

28 JANUARY - 31 JANUARY 2016

# FESTIVAL REPORT

CARTAGENA DE INDIAS



28-31 January 2016  
[hayfestival.org](http://hayfestival.org)

**COLOMBIA** 

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Photographs (All photographs by Daniel Mordzinski and Joaquin Sarmiento)	

## Introduction

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*“We need culture as something that lets people understand different nations and civilizations. I think that this kind of festival, the kind that brings together different people from different places, I think it is really important in the world in which we live.”*

*Thomas Piketty, Al Jazeera.*

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Let us meet to tell stories, to celebrate and dance and think again.  
Let us meet to share ideas, experience adventures and ask questions:

400 years after their death, what do we owe Shakespeare and Cervantes? Would the world's most intelligent economists manage budgets differently from politicians? How can we reconsider the problem of drugs? What will the future bring? How can we be happier? What does it mean to be human?

We have the venues, the writers and the dreamers. We have the sunlight, the time and the world's best location. The only other thing we need is you. Come with us.



**Cristina Fuentes La Roche**  
Director of Hay Festival America

## The Festival

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*“Listen to what I say: the Hay is very demanding but at the same time you enjoy it with a stimulating pleasure [...] The keys to the Hay’s success are clear: great guests, interesting topics, good staff, located in one of the world’s finest sites.”*

*Pedro Salinas, La República*

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Hay Festival is an international organisation based in Hay-on-Wye, Wales, United Kingdom and in Cartagena de Indias, Colombia. We create festivals that explore and celebrate both literature and ideas. We have different festivals in the United Kingdom (Hay Festival since 1987), Spain (Segovia since 2006), Mexico (since 2010), Kells (Ireland since 2013), Peru (Arequipa since 2015), Dhaka (Bangladesh since 2013). In Colombia the festival has been held in Cartagena (since 2006), in Medellin (Hay Festival Medellín, Sustainability and Culture since 2013); and in Riohacha (since 2008).

Likewise, we have collaborated on the creation of other successful literary festivals, such as those in Mantua, Italy and Parati, Brazil. We organize the B39 project, which has been run in Bogota (Bogotá39 2007), Lebanon (Beirut39 2010) and Nigeria (Africa39 2014), which involves the selection and promotion of young writers, working together with UNESCO and its World Book Capital project. In 2015 we organized México20, a project with the same aims presented at the London Book Fair, in coordination with Conaculta and the British Council.



After 10 years, during which the festival has become one of the most important literary events in the Spanish-speaking world, in 2016 the eleventh festival took place. Literature, the visual arts, film, music, geopolitics, journalism and the environment mingled in an atmosphere of dialogue and celebration.

- ✦ Dissemination of literature locally and internationally in order to promote cultural exchange and dialogue, education and development.
- ✦ Inclusive and accessible events featuring international artists.
- ✦ Social action and education. 20% of available tickets are free for students, and the Hay Joven is a programme of events exclusively for students.
- ✦ Continuous programmes for encouraging both reading and reading comprehension. With partners such as PLAN Internacional, Alcaldía de Cartagena, RCN Radio-Televisión, Hay Festivalito and the RCN-Ministry of Education Short Story Competition.
- ✦ Working together with local and international institutions, organizations and private companies, maximizing the impact of our proposal and the involvement of the local population.



## The Festival in numbers

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*“If something characterizes the Hay Festival it is the presence of numerous writers, which allows enthusiasts to get close to their favourite authors and discover other, new writers.”*

*EFE*

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55'000

PEOPLE ATTENDED  
THE FESTIVAL INCLUDING  
RIOHACHA AND MEDELLIN

2134

CHILDREN

25%

OF THOSE ATTENDING  
HAD FREE ACCESS  
TO EVENTS

150

GUESTS  
FROM

19

COUNTRIES

144

EVENTS IN

4

CITIES (CARTAGENA, MEDELLIN,  
RIOHACHA AND BOGOTA)

6

DISTRICTS IN BOLÍVAR, LA  
GUAJIRA AND MAGDALENA

34

VENUES

DURING THE FESTIVAL

600

TREES WERE PLANTED,  
NATIVE TREES THAT WILL  
NEVER BE CUT DOWN



## The Festival in the media

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*“...But more important than this feast for the senses is the ideas. Like those flung by the Israeli historian Yuval Noah Harari at his crowded Thursday event. ‘Religion works like a fictional narrative able to move the masses to do outrageous thing (kill oneself or others) to achieve something that we do not know exists,’ he shot out...”*

