

HAY FESTIVAL

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

FESTIVAL REPORT

Hay Festival Cartagena de Indias
29 January–1 February 2015

IMAGINE THE WORLD

INTRODUCTION

'Hay Festival Cartagena has become a must for all of us who, without prejudice or cap and gown, need the shine and glitter of intelligence.'

Sandro Romero Rey

Thanks for these ten years of breathing fresh air, adventures and good times. Thanks for inspiring so many days and nights of celebration. Thanks for bringing life to this festival. We love stories. And we love authors, who as if by magic, let us imagine the world as if we were others.

We have the fondest memories of Carlos Fuentes and Gabo, the two major sponsors of the festival, and we praise the new generations of Colombian writers and authors from around the continent, who have made Latin America into a rich and varied literary superpower.

We are in a new golden age where writers live with new realities, new technologies and, consequently, new forms of storytelling. Cartagena de Indias is a magical city brimming with possibilities. Brimming with stories.

Happy, happy anniversary.

Cristina Fuentes La Roche
Director of Hay Festival Cartagena

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THE FESTIVAL

‘Hay Festival opens the door to the meeting between literature and those who make it and reinforce it as the great treasure it is, helping humanity to understand itself.’

Maria Elvira Bonilla, El Espectador

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), Kenya (Nairobi since 2008), India (Kerala in 2010 and 2011), Mexico (Zacatecas in 2010 and Xalapa since 2011), Lebanon (Beirut since 2012) and Hungary (Budapest since 2012). In Colombia, Hay Festival is held in Cartagena (since 2006), in Medellín (Hay Festival Medellín, Sustainability and Culture since 2013) and in Riohacha (since 2008).

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 Project, producing Bogotá39 (2007), Beirut39 (2010) and Africa39 (2014), through which we select and promote young writers, working in partnership with UNESCO and the World Book Capital project. In 2015 a similar project, Mexico20, will be presented at the London Book Fair, in collaboration with Conaculta.



