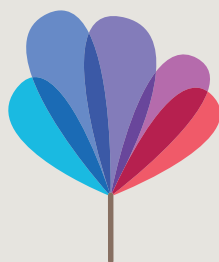


HAY FORUM SEVILLA 2023 REPORT



HAY FORUM SEVILLA





Antonio Ortíz, Sonia Mulero, Jaime de los Santos and Martha Thorne

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(Top) Tomás Burgos, Deputy Minister of the Presidency of Andalusia Regional Government, Maria Sheila Cremaschi, Director Hay Festival Segovia and Hay Forum Sevilla, José Luis Sanz, Mayor of Seville, Minerva Salas, Delegate of Culture of the City Council of Seville, and Víctor González, Deputy Minister of Tourism, Culture and Sport of Andalusia Regional Government

(Bottom) Mayor of Seville José Luis Sanz with the UK ambassador Hugh Elliott

HAY FORUM

Sevilla 2023

The first Hay Forum Sevilla took place 5–7 October 2023 at two venues in the Andalusian capital: the Real Alcázar de Sevilla and the Consulate of Portugal.

The programme included 10 events in which topics such as literature, architecture, the environment, and more were discussed. Hay Forum Sevilla was supported by Seville City Council and the Regional Government of Andalusia, through the Ministry of Tourism, Culture and Sport.

“We want to wrap our arms around the world and cross-pollinate ideas,” says Julie Finch, Hay Festival CEO, as she wanders through the Alcázar, admiring the beautiful tilework. “We are looking into pop-ups in other parts of the world, including Australia, Asia and Africa. The Forums are ways to test the appetite in different places.”

The Sunday Telegraph, 8 October 2023



Julie Finch, Hay Festival CEO (left)

Maria Sheila Cremaschi, Director Hay Festival Segovia and Hay Forum Seville (right)

Maria Sheila Cremaschi, the dynamic director of Hay Festival Segovia, has long hoped to bring a version of the event to Seville. “Since the Exposition in 1929, Seville has exemplified the role of culture in transforming a city.”

The Sunday Telegraph, 8 October 2023

THE PROGRAMME IN DETAIL

With this philosophy in mind, Hay Festival came to Seville with a clear commitment to take inspiration from the century following the Ibero-American Exhibition of 1929.

This event marked the first modern transformation of the city – even then anchored in its past as Puerto de Indias – put it back on the international stage and decisively changed its economy, with an urban revival that has left an impression today on the emblems of its identity, both for itself as a city, and for the tourists who flock there.

With this in mind, discussions in the Forum examined the way culture can bring changes to cities, along with the construction of those cities' international image. The programme explored three avenues of thinking; nature, the transformation of cities, and the agents that transform a city's image.



The mayor declared that “this space and this forum for debate fit perfectly with the Seville of the future that we are building”, as well as being “in line with the significant work we do in honouring our past.”

Europa Press, 5 October 2023

“Judging by the attendance in Seville over the last three days, the appetite is strong. Packed events included speakers like Antony Beevor and an engaging discussion between Spanish art curator and former director of Tate Modern, Vicente Todoli, and Prince Lorenzo de’Medici, who told the audience about their personal citrus collections. By the final day of the forum, almost everyone was eating marmalade for breakfast.”

The Sunday Telegraph, 9 October 2023



Sonia Mulero and Jaime de los Santos

Thursday 5 October 2023

EVENT 1: **Vicente Todolí and Lorenzo de' Medici** in conversation with **Sofia Barroso**

Citrus Collectors and Conservationists

Vicente Todolí, one of the world's foremost contemporary art curators, and Lorenzo de' Medici, a direct descendant of the Medici family both saviours of species that might have become extinct, talked about their shared passion with art expert Sofia Barroso.

EVENT 2: **Antonio Ortiz, Sonia Mulero and Jaime de los Santos** in conversation with **Martha Thorne**

Transforming Cities for a Sustainable Future

Antonio Ortiz is director of Cruz & Ortiz in Seville, one of the most international architecture firms in Spain. Martha Thorne is a renowned American urban planner. Sonia Mulero is director of the Banco Sabadell Foundation. Jaime de los Santos is a politician, historian and writer.

They discussed the architecture of cities and their transformation to more sustainable models, as well as the agents that cause these changes.

Friday 6 October 2023

EVENT 3: **Umberto Pasti** in conversation with **Sofia Barroso**

How a Garden Transforms the Perception of a Place

Milanese writer, biologist and landscape architect Umberto Pasti and arts and culture expert Sofia Barroso talked about territorial conservation and the sustainable transformation of urban spaces.