*EL MUNDO, Spain*

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1300

MENTIONS IN  
THE PRESS AS  
OF 10 FEBRUARY

4

PRESS CONFERENCES:  
BOGOTA, CARTAGENA,  
MEDELLIN AND RIOHACHA

5

HOURS OF RADIO  
TRANSMISSION OF  
HAY MEDELLÍN

6

HOURS OF TRANSMISSION  
ON TELEMEDÉLLÍN

120

OFFICIAL MEDIA  
OUTLETS IN TOTAL

20

INTERNATIONAL AGENCIES AND MEDIA COMPANIES FROM SPAIN, PERU, PORTUGAL, THE UNITED STATES, VENEZUELA, FRANCE, ITALY, ECUADOR, ARGENTINA, AUSTRALIA (EL PAÍS, EL MUNDO, EL COMERCIO, FINANCIAL TIMES, MONOCLE, BBC, EFE , AL JAZEERA, AP, BLOOMBERG, ESPRESSO, LA NACIÓN, WASHINGTON POST, EL UNIVERSAL -VENEZUELA-, HISPAN TV, CAUSETTE, ANSA, LÍNDICE DEI LIBRI DEL MESE, RADIO SUR, TV AND MORE)



400

JOURNALISTS AND TECHNICIANS  
COVERING THE HAY FESTIVAL  
CARTAGENA DE INDIAS

9

SPECIAL TV PROGRAMMES  
(60 MINUTES)

8

HOURS OF LIVE  
BROADCASTING ON  
SEÑAL COLOMBIA

744

MENTIONS IN COLOMBIAN  
PRESS (AS OF 10 FEBRUARY)

112

MENTIONS ON  
TELEVISION

117

MENTIONS ON  
THE RADIO

6

CULTURAL SUPPLEMENTS DEDICATED TO THE HAY FESTIVAL: EL TIEMPO'S LECTURAS, EL HERALDO'S LATITUD, EL COLOMBIANO'S GENERACIÓN, ARCADIA MAGAZINE, GACETA BY EL PAÍS (CALI) AND EL MUNDO'S PALABRA Y OBRA

MORE THAN

265

INTERVIEWS CARRIED  
OUT, OF MORE THAN

70

GUESTS (PRIOR TO AND  
DURING THE FESTIVAL)

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*“At the Hay, two people talk and the others laugh, listen, have fun and, above all, learn. From these conversations you can find out about books to read (The Buddha of Suburbia, Hanif Kureishi’s first novel, and The Last Word, his most recent), films to see, stories to tell and phrases to remember, like Alma Guillermoprieto’s: ‘write about what interests you, and do it as intensely as possible’”*

*Mónica Quintero, El Colombiano*

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*“I know, too, that the Hay will be attended by students and professionals of all kinds, teachers who have made long, difficult trips from their cities, regional politicians and university lecturers. People keen to hear new ideas, to see the writers whom the world is reading, to ask questions and to consider ethical problems.”*

*Piedad Bonnett, El Espectador*

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*“On the conversation with Humberto de la Calle, Sergio Jaramillo and David Bojanini: “It was an extraordinary display of intelligence, knowledge and commitment to Colombia, which deserved the applause of those who listened to the hour-and-a-half long discussion.”*

*Carlos Caballero Argáez, El Tiempo*

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Lionel Shriver at the Teatro Adolfo Mejía

## Hay Festivalito Comunitario

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*“The Hay Festival was one of those occasions when magic realism could be felt all around.”*

*Ricardo Villaveces, Portafolio*

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Since 2006, the Hay Festivalito Comunitario has been a social inclusion strategy seeking to achieve transformation by means of the participation of children as active readers and writers. With a programme of literary activities aimed at a young public from some of the most vulnerable communities in Cartagena and Bolívar, it is part of the Hay Festival and is organized by the Fundación Plan. All events are free and take place in community spaces equipped for this use. The project lasts all year round. In 2016, 1,905 children and young people from vulnerable communities in Cartagena and Bolívar will be running the project. They are supported by Ana Sainz Quesada, Afonso Cruz, Luciana Savaget, Sebastian Meschenmoser, Carolina Andújar, Óscar Córdoba, Margarita del Mazo, Rafael Yockteng, Diana Uribe, Jorge Eduardo Espinosa and the band Colectivo Animal.



The First Lady at the inauguration of the Hay Festivalito



Peter Florence, director of the Hay Festival, among the audience at the Hay Festivalito



Cristina Fuentes at the inauguration of the Hay Festivalito



## The Hay Festival's environmental commitment

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*“Peace was celebrated at the Hay Festival”*  
*Semana*

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Every Hay Festival is committed to the preservation and care of the environment, and in 2016 it has carried out three specific actions aimed at mitigating any environmental consequences.

**Pinturas Tito Pabón**, together with the Fundación Promedio, designed and produced the first exhibition furniture made with industrial waste: 36 chairs and 9 tables created using kegs, wooden beams and barrels, used in venues as part of the Festival.

