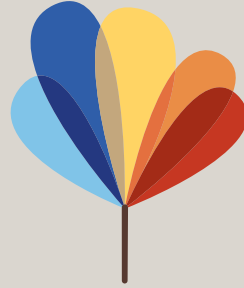


AREQUIPA 2023 REPORT



HAY FESTIVAL AREQUIPA





Gonçalo M. Tavares in conversation with Jorge Alejandro Ccoyllurpuma



Djamila Ribeiro in conversation with Rocío Ferreira



Eduardo Sacheri in conversation with Renato Cisneros

HAY FESTIVAL AREQUIPA 2023

The ninth Hay Festival Arequipa ended with a concert, a play and a show, and the 2023 event attracted over 26,000 people to the White City over five intense, exciting days of exchange, tolerance and much enjoyment.

The festival began on the 8th of November with the **Hay Forum Moquegua**, with guests including the former minister and expert in education, **Jaime Saavedra** (who later went on to Arequipa) and the British journalist **Emma Graham-Harrison**.

"The collective reflection on matters such as democracy, caring for the ecosystem and new ways of living in cities, through thought, literature and journalism, has been an important part of this ninth event. It has left us with a lot to think about and a lot of motivation to prepare for a very special tenth Hay Festival Arequipa in 2024."

Cristina Fuentes La Roche, International Hay Festival Director.

Between the 9th and the 12th of November, **Arequipa** embraced the Hay Festival with activities in iconic spaces around the city including the **Teatro Fénix**, the **UNSA**, the **Colegio de Abogados**, the **Instituto Cultural Peruano Alemán**, the **Alianza Francesa** and the **Casona Tristán del Pozo**, also reaching two universities (the **UCSM** and the **Continental**), and the **prisons of Arequipa**, as well as a fantastic young and family audience for the **Hay Festivalito** programme, whose events took place in the Plaza San Francisco and the Municipal Museum. Activities were also offered at the Colegio de Alto Rendimiento (**COAR**), increasing the event's educational impact.

The festival featured some of the big issues of the moment (education, the importance of preserving and

caring for ecosystems, equalities, democracy and the importance of hegemonic and alternative narratives). It was also a festival full of optimistic proposals, with **five languages represented**, including Quechua.

Some outstanding participants from the world of literature were Eduardo Sacheri (Argentina), **Luis García Montero** (Spain), **Pilar Adón** (Spain), **Jorge Alejandro Ccoyllurpuma** (Peru), **Marina Perezagua** (Spain), **Guillermo Arriaga** (Mexico), **Lola Shoneyin** (Nigeria / United Kingdom), **Lina Meruane** (Chile), **Karina Pacheco** (Peru), **Eley Williams** (United Kingdom), **Katharina Volckmer** (Germany), **Gonçalo Tavares** (Portugal), **Miguel Bonnefoy** (France/Venezuela), **Humberto De La Calle** (Colombia), **Carlos Yushimito**, **Renato Cisneros**, **Rafael Dummet** and **Alonso Cueto** from Peru. From the fields of the environment and preserving biodiversity we had **Vabi Miguel Toribio** and **Pedro Favaron** (Peru), **Martín Ibarrola** (Spain), **Josefa Sánchez** (Mexico) and **Brigitte Baptiste** (Colombia). Also present were the British neurosurgeon **Henry Marsh**, the comedian and actor **Wendy Ramos** (Peru) and journalists such as **Lindsey Hilsum** (United Kingdom), the Ecuadorian **Sabrina Duque** and the Peruvian **Paola Ugaz**.

We also highlight the presence of the filmmaker **Natalia Beristain** (Mexico), the musicians **Andrea Echeverri** from Colombia and **LENIN** (Peru), and the thinkers, writers and analysts **Alberto Vergara** (Peru), **Marta Peirano** (Spain), **Daniel Innerarity** (Spain), **Fernando Tuesta** (Peru), **Carlos Moreno** (Colombia/France), **Djamila Ribeiro** (Brazil), **Sergio del Molino** (Spain) and **Carmen McEvoy** from Peru.



Karina Pacheco and Carlos Yushimito in conversation with Valerie Miles



Juan Acevedo visits Socabaya Prison

The Festival IN NUMBERS

141 participants from **15 countries**
with events that included **5 languages**

26 thousand 195 attended in person

132 events

1.654 thousand 778 users reached

17 Hay Joven events

638 thousand 526 people on Facebook

8 Hay Festivalito events

546 thousand 649 people on X

4 Hay Forum Moquegua events

469 thousand 603 people on Instagram

4 activities at Socabaya Prison

Digital audience:
Peru, Mexico, Colombia, Spain,
United States, Venezuela, Argentina,
Chile and Bolivia.