EVENT 4: **Antony Beevor and Miguel Poiares Maduro** with **João Mira-Gomes**

Events and Conflicts that Transform Cities: Wars, Revolutions, Relocations

Popular British historian Antony Beevor, renowned Portuguese academic and politician Miguel Poiares Maduro and Portuguese Ambassador João Mira Gomes discussed current affairs and the changes brought about by conflicts, revolutions and wars.



Saturday 7 October 2023

EVENT 5: **Reiniel Pérez Ventura, Fernando Iwasaki and Victoria León** in conversation with **Jesús Vigorra**

Reading their Poetry and Prose

The winner of the 35th edition of the Loewe Poetry Prize, Cuban poet Reiniel Pérez Ventura, read a selection of poems from his collection of poems *Las sílabas y el cuerpo*. Poet Victoria León read from her collection *Secret Light*. Peruvian narrator, essayist, historian, cultural manager and university professor Fernando Iwasaki read from his works. Chaired by journalist Jesús Vigorra.

EVENT 6: **Miquel Molina, Irene Hernández Velasco, Alberto García Reyes, Alberto Grimaldi and Juanlu Sánchez** in conversation with **Teodoro León Gross**

Communication: A Critical Tool in the Design and Image of New Cities

Renowned national journalists who have analysed their experiences in different cities around the world discussed the changes in urban environments, as well as the new citizens they are now addressing.

Miquel Molina (Director of *La Vanguardia*), Irene Hernández Velasco (*El Confidencial*), Alberto García Reyes (Director of *ABC*), Alberto Grimaldi (Subdirector of *Diario de Sevilla*, Grupo Joly), Juanlu Sánchez (Subdirector de *el diario.es*) in conversation, chaired by journalist Teodoro León Gross.

EVENT 7: **Mayor of Seville José Luis Sanz** with the **Ambassador of the United Kingdom Hugh Elliott**

Bitter Oranges from Seville's Royal Alcazar on the Table of the British Royal Household

Last February, the Ambassador of the United Kingdom, Sir Hugh Elliott, received the selected oranges and lemons from the Carlos V gazebo, in the palatial complex of the Royal Alcazar of Seville, to make the bitter marmalade consumed in the British Royal House. Elliott returned to Seville to perform a symbolic ceremony and deliver the already prepared marmalade to the mayor of the city, José Luis Sanz.

EVENT 8: **Eloy Martínez de la Pera Celada and Stephan Janson** with **Amalia Bulnes**

Agents that Transform the Image of the City

Art and fashion curator Eloy Martínez de la Pera Celada and French designer and curator, currently working for Yves Saint Laurent, Stephan Janson talked about changes in urban



centres and how these changes come about, with Amalia Bulnes, cultural journalist and literary critic.

EVENT 9: **Martha Thorne** in conversation with **Kunlé Adeyemi**

Culture that Transforms Cities and the Agents of Change Contributing to the Creation of Liveable Cities of the Future

Renowned American urban planner, currently a senior advisor to the Henrik F. Obel Foundation, Martha Thorne and Nigerian architect, urban planner and creative researcher Kunlé Adeyemi discussed the sustainable transformation of cities and the mechanisms that advance these changes.

EVENT 10: **Michael Ignatieff and Caroline Michel** with **Miquel Molina**

Hope for a Kinder Life

Essayist, academic and former politician (leader of Canada's Liberal Party) Michael Ignatieff, literary agent and Chair of Hay Festival Caroline Michel and deputy director of *La Vanguardia* Miquel Molina discussed the different areas of life in which we search for identity and hope.



NATURE

“The bitter orange marmalade that links Seville to England.”

ABC Culture, 8 October 2023

“The mayor affirms ‘we have made the proposal to the ambassador that this event be repeated every year as another element of friendship between his country and Seville.’”

Europa Press, 7 October 2023

“The cultural tradition surrounding citrus fruits is the main theme at the start of Hay Forum Seville.”

ABC Culture, 5 October 2023

“From the time in the sixteenth century when some of the Medici, collector family par excellence, in nostalgia for Naples, dedicated themselves to the cultivation of citrus, to the time when Vicente Todolí set up the ‘Todolí Citrus Fundació’ in the Valencian municipality of Palmera, both experts discussed such curiosities as obtaining and preserving new species of fruit, and the portrayal of citrus fruits in art.”

EFE, 5 October 2023

“The city where the lemon trees flourish.”

ABC Culture, 2 October 2023

“Vicente Todolí, former director of London’s Tate Modern and one of the world’s leading curators of contemporary art, will talk with landscape artist and writer Umberto Pasti and Prince Lorenzo de Medici (owner of one of the largest citrus fruit collections) about how environments can be transformed through ecological restoration work, something in which all three are pioneers, and about collecting and conservation.”

El Confidencial, 1 October 2023

“Pasti will tell attendees about his experience, that of a dreamer who was able to bring beauty to the most arid territories. In northern Morocco, in the village of Rohuna, Tangier, the landscape designer has created ‘a splendid orchard full of colour’, an Eden with more than 1,200 native species.”

