

HAY FESTIVAL QUERÉTARO

# FESTIVAL REPORT



1-4 September 2016  
[hayfestival.org](http://hayfestival.org)

## Introduction

*“Hay Festival Querétaro goes beyond the literary and offers a wider perspective on contemporary issues”*

Jesús Alejo Santiago, *Milenio*

“Freedom, Sancho, is one of the most precious gifts that heaven has bestowed upon men; no treasures that the earth holds buried or the seas conceal can compare with it; for freedom, as for honour, life may and should be ventured.”  
Miguel de Cervantes, *Don Quixote* Part 2

The 2016 Hay Festival Querétaro, 1-4 September, was the seventh held in Mexico (previously in Xalapa and Mexico City). After months of preparation, working closely with partners and sponsors, the opening was a great celebration. The programme was aimed at people of all ages, offering the people of Querétaro, and visitors from elsewhere, a range of activities involving some of the most interesting figures in the worlds of culture and the sciences.

There were four categories this year: the general programme; Hay Joven (for university students); Hay Festivalito (for families and children); and Editorial Talent (activities with book publishers). Through a combination of talks, debates and workshops, we were able to explore the diverse disciplines of literature, science, performing arts, journalism, music and human rights. As always, audience participation was central, and many conversations were continued with authors during book signings, organised in collaboration with Querétaro Booksellers’ Association. The Festival offers an opportunity for dialogue and the exchange of ideas, and we firmly believe in the power of the word to strengthen bonds between people, to make us think and, of course, to entertain.

The Municipality of Querétaro, our global partners Acción Cultural Española, the British Council and the BBC, together with the support of the French and Colombian embassies, the Dutch Literature Foundation, and collaboration with universities UAQ, UNAM, UVM, the Cuauhtémoc University, the Anáhuac University, ITESM, UANL and the McGill Institute, have all made it possible to hold a truly international festival, attracting more than 110 speakers from 17 countries.

We look forward to welcoming you to Querétaro again next year.



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

## CONTENTS

Introduction	3
What is the Hay Festival?	4
The Festival in numbers	6
The Festival in the media	8
About Hay Festival Querétaro 2016	10
Sponsors	11

## What is Hay Festival?

*“Those good, different people, the ones here today at Hay Festival, who are dedicated to social causes – these people enchant me and they are the ones I want to save before I hang up my trainers.”*

Elena Poniatowska, *La República*

Hay is an international arts festival based in Hay-on-Wye, a small town on the border between England and Wales that is famous for its bookshops. It celebrates its 30th anniversary in 2017. The Festival lasts 11 days, welcomes more than 500 international speakers and consists of approximately 700 events, including debates, interviews, exhibitions, comedy and music sessions. It attracts booklovers from all over the United Kingdom, Europe and the Americas.

[www.hayfestival.org](http://www.hayfestival.org)

As one of the world's most prestigious literary events, since 2006 Hay Festival has been creating global festivals: Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain), Hay Festival Querétaro (Mexico) and Hay Festival Kells (Ireland). The latest addition is Arequipa (Peru).

We have also contributed to the creation of other successful literary festivals, such as those in Mantua, Italy, and Parati, Brazil. We run the B39 project, instigated in Bogota (2007), Beirut (2010), Port Harcourt (Nigeria, 2014) and Mexico (2015), whereby we select and promote writers aged under 40, working together with UNESCO and its World Book Capital campaign.

In 2008, the Hay Festival was granted the Queen's Award for promoting literature outside the United Kingdom.



