

HAY FESTIVAL COLOMBIA 2021 REPORT



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CONEXIONES QUE INSPIRAN

HAY FESTIVAL

Colombia 2021



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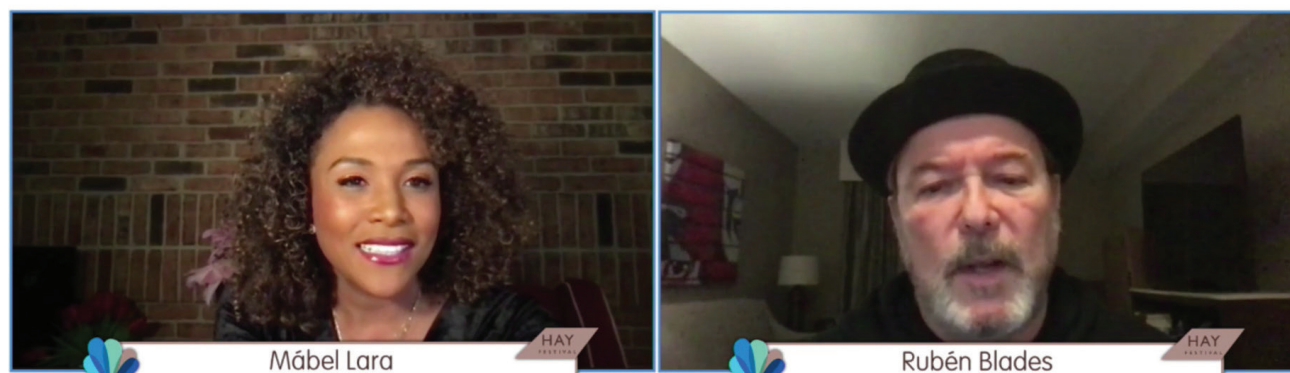
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Hay Festival Digital Colombia 2021, in a 100% virtual and free edition, was held from 22 to 31 January 2021. The online festival featured the largest number of spectators in the history of Hay Festival; the programme of this first free, digital festival in Colombia filled 10 consecutive days with debate and conversation. Across the diverse programmes of the festivals in Jericó, Medellín and Cartagena, more than a million people all over the world participated, making this a festival of culture experienced globally.

The programme itself featured a total of 174 participants from 21 countries, including writers, musicians, economists, artists, philosophers and illustrators, among others. They participated in as many as 100 conversations on topics as varied as climate change, social movements in America, travel literature, the post-pandemic economy, non-fiction illustration, new voices in world literature, the convergence between literature and music, and the role of cinema today.

This sixteenth edition of Hay Festival in Colombia also gained audiences in multiple

countries, who connected to participate, ask questions, talk and imagine the world with the writers and thinkers who shared their thoughts during their events. A total of 1,099,800 event views were achieved during the festival through our platforms and social media. As the events remain online, there were a further 143,582 views of the events after the Festival ended, up to 14th February.

The more than 160 speakers and performers included Nobel Prize winner **Esther Duflo**, economist **Thomas Piketty**, novelists **Juan Gabriel Vásquez**, **Isabel Allende**, **Arturo Pérez-Reverte**, **Emmanuel Carrère**, Booker Prize winner **Bernardine Evaristo**, **Joël Dicker**, International Booker Prize winner **Marieke Lucas Rijneveld**, **Tiago Ferro**, **Ken Follett**, **André Aciman**, graphic novelist **Marjane Satrapi**, philosophers **Peter Singer** and **Fernando Savater**, nature writer **Robert Macfarlane**, travel writer **Paul Theroux**, Colombian scientist **Brigitte Baptiste**, historian **Hallie Rubenhold**; lawyer **Philippe Sands** and Hay Festival Creative Wales International Fellow 2020–21, the poet **Mererid Hopwood**.

