

# AREQUIPA 2020 REPORT



## HAY FESTIVAL

DIGITAL  
AREQUIPA





# HAY FESTIVAL

## Digital Arequipa 2020

**H**ay Festival Digital Arequipa 2020, as a 100% virtual and free edition, took place from 28 October to 8 November 2020. The programme included 79 pre-recorded and live events, with 139 participants from 19 countries from around the world. The festival was broadcast via multiple platforms, including Zoom webinar, Facebook, YouTube, and Peruvian radio and television, and it was available online on the Hay Festival Arequipa website until 15 November.

During twelve days, events were presented in the context of Hay Festival Digital Arequipa, Hay Forum Digital Ayacucho and Hay Forum Digital Moquegua, apart from special events such as the Paidós Talks in the Hay Festival Classics series, and nine performance events (concerts and shows).

Paidós editorial celebrated its 75th anniversary hand in hand with Hay Festival Digital Arequipa, with a group of six talks, moderated by the renowned Spanish journalist **Iñaki Gabilondo**, with some of the most extraordinary thinkers of our time. **Muhammad Yunus** (Bangladesh), winner of the Nobel Prize for Peace in 2006; social psychologist **Shoshana Zuboff** (United States), author of *The Age of Surveillance Capitalism*; the great writer and expert on world religions, **Karen Armstrong**

(United Kingdom); neurologist **Facundo Manes** (Argentina); award-winning journalist and writer **Naomi Klein** (Canada); and philosopher **Adela Cordini** (Spain) were part of the Paidós 75 repertoire.

“Today the Hay Festival is reaching many more people than those who can fit in an auditorium. And we are seeing what has happened in other cities, and we have a much greater attendance than we expected.”

**Claudia Vivanco**

The Hay Classics were unforgettable talks from past editions of the Hay Festival in Wales. Great guests such as the Nobel Prize for Literature 1993 laureate **Toni Morrison** (United States), who spoke at Hay Festival in 2014; author of groundbreaking books such as *Sapiens*, *Homo Deus* and *21 Lessons for the 21st Century*, **Yuval Noah Harari** (Israel); and the award-winning cognitive psychologist, linguist and writer **Steven Pinker** (Canada).



Hay Forum Ayacucho, celebrated from 31 October to 1 November, included the participation of the screenplay writer of Netflix series *La casa de papel* **Javier Gómez Santander** (Spain); Peruvian photographers **Marina García Burgos** and **Morgana Vargas Llosa**; Peruvian children's writers **Micaela Chirif** and **Yesenia Montes**; Quechua singer **Renata Flores**; director of BBC Mundo **Carolina Robino** (Chile); food journalist **Ignacio Medina** (Spain) and Peruvian chef **Miguel Schiaffino**.

On the digital Hay Forum Moquegua stage we hosted guests such as anthropologist and writer **Wade Davis** (Canada–Colombia), medical doctor and mental health expert **Gabor Maté** (Hungary–Canada); writers including **Andrea Abreu** (Spain), **Inua Ellams** (Nigeria–United Kingdom) and **Rafael Rumett** (Peru); science writers such as **Miguel Pita** (Spain) and **Philip Ball** (United Kingdom); and artists including singer **Susana Baca**, ex-minister of Culture in Perú, and Colombian dancer **Fernando Montaña**.

The programme was embellished by great figures of the contemporary literary scene including British authors **Hanif Kureishi** and **Taiye Selasi**; **Laurent Binet** (Grand Prix du roman de l'Académie française); **Emmanuel Carrère**, cartoonist **Riad Sattouf** and **Laetitia Colombani** from France; **Javier Cercas** (Planeta Award 2019), **Rosa Montero** and **Manuel Vilas** from Spain; Mexican novelist and screenplay writer **Guillermo Arriaga** (Alfaguara Novel Prize 2020); **Leonardo Padura** (Cuba); **Erri de Luca** and **Melania Mazzucco** from Italy; **Leila Guerriero**, **Santiago Amigorena** and **Camila Sosa Villada** (Sor Juana Inés de la Cruz Prize 2020) from Argentina; and Peruvians such as **Katya Adaui**, **María Teresa Ruiz Rosas** (Premio Nacional de Literatura Perú 2020) and **Renato Cisneros**.

As well as Morrison and Yunus, the festival line-up included Nobel Prize winners **Juan Manuel Santos** (Peace), ex-president of Colombia and author of *An Optimistic Message for a World in Crisis*, and **Mario Vargas Llosa** (Literature), who talked about his most recent book, *Medio siglo con Borges*.

To speak about current world affairs and thinking, we hosted journalist and writer **Moisés Naím** (Venezuela), Peruvian consultants **Patricia Merino** and **Patricia Cánepa**, co-authors of *El futuro del trabajo*; and Spanish philosopher **Javier Gomá**. Gender was an issue for discussion with philosophers **Paul B. Preciado** (Spain) and **Svenja Flaspöehler** (Germany), and anthropologist **Rita Segato** (Argentina); **Antoni Ballabriga Torreguitart** (Spain), **Iñigo Maneiro** (Spain) and **Andrea Ortiz de Zevallos** (Perú) talked about sustainable development; and journalists **Jacqueline Fowks** (*El País* correspondent in Peru), **Liliet Heredero** (BBC Mundo), **Farid Kahhat** (author of *El eterno retorno*) and **Gerardo Lissardy** (BBC Mundo), who analysed the results of the 2020 presidential elections of the United States.

