

HAY FESTIVAL COLOMBIA 2022 REPORT





The Festival IN NUMBERS

194 participants from
22 countries

150 events across the general
programme, Hay Joven and
Hay Festival Comunitario

215.262 audience
reached

2.100.000 audience reached
through social media

22.000 attendees in Cartagena

2.500 attendees in Medellín

8.000 attendees in Jericó

39.000 viewings through our web

143.762 viewings through our
social networks

1 million 300 thousand people
reached on Twitter

664.883 people reached
on Facebook

182.674 people reached
on Instagram

Digital audience: Mexico, Peru, UK, USA,
Spain, France, Argentina...

The Festival IN THE MEDIA

+400 interviews conducted

20 press releases

13 international media

+80 media covering the festival

Coverage by media from Argentina, Spain, France, Germany, Cuba, Mexico, UK, USA and Colombia.

Top 5 de media with greatest coverage: *El Tiempo*, *RCN Radio*, *Teleantioquia*, *El Universal* y *El Colombiano*.

1.102 media mentions with an editorial value of COP
\$ 21.050.591

685 (40%) Internet **125** (30%) Radio

199 (30%) Print **93** (20%) TV

434.127.019 audience reached in the media

"These figures are a reward for a great effort in the midst of a pandemic that is not yet over. Congratulations on the results!"

Andrés Mompotes,
Director of *El Tiempo*



Teresita Goyeneche, Djamila Ribeiro and Velia Vidal



Rafael Pérez García



Juan Gabriel Vásquez

HAY FESTIVAL COLOMBIA 2022

From the 21st to the 30th of January, the Hay Festival Colombia's 17th edition celebrated a return to face to face events. 194 speakers from 22 countries joined the stage to discuss equality, democracy, well-being, and climate emergency, resulting in 32,500 attendees, 182,765 digital viewers, and a grand total audience (digital and face to face combined) of 215,262.

This year's programme presented a total of 150 events, divided between the general program, Hay Comunitario (outreach programme), and Hay Joven (for university students), with our partners, Universidad de Cartagena de Indias and Universidad del Norte (Barranquilla) making some of these events possible.

Not losing sight of our online commitment, most of the events were broadcasted live and uploaded on the Hay Festival's website, on Facebook and on YouTube, where content was available free of charge until 14th of February, extending our outreach. We're also happy to say that Colombian radio and television, along with the international media, widely contributed in amplifying what was discussed at our events.

THESE WERE THE MOST POPULAR CONVERSATIONS

1. Irene Vallejo in conversation with Juan Diego Mejía in Medellín, a fascinating journey through literature's history.
2. Juan Gabriel Vásquez in conversation with Irene Vallejo in Cartagena, an exploration of *Look Back*, Vásquez' latest work.

3. Piedad Bonnett, Irene Vallejo and Juan Villoro in conversation with Winston Manrique in Cartagena, an event about the importance of reading and the value of books.

4. Francisco de Roux in conversation with María Jimena Duzán in Cartagena, an analysis on the peace process and the impact on decades of violence in Colombia.

5. Irene Vallejo in conversation with Yolanda Reyes in Cartagena where the Spanish philologist presented her acclaimed book, *Infinity in a reed*.

This year's edition included renowned literature authors such as Wole Soyinka (Nigeria), Juan Villoro (Mexico), Carmen Maria Machado (United States), Daniel Kehlmann (Germany), Manuel Vilas (Spain), Hervé Le Tellier (France), Camila Sosa Villada (Argentina), Raúl Zurita (Chile), as well as local best-loved authors such as Piedad Bonnett and Pilar Quintana (Colombia).

With the understanding that science and climate emergency are essential topics in current times, the expert voices of Brigitte Baptiste, Aida Vasco, Mauricio Diazgranados (Colombia), and Andri Snaer Magnason (Iceland), delved into issues related to sustainability; whilst Wade Davis (Canada) and Carlos López-Otín (Spain) shared work related to anthropology and health.

FESTIVAL BESTSELLERS

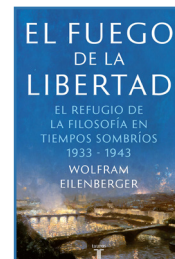
1.

Infinity in a Reed (2019)
by the Spanish philologist and writer Irene Vallejo



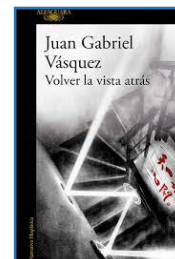
2.