TALENTO EDITORIAL (EDITORIAL TALENT)

Talento Editorial is now an established tradition at Hay Festival Colombia, and in 2021 the XII edition was held. At this meeting of publishers and booksellers co-organised by the Cálamo Bookstore and with the support of AECID, this year we welcomed publishers **Pilar Reyes** (Colombia) and **Silvia Sesé** (Spain), booksellers **Antonio Ramírez** (Colombia) and **Andrea Stefanoni** (Argentina), and designers **Manuel Estrada** and **Victor Gomollón** (Spain), among many others.

“I believe in culture as the most powerful engine to transform societies, so I wish long life to this and all encounters around books.”

Claudia Morales, journalist

HAY COMUNITARIO

A programme dedicated to young people and children, Hay Comunitario included prominent children’s storytellers from Colombia such as illustrated books author **Valentina Toro**, **Ricardo Silva Romero**, **Luis Arturo Torres Moreno**, **Germán Puerta**, **Liliana Arias**, **Luis Fernando Macías**, **Catalina Navas** and the **Nuestro Flow** collective.

Outstanding children’s storytellers from Mexico, Spain and the United Kingdom also participated, including the writer of a book of philosophy for young people **Eduardo Infante** (Spain); the Catalan author of the novel *Hachiko, the waiting dog*, **Lluís Prats** (Spain); **Elia Barceló** (Spain); poet **Mererid Hopwood** (Wales, United Kingdom), talking about art, poetry and peace; and **Adolfo Córdova** (Mexico).

Community Reporters from the PLAN Foundation in Cartagena, together with writers **Beatriz Robledo**, **Pilar Lozano** and **Irene Vasco**, and historian **Jorge Orlando Melo**, explored and explained historical events in Colombia to Colombian children and young people.

The programme included 23 videos, podcasts and conversations aimed at teachers and students of various ages, which were streamed live and can be enjoyed for free online throughout the year.

“The Hay Festival is a wonderful organisation around the world and we are fortunate to have it.”

Richard Ford, writer



Paul Auster

Surtigas



PROMIGAS

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Marta Altés

Escritora e ilustradora

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Víctor Gomollón

Diseñador Editorial

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CARIBEFUNK



Pascual Gaviria



Carolina Sanín

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Eduardo Infante

Escritor y filósofo

The Festival IN NUMBERS

174

participants from 21 countries

The 5 countries with the most viewers were:

75 % Colombia

5 % United States

4 % Mexico

4 % Spain

2.5 % Peru

115

events across the general programme, Talento Editorial and Hay Festival Comunitario

During Hay Festival Digital Colombia our social networks had a reach of:

1 million

300 thousand people on Twitter

581,667

people on Facebook

188,916

people on Instagram

1,099,880

total viewings, live and delayed, through our platforms and social networks

624,700

views to date – total performance of the videos of events on our Facebook page plus crossposting by partners

610,000+

views to date of the videos of events on Facebook

FESTIVAL BESTSELLERS

During the festival, Colombian readers were able to buy books by Festival authors via the website of the National Library, partnered with Hay Festival.

At Hay Festival Digital Colombia 2021 the bestselling books were as below.

- | | |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <p>1 <i>Mujeres del alma mía</i>
Isabel Allende</p> | <p>6 <i>Good Economics for Hard Times</i>
Esther Duflo</p> |
| <p>2 <i>Volver la vista atrás</i>
Juan Gabriel Vásquez</p> | <p>7 <i>The Evening and the Morning</i>
Ken Follett</p> |
| <p>3 <i>Línea de fuego</i>
Arturo Pérez-Reverte</p> | <p>8 <i>How Democracies Die</i>
Steven Levitsky</p> |
| <p>4 <i>Cumbiana</i>
Carlos Vives</p> | <p>9 <i>Cuando éramos felices pero no lo sabíamos</i>
Melba Escobar</p> |
| <p>5 <i>El enigma de la habitación 622</i>
Joël Dicker</p> | <p>10 <i>La vida contada por un sapiens a un neandertal</i>
Juan Luis Arsuaga y Juan José Millás</p> |

“The Hay Festival has been one of the best things I have had in the pandemic. Seeing people from all over Colombia and from other parts of the world gathered around literature and culture is really exciting.”