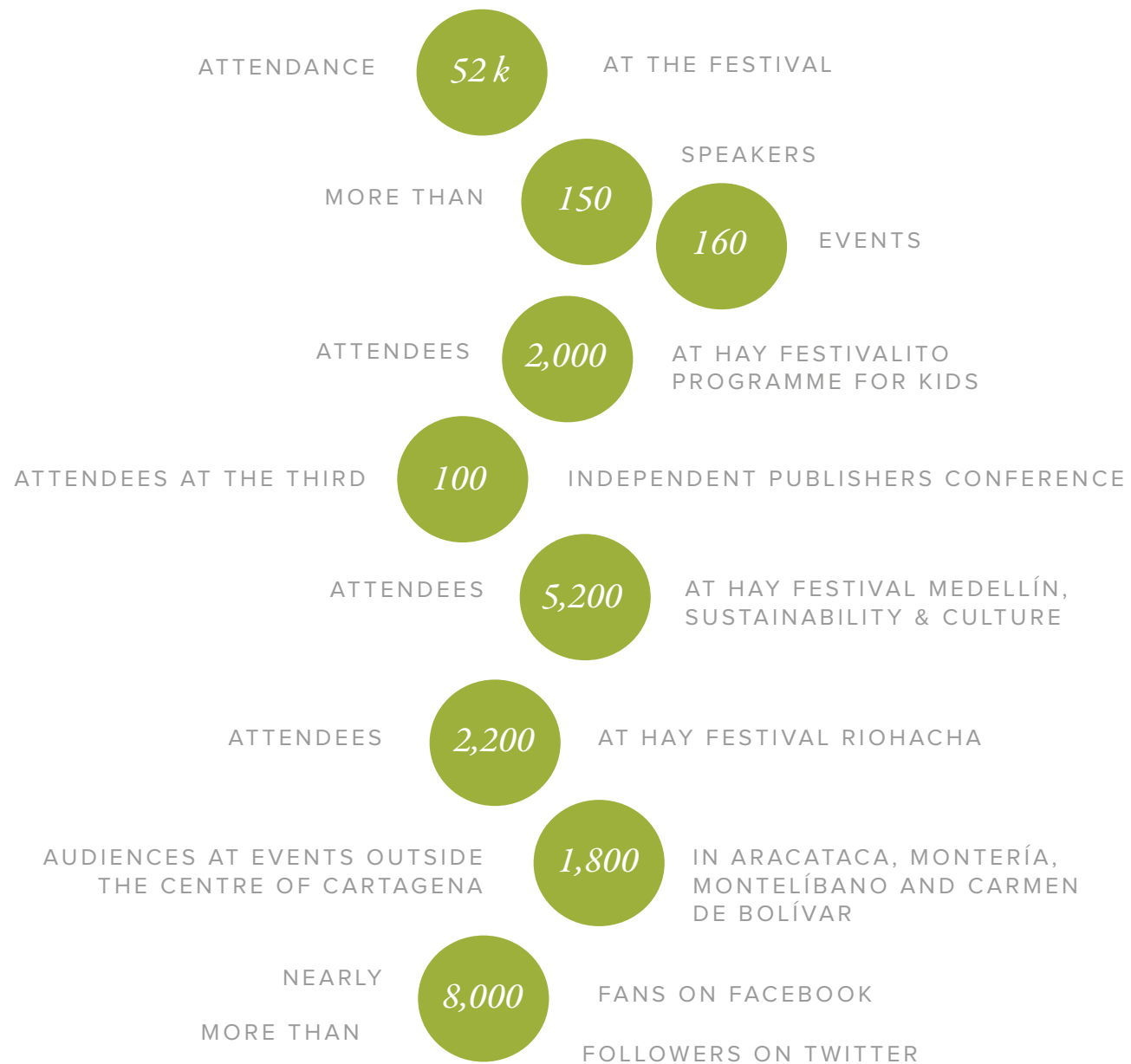
After nine years, during which Hay Festival has become one of the most important literary events in the Hispanic world, in 2015 we celebrated our tenth edition. Literature, visual arts, film, music, geopolitics, journalism and the environment were debated together in an atmosphere of dialogue and celebration.

- ✦ 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 exclusively for students.
- ✦ 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 International, 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

'There's no doubt. The theoretical and academic standards of Hay Festival are usually high, and this year was no exception.'

Sara Malagón, El Espectador



THE FESTIVAL IN THE MEDIA

'Every time I come back to Cartagena de Indias, I ask myself why I'm so happy during the days of Hay Festival.'

Daniel Mordzinski

Press statistics

- ✦ Five press conferences to launch Hay Festival in Bogotá, Medellín (on two separate occasions), Cartagena and Riohacha.
- ✦ Three press conferences during the festival: Launching the Third Independent Publishing Conference; Brian Eno; and JMG Le Clézio.
- ✦ More than 350 accredited journalists from 85 (print and digital) national and international media outlets: 5 international agencies, 20 international and 60 national media and regional media. International media from 9 countries: Brazil, Chile, USA, Spain, France, Mexico, UK and Venezuela.
- ✦ About 815 press mentions on national and regional media (print magazines and newspapers) since the launch of the festival.
- ✦ Special supplements in printed media: *Revista Arcadia*, *Revista Generación (El Colombiano)*, *Revista Gaceta (El País de Cali)*; *Lecturas (El Tiempo)*.
- ✦ 290 news articles and press mentions transmitted by national and regional stations.
- ✦ 107 TV broadcasts on the channels: Telemedellín, Channel One, RCN and NTN24. Programmes devoted exclusively to Hay Festival and speakers. Appearance on 10 national television channels.



- ✦ More than 1,200 mentions on web media and social networks.
- ✦ More than 23,000 visits to the festival's 10 year anniversary website: www.hayfestivalcartagena.org
- ✦ Over 14 hours of broadcast streaming at www.senalcolombia.org
- ✦ Journalists and accredited media had access to photographs of the talks and general atmosphere of the festival through a Google+ account that allowed them to download images of Hay Festival at no cost to the media publications.
- ✦ 10 press releases were issued with information of interest to all media, and interviews with speakers were arranged, both in advance of and during the festival.
- ✦ More than 70 press interviews were managed, for radio and television, with members of the festival team and with national and international speakers.



