

AREQUIPA 2022 REPORT





Carmen Pachas Piélagos



Jazz concert with Nicholas Gardel and Arthur Guyard



Gioconda Belli

HAY FESTIVAL AREQUIPA 2022

The eighth edition of Hay Festival Arequipa marked an exciting return to in-person events, with audiences and participants enjoying a four-day festival, plus a full day of activities in the city of Moquegua. The big issues of the moment, the best literature and activities such as the Stand up Ilustrado by Liniers and Montt or the play *La poeta*, completed a programme of **98 activities**, in which **128 personalities** from culture, science and journalism debated, talked and shared their knowledge and experiences in front of a lively and moved audience.

We had **25,000 attendees in person** and **63,870 digital views**. We registered **1,429,633 users on our social media**, who experienced coverage of the festival mainly from Peru, Mexico, Colombia, and also from Paraguay, Argentina, Spain, the United States, Chile, Bolivia and Uruguay. In addition, to extend our coverage, the activities we broadcasted via streaming were available to the public on the **Hay Festival website** (www.hayfestival.org/arequipa) and on our **Facebook page** until the 21st of November.

After two years of digital editions, **conversation, critical thinking and the celebration of the best of international culture** were the stars of a very special festival, filling the cities of **Arequipa** and **Moquegua** with personalities and audiences eager to celebrate this festival of ideas. The festival offered a wide variety

of themes for all audiences, bringing knowledge to all kinds of people through words, analysing the challenges and problems of the present day with an optimistic and positive outlook in order to imagine the world.

"It was a great celebration of literature but also a joint exploration of relevant issues such as the environment, equality and democracy, with a necessary dose of optimism. The large, diverse and participative Arequipa and Peruvian public has shown that a space like Hay Festival is needed and appreciated, so long live Hay Festival in Peru."

Cristina Fuentes La Roche, director of the festival

The festival began with the **Hay Forum Moquegua**, the 2nd of November; with 8 activities. On the 3rd and until the 6th of November, the Hay Festival Arequipa 2022 programme continued. We opened with a workshop on journalism and travel writing, led by the journalists Federico Bianchini and Ernesto Picco, in which 15 scholarship-winning journalists from Peru and other countries in the region took part. We also continued our activities in the women's and men's penal institutions of Socabaya, Arequipa, belonging to the INPE, with Gustavo Rodríguez, María Teresa Ruiz Rosas and Olga Montero Rose, accompanied by Estefanía Bengoa.

Literature We were accompanied by Peruvian authors, including names such as Daniel Alarcón, Rafael Dumett, Gabriela Wiener, Jeremías Gamboa, Kathy Serrano, Gustavo Rodriguez, Carlos Herrera, Teresa Ruiz Rosas, Katya Adaui and Fernando Ampuero. And international writers such as Nuria Barrios, Gonzalo Celorio, Gioconda Belli, Piedad Bonnett, Ignacio Martínez de Pisón, Gabriela Cabezón Cámara, Vanessa Londoño, Claudia Piñeiro, Nikita Lalwani and Rosemary Sullivan.

"I think Hay is a meeting of minds from all disciplines and that is why it is of immeasurable value, because in these times we live in, bringing together people from different disciplines is something that only Hay can do. Arequipa struck me as a city I would like to get to know better, with volcanoes that remind me of Nicaragua, majestic architecture and very beautiful people."

Gioconda Belli, writer

Science We have scientists such as Ghislaine Dehaene-Lambertz, distinguished paediatrician and researcher; Stanislas Dehaene, professor of experimental cognitive psychology at the Collège de France; the Peruvian Olga Montero Rose, psychoanalyst and member of the Peruvian Society of Psychoanalysis, and the Spanish Esther Paniagua, technology journalist.

On **journalism**, a key discipline for civic society, we enjoyed the presence of César Hildebrandt, Patricia del Río, Gustavo Gorriti, Alonso Rabí, Mariana Sánchez Aizcorbe, Marco Sifuentes, Patricia Nieto and Joseph Zárate. NPR and Radio Ambulante reimagined the podcast Radio Ambulante for the stage.

"Hay Festival has been an opportunity to get to know this wonderful and welcoming city. It has also been an opportunity to meet writers and essayists whom I have admired for years and whom I have been able to meet here, as well as their readers who, like me, admire their work."

