

REPORT 2024



**HAY
FESTIVAL**
JERICÓ



**HAY
FESTIVAL**
CARTAGENA DE INDIAS



**HAY
FESTIVAL**
MEDELLÍN





Martín Murillo
and his literary cart
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CONTENTS

Hay Festival Colombia 2024	5
Hay Festival Colombia 2024 in words	9
El Festival in numbers	11
El Festival in the media	13
El Festival in the social media	15
Hay Festival Education	16
Hay Comunitario	17
Hay Joven	19
Excellency Grants	20
Acknowledgements	22



HAY FESTIVAL COLOMBIA 2024

The 19th Hay Festival in Colombia was held with events dedicated to literature, science and the history of art, as well as exchanges of ideas from south to south, with **10 days of inclusive activities for all**, with some of the most important international figures in culture and science, and a total attendance of **62,050 people**.

With a cutting-edge, inspiring festival programme, audiences, who attended both digitally and in person, were able to interact with over **200 guests** who shared their stories and their thoughts, offering a range of possibilities and options and confirming the diversity and wealth of narratives that can give us new ways of seeing the world. The Hay Festival 2024 has been a feast for the imagination and creativity, enjoyed by adults, young people and children. Additionally, on this occasion, **Bolívar residents were able to attend for free** the activities run on the last day in Cartagena de Indias.

This year there were conversations about **literature** and **ideas**, about **current topics**, **cultural legacies**, **bioethics**, the **future of the Amazon region** and valuable **south-to-south encounters**. Homage was paid to the Ukraine, the work of the publishing industry (**Talento Editorial**) and **cultural management** were celebrated, and six **reading clubs** were held. There was also some great **music** and **film**, with concerts and screenings.

Hay Joven events for the university community were run in Cartagena de Indias and Barranquilla, with **free entry for students** in 20% of the capacity of all the Cartagena de Indias activities. Children had special events designed for them at the **Hay Comunitario** both in Cartagena de Indias and in Jerico.



In **literature** we had some outstanding authors, including **Javier Moro**, **Julia Navarro**, **Eduardo Romero García**, **Irene Solà**, **Gabi Martínez** and **Alana S. Portero** from Spain. Also, **Geoff Dyer** (United Kingdom), **In Koli Jean Bofane** (Congo/Belgium), **Jorge Comensal** (Mexico), **Benjamín Labatut** (Chile), **Gabriela Cabezón Cámara** and **Selva Almada** (Argentina); **Hisham Matar** (Libya/United States), **André Aciman** (Egypt/United States) and **Adania Shibli** (Palestine), were speaking.

From Colombia, there were literary guests including **Margarita Rosa de Francisco**, **Jorge Franco**, **Gloria Susana Esquivel**, **Gilmer Mesa**, **Amalia Andrade**, **Juan Gabriel Vásquez**, **Erna von der Walde**, **Héctor Abad Faciolince**, **Ricardo Silva**, **William Ospina**, **Cindy Herrera**, **Humberto de la Calle**, **Javier Ortiz Cassiani** and **Daniella Sánchez Russo**.

To talk about the **environment**, **science** and **history** were **Arnoldo Kraus** and **Josefa Sánchez Contreras** (Mexico); **Venki Ramakrishnan** (India/United States), **Andrea Wulf** (Germany/United Kingdom), **Anil Seth** and **Simon Sebag Montefiore** (United Kingdom), **Brigitte Baptiste**, **Carl Henrik Langebaek**, **Manuel Rodríguez Becerra** and **Alfonso Múnera** (Colombia); **Eliane Brum** (Brazil), **Wade Davis** (Canada), **William Neuman** (United States), **Salvador Rueda** and **Jesús Sanjurjo-Ramos** (Spain).

In the **world of ideas**, contributions were made by **Rebecca Solnit** (United States), **Mariana Mazzucato** (United States/Italy), and **David Olusoga**; **Tsitsi Dangarembga** (Zimbabwe), **Vanessa Rosales** and **Mauricio García Villegas** (Colombia); **Moisés Naím** (Venezuela), **Alberto Vergara** (Peru), **Dahlia de la Cerda** (Mexico), **Philipp Blom** (Austria), **Pankaj Mishra** (India), **Philippe Sands** (United Kingdom), **Serhii Plokyh** and **Volodymyr Yermolenko** (Ukraine).