The Spanish priest and writer **Pablo D'ors**, who spoke about the importance of meditation and contemplation, as well as the Brazilian buddhist nun **Monja Coen** were present. Spanish filmmaker **Fernando Trueba** (winner of the Academy Award for Best Foreign Language Film in 1993 for *Belle Époque*) and Chilean astronomer **José Maza** also took part in the festival.

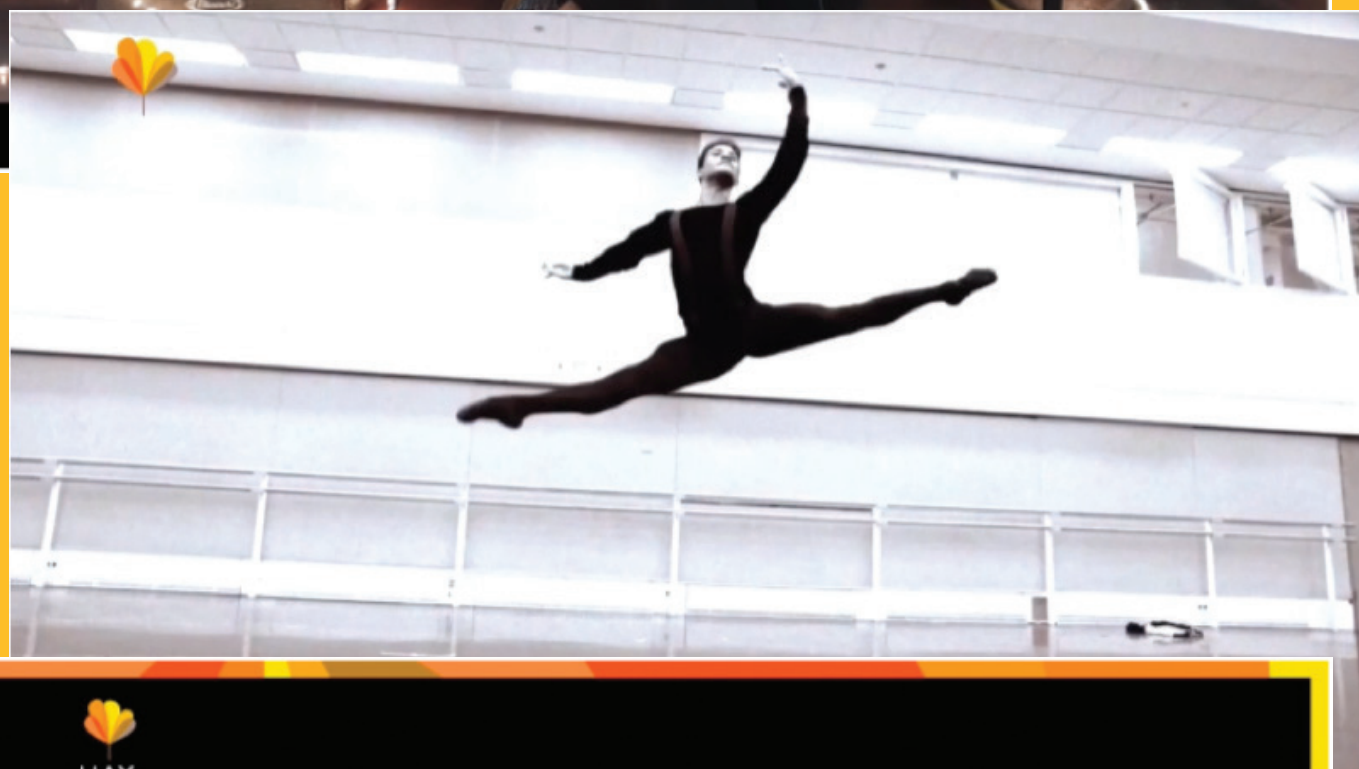
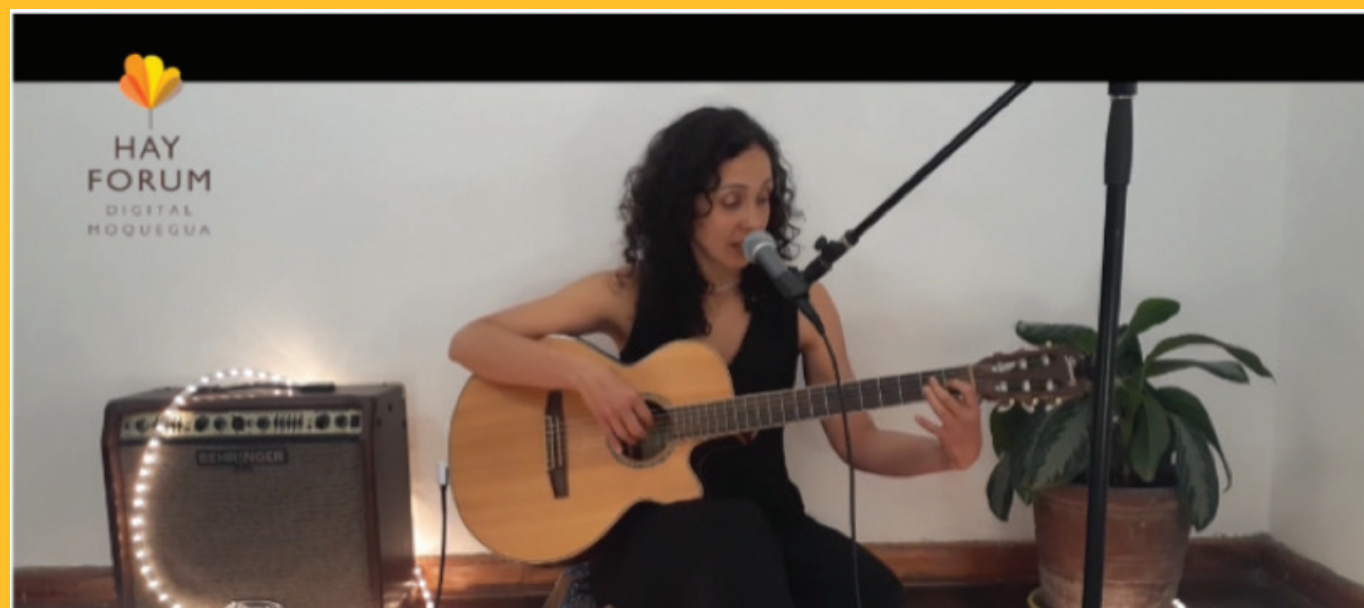
The programme for children included sessions and workshops with Peruvian children's writers such as **Pepe Cabana Kojachi** 'Mukashi Mukashi', **Fiorella Rusca**, **Erika Stockholm** and Spanish writers **Susanna Isern**, **Alex Nogués**, **Jordi Sierra i Fabra** and the publishing house **Wonder Ponder**.