HAY FESTIVALITO FOR KIDS

'What I liked about this project was finding out about the history of my town and its inhabitants. I also learned many interesting things, including how important it is to read through our senses and using our bodies.'

*David Elías Sanabria,
assistant at Hay Festivalito for kids*

Since 2006 **Hay Festivalito Comunitario** (the festival's programme of events for kids) is a social inclusion strategy that seeks to achieve social change through the active participation of children as active readers and writers. With a programme of literary activities aimed at children, adolescents and young people in the most vulnerable communities in Cartagena and Bolivar, it is part of Hay Festival and is organized by the Plan Foundation. All events are free and take place in community spaces designed for this use. The project does not end with the festival, but extends throughout the year.

Following previous work with the project *Crecer Leyendo* during 2014, 2,000 children participated in the towns of Cartagena, Puerto Rey, Membrillal, Chile, Pozón, Las Palmeras, San Francisco, Bayunca and Carmen de Bolivar. They were attended by Nicolas Congote Gutierrez, Alberto Montt, Irene Vasco, Alfredo Cottin, Sergio Rossi, Boris Pfeiffer, Alejandra Acosta, Isidro Ferrer, Diego Bianki, Ruth Kaufman, Ignacio Martinez de Pison, Jean Paul Mongin, Diana Uribe and Charles King.



HAY FESTIVAL AND THE LOCAL COMMUNITY

Projects for the local community

Hay Joven

Hay Festival Cartagena de Indias 2015 introduced a new section in the programme devoted to college students. Students have always been a priority for the festival and in 2015 the festival's offering was increased with a series of interactive events. With the support of Colombiana and in partnership with Jorge Tadeo Lozano University, Cartagena University, the Universidad Tecnológica de Bolívar and Technological Comfemalco, seminars took place between authors and students.

International authors such as Laura Bates, Javier Cercas and Margo Glantz, among others, participated in the events. As many as 1,000 students attended. In addition, 20% of tickets to events on the main festival programme were free to students.

SENA and Cultural Training

With the support of SENA, meetings between authors and students were conducted in three locations in Cartagena, as well as workshops to support trainees in literature and editing issues. SENA learners had the opportunity to participate in the Third Independent Publishing Conference. Colombian and international authors shared their thoughts with young SENA students in what was a unique experience for their comprehensive training. The training forms part of the strategy *Aprendiz Siglo XXI* (21st Century Learning), which calls for institutions to form not only technicians and technologists, but also citizens endowed with tools for life, connected to the world, bilingual, and experts in time management and teamwork.



Hay Para Leer – *Crecer Leyendo* Project (Read With Hay – *Grow Up Reading*)

The Read With Hay project uses methods specially developed by the education community to strengthen understanding based on reading and writing, with the aim of improving educational quality. The community focus of the project promotes the pleasure of reading, with the participation of that community as an agent to encourage the use of books through the Grow Up Reading method. The method is aimed at promoting talent and boosting communication skills and the desire to read among children aged 6 to 12 years, through the creation of emotionally positive meeting spaces for reading in their communities.

In 2015 the Hay Festival Foundation, Cartagena District Government and Plan Foundation, with the support of Reficar and Pinturas Tito Pabón, have developed this proposal and have extended their work to the communities of Pozón and La Boquilla.