César Rendueles, sociologist

We have talks on **current thinking and current affairs** with participants such as Sarah Churchwell, Farid

Kahhat, Carmen McEvoy, Carlos Paredes Lanatta, César Rendueles, Carlos León Moya, Natalia Sobrevilla and Andrés Velasco.

History and gender were addressed by Mark Gevisser, Brigitte Krulic, Claudia Núñez and Adela Muñoz.

Music and theatre We enjoyed the great Susana Baca, Sylvia Falcón, Nicolas Gardel and Arthur Guyard with their jazz concert, Nando López with the staging of his play *Nunca pasa nada*, by the hand of film and theatre director Miguel Barreda; and Norma Martínez, starring in the play *La poeta*, by Fiorella Pennano.

Talks on **indigenous languages and identity**, which are becoming increasingly relevant, were addressed by Carmen Pachas Piélago, Cynthia Rodríguez, Velia Vidal and Roberto Zariquiey.

Film and Visual Arts were present with Alex von Tunzelmann, Heiner Valdivia, Miguel Barreda and Julien Petit with Nereida Apaza and José Luis Delgado, in their respective sessions.

Acclaimed Icelandic writer Andri Snær Magnason and Joseph Zárate discussed the **climate emergency**.

"I am delighted to have been invited to Hay Festival Arequipa. Arequipa is beautiful, Moquegua too. The truth is that all the encounters I have had have been incredible, each in their own way. Being here has been gratifying and I hope to return. The Moquegua Forum has been beautiful, both as a city and the children I was with, who hugged me at the end of the talk, making that moment one of the most beautiful memories of my life so far."

