

HAY FESTIVAL

imagina el mundo

CARTAGENA DE INDIAS

31 JANUARY - 3 FEBRUARY 2019

REPORT



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INTRODUCTION

“I have just returned exhilarated from Hay Festival Cartagena, an international gathering of writers and thinkers that is a genuine celebration of freedom and culture. Attending from all over the world were writers Mircea Cărtărescu, Chimamanda Ngozi Adichie, Zadie Smith, Philippe Sands, Álvaro Enrigue and Leonardo Padura, among others. There is plenty of literary life after Gabriel García Márquez and through different generations of writers, Colombia is experiencing exciting times.”

Manuel Vilas, author of *Ordesa* (2018), 6 February 2019

From 31 January–3 February 2019, the 14th edition of Hay Festival Cartagena took place with more than 100 writers, musicians, scientists, artists and intellectuals from 27 countries to reflect on current global issues and to share their insights for the future. Ten venues throughout the old historic centre of Cartagena welcomed more than 60,000 visitors.

International writers included **Chimamanda Ngozi Adichie**, the globally acclaimed Nigerian writer and activist on gender equality; **Mircea Cărtărescu**, the Romanian poet, novelist, literary critic and essayist; the celebrated British writer **Zadie Smith**; **Yoko Tawada**, the Berlin-based Japanese writer whose work has been translated around the world; Spanish writers **Cristina Morales**, winner of the Premio Herralde de Novela 2018 and **Manuel Vilas**, whose most recent book, *Ordesa*, has received critical and commercial success; the Cuban **Leonardo Padura**; the Chilean **Diamela Eltit**, winner of the National Literature Award of Chile 2018; the Mexican **Álvaro Enrigue**; the Canadian **Madeleine Thien** and the British international lawyer and author **Philippe Sands**.

“Chimamanda Ngozi Adichie was making the first of two festival appearances before a 2,000-strong audience, many of whom had flown in from other Colombian cities to hear her”

The Guardian, 4 February 2019

The festival was honoured by the presence of **Shirin Ebadi**, the first Muslim woman and first Iranian to receive the Nobel Peace Prize (2003). Within the group of Colombian writers there were outstanding names such as **Laura Restrepo**, **Mario Mendoza**, **Jorge Franco**, **Santiago Gamboa**, **Carolina Sanín** and **Juan Gabriel Vásquez**.

Discussing topical issues were **Gustavo Gorriti** (Perú), **Luz Mely Reyes** (Venezuela), in conversation with **Jaime Abello** (Colombia). New topics that generated a great deal of interest were quantum physics in a discussion with **José Ignacio Latorre**, and Alzheimer’s disease explored by **Dale Bredeesen**.

“Hay Festival allows us once again to see other horizons, to understand that the world is wide, to learn and assimilate different ideas and get out, get out, get out and breathe another kind of air”

El Espectador, 29 January 2019

It is now traditional at Hay Festival Cartagena to reflect on the year in journalism. Participating in the discussion were **Mark Thompson**, CEO of *The New York Times*, **Xavi Ayén**, the Spanish journalist and writer who has interviewed more than 24 winners of the Nobel Prize in Literature, and the Mexican reporter **Alma Guillermoprieto**, winner of the Princess of Asturias Award.

“Hay festival is an antidote to defeatism.”

Gloria Arias Nieto. *El Espectador*, 5 February 2019

Photography, art and music are essential components of the programme. **Doris Salcedo**, one of the most influential contemporary artists in Colombia, talked about her work; the British documentary maker **Kate Horne** presented her film *The Witness: Cain and Abel*, a tribute to the reporter **Jesús Abad Colorado**, who has devoted 25 years of his life to photographing the Colombian armed conflict, and musical performers included the singer **Totó La Momposina**, the composer **Mónica Giraldo**, the Dominican ‘king of merengue’ **Wilfrido Vargas**, and the jazz musician **David Sánchez** from Puerto Rico.

An innovation this year was a new space dedicated to the reading of recent books and meetings with their authors. The guests for 2019 were **Laura Restrepo**, **Manuel Vilas** and **Cristina Morales**.

“Hay Festival Cartagena 2019 was, in four intensely exciting days, a daring and ambitious cultural commitment, and also a dialogue between Colombia and the world. What was distinctive about this year’s event was that the voices and views of women from Africa, Europe, Asia and America were heard not only from a feminist perspective but also in a global context...”

Editorial published in *El Universal*, 5 February 2019



Enrique Santos Calderón in conversation with Héctor Abad Faciolince

THE FESTIVAL IN FIGURES

NUMBER OF VISITORS:

60,000

NUMBER OF PARTICIPANTS:

156

NUMBER OF EVENTS IN HAY COMUNITARIO:

25

NUMBER OF EVENTS IN THE GENERAL PROGRAMME:

82

NUMBER OF COUNTRIES:

27

NUMBER OF VENUES IN THE OLD CITY:

10

NUMBER OF EVENTS IN HAY JOVEN:

14



THE FESTIVAL IN THE PRESS

“Hay Festival confronts the increasingly worrying threat to liberty throughout the world.”

