

HAY FESTIVALS

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HAY FESTIVALS WORLDWIDE: CARTAGENA BEIRUT BELFAST HAY XALAPA BRECON SEGOVIA NAIROBI MALDIVES KERALA

FESTIVAL REPORT



THEWEEK

12-14 NOVEMBER 2010

HAY FESTIVAL in Kerala

IN ASSOCIATION WITH



DEBATE



IDEAS



MUSIC



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Thank You



VIKRAM SETH



THE WEEK HAY FESTIVAL 2010 IN KERALA

THAT WAS A BLAST. Hay Festivals, in all our incarnations around the world, are passionate, contradictory, celebratory, argumentative, multiplex and very relaxed. We were Indian all along and just didn't know it yet...

The flags and torches are packed up now, but the ideas and inspirations that tumbled out of those three days will take a good long while to sink in and mature: Tarun Tejpal's impassioned argument for justice and the prosperity of education; Marcus du Sautoy and his audience's mass maths mix with *The Number Mysteries*; the overlapping music and beauty of the Malayalam and Welsh languages read by the poets ONV Kurup, K Satchidanandan, and Menna Elfyn; the sheer satirical brilliance of Manu Joseph's *Serious Men*; Nik Gowing's analysis of the mobile-media coverage of 26/11; the balance of Ravi Dee Cee's e-book freedoms and Vijay Tankha's profound emotional attachment to the editions and volumes of stories he loves; and Sonia Faleiro's composure and humanity in discussing her heart-rending account of prostitution in *Beautiful Thing*. All these things are changing our minds, and we're still moving to the tripping harmonies and syncopations of Asima's opening night concert and the delight of having Sting join Bob Geldof's Irish folk-rock band onstage for the last night party.



BOB GELDOLF AND STING



KATHAKALI DANCERS

This was a pilot year, a real adventure into unfamiliar but thrilling territory, and a one-off opportunity to do something on an intimate, controlled scale that might have real resonance. We wanted to find out whether the festival would find an audience, how it might serve local writers, and what we'd need to do to make it sustainable. The big question underpinning all these was simple: COULD IT CAPTURE THE IMAGINATION?



YES.

People came in good numbers, both the dedicated festival-goers and the simply curious. From Mollygod Mammooty and Ministers MA Baby, Veerappa Moily and Kodyeri Balakrishnan to the students and readers from Thiruvananthapuram, the audience mix crossed age, gender and society. The audience pitched right in from the first and made the festival their own. They drove the Q&As, they shared the mics and their own opinions and criticisms. There was a real pleasure in the conversation, and of the energy and buzz that comes off people thinking together.

The green room thrummed with introductions, recognitions and the delicious gossip, rows and flirtations of the literary world that ranged from Manila to Mexico City, from *The Golden Gate* to the Golden Temple. Whatever else writers are – and they can be monsters, saints and sinners just like everyone else – they give good stories, they tell tall tales, and the best of them play with words the way a circus master plays with fire.



BANDSTAND AUDIENCE

It was a good start. Now we want to scope the next five years to explore the many Indian languages and literatures from beyond the South and take those writers with us around the world; we want to look to the international writers from the South Asian neighbourhood, and we want to plan exchanges and commissions and fantastic parties. These are big dreams and the reality today is that we're looking for the resources to enable us to develop and grow and build on the platform The Week and Qatar Airways, Kerala Tourism, the British Council and the Ministry of External Affairs have created for us.



MIGUEL SYJUCO & NILANJANA S ROY

"I first met Shashi Tharoor in Toronto in 1989 at a writers festival. We bonded over a joke. The tour guide who was taking a bunch of us on a boat trip intoned in a dry Canadian accent, 'And this is Lake Ontario, which is actually bigger than England'. A basso profundo from the back of the group quipped: 'And a much better use of space'. We've been friends ever since, across continents, Test Series, twin parents and a lot of life. He's always said we should come to the perfect location of Kerala, and that India was the true home for a festival of ideas and stories. Turns out he was right."

