

imagina el mundo NOBO DIGONTER KOLPONA

تَخَيَّلِ الْعَالَمَ *imagine the world* কল্পনায় জগত

logathe patti chindikyuga *képzeld el a világot*

कल्पना दुनिया की DYCHMYGWCH Y BYD *waza dunia*

FESTIVAL REPORT

HAY FESTIVAL CARTAGENA 2013



HAYFESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

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‘Hay is a disarming encounter between people who have come to the conclusion that the best one can do with one’s life and death is to re-read them.’

El Tiempo

The Festival



‘MORE THAN A CULT OF THE ARTS, HAY FESTIVAL STANDS AS AN ODE TO FREEDOM, AN HOMAGE TO INTELLIGENCE AND A TRIBUTE TO THE CREATIVITY OF HUMAN MINDS.’

Revista Semana

HAY FESTIVAL CARTAGENA, 24–27 JANUARY 2013

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

We run Festivals in the United Kingdom (Hay-on-Wye 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 in 2011 and 2012), Lebanon (Beirut since 2012) and Hungary (Budapest 2012).

Hay has collaborated with the creators of other successful art festivals in Mantova (Italy) and Parati (Brazil). We organise the B39 Project, which has taken place in Bogotá (2007) and Beirut (2010): this project allows us to select and promote young authors, collaborating with UNESCO and their Word Book Capital project.