Jesús Ruiz Mantilla El País, 3 February 2019

NUMBER OF
ACCREDITED
JOURNALISTS:

300

NUMBER
OF MEDIA:

121

NUMBER
OF PRESS
MENTIONS:

1,822

NUMBER OF
INTERVIEWS:

488

THE FESTIVAL IN SOCIAL MEDIA (JANUARY–FEBRUARY 2019)

Instagram: Hayfestival_esp

✦ Profile views: 12,000

✦ Profile increase during Hay Festival Cartagena 2019: 23%

Twitter: @Hayfestival_esp

✦ Profile views: 14,900

✦ Interaction: 667,000

Facebook: Hay Festival Imagina el Mundo

✦ Playbacks of videos: 14,445

✦ Publications' reach: 172,911

HayFestival Cartagena @ BBC Mundo content generated around 1,300,000 page views

Hay Cartagena 2019

<https://www.youtube.com/watch?v=CykdAH2WuFY>

Chimamanda Ngozi Adichie en el barrio Nelson Mandela

<https://www.youtube.com/watch?v=i-bw7Ox5PXs>

Literatura, música y jóvenes en el Hay Festival Cartagena 2019

<https://www.youtube.com/watch?v=bTtW7jbQ8cg>

Literatura, música y activismo en Hay Cartagena 2019

<https://www.youtube.com/watch?v=ZOLzdicBEBg>

El público y la lectura en Hay Cartagena 2019

<https://www.youtube.com/watch?v=iBxWGDHkXdQ>



HAY COMUNITARIO

Working with the Office of the Mayor of Cartagena, the Government of Bolívar and the Fundación Plan, Hay Festival continued to bring the best of literature and ideas to the most vulnerable communities of Cartagena, with a free 25-event programme. The areas visited in the Departamento of Bolívar were **Turbaco**, **San Juan Nepomuceno**, **Carmen de Bolívar**, **Mompox**, **Cicuco** y **Santa Rosa de Lima**. Around 1,500 people were able to enjoy a variety of public events including a talk with the historian **Diana Uribe**, conversations with **Pilar Lozano** and the writer **Jorge Franco**, while an event with the writer and activist **Chimamanda Ngozi Adichie** in the Nelson Mandela neighbourhood, together with the Minister of Culture, was attended by 600 people.

Authors and visitors were invited to donate books, which will be distributed in the public libraries of the Department of Bolívar.



HAY JOVEN

The Hay Joven programme, for young people and university students, provided 14 events attended by 2,300 people. The festival's alliance with the Fundación Universitaria los Libertadores enabled meetings to be held with authors and students, all of which were free. The highlights were: a conversation with the influencer **Mildre Cartagena** together with Verónica Monterrosa; a poetry reading by Afro-descendants in Cartagena, a discussion between **Sarah Corbett** and **Diana de la Vega** on new kinds of activism, and the screening of the documentary *The Witness: Cain and Abel* directed by **Kate Horne**, which follows the life of the Colombian photographer **Jesús Abad Colorado**.

GROWING UP READING

Growing Up Reading is a programme that promotes the pleasure of reading in different vulnerable communities of Cartagena and Bolívar. Over 14 consecutive years, Hay Festival and the Fundación Plan have jointly developed Hay Festival Comunitario, with the aim of promoting a love of art, reading and culture among children, teenagers and young adults by bringing national and international writers to communities such as el Pozón, Membrillal, Bayunca, Tierra Baja, Puerto Rey and Boquilla.



Ambiente



David Sanchez Concert

HAY FESTIVAL MEDELLÍN Y JERICÓ 2019

As in past years, the festival ran a parallel programme in Medellín and, for the first time, in the village of Jericó (Antioquía) with internationally recognised writers, journalists, scientists and artists. On 26 and 27 January, Jericó heard talks by the ‘plant messiah’ and curator at Kew Gardens in the UK, **Carlos Magdalena**; the writer and journalist **Xavi Ayén**; the Chilean **Alejandra Costamagna**; the Colombians **Héctor Abad Faciolince**, **Pilar Quintana** and **Santiago Gamboa**; the caricaturist **Matador**; and the Colombian band **Puerto Candelaria**, with its concert *18 Years of Crazy Partying Around the World*.

Hay Festival Medellín celebrated the work of some of the best contemporary writers with events in the Museum of Modern Art of Medellín and the Parque Explora. Highlights of the programme focusing on literature, economics, quantum physics, the environment and climate change were sessions with the Cuban writer, journalist and scriptwriter **Leonardo Padura**; the anthropologist, journalist, activist and professor **Michael Pollan**, and **Kankyo Tannier**, a Buddhist nun and author of the book *The Gift of Silence*, who additionally conducted several meditation workshops.