**RCN & Colombian Ministry of Education
National Short Story Competition**

The RCN & Ministry of Education National Short Story Competition began in 2007 as an educational strategy to stimulate and promote creative writing among students and teachers. Each year there is a call for stories, asking for the participation of the nation's students, teachers and educational administrators at the country's public and private educational institutions. The outcome has been a total of 245,000 stories received in the last 8 years from all regions across the country; and 33,000 teachers and students have participated in workshops on literary creation and writing and reading processes in the classroom. The aim of the competition is to strengthen communicative skills, the exercise of critical reflexion and the interpretation of reality, by accessing literary ideas that constantly renew our view of the world. As well as encouraging Colombian students and educators to participate each year in the competition, the project offers educational tools through creative writing workshops and makes available a range of online tools.

Volunteer Programme

For the 2015 festival we worked in collaboration with 45 general volunteers and five press volunteers from the universities participating in the Hay Joven (Young Hay) programme, from cities across Colombia and abroad. Participants had the opportunity to work as assistants on the coordination team during the four-day festival.



EVENTS OUTSIDE CARTAGENA

HAY FESTIVAL EVENT IN ARACATACA



Since January 2014, Hay Festival has extended its activities to Gabriel García Márquez's home town, in partnership with the Colombian Ministry of Culture. With the participation of Roberto Pombo, director of the newspaper *El Tiempo*; experienced cultural writer Margarita Vidal; prolific author Santiago Gamboa; and Angulo, Hay Festival in Aracataca plans to bring together, once again, old friends of García Márquez and many of his fans in the heart of the Zona Bananera.

HAY FESTIVAL RIOHACHA



Since 2008, Hay Festival has organized a full day of festival events in Riohacha, with free entry to all events.

The eighth edition of the event in Riohacha took place on 27 and 28 January in the towns of Uribia, Fonseca and Riohacha, with a programme that included the participation of prominent journalists such as Daniel Samper Pizano and Alberto Salcedo Ramos (Colombia); and writers including Alonso Cueto (Peru) and Ignacio Martínez de Pisón (Spain). There were also events for young audiences with artist Isidro Ferrer (Spain), graphic artist Alberto Montt (Chile) and writer Irene Vasco (Colombia).

Hay Festival Riohacha in figures

- ✦ 3 locations around Riohacha
- ✦ 2,200 attendees at the events
- ✦ 1 festival parade
- ✦ 2 workshops
- ✦ 6 author events
- ✦ More than 14 writers and artists involved.

HAY FESTIVAL MEDELLÍN, SUSTAINABILITY AND CULTURE

Hay Festival Medellín: Sustainability and Culture is a product of the partnership between the Hay Festival Foundation and the Alcaldía de Medellín through its Secretaria de Cultura Ciudadana.

Hay Festival Medellín took place for the first time in 2013 in the city of Medellín and entry to the events is always free. In 2015 the event took a broader approach and was held from 28 to 30 January, with over 20 academic activities happening in different venues throughout the city. Venues included Bethlehem Park Library, the Children's Reading House, Pablo Tobon Uribe Theatre, Explora Park and the University of Antioquia. The events occurred simultaneously with Hay Festival in Cartagena, with more than 5,200 attendees.

Participants in 2015 were Nobel Peace Prize-winner Jody Williams (USA); science writers including Paul Bogard (USA) and Sergio Rossi (Spain); sociologist Saskia Sassen (Netherlands); graphic artist Miguel Brieva (Spain); and writers such as Almudena Grandes and Luis García Montero (Spain), Sofi Oksanen (Finland), Andrew Solomon (USA), Juan Villoro (Mexico); equity specialist Solomon Bazbaz Lapidus (Mexico); and historian Diana Uribe (Colombia), among others.



'The chapter of Hay Festival en Medellín that was written this week strengthened the increasing contact between citizens and the world of books and thinking, thanks to the presence of prominent writers.'



PROJECTS IN COLOMBIA

We are always exploring new ways to reach our audiences

A Carbon Neutral Festival

Hay Festival is committed to the preservation and care of the environment. With this in mind, PwC will run an inventory of greenhouse gas emissions for Hay Festival Cartagena de Indias 2015. Acción Verde will neutralise the environmental impact of activities carried out as part of the tenth Hay Festival Cartagena through the planting of native trees that will never be felled, making this a Carbon Neutral festival. This project is supported by Pinturas Tito Pabón.