We were visited by **journalists** such as **Laura Ardila**, **Ana Bejarano**, **Daniel Coronell**, **Juanita León**, **Daniel Samper Ospina**, **Daniel Samper Pizano** and **Silvana Paternostro** (Colombia); **Tina Brown** (United Kingdom/United States), **Jon Lee Anderson** (United States), **Irene Lozano** (Spain), **Misha Glenny** (United Kingdom), **Carlos Manuel Álvarez** (Cuba), **Alfredo Meza** (Venezuela) and **Patrick Radden Keefe** (United States).

In terms of **music**, events included the artists **Kevin Johansen** (United States/Argentina), **Phil Manzanera** (Colombia/United Kingdom), **Julio Victoria Live Band**, **Teresita Gómez**, **Tei Shi** and Colombia's **Creole Group**.

From the spheres of **art** and **cultural management** were **Liniers** (Argentina), **Katy Hessel** (United Kingdom) and **Laura Osorio Sunnucks** (Mexico/United Kingdom); **Jago Cooper** (United Kingdom), **Wanjiru Koinange** and **Angela Wachuka** (Kenya) and **Velia Vidal** (Colombia).



Julia Navarro
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Benjamín Labatut
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Hay Festival Colombia 2024 IN WORDS

"What a magnificent festival. I was always hearing the most positive comments on its work and the quality of the events. I would like to express my most sincere thanks for the invitation, as well as for the most kind and attentive cooperation and support. I enjoyed it enormously. I found an endless number of people whose conversations and observations enriched me greatly. I wish the festival a successful preparation for its twentieth year. I hope that this work continues to have valuable results and to enrich Colombian cultural life and build bridges between the country and the world."

Juan Carlos Flórez Arcila

"I will never be able to thank you enough for the experience that this Hay Festival has given me. I loved every moment. It was a gift to be surrounded by so much creativity and intelligence, and of course the community, the parties and the incredible beauty of Cartagena. You have worked miracles."

Ruby Wax

"Thank you for what was the best Hay Festival in South America. I loved every minute. So many fascinating people to meet, so much stimulation, inspiration and enjoyment. And glorious Cartagena, of course. It has outdone itself. Many thanks for having me."

Andrea Wulf

"In my case, and I am sure that I speak for all the guests at this unique space which is the Hay Festival, I am the one who has to offer thanks. To attend and participate is, in few words, a great gift."

Arnoldo Kraus

"I had a wonderful time and I fell in love with Cartagena and the whole festival atmosphere. Many thanks for having me. I saw some fantastic events and I met new and brilliant people. Bravo! You can consider the 2024 festival to have been a great success."

Tina Brown

"The last week has been a fabulous and totally unforgettable experience! Everything worked out perfectly... and I would be lying if I didn't say I would love to come back. My best wishes for the whole Hay Festival."

André Aciman

"The Hay Festival opens up different ways of being and of understanding reality. It is a space to share ideas and thoughts that give us back a trust in the capacity of human beings to transform the world. As an organisation, we believe in the power of vital events such as this one, which allow us to converse and reflect on the challenges we have and on sketching out future paths to avoid all the problems that face us."

Juan Carlos Mora

President of Grupo Bancolombia

The Festival IN NUMBERS

207 PARTICIPANTS

from **24 countries**

200 ACTIVITIES

in **Jerico, Medellín, Cartagena de Indias y Barranquilla**

62,050 attended in person at the four venues:

- 13,000 in Jerico
- 4,600 in Medellín
- 44,000 in Cartagena
- 450 in Barranquilla

The Festival was available for **digital community** reaching

1 million, 130 thousand 936 users in:

- Colombia
- Mexico
- Peru
- Spain
- Argentina
- United States

THE 10 BESTSELLING BOOKS:

- *Nos quieren muertos* by Javier Moro
- *El árbol de Guayacán* by Dany Hoyos
- *La era de la ansiedad* by Roberto Palacio
- *MANIAC* by Benjamín Labatut
- *La traducción del mundo* by Juan Gabriel Vásquez
- *Magníficos rebeldes* by Andrea Wulf
- *Salvo mi corazón todo está bien* by Héctor Abad Faciolince
- *Teresita Gómez* by Beatriz Helena Robledo
- *Exploradores, soñadores y ladrones* by VV.AA.
- *No sé como mostrar dónde me duele* by Amalia Andrade

Ana Cristina Restrepo and Irene Solà

© José Ignacio Hipólito

Ricardo Silva, Ana Bejarano
y Gilmer Mesa

Venki Ramakrishnan

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The Festival IN THE MEDIA

over 70 media outlets

15 international media outlets

over 400 interviews organised

150 journalists accredited

50 photographers accredited

4 press conferences

35 press releases (23 before the festival and 12 during the festival)

Reaching **671,121,016** people

With a **R.O.I. of 31,464,401,720** of Colombian pesos

Pankaj Mishra
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AND THE SOCIAL MEDIA

3 million 483 thousand 207 people reached
on the three social media services: **X**, **Facebook** and **Instagram**

4 thousand 89 new users in the Hay Festival digital
community

 752 thousand 726 users reached

 1 million 822 thousand 69 users reached

 908 thousand 419 users reached

Gabriela Cabezón Cámara
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Philippe Sands, Hisham Matar
and Juan Gabriel Vásquez
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HAY FESTIVAL EDUCATION

The Hay Festival has restated its commitment to educational and professional training processes, with more extensive **Hay Joven** and **Hay Comunitario** programmes, and a second round of Hay Festival **Excellency Grants**. A full agenda of free activities for children and young people was offered at universities, schools, cultural centres, foundations and libraries.



HAY COMUNITARIO

Hay **Comunitario** is the programme run by the Hay Festival with **local people**, mainly children, outside the old quarter. This year there were **24 activities**, 20 in the **neighbourhoods** and **on the outskirts** of Cartagena de Indias and four at the Centro de Formación de la Cooperación Española with groups from the municipalities of Bayunca, San Jacinto and Turbaco.

850 children, teenagers and adults were a part of this story, which reached the districts of El Pozón, Nelson Mandela, Olaya Herrera, Tierra Baja, Puerto Rey, La Boquilla, Membrillal and Barú, as well as the municipalities of Malagana and Clemencia.

Together with the **Fundación PLAN**, which has been working with the Hay Festival in Colombia for 19 years, on Thursday 25 January the opening event took place at the 14 de Febrero Educational Institution with the palenquero band **Las estrellas del Caribe** and with coverage by our **community reporters** led by the journalist **Catalina Gómez Ángel**, who gave a classic **community journalism workshop**. From then until 28 January, activities were carried out with: **Irene Vasco, Juliana Muñoz Toro, Pilar Lozano, Gerardo Meneses, Valentina Toro, Beatriz Helena Robledo, José Andrés Gómez, Velia Vidal, Raúl Ballesteros, Javier Ortiz Cassiani** and **Elisa Guerra**.

In 2023, Hay Festival joined forces with self-managed community projects. Throughout 2023 a series of workshops for children were carried out, linked to these initiatives, and during the Hay Festival Cartagena de Indias **9 workshops** and **lectures** were given in these spaces. For these projects, the Hay Festival was delighted to join with **La Canoa Literaria** in Tierra Baja, **Corporación Ruleli** in Olaya neighbourhood and the **Biblioteca Popular Playa Blanca** in Barú.



HAY JOVEN

Hay Joven is the programme aimed at the university community. Within the framework of the Hay Festival Cartagena de Indias, from 25th to 27th of January, **24 activities** were held at the **University of Cartagena** (Claustro de la Merced and Claustro de San Agustín) and the **Universidad Tecnológica de Bolívar** (Manga campus). In Barranquilla there were five events at the **Universidad del Norte** on Monday 29th of January.