The Fire of Freedom (2021)
by the German philosopher Wolfram Eilenberger



3.

Look Back (2021)
by the Colombian writer Juan Gabriel Vásquez



4.

The Empire of Pain. The Secret History of the Sackler Dynasty (2021)
by the US journalist Patrick Radden Keefe



5.

Colombia es pasión! The Generation of Racing Cyclists Who Changed Their Nation and the Tour de France (2020)
by the English sports journalist Matt Rendell



Patrick Radden Keefe



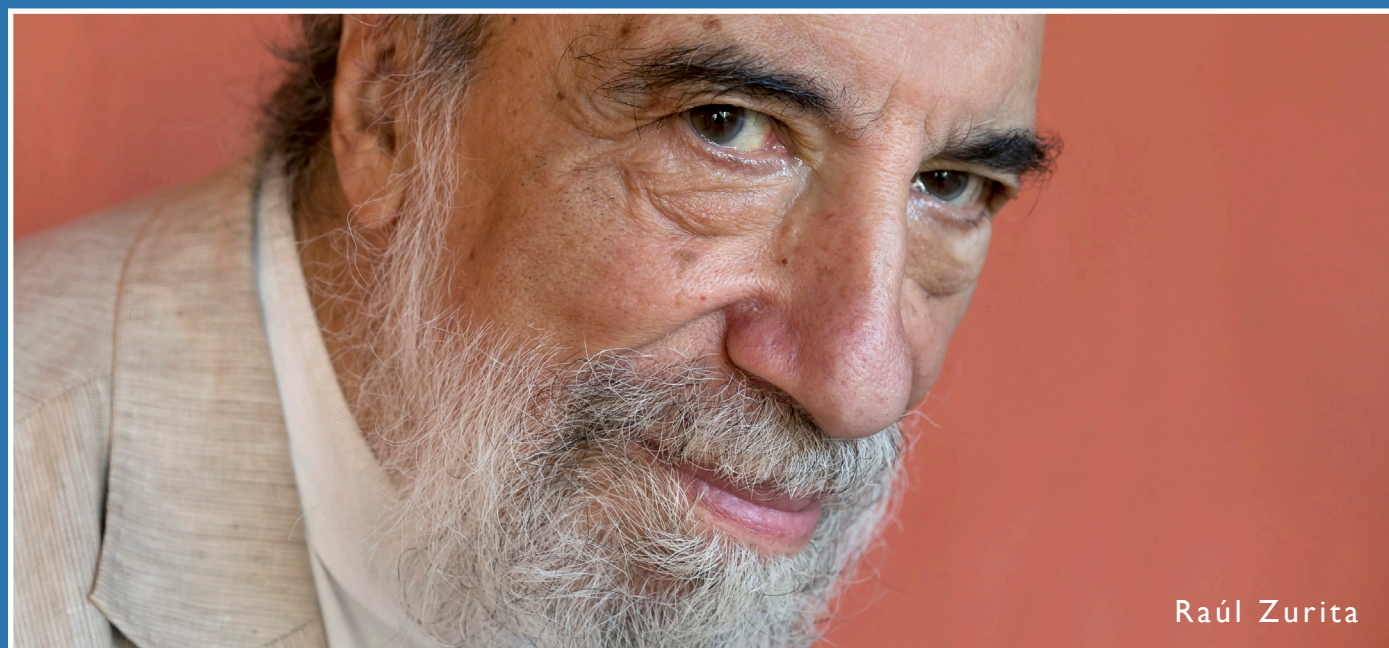
Reni Eddo Lodge en conversación con Gemma Cairney



Wolfram Eilenberger and Carlos Granés



Camila Sosa Villada



Raúl Zurita



Francisco de Roux

On **democracy** and **equality** subjects, participants such as **Julia Cagé** and **Thomas Piketty** (France); **Adela Cortina** (Spain), **Reni Eddo-Lodge** (United Kingdom); **Djamilla Ribeiro** (Brazil); **Wolfram Eilenberger** (Germany) and **Ibram X. Kendi** (United States) shared their work and findings on how to build a better society.

Vanessa Rosales, **Sandra Borda**, **Daniel Coronell**, **María Jimena Duzán** and **Daniel Samper Pizano** (Colombia); **Cayetana Álvarez de Toledo** (Spain), **Moisés Naím** (Venezuela) and **Anne Applebaum** (United States), took part in a conversation about **democracy**, **equality** and **gender**, taking into account the current state of affairs both locally and internationally.

