

# AREQUIPA 2019 REPORT



## HAY FESTIVAL AREQUIPA





# HAY FESTIVAL

## Arequipa 2019

The fifth edition of Hay Festival Arequipa 2019 took place in the 'ethnic melting pot' of this city, as defined by one of its most outstanding intellectuals, Francisco Mostajo, from 7 to 10 November, celebrating imagination through literature, arts, culture, journalism, film and science. Award-winning writers from around the world took to the stage to discuss the power of fiction, including Nobel Prize-winner **Orhan Pamuk** (Turkey), France's **François-Henri Désérable** and #Europa28 novelist **Leïla Slimani** (Prix Goncourt 2016); Italy's **Paolo Cognetti** (Strega Prize 2017); Argentina's **Tamara Kamenzain**, **Guillermo Martínez** and **Pola Oloixarac**; Colombia's **Héctor Abad Faciolince** and **Santiago Gamboa**; Bolivian author **Edmundo Paz Soldán**; and Venezuelan journalist **Karina Sainz Borgo**.

The Festival's #Bogota39 selection of the best Latin American fiction writers under 40, created in the context of Bogotá Capital Mundial del Libro – UNESCO 2007 with Hay Festival, was represented by **Rodrigo Hasbún** (Bolivia); **Pilar Quintana** (Colombia); and **Emiliano Monge** (Mexico) and **Juan Manuel Robles** (Peru) from the new generation of Bogotá39.

"Thanks to @hayfestival for another extraordinary opportunity to meet talented people, share experiences with a growing audience and travel across magnificent cities. See you soon! #HayForumAyacucho #HayFestivalArequipa2019"

Renato Cisneros

A selection of Peru's greatest contemporary authors presented new work, including **Alonso Cueto** (Alcobendas Juan Goytisolo Fiction Award, 2019), **Giovanna Pollarolo**, **Renato Cisneros**, **Ricardo Sumalavia**, and **Martín López de Romaña** as well as the winners of the 2018 Copé Prize, **Ciro Alegría Varona** and **Stuart Flores**.

Representatives of the original cultures of the continent also joined us. From Canada, indigenous writers **Janet Rogers** and **Carleigh Baker**. From the United States, **Bruce Mannheim**, anthropologist and researcher at the University of Michigan. And from the Peruvian panorama, the Quechua language gained special relevance with the participation of poet, translator and professor **Odi Gonzales**; writer and translator **Jorge Alejandro Vargas**; anthropologist **Carmen Escalante**; and poet **Gloria Mendoza Borda**.

"It's been great to talk about literature and adolescence today at #Hayarequipa19. And best of all, an auditorium full of people of all ages sharing concerns and experiences. I carry all of you in my heart @hayfestival\_esp @ACEcultura"

Nando López

Some of the biggest issues in the world today were analysed in conversations with *El País* director for Latin America **Javier Moreno**; journalist and editor of the international section of *El País*, and correspondent in Brazil, **Naiara Galarraga**; *El Comercio* director **Juan José Garrido** (Perú); international analyst **Farid Kahhat** (Perú-Palestina); German philosopher **Anselm Jappe**; French essayist **Olivier Guez**; French-Colombian philosopher **Nelson Vallejo-Gómez** and Peruvian journalists **Joseph Zárate**, **Marco Sifuentes** and **Luis Jochamowitz**.

"I've seen how different and unique Arequipa is, I've really enjoyed the festival. I've enjoyed talking to enthusiastic readers."

Orhan Pamuk

The past was reimagined as British historian **Edward Wilson-Lee** presented his biography of the son of Christopher Columbus, Hernando Columbus in *The Catalogue of Shipwrecked Books*; **Omar Zevallos** (Perú) presented unpublished data on Ernest Hemingway with *Hemingway desconocido. Cuatro crónicas secretas sobre el escritor en el Perú y el mundo*; and **Rafaella León** and **Martín Riepl** contrasted their portraits of President Martín Vizcarra with their books *Vizcarra, retrato de un poder en construcción* and *Vizcarra, una breve historia de lealtad y traición*.

"Hay Festival Arequipa is no longer just, at least for me, a space to celebrate literature in Spanish, but also a space to think about Latin America, its fractures, hopes and possibilities. To overthrow, together with readers, those ideas that we believe are only one way and, in that way, to be a little more free."

Joseph Zárate

Peruvian historians and anthropologists **Mario Rommel Arce**, **Alex Huerta Mercado**, **Maria Emma Mannarelli** and **Manuel Pulgar Vidal** discussed Arequipa, Peru and all of America from the conquest to the present in their works and investigations.

