

imagina el mundo NOBO DIGONTER KOLPONA

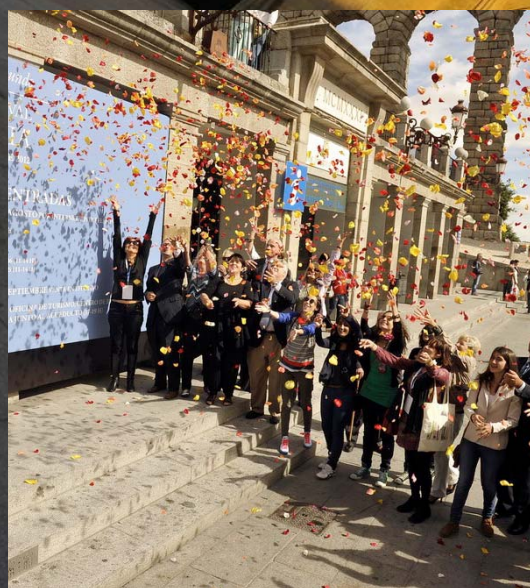
تَخَيَّلِ الْعَالَمَ *imagine the world* কল্পনায় জগত

logathe patti chindikyuga *képzeld el a világot*

कल्पना दुनिया की DYCHMYGWCH Y BYD *waza dunia*

FESTIVAL REPORT

# HAY FESTIVAL SEGOVIA 2012



HAYFESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

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‘It is hard to imagine a more constantly enjoyable, convivial and downright fascinating way of spending five days in late September.’

*Mark Monahan, The Telegraph*

# The Festival



**FOR THE SEVENTH YEAR IN 2012, HAY FESTIVAL SEGOVIA PRESENTED A THRILLING WEEK OF EXHIBITIONS, DISCUSSIONS AND PERFORMANCES CELEBRATING CREATIVITY, RESILIENCE AND HOPE IN THE FACE OF ECONOMIC TURBULENCE.**

## HAY FESTIVAL SEGOVIA, 25–30 SEPTEMBER 2012

A total of eighteen venues included churches, convents, gardens, public squares and historic buildings, some not normally open to the public. Artists came to Spain from the UK, Ireland, Belgium, the Netherlands, Switzerland, Germany, Canada, India, France, Norway, Poland, Hungary, Lebanon, Syria, Mexico, Colombia, Argentina and the USA, producing many great stories that encouraged the audience to re-imagine their world.

Gathered together in the medieval hill-top city were international writers Nicole Krauss, Aleksandar Hemon, Karl Ove Knausgard, Evelio Rosero, Khaled Khalifa, Dragomán György, Ian Gibson, Eduardo Sacheri, David Safier, Philippa Gregory and Andrew Miller. All re-imagined the world with Spanish stars Juan José Millás, Javier Moro, Matilde Asensi, Maria Dueñas Antonio Muñoz Molina and Elvira Lindo.

A series of public readings was launched in advance of the Festival to encourage the setting up of book groups to introduce voices from other countries as well as celebrating the work of Spanish writers.

Highlights from the 67 events included an interview with the design-visionary and creator of the Olympic cauldron Thomas Heatherwick, whom Terence Conran has called a ‘Leonardo da Vinci of our times’. Another was the innovative project by the American Hardwood Export Council (AHEC). This involved dismantling a wooden replica of the city’s famous Roman aqueduct in the Plaza de Santa Columba, passing each ‘stone’ of wood along a human chain to the Casa de los Picos and erecting a new temporary aqueduct there.



The Axa Foundation, which supports cultural, social and environmental programmes, this year took India as its theme with special guests Raja Mohan, Indian expert in international relations and globalization, Antonio Garrigues Walker and Javier Moreno. Opinion formers, authors and performers were taken on a philosophical train journey to a debate on freedom of speech followed by an exhibition dedicated to film director Satyajit Ray (1921–92), considered to be one of the greatest Bollywood artists of the 20th Century.



The world of music was represented by Gerard Mortier, director of Teatro Real de Madrid and formerly of the Salzburg Festival and L’Opera National de Paris, and the great conductor from the Gran Teatre del Liceu in Barcelona, Josep Pons.

Events were inexpensive to attend – there were 20,000 attendees, and 40% of the total number of tickets were free to students and the unemployed – making the Festival inclusive and an increasingly important date in the country’s calendar, encouraging new thinking in the midst of an economic and ethical crisis.

# The Festival in words



‘As with all the very best cultural get-togethers, the first 24 hours of Hay Festival Segovia seem – in the most blissful way – to last for ever. Then, several days later, it all seems to have passed in the blink of an eye. Certainly, it is hard to imagine a more constantly enjoyable, convivial and downright fascinating way of spending five days in late September.’

