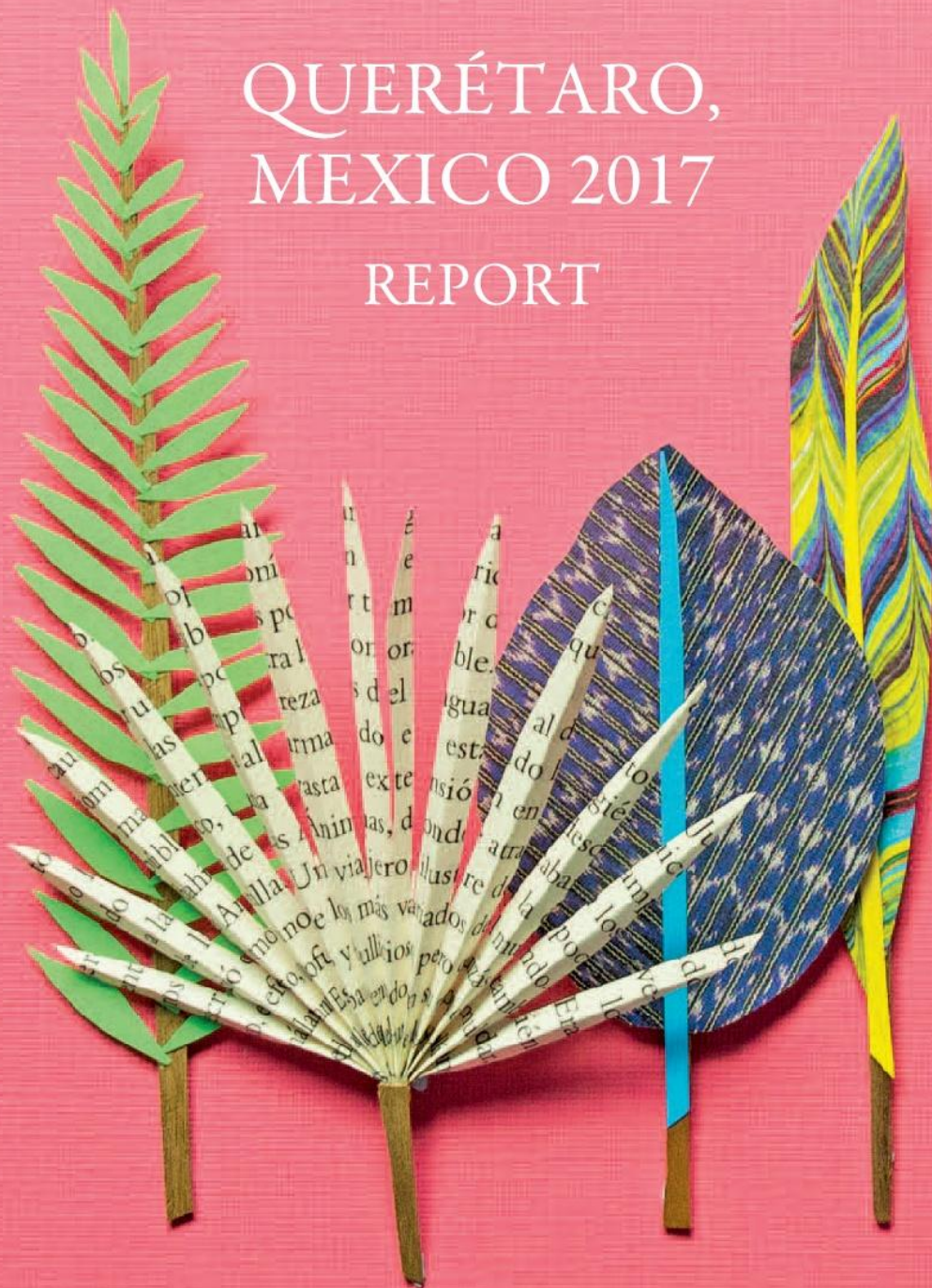


HAY FESTIVAL

imagine the world

QUERÉTARO,
MEXICO 2017

REPORT



7-10 September 2017
hayfestival.org

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OVERVIEW

“To inspire, examine and entertain are the Hay Festival’s main goals, aiming to create an exchange to understand the past, the present and the future.”

Rocío G. Benítez, *El Universal*



Christophe Galfard (foreground)

Click this link to see our video

www.hayfestival.com/queretaro

The second **Hay Festival Querétaro** exceeded all expectations and brought together **27,000 people** over four days. This important gathering included more than **141 guests**, with writers, journalists, activists, philosophers, scientists and musicians from all over the world, making Querétaro the literary capital of Mexico.

