

HAY FESTIVAL CARTAGENA

26-29 January 2017



FESTIVAL REPORT

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Introduction

“ At the Hay Festival you realize that a culture of conversation is possible in Colombia»

RODRIGO UPRIMNY

The twelfth Hay Festival brought to Colombia words, music, laughter, transformational ideas and magic. For over four days, through 151 events at 45 venues in **Cartagena, Medellin, Riohacha, Aracataca, Arjona, Carmen de Bolivar** and **Santa Rosa del Sur**, more than **55,000** people enjoyed this great feast of culture.

More than **160 guests**, including outstanding figures from politics, science, sport, literature, music and art took the streets of the cities hosting the 2017 Hay in Colombia. Great international writers like **Hisham Matar, Maylis de Kerangal, Leonardo Padura, Ana Maria Machado** and **Joël Dicker**; cartoonists and illustrators such as **Alberto Montt** and **Liniers**; artists like **Fernando de Szyszlo**; neuroscientists including **Ignacio Morgado, Suzanne O’Sullivan** and **Henry Marsh**; and political leaders from different countries including ex-presidents **César Gaviria** of Colombia, **Laura Chinchilla** of Costa Rica and **Felipe Calderón** of Mexico, who talked about the legacy of **Hugo Chávez**; made the festival a forum to exchange views about the most diverse global affairs.

This year the Hay even included those who could not attend the events, with the streamed **broadcast of 38 conversations**.

The 2017 Hay Festival, as has become traditional, also had a special place for music. The streets of Cartagena resounded to the sounds of salsa with **Yuri Buenaventura** on the Thursday night; classical music with the piano of **James Rhodes** on Saturday evening, and Andean music at the Teatro Adolfo Mejía on Sunday. The instruments of **Renaceres**, the voice of **María Isabel Saavedra** and the tunes of **El Barbero del Socorro** brought to the city a tribute to bambuco which closed the festival.



What is the Hay Festival?

“I was carried away by the enthusiasm and the affection of the audience and the people I have met at the Hay Festival. I loved it.”

HENRY MARSH

Hay Festival of Literature & the Arts is an international festival that has been held for the last 30 years at Hay-on-Wye, a small town in Wales, known around the world for its bookshops. The festival lasts 10 days, receives more than 500 international writers and personalities, and consists of 400 events, including conversations, debates, interviews, concerts, exhibitions and celebrations. It attracts more than 150,000 people from the United Kingdom, Europe and the Americas.

www.hayfestival.org

Being one of the most prestigious literary events in the world, since 2006 Hay Festival has been creating international festivals: Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain), Hay Festival Querétaro (Mexico), Hay Festival Kells (Ireland) and Hay Festival Arequipa (Peru).

Likewise, we have collaborated on the creation of other successful literary festivals, such as those in Mantua, Italy and Parati, Brazil. We also organize the **39 project**, which has been run in Bogota (2007), Beirut (2010), Port Harcourt (Nigeria, 2014) and Mexico (2015) which involves the selection and promotion of young writers, working together with UNESCO and its World Book Capital project.

In 2008 the Hay Festival was given the Queen’s Award for its work promoting literature outside the United Kingdom.





From left to right: Ingrid Bejerman, Amir Or, Luna Miguel and Horacio Benavides

The Hay Festival is defined by:

The **dissemination of literature** at a **local and international level** in order to promote **cultural dialogue and exchange, education and development**

Inclusive and accessible events with international artists. Social action and education. **20%** of the tickets for events with admission price on the general programme are **free for students**, and the **Hay Joven** is a programme of events exclusively for students.

43% of the programme this year was free. This included all the events in Medellin and Riohacha and all the **Hay Festival Comunitario** events in the neighbourhoods of Cartagena (Bayunca, San Francisco, Olaya Herrera, Tierra Bomba, Boquilla, Arroz Barato, Pasacaballo, Tierra Baja, Membrillal, Pozón, Puerto Rey) and in the municipalities of Magangué, Mompox, Carmen de Bolívar, Arjona and Santa Rosa del Sur in Bolivar province. In total, **31 events this year were totally free** for the public (Hay Festival Comunitario).

