

HAY FESTIVAL

imagine the world

QUERÉTARO, MEXICO 2018
REPORT



6-9 September 2018
hayfestival.org

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Tenoch Huerta



Mónica Lavín

OVERVIEW

“Hay Festival has positioned itself as a gathering that unites the best of literature, journalism, science and human rights; this relationship is no coincidence.”

Miguel Ultray, Counsellor and Director of
the Cultural Centre of Spain in Mexico



Click this link to see our video

The third edition of Hay Festival Querétaro was a resounding success. Bringing together an audience of over 33,000 people in four days, this great gathering offered the chance to interact with more than 140 guests from 16 countries. Authors, journalists, activists, scientists, musicians, artists and two Nobel Prize laureates were on stage in 67 events in the main programme.

From the international literature scene, the city of Querétaro was graced with the powerful presence of authors such as André Aciman, Lydia Davis and Vivian Gornick from the US, Rosemary Sullivan from Canada and Jeanette Winterson from the UK; Juan José Millás, Agustín Fernández Mallo, Vicente Molina Foix and Manuel Vilás from Spain, and some of the finest Latin American writers such as Elsa Osorio, Pedro Mairal, Patricio Pron and Alejandro Zambra.

Six authors from the Bogotá39 project, a selection of 39 of the best Latin American authors under 40 years of age, were also guests at the festival.

The first Muslim woman and first Iranian to ever win the Nobel Prize for Peace, Shirin Ebadi shared the stage with Mexican journalist Lydia Cacho in a conversation on human rights, and held a conference on freedom of speech.

Venki Ramakrishnan (India), who received the Nobel Prize in Chemistry for his research in the field of genetics, more specifically on the ribosome molecule, spoke with molecular biologist Antonio Lazcano about the invisible force of bacteria, and also gave a speech on biotechnology in the 21st century.

Other talks on present-day science featured mathematician Marcus du Sautoy (UK), zoologist Agustín Fuentes (US) and biologist Miguel Pita (Spain).

Discussions from the perspective of Mexican journalism focused on topics such as the digital area, with Salvador Camarena, Denise Dresser and Gabriela Warkentin, and investigative journalism with Marcela Turati, Nayeli Roldán and Alejandro Páez Varela.

A significant part of the programme was devoted to illustration, with a number of artists from all over Latin America, North America and Spain not only discussing but drawing live on stage in the Hay Festival Ilustrado. The audience laughed along with illustrators Liniers and Montt (Argentina and Chile).

Music was an essential element of this year's programme: we had the queen of anarco-cumbia Amanditita (Mexico) speaking about literature and David Keenan (UK), the author of the celebrated *This is Memorial Device*, who spoke about the relationship between music and literature. Mexican cumbia singer Celso Piña gave a spectacular concert, and the great Patti Smith (US) delighted festival audiences with a very special show that mixed poetry and music.

A moment of mindfulness was made possible with Kankyó Tannier, a French author and Buddhist nun who held an open-air meditation workshop.

The programme for children, Hay Festivalito, included activities with Benito Taibo (Mexico), Olga de Dios (Spain), Eoin Colfer (Ireland), Tamar Cohen (Mexico), Rocio Bonilla (Spain), Alfredo Núñez Lanz (Mexico), Andrew Donkin (UK), Giovanni Rigano (Italy) and BEF (Mexico). For young adults, Hay Joven had a programme of 20 events held at local universities.

The Elipsis Program, a project headed by the British Council, was included for the first time in Hay Festival Querétaro. Twelve aspiring young authors and editors were selected to take part in a series of workshops with British, American and Mexican authors.

Hay Festival Querétaro went beyond the city's borders, not only in content, but also physically: events were held in Monterrey, México and Dallas, Texas, US. On 8, 10 and 11 September, Bogotá39 @ The Wild Detectives (Dallas) introduced authors from the Bogotá39 group in several panels discussing the themes essential to Latin American literature. There was also a presentation of the Bogotá39 fiction anthology in English for the first time in the US. The guest authors were Mexicans Gabriela Jauregui, Emiliano Monge, Daniel Saldaña París, Brenda Lozano and Eduardo Rabasa; Juan Cárdenas from Colombia and Lola Copacabana from Argentina, as well as the translator Christina MacSweeney (UK) at the bilingual bookshop The Wild Detectives. From 6-11 September, events were held in Monterrey with Venki Ramakrishnan and Pedro Mairal, at the Universidad Autónoma de Nuevo León.

After such a celebration of literature, art, culture and inspiring ideas, Querétaro's name is confirmed as an ideal cultural destination, and awaits with anticipation the next edition of Hay Festival.

THE FESTIVAL IN NUMBERS

“Hay Festival Querétaro fills venues with a motivated audience, comprising of people wishing to celebrate writing and reading.”