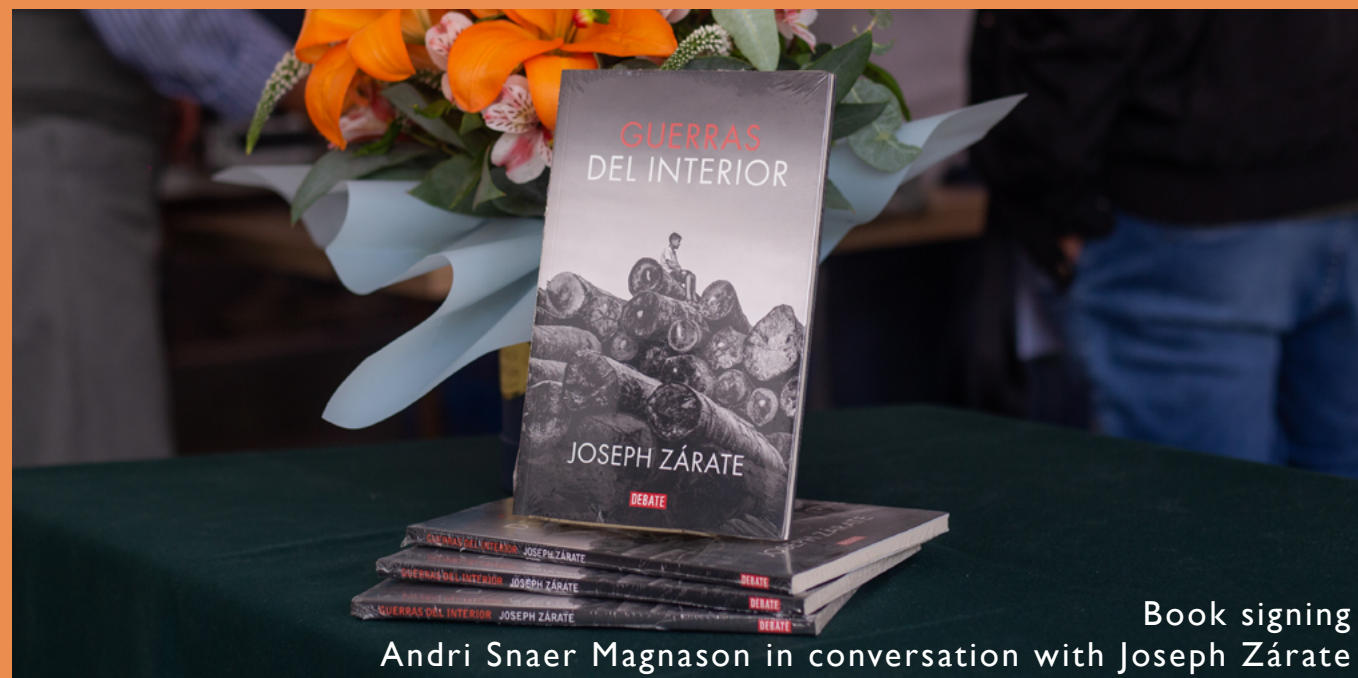
Rocío Quillahuaman, illustrator

We celebrate the work of outstanding artists of diverse specialities such as Nereida Apaza Mamani, the acclaimed Gerardo Chávez, Andrea Lértora, and Liniers and Montt, with their Stand up Ilustrado. We also have Rocío Quillahuaman, a phenomenon on social media with her illustrated videos, and Eduardo Tokeshi.



César Hildebrandt in conversation with Anuska Buenaluque

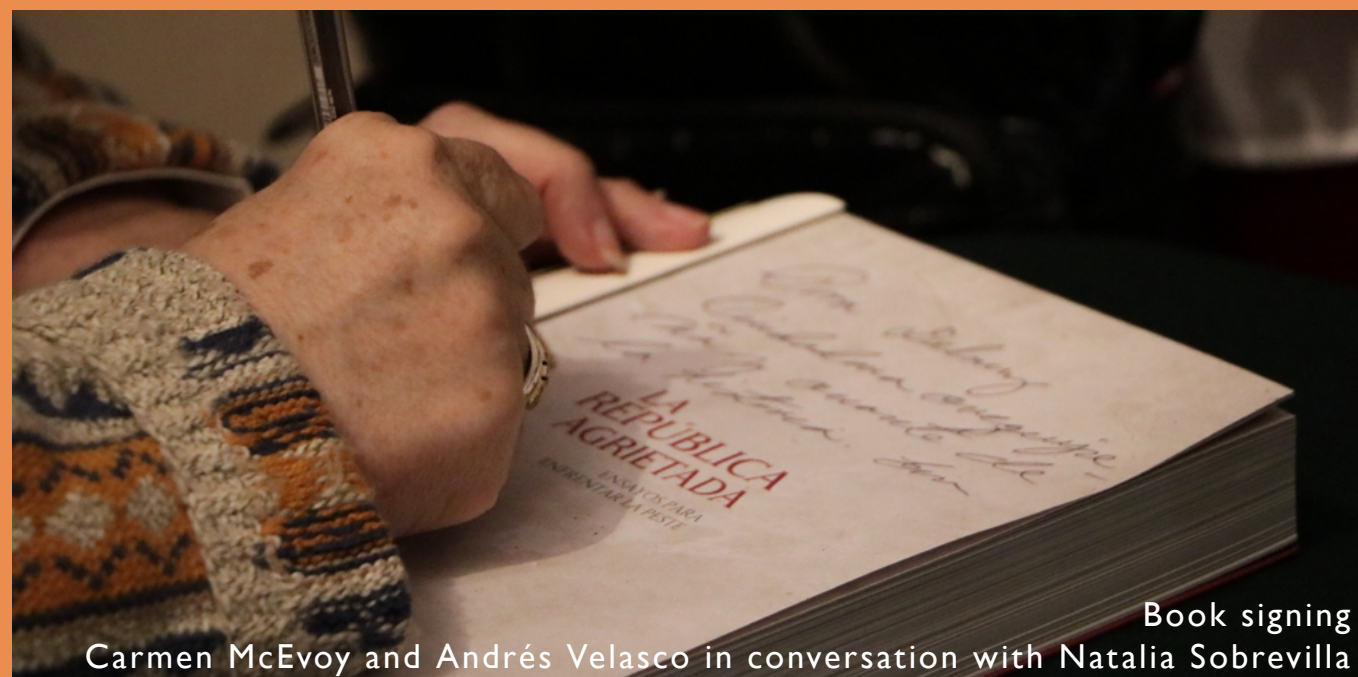




Book signing
Andri Snaer Magnason in conversation with Joseph Zárate



Book signing Gala of recommended books



Book signing
Carmen McEvoy and Andrés Velasco in conversation with Natalia Sobrevilla