MARK MONAHAN, THE TELEGRAPH

‘There are a lot of literary festivals about these days, but they are not all the same. The major events may be similar, with famous writers promoting their latest books, but it is the smaller events on the programme that really give a festival its character and often prove the most memorable. One of the special things about the Hay Festival in Segovia is that the events take place in historic buildings, some of which are not usually open to the public.’

ANNIE BENNETT, TELEGRAPH TRAVEL

‘The festival is a journey of initiation to knowledge, debates, exchange of ideas, the building of a civilised public space. Hay Festival Segovia is an exciting intellectual experience and an attempt to create a global network of debates.’

EL PAIS

# The Festival in words



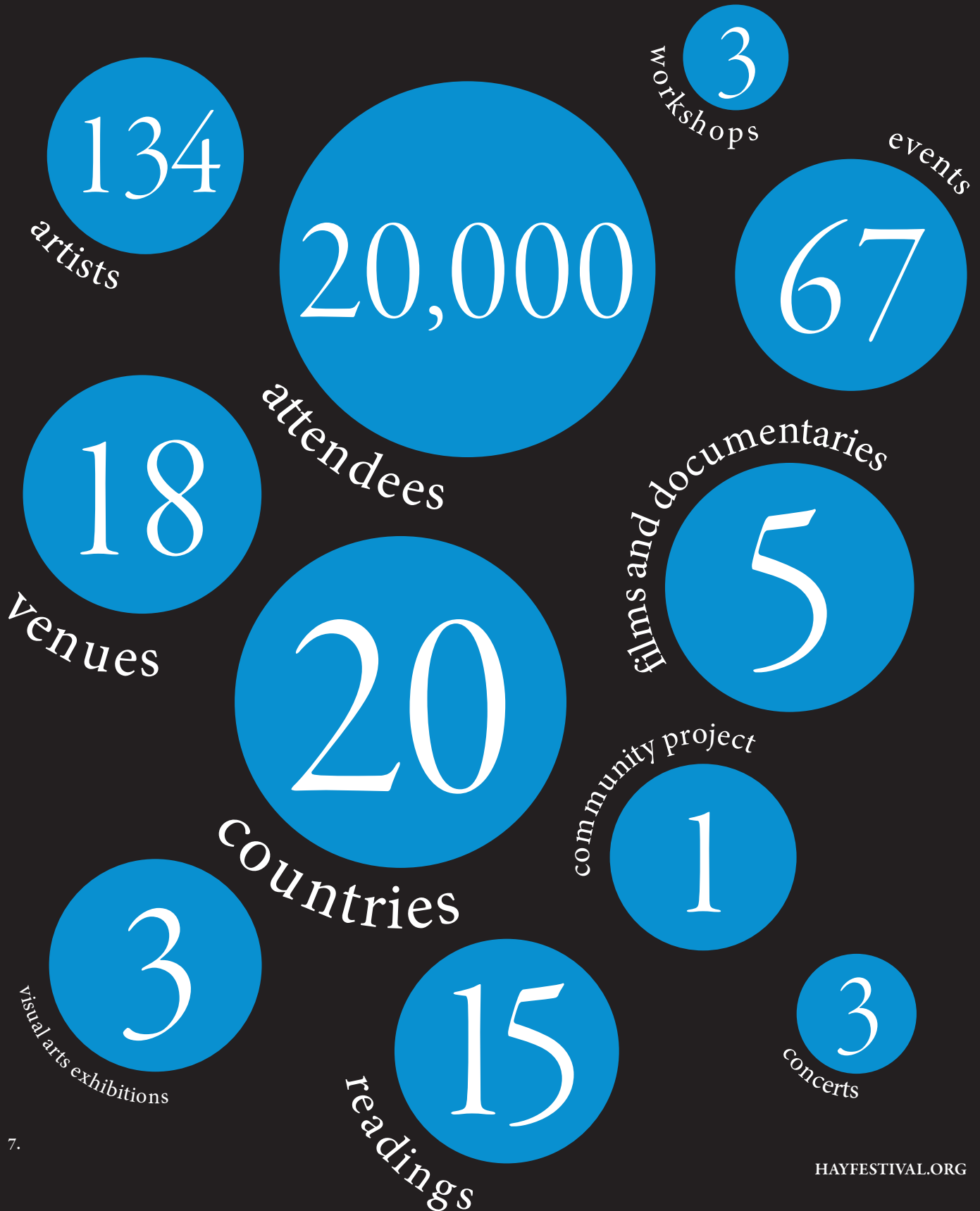
‘The secret? Finding as many as 83 sponsors who wanted to put their money on an international event that is more strongly established than most and that brings together writers and artists with the unique objective of celebrating its passion for exchanging ideas and sharing that with audiences.’

