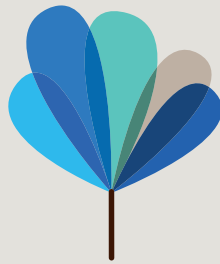


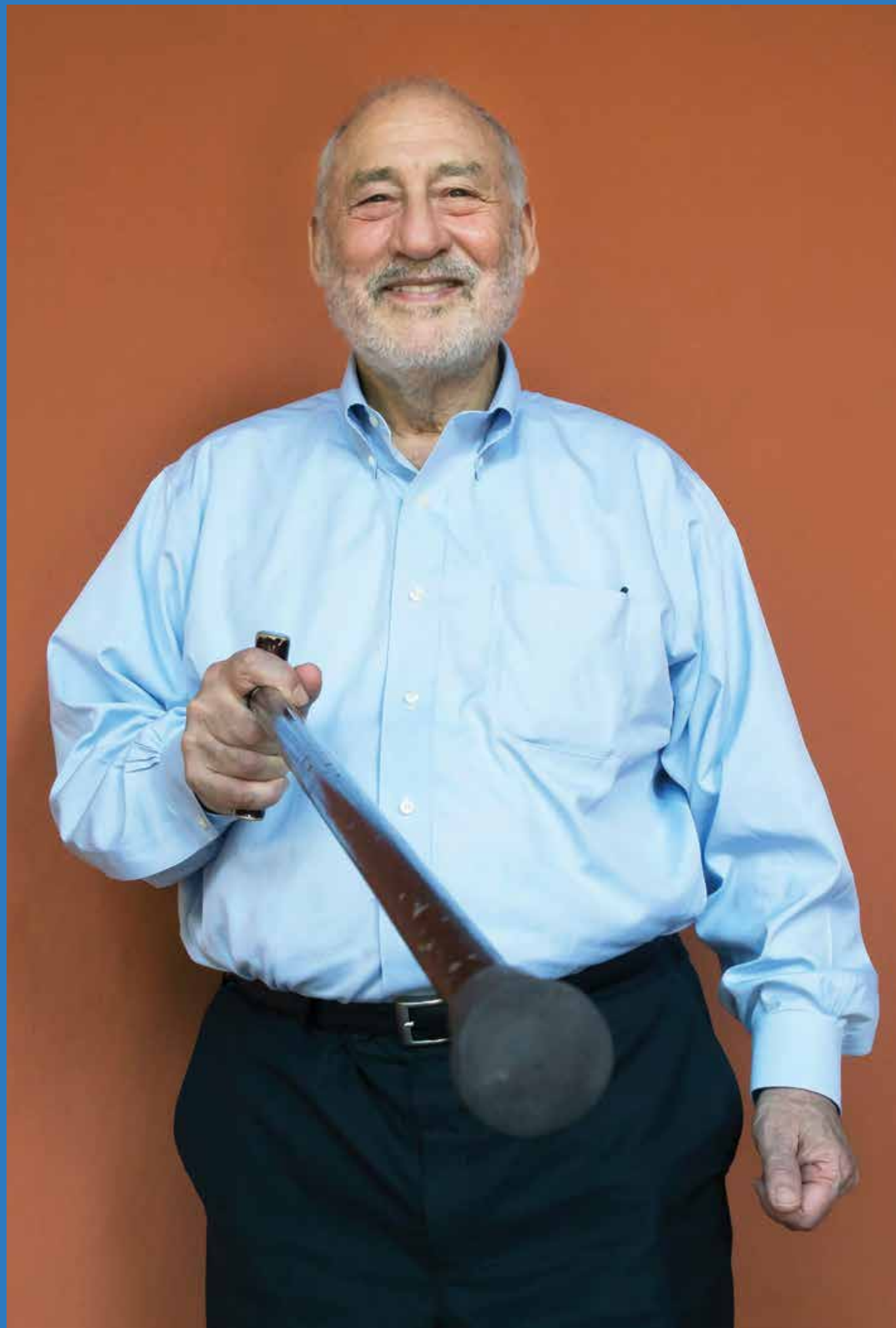
# CARTAGENA DE INDIAS 2020 REPORT



## HAY FESTIVAL

CARTAGENA DE INDIAS





# CONTENTS

Introduction	5
The Festival in figures	13
The Festival in the media	15
The Festival on social media	17
Hay Joven – for young adults	18
Beyond the centre of Cartagena de Indias	20
Hay Festival Medellín and Jericó 2020	23
Sponsors	25
About Hay Festival	26





# HAY FESTIVAL

## Cartagena de Indias 2020

From 30 January to 2 February 2020, Hay Festival Cartagena celebrated 15 years of debate and discussion. Two hundred-plus events featured some of the world's best minds: Margaret Atwood, Etgar Keret, Muriel Barbery, Valeria Luiselli, Joseph Stiglitz, Alberto Manguel, Javier Cercas, Inua Ellams, Ida Vitale, Paolo Giordano, Nicole Krauss, Santiago Auserón, Fernando Trueba, Leonardo Padura and Marta Peirano among others.

