

HAY FESTIVAL

imagine the world

CARTAGENA 2018

REPORT



25-28 January 2018
hayfestival.org/cartagena

CONTENTS

Introduction	3
Hay Festival in Numbers	5
Hay Festival in The Press	6
About Hay Cartagena 2018	7
About Hay Festival Community 2018	8
Review of Bogotá39-2017	10
About Hay Festival Medellin 2018	12
About Hay Festival Riohacha 2018	13
The Festival in Photographs	14
With thanks to our Sponsors	16
About Hay Festival	18



INTRODUCTION

*“Hay Festival transcends its own borders.
It overgrows the walled city and Cartagena’s heritage site,
in a genuine wish to bring literature to rural communities
far from the major cultural centres, places where the most
modest social strata are usually forgotten and rejected by the
overused media and the celebrities, eager for fame.”*

William Navarrete, Cuban writer

The **thirteenth edition of Hay Festival Cartagena 2018** filled Colombia with literature, film, art and music, contributing, once again, to the magic of these intense days of the festival. The festival comprised of **176 events**, 42 stages in **Cartagena, Medellin, Riohacha, Aracataca, Arjona, Carmen de Bolivar and Mompox** among others, with more than **50,000 attendees** having the pleasure of enjoying this great cultural event.

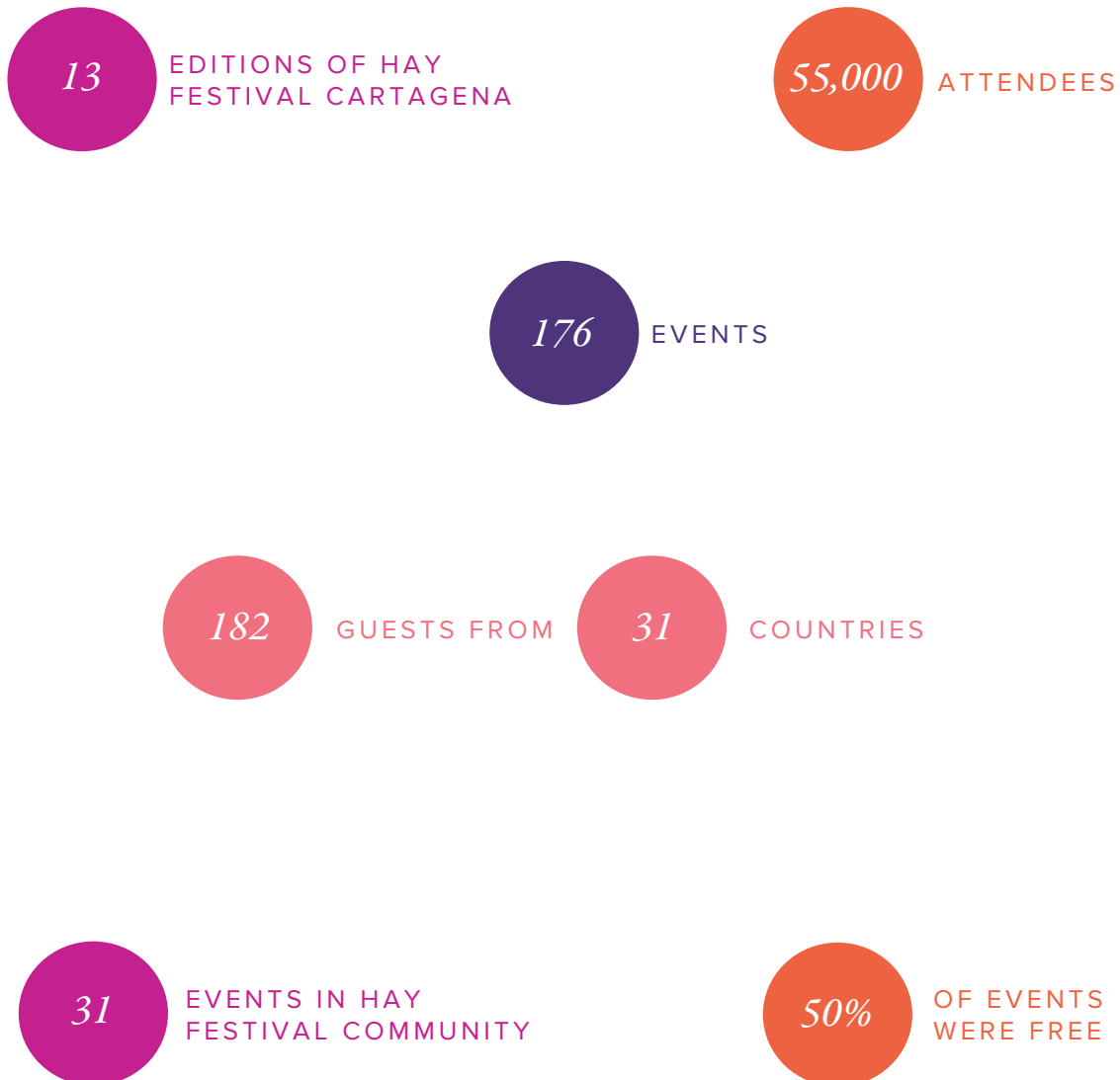


This edition of Hay Festival Cartagena hosted **182** participants coming from **31** countries. Great artists were part of the enlightening conversations of the festival – personalities such as the Nobel Prize in Literature winner **J. M. Coetzee**, the British writer **Salman Rushdie**, the Norwegian adventurer **Erling Kagge**, the Russian activist and singer **Nadya Tolokno**, the German writer **Carolin Emcke**, the Mexican scriptwriter **Guillermo Arriaga** and the Ghanaian-American novelist **Yaa Gyasi**. Other authors who sparked interest were the Spanish neurologist **Jordi Montero**, the Italian writer **Andrea Marcolongo** and the Spanish philosopher and essayist **Marina Garcés**. The festival became the meeting place for dialogue.

HAY FESTIVAL IN NUMBERS

“The festival was a most pleasant and stimulating series of events, and Cartagena an ideal venue for a festival of ideas.”

