

# HAY FESTIVAL - LVIV BOOKFORUM 2022 REPORT



# LVIV BOOK FORUM





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# INTRODUCTION

Lviv BookForum (LBF) is the largest literature festival in Ukraine. Like Hay Festival events around the world, it seeks to create a civic space for a free exchange of ideas, expanding connections between Ukrainian and international writers, offering a free and open platform for Ukrainian readers and publishers to engage with international literature while celebrating and enhancing the country's intellectual capital.

The 29th LBF edition took place 6-9 October in a hybrid format, partly in person and partly through live virtual appearances. With the Russian invasion causing huge challenges to bringing audiences together in-person, Hay Festival partnered LBF to livestream the event to a global audience, while producing a series of digital conversations that allowed some of the world's greatest writers and thinkers to engage safely with LBF's vital mission, while showcasing the country's literature to international, English and Spanish-speaking audiences.

For 36 years, Hay Festival has lit a beacon for enlightenment, bringing writers and readers together in events that inspire, examine and entertain. In a volatile world of animosity and

corrupted language, we champion empathy and curiosity; stories and truths are told, ideas are shared, and audiences are encouraged to imagine the world from other perspectives and with renewed and audacious hope. We admire the LBF team and their mission and wish to support them in accessing our global audience of curious minds and influential stakeholders.

The partnership took place with the support of Open Society Foundations, British Council and Ukrainian Institute, forming part of the UK/Ukraine Season of Culture, giving a voice to Ukrainian creatives and focusing on the changing needs and priorities of the Ukrainian cultural sector.

In total, the campaign generated 15.8M social media impressions; 2.4M social media content views; 206K web page views; 58,300 Vimeo impressions with 8,661 event registrations from 103 countries; and 220 media mentions including coverage in *El Pais*, *Deutsche Welle*, *El Universal*, *Hindustan Times*, *Guardian*, *The Times*, *The Sunday Times*, *La Presse*, *Foreign Policy*, *Literary Hub*, *Times Radio* and more.



# THE PROGRAMME IN DETAIL

The hybrid programme – part in-person and part in virtual live appearances – blended 39 writers and thinkers in 15 conversations covering art in times of conflict, memory, gender-equality, loss, corruption, imperialism and hope.

Programme highlights included Canadian novelist Margaret Atwood in conversation with Ukrainian psychologist Yurii Proksasko; Turkish writer Elif Shafak in discussion with Ukrainian novelist Kateryna Kalytko; Israeli anthropologist Yuval Noah Harari and British storyteller Neil Gaiman talking to Ukrainian journalist Sevhil Musaeva; Ukrainian historian Olena Stiazhkina with Tanzanian-born British novelist Abdulrazak Gurnah and Mexican activist Lydia Cacho on post-colonialism; and British historian Margaret Macmillan with Ukrainian historians Serhii Plokyh and Hrytsak Iaroslav on hope.

As digital partner for the first time, Hay Festival broadcasted these conversations free online in English, Spanish and Ukrainian at [hayfestival.org/lviv-bookforum](https://hayfestival.org/lviv-bookforum) to a global audience of millions, while bolstering the programme with a specially curated strand of online events pairing international writers with their Ukrainian contemporaries.

Lviv BookForum's partnership with Hay Festival is a part of the UK/Ukraine Season of Culture devised jointly by the British Council and the Ukrainian Insitute, giving voice to Ukrainian creatives and focusing on the changing needs and priorities of the Ukranian cultural sector.





# WHAT WE DID



**Neil Gaiman** @neilhimsel · Sep 14

It's online. It's free. It's the **Lviv Book Forum**. Register for the Ukrainian book festival online via [hayfestival.org/lviv-bookforum](https://hayfestival.org/lviv-bookforum)

**Hay Festival** @hayfestival · Sep 13

40 writers.  
15 events.  
Free online, 6-9 October.