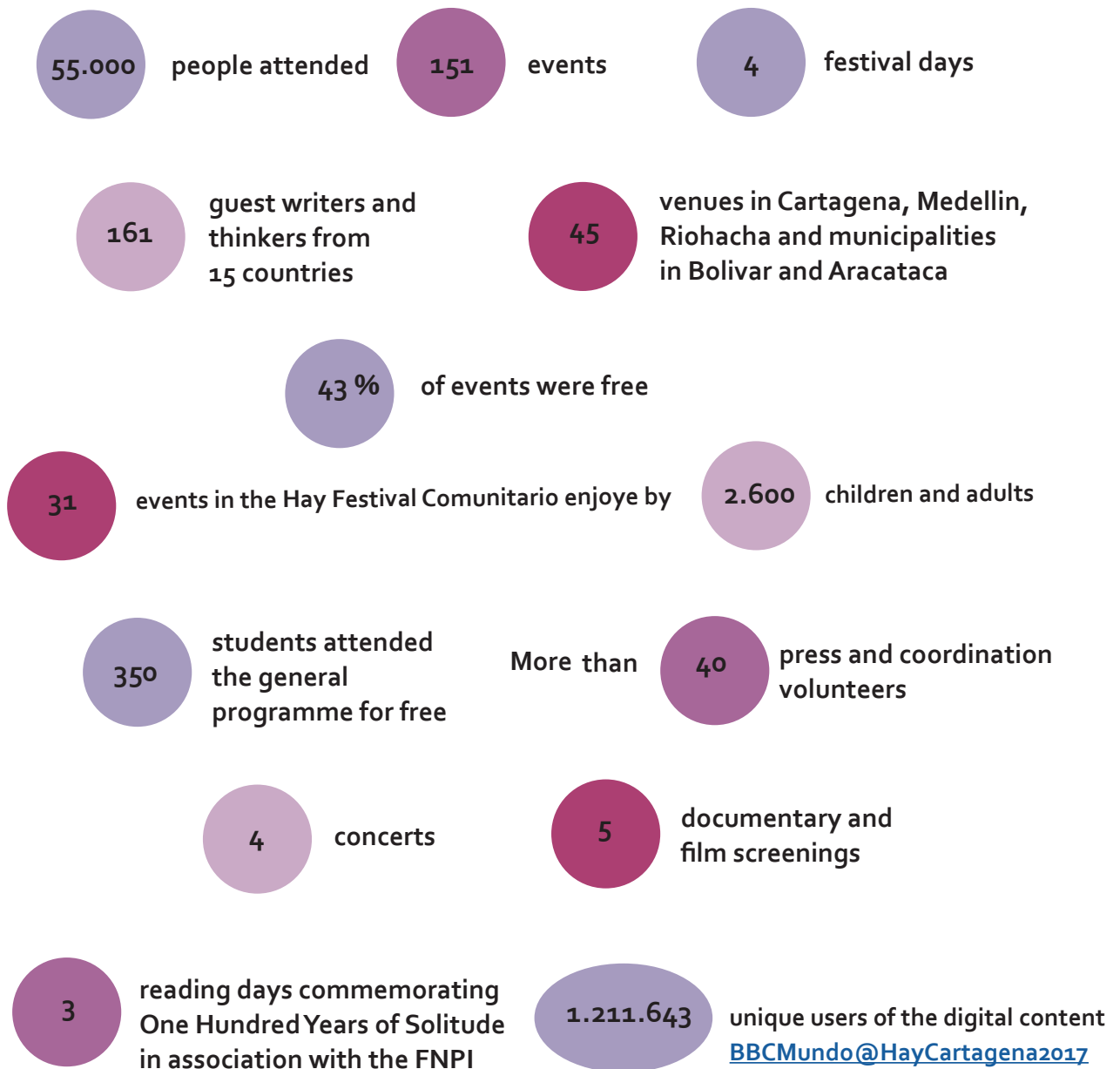
Collaboration with local government, organisations and local and international private companies, maximizing the impact of our proposal and the involvement of the local population.



The Festival in numbers

“What I most liked about the Hay Cartagena is how the city is organized around the festival, how people interact with the writers, address them, question them, and even teach them with their readings of their books. There is a permanent interaction with the people, with the city, and I think that is what I liked the most. There is a good feel to the Hay Festival.”