Concerts and performances included acts with **Susana Baca**, Ayacucho singer **Renata Flores**, **La Lá**, Arequipa musician **Pedro Rodríguez**, and rapper **Jonzi D** (United Kingdom), as well as the screening of an episode of the documentary series *Triciclo*, and the theatre production *Febro*.

This sixth edition of the celebration of ideas in the White City successfully migrated to digital format, with a diverse repertoire for all audiences, to continue imagining the world as it is, and as it can be.







# The Festival IN NUMBERS

139 participants

19 countries

79 events

9 performances

9 events for children

6 Paidós talks

3 Hay Classics

272,650 total views for all events

635,139 people reached on Facebook, Instagram, YouTube, Zoom and Vimeo

Audience from 54 countries

67% Peru

16% Colombia

6% Mexico

2.5% Spain

2.5% United States

6% from 49 other countries



# The Festival IN THE MEDIA

53

media outlets covered the festival

94

journalists

42

international media mentions  
(Spain, Colombia, Mexico,  
Argentina, Brazil, Canada and UK)

15

press releases

120

agreed interviews

608

national, local and  
international media  
mentions (radio, TV, press  
and social media)

10

cities' media included mentions in  
addition to Lima: Áncash, Arequipa,  
Ayacucho, Cajamarca, Huánuco, Ilo,  
Lambayeque, Loreto, Moquegua and Piura

\$5,000,961

value  
free press

"Arequipa is a city that has an intense cultural life. The fact that the historic centre has become a World Heritage site also attracted a series of activities and Hay Festival Arequipa is an example of that. It's been five years and the way it works is a clear example of the good combination between the cultural life of Arequipa and the possibility of hosting a festival with these dimensions and characteristics."

María Teresa Ruiz Rosas



# 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 33 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 and Medellín (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 Europa28 special edition in Rijeka, Croatia, took place 6–9 October 2020.

In 2020, due to the situation arising from the Covid-19 pandemic, Hay Festival Wales and Hay Festival Querétaro were the first to be delivered in a 100% digital format, followed by Hay Festival Arequipa and Hay Festival Europa28. Hay Festival Segovia took place as a hybrid festival with both digital and in-person events.

Since then, Hay Festival has launched two editions of 'Imagina el Mundo', a series of digital talks featuring some of the most brilliant minds on the planet discussing the world in the wake of the coronavirus.

"I have attended the Hay Festival on three occasions and I have always been thrilled. Even though I long for the atmosphere that we have when we participate in person, to have the opportunity to attend long distance, precisely in these difficult times, is something to be grateful for. Once more, many thanks and congratulations to the sponsors and to you for your dedication and professionalism when it comes to organizing events of this category and sharing them with the world."

Rosa Galvan Baillet







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