Join @MargaretAtwood, @Elif\_Safak, @SPloky, @SamarYazbek, Kateryna Kalytko, Neil Gaiman, Yaroslav Hrytsak, Abdulrazak Gurnah and more as Ukraine's @bookforumlviv streams live to the world.

Register > [hayfestival.org/lviv-bookforum](https://hayfestival.org/lviv-bookforum)



23

342

1,339



## Stage 1 – Promotion of the live Festival

- Festival toolkit developed with assets in key languages. *August*
- 'Save the date' project announcement issued globally to generate early project interest and secure longer lead media placement. *1 September*
- Strategic partnerships developed with a broad network of media, cultural institutions, NGOs and GREs for maximum organic share opportunities. *September*
- Programme launched and amplified via stakeholders, strategic partners and news placement. *13 September*

## Stage 2 – Promoting the Festival story

- Leading 'hero' content pieces developed to spotlight key messages and showcase Festival ethos, shared in countdown to the Festival. *September and October*
- Media placement of Festival speakers and representatives in thought-leadership pieces across print, online and broadcast media globally, amplified via network of strategic partnerships timed to peak in the Festival week, plus opening announcement led by a message from President Zelensky. *September and October*

## Stage 3 – Amplifying Festival events

- Selected tent pole events subtitled in full for key markets and published post-livestream in full to YouTube and elsewhere. *6-9 October onwards*
- Events promoted with multiple short-form snippets tailored to key social media channels (Twitter, Facebook, Instagram reels, TikTok, YouTube shorts), subtitled and shared globally via partner and influencer networks. *6-9 October onwards*

## Results

- 206,000 web page views at [hayfestival.org/lviv-bookforum](https://hayfestival.org/lviv-bookforum)
- 58,300 Vimeo impressions; 8,220 Vimeo views
- 8,661 event registrations from 103 countries
- Top 10 viewing countries were the UK, Ukraine, USA, Canada, Spain, Colombia, Germany, Mexico, Australia and France



# THE FESTIVAL IN THE MEDIA

220 media mentions including coverage in:

- El Pais
- Deutsche Welle
- El Universal
- Hindustan Times
- Guardian
- The Times
- The Sunday Times
- La Presse
- Foreign Policy
- Literary Hub
- Times Radio
- C-SPAN
- CBS News
- Monocle 24

## KYIV POST

UKRAINE'S GLOBAL VOICE

War Ukraine World Economics Videos Opinions Classifieds

Lviv BookForum 2022

### Ukraine's Voice From the Bomb Shelter: the Lviv BookForum 2022

Despite the war in Ukraine and the risks due to rocket attacks, the 29th International BookForum was held in Lviv from October 6 to 9. The foundation of this event dates back to 1994. At that time, it

by Anna Nepili | October 15, 2022, 9:10 am | Comments (0)



\* conference with Philippe Sands, Natalia Gumeniuk, Stanislav Aseev, Jonathan Littel, Andrii Kulikov, Masi

## Leamos

ARGENTINA AMÉRICA QUÉ PUEDO VER ECONÓMICO TELESHOW DEPORTES

Jueves 23 de Febrero de 2023

Últimas noticias Rusia invade Ucrania Confesiones Coronavirus Tendencias ESPN Newsletters

LEAMOS

### Así se vivió la edición 2022 del Hay Festival y el Lviv Bookforum de Ucrania

Entre los invitados estuvieron el ganador del Premio Nobel de Literatura 2021 Abdulrazak Gurnah; la ganadora del Premio Booker Margaret Atwood y el antropólogo Yuval Noah Harari.

12 de Octubre de 2022

f t in e y w



Lviv Bookforum en Ucrania. Cortesía.

La vigésimo novena edición del **Lviv BookForum**, el mayor festival literario de Ucrania, se realizó de manera híbrida (virtual y presencial), en este mes de octubre, con alrededor de 40 invitados que discutieron sobre temas como el arte en tiempos de guerra, la memoria, la igualdad de género, la pérdida, la corrupción, el imperialismo y la esperanza.