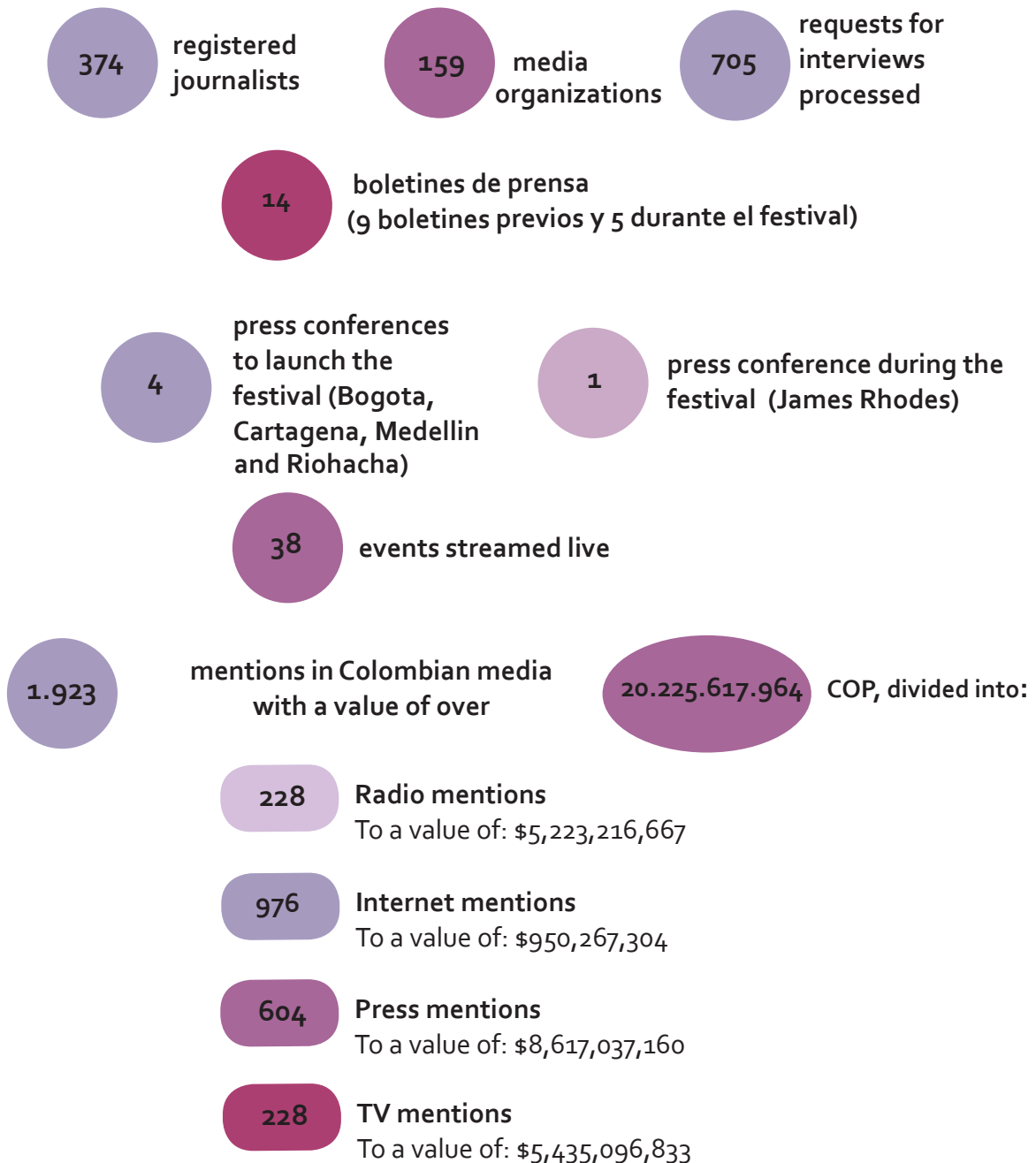
CLARA ELVIRA OSPINA



The Festival in the media

“This year, I repeat, the Hay reached heights never done before. In quality, selection of the participants and the public. I don’t believe that any of those who came left untouched by this literary storm. [...] Thank you, thank you, thank you to all the organizers and sponsors who make this tidal wave of literature possible. A spiritual feast!”

AURA LUCÍA MERA, *EL ESPECTADOR* AND *EL PAÍS* COLUMNIST



About the 2017 Hay Festival Cartagena

“The visit to Arjona was, as far as I am concerned, the best of the 2017 Hay Cartagena. A land of historians and poets, a delightful audience and a warm welcome. Since it is a place so linked to the creation of One Hundred Years of Solitude, it was no surprise that among those present a number had the very Marquezian surnames Buendía and Babilonia. It was wonderful to take the Hay to a place so steeped in our literary tradition. It was very moving to see people’s enthusiasm on being recognized and included, and a memorable experience for the guest writer.”

LAURA RESTREPO



Pilar Reyes y Juan Gabriel Vásquez

“The most important thing of all was the people’s response. In Magangué there was a young audience, attentive and ready to talk [...]. In Mompox [...] the presentation of my book could not have been more successful: a great public, an enthusiastic audience, a sensitive and informed community, and the evident desire for more visits and greater cultural activity, now that the city is preparing for a new social dynamic for when the bridge that connects it with the rest of the country is finished.”

WILLIAM OSPINA

About the 2017 Hay Festival Cartagena

“It was a wonderful event that reached different audiences in Cartagena: young people, but also the outskirts and the towns on the coast. Bringing with it good cheer and knowledge, which is an instrument of communication, of peaceful coexistence, which is something we need at this time when we all want peace and agreements are starting to be put into place. Culture plays a very important role in living together peacefully and we need greater support from the public sector, and in this case it is vital to highlight the contributions of private companies.”

