

HAY FESTIVAL

imagina el mundo

MEDELLÍN

29 JANUARY - 1 FEBRUARY 2019

JERICÓ

25 - 27 JANUARY 2019

REPORT





INTRODUCTION

“I haven’t been to Hay-on-Wye, the town in Wales where Hay Festival was born in 1987, but I went to Jericó and imagined that I was in Hay. The village is beautiful, with museums rather than bookshops, a recently renovated theatre and a lively cultural life. I appreciated the warmth of the people, the quality of the programme and the genuine interest of the attendees.”

Adriana Mejía, *Vivir en el Poblado*, 7 February 2019

Hay Festival returned to Colombia to celebrate literature, music, science and topical issues. Jericó (Antioquia) was a new addition to this year's event. On **25th, 26th and 27th January**, it welcomed more than **7,500 visitors** to take part in talks and debates on topics as varied as botany, poetry and history in such spectacular locations as the **Museo Maja** and the **Teatro Santamaría**.

Speakers included **Carlos Magdalena**, the UK-based Spanish botanist and curator at Kew Gardens, known as 'the plant messiah'; the Ecuadorian journalist **Sabrina Duque**, winner of the Michael Jacobs Travel Writing Grant 2018; the Spanish journalist and writer **Xavi Ayén** and the Chilean writer **Alejandra Costamagna**. The programme was inaugurated with the screening of the documentary *El infinito vuelo de los días* (*The Infinite Flight of Days*) about the violence witnessed in Jericó during the Colombian armed conflict. An estimated 750 people attended the screening and had the opportunity to talk to the director, **Catalina Mesa**. The Colombian writers **Héctor Abad Faciolince**, **Pilar Quintana** and **Santiago Gamboa**, the caricaturist **Vladdo**, the poet **Horacio Benavides**, and the historian **Jorge Orlando Melo** also attended.

Music, of course, was an essential part, and **Puerto Candelaria**'s rhythm attracted more than 2,600 people who took to the floor to sing and dance during the show, *18 Years of Crazy Party-going Around the World*.

“At Hay Festival in Jericó, beauty in the simplest things was evident, surprising and, at least for me, overwhelming. Hay Festival gave us so much life, so many new ideas.”

Julián Posada, *El Colombiano*, 2 February 2019

Three days later, the seventh edition of Hay Festival **Medellín** opened, **30 January-1 February 2019**, at the Museum of Modern Art of Medellín and the Parque Explora, where writers, musicians, scientists and artists inspired audiences with new ideas and stories. The biggest names were the Cuban writer, journalist, scriptwriter and literary critic **Leonardo Padura**; the anthropologist, activist and professor **Michael Pollan**, and the Buddhist nun **Kankyo Tannier**, who also held meditation workshops; the Mexican writer **Álvaro Enrigue**, the Colombian **Laura Restrepo** and the German philosopher, journalist and writer **Wolfram Eilenberger**. All took part in a wide programme exploring issues such as modern activism, quantum physics, the environment, economics and literature.

Activism was a central issue in the festival, with special guests **Shirin Ebadi**, the first Muslim woman and first Iranian to receive the Nobel Peace Prize (2003) and the economist **Deirdre McCloskey**, an expert in economic theory and history, philosophy, feminism, ethics and laws.

“Hay Festival is a necessary and very important cultural reference today. Everything of importance in the artistic world in this country is discussed there. From a literary festival, it has extended to other social and natural sciences, and therefore reaches a vast audience.”

Ramón Illán Bacca, writer and Humanities and Philosophy professor at Universidad del Norte

Music played a major role here, too, with performances by **Joselo Rangel**, guitarist of the legendary Mexican band Café Tacvba and saxophonist **David Sánchez**, winner of a Grammy award, who presented a jazz recital combining African music with the traditional melodies of his home country, Puerto Rico.

“Hay Festival Medellín is well organised and for me it was an honour to be able to meet so many people.