### Ucrania conversará con el mundo entero a través del "Hay Festival"

6 de oct de 2022

Ucrania conversará con el mundo entero a través del "Hay Festival"

Home > News

### Zelensky opens Lviv BookForum with support from Atwood and Gaiman

NEWS OCT 6, 2022 BY RUTH COMERFORD



Volodymyr Zelensky © Shutterstock

Ukraine's largest literary festival, Lviv BookForum, has opened with messages of support from President Volodymyr Zelensky, supported by authors appearing at the event including Margaret Atwood and Neil Gaiman.

### Margaret Atwood and Neil Gaiman among authors signed up for Ukrainian book festival

Lviv BookForum is partnering with Hay festival for a programme of in-person and online events, which will be streamed free from 6-9 October



Abdulrazak Gurnah and Margaret Atwood. Composite: Getty, EPA

### 29 Lviv BookForum, la palabra contra la guerra

El festival literario más importante de Ucrania convoca a 40 escritores y periodistas

VIRGINIA BAUTISTA | 05-10-2022



Jon Lee Anderson dictará dos conferencias: Imperialismo e identidad y El papel del escritor en las guerras. Fotos: Cortesía Daniel Mordzinski/ LVIV Book Forum/ Fotoarte: Erick Zepeda



VIA LVIV BOOKFORUM AND HAY FESTIVAL

## Why Book Festivals Matter, Even in a Time of War

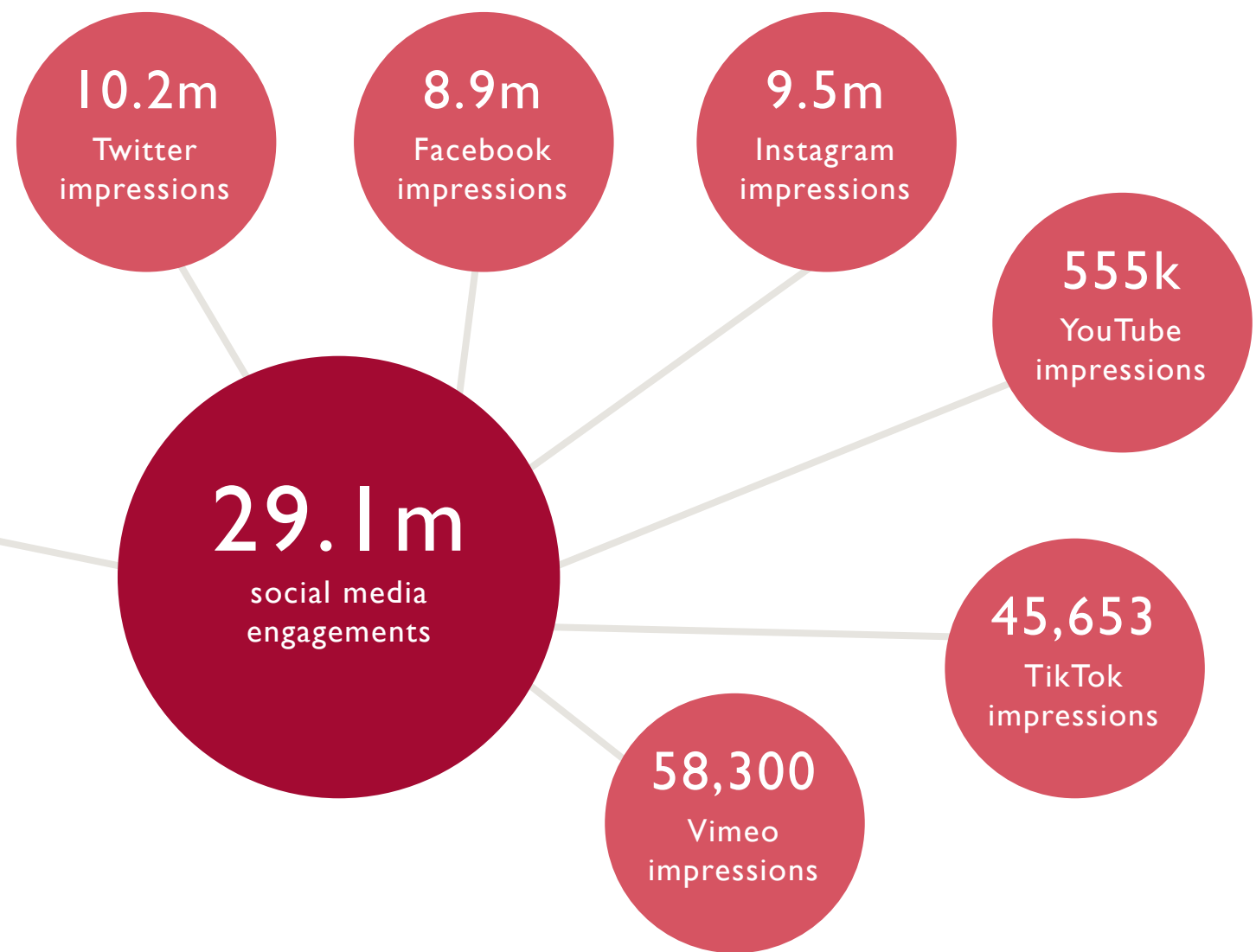
An Invitation to Join the Lviv BookForum, Programmed Virtually Around the World