In Cartagena de Indias, around **800 students, lecturers and university staff** were a part of this experience, which included two journalism workshops, a creative writing workshop, a concert, the screening of a documentary and 19 conversations on literature, current affairs, ideas and cultural management.

The programme featured fiction writers such as the Argentinians **Gabriela Cabezón Cámara** and **Selva Almada**; **Irene Solà**, **Eduardo Romero García**, **Alana S. Portero**, **Gabriela Llanos** and **Álvaro Ortiz** from Spain; and **Dahlia de la Cerda** and **Jorge Comensal** from Mexico. Five contributors to the anthology *Verdades compartidas* and four to *Exploradores, soñadores y ladrones* spoke before the university audiences. The national artistic scene was represented by the musicians **Julio Victoria** and **Tei Shi**; the actor and writer **Margarita Rosa de Francisco**, the writer and teacher **Gerardo Meneses**; the cultural manager from Choco, Velia Vidal; the journalist and writer **Amalia Andrade** and a group of creators and educators from the Master's in Literature and Creative Writing at the Universidad del Norte. Local participants included **Brindy Cantillo Severich** and **Martín Murillo Gómez**, creators of the community reading promotion projects La Canoa Literaria and La Carreta Literaria, as well as the valuable contribution of moderators, mainly educators and graduates of the participating universities.

In Barranquilla, the art historian and writer **Katy Hessel** (United Kingdom), the historian **Jesús Sanjurjo-Ramos** (Spain) and the doctor and writer **Arnoldo Kraus** (Mexico) joined the programme, together with **Eduardo Romero García** and **Jorge Comensal**.

EXCELLENCY GRANTS

Hay Festival Cartagena de Indias offered eight scholarships to African-Colombian artists, cultural managers and creative industry professionals in the Department of Bolívar for the second round of the Hay Festival Excellency Grants.

On 15th, 17th and 24th of January, this selection of young people took part in training events linked to cultural management with the Colombian and international Hay Festival team and five local managers: **Andrea Bonilla** (Manager of the Cartagena Chamber of Commerce Cultural Experiences Cluster), **Jesús Herrera Babilonia** (graduate of the programme's first round and Culture Coordinator at the Casa Cultural Colombo Alemana), **Ricardo Chica Gelis** (Dean of the Faculty of Social Sciences and Education at the University of Cartagena), **Martín Murillo** (creator of the Carreta Literaria, ¡Leamos! initiative) and **Cindy Patricia Herrera Estrada** (writer, educator, cultural manager and reading promotor).

From 25th to 28th of January, each selected person participated in a practical experience, joining the festival organisers in areas including **Education, Press, Media** and **Social Media**.

Congratulations, then, to our scholars: **Sheyla Vanessa Blanco Coronado, Héctor Contreras Marimón, Lilia María Herrera Jimenez, Vanessa Alejandra Martínez Pava, Luis Gabriel Salcedo Ibarra, Brillith Carolina Sossa Wilches, Ariel Eduardo Sudea Cueto** and **Lina Marcela Valencia Grau**.

"I would like to thank the Hay Festival for coming to our area through the Hay Comunitario. It has been an enriching programme for our community. It is the first time that we have had this kind of event in Olaya Central and it has been satisfactory for all our guests. We hope that they remember us, that they don't forget that this neighbourhood is also their home, and let them continue to bring us literature and the arts."

Ruby Flórez Garrido, Director of Corporación Ruleli

"From the managing team at the Biblioteca Popular Playa Blanca we are happy about everything that has happened in January as part of the Hay Festival Cartagena 2024. We think that the Biblioteca Playa Blanca space brought a different type of encounter that challenged both participants and guests, and both parties were able to use the opportunity and enjoy it. We are grateful for this opportunity and we would love to continue working with such a great team."

Gabriela Paula Galíndez and Yassith J. Vásquez Julio
Biblioteca Popular Playa Blanca



Alana S. Portero and Gloria Esquivel

ACKNOWLEDGEMENTS



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HAY JOVEN / HAY COMUNITARIO | **GOVERNMENT ALLY**

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