This is one of the things I appreciate most about being here: the direct contact with the audience.

Colombians are such nice people...”

Kankyo Tannier, author of *The Gift of Silence*

THE FESTIVAL IN FIGURES

MEDELLÍN

NUMBER OF VISITORS

12,967

PEOPLE (45% MORE THAN IN 2018)

32

NATIONAL AND INTERNATIONAL SPEAKERS

20

TALKS

NUMBER OF EVENTS IN HAY JOVEN:

28

CHILDREN'S WORKSHOPS:

20

WITH

1,000

CHILDREN

NUMBER OF INDEPENDENT PUBLISHING HOUSES TAKING PART:

10



THE FESTIVAL IN FIGURES JERICÓ

NUMBER OF
VISITORS:

7,550

HOTEL
OCCUPANCY:

1,300

GUESTS, 100%

NUMBER OF
PARTICIPANTS:

27

EVENTS:

18

CONCERT
ATTENDEES:

2,600

NUMBER OF
VENUES IN
THE OLD TOWN:

5



THE FESTIVAL IN THE PRESS

“There was great excitement in the village before the opening of Hay Festival, which started in a small town in Wales more than three decades ago. The colourful streets were festooned with flags and banners, and one could see curiosity in people’s eyes, always accompanied by a genuine smile.”

Vladdo, caricaturist and journalist at *El Tiempo*, 29 January 2019



ACCREDITED
JOURNALISTS:

85

MEDIA
REPRESENTATIVES:

27

INTERVIEWS:

50

MEDIA
MENTIONS:

355

ESTIMATED VALUE OF NEWS
GENERATED BY HAY FESTIVAL
JERICÓ AND MEDELLÍN:

£202
million

UNTIL 6 FEBRUARY 2019



HAY JOVEN

“To be able to meet other artists and illustrators has been the best part of the festival: people who do the same as I do, who share the same passion.”

Amalia Restrepo, illustrator

In the seventh edition, Hay Medellín organised 20 activities and workshops for children and young adults, focusing on illustration and literature. More than a thousand boys and girls had the opportunity to illustrate books, create characters and scenes with author **Dylan Moore**, Creative Wales Hay Festival International Fellow 2018; **Juan Gedovius**, one of Mexico’s best-known children’s book authors; and the Colombians **Amalia Restrepo**, **Pilar Lozano**, **Irene Vasco**, **Celso Román**, **Alekos**, **Valentina Toro** and the Spanish **Sara Sánchez**.

HAY FESTIVAL CARTAGENA

From 31 January–3 February 2019, the 14th edition of Hay Festival Cartagena took place with more than 100 writers, musicians, scientists, artists and intellectuals from 27 countries to reflect on global issues and to share their ideas about the future. Ten venues in the historic old town of Cartagena welcomed more than 60,000 visitors from Colombia and the world.

International writers included **Chimamanda Ngozi Adichie**, the globally acclaimed Nigerian writer and activist on gender equality; **Mircea Cărtărescu**, the Romanian poet, novelist, literary critic and essayist; the celebrated British writer **Zadie Smith**; **Yoko Tawada**, the Berlin-based Japanese writer whose work has been translated around the world; Spanish writers **Cristina Morales**, winner of the Premio Herralde de Novela 2018 and **Manuel Vilas**, whose most recent book, *Ordessa*, has received critical and commercial success; the Cuban **Leonardo Padura**; the Chilean **Diamela Eltit**, winner of the National Literature Award of Chile 2018; the Mexican **Álvaro Enrigue**; the Canadian **Madeleine Thien** and the British international lawyer and author **Philippe Sands**.

