

# HAY FESTIVALS

WWW.HAYFESTIVALSWORLDWIDE.ORG



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

# FESTIVAL REPORT



## HAY FESTIVAL

Cartagena de Indias

27-30 enero 2011



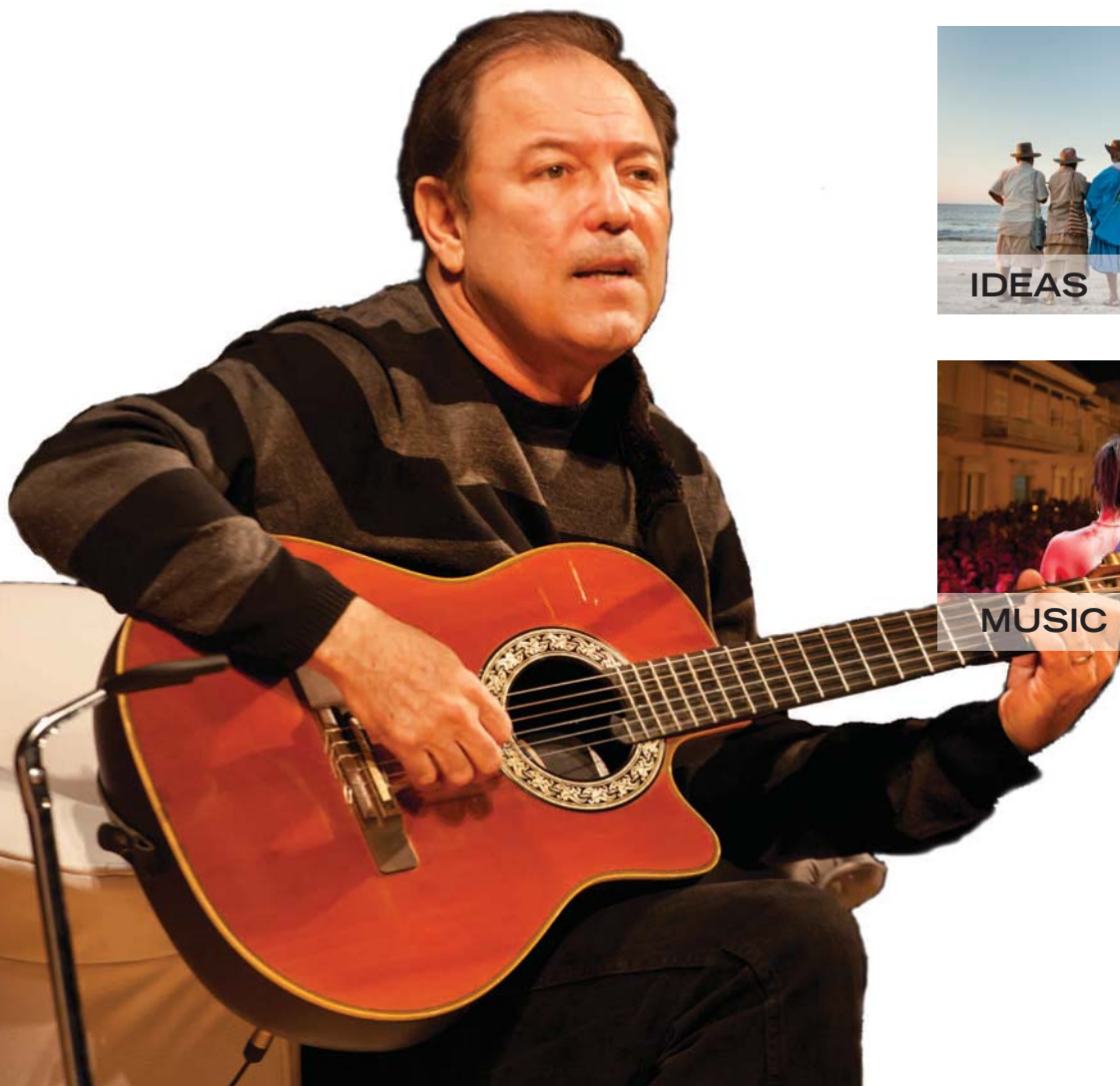
DEBATE



IDEAS



MUSIC



# CONTENTS

The Festival

The Festival in numbers

The Festival in words

The Festival in the media

The Festival and its sponsors

Hay Festivalito for kids

Hay Festival in Colombia

Hay Festival and the local community

The Festival in pictures

Thanks



# THE FESTIVAL

**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 (since 1987), Spain (Segovia since 2006), Colombia (Cartagena de Indias since 2006), Kenya (Storymoja in Nairobi since 2008), India (Kerala since 2010), Mexico (Xalapa 2011) and projects in Belfast 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 **Queens Award** for Enterprise: International Trade, for our work creating festivals outside the United Kingdom, promoting cultural events and helping to improve literacy.