Literature and ideas loomed large through the voices of figures such as British author and screenwriter **Hanif Kureishi**; the Italian writer **Paolo Giordano**; the Brazilian novelist, winner of the 2005 Prince of Asturias Prize for Literature, **Nélida Piñón**; the cult Argentinean writer, **César Aira**; the US writer and journalist **Lionel Shriver**; and the Mexican author **Guillermo Arriaga**.

There was a focus on human rights activism, with the presence of the Russian conceptual artist **Nadya Tolokno**, a member of the band Pussy Riot, who was accompanied by the British journalist **Misha Glenny** in one of the most exacting and compelling events of the day.



Hay Festivalito

The Nobel Laureate **Jody Williams**, who was awarded the keys of the city by the municipal president, Marcos Aguilar Vega.

In conversation about journalism were **Lydia Cacho** (Mexico), **Jon Lee Anderson** (US) and **Mark Thompson** (UK) who discussed the challenges facing journalists in an era when fake news is on the rise.

Physicist **Christophe Galfard** (France) talked to the Chilean astronomer **María Teresa Ruiz** about the existence of hundreds of recently discovered planets, and about man's unique ability to understand the stars.

The guest list included some of the region's most promising young writers, who had featured in the Bogotá 39 2017 selection; **38 writers and thinkers from Querétaro** were also involved.

Music, too, had its place with the Colombian band **Systema Solar**, the Cuban singer-songwriter **Haydée Milanés** and the British pianist **James Rhodes**.

Hay Festivalito, the children's festival, included activities with Mexican writers **Tamar Cohen**, **Raquel Castro**, **Adriana Grimaldo**, **José Luis Trueba** and **Francisco Haghenbeck**, together with the illustrator **Juan Gedovius**.

Hay Joven, a programme of events for young adults, was held at the city's universities, and the **7th Publishing Talent Conference** demonstrated the festival's commitment to the publishing industry, with a number of Ibero-American publishers taking part.

After the end of the eighth **Hay Festival** in Mexico, Querétaro has established itself as the ideal venue for this celebration of culture, and is now here to stay in El Bajío, promoting literature, art, culture and inclusive of the diverse audiences that form a part of the **Hay Festival Querétaro**.

THE FESTIVAL IN NUMBERS

“All the events we attended were excellent and the festival was very well organised.”

Ben Fountain

27,000

PEOPLE ATTENDED

141

SPEAKERS

12

COUNTRIES

MORE THAN

500
million

PEOPLE HAD ACCESS TO THE CONTENT OF
HAY FESTIVAL QUERÉTARO 2017 @BBC MUNDO

9

VENUES IN THE HISTORICAL
CENTRE OF QUERÉTARO

4

BOARDING SCHOOLS IN
QUERÉTARO BENEFITED
FROM 7 EVENTS IN HAY
FESTIVALITO

64

EVENTS IN THE GENERAL
PROGRAMME

6

ACTIVITIES IN THE 7TH
PUBLISHING TALENT
CONFERENCE

THE

3

BESTSELLING BOOKS WERE
EL SALVAJE (GUILLERMO ARRIAGA),
HIJOS DE LAS ESTRELLAS (MARÍA TERESA RUIZ) AND
THE ROMANOVs (SIMON SEBAG MONTEFIORE)



Nadya Tolokno

“The city of Querétaro is made for strolling around and facilitates meetings between writers and readers, which is one of the goals of Hay Festival. So, long live Hay Festival! And long may it stay in Querétaro.”

Irma Gallo, *Canal 22*

MEDIA COVERAGE

1405

MENTIONS IN THE PRESS (STATE,
NATIONAL AND INTERNATIONAL)

550

INTERVIEWS WITH FESTIVAL
SPOKESPERSONS

44.5

MILLION PESOS-WORTH
OF FREE PUBLICITY

19

PRESS CONFERENCES
IN QUERÉTARO

250

PRESS PASSES

2

AGREEMENTS WITH TELEVISION COMPANIES
TO PROMOTE THE FESTIVAL (CANAL 22
AND CANAL ONCE)

130

MEDIA COMPANIES ATTENDED THE
PRESS CONFERENCE IN MEXICO CITY



Lionel Shriver



Haydée Milanés



Enmascarados



Horacio Warpola



Paolo Giordano



Systema Solar



THANK YOU TO OUR SPONSORS:

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HAY FESTIVALITO



TALENTO EDITORIAL



HAY JOVEN



AGRADECIMIENTOS

Asociación de librerías de Querétaro • Blackie Books • Colofón • Horizontal • Penguin Random House • Planeta • Sexto Piso



James Rhodes

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.



Malika Booker

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.