Diario de Sevilla, 20 September 2023

“Some guests teach us important themes: that we must defend beauty, or go back to nature.”

Diario de Sevilla, 5 October 2023



(Clockwise from top) Julie Finch, Minerva Salas, José Luis Sanz, Hugh Elliott, Caroline Michel and Maria Sheila Cremaschi; Kunté Adeyemi and Martha Thorne; Vicente Todolí, Lorenzo de’ Medici and Sofía Barroso; Umberto Pasti signing books

TRANSFORMING CITIES



Antonio Ortiz, Sonia Mulero and Jaime de los Santos

“Antonio Ortiz, Sonia Mulero and Jaime de los Santos in conversation with Martha Thorne in the context of the transformation of cities for a sustainable future. Throughout time, architecture has been a manifestation of culture and time.”

Europa Press, 5 October 2023

Martha Thorne and Kulé Adeyemi

“In addition to literary sessions, there are others on the transformation of cities in pursuit of a more sustainable future, such as the one to be held this afternoon on architecture and the materials that have been used in the construction and expansion of cities throughout history.”

EFE, 5 October 2023

Antony Beevor, Miguel Poiares Maduro and João Mira-Gomes

“Cities have reinvented themselves dozens of times over the last millennia. War, political events, and conflicts have contributed to these transformations. Throughout history, conflicts have been ever present in people’s lives, and these events cause and enable great changes in society.”

Europa Press, 5 October 2023

“Today, war has changed its backdrop. It is no longer fought in the countryside (the Napoleonic wars) or in the forests (the Battle of the Bulge). The city is the theatre of war.”

Diario de Sevilla, 8 October 2023

Lorenzo de’ Medici and Ana Gavín

“Hay is a fiesta, it’s not rigid. We ask questions but we don’t come to a conclusion. We simply open a debate.”

Diario de Sevilla, 5 October 2023

“Inspired by a common idea of culture as an engine of social transformation and improving cities.”

COPE, 5 October 2023



(Clockwise from top left) Jaime de los Santos, Sonia Mulero, Martha Thorne and Antonio Ortiz; Antonio Ortiz and Martha Thorne; Kulé Adeyemi; Miguel Poiares Maduro, Antony Beevor and João Mira-Gomes (twice); Kulé Adeyemi and Martha Thorne. (Right) Umberto Pasti and Soffa Barroso

THE IMAGE OF A CITY

Agents of Change

Miquel Molina, Irene Hernández Velasco, Alberto García Reyes, Alberto Grimaldi and Juanlu Sánchez in conversation with Teodoro León Gross

"Hay Forum Seville brings together communication professionals. Teodoro León Gross led the debate, putting forward communication as a tool for designing urban identity."

ABC Cultura, 8 October 2023

"Alberto García Reyes, director of ABC de Sevilla, said it is difficult to theorize about journalism. 'Simply because we are in the thick of it, leaving no time for anything else. It is a risky profession; a local reporter might even run more risk than a war correspondent sometimes. The local journalist faces silence and condemnation from many people around them. The gaze of the newspaper is part of the construction of the identity of a city. It's a gaze that must be separate from power, not only political, but also economic and social!'"

ABC de Sevilla, 8 October 2023

"A literary evening with the participation of the latest Loewe Poetry Prize winner Reiniel Pérez Ventura, Fernando Iwasaki, Victoria León and Jesus Vigorra."

Diario de Sevilla, 19 September 2023

"Seeking the literary gold of the Reales Alcázares."

ABC, 8 October 2023

"To make culture accessible to all citizens, regardless of their origin or age."

Onda Cero, 19 September 2023

"The afternoon began with a conversation on 'The agents that change the image of the city', between Eloy Martínez de la Pera Celada, Stephan Janson, and journalist Amalia Bulnes at the Consulate of Portugal."

El correo de Andalucía, 9 October 2023

"Based on the common idea of culture as an engine of social transformation and improvement of social conditions."

COPE, 5 October 2023

"Hay Forum comes to Seville as a reference point for debate on the future of cities."

La Vanguardia, 19 September 2023



(Clockwise from top left) Antonio Ortiz in conversation with Martha Thorne; Eloy Martínez de la Pera Celada, Stephan Janson and Amalia Bulnes; Reiniel Pérez Ventura, Fernando Iwasaki and Victoria León; Journalists; Lorenzo de' Medici and Ana Gavín; Reiniel Pérez Ventura, Fernando Iwasaki, Victoria León and Jesus Vigorra



CLOSING THOUGHTS

“Ignatieff’s advice: have faith in the past.”