**Cartagena 2011:** the 2011 festival was our sixth edition, with over a hundred artists and an estimated audience of 33,000; the festival has established itself as one of the most important cultural events on the continent.





# THE FESTIVAL IN NUMBERS

**4** days **110** artists

Audience of **33,000**

Events in **6** Cartagena barrios

**106** events in Cartagena, Bogotá,  
Riohacha, Cali and Santa Marta

Performers of **24** nationalities

**4** concerts **30** events for  
children and  
young people

**44** audio recordings of events  
available for free download  
from [hayfestival.com.co](http://hayfestival.com.co)

**2,640** children took part in Hay Festivalito around the city

**200** accredited journalists **4,500** free tickets  
given to  
students

**4,000** visits to the Festival's social networking site

**2,000** fans on Facebook **600** followers on Twitter



# THE FESTIVAL IN WORDS

“ALL THE INGREDIENTS ARE THERE for Cartagena to be crowned a cultural capital of South America.”

**Mark Skipworth, *The Telegraph***

“I THINK THIS IS THE CULTURAL EVENT that receives best coverage from the press.”

**Gabriel Iriarte, *Planeta Publishing***



“THIS WAS THE SIXTH HAY FESTIVAL in Cartagena, and one senses that it is here to stay.”

**Edward Davey, *Prospect***

“The sixth edition of Hay Festival, one of the main cultural events in Latin America, brings together the best of the world in literature, arts and journalism.”

***Semana Magazine***

“Hay Festival is a festival of conversation; is a celebration of good ideas.”

***Periódico El Espectador***



“During four days literature is celebrated. Cartagena is hosting some of the world’s most relevant writers right now. The written, spoken and sung word is guest of honour in the historical city.”

***Revista Diners***



# THE FESTIVAL IN THE MEDIA

**7** national TV channels

**10** national radio stations

**17** international media

**22** national and regional media



**545** articles in the national press

**29** articles in the international press

**1,294** minutes of radio coverage

**613** minutes of TV coverage



# THE FESTIVAL AND ITS SPONSORS: BRANDING PRESENCE

- Brand presence inside and outside of Festival venues
- Sponsor logos projected before every event
- Sponsor logos included in TV advert, aired nationally
- Sponsor logos in programme (distribution 14,000)
- Sponsor logos on hayfestival.com.co, with approx. 4 million visits per year



AUDIENCE AT THE SANTA CLARA



BRANDING PRESENCE



OBVSC CONCERT





# HAY FESTIVALITO

## HAY FESTIVAL FOR CHILDREN AND YOUNG PEOPLE

Hay Festivalito has developed into a relevant forum for children and young people's participation. It brings vulnerable communities closer to cultural events, broadening horizons for children and teenagers.

It is an ongoing project on which we work together with local organisations, including the Plan International Foundation, RCN Radio and Televisión, the Instituto de Patrimonio y Cultura de Cartagena (Cartagena Institute of Heritage and Culture) and the Alcaldía de Cartagena (Cartagena City Council), and Bolívar Insurance.



**Number of communities taking part in the project:** 6 (Boston, Boquilla, Palmeras, Pozón, Membrillal y Comuna 15)

**Events and workshops:** 15

**Writers and leaders:** 8

**Number of children and young people taking part:** 636

Number of children and teachers who benefited from the educational project **PUNTO DE PARTIDA**, which trains teachers and improves student literacy:

# 2,640





# HAY FESTIVAL IN COLOMBIA

As part of our commitment to promoting culture, we have also brought Festival events to other parts of Colombia...

**BOGOTÁ:** for the third year in a row, we worked with Gas Natural setting up two children's workshops with international writers. For adults, together with BBVA, we organised an event with the writer Juan José Millás.

**RIOHACHA:** in our fourth year of collaboration with Cerrejón, we programmed 11 events for children and adults, with both local and international authors.



**CALI:** climate change expert Alanna Mitchell spoke in our first Hay Festival event in Cali, with an estimated audience of 600, at the Universidad Distrital.

**SANTA MARTA:** 3 festival guests took part in Hay Festival visits to Santa Marta.

**MEDELLÍN:** in partnership with EPM, we have made audio recordings of the festival events available through Medellín's public libraries network.

**ACROSS COLOMBIA:** the fourth Concurso de Cuentos RCN – Ministerio de Cultura gave a chance to students taking part in the competition to win a trip to the Festival.



Audio recordings of Festival events are available for streaming or free download from our website: [www.hayfestival.com.co](http://www.hayfestival.com.co)

[WWW.HAYFESTIVALSWORLDWIDE.ORG](http://WWW.HAYFESTIVALSWORLDWIDE.ORG)



# HAY FESTIVAL AND THE LOCAL COMMUNITY

The Festival works in partnership with local communities and businesses:

## **LA OTRA ORILLA:**

We have collaborated with this local project ('The Other Side') since 2008, which brings festival events to adults from the barrios (underprivileged areas) of Cartagena.