YO DONA, EL MUNDO

‘Hay Festival Segovia will overcome much of the prevalent drowsiness. Poetry, music, novels, architecture, history and music comprise the varied offering programmed by festival organizers who, despite the crisis, bring big names to the aqueduct capital.’

ABC

# The Festival in numbers

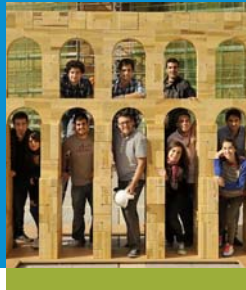


# The authors





# Media coverage



**HAY FESTIVAL SEGOVIA ATTRACTED OVER 1,000 PIECES OF MEDIA COVERAGE, INCLUDING PREVIEWS IN MAJOR MAGAZINES (PRINT AND ONLINE), PLUS REGIONAL, NATIONAL AND INTERNATIONAL NEWSPAPERS.**

## NEWSPAPER COVERAGE

### NATIONAL MEDIA:

EFE	La Razon
Europa Press	Marca
El País	El Mundo
ABC	

### REGIONAL MEDIA:

Edición Castilla y León	Diario de León
El Mundo Diario de Valladolid	La Crónica de León
La Razón	Diario del Alto Aragón
El Norte de Castilla	El Correo Gallego
El Adelantado de Segovia	La Opinión A Coruña
El Acueducto	Granada Hoy
Diario Palentino	La Gaceta Regional de Salamanca
Diario de Burgos	Diario Vasco
Diario de Ávila	La Región
	Alerta de Cantabria

## MAGAZINES & SUPPLEMENTS

Out Madrid	Elle
La Provincia – Diario de Las Palmas	The Hayly Telegraph
Babelia (El País)	Vanity Fair
El Viajero (El País)	Marie Claire
Yo Dona	Guía del Ocio



## ONLINE COVERAGE

20minutos.es	europapress.es	lepetitjournal.com
abc.es	expansion.com	listindiario.com
acueducto.com	fape.es	literaturasnoticias.com
archdaily.com	finanzas.com	madridpress.com
ar-revista.com	fundacionjmlara.es	masdearte.com
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canariasactual.com	grupoaseguranza.com	orange.es
comunicacion-cultural.com	hola24h.com	papelesperdidos.blogselfpais
cyleon.diariocritico.com	hoy.es	plataformaarquitectura.cl
despuesdelhipopotamo.com	ideal.es	prisa.com
diariodeavisos.com	ie.edu	que.es
diariodeleon.es	impactony.com	republica.com
diariodelaguijon.com	interbusca.com	rtvcyl.es
diariosigloxxi.com	interempresas.net	segoviaculturahabitada.es
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diariovasco.com	lacarceldesegovia.com	segoweb.es
eladelantado.com	lagacetadesalamanca.es	servimedia.es
elcorreo.com	lahoradeasturias.com	segoviaaldia.es
elcultural.es	lainformacion.com	teinteresa.es
eldiario.es	laopinioncoruna.es	telecinco.es
eldiariomontanes.es	larazon.es	telegraph.co.uk
eldigitaldemadrid.es	larioja.com	tribunasalamanca.com
eleconomista.es	lasemana.es	yahoo.es
elimparcial.es	laverdad.es	yahoo.com
elmundo.es	lavanguardia.com	ymalaga.com
elnortedecastilla.es	lavozlibre.com	vozpopuli.com
elpais.com	lavozdigital.es	zoquejo.com
elsemanaldigital.com	leonoticias.com	

## TV &amp; RADIO COVERAGE

## TELEVISION:

TVE – News

TV Castilla y León – RTVCyL

– Broadcast articles, reportages and interviews about the Festival

## RADIO:

Cadena SER – News

La hora extra – Culture features

RNE – News

El ojo crítico – News

ONDA CERO – News

Cadena COPE – News

Radio Castilla y León – RTVCyL

– News and features

# Sponsors

## GOVERNMENT PARTNERS



## GLOBAL PARTNERS



## MAJOR SPONSORS



## EVENT SPONSORS



## VENUE SPONSORS



## RESTAURATION



## BOOKSHOP / HOTELS



We would like to give huge thanks to all our sponsors and supporters.

Photos: Javier Salcedo and Hay Festival