ANA MILENA MUÑOZ, EL ESPECTADOR COLUMNIST

“Perhaps because of its imperial and colonial past, or perhaps because the language and culture of this small island are well known around the world, there is (or, until Brexit, there was) no more cosmopolitan people than the English. For this reason it is so valuable and important that the Hay Festival Cartagena bring an alliance between Colombia –a country engrossed in itself, parochial and closed to immigration– and the UK. Guided by a tireless cultural manager, Cristina Fuentes, each year this adventure brings writers, scientists and artists from the most varied cultures and civilizations. We locals find here our place to interact with them.”

HÉCTOR ABAD FACIOLINCE, EL ESPECTADOR



Paulina Flores

2017 Hay Festival Comunitario

“The Hay Festival has improved so much that today it can be seen as the most audacious contemporary proposal for conciliation and the third culture. There is no rigid order, something that would be impossible given the great variety of events on offer, yet this means that chance can play its invigorating role in the open minds of those who attend, of whom there are thousands.”

MANUEL GUZMÁN HENNESSEY, *EL TIEMPO* COLUMNIST

Since 2006, the Hay Festival and the PLAN Foundation have together run **the Hay Festival Comunitario**, a social inclusion strategy that seeks to achieve transformations through the participation of children as active readers and writers. With a programme of literary and cultural activities aimed at all kinds of audience, from 2017, we reach out to the most vulnerable communities in Cartagena and Bolívar, bringing Colombian and international writers to communities like El Pozón, Membrillal, Bayunca, Tierra Baja, Puerto Rey and Boquilla, among others.

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

-All events are **free**.

-Events for **children and young adults** organized together with **Plan Internacional**.

-Events for all kinds of public organized together with **Cartagena City Council** and **Bolivar Provincial Government**.

-This year we have **31 events in which 29 figures from the world of culture participated**.

-We ran events in **11 neighbourhoods in Cartagena** and **5 municipalities in Bolivar province**.



Journalism workshop with Marta Orrantía y Catalina Gómez

Hay Festival Medellín 2017

“The Hay has taken us to Xalapa, Medellín, Cartagena de Indias, Querétaro and Arequipa, and we have spoken Spanish, English and French from the Old World and from the New World: Mohawk, Ojibwe and Innu from Canada, Náhuatl and Zapoteco from Mexico, Wayúu and Kuna/Tule from Colombia and Quechua and Aimara from Peru.”

INGRID BEJERMAN, MCGILL UNIVERSITY, CANADÁ

This year, the **5th Hay Festival Medellín** took place between **25 and 27 January**, thanks to the support of **Medellin City Council**, and it featured more than twenty activities that could be enjoyed free by all those attending the venues at the **EAFIT University**, the **Parque Explora**, as well as various city and **COMFAMA** stages and **libraries**.

More than **10 international guests** and the same number of **Colombian speakers** took to the stages provided for conversations that enriched the debate about various subjects related to the contemporary world.

The 2017 Hay Festival Medellín presented major figures from the literary world, such as the Swiss **Joël Dicker**, the Canadian writer **Natasha Kanapé Fontaine**, the British specialist in organized crime, **Misha Glenny**, and the historian **Simon Sebag Montefiore**, author of *Stalin* and *The Romanovs*. The brain, seen from a scientific point of view, was one of the central matters of the Hay, with participants such as the director of the Neuroscience Institute at Barcelona’s Autonomous University, **Ignacio Morgado**, and the neurologist **Suzanne O’Sullivan**.

There was music, too, and on this occasion it was brought by the classical pianist **James Rhodes**, who has also written an autobiography that has enjoyed success around the world, *Instrumental*.

The festival opens the city’s cultural programme each year, and this year it was attended by more than 6,500 people.



Joël Dicker



James Rhodes

2017 Hay Festival Riohacha

“Every year we find new subjects to talk about that might let us understand the world better. As well as literature, music and writing, this year, for example, we talked about neuroscience, at three events that ended with a great rounds of applause. The encounter among different branches of knowledge is what motivates us to keep on imagining the world»

CRISTINA FUENTES

The 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.

The programme this year included the cartoonists **Vladdo** (Colombia) and **Bonil** (Ecuador), the writers **Antonio Ortuño** (Mexico) and **Pedro Mairal** (Argentina), and the Colombian chef **Leonor Espinosa**. There were also events for children in the municipalities of Uribia and Manaure with **Lisa Neisa** (Colombia) and the writer **Paula Carbonell** (Spain). The music this year was performed by **Renaceres** who paid homage to the Mono Núñez Festival.



(Foto: Hay Festival)



Felipe Restrepo Pombo and Maylis de Kerangal



Claudio López Lamadrid and César Aira



Musical homage: *El bambuco pide playa*



Yuri Buenaventura with Martín Murillo's book cart



Luisgé Martín, Giuseppe Caputo and Alberto Fuguet



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Julio César González (Matador) • Hisham Matar • Roger Mello • José Tolentino Mendonça
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