The festival was honoured by the presence of **Shirin Ebadi**, the first Muslim woman and first Iranian to receive the Nobel Peace Prize (2003). Within the group of Colombian writers, the outstanding names were **Laura Restrepo**, **Mario Mendoza**, **Jorge Franco**, **Santiago Gamboa**, **Carolina Sanín** and **Juan Gabriel Vásquez**. Discussing the topical issue of migration were **Gustavo Gorriti** (Perú), **Jacobo García** (Spain), **Luz Mely Reyes** (Venezuela) and **Jaime Abello** (Colombia). New topics that generated a great deal of interest were quantum physics in a discussion with **José Ignacio Latorre**, and Alzheimer's disease explored by **Dale Bredeesen**.

As it is now a tradition at Hay Festival, time was set aside to reflect on the year in journalism. Participating this year were **Mark Thompson**, CEO of *The New York Times*, **Xavi Ayén**, journalist and writer who has interviewed more than 24 Nobel Prize in Literature winners, and the Mexican reporter **Alma Guillermoprieto**, winner of the Princess of Asturias Award.

Photography, art and music are essential components of the programme. **Doris Salcedo**, one of the most influential contemporary artists in Colombia, talked about her work; the British documentary maker **Kate Horne** presented her film *The Witness: Cain and Abel*, a tribute to the reporter Jesús Abad Colorado, who has devoted 25 years of his life to photographing the Colombian armed conflict, and musical performers included the singer **Totó La Momposina**, the composer **Mónica Giraldo**, the Dominican 'king of merengue' **Wilfrido Vargas**, and the jazz musician **David Sánchez** from Puerto Rico.

Mónica Quintero, Valentina Toro and Amalia Restrepo



Álvaro Enríque and Esteban Carlos Mejía



Carlos Magdalena



David Sanchez



Dylan Moore, Sabrina Duque and Esteban Carlos Mejía



Deirdre McCloskey



Enrique Rojo

Héctor Abad



José Ignacio Latorre



Joselo Rangel





Pedro Baños



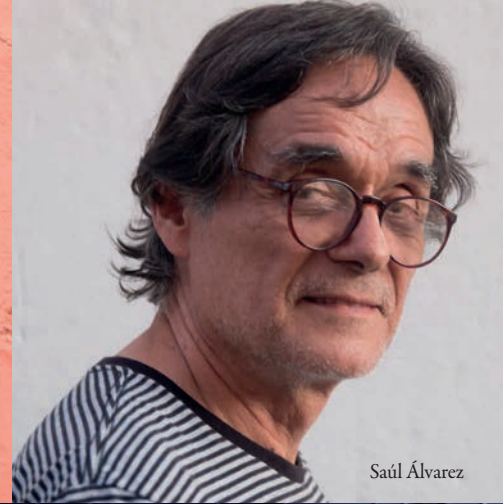
Santiago Gamboa



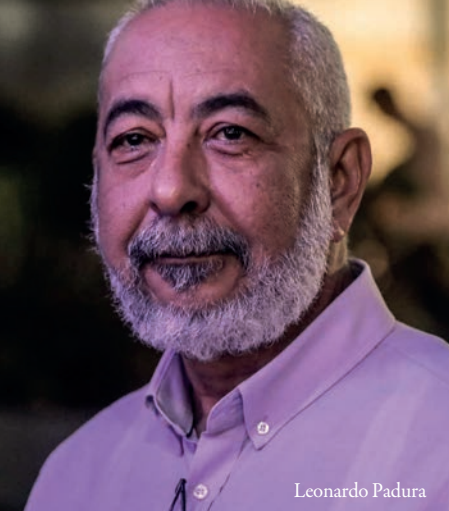
Michael Pollan



Xavi Ayén



Saúl Álvarez



Leonardo Padura



Lydia Cacho



Shirin Ebadi



Kankyo Tannier



Wolfram Eilenberger

MANY THANKS TO
OUR SPONSORS:

JERICÓ

comfama

MEDELLÍN

Aliado para América Latina

Invitan

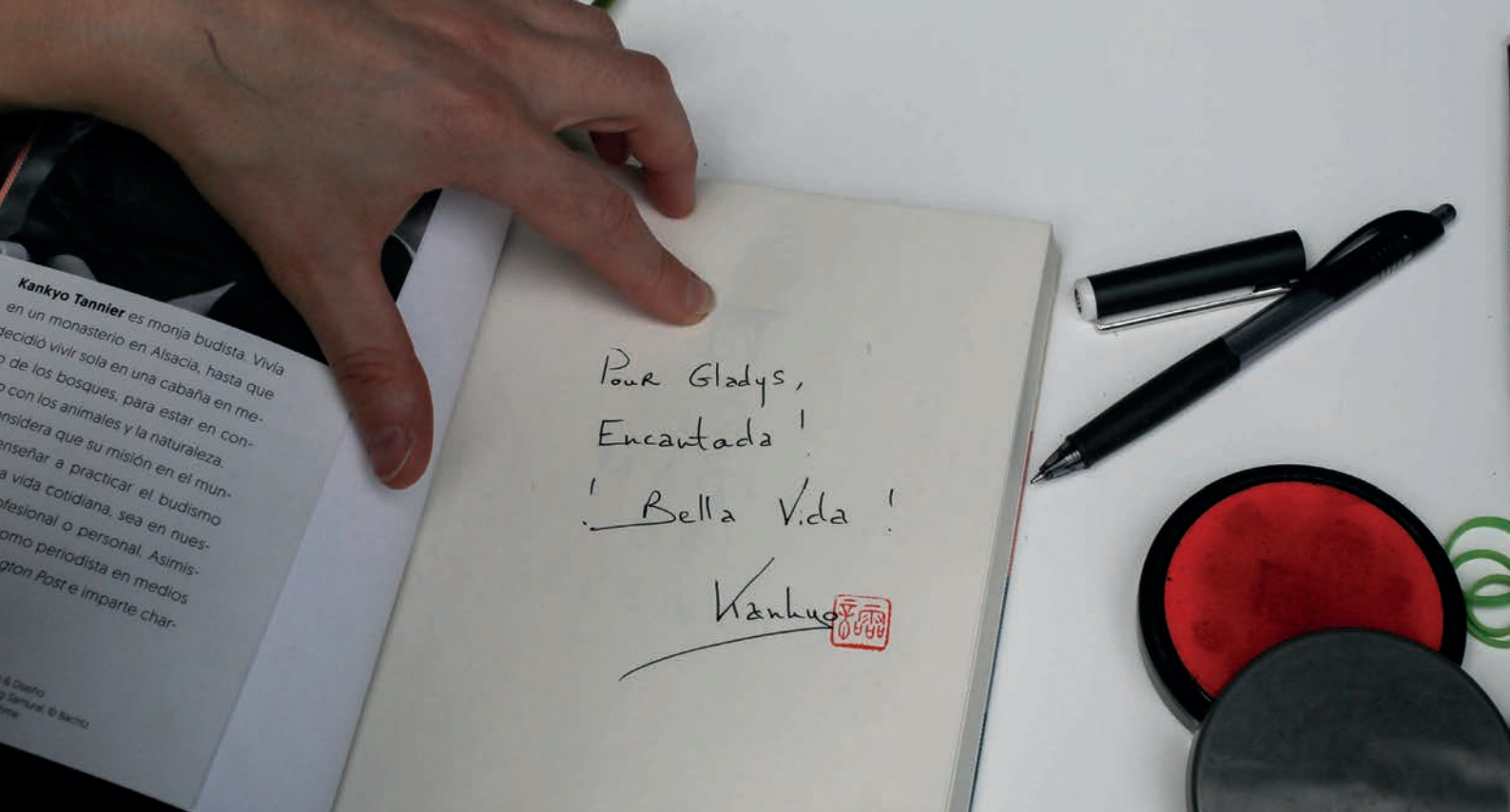


Alcaldía de Medellín
Cuenta con vos

Apoyan



Vigilada Mineducación



ABOUT HAY FESTIVAL

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 32 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 under the age of 40, which has been held in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018).



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.