

imagina el mundo NOBO DIGONTER KOLPONA

تَخَيَّلِ الْعَالَمَ *imagine the world* কল্পনায় জগত

logathe patti chindikyuga *képzeld el a világot*

कल्पना दुनिया की DYCHMYGWCH Y BYD *waza dunia*

FESTIVAL REPORT

# HAY FESTIVAL XALAPA 2013



HAYFESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

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‘The Festival abounds in ideas, confessions, testimonies, music, film and theatre, all warmed by the burning Xalapa sun.’

Alonso Cueto, *La República*

# The Festival



**HAY FESTIVAL IS AN ORGANISATION BASED IN HAY-ON-WYE IN WALES. WE CREATE FESTIVALS THAT EXPLORE AND CELEBRATE BOTH LITERATURE AND IDEAS.**

## HAY FESTIVAL XALAPA, 2-6 OCTOBER 2013

Hay Festival Xalapa celebrated its third edition in 2013, consolidating the presence of the Hay Festival in Mexico. Hay Festival produces various festivals worldwide: in the UK (Hay Festival since 1987), Spain (Segovia since 2006), Ireland (Kells since 2013), Colombia (Cartagena de Indias since 2006), Kenya (Nairobi since 2008), Bangladesh (Dhaka since 2011), Mexico (Zacatecas in 2010 and Xalapa since 2011) and Lebanon (Beirut since 2012). We have collaborated in the creation of other well-known literary festivals such as Mantova in Italy and Parati in Brazil. We also run the B39 Project, which has taken place in Bogotá (2007) and in 2010 in Beirut, through which we select and promote young writers, working in collaboration with UNESCO and its World Book Capital project.

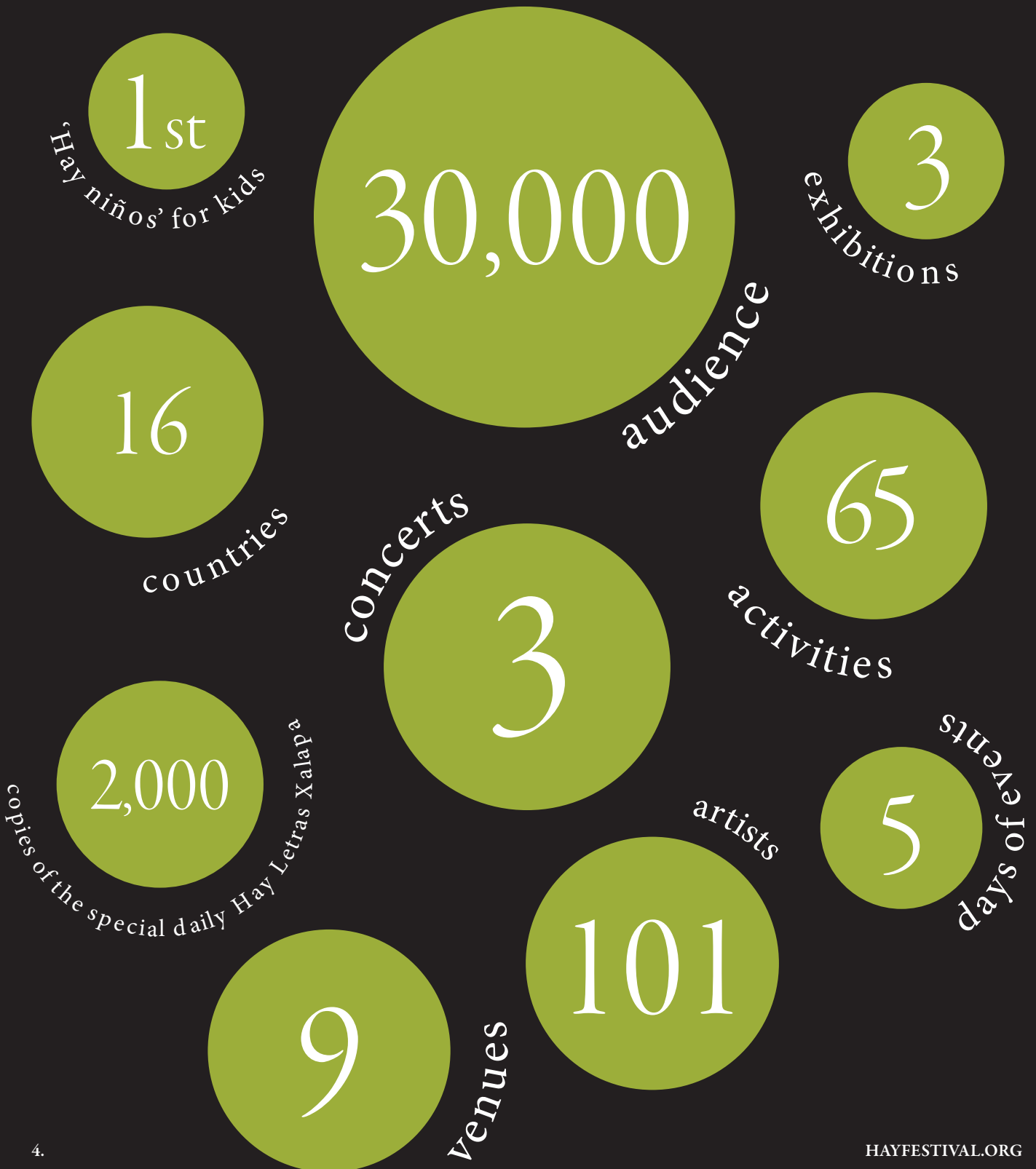
Hay Festival Xalapa promotes culture and social responsibility. Literature, visual arts, film, music, geopolitics, journalism, the environment... all go together with debate and celebration.

