAL  
TWITTER IMPRESSIONS



HAY FESTIVAL  
FACEBOOK  
IMPRESSIONS

## AARHUS 39

A selection of the best children's and YA writers from all over Europe, aged 39 and under, was made by **Kim Fupz Aakeson** (Denmark), **Matt Haig** (UK) and **Ana Cristina Herreros** (Spain).

These inspiring writers for young people represent a new generation of literary talent inspiring young minds, forming the spine of the project:

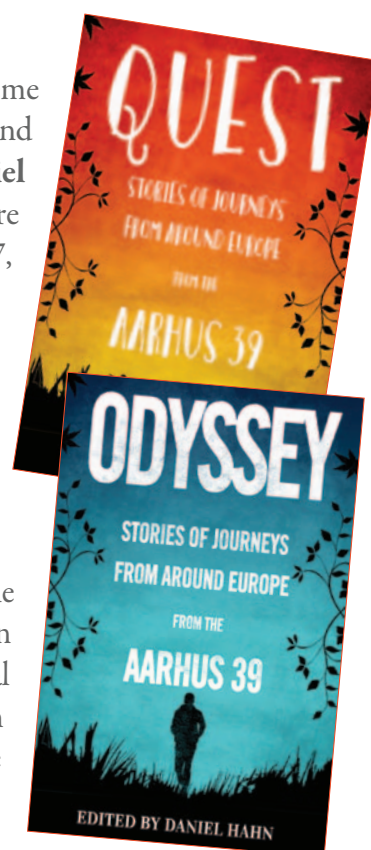
**Alaine Agirre**, Spain; **Andri Antoniou**, Cyprus; **Stefan Bachmann**, Switzerland; **Ævar Þór Benediktsson**, Iceland; **Cathy Clement**, Luxembourg; **B. R. Collins**, UK; **Sarah Crossan**, Ireland; **Victor Dixen**, France; **Laura Dockrill**, UK; **Sarah Engell**, Denmark; **Endre Lund Eriksen**, Norway; **Ludovic Flamant**, Belgium; **Laura Gallego**, Spain; **Nina Elisabeth Grøntvedt**, Norway; **Finn-Ole Heinrich**, Germany; **Annelise Heurtier**, France; **Michaela Holzinger**, Austria; **Peder Frederik Jensen**, Denmark; **Sanne Munk Jensen**, Denmark; **Sandrine Kao**, France; **David Machado**, Portugal; **Inna Manakhova**, Russia; **Annette Münch**, Norway; **Frida Nilsson**, Sweden; **Maria Parr**, Norway; **Ana Pessoa**, Portugal; **Dy Plambeck**, Denmark; **Katherine Rundell**, UK; **Gideon Samson**, Netherlands; **Nataly Elisabeth Savina**, Germany; **Aline Sax**, Belgium; **Salla Simukka**, Finland; **Jana Šrámková**, Czech Republic; **Elisabeth Steinkellner**, Austria; **Cornelia Travnicek**, Austria; **Maria Turtschaninoff**, Finland; **Stefanie de Velasco**, Germany; **Anna Woltz**, Netherlands; **Katherine Woodfine**, UK.

## QUEST AND ODYSSEY

Each Aarhus39 writer was commissioned to write a story on the theme of “journey”. These stories were published in two anthologies, *Quest* and *Odyssey*. Edited by award-winning writer, editor and translator **Daniel Hahn** and illustrated by leading European artists, the volumes were published by Alma Books (UK) and Gyldendal (Denmark) in May 2017, with a portfolio of teaching resources to encourage school engagement.

The books were launched in the UK at Hay Festival Wales in May 2017 with an illustration workshop attended by **HRH The Duchess of Cornwall**, a special festival reception, and two public events. In Denmark, an Ellevangskolen schools event featuring **Dy Plambeck** and **Sanne Munk Jensen** launched the titles.

A global series of events starring the Aarhus39 promoted the books at the London Book Fair (15 March), Bologna Book Fair (4 April), London Literature Festival (23 October) and South Kensington Literature Festival (18 November). Meanwhile, in the UK, a national illustration competition ran from May to September to publicise the titles, inviting young people to “imagine a journey” for the chance to win a trip to Aarhus, Denmark.



## INTERNATIONAL CHILDREN'S LITERATURE HAY FESTIVAL AARHUS 2017

The culmination of the year's projects, the International Children's Literature Hay Festival Aarhus 2017 was a free, four-day celebration of creativity 26-29 October, featuring the Aarhus39 writers alongside leading authors and illustrators for young people: **Cressida Cowell, Meg Rosoff, Chris Riddell, Oliver Jeffers, Eoin Colfer, Arne Svingen, Kim Fupz Aakeson, Stian Hole, Jan Blake and Janne Teller.**

Crossing borders of language with events in Danish, French, English and Spanish, the festival delivered an inspiring programme of talks, workshops and performances, while transforming the DOKK1 public library into a hub of creative action.

**HRH Crown Princess Mary of Denmark** officially opened the festival on Thursday 26 October, launching two packed school days before an open weekend for the general public, attracting more than 20,000 people.

Pop-up activities, from film screenings to readings, drew great audiences; while small workshops invited young people to explore their imaginative potential with leading writers, illustrators and artists offered masterclasses in illustration, writing, book art, origami, poetry and graffiti.

Two exhibitions during the festival highlighted the importance and power of illustration in storytelling beyond language boundaries:

**Bologna International Children's Illustrators Exhibition** offered a uniquely global visual experience, displaying work by a wide selection of artists from across the world, chosen by an international jury of experts from thousands of submissions from established and emerging artists. The exhibition also travels from Italy to Japan, China, Taiwan, Thailand and the USA.