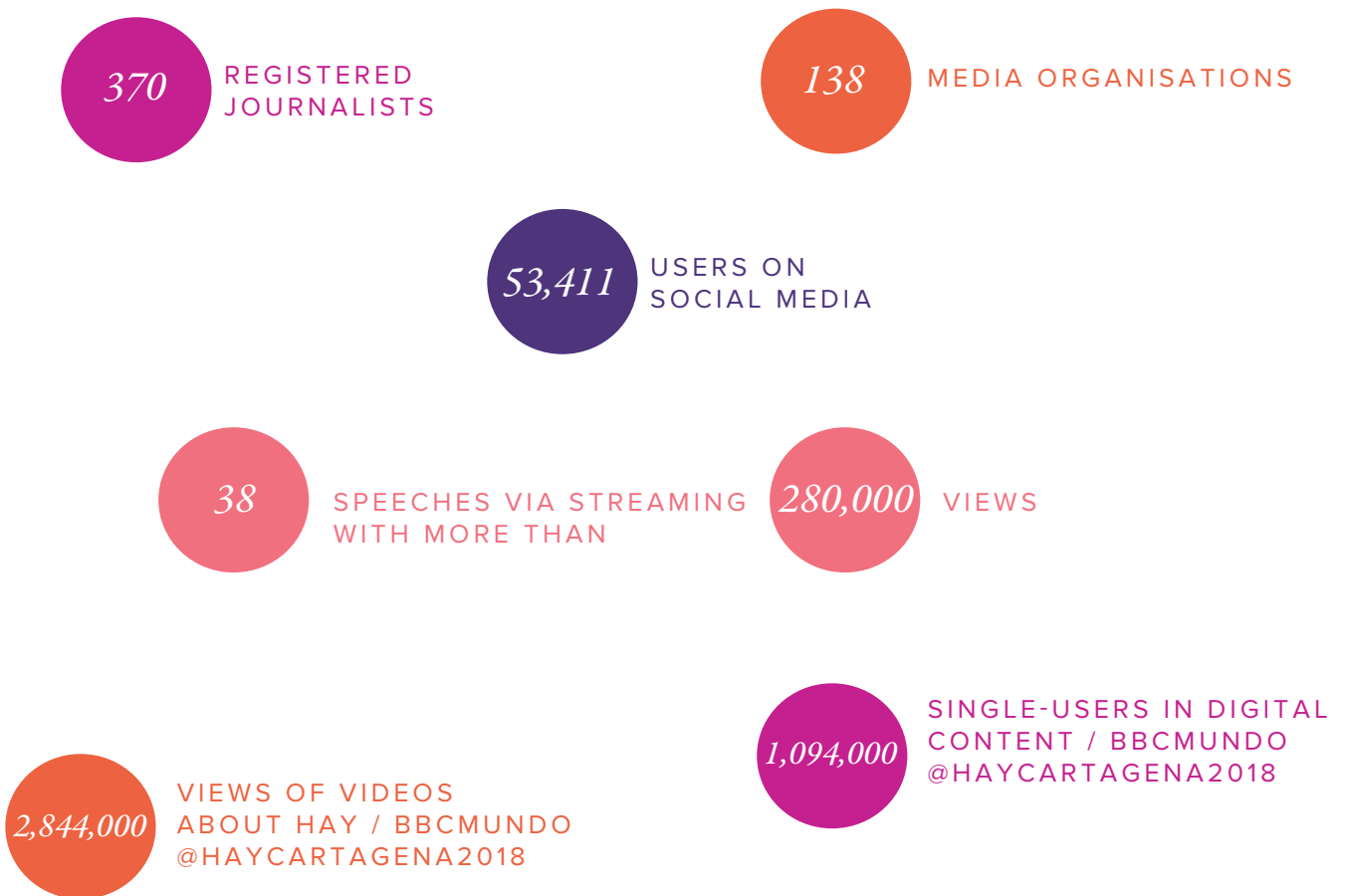
J. M. Coetzee, Winner of Nobel Prize in Literature



HAY FESTIVAL IN THE PRESS

“Hay Festival is a marvellous festival. It connects two worlds and it finds their elective affinities.”

Hector Abad Faciolince, Colombian writer and journalist



A total of **1,928** mentions in the national media, divided as follows:

- 253 references on the radio
- 537 references in the press
- 99 references in the TV
- 1,039 references in digital media

ABOUT HAY CARTAGENA 2018

“All the events were full and people had to queue to attend many of the talks. When you leave a festival like this one, one feels that there is a group of people that still believes in literature and critical thought as part of their lives. This is not a common feeling. Thanks again to the Hay Festival for making this possible.”

Alonso Cueto, writer

Hay Festival Cartagena is about culture and ideas, celebrating the arts and sciences through inclusive events that are accessible and lucid.

The programme includes talks, workshops, concerts and readings, with international experts in the fields of literature, science, film, music, human rights, journalism, environment and politics. The festival creates a space to celebrate the best cultural and scientific findings, a forum for dialogue, where ideas can be exchanged and critical thinking encouraged. The aim is to:

- ✦ become the most important annual cultural event in the Hispanic world.
- ✦ discuss literature at a local and international level, in order to promote dialogue, cultural exchange and progress.
- ✦ present inclusive and accessible events with international artists.
- ✦ promote social projects and education through outreach work.



Hay Festival Comunitario

ABOUT HAY FESTIVAL COMUNITARIO 2018

“This is a marvellous social inclusion initiative. It opens the doors of a festival that could be considered élitist, but it is clearly integrated into the communities.”