2 activities at Arequipa COAR

27 activities streamed

The Festival IN THE PRESS

41 media outlets covered the festival

+800 news items in the press
and social media

95 accredited journalists

5% international items

15 press releases

95% Peruvian items (Arequipa,
Moquegua, Lima, Cajamarca, Lambayeque, Puno
and Cusco)

335 interviews before and during the
5 days of the festival in Moquegua and Arequipa

USD\$6,2 M.
of free press (items in local, national and international
outlets, and coverage in the digital media)

3 press conferences



Karrie Fransman in conversation with Alejandro Millán



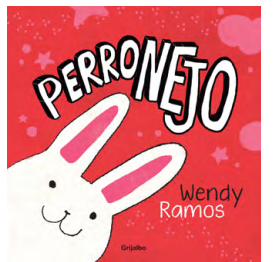
Lola Shoneyin and Lina Meruane



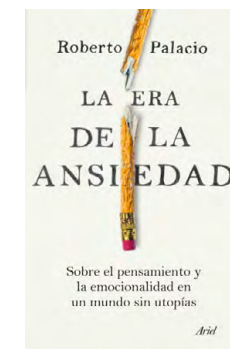


BESTSELLING BOOKS

1. Perronejo (2023)
Wendy Ramos



2. La era de la ansiedad (2023)
Roberto Palacio



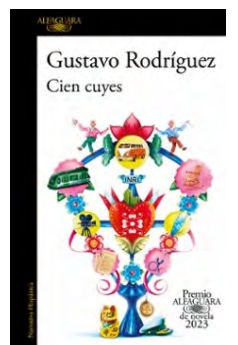
3. Mi fiesta es mía (2022)
Wendy Ramos



4. Palestina en pedazos (2021)
Lina Meruane



5. Cien Cuyes (2023)
Gustavo Rodríguez



The Festival IN WORDS

"This has been my first time, and it was a fantastic experience. It was very stimulating to be able to share ideas at several events and to participate in the festival as a whole, meeting old friends and also finding people who want to learn. It would be good if the discussions that are sparked off had an even greater visibility. This country urgently needs more spaces for dialogue, for the rational and civilised exchange of ideas, to take culture to the people. The lack of spaces for channelling and disseminating thought is, inexplicably, very evident. If what Hay has done has always been useful, today it is vital. Vital."

Jaime Saavedra, Ex-ministro de Educación Perú

"I am very grateful to have been invited to Hay Arequipa. I think that Hay has been doing a very important job in educating readers and creating a conversation about literature in Latin America for years now and of course, to be a part of that conversation is very exciting for me as a Chilean. Arequipa is a beautiful place and a friendly one too."

Lina Meruane

"It is a wonderful thing for me to be with people from Latin America, and I think that the Hay Festival is an incredible opportunity to do this."

Djamila Ribeiro

"This festival in Arequipa has been an unforgettable experience. I couldn't attend a festival once before, and I am sorry I did not because it is a space to meet very attentive and passionate audiences."

Daniel Innerarity

"This festival is a very necessary space, one that brings together many points of view, experiences, ways of understanding life. It is a celebration of knowledge and of our essence as human beings. What is being done in Arequipa speaks of a decentralisation that, in a way, gives many people access to knowledge."

LENIN

"This is my second Hay Festival and I really think that it is the best of all the festivals I have attended because I have met a number of friends and the audience is very perceptive."

Richard Firth-Godbehere

"Thank you to everyone for coming and letting us knit friendships together, which is an intangible thing that cannot be measured or reflected in a report, but that is very valuable, in terms of building cultural bridges. I have seen for myself that these Hay events spark off interesting things."

Sergio Del Molino

"It has been a pleasure to participate in the Hay Festival. I have been to some very interesting conversations and my heart is warm from the reflections, the discussions and the laughs we have shared, and, of course, with my suitcase full of great books! I hope we see each other at future events."