Art and **music** were represented by participants such as **Velia Vidal**, **Ruven Afanador**, **Ricardo Chica**, the band **La Mambanegra** (Colombia); **Daniel Brühl** (Germany), **Vivek Shraya** (Canada) and **Ai Weiwei** (China), culminating with a performance, led by **Alexis Díaz Pimienta** (Cuba).

"Thanks to this wonderful festival, and for allowing us to get to know world's literature"

Claudia Sterling

This year's Festival was made possible thanks to the support of our partners:

RCN Radio and Television, **Bancolombia**, **Protección** and **SURA**, our Latin American partners. Special thanks to **ISA**, **Esenttia**, **Promigas** and **Postobón**, who promote our events year after year in Cartagena de Indias.

In 2022 we welcomed **La Comisión de la verdad** (Truth Commission), **ICTJ**, **BAT Foundation**, **University of Cartagena**, **Universidad Nacional**, **Universidad del Norte**, **Universidad EAFIT**, **Universidad de Antioquia** and **Cartagena's Chamber of Commerce**, as sponsors and we hope to continue collaborating with them all in the future.

Many thanks to **Comfama** and **Teleantioquia's** commitment to taking the Hay Festival's programme to all counties in Antioquia.

Medellín's Mayor Office, **Comfama**, **ISA**, **Postobón**, **Parque Explora**, **RCN**, **SURA**, **Protección** and **Bancolombia** are highly valued for their efforts to take our program to Antioquia's capital city.

Fundación Gabo, **British Council**, **AECID**, **AC/E**, **Embassy of Spain**, **Embassy of the United Kingdom**, **The British Museum**, **Kew Gardens**, **Embassy of Portugal**, **Embassy of France**, **French Embassy**, **French Institute**, **Goethe Institute**, **Procolombia**, **Librería Nacional**, **Centroamérica Cuenta**, **Blue Metropoli**, **Banco de la República**, **Bookmate**, **The Eccles Center**, **Penguin Random House** and **Planeta** have also contributed in making this edition possible, and we thank them for their support.

Our media partners this year were: **RCN Radio and Television**, **El Tiempo**, **El País** and **BBC Mundo**, whom we thank for their work in amplifying the festival's loudspeaker internationally.

Finally, we offer our sincere thanks to **Fundación Plan** and **Martín Murillo**, who worked hand in hand to bring our programme to the most vulnerable communities in Cartagena.

HAY FESTIVAL JERICO

In its 4th edition, **Hay Festival Jerico** (21st- 23rd of January) welcomed a total of **8,000 spectators** and served for new literary releases.

Exciting writers such as **Pilar Quintana**, presenting her latest work *Los abismos* (2021), **Santiago Gamboa**, **Pablo Montoya** and **Sara Jaramillo Klinkert**, were amongst the many names in our programme, along with **Martín Caparrós** (Argentina), releasing *Ñamérica* (2021), a powerful study on Latin-America, **Carl Langebaek** (Colombia) who presented *Antes de Colombia* (Before Colombia) an exploration of Colombian territory before the Spanish conquest; and **Matt Rendell** (United Kingdom) presenting *Colombia es Pasión!* A story about the generation of racing cyclists who changed their nation and the Tour de France.

Congratulations of the resounding success of the Hay Festival in Colombia. The scale of the event in Cartagena was astonishing to me, even if Jericó was my personal highlight. Visitors rode for 4 hours by bike to hear me. The ultimate compliment! Many, many thanks for the invitation. The opportunity to spend time with writers and intellectuals of the very highest calibre was an extraordinary and unique learning experience. From them I have learned new ways of writing and working. Sharing time with them in hotels, transfers and over meals was magical.

Matt Rendell

Essential topics such as **education** were addressed by authors like **Moisés Wasserman** in a conversation with **Claudia Restrepo**, graphic novels were represented by **Tyto Alba**, who presented an edition of *El olvido que seremos*, and **Anna-Lina Mattar** and **Gala Rocabert Navarro**, who presented *En el ombligo. Diaries of War and Peace in Colombia* (2021).

Colombian scientist and thinker **Brigitte Baptiste's** conversation on **sustainability** and **rural development**, was one of the most applauded events, followed by **Mauricio García Villegas'** intervention on **politics** and the connections with **religion** and **personal growth**.