The **Fundación Familia** also works reusing recyclable waste. The foundation was created with the purpose of supporting the population of recyclers, in order to improve their working and living conditions. At the site of each festival activity there was a recycling point where recyclers supported by the foundation gathered waste produced during the events and provided information about recycling to those attending.

Lastly, since last year and together with **PwC** for each event we have done a greenhouse gas inventory and a CO2 emissions calculation for the activities carried out as part of the Hay Festival. These measurements have allowed a neutralization of the emissions registered, with the planting by Acción Verde of 600 native trees that will never be cut down, making ours a **Carbon Neutral** festival.



Jorge Perugorría, Emma Suárez and Luis Alegre



Arnoldo Kraus and Alberto Barrera Tyszka

## Hay Para Leer – Crecer Leyendo

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The Hay Para Leer programme consists of methods developed within the educational community that are dedicated to strengthening reading and writing-based comprehension, whose goal is an improvement in educational quality. This is a community approach to promoting a love of reading, with the participation of that community as a major actor in encouraging reading. The approach uses the Crecer Leyendo method aimed at building talent and communications skills, as well as boosting a disposition to read among children aged 5 to 12 through the creation of spaces appropriate for reading in their communities. This year, the Hay Festival Foundation, the Gobernación de Bolívar authority and the Fundación Plan implemented the proposal aimed at children and young people in several districts of Cartagena and Bolívar state.

### **Hay Joven**

As in previous years, Hay Festival Cartagena de Indias 2016 has presented a programme for university students, who have always been a priority for the festival. Thanks to the support of Colombiana and alliances with the following educational institutions: Jorge Tadeo Lozano University – Seccional Cartagena, the University of Cartagena, the Universidad Tecnológica de Bolívar and the Tecnológico Comfenalco, events were carried out with writers such as Juan Cruz (Spain), Jorge Eduardo Espinosa (Colombia), Ana Sainz Quesada (Spain), Ciro Guerra (Colombia), Rodolfo Segovia (Colombia), Stephen Frears (United Kingdom), Jessie Burton (United Kingdom), Johann Hari (United Kingdom), Hanif Kureishi (United Kingdom) and more.

### **RCN - Ministry of Education National Short Story Competition**

The RCN - Ministry of Education National Short Story Competition was founded in 2007 as an educational strategy to stimulate and promote creative writing in students and teachers. Each year a call is made for entries, with the participation of students, teachers and managers at public or private educational institutions in the country. The result has been the involvement of 255 thousand students and 33 thousand teachers around the country in literary writing as well as reading and writing processes in the classroom. The competition aims to strengthen communication skills, the exercise of critical thinking and the interpretation of reality, by means of access to literary ideas which continuously renew our view of the world. As well as promoting the participation of students and teachers in Colombia, each year this project offers educational and didactic tools to teachers through creative writing workshops, and makes available a range of online instruments.

### **El SENA and cultural education**

With the support of SENA, encounters with authors and students took place around Cartagena. Colombian and international writers shared their experiences with young students from SENA as part of a unique experience for their integrated education, and as part of the APRENDIZ SIGLO XXI strategy, whose goal is for the institution not only to train technicians, but also citizens with who have the skills for life, connected with the world, bilingual and expert in time management and teamwork.

## Events outside Cartagena

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*“What I most like about the Hay Festival is the enthusiasm. This is what drives a very numerous audience to queue to get into events, fill venues and listen, in respectful silence, to what is taking place”*

*Piedad Bonnett, El Espectador*

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### **Hay Festival Medellín, Sustainability and Culture**

This has been the fourth Hay Festival Medellín. From 27 to 29 January, the Hay Festival Medellín, Sustainability and Culture, returned to the city. More than 18 events for sharing knowledge, art and ideas with writers and artists from all over the world were held at the Parque Explora, the Parque de los Pies Descalzos, the Teatro Pablo Tobón Uribe, the Parques Biblioteca, the Centro Cultural de Moravia and the Parque Biblioteca San Javier.

18 international guests and 7 Colombian guests talked about literature, philosophy, film, music and economics, all for free.

To open the festival, on 26 January at EAFIT, the Mexican writer Juan Villoro talked about literary prizes at the award ceremony of the Second Biblioteca Prize for Colombian Fiction.

In terms of literature, some major international writers were present, including the Swiss writer, Peter Stamm, the Japanese writer, Takashi Hiraide, author of *The Guest Cat*, and the Argentinean writer Patricio Pron. The English writer and actor, Jessie Burton, was in conversation with the Antioquia journalist, Ana Cristina Restrepo.



In terms of non-fiction, we had the popular Israeli writer, Yuval Noah Harari, author of *From Animals into Gods: A Brief History of Humankind*, a bestseller with more than a million copies sold, as well as Johann Hari, the British author of *Chasing the Scream*. The event featured the US graphic novelist, Richard McGuire, and the Spanish illustrator, Ana Sáinz Quesada, telling us about the secrets of their discipline. Another highlight was the conversation about *Remembering the Deceased* that the Mexican writer and doctor Arnaldo Kraus held with Dr. Tiberio Álvarez, on Thursday 28.