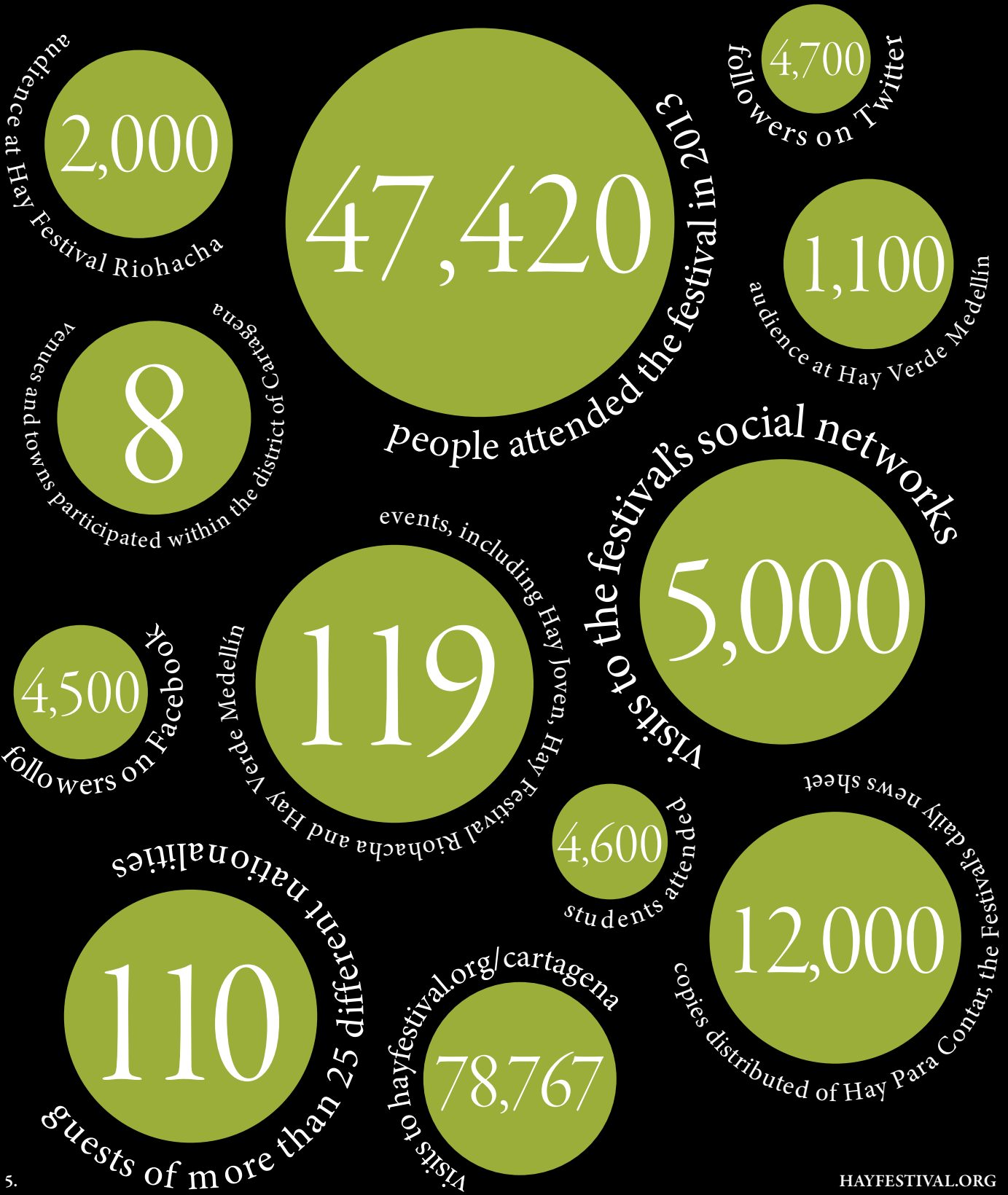


The objective of Hay Festival Cartagena is to promote culture and social commitment. Literature, visual arts, films, music, geopolitics, journalism, environmental concerns – all mingle in an atmosphere of dialogue and celebration.



- Promotion of literature both at local and international levels in order to advocate debate and cultural interchange, education and development.
- Creation of inclusive and accessible events hosted by international artists.
- Social awareness and education. 20% of our tickets are free for students and the Hay Joven (‘Hay for young people’) programme offers a series of events programmed specially for students.
- Our programmes are aimed at encouraging reading and reading comprehension among our youngest audiences. Co-organised by Plan International and supported by the Alcaldía de Cartagena and the RCN radio/television network, we organise Hay Festivalito for kids, the Punto de Partida project and the RCN/ Ministerio de Educación National Short Story Competition.
- Collaboration with local and international institutions, organisations and private companies, to maximize the impact of our work and to guarantee the active participation of local communities in our festival.

The Festival in numbers



The Festival in words



‘Hay celebrates the fact that a large number of people have dedicated their lives to a moving attempt at articulating the absurd experience of living and dying on Earth.’

EL TIEMPO

‘The most treasured occasion takes place here (at Hay Festival Cartagena). In a very short space of time. For four days this part of the world, Cartagena de Indias, transforms itself. The beautiful city drank a large glass of champagne full of intelligence. A collective celebration of a hundred writers within the walled city.’

LEONARDO PADRÓN (EL NACIONAL DE VENEZUELA)

‘Hay Festival has become the perfect excuse, not only to discuss matters concerning written fiction but also to approach current issues; what’s happening with life itself and around it.’

EL ESPECTADOR

‘Hay Festival transforms itself into a laboratory in which you can “talk to the deceased” (the classics inspiring the modern authors), and attend forums with Nobel laureates, without forgetting bursting new talents such as Luigi Amaray, who managed to sell out the first edition of his book in only two months... after participating in Hay Festival Xalapa in October.’

EL PAÍS

The Festival in words



‘Latin Americans embrace life with a fervour that our stale European existence no longer excites in us. This is a privilege and an exception. What really matters here is passion, culture, and living life to the full. The Hay Festival in Cartagena is testament to this.’

ÁLEX DE LA IGLESIA

‘It was a marvellous festival, thoroughly enjoyable, and such an insight into Columbia.’

COLUM McCANN

‘Nowadays, a place like this one (Hay Festival Cartagena) stands as a fortress for some of the most beautiful human gifts; Hay is a space for freedom, humanism and happiness and it was a great pleasure for me to participate and fill my lungs with this atmosphere of companionship and shared dreams and ideas.’

GIOCONDA BELLI

‘The Hay Festival, in beautiful Cartagena, sparked my imagination and set a fire in my heart that will burn long after the event has passed.’

