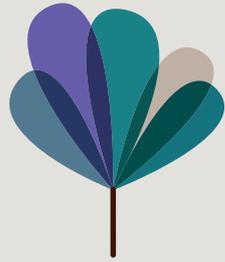
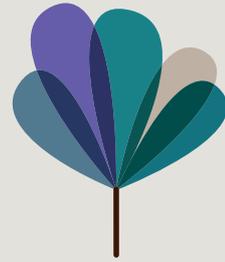


MEDELLÍN & JERICÓ 2020 REPORT

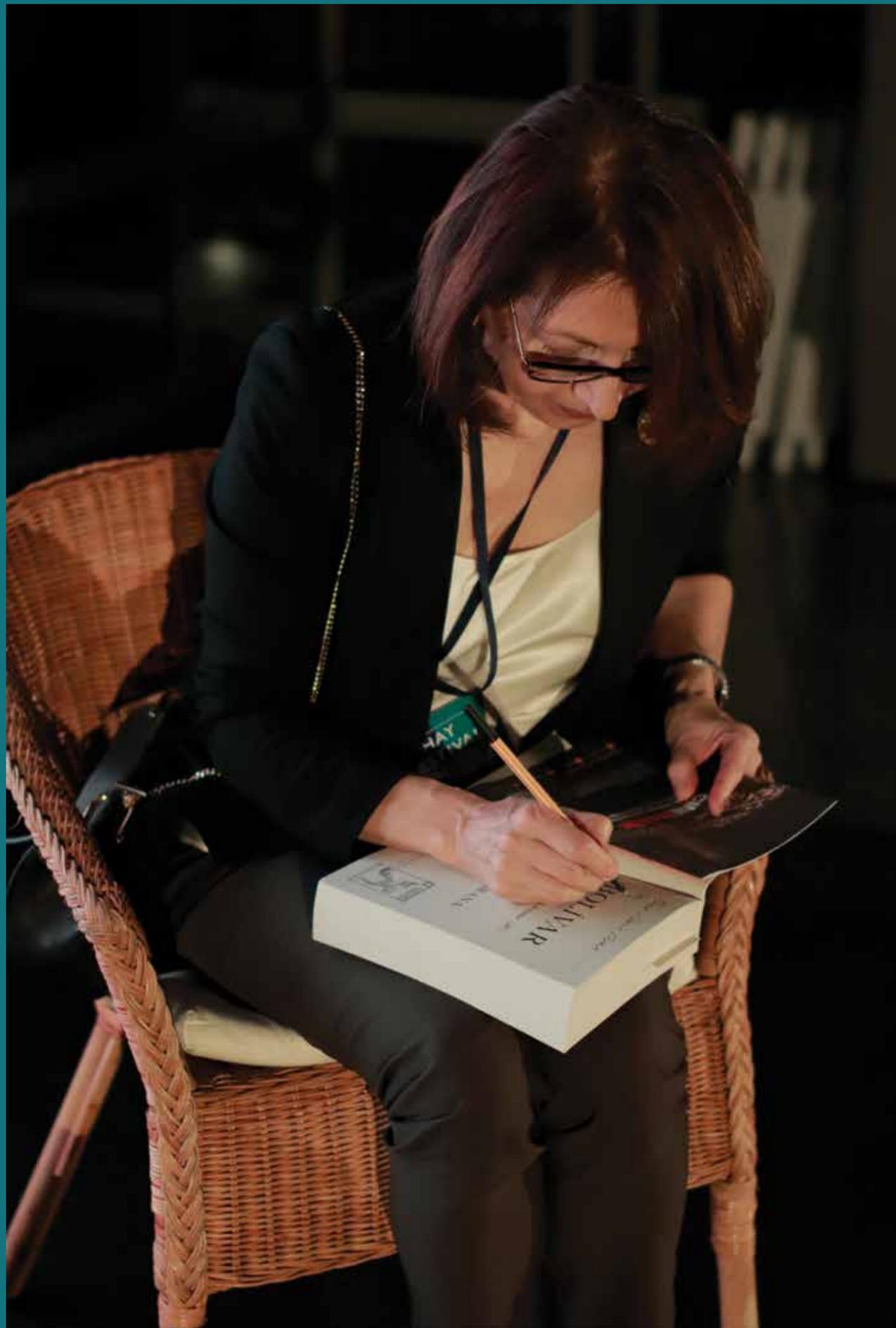


**HAY
FESTIVAL**
MEDELLÍN



**HAY
FESTIVAL**
JERICÓ





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HAY FESTIVAL

Medellín & Jericó 2020

MEDELLÍN 29 JANUARY–1 FEBRUARY 2020

JERICÓ 24–26 JANUARY 2020

Hay Festival returned in 2020 with a parallel edition to the festival in Cartagena de Indias, held in Medellín and Jericó.

The second edition of Hay Festival Jericó, which launched our festival tour in Colombia, took place from 24 to 26 January in the wonderful town of Antioquia.

The programming included national and international artists such as Héctor Abad Faciolince, director of the Eafit University Library and columnist for *El Espectador*, *El País* and *Letras Libres* magazine; Rosie Boycott, a British journalist and writer; Javier Cercas, author of *Terra Alta*, recently awarded winner of the Planeta Prize 2019; Wade Davis, a writer and photographer whose work has taken him from the Amazon to Tibet, Africa, Australia, Polynesia and the Arctic; Vanessa de la Torre, author of *Historias de amor en campos de guerra*; Ángela Posada-Swofford, Colombian science writer and journalist; and Fernando Trueba, Spanish writer, producer and film director.

More than 7,500 people enjoyed a festival of ideas, literature, film, music and more in the beautiful surrounds of Jericó.

Hay Festival Medellín celebrated its eighth edition, with many authors, thinkers and experts who shared their invaluable knowledge and experiences with rapt audiences. Not forgetting literature, the main focus of the event – this year various talks and discussions explored knowledge and ideas as the highest forms of expression.

Over 11,500 curious people came to the different venues during Hay Festival Medellín. Explora Park and MAMM were again the main venues. Audiences were able to enjoy a total of 17 talks, all of them free, and covering topics as disparate as urban planning, ecology, mathematics and internet privacy.