Alejandro Gamboa, Director of the Fundación Plan in Colombia

[Click here to watch the video of Hay Festival Community 2018](#)

Since 2006, Hay Festival and the Plan International have collaborated on Hay Festival Community, a social inclusion project that seeks to achieve transformations through the participation of children as active readers and writers. With a programme of literary and cultural activities for everyone, from 2017 we have reached out to the most vulnerable communities in Cartagena and Bolívar, bringing Colombian and international writers to communities such as **El Pozón, Membrillal, Bayunca, Tierra Baja, Puerto Rey** and **Boquilla**.



During the rest of the year we run the **Crecer Leyendo (Growing Up) programme**, with **reading and writing activities aimed at children and young adults**, in which thousands of children have found a passion for books that has greatly expanded their horizons.

- ✦ All events are free.
- ✦ 21 events for children and young adults were organized together with Plan Internacional in 14 neighbourhoods of Cartagena.
- ✦ Seven events were organized with Cartagena City Council and Bolivar Provincial Government (Cicuco, Arjona, San Estanislao, Santa Rosa de Lima, Mompox, Carmen de Bolívar, and San Jacinto).
- ✦ Several events took place with the writers of the Bogotá39-2017 list with the support of the Banco de la República in the cities of Manizales, Neiva, San Andrés, Buenaventura, Santa Marta, Medellín and Bogotá.
- ✦ This year we had 31 events in which 29 figures from the world of culture participated.
- ✦ We ran events in 14 neighbourhoods in Cartagena and seven municipalities in Bolivar province.
- ✦ There was one event in Aracataca with the support of the Ministry of Culture.



REVIEW OF BOGOTÁ39-2017

“This year’s programme celebrated three important anniversaries: the signature of the ceasefire of 1918 that led to the end of World War I, the social activism sparked in May 1968 and the 10th anniversary of the first group of Bogotá39.”

Cristina Fuentes La Roche, Director of Hay Festival for Latin America



Audience at Hay Cartagena. Photograph by Daniel Mordzinski

Hay Festival celebrated the **Bogotá39-2017**: a selection of the **best fiction writers under 40 from across Latin America** aiming to promote good literature by highlighting literary variety and talent in the region. In order to disseminate their works, it was decided to work with **14 independent publishing houses**. In addition, the Bogotá39-2017 have been showcased in a new anthology of work, published in both Spanish and English.

The final selection was done by an expert jury comprising three famous writers: **Darío Jaramillo** (Colombia), **Leila Guerriero** (Argentina) and **Carmen Boulosa** (Mexico), who were tasked with reading all submissions and compiling a shortlist. The announcement comes ten years after the first Bogotá 39 selection was made to mark Bogotá as World Book Capital 2007. The thirteenth edition of Hay Festival Cartagena had been the meeting point of the 39 selected writers. The members of this new Bogotá39-2017 list participated in **36 events** throughout **Cartagena, Bogotá, Medellín** and **Riohacha**.



Hay Festival Medellín. Photograph by Joaquín Sarmiento

ABOUT HAY FESTIVAL MEDELLIN 2018

“Hay Festival helps people form their own opinions. Each year it tackles contemporary issues, with the aim of educating people, with the aim of helping us to understand better the world, literature and the arts.”

Juan Gossain, Colombian journalist

This year, the **6th Hay Festival Medellín** took place from 23 - 26 January, thanks to the support of **Medellin City Council**. It featured more than 20 activities, that could be enjoyed for free at the **EAFIT University**, the **Parque Explora**, as well as various city and **COMFAMA stages and libraries**. More than **25 international guests** and the same number of Colombian speakers took part in stimulating discussions. The festival opens the city’s cultural programme each year, and this time was attended by more than 6,500 people.