PETER KUPER

‘(Hay Festival has) an audience more enthusiastic than I have ever seen at a literary festival.’

JAVIER CERCAS

‘I was left speechless by the brilliance of the authors, their readings and the audience.’

ARTURO FONTAINE

Media coverage

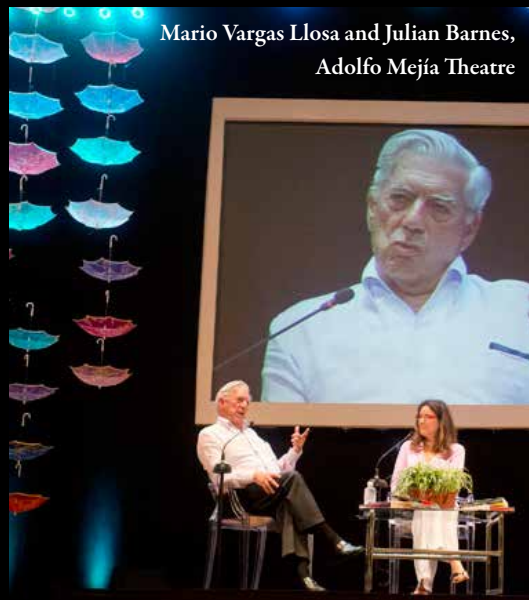


COVERAGE IN REGIONAL, NATIONAL AND INTERNATIONAL PRESS

- 200 journalists of more than 10 nationalities
- 560 articles in regional, national and international press
- More than 460 mentions in the regional and national press
- Around 80 articles in national magazines
- Broadcast by 12 national TV channels
- 176 minutes of broadcast television coverage in total
- Over 600 minutes from 10 events broadcast live by Señal Colombia
- 435 articles online



The Festival in pictures



Mario Vargas Llosa and Julian Barnes,
Adolfo Mejía Theatre



Juan Gabriel Vásquez, Mario Vargas Llosa, Erri de Luca, David Grossman and
Eduardo Sacheri



Herta Müller



Álvaro Enrigue, Valeria Luiselli and Tryno Maldonado



Audience at the Centro de Formación
de la Cooperación Española



Earl Lovelace

Photos © Daniel Mordzinski

Hay Festivalito Comunitario



‘I HAVE LEARNED TO DEVELOP MY IMAGINATION; BEFORE HAY FESTIVALITO I WASN’T AS CREATIVE AND I DIDN’T LET MY IMAGINATION WANDER FREE. NOW I SEE THINGS FROM ANOTHER PERSPECTIVE; I NEVER WOULD HAVE THOUGHT THAT FROM SOMETHING SO SMALL ONE COULD CREATE A GREAT STORY.’

Aura Peñaranda, young visitor at Hay Festivalito

HAY IN THE COMMUNITY

Hay Festivalito Comunitario takes place inside the Ciudad Amurallada (the old walled city) and in several ‘barrios’ (outlying districts) in Cartagena, involving several communities, with the collaboration of the Plan Foundation, RCN and Gobernación Bolívar. All the events are free and take place in community spaces especially designed for these activities.

Hay Festivalito creates links between financially challenged communities and local cultural activity, giving children and young adults the opportunity to participate more actively in their town’s cultural life.

For Hay Festivalito Comunitario/Hay Para Leer in 2013:

We organised 17 events in numerous districts of Cartagena and Bolívar, as a part of the ‘Crecer Leyendo’ (‘Grow Up Reading’) programme. The districts included La Boquilla, Tierra Baja, El Pozón, Las Palmeras, Ciudad Amurallada, Arjona, Palenque y Turbaco.

- More than 7,000 children and young adults participated in the events.
- 120 children attended the event ‘Un viaje a través de la lectura’ (‘A Voyage Through Reading’).

We welcomed renowned authors such as Francisco Montaña (Colombia), Helena Robledo (Colombia), Menena Cottin (Venezuela), Miss Rosi (Peru), Eduardo Sacheri (Argentina) and José María Plaza (España).