Exhibition: *Cien Fotos, Muchas Vidas*

Photos by Daniel Mordzinski

Daniel Mordzinski, the ‘photographer of writers’, presented a selection of one hundred of the most important photographs he has taken during the ten years of Hay Festival Cartagena de Indias. A must for all fans of the festival and its related artistic work. This event was organized by Hay Festival and the Spanish Centre for Cooperation, sponsored by Arte es Colombia and Cementos Tequendama.

Exhibition: *Blas de Lezo: The figure of ‘Mediohombre’*

This exhibition sheds light on Blas de Lezo, a lieutenant general in the Spanish Navy famous for organising the defence of Cartagena de Indias in 1741 with just six ships, against Admiral Vernon’s British fleet, eight times larger. The Colombian fortress, strategically considered to be the ‘key to the Indies’, was vital for maintaining Spanish rule in the Americas. One-eyed, one-armed and with a limp from the age of 25 due to wounds received in battle – the reason for his nickname, ‘Mediohombre’ (‘Half-man’) – Blas de Lezo is one of the most important seamen in Spanish naval history.

Organized by Acción Cultural Española and Corporación Centro Histórico Cartagena de Indias



Exhibition: *Repairing Colours*

Pinturas Tito Pabón and the ecological line Herencia Verde, with the support of Parques Nacionales Naturales de Colombia, presented thirty pieces at the UNIBAC exhibition space in Cartagena. The exhibition reflected the creativity of a number of artists in terms of picture and colour. The works were later auctioned to raise funds to reclaim land in the Sierra Nevada de Santa Marta.

Third Independent Publishing Conference

The Independent Publishing Conferences are professional and international events open to the public that aim to present innovative and successful experiences in the publishing industry. They are produced by Hay Festival and co-organized with Cálamo Publishing (based in Zaragoza, Spain).

The Independent Publishing Conferences began in January 2014 with the first conference held as part of Hay Festival Cartagena de Indias. The second conference was held at Hay Festival Xalapa (Mexico) in October 2014. The third conference took place at the Spanish Centre for Cooperation on 29–31 January 2015 within the framework of Hay Festival Cartagena. Over 100 attendees participated in this meeting at which publishers, booksellers and others engaged in the international book industry came together to share experiences and discuss the challenges the industry faces, mainly in the Spanish-speaking world.

The website talentoeditorial.com emerged as a tool to continue our efforts to promote literature and the world of books in Spanish. The website collates all documentation relating to the Independent Publishing Conferences, as well as interviews, reviews, and news of the sector.

Hay Festival Cartagena de Indias also works with several partner organisations on a variety of projects

Hay Festival and Acción Cultural Española (AC/E)

Acción Cultural Española (AC/E) is a public organisation whose goal is to promote Spain's culture and heritage, within the country and abroad, through an extensive programme of activities that includes exhibitions, conferences, lecture series, film, theatre, music, audiovisual productions and initiatives that encourage the mobility of professionals and creators. As one of these initiatives to promote the internationalisation and mobility of professionals in the Spanish literary sphere, AC/E is working in cooperation with Hay Festivals held in different parts of the world, co-organising activities for the promotion and dissemination of Spanish creators' work overseas. In this way, AC/E participates in projects such as publishing events, conferences, events on children's books or the graphic novel, and mentoring programmes that pair established authors with new writers.

Hay Festival and the Foundation for New Iberoamerican Journalism

The Gabriel García Márquez Foundation for New Iberoamerican Journalism (FNPI) and Hay Festival created the Michael Jacobs Grant for Travel Writers in 2014. The winner will be announced at Hay Festival Cartagena 2015.

Hay Festival and the British Council

Hay Festival and the British Council launched a global alliance at the 2010 Hay Festival in Wales, and since then they have worked together to take UK writers and thinkers to a global audience. In 2014, the Elipsis programme was introduced with the aim of offering emerging young Colombian writers the chance to experience the Hay Festival as part of their creative writing process. The programme's goal is to promote experimentation in writing for young people, with the support of authors who are not only very experienced and who have published a number of books, but who have also won prizes in various contexts and who have had their works translated and adapted for film.