A total of 195 speakers were invited from 22 countries to talk about subjects as varied as literature, economy, science, environment, activism, music, journalism and history.

In addition to activities in Cartagena, the Festival once again extended to Jericó (24-26 January) and Medellín (29 January-1 February). Hay Festival Comunitario visited the department of Bolívar, reaching the neighborhoods of El Pozón, Puerto Rey, La Boquilla and La Paz, and the municipalities of San Juan Nepomuceno, El Carmen de Bolívar, Magangué, San Fernando, Mompox, El Guamo, Santa Rosa del Sur, Arjona La Baja, Mahates, San Jacinto and Regidor. Meanwhile, Hay Joven brought the magic of the Festival to university audiences.

In total, more than 62,000 people attended this great festival of culture and ideas in Cartagena, Jericó and Medellín.



It is 15 years since Hay Festival first came to the walled city, and it shares with Colombians a desire to imagine a better and more equitable world, in which creativity, diversity, excellence, dialogue, respect for the environment and good humour are priorities.

A highlight this year was the participation of Canadian writer and Booker Prize winner Margaret Atwood, who has attracted a new audience since the TV adaptation of *The Handmaid's Tale*. Also present were the Canadian-Argentine thinker Alberto Manguel and the poet, essayist and documentary maker Dionne Brand. From France, Cartagena welcomed Muriel Barbery, author of the bestseller *The Elegance of the Hedgehog*, along with writer and film director Philippe Claudel and writer Alice Zeniter.

Other visiting writers included Valeria Luiselli from Mexico, winner of the American Book Award for *Los niños perdidos*; from Spain, Javier Cercas, winner of the Planeta Prize, who talked about his book *Terra alta*, Miguel Barrero and Marta Orriols; Etgar Keret from Israel talked about his stories that have been translated into countless languages, have become comic strips and film scripts. Nicole Krauss, from the US, presented *A Dark Forest*, and Rodrigo Hasbún (Bolivia) *Los años invisibles*.

“It was a pleasure to participate in Hay 2020 in Cartagena, a very interesting experience from both a professional and a personal point of view. For 15 years I have attended this wonderful event, which brings together its faithful followers year after year, all with an insatiable hunger for culture. This time I had the role of a moderator, which was an even better experience”

Margarita Vidal, journalist, author and broadcaster

From Italy came writers Paolo Giordano and Edoardo Albinati, author of *The Catholic School*, which won the Strega Award 2016; Karina Pacheco from Peru; Bettany Hughes and Inua Ellams from the UK, and Marina Carr and Mary Costello from Ireland. Argentina was represented by Guillermo Martínez and Dolores Reyes, presenting their literary debut, *Cometierra*. Cuban writer Leonardo Padura returned to his second home to present *Los rostros de la salsa*. It was an honour to host Ida Vitale from Uruguay, writer, poet, thinker and winner of the Cervantes Prize; she talked to Portuguese poet Ana Luisa Amaral. Colombian writers included Héctor Abad Faciolince, Maribel Abello, Ángela Becerra, Juan Cárdenas, Juan Esteban Constaín, Melba Escobar, Gloria Esquivel, Margarita García Robayo, William Ospina, Evelio Rosero and Gabriel Vásquez.







This year's edition was attended by two great economists: the American Nobel laureate Joseph Stiglitz, who spoke with Moses Naim on how the capitalist model can be rethought to avoid the abuses generated by the system itself; and the Cambridge expert Joon Chang (South Korea), who discussed the inclusive economy with *Economía para el 99% de la población*.

Science and the environment was a major theme. The Colombian-Canadian anthropologist Wade Davis, an ethnobotanist, talked about his latest book *The River: Explorations and Discoveries in the Amazon Rainforest*; from the US, scientist Jennifer Ackerman discussed *The Genius of Birds*, in which she explores avian intelligence; French physicist Christophe Galfard presented his book *How to Understand E=mc<sup>2</sup>*; from the UK, Alexander Antonelli, director of science at Kew Gardens, offered plant-based solutions to today's global problems, and the physicist, chemist and science communicator Philip Ball talked about *How to Grow a Human*, based on an experiment performed with his own skin.