The programme included a recognition of a life's time work for the indigenous poet, **Hugo Jamioy**, as well as a wide range of illustration and children's writing workshops taught by authors **Valentina Toro** and **Amalia Low**.

A screening of documentary film *La casa de Mama Icha* (2020) was followed by a Q&A with director **Óscar Molina**, and animated film *El niño y el Mundo* (2013) was part of the arts and films programme selection, and finally, music was represented by the **Medellín Philharmonic Orchestra**, and Colombia's first indigenous ensemble, the **Emberá Philharmonic**.





Héctor Abad Faciolince and Tyto Alba



María Camila Moreno, Ali A.K.A Mind and Leonard Rentería



Matt Rendell

HAY FESTIVAL MEDELLIN 2022

This year, the **Hay Festival** celebrated its first decade in **Medellin**. To mark the occasion, we presented **15 events** attended by a total of **2,500 people in person**.

An exclusive appearance of activist, poet and social leader **Leonard Rentería**, and the local rapper, MC and producer **Ali A.K.A Mind**, in conversation with **María Camila Moreno**, addressed how art and activism can contribute to building peace and community development.

After a year of nationwide discomfort and protests, we held a debate between **Pedro Adrián Zuluaga**, **Diana Carolina Forero** and **Guillermo Correa** on the different types of rebellion and disobedience; as a counterpoint, **Jaime Bermúdez Merizalde**, author of *¿Por qué incumplimos la ley?* (Why do we break the law) analysed legislation and legality together with the writer of *El país de las emociones tristes* (The country of sad emotions), **Mauricio García Villegas**. To round off this year's edition, guests of the stature of **Adela Cortina**, **Julia Cagé** and **Thomas Piketty** took part, delving into ethical, economic and political issues.

American writer **Patrick Radden Keefe**, presented his latest work *Empire of Pain*; Spanish author **Manuel Vilas** presented his novel *Los besos*; Icelandic author **Andri Snaer Magnason** reviewed possible solutions for the climate emergency; **Matt Rendell**, debated the difficulties involved in high performance sports; and **Irene Vallejo**, paid tribute to books and libraries' history.

Vanessa Rosales and **Marta Nebot** discussed Rosales' latest work *Mujer incómoda* (Uncomfortable Woman) a conversation on feminism, aesthetics, love and religion, and **Tyto Alba** held a fascinating conversation with **Héctor Abad Faciolince**, about the graphic edition of *El olvido que seremos*.

Artists **Mario Ángel Quintero**, **Marcela Guiral**, **Simón Mesa** and **Ana Piedad Jaramillo** participated in a discussion on the contemporary cultural scene in Medellín, thus putting the finishing touch to the 10th edition of the Hay Festival in Medellín, whose warm reception by the public was evident in the crowded book signings.

"Congratulations. It is a wonderful and enriching festival, and it's already a must! Thank you!"

María Luisa Jaramillo Arbeláez

Hay Festival PROJECTS

Hay Festival organisation is firmly committed to both young audiences and the communities where our events take place. That is why each year, within the framework of Hay Joven and Hay Comunitario (outreach programme), we present a series of events and workshops that seek to stimulate the imagination of young people of Cartagena and surrounding areas, completely free of charge.

HAY COMUNITARIO

Around **250 people**, including **children, young people and adults**, participated in the programme.

With the help of journalist **Catalina Gómez Ángel** (Colombia) young people became reporters for a day and learned how to make music projects with **Jacobo Vélez** (leader of Colombian salsa fusion band La Mambanegra), edited mini-fanzines with artist **Amalia Low** (USA) and wrote short fictional stories with author **Raquel Martínez-Gómez** (Spain).

Also, through the stories or novels of Colombian writers such as **Valentina Toro**, **Manuela Molina**, **Mariángela Urbina**, and the Spanish writer **Júlia Barceló**, they reflected on important issues such as diversity, self-esteem and fear management.

Improviser **Alexis Díaz Pimenta** (Cuba), did a special performance where the little ones were able to take part through their interventions and jokes.

HAY JOVEN

As part of the Hay Joven programme, we held exclusive activities for university students in **Medellin, Cartagena de Indias and Barranquilla**, as well as free access to the general programme in Cartagena for accredited students (a 20% of the capacity of each activity).