Ideas of 'living well' were explored as Peruvian cuisine was celebrated by chef **Gastón Acurio**. To contribute to the discussion on faith, philosopher, anthropologist, writer and gardener **Santiago Beruete** (Spain) joined us, as well as Catholic priest **Pablo D'ors** (Spain) talking about Zen meditation, and philosopher **Pablo Quintanilla** (Perú).





The latest in scientific discovery took centre stage in conversations with British scientist **Lewis Dartnell**; Spanish physicist **José Ignacio Latorre**; AI expert **Omar Flórez**; palliative care physician **Kathryn Mannix**; botanist **Michael Way**; Peruvian aerospace engineer **Aracely Quispe**; and British glacial biochemist **Jemma Wadham**, who together with actress **Erika Stockholm** created an original work for the cutting-edge science outreach project Trans.MISSION II.

“A friend saw the photos I had taken of Arequipa and told me they looked like a dream landscape. I think I agree. It seems as if everything I’ve read about writers in South America could be found here. It’s the first time I’ve been to Peru, but I’d already pictured it in my mind and it’s quite similar to what I imagined.”

Lol Tolhurst

The world of the arts was reflected in the work of representatives of cinema, theatre, dance, music and visual arts. The Cure’s former drummer, **Lol Tolhurst** (United Kingdom); Radio Futura’s former singer-songwriter **Juan Perro** (Spain), Peruvian musician **Lucho Quequezana** and **Pedro Rodríguez** dazzled the audience with their melodies and words. Producer and TV director **Ricardo Morán** (Peru); dancer **Jesús Rubio** (Spain) and actress **Norma Martínez** (Peru) also joined us to perform dance and theatre.

“Hay Arequipa is an amazing coven with the best of contemporary culture: the possibility of getting us together through literature and the love of books. Thank you for these wonderful days and a very special thanks to the team of great girls and guys who make Hay possible.”

Pola Oloixarac

Meanwhile, fine art was discussed by Deputy Director of Conservation and Research at the Prado Museum in Madrid, **Andrés Úbeda de los Cobos**, art historian **Luis Eduardo Wuffarden** and Peruvian sculptors **Claudia Coca** and **Ricardo Wiesse**.

“I loved it! The talks, the reporters, talking about #MeToo, about feminism. Everything was perfectly organised. I really want to go back. The city is amazing!”

Nicole Fernández

The experiences of women in Peru, France and Spain were put on the table with contributions from documentary maker and delegate from the Centre Simone de Beauvoir in Paris, **Nicole Fernández**; and the Peruvian writers who testify to violence against women in Peru, **Rocío Silva Santisteban**, **Teresina Muñoz Nájjar** and **Lorena Álvarez**, and, for children and youth audiences, there were stories from doctor **Fiorella Rusca** (Peru); children’s educationalist from Arequipa **Doris Zuzunaga**; actress and writer **Erika Stockholm**; novelist **Nando López** (Spain); young writer **Yero Chuquicaña** (Peru, National Literature Prize 2017); and **Antonio Ortiz** (Colombia).

Hay Festival also reached the cities of **Moquegua** and **Ayacucho**, with two **Hay Forum** programmes for all audiences, extending the impact of the Festival to other parts of the country.

In Moquegua, we enjoyed the contributions of: **Antonio Ortiz, Nando López, Rafaella León, Nelson Vallejo-Gómez, Omar Zevallos, Michael Way** and **Ignacio Latorre**.

Hay Forum Ayacucho included **Renato Cisneros, Carleigh Baker, Omar Zevallos, Fernando Iwasaki, Alys Conran** and **Amiel Cayo**.

“I have travelled a lot over the last few years and I must say that the Hay Festivals are always very special. This is always a time to share convictions, ideas, make friends, listen to great novelists and intellectuals and also to have fun in beautiful places [...] For three days, I had conversations with women about freedom, feminism, mixed desires, etc. I have the feeling that feminism is a very important struggle here in South America.”

