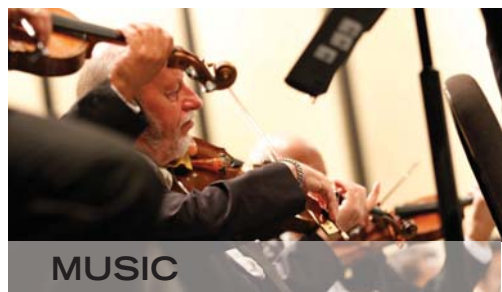




# FESTIVAL REPORT



## HAY FESTIVAL Xalapa 6-9 October 2011



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# HAY FESTIVALS

**HAY FESTIVALS IS AN INTERNATIONAL ORGANISATION BASED IN Hay-on-Wye (Wales), with a London office. We create festivals that explore and celebrate ideas.**

Currently, we run festivals in the UK (Hay Festival since 1987), Spain (Segovia since 2006), Colombia (Cartagena de Indias since 2006), Kenya (Nairobi since 2008), India (Kerala since 2010) and projects in Riohacha (Colombia), Dhaka (Bangladesh) and the Maldives.



We have collaborated with the creators of other successful literary festivals in Mantova (Italy) and Paratí (Brazil). We also run the B39 project, which has taken place in Bogotá (2007) and Beirut (2010), and for which we select and promote the best young writers, working with UNESCO and their World Book Capital project.



In 2009, Hay Festival was awarded the Queen's Award for Enterprise: International Trade, for our work creating festivals outside the United Kingdom, promoting cultural events and helping to improve literacy.



# HAY FESTIVAL XALAPA

**HAY FESTIVAL XALAPA'S AIM IS TO FURTHER THE ACCESSIBILITY OF culture and to maintain a commitment to social involvement.**

Literature, visual arts, film, music, world politics, journalism, the environment... all combine in an atmosphere of debate and celebration. The festival is becoming one of the most important literary events in the Hispanic world.

- ✦ Promotion of literature at local and international levels, to encourage debate and cultural interchange, education and development.
- ✦ Inclusive and accessible events with international artists.
- ✦ Social action and education. The total box office income (donations) is donated to charitable institutions (in 2011 the donation was to the DIF, a children's charity in Cancun).
- ✦ 30% of the total number of tickets are available free to students.
- ✦ Collaboration with institutions, organisations and private businesses both locally and internationally, maximising the impact of the festival and the benefits of hosting it to the local population.



JUAN CRUZ, JAVIER SOLORZANO AND DANIEL SAMPER PIZANO



# THE FESTIVAL IN NUMBERS

**4** days **90** artists

Audience of **20,655**

**98** events

**71** debates

Artists of **16** nationalities

**4** concerts **1** stage play

**30%** of tickets given free to students



**4** editions of the special daily news sheet  
*Hay Letras en Xalapa*

**200** accredited journalists

**8,000** copies of *Hay Letras en Xalapa*

**700,000** mentions on the Internet

**500** fans per day on Facebook **1,587** followers on Twitter



# THE FESTIVAL IN WORDS

“A Hay Festival that went with a bang.” **Alfredo Bryce Echenique**

“Very happy with my short but inspiring stay in Xalapa, Veracruz. Huge audience. Well done Hay Festival Xalapa!!”

**Diego Luna**

“It’s great to see young people so interested in writers. It was a fantastic festival.”

**Margo Glantz**

“These were unforgettable days – to see so many friends, to make so many new ones, to listen to and discuss so many subjects... Fantastic.” **Mario Bellatin**



MARGO GLANTZ



MARCUS DU SAUTOY

“Thank you so much for an amazing festival in Xalapa. It was one of the most successful festivals I’ve been to. An amazing bunch of authors from Mexico and beyond that just seemed to gel so nicely. We are still in contact with many of them and avidly reading their books. It was so satisfying to come to an event and

see what an amazing effect it had on the people of Xalapa. They seemed really fired up by the talks.”

**Marcus du Sautoy**

“Days full of new experiences, which sink in little by little. More than one of our readings was subsequently enriched by later echoes of the voices reading. So much potential could fill another whole life.”

**Luis Jorge Boone, *Hay Letras en Xalapa***



# THE FESTIVAL IN WORDS

“Thank you so much for the experience of the Hay Festival in Xalapa. I was impressed with the organisation, the atmosphere, and the quality of the performers.” **Pedro Ángel Palou**



“I found it an incredibly rich and meaningful visit.”

**Jon Gower**

“I am very happy to have joined your festival. And I am happy to have discovered a lot of interesting and nice people.”

**Kjell Ola Dahl**

“The quality of the speakers and the presence of huge audiences are the common note at Hay Festivals. They smile and debate with the crowd, who keenly question their ideas on Pitol, Bryce, Piglia, Elena Poniatowska, Goldman, Caparrós, Rey Rosa, Bellatin, Jordi Soler. Names that seem like roses in the lapel of a literary collection.” **Antonio Ortuño**

“Only within the framework of a festival like this can you enjoy a talk on Symmetry in Mathematics as much as a lecture on Agustín Lara. It has been a very pluralistic and dynamic event.” **Brian Nissen**

“We’ve returned from Xalapa thinking that literature isn’t as demonic as we’d believed. We leave drunk on the experience, without needing to abuse alcohol.”