Taiaiake Alfred and Abadío Green spoke to Ingrid Bejerman about indigenous writing.

With the simultaneous use of different artistic languages -theatre, music, film, reading, poetry and video- the Argentinean actor Leonardo Sbaraglia, the pianist Marcela Roggeri and the composer and guitarist Fernando Tarrés staged their show at the Teatro Pablo Tobón Uribe.

The closing event of the Hay Festival in Medellín was with Silvia Gómez, director of Greenpeace Colombia, and a special screening of *How to Change the World*, a portrait of the original members of the Greenpeace group.



Peter Stamm with Patricio Pron in Medellin



Phil Klay in Medellin



Jessie Burton with Ana Cristina Restrepo in Medellin

### Hay Festival Riohacha

The Hay Festival has organized a full-day festival in Riohacha since 2008, and this ninth event brought many people, both Colombians and those from abroad, to the city. The events at the Centro de Convenciones Anas Mai were free, up to the venue's capacity. Participants included the Venezuelan Alberto Barrera Tyszka, the Spanish writer Margarita del Mazo and the Colombians William Ospina and Melba Escobar.



## Projects in Colombia

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*“A first at the Hay Festival in Cartagena was its emphasis on the new trends in world economic thought [...] And these approaches, which are quite distasteful to those fashionable economists in power, were the Festival’s greatest success.”*

*Cecilia López Montaña, El Universal*

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### **Hay and Acción Cultural Española (AC/E)**

Acción Cultural Española (AC/E) is a public body dedicated to promoting Spanish culture and heritage through an extensive programme of activities that includes exhibitions, meetings, conferences, film, theatre, music, audiovisual productions and initiatives that encourage the mobility of professionals and creators. Within its initiatives to promote the internationalization and mobility of professionals in Spanish literature, AC/E has set up a programme of association with the Hay Festivals held in different parts of the world, organizing activities with them for the promotion and dissemination of our writers’ work around the world.

### **Hay Festival and the Fundación Nuevo Periodismo Iberoamericano**

La Fundación Gabriel García Márquez para el Nuevo Periodismo Iberoamericano -FNPI- and the Hay Festival Cartagena ran the second Michael Jacobs Travel Writing Grant last year. The winner, Federico Bianchini (Argentina), was announced during the grant presentation event at the Cartagena Festival.

### **Hay Festival and the British Council**

The Hay Festival and the British Council launched a global alliance at the Hay-on-Wye Festival in 2010 and since then they have worked together to bring writers and thinkers from the United Kingdom to global audiences. The British Council's literature team promotes British publishers, poets and writers in different communities and audiences around the world, organizing innovative, high quality events that build links among writers, publishers and cultural institutions. With more than 75 years of experience, the British Council works in more than 100 countries, offering exciting opportunities so that an international audience can experience the vibrant and extensive world of British writing and literature.

### **Hay Festival and the Cátedra Vargas Llosa**

In 2013, the Cátedra Vargas Llosa signed an agreement to work with the Hay Festival in order to contribute to the dissemination of culture and thought in Hispanoamerica. The Cátedra will invite the most prestigious Spanish-speaking writers and intellectuals to talk about their ideas and works to audiences at the Segovia and Cartagena festivals.

### **Hay Festival and the London School of Economics (LSE)**

After working together for a long time, in 2015 the London School of Economics (LSE) signed an agreement with the Hay Festival to promote a series of events organized by the two at British and overseas Hay Festivals. LSE and Hay Festival have invited distinguished academics and intellectuals to reflect with audiences on economics, anthropology, history and ideas.





### **Hay Festival, the University of the Andes and the University Externado of Colombia in Bogota**

Together with these universities, the Hay Festival organised an event in Bogota with the prominent economists Thomas Piketty and Ha-Joon Chang.

### **Hay Festival and McGill University's Canada in the Americas (CITA)**

The Canada in the Americas (CITA) initiative, run by McGill University, has created the Indigenous Literatures in the Americas series in association with the Hay Festival of Literature. Our goal is to encourage dialogue between indigenous Canadian and Latin American artists and intellectuals who are exploring the challenges and opportunities for indigenous expression in our hemisphere.

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*“This Hay has been a total success. Economics, peace, literature, poetry, music and thousands of people attending. The Old Quarter was ready to burst. Congratulations!”*

*Aura Lucía Mera, El Espectador*

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The Hay Festival is possible thanks to the immense support of

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Support



Hay Joven

Hay Festivalito Comunitario



Hay Riohacha

Hay Festival Medellín



Official airline

Carbon neutral



Thanks



Official bookseller