By Sofia Cheliak

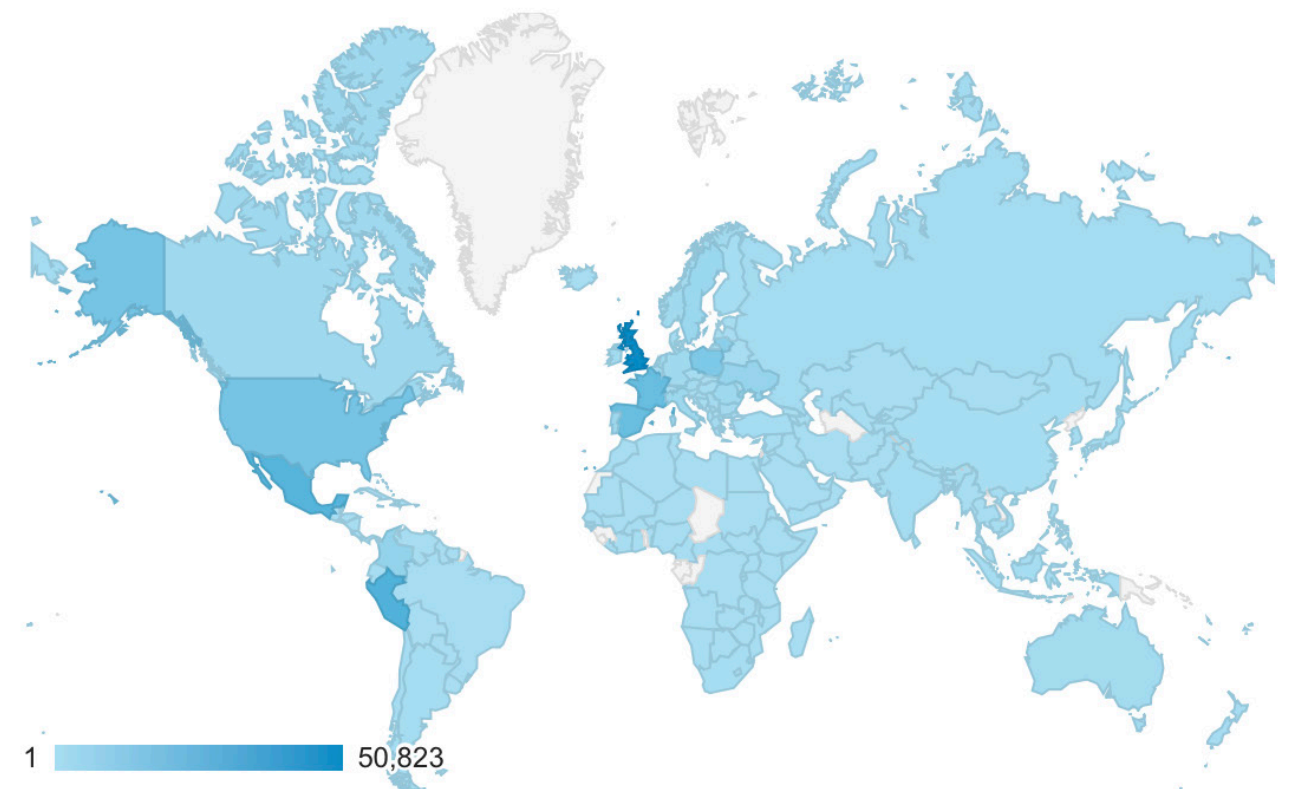
October 5, 2022



# THE FESTIVAL IN NUMBERS



Global map of Lviv BookForum viewers





# THE FESTIVAL IN QUOTES

“I sincerely welcome BookForum in hospitable Lviv, an important book publishing event that holds its intellectual front in this difficult time.”

– President Zelenskyy

“In joining the Lviv BookForum and Hay Festival programme, I support Ukrainian writers and readers as they share their work. May this theatre of ideas and talent inspire more to raise their voices and share their gifts.”

– Margaret Atwood

“A bit of good news to remind you that the world’s not all bad.”

– *Guardian*







# WITH THANKS TO...



OPEN SOCIETY  
FOUNDATIONS





# ABOUT HAY FESTIVAL

Hay Festival is run by Hay Festival Foundation Ltd (England and Wales charity number 1070073), bringing readers and writers together to share stories and ideas in sustainable events live and online. The Festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it might be. Nobel Prizewinners and novelists, scientists and politicians, historians, environmentalists and musicians take part in the Festival's global conversation, sharing the latest thinking in the arts and sciences with curious audiences.

In 1987, the Festival was dreamt up in the booktown of Hay-on-Wye, Wales. Thirty-six years later, the Festival has travelled to editions in 30 locations, from the historic town of Cartagena de Indias in Colombia to the heart of cities in Peru, Mexico, Spain