Medellín also held 20 workshops for children and young people in which writers and illustrators shared their knowledge with more than 1,000 young attendees. Among them were: **Dylan Moore**, **Juan Gedovius**, **Pilar Lozano**, **Irene Vasco**, **Celso Román** and **Alekos**.



Leonardo Padura, Wilfrido Vargas and Lucía López Coll



Zadie Smith



Chimamanda Ngozi Adichie



Boris Izaguirre



Cristina Morales



Shirin Ebadi



Álvaro Enrigue



Carlos Magdalena



Totó La Momposina



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Hay Festival Report: Cartagena 2019

APOYO



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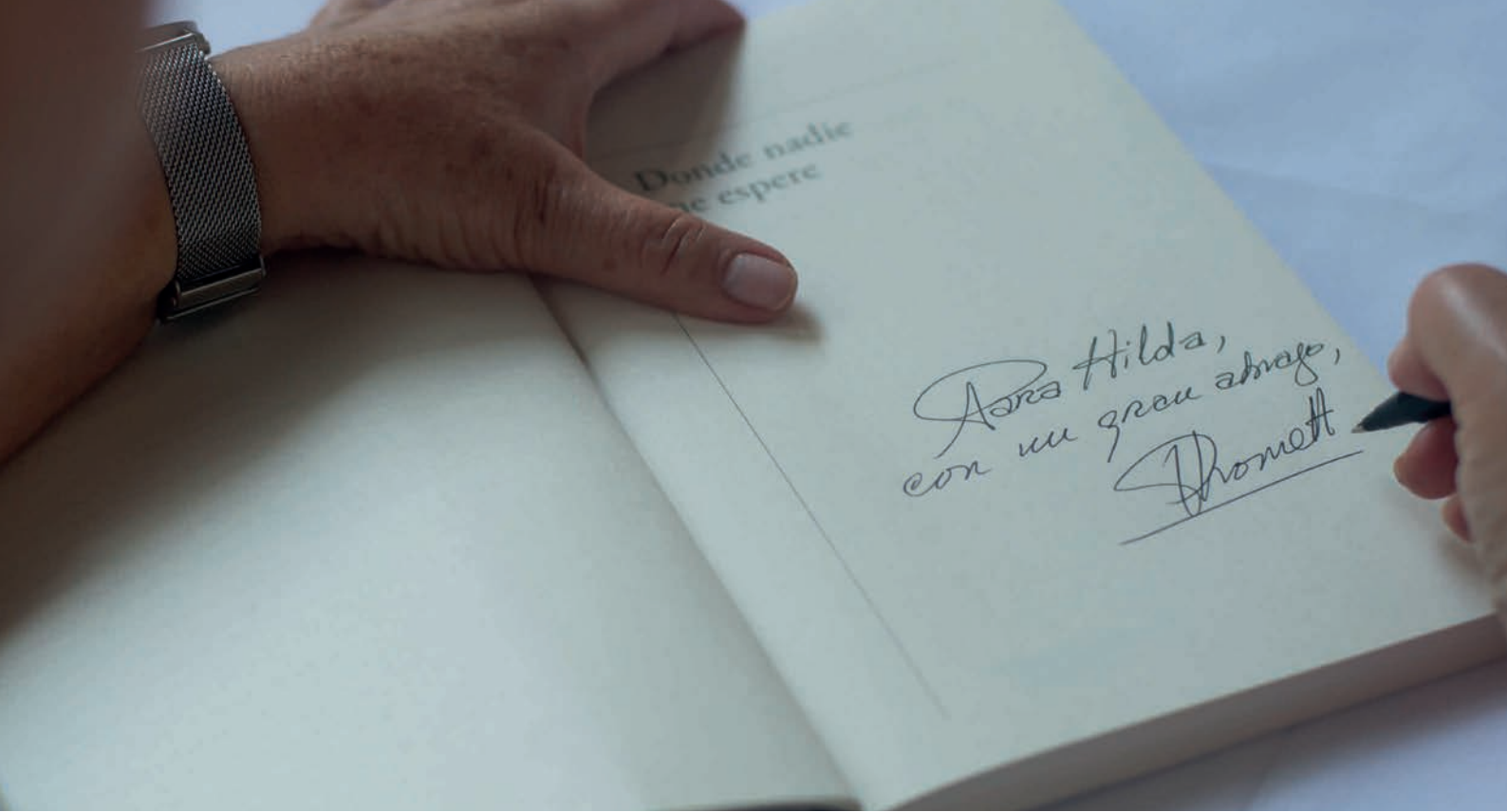
SOCIOS MEDIÁTICOS



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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 32 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 Querétaro (Mexico) and Hay Festival Arequipa (Peru). Hay curates 39 gatherings of emerging writers under the age of 40, held in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018), promoting 39 writers under the age of 40.



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.