La Vanguardia, October 2023

“Ignatieff reflects on the fact that one of the reasons we feel distress is because we believe that no one else has gone through what we are going through individually.”

20 minutos, 17 October 2023

“In a conversation with ‘La Luis Serrano Martin de Eugenio Vanguardia’, the author of *In search of Consolation* advises us to look to history and art to find reasons for hope that will help us avoid despair in these dismal times.”

La Vanguardia, October 2023



(Clockwise from top) Caroline Michel, Michael Ignatieff and Miquel Molina; Michael Ignatieff and Miquel Molina; Antony Beevor and João Mira-Gomes; Michael Ignatieff

Mayor of Seville José Luis Sanz receives participants in the first Hay Forum Sevilla at City Hall



HAY FORUM SEVILLA IN FIGURES





Palacio de Las Dueñas, Seville

PRESS & SOCIAL MEDIA

Prominent national and international media published articles related to the events held in the context of Hay Forum Seville.

These included *El Confidencial*, *La Vanguardia*, *Sunday Telegraph*, *ABC*, *Diario de Sevilla*, *USA News*, *El Correo de Andalucía*, *Diario.es*, *20 minutos*, *EFE*, *Europa Press*, *Cope*, *Onda cero*, *Canal sur* and *Sevilla buenas noticias*, among others. These media outlets highlighted the events held in the city of Seville.

Hay Forum Seville reached an audience of 28.5 million in the press, television and radio.

Online, our campaign generated 125k impressions on Instagram. 559 interactions on X (formerly known as Twitter) and 124k impressions on Facebook, with a total of 439 posts.

“Hay Forum Seville addresses the centenary of Expo '29 in its first edition and sets the second for March, 2024.”

Europa Press, 19 September 2023

“Hay Festival brings its ‘celebration of life and the power of ideas’ to Seville.”

Diario de Sevilla, 19 September 2023

“The first ‘Hay Forum Sevilla’ to be held in the Andalusian capital includes a dozen events, dialogues and talks based around the common idea of culture as a driver of social transformation and improvement of cities.”

Cope, 5 October 2023

“Art, literature, architecture and philosophy, the main themes of the Hay Forum to be held in Seville to discuss the future of cities.”

ABC de Sevilla, 19 September 2023

“We live in a time when critical thinking is even more necessary.”

Diario de Sevilla, 5 October 2023

“The main Hay Festival, which has been held in Segovia in mid-September for 18 years, closed its sessions with great success last Sunday. ‘With this forum in Seville we are going to complement the Segovia event, which will continue to be held as always.’”

USA News, October 2023

“Winner of the 2020 Princess of Asturias Award for Communication and Humanities, absent from Andalusia since 2010, when the lauded Hay Festival in Granada’s Alhambra fell victim to the rigours of the economic crisis. A decade later, its organisers are once again setting their sights on the South, with the support of the Ministry of Tourism, Culture and Sport of the Andalusian Regional Government, and have just announced the first Hay Forum Seville, also backed by Seville’s city council.”

El diario.es, 20 September 2023

THANKS

SPONSORS AND FUNDERS



VENUES



MAJOR PARTNERS





Hay Festival site in Hay-on-Wye, Wales

ABOUT HAY FESTIVAL

Hay Festival is a registered charity – Hay Festival Foundation Ltd (England and Wales charity number 1070073) – which brings readers and writers together to share stories and ideas in sustainable live and online events.

The festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it could be. Nobel laureates and novelists, scientists and politicians, historians, environmentalists and musicians participate in the Festival's global conversation, sharing the latest ideas in the arts and sciences with curious audiences.

In 1987, the Festival was born in the book town of Hay-on-Wye, Wales. Thirty-six years later, the Festival has travelled to 30 locations, from the historic city of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain and the United States.

The organisation now reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives with some of the world's leading arts and media organisations. Over the past year, the Festival gained 1.5 million web visits and surpassed one million online event visits, while its social media followers rose to 330,000, making it one of the most impactful literary events in the world.

Alongside its hybrid events, Hay Festival runs a number of digital initiatives to expand its global audience, including the Hay Festival Podcast in English and Spanish, the Imagine the World film series and the Hay Festival Book of the Month.

Meanwhile, thousands of audio recordings and films from the Hay Festival archive can be enjoyed on Hay Player at [hayfestival.org/hayplayer](https://www.hayfestival.org/hayplayer). An extensive education and outreach programme accompanies all Festival events, winning multiple awards over the years, including Festival of Sanctuary status from the refugee charity City of Sanctuary UK and, in 2020, Spain's Princess of Asturias Award for Communication and Humanities.

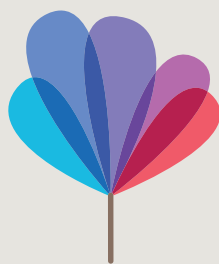
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