The 2018 Hay Festival Medellín presented major figures from the literary world, such as the poets **Rosemary Sullivan** and **Lee Maracle**, the author of many children’s books **Nando López**, the scriptwriter **Guillermo Arriaga**, and some of the members of the **Bogotá39-2017** as well as **Alan Mills**, **Claudia Ulloa** and **Mauro Javier Cárdenas**, who talked about their own experience as authors. The music this year was provided by the band **The Suffers**, who revived a musical genre known as *Gulf Coast Soul*.



ABOUT HAY FESTIVAL RIOHACHA 2018

“It was been an enlightening experience to have the possibility to know these communities and to see the contrast between them and other Colombian realities. I hope my visit was a constructive model for those children as well as for their educators.”

Olga de Dios, Spanish illustrator

Hay Festival has been organizing a full festival day in Riohacha since 2008 and the event has brought a great many Colombian and international figures to the city. This year the programme included the writers **Juan Cárdenas** and **Beatriz Helena Robledo** (Colombia), **Martín Felipe Castagnet** (Argentina), **Natalia Borges** (Brasil) and the film director **Ignacio Castillo Cottin** (Venezuela). There were also events for children in the municipalities of Uribia and Manaure with the presence of the writer **Ana Alonso** and the illustrator **Olga de Dios** (Spain), among others.



J. M. Coetzee



Luciana Sousa



Erling Kagge



Jesús Miguel Soto

Ana Belén and Victor Manuel



The Stuffers

Gonzalo Eltelesh





Carolin Emcke and Héctor Abad



Nadya Tolokno



Lola Copacabana



Manro Javier Cárdenas



Frank Báez



Yaa Gyasi



Geoff Dyer



Nando López
Photograph by Joaquín Sarmiento

MANY THANKS TO OUR SPONSORS



Patrocinadores principales

Aliado para América Latina



Patrocinadores



Aliados gubernamentales



Aliados mediáticos

Aliado de cine



Apoyo



Co-funded by the Creative Europe programme of the European Union



EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

Socios globales

Socio mediático global

Librería oficial



Hay Festival Riohacha

Hay Festival Medellín



Alcaldía de Medellín
Cuenta con vos



Hay Joven



Agradecimientos



Canada Council for the Arts

Conseil des arts du Canada



LEGEND



Evento auditado por:

Panamericana Penguin Random House Planeta

Deloitte.

Avianca y Taca como aerolíneas oficiales no son responsables de la organización, ejecución o de cualquier otra actividad relacionada con el Evento, con excepción del transporte aéreo de los asistentes que adquieran sus servicios y bajo las condiciones del contrato de transporte respectivo.

ABOUT HAY FESTIVAL

“Hay is extraordinary. Literature is creation, but it is also a spectacle; it is the pleasure of listening to a brilliant, insightful and humorous conversation between writers.”

Sergio Ramírez, Nicaraguan writer and journalist

Hay Festival brings readers and writers together to share stories and ideas in sustainable events around the world. The festivals inspire, examine and entertain, inviting participants to imagine the world as it is and as it might be.

Hay Festival is an international celebration of arts and sciences that has been held for the past 30 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The Festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Its audience comes from the UK, Europe and the Americas.

Hay Festival has expanded to run Festivals around the world since 2006 including Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain) Hay Festival Queretaro (Mexico) and Hay Festival Arequipa (Peru). Hay curates '39' gatherings of emerging writers which has been run in Bogota (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and Bogota 39 (2018) which selects and promotes 39 writers under 40.



Conversation between J.M. Coetzee and Soledad Costantini

Hay Festival is committed to:

- ✦ Sharing literature locally and internationally in order to promote dialogue, cultural exchange, education and development.
- ✦ Presenting inclusive and accessible events with international artists, and contributing to social action and development;
- ✦ Providing free tickets to students in tertiary education, and to pupils on Schools Days at each festival.
- ✦ Working with local and international institutions, organisations and private companies, maximizing the impact of the festivals' connection with the local population.
- ✦ Increasing the impact of Hay Festival events through Hay Player reaching a global audience in English and Spanish languages.