and the USA. The organisation now reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in arts and the media. Over the past year, the Festival earned 1.5 million web visits and passed one million event views online, while its social media following climbed to 344,000, making it one of the most impactful literary events in the world.

Alongside its hybrid events, Hay Festival runs a series of digital initiatives to expand its global audience, including the Hay Festival Podcast in English and Spanish, the Imagina el Mundo film series, and the Hay Festival Book of the Month offering. Meanwhile, thousands of audio and film recordings from the Hay Festival archive can be enjoyed on Hay Player ([hayfestival.org/hayplayer](https://hayfestival.org/hayplayer)).

A wide programme of education and outreach work runs alongside all of the Festival's events, earning multiple awards over the years, including Festival of Sanctuary status from refugee charity City of Sanctuary UK and, in 2020, Spain's Princess of Asturias Award in Communication and Humanities.

Festival calendar... Hay Festival, Wales (25 May-4 June 2023); Hay Festival Querétaro, Mexico (September 2023); Hay Festival Segovia, Spain (September 2023); Hay Festival Arequipa, Peru (November 2023); and Hay Festival Winter Weekend, Wales (23-26 November 2023), Hay Festival Jericó, Colombia (January 2024), Hay Festival Medellín, Colombia (January 2024), Hay Festival Cartagena de Indias, Colombia (January 2024).







HAY  
FESTIVAL