“At SURA we believe in the need to talk more and listen more, to value the range of thought and opinion, to create and build together, and all this is possible because of cultural events such as Hay Festival. For more than five years we have supported this event, which brings together thinkers, intellectuals and personalities who help us to understand one another”

David Bojanini García, president of Grupo SURA

Connecting science and art, the Trans. MISSION II project aims to bring together experts in both sectors from different backgrounds. The writer Juan Cárdenas and the scientists France Gerard, Naomi Millner and Piran White collaborated to create an original work exploring the problems surrounding socio-ecological systems in the regions of Boyacá and Cundinamarca.

There were conversations about activism, involving two Colombians, Jonathan Luna and Isabel Cristina Zuleta, who talked about their work in defence of land and territory. In addition, the audience heard the Peruvian Joseph Zárate talk about his chronicling of the continent, and Marta Peirano from Spain exposed fascinating and terrifying facts about privacy and the internet. Colombian journalists Juan Lozano, Maria Elvira Samper, Sandra Borda, Vanessa de La Torre, Yolanda Ruiz and María Paulina Baena spoke knowledgeably about local and global issues. There were sessions with the director of El País América, Javier Moreno, the Spanish Guillermo Altares, Inés Martín Rodrigo and Sergio Vila-Sanjuán, the Chilean Mónica González and the American Anya Schiffrin.

Also appearing were thinkers Alberto Vergara (Peru) and Leopoldo Martínez Nucete (Venezuela); historians such as the celebrated biographer of Alexander von Humboldt, Andrea Wulf (Germany/United Kingdom) and the biographer of Simón Bolívar Marie Arana (Peru/United States). The Nobel Peace Prize winner and former president of Colombia, Juan Manuel Santos, talked to Moisés Naím about the challenges facing Latin America today, while the former president of Brazil, Dilma Rousseff, questioned the challenges of the left in a talk with Javier Moreno.



The future of education was mapped out by Alex Beard (UK), illustration was discussed by Eduardo Salles (Mexico), and new video platforms by the writer and co-ordinator of *Money Heist*, Javier Gómez. Film and documentary talks were held with Spanish director Fernando Trueba, winner of an Oscar for *Belle Époque*, and Diego Rabasa, author of the documentary on enforced disappearances, *Sin tregua*.

As ever, music was an important element. Juan Perro, philosopher and alter ego of Santiago Auserón, founder and vocalist of Radio Futura, delighted the audience with a concert encapsulating the rhythms of the continent, and also gave a masterclass on the origins of Cuban music and the strategies he uses to compose. Llanera music closed the festival with Walter Silva, who also talked to Daniel Samper Pizano.







# The Festival IN FIGURES

62,372 attendees,  
of which:

43,372 in Cartagena

11,500 in Medellín

7,500 in Jericó

205 events,  
of which:

136 in Cartagena

44 in Medellín

25 in Jericó

195 speakers

880 attendees to Hay Joven  
events at 5 universities

16 free Hay Joven events

6 literary clubs

980 attendees to Hay  
Festival Comunitario  
in 12 municipalities





# The Festival IN THE MEDIA

250 accredited journalists  
70 accredited media in Cartagena

20 international media

More than 350 interviews conducted

More than 30 articles published in *Arcadia Magazine*, RCN Digital and *El Tiempo*

“Hay Festival Cartagena brings together esteemed Hispanic writers such as novelists Sergio Ramírez and Javier Cercas, as well as emerging authors, with special guests from Europe. These were four days of intense literary and intellectual discussion. I greatly enjoyed the panels on fiction, especially those of the Canadian writer Margaret Atwood and the Italian Paolo Giordano”

Leopoldo Martínez Lucete, former deputy of the National Assembly and columnist for *El Nacional*

1,430 media mentions, with an editorial value of \$17 million, comprised of:

105 (7%) TV	500 (35%) Print
650 (46%) Internet	175 (12%) Radio





# The Festival ON SOCIAL MEDIA

## FACEBOOK

5,423 new followers

5,5 % engagement

## TWITTER

683 new followers

1,8 % engagement

## INSTAGRAM

1,554 new followers

4,1 % engagement



# HAY JOVEN

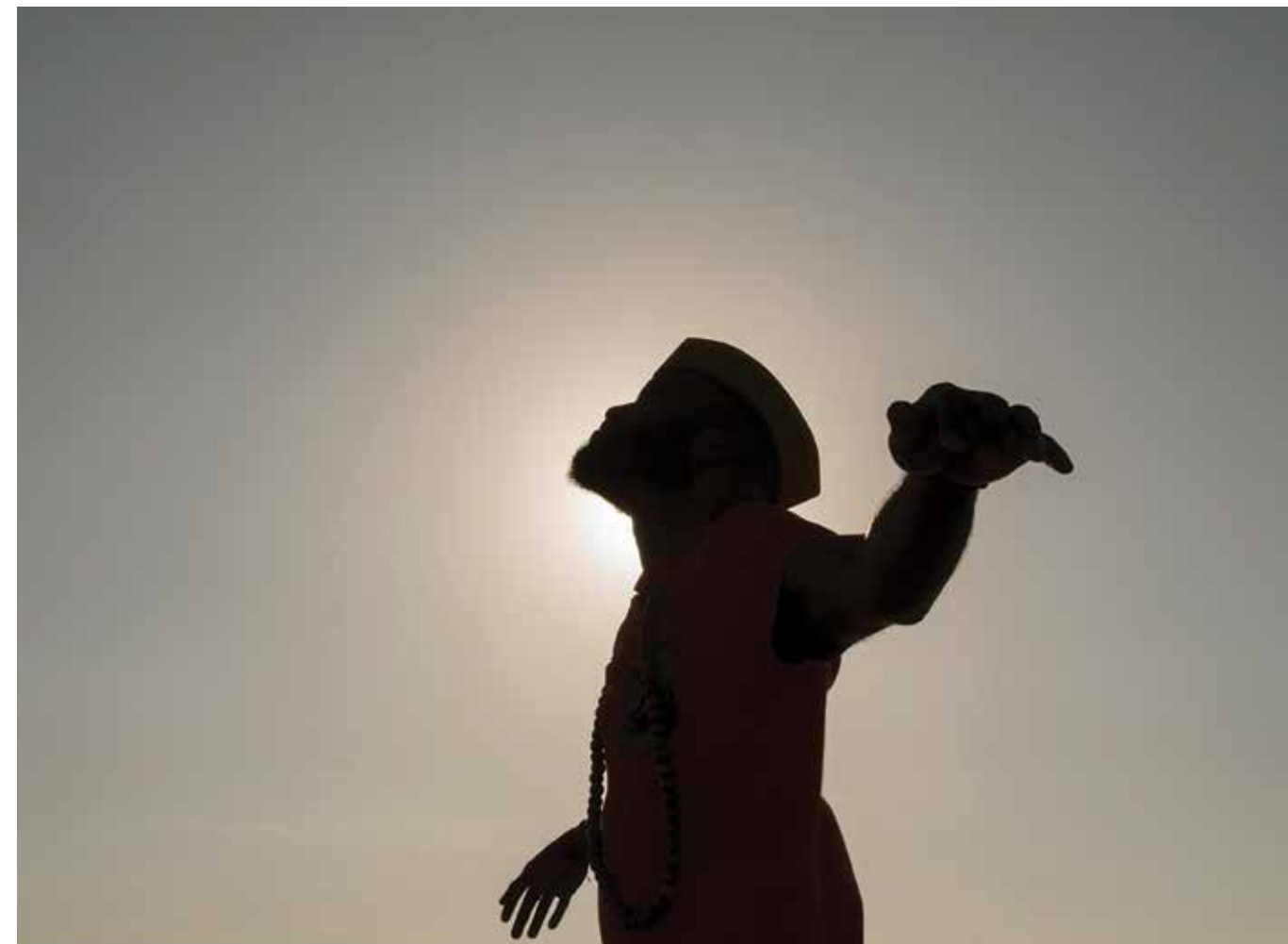
## for university students

### REVELATION AND EXPLORATION

**H**ay Joven started with a masterclass of Juan Perro's sextet at the School of Music Comfenalco, where the audience, mainly students and teachers of music, learned about jazz improvisation from Joan Vinyals, Gabriel, Isaac Coll and Pere Foved. Another masterclass, featuring llanera music by Walter Silva and his group, explored the different sounds of the harp, capachos and bandola, and traced the evolution of the llanera style.

The Technical University of Bolívar (UTB) hosted Clara Grima, mathematical scientist at the University of Seville, who, together with David Lara, conveyed their passion for maths to an attentive group of young people. Also held there were conversations between Canadian novelist Dionne Brand and professor Nicholas F. Woodward, and with Argentine writer Guillermo Martínez and Cielo Puello Saravia of UTB's department of Social Sciences and Humanities.

At the University of Cartagena, María Paulina Baena, presenter and screenwriter of *La Pulla* in *El Espectador*, chatted with Mildre Cartagena, the fictional character popular on social media.