This event is growing to become one of the most important literary festivals in the Hispanic world, with a very high quality international programme, open to all audiences.

- Promotion of literature on a national and international level, to encourage debate and cultural interchange, education and development.
- Inclusive and accessible events with international artists.
- Social action and education: specific activities for students through the Hay Joven programme; and 30% of tickets available free to students.
- Collaboration with institutions, organisations and private companies both local and international, maximizing the impact of the festival and its attendance by members of the local population.



# The Festival in numbers



# The Festival in words



‘Hay Festival, one of the most prestigious literary events in the world.’

WILLIAM NAVARRETE, EL NUEVO HERALD

‘What matters is that attendees at this grand gathering of culture, art and ideas listen to the tenth woman to have won the Nobel Peace Prize.’

IVONNE MELGAR

‘Hay Festival is a meeting of ideas that favours experience, and the bearers of the message are well-known authors – among them Nobel Prize-winners – but also readers who want to be physically close to these message-bearers who use literature to share and live together and pay attention to the things that really matter.’

NOE CARDENAS, BLOG: WOLE SOYINKA Y EL AGUACATE

‘It is a true jewel of culture and a celebration of literature and thought.’

FERNANDA DE LA TORRE VERA, BLOG: MY EXPERIENCE AT HAY FESTIVAL

‘That respect, unthinkable in other parts of the world, will be my enduring image of Hay Festival. I believe that it is the best of all images: that of harmony, complicity and respect, so that we all understand each other. So that there is no accent, no barriers of difference, and literature and art continue to dispense dreams. The organisers should be very satisfied.’

WILLIAM NAVARRETE, BLOG: WILLIAM NAVARRETE’S HAY DIARY

# The Festival in words



‘It is remarkable how many young people have attended the two previous editions of Hay Festival Xalapa, a city that without doubt enjoys great cultural strength.’

NOE CARDENAS, BLOG: WOLE SOYINKA AND AVOCADO

‘My last day in Xalapa was emotional. It was wonderful to be interviewed onstage by Jonathan Levi, founder of Granta, at the University of Veracruz, and afterwards to listen to writers Helen Oyeyemi and Ben Markovits, named by Granta as two of the Best Young British Novelists of 2013, then to discuss with Valerie Miles about her work.’

FFLUR DAFYDD, BLOG

‘Talking to Jody Williams at Hay Festival Xalapa gladdened my heart as much as the first time I went to the headquarters of the United Nations to cover the review of Beijing’s commitments in favour of inclusivity for women.’

IVONNE MELGAR, BLOG: TALKING TO JODY WILLIAMS

‘Talking to several of my favourite authors, breathing the same air as great writers, and seeing visions of the world different to my own – I could not have enriched myself more, as a human being and as an inhabitant of the planet.’