A special **Aarhus39 illustrators exhibition** showcased artwork from world-leading illustrators, commissioned for the Aarhus39 anthologies, including:

**Peter Bailey, Barroux, Ian Beck, Rotraut Susanne Berner, Serge Bloch, Lilian Brøgger, Ross Collins, Kitty Crowther, Benji Davies, Anna Höglund, Isol, Søren Jessen, Joelle Jolivet, Sandrine Kao, Satoshi Kitamura, Ole Könnecke, Anke Kuhl, Yvonne Kuschel, Hanne Kvist, Neal Layton, Dave McKean, Jörg Mühle, Barbara Nascimbeni, Ella Okstad, Charlotte Pardi, Moni Port, Chris Riddell, Tony Ross, Axel Scheffler, Kamila Slocinska, Mårdøn Smet, Helen Stephens, Joel Stewart, Adam Stower, Britta Teckentrup, Cato Thau-Jensen, Philip Waechter.**



500 Words winners

## 500 WORDS

A collaboration between Hay Festival, DR, Aarhus 2017 and Gyldendal, *500 Words* invited young people across Denmark to submit stories on the theme of “journey” as part of a wide-reaching national engagement project.

After 4,177 entries were received, 20 finalists were selected, with **Theresa Andersen** and **Isak Weiss Brink** named the winners. Their stories were illustrated by renowned Danish artists and published by Gyldendal in October 2017.

## THE FESTIVAL HIGHLIGHTS

Click on a day to see the highlights.

[Day 1](#)

[Day 3](#)

[Day 2](#)

[Day 4](#)

## PRESS REPORT

A year-round press campaign supported the project, generating 127 mentions in titles from the UK and Denmark to Iceland, Norway, Germany, Sweden, Mexico, Spain and Russia. Festival media partners **DR**, **Information** and the **BBC** supported activities with coverage, while features, interviews and festival reportage appeared in every Danish national print news outlet. Highlights over the year included features with **BBC Radio 4** and the **Observer** in the UK; **TV2**, **Jyllands Posten** and **Politiken** in Denmark; **Die Zeit** in Germany; and **Adressavisen** in Norway.

*“I had a great time in Aarhus. It was a great honour to be part of this. I loved reading and talking to the children and teenagers, but most of all, I enjoyed getting to know and talking with the other selected writers. It was very interesting and inspiring to talk about books, readings, the literary field, publishers, readers, translations...with writers from all across Europe. It really broadened my view on European literature.”*

**Aline Sax, Aarhus39**

*“It was really special to spend some days in the most beautiful library in the world, surrounded by some of the best writers in Europe and all those great Hay people! I hope lots and lots of Danish children became enthusiastic about books they might not have known before, and I think we did the European Capital of Culture proud.”*

**Anna Woltz, Aarhus39**

*“Hay Festival Aarhus renewed and refreshed my faith in the power and resilience of literature. There were so many of us celebrating children’s books in a library that felt not like a shrine to books but like a vibrant, buzzing hub where books, their makers and their readers all could come together... And then there were all the people. The people I got to meet, who live and breathe books: The writers, illustrators, academics, organisers, teachers, translators and librarians. And last but not least, the readers. These people are the most wonderful people to meet, because we share an interest and a passion. And there are so many of us! We will not be silenced. Talking about books, about writing them, reading them, promoting them – there is nothing better.”*

**Maria Turtschaninoff, Aarhus39**

*“Thank you all so much for making it such a completely wonderful four days! We 39 all spent the time telling each other how fantastic it was to be there – it was such a joy to be in so beautiful a place and with so many talented people. It must have been a vast amount of work to put together, and I’m so grateful to have been part of it.”*

**Katherine Rundell, Aarhus39**



*“I’ve been doing events at Hay Festival for over a decade, and I was delighted to be invited to attend the International Children’s Literature Hay Festival in Aarhus. The festival has been hugely supportive of children’s books and it’s wonderful that that commitment extends overseas.”*

**Cressida Cowell, writer and illustrator**

*“Hay Festival in Aarhus has been something truly special: a timely celebration of the world’s greatest writers, illustrators and performers for young people in Denmark’s leading public library, DOKK1. It has been thrilling to see children so enraptured by stories. From reading to writing, from talking to making, our festival highlighted the importance of learning about lives lived in other cultures in promoting empathy. In a world in which it’s easy to feel isolated, our borderless programme engaged writers from across Europe in a fresh exchange of ideas and conversation with thousands of readers.”*

**Cristina Fuentes La Roche, International Director at Hay Festival**

*“Children and young people have played an important part in our year as European Capital of Culture. All the way they have been active and inspiring participants, rethinking everything from the cities of the future and sustainability, to food, music, street and sports events. Hay Festival Aarhus 2017 was a wonderful event, inspiring children and young people to believe in their creativity, their stories and to use their language in so many ways. It was an amazing experience.”*

**Rebecca Matthews, CEO of European Capital of Culture Aarhus 2017**

## THANKS TO OUR SPONSORS



AARHUS KOMMUNE



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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 the past 30 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 Queretaro (Mexico) and Hay Festival Arequipa (Peru). Hay curates '39' gatherings of emerging writers which has been run in Bogota (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and Bogota 39 (2018) which selects and promotes 39 writers under 40.



The 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 development;
- ✦ Providing free tickets to students in tertiary education, and to pupils on Schools Days 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.