Leila Slimani





# The Festival IN NUMBERS

29,073	attendees	7	Hay Forum Moquegua sessions
20	% of the overall capacity free for students	110	volunteers
86	events in the general programme	11	venues
10	Hay Festivalito sessions for kids	2	photography exhibitions
11	Hay Joven sessions for young adults	100	attendees at BBC workshops
2	free events in Arequipa's penitentiary institutions	1	partner university for Hay Joven: Universidad Católica de Santa María
8	Hay Forum Ayacucho sessions		



# The Festival IN THE MEDIA

215 accredited journalists, from 70 media outlets

260 interviews carried out during the 4 days of the festival and 50 advance interviews

811 instances of coverage on radio, television, printed media and social media

397 instances of printed media coverage

63 broadcasts on television

“The Hay Festival Arequipa, in its fifth edition, had 29,073 attendees. More than 120 international, national and local guests took part in discussions on literature, art, journalism and science. This edition was attended by Nobel Laureate Orhan Pamuk and founding member of The Cure, Lol Tolhurst.”

El Búho

\$9,49 million value free press

“The conclusion of Hay Festival Arequipa 2019, once these journeys have come to an end, is that there is a progression that points towards expansion. As the years go by and editions add up, not only does the audience increase, but more cities are now developing this ‘party of ideas’, which is how the Hay Festival is conceived all over the world.”

BBVA Foundation Peru

“In its fifth consecutive edition, Hay Festival Arequipa again became the event that brought together a melting pot of personalities from fields as diverse as literature, art, music, science, film, journalism and more. A space whose main philosophy is to recover the practice of dialogue as a basis for the exchange of ideas, in a world that sometimes seems to sink into disconnection and disengagement from nature.”

El Comercio

“Hay Festival Arequipa grew by 10%. The four days of the fifth edition of the Hay Festival Arequipa concluded. This year, the festival grew by about 10% compared to the 2018 edition (which had 27,500 attendees), said Cristina Fuentes La Roche, director of the Hay Festival Internacional. This growth is measured in the full capacity of all the educational and cultural activities programmed for the festival and the growth of the specific cultural activities for the child and young adult audience: there’s Hay Festivalito and Hay Joven. In addition, this year, the authors also held discussions with prisoners in male and female prisons.”

El Peruano

“For the fifth consecutive year, the city of Arequipa opened its doors to Hay Festival 2019, the festival of words, which invites all those attending to discover the benefits of the White City and to immerse themselves in conversations about literature, environment, journalism, science, music, among other topics for four wonderful days to imagine the world.”

ANDINA – Peruvian News Agency







“Hay Festival Arequipa 2019: When the White City was partying. With almost 30,000 attendees, this gathering in Arequipa concluded its fifth edition last Sunday 10 November. Here is a review of the highlights of the festival, which has already confirmed its return for 2020.

One wonders what is the key to the success of an event such as the Hay Festival. One thinks, of course, of the diversity of its themes, the white and sunny beauty of the historic centre of Arequipa, among other reasons. But there is one more reason, in response to the Festival’s well-thought-out decentralised location. [...] Most of the guests, far from being the typical circle of friends from Lima, are illustrious strangers. And this generates a fascinating horizontality and camaraderie with the audience.”

*El Comercio*

“The fifth edition of Hay Festival Arequipa finished with 29,073 attendees, during its four days in which topics such as environment, journalism, gender issues, science, technology and the celebration of the best literature were discussed.

‘We will be back in 2020,’ said Cristina Fuentes, international director of Hay Festival, at the closing of the Festival, which welcomed more than 120 local, national and international guests.”

*RPP.pe*

“The most important cultural event in the world, Hay Festival in its fifth edition brought together a total of 29,073 attendees during the four days of the festival.”

*Diario Correo*



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# 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 Querétaro (Mexico) and Hay Festival Arequipa (Peru). Hay Festival has selected and promoted, at live Festivals and in print, emerging writers under the age of 40, called Bogotá39, in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and Bogotá (2018). A new edition of Hay Festival will take place at venues in Abu Dhabi from 24 to 27 February 2020, as well as a Europa28 special edition in Rijeka, Croatia, from 3 to 5 June 2020.

“An amazing life experience. Proud and happy to have been part of the @hayfestival\_esp #Arequipa where I could listen and share ideas to make this world better. @Planetalibrospe”

Lorena Álvarez

“With more than 29 thousand attendees, Hay Festival Arequipa consolidates as a showcase where ideas, arts, literature and science are shared. Climate change, the future of Quechua and the challenges of women, were the themes of the 2019 edition. ‘Jay’, ‘Ay’, or ‘Jey’. It does not matter what the pronunciation but the reception from the public of Hay Festival Arequipa. On the four days of its fifth programme of conversations, concerts, exhibitions and varied shows for audiences of various ages, the capital of Arequipa was offered an impressive 86 events at 11 venues.”

*El Peruano, 12 November 2019*





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