Elena Poniatowska

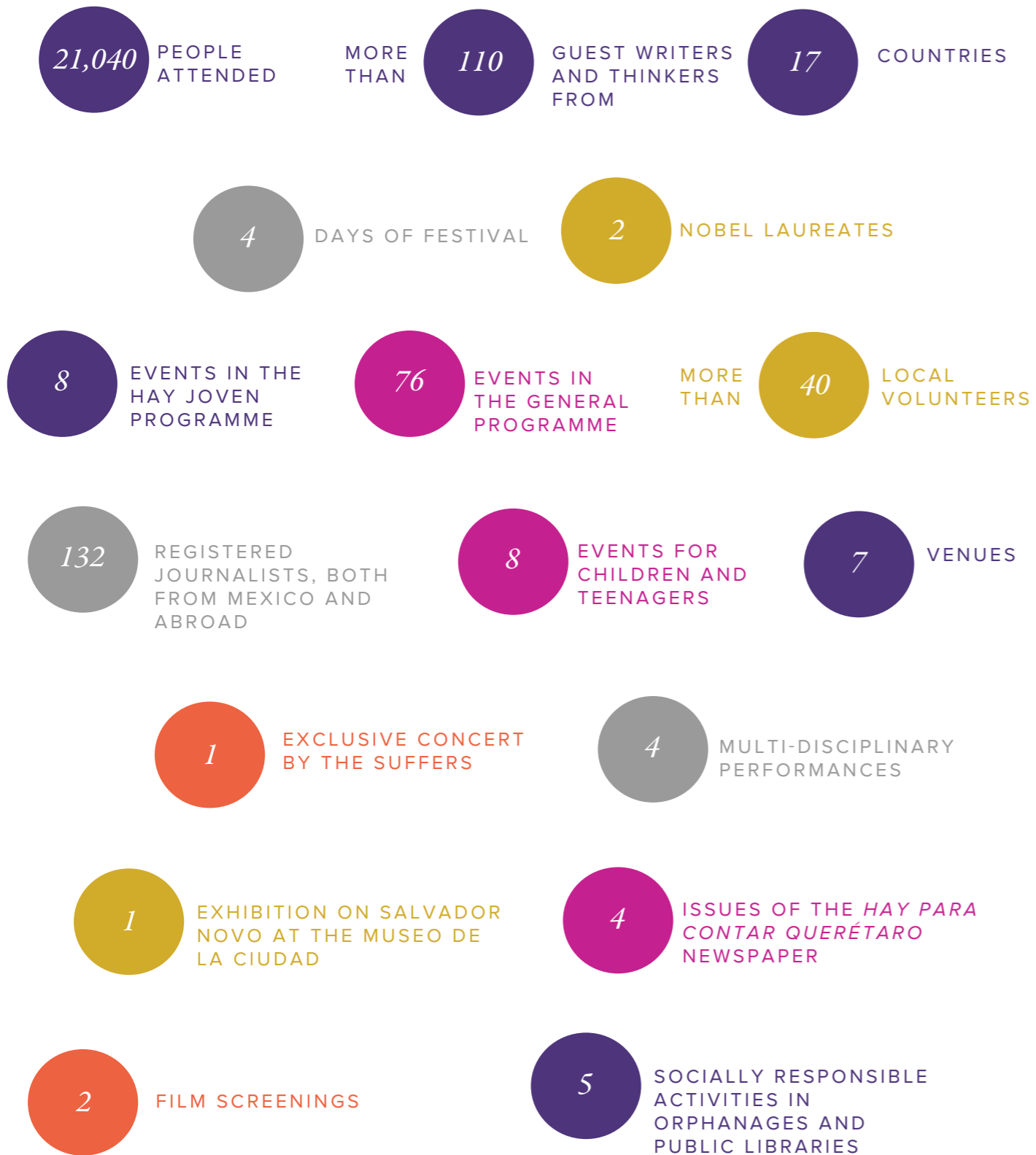
### The Hay Festival aims are:

- ✦ To promote literature locally and internationally in order to promote dialogue, cultural exchange, education and development.
- ✦ To provide inclusive and accessible events with international artists.
- ✦ To foster involvement in social action and education: 20 per cent of the tickets are available free to students, and the Hay Joven programme is exclusively for students.
- ✦ To work together with local and international government authorities, organisations and private companies, maximising our impact and benefitting the local population.



Carmen Aristegui

## The Festival in Numbers



*“Apart from the FIL Guadalajara [International Book Fair], our country offers no similar opportunity to immerse oneself in literature and the arts in the way one can over the four days of Hay Festival Querétaro.”*

Ricardo García Mainou, *El Economista*



J. M. G. Le Clezio In Queretaro

## The Festival in the media

*“At Hay Festival, you can to a Nobel Prize winner or stay on the fringes and bump into your next favourite author.”*

*Javier Solórzano, journalist*

983

FAVOURABLE, FREE MENTIONS IN STATE, NATIONAL AND INTERNATIONAL MEDIA

MENTIONS IN THE FREE PRESS WORTH AN ESTIMATED SUM OF

£1.2

MILLION IN STATE, NATIONAL AND INTERNATIONAL PRESS RELEASES

CONTACT WITH

80

GUESTS AND ARTISTS FOR THE INTERVIEWS AGENDA

540

INTERVIEWS CARRIED OUT WITH DIFFERENT FESTIVAL SPEAKERS

1

PRE-FESTIVAL PRESS CONFERENCE ON CDMX ATTENDED BY

95

MEDIA ORGANISATIONS

11

PRESS CONFERENCES IN QUERÉTARO TO ANNOUNCE THE FESTIVAL AND REPORT ON ITS PROGRESS

17

PRESS RELEASES DIRECTED AT VARIOUS COMMUNICATION SOURCES: TOURISM, CULTURE, NEWS, ENTERTAINMENT, GENERAL INFORMATION.

250

ACCREDITED MEDIA PERSONNEL



## About Hay Festival Querétaro 2016

*“Creatively speaking, Hay has been transformational. It has introduced me to the idea of doing things I didn’t know I could do.”*  
Nell Leyshon, playwright and novelist



Valeria Luiselli

*“The city of Querétaro, with its wonderful historical centre, facilitates a mingling of authors and readers, which is the origin and purpose of Hay Festival. Long may it stay in Querétaro.”*

Irma Gallo, Canal 22



Caroline Michel with Ahmed Galai

*“Hay Festival in Mexico has a new location. You open the programme and you ask yourself: ‘OK, what shall I immerse myself in today?’ The change of venue has breathed new life into the festival.”*

Concepcion Moreno, journalist



Juan José Millás

*“I feel honoured to have been chosen to take part.”*

Ryan Gattis, novelist



Volunteers at Querétaro 2016

Daniel Mordzinski

Many thanks to our sponsors:

### PATROCINADOR PRINCIPAL



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### HAY FESTIVALITO TALENTO EDITORIAL



### HAY JOVEN



### AGRADECIMIENTOS:

Asociación de librerías de Querétaro • Colofón  
Penguin Random House • Planeta • Sexto Piso

