

AREQUIPA 2021 REPORT



HAY FESTIVAL

DIGITAL
AREQUIPA





Gabriela Wiener in conversation with Marco Avilés



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Cecilia Kang and Sheera Frenkel

HAY FESTIVAL

Digital Arequipa 2021

The seventh Digital Hay Festival Arequipa came to an end with great success in terms of attendance. A total of **318,120 people registered** and **2,529,548 people were reached via social media** between the 1st and the 7th of November 2021, showing the extent of this achievement. The Peruvian Hay Festival has demonstrated the progress of its **free, digital format, with some events open to the public** once again.

During the festival week, the programme included **150 writers, journalists, artists and thinkers from 20 countries**, participating in **a total of 69 events**, 58 of which were on the general programme, with the remaining 11 constituting the **Hay Festivalito** event for children and teenagers. These conversations were presented within the framework of the **Digital Hay Festival Arequipa** and the **Digital Hay Forum Moquegua**.

The events on the programme, which was covered on Peruvian radio and television, as well as in the international press, were broadcast live on various digital platforms, including Facebook and YouTube. After the festival the whole content, comprising **61 hours of footage, was available free on the website until the 21 st of November**.

The 2021 Digital Hay Festival Arequipa was not only the perfect stage for promoting and publicising **new book publications** globally, but also a genuinely

important event in terms of its capacity for creating dialogue regarding some of the latest ideas in **science, ecology, history, education, contemporary thinking, feminism, mental health** and other fields. These conversations were attended by **a global audience from up to 20 countries**, whose participation and interaction at events has been vital.

"Thanks, Hay Festival Arequipa, for bringing an event like this, letting us find out about new authors and books, and exposing us to a wider culture."

Jacqueline Machon

All the sessions had an enthusiastic and engaged audience. There were a number of well-known new guests taking part for the first time at one of the Hay festivals, demonstrating the effectiveness of this new, online format. **The events with the highest attendance**, most seen on the Web, were: the conversation between the Israeli thinker **Yuval Noah Harari** and Moisés Naím about the challenges of the world today; the discussion between the Nigerian writer **Chimamanda Ngozi Adichie** and Santiago Roncagliolo; the reflections on Peruvian history that arose from the conversation between the Peruvian politician and writer **Francisco Sagasti** and Max Hernández; the event featuring the Spanish scientist **Ignacio Morgado** and Lucía Blasco talking about advances in neuroscience; and the event at which the Peruvian writer **Santiago Roncagliolo** discussed

his most recent novel, *Y líbranos del mal* (2021), with Clara Elvira Ospina as part of the Book of the Month event.

The books promoted during the festival that attained the highest sales volume were the following: *Confesiones de un inquisidor* (2021) by the Peruvian journalist César Hildebrandt; *Imaginemos un Perú mejor ... y hagámoslo realidad: Artículos y entrevistas 1985-2015* (2021) by Francisco Sagasti; *Memoria del bien perdido: conflicto, identidad y nostalgia en el Inca Garcilaso de la Vega* (2021) by the doctor and member of the International Psychoanalytical Association, Max Hernández; and *Sapiens. A Graphic History: Volume I. The Birth of Humankind* (2020) and *21 Lessons for the 21st Century* (2018) by Yuval Noah Harari.

As well as those already mentioned, the digital festival featured renowned guests including the writer Ken Follett, who spoke to the BBC Mundo journalist Juan Carlos Pérez; and Peruvian writers such as Miluska Benavides, Gustavo Rodríguez and Jeremías Gamboa. The Spanish contingent included Munir Hachemi, Iban Zaldúa, Almudena Sánchez and Sergio del Molino, and French literature was represented by the writers Victoria Mas and Marie Modiano. Giving even greater depth to this fascinating range of authors were contributions by the Canadian writers Marie-Noëlle Hébert and David Robertson, and the Chilean novelist Diego Zúñiga.

In the fields of science and ecology, an outstanding figure at the festival was the Spanish scientist Francisco Mora, and contributions to the challenges involved in the climate emergency were made by Libia Brenda (Mexico), Vandana Singh (India) and Andri Snær Magnason (Iceland).

On the topic of education, there were reflections by the French minister J. M. Blanquer, the philosopher Marina Garcés and the British educator Alex Beard, and the Hay Festivalito programme included several educational workshops involving the participation of the writers Amaia Arrazola, Jorge Eslava, Nadia Hafid, Juan Gedovius, Roxana Valdivieso and Renato Cisneros.

Gabriela Wiener, Jorge Bruce and Guillermo Nugent tackled themes such as racism and the historical past, while Paul Krugman, winner of the Nobel Prize for

Economics, made an in-depth analysis of how the pandemic has affected the financial situations of different countries.

Artistic expression was strong at this festival, and was brought to the public by the dancers Luz Arcas and Eve Mutso, as well as by the producer of the successful series *Peaky Blinders*, Caryn Mandabach. The festival ended with the very special performance given by the theatre company Yuyachkani. A number of events involved the discussion of music, performing arts and film, with the engaging participation of Susana Baca, Alberto Ísola and Gonzalo Benavente.

Lastly, the present and future of journalism were up for discussion by Martín Caparrós, Moisés Naím, Natalia Sobrevilla, Michael Reid, Sandra Borda, Glatzer Tuesta, Daniela Rea, Joseph Zárate, Fietta Jarque, César Hildebrandt and Jan Martínez Ahrens.