Marta Luz Ramírez, audience member

“I am impressed that the entire Hay Festival organising team continues to work with such enthusiasm and passion for literature in such difficult times.”

Irene Vallejo, writer





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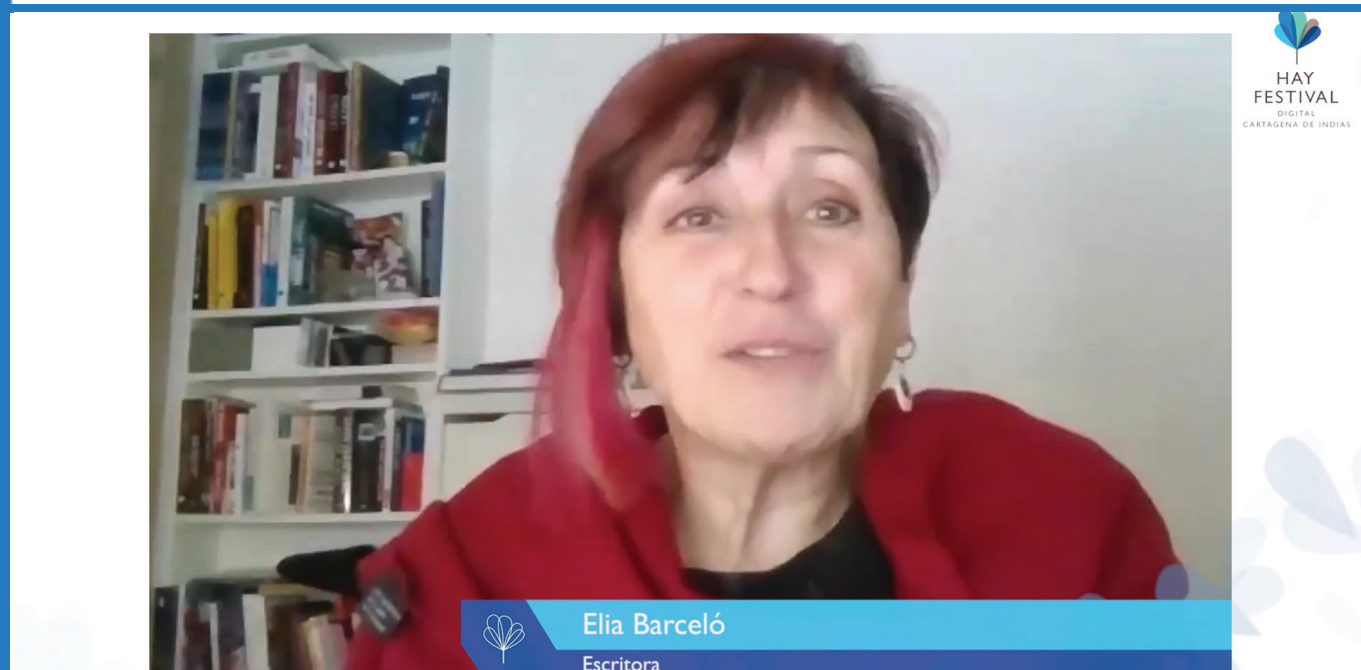


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The Festival IN THE MEDIA

400+ interviews conducted

5 press conferences

15 international media

60+ media covering the festival

Coverage by media from Argentina, Chile, Spain, France, Mexico, Peru, UK, USA, Venezuela and Colombia

Top 5 media with greatest coverage: *El Tiempo*, RCN Radio, *El Universal*, Caracol Radio, RCNTV

1,600 media mentions, with an editorial value of COP \$29,470,315,618

1057 (66%) Internet 141 (9%) Radio

287 (18%) Print 115 (7%) TV

574,230,014 audience reached

“The Hay Festival press team is an example of coordination, adaptation and efficiency. They give 100% of themselves, for which reason every time one needs to go to them, they are always willing and diligent to meet professional requirements. It has been a pleasure to attend the Hay Festival Colombia in a virtual way, knowing that on the other side there is a professional team that always gives answers.”