FESTIVAL BESTSELLERS

1. Yo vengo a ofrecer mi corazón (2022)
by the Peruvian singer and composer Susana Baca.



2. Perú Bizarro (2022)
by the Peruvian journalist and writer Marco Sifuentes



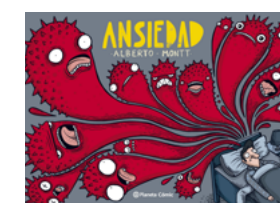
3. Lo que no tiene nombre (2013)
by the Colombian poet and novelist Piedad Bonnett



4. Qué hacer con estos pedazos (2021)
by the Colombian poet and novelist Piedad Bonnett



5. Ansiedad (2021)
by the Ecuadorian-Chilean illustrator and cartoonist Alberto Montt



The Festival IN NUMBERS

128 participants from
14 countries

25 K in-person
assistants

98 events

1,429 K 633 users
reached

11 Hay Joven events

964 K 855 people on
Facebook

10 Hay Festivalito events

394 K 349 people on
Twitter

8 Hay Forum Moquegua
events

82 K 429 people on
Instagram

4 performative events

Digital audience: Peru, Mexico,
Colombia, Paraguay, Spain, Argentina,
USA, Bolivia, Chile and Uruguay

15 streaming activities



Farid Kahhat, Carlos Paredes Lanatta and Natalia Sobrevilla in conversation with Gonzalo Banda



Narrative journalism and travel writing workshop with Federico Bianchini and Ernesto Picco



Esther Paniagua



Staging of *Nunca pasa nada*



Stand up Ilustrado by Liniers and Montt

The Festival IN THE MEDIA

52 media outlets provided coverage

124 accredited journalists

20 press releases

307 agreed interviews

3 press conferences

+800 impacts on press and social media

90% national impacts (Arequipa, Moquegua, Lima, Loreto, Puno y Cusco)

10% international impacts

USD\$ 6 MM.
of free press (Impacts on local, national, international and digital media)

THE FESTIVAL IN QUOTES

"For me, Hay Festival is like a maintenance dose of happiness, like going to the tap and filling up the tank with joy. That way it's easier to get back into the fray!"

Clara Elvira Ospina, journalist

"I find it marvellous that so much intelligence is coming together in a brilliant city like Arequipa, which has always been the epicentre of the country's cultural emergence."

César Gutiérrez, poet

"For those of us who are not writers but readers, Hay Festival is a very rich space for exchange and reflection that allows us to pause to think and nourish ourselves with knowledge."

Denise Ledgard, attendee

"I have the feeling that the memory of my visit to Socabaya penal institution will always be bittersweet. It is impossible not to feel uneasy on entering a place where so many human beings have lost their freedom. But, also, one feels a warmth of good to see the majority expressing hope and a desire to have a second chance. Being with them in the company of my fellow writers, I could not help but admire the resilience exhibited by our audience and also reflect that art is the great hand that keeps us from falling into the deepest pit."

Gustavo Rodríguez, writer

"I think the festival is extraordinary and the organisation is perfect, a very high level of professional work, it's like being connected to the world. You meet the writers, the art, the culture, you have all of that in these four days of the festival."

Susana Baca, singer and composer

"I think Hay is a beautiful festival, we can meet writers we haven't seen for a long time, we can hug each other, the public is nice and we can talk about our latest books. It's also very well organised with a lot of love, and I always celebrate Hay."

Piedad Bonnett, writer

"I found it a very stimulating and enlightening experience about the possibilities of travel writing in the 21st century. In particular, to understand how the word can gain ground in spaces where the audiovisual still has limitations. Spending three days reviewing concepts, talking about the projects of my colleagues and remembering canonical authors of the genre gave me new tools for writing."

Jorge Malpartida, journalism workshop participant

"It has been a wonderful few days listening to so many people who enjoy learning and thinking about a better life."

Mecha Galdós, attendee



Storytelling and workshop with Adriana Roca



Susana Baca in conversation with Jeremías Gamboa

ACKNOWLEDGMENTS

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HAY FORUM MOQUEGUA



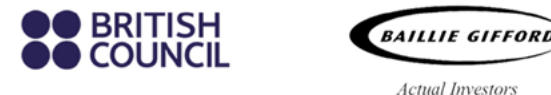
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