AUDIENCE AT THE  
ADOLFO MEJÍA THEATRE



ANDRÉS NEUMAN AND READERS

## **PUNTO DE PARTIDA:**

An educational literacy project for teachers and students ('Point of Departure').

## **UNIVERSIDAD DE CARTAGENA:**

With the support of Reficar, we stage a free event each year for the students of the public university in Cartagena. This year they enjoyed a workshop with members of the Orquesta Buena Vista Social Club.



LA OTRA ORILLA





# THE FESTIVAL IN PICTURES



FROM TOP LEFT TO BOTTOM RIGHT: GARY SHTEYNGART; MIGUEL SYJUCO AND BEATRIZ DE MOURA; GERMAINE GREER; SOCIAL EVENTO; ESTERCILIA SIMANCAS IN RIOHACHA; ANDRÉS NEUMAN, AGUSTÍN FERNÁNDEZ MALLO, GUADALUPE NETTEL AND POLA OLOIXARAC; HOMAGE TO TOMÁS ELOY MARTÍNEZ; PHILIP GLASS





# THANKS

David AARONOVITCH, Jaime ABELLO, Cristina ALARCÓN, Carolina ANGARITA, Pablo Francisco ARRIETA, Alessandro BARICCO, Alberto BARRERA TYSZKA, Miguel Ángel BASTENIER, Emily BELL, Rosa BELTRÁN, Belisario BETANCUR, Ketil BJØRNSTADT, Rubén BLADES, María Elvira BONILLA, Víctor BRAVO MENDOZA, Walter BRODERICK, Jairo BUITRAGO, Roberto BURGOS CANTOR, Lydia CACHO, Martín CAPARRÓS, Maite CARRANZA, Óscar CASARES, John CASSY, Hugo CHAPARRO, Philippe CLAUDEL, Óscar COLLAZOS, Juan Estaban CONSTAÍN, Juan David CORREA, Sergio DAHBAR, Beatriz DE MOURA, Pep DURÁN, María Jimena DUZÁN, David EAGLEMAN, Gonzalo ESPAÑA, Felipe FERNÁNDEZ ARMESTO, Agustín FERNÁNDEZ MALLO, Peter FLORENCE, Jorge FRANCO, Fernando GAITÁN, Luis GIUSTI, Philip GLASS, Tomás GONZÁLEZ, Juan GOSSAÍN, Germaine GREER, Weidler GUERRA, Manuel GUTIÉRREZ ARAGÓN, Fredy GUTIÉRREZ SAHAUD, Joumana HADDAD, Francisco HINOJOSA, Mario JURSIK, Khaled KHALIFA, Julio César LONDOÑO, Sandra LORENZANO, Ernesto MCAUSLAND, Mario MENDOZA, Juan José MILLÁS, Alanna MITCHELL, Martín MURILLO, Jamal NAJI, Guadalupe NETTEL, Andrés NEUMAN, Pola OLOIXARAC, Pablo ORDAZ, ORQUESTA BUENA VISTA SOCIAL CLUB, ORQUESTA SINFÓNICA CERREJÓN, Clara Elvira OSPINA, William OSPINA, Malcolm OTERO BARRAL, Michelle PAVER, Senel PAZ, Michi PELÁEZ, Luis PESSETTI, Roberto POMBO, Marianne PONSFORD, Fernando QUIROZ, Eduardo RABASA, Sergio RAMÍREZ, John Paul RATHBONE, Margarita ROBLEDA, Beatriz Elena ROBLEDO, Mauricio RODRÍGUEZ, Pepa ROMA, Bee ROWLATT, David SAFIER, Daniel SAMPER OSPINA, Daniel SAMPER PIZANO, Alejandro SANTOS, Francisco SANTOS, Ingo SCHULZE, Owen SHEERS, Gary SHTEYNGART, Martín SOLARES, Adelaida SOURDÍS, Franciso SUNIAGA, Miguel SYJUCO, Guido TAMAYO, Shashi THAROOR, Santiago TOBÓN, David TRUEBA, David, Federico VEGAS, Tommy WIERINGA, Gaby WOOD, Conrado ZULUAGA.

PHOTOGRAPHY: Daniel Mordzinski

## PATROCINADORES HAY FESTIVAL Y HAY FESTIVALITO

PATROCINADORES PRINCIPALES		PATROCINADORES		COLABORADORES			
							
PATROCINADOR ESTUDIANTES	PATROCINADOR PROGRAMA DE LECTURA PUNTO DE PARTIDA	SOCIOS MEDIÁTICOS		SOCIOS GUBERNAMENTALES			
							
SOCIOS GLOBALES	APOYO BOGOTÁ	APOYO CALI	LABOR SOCIAL	LIBRERÍA OFICIAL			
							
APOYO							
							

[www.hayfestival.com.co](http://www.hayfestival.com.co)

[WWW.HAYFESTIVALSWORLDWIDE.ORG](http://WWW.HAYFESTIVALSWORLDWIDE.ORG)