Susana Reinoso, Clarín Argentina journalist

The Festival IN QUOTES

“The Hay Festival. A pandemic of letters. The best vaccine. The one that saves minds. The one that shoots thoughts into new and unknown dimensions. The one that manages to launch the imagination like a rocket to land in other universes, discover them, enjoy them, explore them ... This saviour festival arrived digitally, full of words for all tastes and affordable for all.”

El Espectador

“Undoubtedly, the Hay Festival in Cartagena these days arrives like a guardian angel loaded with words, converted into books, poems, adventures, biographies, testimonies, stories, analyses, taking us to other places, and saving mental health.”

El País, Colombia

“Words are not enough to do justice to the wonderful team that has organised the Hay Festival online. With the Hay Festival we have had all the culture condensed into a few days and hours.”

Irma Lovero De Sola, audience member

“...forced by the well-known vicissitudes to focus on its programming, this year's Hay Festival has served as a matchmaker for some of the luckiest dialogues that have occurred since the early days of the event. Its ambition not to remain in the fields of privilege, to reach more and more people in more and more places in the country, has been satisfied, since virtually people from all over the country and the whole world have been able to attend all the talks – and to ask questions and comment on what they wanted – without paying a single peso. The gesture and the event will be remembered. They will be used as an example, to continue looking for the culture that truly belongs to everyone.”

El Tiempo

“Thanks to Hay Festival for making the effort to allow us to dream in these times of pandemic, with this trip through *Cumbiana* with Juan Gossain and Yeison Landero, discovering the power of our amphibian culture, the cumbia and its protagonists.”

Carlos Vives

HAY FESTIVAL DIGITAL CARTAGENA DE INDIAS

Pablo Correa

David Quammen

COOSALUD En Pies de la Sábana **Fundación COontigo**

HAY FESTIVAL DIGITAL MEDELLÍN

Andrea Stefanoni
Escritora y Ex-gerente de la librería El Ateneo Grand Splendid - Argentina

HAY FESTIVAL DIGITAL CARTAGENA DE INDIAS

Tomás González

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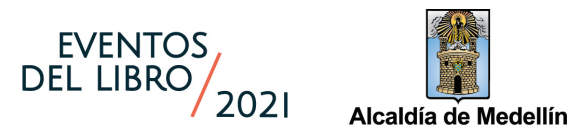
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ABOUT HAY FESTIVAL

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 33 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops.

The festival lasts 11 days, and hosts over 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 curates '39' gatherings of emerging writers under the age of 40, held in Bogotá (2007), Beirut (2010), Port Harcourt, Nigeria (2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018), promoting 39 writers under the age of 40.

During 2020 and 2021, due to the crisis created by the Covid-19 pandemic, Hay Festivals in Hay-on-Wye, Querétaro and Arequipa all took place entirely online, with

all events free to view. Hay Festival Europa28 in Rijeka, Croatia, and Hay Festival Segovia in Spain took place as hybrid festivals, with some online and some in-person events. More recently, Hay Festival has launched two episodes of *Imagina el Mundo* (*Imagine the World*), a series of digital talks in which some of the most brilliant minds on the planet consider the post-coronavirus world.

“In its cultural, artistic, academic, scientific activities, all virtual due to the pandemic, more than 250 national and international characters participated, connecting, discussing and celebrating with around a million people from all over the world. Hay Festival is increasingly a rising and unforgettable show.”

El Colombiano





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