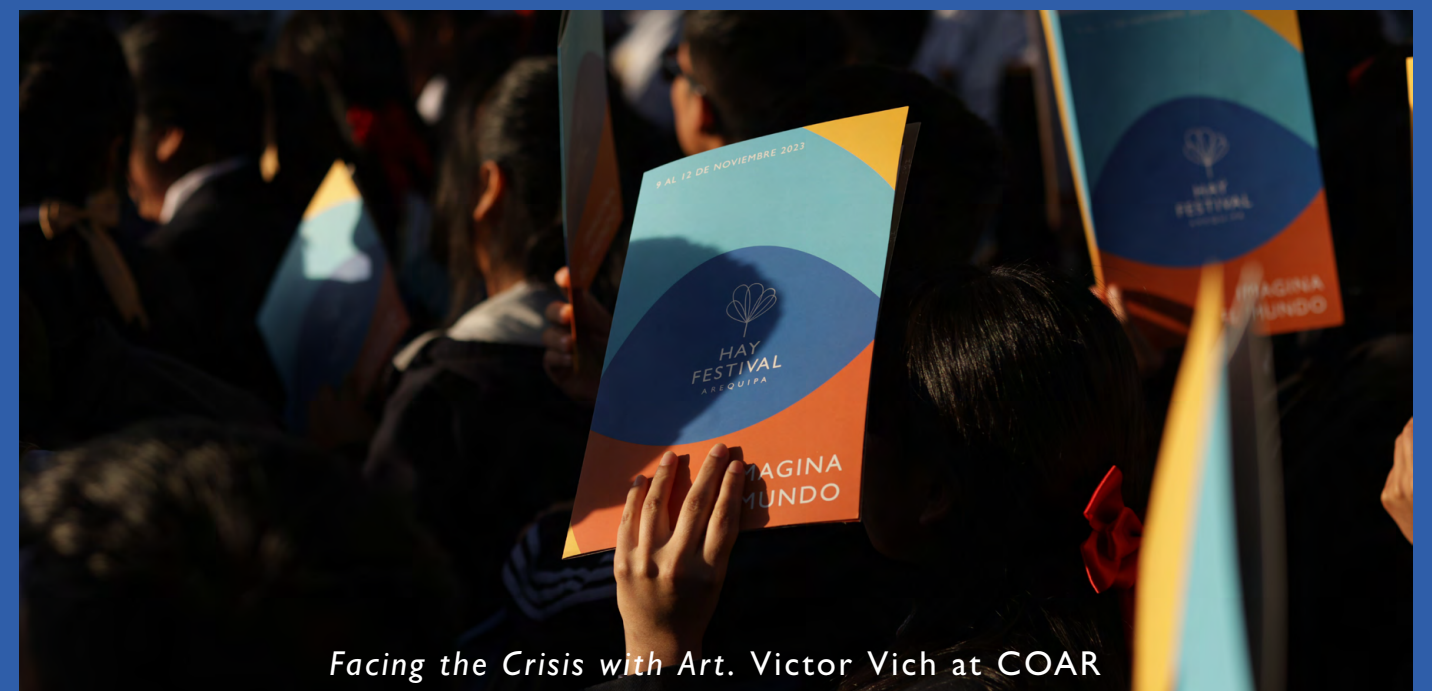
Francesca Uccelli Labarthe

"An incredible place with many interesting conversations and events. I will be thinking about it for a long time to come!"

Lindsey Hilsum



Wendy Ramos visits Socabaya Prison



Facing the Crisis with Art. Victor Vich at COAR



Democracy in the South. Natalia Sobrevilla, Fernando Tuesta and Alberto Vergara in conversation with Juan Diego Quesada

PRESENCE ON THE WEBSITE

- Logo's presence in the festival newsletter which reaches 100,000 people
- Presence on the website in the SOCIOS section
<https://www.hayfestival.com/arequipa/socios>



PUBLICITY MATERIAL

- Logo's presence on roll-ups, banners, programme leaflets and other promotional and signage elements



ACKNOWLEDGEMENTS

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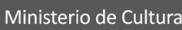
HAY JOVEN



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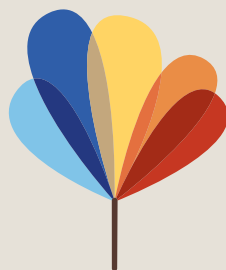


SUPPORT



THANKS TO

Alianza Francesa de Arequipa - Casa Andina - Perú 21 - Penguin Random House Grupo Editorial - Grupo Planeta - mónimo - Orquídeas y Punto Biblioteca Regional Mario Vargas Llosa - Municipalidad Provincial de Arequipa - Ministerio de Relaciones Exteriores - Aeropuertos Andinos del Perú



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FESTIVAL
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