Hay Festival and the local community



‘WE WORK TOGETHER WITH THE HAY FESTIVAL BECAUSE WE BELIEVE IN THE POWER OF ART AND LITERATURE TO TRANSFORM SOCIETY AND THAT’S WHY, THROUGHOUT THE YEAR, MORE AND MORE CHILDREN PARTICIPATE IN OUR EVENTS IN THE OLD WALLED CITY AS WELL AS CARTAGENA’S OUTLYING DISTRICTS.’

Gabriela Bucher, Director,
Plan Foundation

PROJECTS FOR THE LOCAL COMMUNITY

Crecer Leyendo (Growing Up Reading) – Bolívar 2012

The Hay Para Leer programme has allowed the local teaching community to develop methodologies that help students to improve their reading and writing skills. Its aim is also to improve the quality of teaching.

With this aim, but focusing on the enjoyment of reading and reaching out to the wider community, we have developed the methodology of Crecer Leyendo (Growing Up Reading), designed to promote talent and the development of communication and reading skills in children between 6 and 12 years of age, creating suitable spaces for reading in their communities.

This year, the Hay Festival Foundation, the Government of Bolívar and the Plan Foundation will implement Crecer Leyendo for 3,810 children and young adults from the neighbourhoods of Arjona, Turbaco and Palenque. This project will be introduced into several boroughs in Cartagena where the project Punto de Partida operates.

Hay Joven – Students

We offer 20% of our tickets free to students, giving young Colombians the opportunity to participate in the festival. This year we launched the first edition of Hay Joven, a programme designed especially for students.

Volunteers Programme

This year we welcomed 16 collaboration volunteers and 4 press volunteers studying at Jorge Tadeo Lozano University in Antioquia. These 20 young adults were given the opportunity to assist Hay Festival’s coordination team throughout the 4 days of the festival.



Hay Verde Medellín



‘HAY VERDE MEDELLÍN IS AN EVENT CLOSELY RELATED TO SCIENCE AND SOCIAL SCIENCE. IT WAS A TIME TO CELEBRATE IDEAS. TO CELEBRATE BEING PART OF HAY FESTIVAL.’

El Colombiano

HAY VERDE – HAY-ON-EARTH

Hay Verde took place for the first time in 2013: we welcomed 1,100 visitors.

Hay Festival organises several environmentally-conscious events around the world, including Hay-on-Earth, a programme strand within the Hay Festival in Wales, focusing on sustainability and green issues.

Hay Verde 2013 consisted of a series of events within the Hay Festival Cartagena de Indias programme, which took place at Parque Explora, in the city of Medellín. It explored issues of sustainability regarding the environment and society.

We hosted opinion-formers such as Patrick Deville, writer and traveller, winner of the Prix Fémina 2012 with *Peste & Choléra*; Sibylla Brodzinski and Max Schoening, editors of the book *Throwing Stones at the Moon: Narratives from Colombians Displaced by Violence*; and Jonathan Weiner, one of the most distinguished popular science writers in the US and winner of a Pulitzer Prize.

Hay Festival is committed to the preservation and care of the environment: we are working with Contreebute to offset our carbon footprint and the environmental impact of our events through planting trees.



Hay Festival Riohacha



‘RIOHACHA HAS NO REASON TO ENVY BIGGER CITIES AND IT’S OF GREAT IMPORTANCE TO BE ABLE TO HOLD THESE EVENTS (LIKE HAY FESTIVAL RIOHACHA) THAT ARE PURELY THE CELEBRATION OF IDEAS.’

Weidler Guerra

HAY IN RIOHACHA

For the sixth consecutive year in Riohacha, we celebrated an important programme strand within Hay Festival Cartagena.

Hay Festival Riohacha brings the Hay experience to the ‘guajiro’ audience (Colombian countrymen). This project is the result of a close collaboration between Hay Festival and Cerrejón, which has brought together many national and international figures from all cultural fields to participate in the festival. Every year we programme an event to promote ‘guajiro’ authors in Cartagena de Indias.

This year we welcomed numerous renowned writers, including Eduardo Sacheri, Juan Gustavo Cobo, Óscar Pantoja, Luz Mary Giraldo, Weidler Guerra, Abel Medina, Eugenia Rico and the singer-songwriters Andrés Cepeda and Fonseca, to praise the great contributions made by La Guajira to Colombian literature.

As part of the Hay Festival Riohacha 2013 programme we celebrated the Grandes Escritores (‘Great Writers’) Awards Ceremony, which rewards creative writing among young people.

At Hay Festival Riohacha 2013 there were:

- 2,000 attendees
- 1 opening parade with a large audience
- 4 workshops
- 8 events
- 15 international and national artists



Hay Festival in Colombia



‘FOR ME THE VISIT TO MEET KIDS AT HAY FESTIVALITO WAS INSPIRING; THE MEETING WAS EMOTIONAL BECAUSE I SAW THEM TRANSFORMING INTO MEN AND WOMEN ACTING FOR THE GOOD OF COLOMBIAN SOCIETY.’

Fernando Savater

PROJECTS IN COLOMBIA

Our determination to spread and promote culture has driven us to organise events in other areas of Colombia and to explore new ways of approaching our audiences:

Virtual interviews

Dialogue with the artists: via the festival website people were invited to send questions to participating authors who answered them online in real-time.

British Council Colombia

Since 2010, Hay Festival 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.

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 among Colombian students and teachers. Each year, there’s a national announcement that receives a huge amount of participation from students and teachers from public and private schools throughout Colombia.

We have an online platform through which the candidates can submit their applications and where we deal with the evaluation process. This virtual space has provided the community with numerous educational tools such as debate forums, blogs, social networks, news and the publication of a series of anthologies featuring the award-winning stories.





Hay Festival and PEN International

PEN International celebrates literature and promotes freedom of expression. The 'Free the Word!' events bring together authors to create a platform of debate and conversation, around the premise that literature can transform and inspire.

Hay Festival and the Fundación Nuevo Periodismo Iberoamericano

Fundación Nuevo Periodismo Iberoamericano (FNPI), and the Colombian Ministry of Culture, in collaboration with Secretaría de Cultura de Barranquilla, the Cartago Foundation, the Hay Festival, the International Music Festival of Cartagena de Indias and with the support of Organización Ardila Lülle and Jorge Tadeo Lozano University (Caribbean Faculty), have come together to create the Gabriel García Márquez Scholarship for cultural journalism from different parts of the world to come and tell stories from Caribbean culture, which mix a rich cultural tradition with the avant-garde of literature and music.

SENA and Culture in Education

With SENA's support we organised meetings between writers and students in three boroughs of Cartagena, as well as workshops for publishing and cookery students. National and international authors shared their experiences with young students from SENA in a unique educational experience, as part of the strategy 'Aprendiz Siglo XXI' ('21st Century Learning'), which reflects the institution's aim to develop not only technicians and technologists but also citizens with skills for life, in tune with the world, bilingual, and proficient in time management and team work.



Hay Festival and the Goethe-Institut Bogotá

Hay Festival and the Goethe-Institut Bogotá presented an event with the Nobel Prize-winner for literature Herta Müller as part of Hay Festival Cartagena.

Hay Joven (Hay for young people)

Hay Festival Cartagena de Indias 2013 presented a new programme especially designed for university students. Students have always been our priority and this year we want to go further, with a series of interactive events just for students, thanks to our collaboration with Jorge Tadeo Lozano University, which has a campus in Cartagena. For its first edition Hay Joven featured events with writers such as Carlos Granés Maya, Leonardo Padura, Elsa Osorio, Antonio Colinas, Eduardo Sacheri and Eugenia Rico, among others.

Brand presence



PRESENCE OF SPONSORS' BRANDING

- Banners next to each Festival venue
- Logos screened at the beginning of each event
- Screening of logos on major national TV channel
- Logos featured inside Festival programme
- Logos featured on hayfestival.org/cartagena, with 800,000 visitors annually
- Sponsors invited to special Festival parties and events
- Sponsors made it possible for Hay Festival to offer 20% of all event tickets free to students



Acknowledgements



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