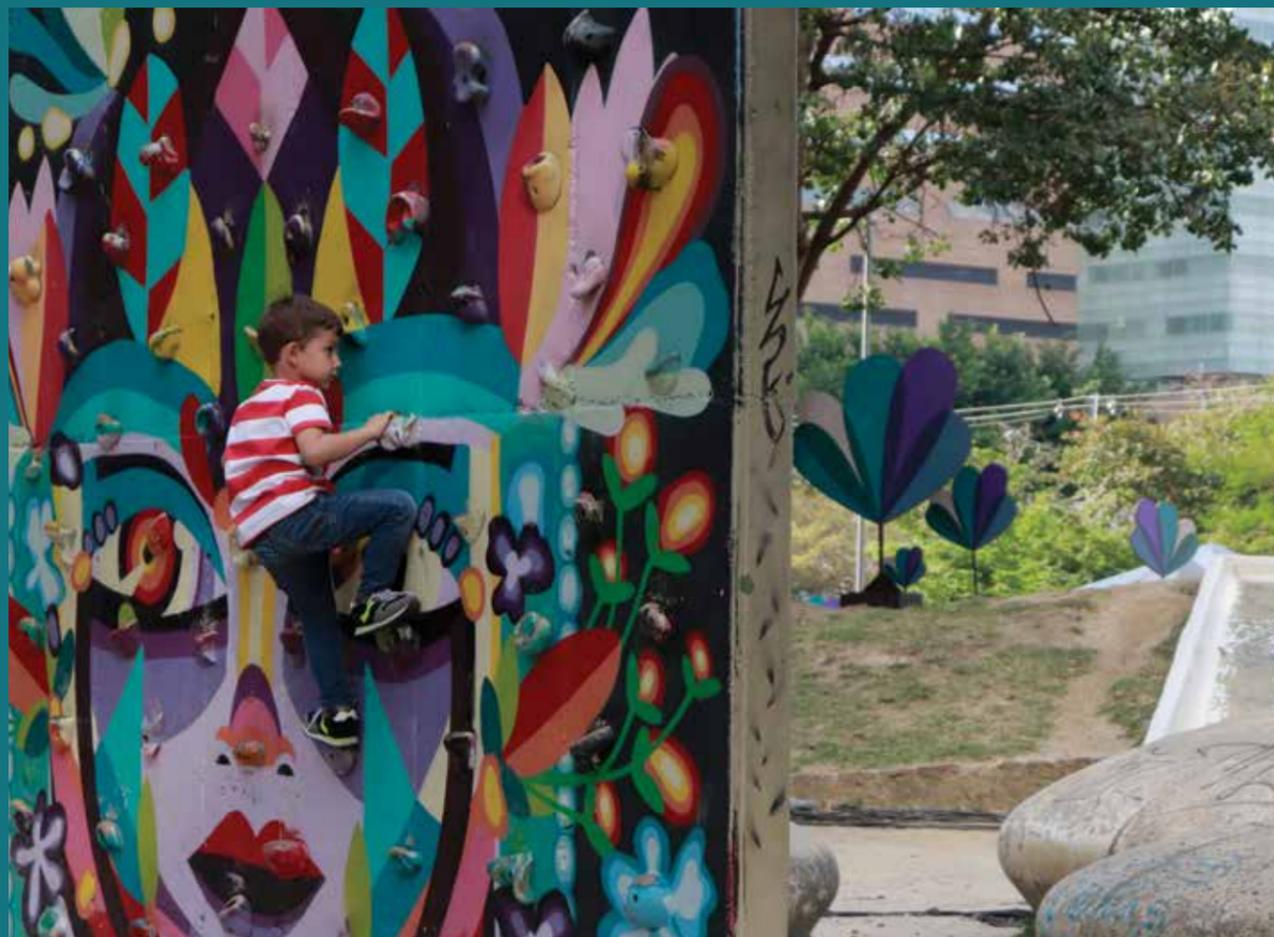
From 29 January to 1 February, the capital of Antioquia welcomed celebrities such as **Marie Arana**, a Peruvian writer, author of *Bolívar*, the biography of Simon Bolívar; **Philip Ball**, a physicist, chemist and British scientist, who experimented with his own skin, from which they extracted some cells; **Alex Beard**, a British educator who has traveled to more than 46 countries, observing and learning from their educational systems; **Ángela Becerra**, a Colombian writer, winner of the 24th Fernando Lara Prize for her novel *Algún día, hoy*; **Rosie Boycott**, a British writer, editor and journalist, in addition to advising the Mayor of London on sustainable food policy; **Javier Cercas**, a Spanish writer, winner of the Planeta Prize 2019 for *Terra Alta*; **Paolo Giordano**, an Italian writer who shared his most recent book, *Conquistar el cielo*; Argentinean writers **Alberto Manguel**, author of twenty books, and **Guillermo Martínez**, author of *Los crímenes de Oxford y Los crímenes de Alicia*; **Marta Peirano**, Spanish journalist and writer, author of *El pequeño libro rojo del activista en la red*; **Eduardo Salles**, co-founder of Pictoline, digital space of visual information; **David Wallace-Wells**, climate change journalist; and **Andrea Wulf**, British historian, author of *The Invention of Nature: The Adventures of Alexander von Humboldt*, among many others.

Of course, film and music also had their place at this festival. The seventh art was represented by the Oscar-winning director, screenwriter and producer **Fernando Trueba**; while **Juan Perro**, alter ego of ex-Radio Futura Santiago Auserón, delighted the audience with a concert in which he paired the best of the jazz tradition with Iberian rock, all with Cuban and Latin rhythms.

“I have followed Hay Medellín and Hay Jericó since their beginnings, when HayVerde was celebrated in Medellín, a time when the festival was a little smaller, before these latest versions that have been more complete and nourished. It’s a delight to me. I am a reader for the simple sake of reading, I do not consider myself an intellectual who knows everything about the world of literary knowledge and thought. Hay is an opportunity to update myself, to meet writers, intellectuals, thinkers of different disciplines; it awakens my interest, orients me towards what I would like to read; it comprises so much information and so many thinkers and writers, which allows me to discern a little and decide the books I will read or the topics I want to develop. In addition Hay forces me to leave home, invites me to visit attractive and enjoyable spaces such as the MAMM and the Explora Park, allows me to meet people with whom I share interests, enjoy the beautiful evenings of this place Medellín and leaves me full of restlessness to decide on and undertake new projects.”

Claudia Arias, journalist





This edition also offered a wide range of programming in terms of children's and young people's workshops. There were 11 in total, with Clara Grima, Francisco Leal Quevedo, Meritxell Martí, Miguel Mendoza Luna and Gloria Beatriz Salazar. Three reading clubs were consolidated and "Lo pequeño es ejemplar", the Independent Market, was presented, with a selection of small publishers that publish authors and literature specialists.

"I am convinced that a society where literature is alive, a society where novels are written and read is a democratically healthier society; why? Because literature, as I understand it, is a place of rebellion."

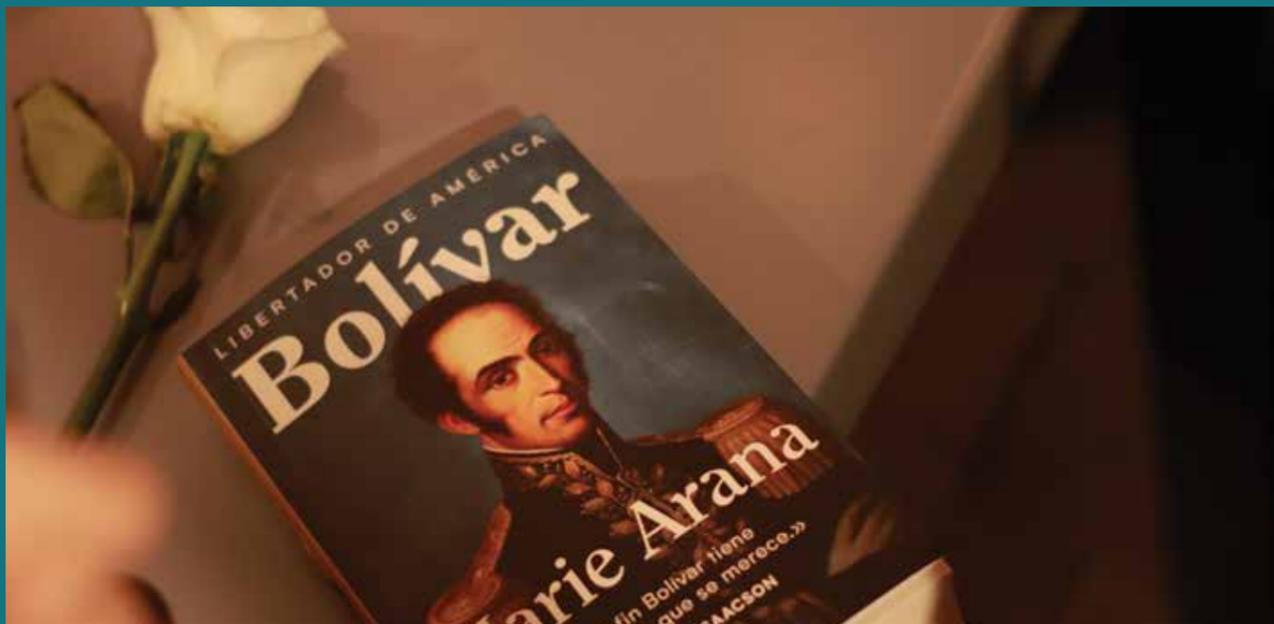
Juan Gabriel Vásquez, winner of the sixth Narrative Prize, awarded as part of Hay Festival Medellín

"Hay Jericó is fascinating for everything: for novelty, because the place is beautiful, full of enthusiastic and restless people, and because the country's entrepreneurship sets an example of successfully articulating itself around cultural construction projects.

In an unforgettable weekend, this festive village nestled in the mountains of the lower Antioquia channel, that survived the horrors of the war, allowed us the exquisite pleasure of literature with a paradoxical backdrop: Comfama was a key part of the organisation of the festival, at a time when the effectiveness of the compensation boxes is being discussed in Colombia.

They articulate, then, at Hay Festival of Jericho, the lyrics, the restlessness, the brandy, the friends, the memorable talks, the good music and the delight of a breeze that keeps secrets of war but today can already speak of love."

Vanessa de la Torre, journalist



The Festival IN NUMBERS

MEDELLÍN	JERICÓ
11,500 attendees	7,500 attendees
17 talks	17 talks / workshops
11 children's workshops	2 film screenings
2 official venues and 5 stages	1 free concert
1 concert	2 street events
1 family day – Hay Familia	2 reading clubs
3 reading clubs	
	100% free events



The Festival IN THE MEDIA

Coordination of **38** interviews

59 journalists invited,
of which:

34 to Jericó and
25 to Medellín

Attended by **10** media outlets

“The events of Hay Medellín are particularly important. They open with the award ceremony of the Library of Colombian Narrative Prize, which has become the most resonant literary prize in the country. And then they take advantage of the presence of scientists, filmmakers and writers of great international stature who visit both Jericó and Cartagena. The culture of Medellín is enriched and becomes more cosmopolitan with these visits and the conversations and interviews they generate. Medellín without Hay would no longer be the same, culturally speaking.”

Héctor Abad Faciolince

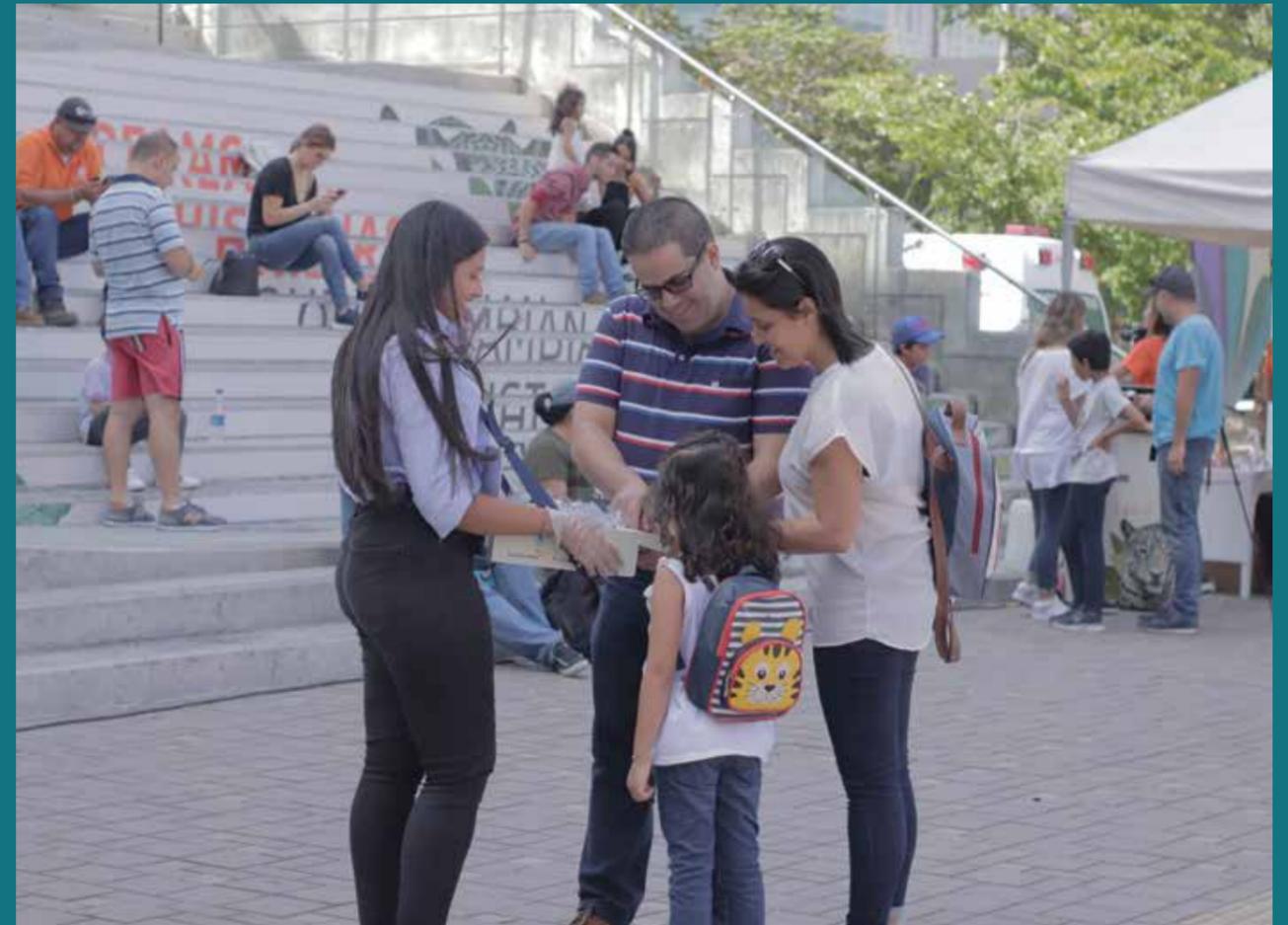
HAY FAMILIA

In Medellín

New in 2020, we introduced Hay Familia – Hay Festival Family – an event that brought together more than 1,500 attendees in a relaxed and friendly environment, in the quadrangle of MAMM, where people both old and young were able to enjoy a storytelling performance at which the classic story of Little Red Riding Hood was reinvented, along with other activities and workshops. A huge treat for any lover of literature, whatever their age.

“It was a huge pleasure and honour to participate in the Hay Festival Medellín. Thank you so much for having me there – and for inviting me to speak with the students for Experiencias Comfama! Meeting these impressive young people, so smart, curious, and engaged in the world – was a highlight of my time there.”

Jennifer Ackerman





HAY FESTIVAL

Cartagena de Indias 2020

The fifteenth edition of Hay Festival Cartagena de Indias, held from 30 January 30 to 2 February 2020, featured a special celebration this year.

As the 15th year since the Festival first arrived in the walled city, this anniversary was attended by guests with such varied callings as writers, musicians, scientists, artists, journalists, historians, economists and intellectuals from various disciplines, who met to discuss and share with the participating public their views on current world events.

This edition featured more than 200 activities for everyone, with the best minds in the world: Margaret Atwood, Etgar Keret, Muriel Barbery, Valeria Luiselli, Joseph Stiglitz, Alberto Manguel, Javier Cercas, Inua Ellams, Ida Le, Vita Giordano, Nicole Krauss, Santiago Auserón, Fernando Trueba, Leonardo Padura and Marta Peirano, among other highlights.

A total of 195 invited participants from 22 countries generated discussions on topics as varied as literature, economics, science and environment, activism, music, journalism, and history, among others.

Hay Festival shares with Colombians a desire to continue imagining a better and more equitable reality for all, in which creativity, diversity, excellence, dialogue, respect for the environment and good humour go hand in hand with the celebration of the exceptional work of all who make this event possible.



SPONSORS

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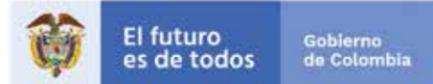


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APOYAN



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

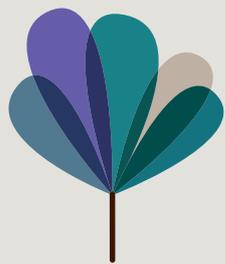
The festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Its audience comes from the UK, Europe and the Americas. Hay Festival has expanded to run Festivals around the world since 2006 including Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain) 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). A new edition of Hay Festival took place at venues in Abu Dhabi from 25 to 28 February 2020, as well as a Europa28 special edition in Rijeka, Croatia, from 3 to 5 June 2020.

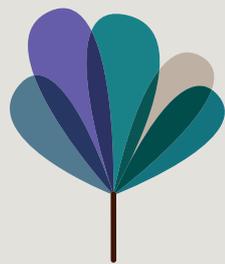
HAY FESTIVAL PROMOTES CULTURE AND SOCIAL RESPONSIBILITY:

- 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.





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