Sergio Vila Sanjuán, La Vanguardia



33,500

PEOPLE ATTENDED

146

SPEAKERS

16

COUNTRIES

10

VENUES IN THE HISTORICAL
CENTRE OF QUERÉTARO

112

EVENTS

6

MASTERCLASSES AND
WORKSHOPS IN THE
ELIPSIS PROGRAM



“Hay Festival did it again, mixing music, literature and ideas around the most important topics. It is indeed one of the most vital cultural events in the hemisphere.”

Ingrid Bejerman, Hispanophone

“Hay Festival is one of the great cultural events of Latin America.”

Javier Lafuente, El País

MEDIA COVERAGE

1580 PRESS ARTICLES (\$2,6M USD)

5 ALLIANCES WITH CANAL 11, CANAL 22, RMX, RTQ Y EL UNIVERSAL, (\$0,6M USD)

FREE PRESS ESTIMATED IN: \$3.2m USD

16 PRESS CONFERENCES IN QUERÉTARO

1 PRESS CONFERENCE IN MEXICO CITY WITH THE PRESENCE OF

140 JOURNALISTS

300 ACCREDITED PRESS

22 PRESS RELEASES

HAY FESTIVAL FORUM MONTERREY AND DALLAS

4 ACTIVITIES IN **UNIVERSIDAD AUTÓNOMA DE NUEVO LEÓN** BEFORE AND AFTER THE FESTIVAL

2 DAYS OF FESTIVAL IN **DALLAS** @ THE WILD DETECTIVES BOOKSTORE AND UNIVERSITIES ACROSS TOWN

Celso Piña



Luz María Lepe, Cherie Dimaline, Ingrid Bejerman and Rosemary Sullivan



Raquel Riba Rossy



Powerpaola



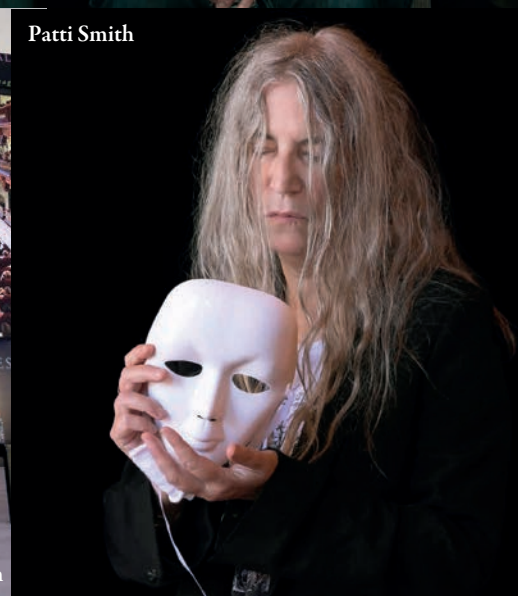
Liniers, Divinsky, Montt



Pedro Mairal



Patti Smith



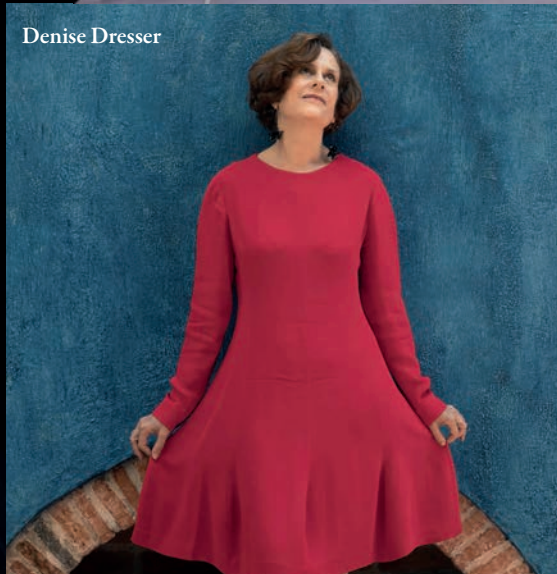
Shirin Ebadi



Giovani Rigano and Andrew Donkin



Denise Dresser



KankyoTannier



Venki Ramakrishnan



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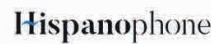
ALIADO PARA AMÉRICA LATINA



SOCIOS GLOBALES



PATROCINIOS Y ALIANZAS



HAY FESTIVALITO



TALENTO EDITORIAL



HAY JOVEN



AGRADECIMIENTOS

Adriana Grimaldo (Hay Festivalito) • Almadía • Colofón Ediciones Era • Penguin Random House • Planeta • Sexto Piso

Photographs: Daniel Mordzsinki



Hay Festival Wales audience

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 the past 31 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 Festival selects and promotes, at live Festivals and in print, emerging writers under the age of 40 called Bogota39 in Bogota (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and Bogota (2018).



The team at Hay Festival Querétaro

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.