The event *El camino del héroe*, in collaboration with RCN, featured Juan Andrés Granados, Lizet Zárate and Ana María Londoño discussing narrative structure; the writer, Peruvian editor and journalist Joseph Zárate talked to David Lara about Latin America today; and Liliet Heredero and Alejandro Millán focused on contemporary journalism.

Margarita García Robayo and Ricardo Corredor discussed falling in love, sexuality, motherhood, frustration and madness at Jorge Tadeo University, which was also the venue for Vanessa Rosales, podcast author of *Mujer Vestida*, who gave a feminist perspective; the poet and narrator Angela Becerra talked to José Luis Novoa and Marie Arana, author of *Bolívar: Libertador de América*, spoke to Javier Ortiz Cassiani.

The Liberators hosted Alex Beard, author of *Natural Born Learners*, reviewed different educational models, their challenges and possibilities; and the British historian Bettany Hughes presented *Venus and Aphrodite*, separating myth from art.



# BEYOND THE WALLED CITY

## of Cartagena de Indias

### OUTREACH PROGRAMME

Hay Festival Cartagena again went beyond the walled city to reach vulnerable communities, with a total of 28 free activities in Cartagena itself and in the municipalities Magangué, Mompox, Santa Rosa del Sur and María La Baja. Topics covered literature, illustration, journalism, and circus performance, with Menena Cottin, Melba Escobar Reparto: Escobar, Catalina Gómez, Clara Grima, Daniel de Cartagena Indian Ferreira, Raquel Franco, Alex Nogues and Gloria Beatriz Salazar.

The Classic Community Reporting workshop and the Caribbean Circus School events were aimed at a young audience, while the opening performance of the Festival was attended by the First Lady of the Nation, María Juliana Ruiz Sandoval.

“It seems like yesterday when we started the first edition of the Hay Cartagena de Indias Festival, in the year 2006. The intention of celebrating the best of culture and international thinking, through inclusive events for all public, remains intact; the Festival has grown in size, number of participants and relevance, at the same time as the country and the world have gone through a series of transformations and changes”

Cristina Fuentes La Roche, international director of Hay Festival







# HAY FESTIVAL

## Medellín & Jericó 2020

Once again, a parallel edition of the Hay Festival was held in Medellín. Writers, musicians, biologists, artists and intellectuals met from 29 January to 1 February. They included the Spanish writer Javier Cercas, winner of the Planeta 2019 Prize for *Terra alta*; Ángela Becerra, Colombian writer and winner of the 24th Fernando Lara Prize for his novel *Algún día, hoy*; Fernando Trueba, Spanish director, screenwriter, film producer and winner of the Oscar for Best Foreign Language Film for *Belle Époque*, and Andrea Wulf, British historian and author of *The Invention of Nature*, a biography of explorer Alexander von Humboldt.

Children's and youth workshops dfeatured Clara Grima, Francisco Leal Quevedo, Meritxell Martí, Miguel Mendoza Luna and Gloria Beatriz Salazar.

New for 2020 was Hay Festival Familia, in the square of the MAMM, with the Mobile Library of Comfama and the portable Dome of Parque Explora. Hay Festival and Comfama also travelled to Hay Festival Jericó, 24- 26 January, in the wonderful heritage town of Antioquia.







# SPONSORS

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# ABOUT HAY FESTIVAL

**H**ay 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 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 (Colombia), Hay Festival Segovia (Spain) Hay Festival Querétaro (Mexico) and Hay Festival Arequipa (Peru).

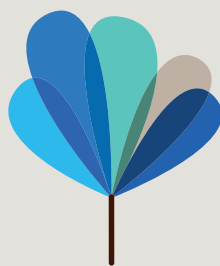
Hay Festival has selected and promoted, at live Festivals and in print, emerging writers under the age of 40, called Bogotá39, in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and Bogotá (2018). Two new editions of Hay Festival are Abu Dhabi, 25-28 February 2020, and a Europa28 event in Rijeka, Croatia, 3-5 June 2020.

## HAY FESTIVAL CARTAGENA DE INDIAS PROMOTES CULTURE AND SOCIAL RESPONSIBILITY:

- Local and international promotion of literature, debate, cultural exchange, education and development.
- Accessible and inclusive events with international artists.
- Social responsibility and education. Twenty per cent of the tickets are free to students, and Hay Joven is a programme of events just for students.
- Ongoing literacy and reading programmes implemented together with partners such as PLAN International, Alcaldía de Cartagena and Gobernación de Bolívar among others.
- Partnerships with institutions, private and public enterprise, local and international companies, in order to maximize the impact of our model and to secure its accessibility for the local population.







**HAY**  
**FESTIVAL**  
CARTAGENA DE INDIAS