"I would like to say that I feel grateful and privileged for these very informative and rewarding events. Thank you so much to the organisers for this fantastic festival!"

Violeta Olivares

The events were broadcast free on our digital platform to a national and international public, thanks to the much-appreciated contributions of our partners, which include SURA, our Latin America ally; the BBVA Foundation, our main partner in Peru; Gloria and Yura, our main sponsors; and Anglo American, the company that sponsored the Hay Forum Moquegua for the third consecutive year.

Our thanks goes out once again to our global partners: AC/E (Acción Cultural Española), the British Council, BBC Mundo and El País, as well as to the Universidad Nacional de San Agustín, our academic partner; and to Cerro Verde and Británico. We would also like to mention our media partners El Comercio, América TV and RPP. We would also like to express our gratitude to the embassies of the United Kingdom, France, Spain and Canada and the Instituto Cultural Peruano Alemán for their support. We also note the incorporation of Fluor and recognize the contributions of Petroperú, Librerías SBS, Bookmate and all those public and private organizations that help us to make the Hay Festival in Arequipa a reality.





Ken Follett in conversation with Juan Carlos Pérez



Chimamanda Ngozi Adichie in conversation with Santiago Roncagliolo



Paul Krugman in conversation with Farid Kahhat

The Festival IN NUMBERS

150 participants

18 countries

69 events

3 performances

11 events for children

61 broadcasting hours

318.120

total views for all the events

2.529.548

people reached on Facebook, Instagram, YouTube, and Vimeo

Audience from 34 countries

63%	Peru
18%	Colombia
9%	Mexico
2%	Spain
2%	United States
6%	from 29 other countries

The Festival IN THE MEDIA

30 media outlets covered the festival

28 press releases

52 agreed interviews

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

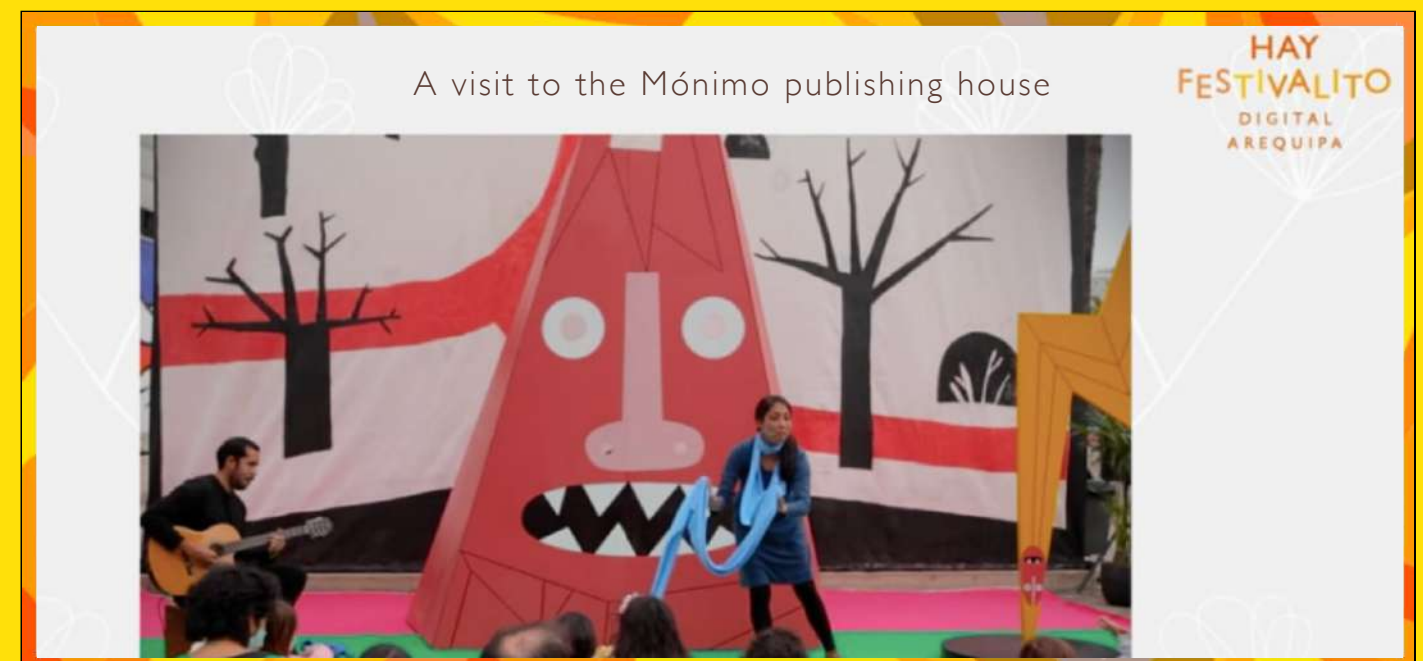
+10 international media mentions (Spain, Colombia, Ecuador, Mexico, Chile, Argentina and UK)

+45 cities' media included mentions in addition to Lima: Arequipa, Moquegua and Huánuco

\$5.147.230,740 value free press

"I am here once again to say goodbye and to give my sincere thanks to the organisers of the Hay Festival for the quality of the guests with their fascinating teachings, and for the professionalism and enthusiasm shown over the course of these seven days."

Hernando Murillo Gómez





ABOUT THE 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 six 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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