In Medellin the activities took place at the **University of Antioquia** and **EAFIT**, and in the Caribbean city we scheduled Hay Joven events at the **University of Cartagena**.

After the Cartagena edition, Hay Festival travelled to the **Universidad del Norte in Barranquilla** to hold talks with **Carlos Granés**, **Anne Boyer** and **Carlos López-Otín**.

"To the organisers of Hay Festival Colombia 2022: Bravo for the excellent events on offer, the variety of current topics, the competent participants, who left nothing to be desired, and the knowledgeable journalist moderators! They fulfilled all the expectations of us spectators. Congratulations for the professionalism and high standards. Thank you Colombia!"

Raquel Hofer



The Festival IN VIDEO



Click on the image above to see the video summary of Hay Festival Colombia 2022, held from the 21st to the 30th of January in Cartagena, Medellín and Jericó.

The Festival IN QUOTES

"Hay Festival is a true reference point, a meeting place, a place to broaden horizons, a true international and mixed-race conversation".

Irene Vallejo

The Hay Festival has been taking place in Cartagena for seventeen years and every year its organisers and guests prove how this cultural meeting has a statue that honours Colombia. The world of literature and of books are fighting against storm winds that worsened with the pandemic, affecting all levels of production and, above all, the reader. So for the Hay to come to fruition is a victory that I enjoy and will always support.

Claudia Morales, editor at *El Espectador*

"The word that best describes the festival is depth. Hay includes a wide variety of authors and people, including the audience, who are always looking to get deeper into conversations."

Cecilia Kang

"Caribbean beaches, museums and Spanish colonial architecture have made Cartagena Colombia's biggest tourist attraction. But the rich city centre is surrounded by impoverished areas. Recently, a literary festival attempted to bridge this gap and inspire a new generation of artists."

John Ottis, reporter at *NPR*

"Hay Festival Cartagena de Indias, and the Colombian edition that also takes place in Jericó and Medellín, returns to the streets of the Caribbean walled city after two years marked by the restrictions of the pandemic, with conversations to imagine new possible worlds."

Santiago Torrado, *El País* correspondent

"Hay Festival is the assembly of great minds, discussing the most important issues, at a time when the world need it the most."

Anne Boyer

"It is very comforting to be part of this initiative that seeks to circulate ideas and reflect on matters that can illuminate our times. Likewise, the attention to detail and care that the entire organisation puts into a smooth, loving and warm experience."

Óscar Molina

"Hay Festival Cartagena has become an example for dialogue in the country. Not only has it brought the most important voices of democracy, literature and politics in the world, but it has emphasised how respect for the difference and the ability to dialogue are values that definitely will change society".

Diego Aretz, Editor at *El Universal*

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 35 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 (2017), 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, Arequipa and Colombia 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 four seasons 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.

"Thank you for giving me such a wonderful gift by inviting me to participate in the Festival. I have travelled almost all over the world, including remote places, but I had never been to Colombia, and Cartagena de Indias turned out to be a paradise for my mind. Many times I had imagined that place and suddenly I was able to put my feet where I had only put my imagination, and the sensation was extraordinary. I met special people, full of warmth and quality, listened to memorable speeches, shared unforgettable conversations and built bonds that promise to be lasting. Finally, my books received an incredible welcome for a scientist who is just an apprentice writer."

Carlos López-Otín



La Mambanegra

PARTICIPANTS

Héctor Abad Faciolince
Jaime Abello Banfi
José Manuel Acevedo
Ruven Afanador
Tyto Alba
Ali A.K.A Mind
Cayetana Álvarez de Toledo
Jon Lee Anderson
José Manuel Anta
Ana María Aponte
Anne Applebaum
Pablo Arbeláez
Brigitte Baptiste
Júlia Barceló
Ana Bejarano
Gustavo Bell
Jaime Bermúdez Merizalde
Edgar Blanco
Piedad Bonnett
Sandra Borda
Rosie Boycott
Anne Boyer
Pablo Braun
Daniel Brühl
Julia Cagé
Gemma Cairney
Claudia Inés Cañas Cardona
Martín Caparrós
Juan Cárdenas
Silvia Castrillón
Ricardo Chica
Adriana Cooper
Daniel Coronell
Guillermo Correa
Ricardo Corredor Cure
Adela Cortina
Wade Davis
Francisco De Roux
Mónica Díaz
Alexis Díaz Pimienta
Mauricio Diazgranados
Esteban Duperly
María Jimena Duzán
Catherine Eccles
Carolina Echávez
Reni Eddo-Lodge
Wolfram Eilenberger
Ensamble Filarmed
María del Rosario Escobar