ANTONIO BONILLA, HAY FESTIVAL XALAPA 2013 VOLUNTEER

# The Festival in the media

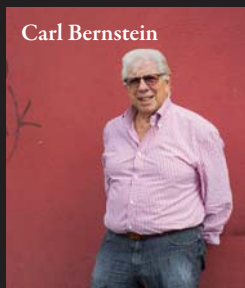
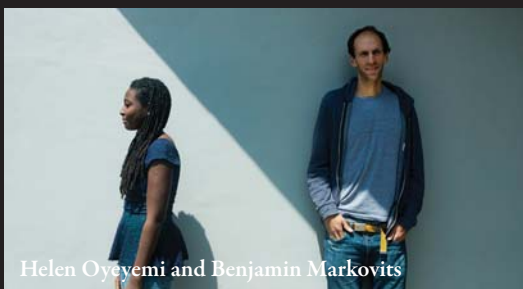


## HAY FESTIVAL XALAPA

- 420 positive editorial mentions in national media
- More than 500 mentions generated in regional media
- Free press worth \$1,160,000 USD in national media
- 200 published interviews with various participants and spokespeople for the festival
- 1 press conference preceding the festival, with more than 80 press representatives
- 2,000 programmes hand delivered to the main cultural venues in Xalapa
- 5 press conferences held during the festival itself
- 22 press releases sent to the major PR and news agencies
- 80 press accreditations issued for coverage of the festival
- More than 70 national media organisations covering festival activities
- 1 dedicated television broadcast (La dichosa palabra on Canal 22)
- 3 dedicated radio broadcasts (Ibero, Radio red and Reporte 98.5)



# The Festival in images





# Thanks



ABENSHUSHAN Vivian, ADIAK MONTOYA José, ALAMEDDINE Rabih, AMARA Luigi, ANDAHAZI Federico, ARIAS LOVILLO Raúl, AUTE Luis Eduardo, AYÉN Xavi, BENET Ricardo, BERMEJO Edgardo, BERNSTEIN Carl, BOULLOSA Pablo, BLOM Philipp, BONILLA Fernando, BRAVO VARELA Hernán, CARDENAL Ernesto, CARROLL Rory, CASAR Eduardo, CASARIEGO Martín, CHIRBES Rafael, COZARINSKY Edgardo, CRUZ Augusto, CUÉLLAR Rogelio, CUETO Alonso, DAFYDD Fflur, DE LA CRUZ Aixa, DE LA GARZA Eko, DEL RÍO Pilar, DELTORO Antonio, DOMÍNGUEZ Claudia, DRESSER Denise, DÚRAN Ignacio, FERNÁNDEZ Bernardo (Bef), FERRÉ Juan Francisco, FRENTE CUMBIERO, FRÍAS Christian, GARCÍA Georgina, GARCÍA Laura, GASCÓN Daniel, GUERRA Wendy, GUTIÉRREZ Luci, HALFON Eduardo, HERNÁNDEZ Alejandro, LEMUS Silvia, LEVI Jonathan, LORENZANO Sandra, MARTÍNEZ Óscar, MARKOVITS Benjamin, MENDOZA Rodolfo, MONTIEL FIGUERAS Mauricio, MILES Valerie, MOLINA FOIX Vicente, MONGE Emiliano, MORALES Cristina, MORDZINSKI Daniel, NAVARRETE William, NEUMAN Andrés, OLMOS Alberto, ORQUESTA SINFÓNICA DE XALAPA, ORTEGA Germán, ORTIZ Álvaro, OSORNO Diego Enrique, OSORNO Guillermo, OSPINA William, OYEYEMI Helen, PÁEZ VARELA Alejandro, PATÁN Julio, PASSARGE María Luisa, PITOL Sergio, RABASA Diego, RAMÍREZ Sergio, REIG Rafael, RIEFF David, ROBLES Marisol, ROSETE Felipe, SÁEZ Juan José, SAFIER David, SALDAÑA PARÍS Daniel, SANZ Marta, SARABIA Antonio, SERVÍN JM, SILVA MÁRQUEZ César, SOLARES Martín, STANTON Anthony, TAIBO Paco Ignacio, TORIZ Rafael, TRUJILLO Julio, VALENZUELA Luisa, VALENZUELA Santiago, VÁSQUEZ Juan Gabriel, VÁSQUEZ RENTERÍA Víctor Hugo, VELASCO Magali, VELÁZQUEZ, VENEGAS Julieta, WEINBERGER Eliot, WEISS Yael, WELSH Irvine, WIENER Gabriela, WILLIAMS Jody



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