**Juan Antonio Masoliver**



# THE FESTIVAL IN THE MEDIA

“HAY FESTIVAL XALAPA’S AIM IS TO pursue exchange with readers without formalism: it is a huge party of words.”

**Milenio**

“THE POWER OF WORDS TO ACHIEVE peace is the leitmotiv of Hay Festival.”

**La Gaceta**



MARIO BELLATÍN AND  
ALFREDO BRYCE ECHENIQUE



ALBERTO BARRERA TYSKA

“HUNDREDS OF YOUNG PEOPLE listening in perfect silence. Xalapa was the best city that Hay Festivals could have chosen to host the festival.”

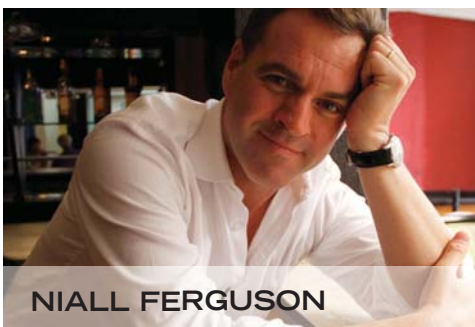
**Juan Cruz, *El País***

“THIS IS THE SECOND TIME THAT HAY FESTIVAL has come to Mexico, but it seems as though it was born here... It was as though the trumpets of Glory sounded at the gates of Xalapa.” ***El Economista***

“MICHAEL NYMAN’S BRILLIANT CLOSING CONCERT was packed, while beneath it Martin Amis, and then Richard Ford, were interviewed al fresco. These were beautiful moments.” **Tiffany Murray, *The Telegraph***



JORDI SOLER



NIALL FERGUSON

“AT THE FOUR-DAY FESTIVAL, THERE were internationally renowned mathematicians, poets and musicians, journalists, literary critics and novelists, including Martin Amis on fine form.”

**John Paul Rathbone, *Financial Times***





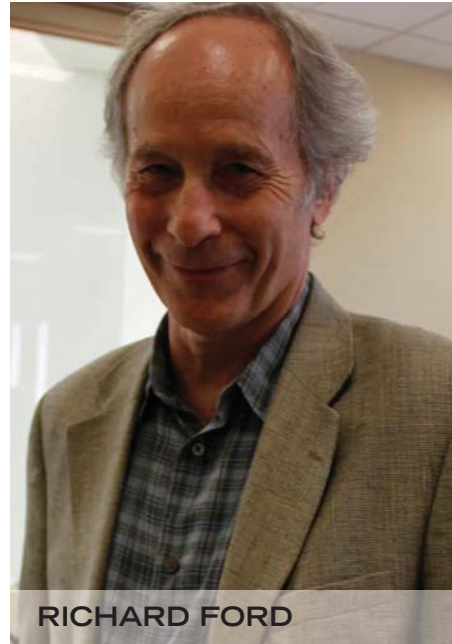
# THE FESTIVAL IN THE MEDIA

**957** minutes of Festival coverage on the radio

**820** minutes of Festival coverage on the television

**412** articles in the national and international press

**21** articles in magazines and on blogs



RICHARD FORD



**6** state-wide television channels

**2** national television channels

**4** international media titles

**10** state-wide and national radio broadcasters



# THE FESTIVAL AND ITS SPONSORS: BRAND PRESENCE

- Hoardings distributed throughout the country (31 across the state, 17 nationally) and 17 bus adverts
- Interior and exterior banners in Festival venues
- Projection of sponsor logos at the start of each event
- Logos in the Festival programme (20,000 copies distributed)
- Logos featured on the Hay Festival website and 16 web banners online



# THE FESTIVAL IN PICTURES



FROM TOP LEFT TO BOTTOM RIGHT:  
BRIAN NISSEN; MARGO GLANTZ AND MARIO BELLATIN; RICARDO PIGLIA; MOLOTOV;  
XALAPA SYMPHONY ORCHESTRA; RULO AND TITO (MOLOTOV); ELENA PONIATOWSKA;  
AGUSTÍN DEL MORAL, MALCOLM OTERO BARRAL, NEUS ESPRESATE, SERGIO PITOL,  
AGUSTÍN DÍEZ-CANEDO AND RODOLFO MENDOZA



# THANK YOU

## PATROCINADORES PRINCIPALES



## PATROCINADORES



## SOCIO GLOBAL



## UK MEDIA PARTNER

The Telegraph

## SOCIOS MEDIÁTICOS



## APOYO



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 Todo Veracruz and  
 Gabriela Bautista



SARGENTO GARCÍA