Adolfo Eslava
Gloria Susana Esquivel
Paco Fajardo
Leopoldo Fergusson
Patricio Fernández Chadwick
Filarmónica Emberá
Juan Carlos Flórez
Jean-François Fogel
Diana Carol Forero
Emilia Franco de Arcila
Beatriz Franco Uribe
Jonathan Franzen
Santiago Gamboa
Karim Ganem Maloof
Rodrigo García Barcha
Mauricio García Villegas
Katherin Gil
Jorge Giraldo
Thomas Goda
Catalina Gómez Ángel
Felipe González
Ana María González Forero
Ana González Rojas
Paco Goyanes
Teresita Goyeneche
Carlos Granés
Andrea María Guerrero
Marcela Guiral
Pilar Gutiérrez
Juliana Gutiérrez
José Vicente Guzmán
Mariana H
Liliet Heredero
Hugo Jamioy
Ana Piedad Jaramillo
Sara Jaramillo Klinkert
John Jairo Junieles
Cecilia Kang
Daniel Kehlmann
Ibram Kendi
Sigrid Kraus
La Mambanegra
Javier Lafuente
Carl Henrik Langebaek
Mábel Lara
David Lara Ramos
Hervé Le Tellier
Juanita León
Nicola Levell

Cristina Lleras
Vanessa Londoño
Amalia Londoño
Carlos López-Otín
Amalia Low
Carmen Maria Machado
Andri Snaer Magnason
Sara Malagón
Juan Camilo Maldonado Tovar
Winston Manrique
Alfredo Martelo
Jan Martínez Ahrens
Raquel Martínez Gómez
Anna-Lina Mattar
Catalina Mejía
Juan Diego Mejía
Mario Mendoza
Simón Mesa
Rafael Molano
Manuela Molina
Óscar Molina
Andrés Mompotes
Andrea Montejó
Pablo Montoya
Claudia Morales
Winston Morales
María Camila Moreno
Alfonso Múnera
Martín Murillo
Moisés Naím
Marta Nebot
Patricia Nieto
Jhon Jaime Osorio
Laura Osorio Sunnucks
Leonardo Padura
Leyner Palacios
Daniel Pardo
José Luís Peixoto
Rafael Pérez García
Thomas Piketty
Germán Poveda
Pilar Quintana
Mario Ángel Quintero
Patrick Radden Keefe
Sergio Ramírez
Matt Rendell
Leonard Rentería
Claudia Restrepo
Esteban Restrepo

Felipe Restrepo Pombo
Juan Manuel Restrepo
Yolanda Reyes
Irene Reyes Noguerol
Djamila Ribeiro
Gala Rocabert Navarro
Vanessa Rosales
Evelio Rosero
Juan Manuel Ruiz
Yolanda Ruiz
Daniel Samper Ospina
Daniel Samper Pizano
Mario Ángel Quintero
Juan Manuel Santos
Anthony Shelton
Vivek Shraya
Luz María Sierra
Ricardo Silva
Veronica Smink
Camila Sosa Villada
Wole Soyinka
Michael Stott
Gustavo Tatis
Perla Toro
Valentina Toro
Fernanda Trías
Mariángela Urbina
Margarita Valencia
Irene Vallejo
Aida Vasco
Juan Gabriel Vásquez
Lina María Velásquez
Luis Carlos Vélez
Jacobo Vélez
Carissa Véliz
Velia Vidal
Myriam Vidriales
Manuel Vilas
Juan Villoro
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Ai Weiwei
Gabriela Windsor
Luis Bernardo Yepes
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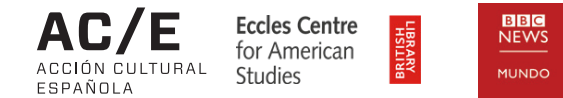
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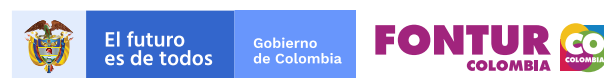
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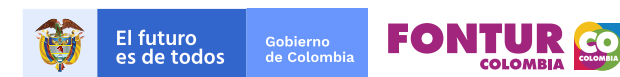
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