Hay Festival and the Cátedra Vargas Llosa

In 2013, the Cátedra Vargas Llosa signed an agreement with Hay Festival to contribute to the dissemination of Hispano-American thought and culture. The Cátedra organisation will invite prestigious Spanish-speaking writers and intellectuals to talk to the public about their ideas and books at Hay Festivals in Segovia (Spain) and Cartagena (Colombia). Moisés Naim talked about his career at Hay Festival Cartagena in 2015.

Open Window on Canada

The Montreal Blue Metropolis International Literary Festival, with the support of the Canada Council for the Arts, presented a series of events featuring outstanding representatives of Canadian culture at Hay Festival Cartagena 2015. This Open Window on Canada brought to Hay Festival a sample of different themes and genres (non-fiction, graphic novel, literature and poetry). Participating authors included Steven Pinker, Kim Thuy, Real Godbout and Marie Annharte Baker.

SPONSOR BRANDING VISIBILITY

'Hay Cartagena is fantastic for the brain.'
Moisés Naím, *El País*

BANNERS AT



FESTIVAL VENUES

PROJECTION OF LOGOS



DURING THE START
OF EACH EVENT

PRESENCE OF LOGOS



ON THE NATIONAL TELEVISION
SCHEDULE ON RCN TV NETWORK



RADIO SPOTS ON RCN RADIO

INCLUSION OF LOGOS



IN THE PROGRAMME

LOGOS FEATURED ON THE
FESTIVAL WEBSITE



WITH MORE THAN 4
MILLION PAGE VIEWS
PER YEAR

SPONSORS INVITED



TO EXCLUSIVE PARTIES

SUPPORTING ACCESSIBILITY TO
THE FESTIVAL FOR STUDENTS



ENABLING 20% OF TICKETS
TO BE OFFERED FREE OF
CHARGE

MAKING IT POSSIBLE FOR MORE
THAN 2,000 CHILDREN FROM
DISADVANTAGED BACKGROUNDS



TO ACCESS HAY FESTIVALITO
FOR KIDS EVERY YEAR



SPONSORS

'Hay Festival came to an end. Saying goodbye to this great eclectic family that has been meeting for ten years to immerse themselves in books fills me with nostalgia.'
 Aura Lucía Mera, El País Colombia

MAJOR SPONSORS



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MEDIA PARTNERS



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HAY FESTIVAL MEDELLÍN



HAY FESTIVAL RIOHACHA



SUPPORTERS



INDEPENDENT PUBLISHING CONFERENCE



HAY JOVEN



HAY FESTIVALITO FOR KIDS



GLOBAL PARTNERS



CARBON NEUTRAL



THANKS



OFFICIAL BOOKSELLER



THANKS

'Hay Festival opens the door to the meeting with literature.'

The production of the tenth edition of Hay Festival Cartagena de Indias was possible thanks to the invaluable help of our partners:

- ✦ RCN Radio and TV, who have been supporting the festival since its first edition. They also created the hugely popular National Short Story Competition.
- ✦ Cerrejón, thanks to whom we took Hay Festival events to new audiences in the Guajira region.
- ✦ Pinturas Tito Pabón, who accompanied us for the first time as major sponsor in 2015.
- ✦ Thanks to our sponsors BBVA, Kienyke.com, Shell and Cerromatoso.
- ✦ Special thanks to our media partners RCN Radio and TV, El Tiempo and Semana through its magazine Arcadia, for ten years of telling stories together.
- ✦ Additionally we have benefited from the institutional commitment of the Ministerio de Cultura, Acción Cultural Española, the Government of Bolívar, Cartagena City Hall, Medellín Mayoral Office, SENA, the Governor of La Guajira, Riohacha Mayoral Office, and Procolombia.
- ✦ Special thanks to the Plan Foundation, a valuable partner in realising all activities on the *Creceer Leyendo* programme and the Hay Festivalito programme for kids, with which we have reached more than 10,000 children in Cartagena and the Department of Bolívar.
- ✦ We are grateful for the support of the University of Cartagena, Bolívar Technological University, Jorge Tadeo Lozano University and the Universitaria Tecnológico Foundation.