PETER FLORENCE, Director, Hay Festivals



THE FESTIVAL IN NUMBERS

3 days

Over **50** events

2 sell-out concerts

4 venues

Over **56** participating authors



Attended by over **4,700** visitors, with huge participation from the local area

Over **210** dedicated articles online

Over **42,000** associated articles and festival mentions online

Over **180** articles in national and international press



THE FESTIVAL IN WORDS

“WHEN A BOOK FESTIVAL MEETS A well-managed picnic you get Hay.”

Hindustan Times

“WE WELCOME THE FESTIVAL AND I am delighted that such a festival is coming to the city.” **ONV Kurup**



JAISHREE MISRA



ARRIVAL ON SITE

“THE HAY FESTIVAL PROMISED TO LIVE up to the success of its counterparts in the first Indian edition of the World’s Most Prestigious Literary Event.” **Harpers Bazaar**

“IT IS ONE OF THE BEST THINGS THAT COULD HAVE have happened to the city. I am confident that the Hay Festival, which is an annual event, will soon be the biggest literary event in India.” **Ravi Dee Cee, bookseller**

“PEOPLE IN KERALA JUST JOINED IN AND MADE IT theirs from the get-go. It’s about willingness to share stories and ideas. This works just as well in Malayalam as in English.” **Peter Florence, Festival Director**



QUEUEING FOR AN EVENT

“A FESTIVAL SUCH AS HAY IS OF GREAT IMPORTANCE TO A PLACE AND people who love language and literature.” **Gillian Clarke, National Poet of Wales**

“BOB GELDOLF BROUGHT KERALA’S FIRST FESTIVAL OF IDEAS TO A rousing finale: Geldof’s friend Sting, who was in the audience having flown down from Bombay especially to hear him play, got up on stage and together the two men sang *Everyone Needs a Hole to Fill*. The Indian crowd again burst into a show of wild enthusiasm. Sting later called it ‘a high point of my life’.” **Daily Telegraph**



THE FESTIVAL IN THE MEDIA

THE WEEK HAY FESTIVAL 2010 ACHIEVED A MINIMUM OF 400 pieces of media coverage, including previews and reviews in major magazines, online, and both national and regional newspapers.

NATIONAL TITLES INCLUDED:

Hindustan Times, The Times of India, The Hindu, The New Indian Express, Malyalam Manorama, The Telegraph, The Week, Harper's Bazaar, Business India

REGIONAL TITLES INCLUDED:

The New Indian Express (Zeitgeist), The Hindu (Metro Plus), Thejus, Madhyamam, Janayugam, Kerala Kaumudi, Deshabhimani, Deepika, Mathrubhumi, Mangalam, Metro Vartha, Siraj



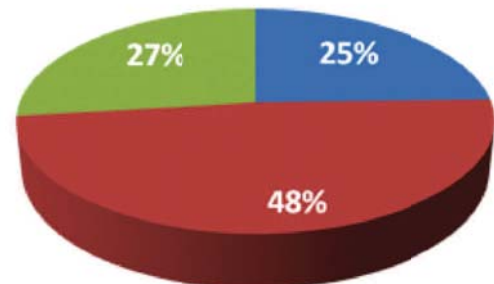
FILM STAR MAMMOOTTY

ONLINE COVERAGE INCLUDED:

Manorama Online, India Everyday, Telegraph Online, Bombay News Online, TimesCrest.com, Calcutta News, Hindustan Times, Outlook India, Yentha.com, The Bookseller Online, Times of India Online



- Trivandrum Based Coverage
- Coverage from Major Cities
- All India Coverage



THE FESTIVAL IN IMAGES



TOP LEFT TO BOTTOM RIGHT: PAUL ZACHARIA; KANAKAKUNNU PALACE; TISHANI DOSHI; MICHELLE PAVER; KATHAKALI DANCERS; BASHARAT PEER AND MANDIRA NAIR; JAISHREE MISRA, SHASHI THAROOR AND K SATCHIDANANDAN; BOB GELDOF



MANY THANKS TO OUR SUPPORTERS

WE ARE DEEPLY GRATEFUL TO THE WEEK HAY FESTIVAL 2010's sponsors and supporters, including:



ONV KURUP

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THANK YOU