- ✦ Thanks to our global partners The Telegraph, the British Council and the BBC.
- ✦ Thanks to all those who believe in the festival and have given us their support: Sura, EPM, the New Latin American Journalism Foundation, Cine Colombia, Cementos Tequendama and Arte es Colombia, Coosalud, Revista Gatopardo, Cátedra Vargas Llosa, Sofitel, Embassy of Great Britain, US Embassy, French Embassy, Embassy of Brazil, Goethe Institute, Canada Council for the Arts, the Office of the High Commissioner for Peace, Universal, Parque Explora and the University of Antioquia, Reficar, Sacsa, and Hotel Bastión.
- ✦ Thanks to our venues: Hotel Sofitel Santa Clara, Adolfo Mejía Theatre, UNIBAC, Centro de Formación de la Cooperación Española and Centro de Convenciones Julio Cesar Turbay.
- ✦ Thanks to Penguin Random House, Planeta and Panamericana and to the Librería Nacional for their support and commitment.
- ✦ Photos © Daniel Mordzinski.

‘The torrent of words that flooded streets, plazas, auditoriums, the endless files of people entering events, trying to get a seat in the stalls so as not to have to climb up to the balcony, watching authors from afar, marvelling at the outfits of Sofi Oksanen, the Finnish author who has set off a tsunami with *Purga*, a book that has shaken her country. Saying goodbye to this great eclectic family, that has been getting together for ten years to immerse themselves in books, fills me with nostalgia.’

Aura Lucía Mera, El País Colombia

‘There were moments of great joy. The sharing of stories and the feeling of solidarity. The inspirational passion of local students and the exchange of ideas.’

Laura Bates, Hay Festival Blog

‘Hay Festival opens the door to the meeting with literature and those who make it and reinforce it as the great treasure it is, and has helped mankind to understand itself.’

Maria Elvira Bonilla, El Espectador

‘Most Colombians have views about everything and boy, can they talk! You need an hour for audience questions after a Hay event here. They’ve been liberated by the Hay Revolution.’

Rosie Goldsmith, Hay Festival Blog



Photo by Daniel Mordzinski

‘How interesting to attend debates, take part in many powerful interviews, speak informally with authors in such a friendly atmosphere, and also to be able to participate in any discussion. Everything is here. And in such a wonderful city and country.’

Bernadette González Harbour, Editora de Babelia

‘Hay Festival Cartagena has become a must for all those who, without prejudice or cap and gown, need intelligence.’

Sandro Romero Rey, El Malpensante

‘There’s no doubt. The theoretical and academic standard of Hay Festival is usually high, and this year was no exception.’

Sara Malagón, El Espectador

‘Because of the festival’s extension into other cities in the same country, its work in disadvantaged areas, and because it connects with young people – taking literature lessons to the streets – we wish long life to Hay Festival, wherever it is held, because wonderful things will keep happening.’

Xavi Ayén, El Tiempo

‘What I liked about this project was finding out about the history of my town and its inhabitants, as well as learning many interesting things, including how important it is to read through our senses.’

David Elías Sanabria, assistant at Hay Festivalito for kids

‘Every time I return to Cartagena I wonder why I’m so happy during the days of Hay Festival. My work in principle is always the same, and I’m fortunate to do it in some very varied places; I have photographed writers for thirty-six years in search of visual spaces where I can combine the image with reading and imaginary readers...Cartagena de Indias vibrates to the beat of a festival which is also a heart, with lyrics, music, colours and scents. There is a lot of life, a lot of literature, and a lot of Hay Festival in this city.’

Daniel Mordzinski

HAY FESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST