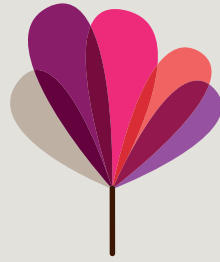


QUERÉTARO 2019 REPORT



HAY FESTIVAL QUERÉTARO





HAY FESTIVAL

Querétaro 2019

Hay Festival Querétaro 2019 brought together 32,000 people over four days (5–8 September) to attend 107 events throughout the city of Querétaro, and to enjoy the words, melodies and images of more than 125 participants. Querétaro presented a Nobel Peace Prize winner, concerts by three internationally renowned musicians, a stage production, six film and documentary screenings, and talks with a variety of respected journalists, writers, scientists, political analysts and activists from 17 countries.

On the international literary level, acclaimed authors appearing included **Michael Ondaatje** (Canada), **Rhidian Brook** (United Kingdom), **Alys Conran** (United Kingdom), **Sandrone Dazieri** (Italy), **Karina Pacheco** (Peru), **María Fernanda Ampuero** (Ecuador), **Eva Baltasar** (Spain), **Alejandra Costamagna** (Chile), **Diamela Eltit** (Chile), **Lina Meruane** (Chile), and the Spanish poets **Elvira Sastre** and **Andrea Valbuena**. The essayist **Wolfram Eilenberger** (Germany) and the explorer and writer **Erling Kagge** (Norway) also contributed on the topics of philosophy and self-discovery, respectively.

We listened to an exchange between two writers from native communities in Canada and Mexico: **Carleigh Baker**, of Cree and Métis descent; and **Yásnaya Elena Aguilar**, an Ayuujk linguist, researcher and activist. Indigenous themes also featured in events with **Amalia Tello Torralba** and **Anamar López Torres**, before the screening of the documentary film *La voz del valle*, the first of a series created by Canal Once and the National Institute of Indigenous Peoples, on indigenous radio broadcasters around the country.

The arts in Mexico were represented by authors **Vivian Abenshushan**, **Luis Jorge Boone**, **Jorge Comensal**, **Isabel Zapata**, **Yael Weiss**, **Gabriela Jauregui**, **Yuri Herrera**, **Bernardo Esquinca**, **Alberto Chimal**, **Raquel Castro**, **Élmer Mendoza**, **Liliana Bloom** and **Carlos Velázquez**.

Current Mexican and global politics were discussed by the ex-president of Colombia and winner of the 2016 Nobel Peace Prize, **Juan Manuel Santos**, and the director of *El País* in the Americas, **Javier Moreno**. The subject was Santos' most recent book, *The Battle for Peace*, which describes his path to the presidency, the negotiation of the peace treaties with FARC and winning the Nobel Prize.



Tatiana Couthier, Andrés Manuel López Obrador's campaign manager, shared her experience in conversation with **Sabina Berman** in Teatro de la República, and **Ben Rhodes**, one of US President Barak Obama's National Security advisors and speech-writers, talked about his time in the White House.

Izzeldin Abuelaish, the first Palestinian medical doctor to work in his field in a hospital in Israel, told how his life was changed for ever by the death of his three daughters in an Israeli attack during the war in Gaza in 2009, documented in his memoir *I Shall Not Hate*.

The internationally topical issues of migration, nationalism, corruption, impunity, State violence and drug trafficking were all discussed. Leading the debates were the Spanish journalists **Pablo Ferri**, **Pablo Ordaz**, **Jacobo García**, **Javier Lafuente**, **Elena Reina** and **Lucía Blasco**; **Óscar Martínez** (El Salvador); **Jon Lee Anderson** (United States) and the cartoonist **Joe Sacco** (Malta); Mexican journalists **Julio Hernández**, **Daniela Rea**, **Olivia Zerón** and **Javier Risco**. The former judge **Baltasar Garzón** (Spain), an expert on human rights and international law, talked about his career and his book *No to Impunity*. **Sarah Churchwell** (United States) talked about the state of affairs in the US under President Trump, analysing in particular the terms 'America First' and 'the American Dream'.

Among the eminent scientists speaking were theoretical physicists **Roberto Emparan** (Spain) and **Gerardo Herrera** (Mexico), with biologists **Tiziana Ulian** (United Kingdom) and **Rafael Lira** (Mexico). All four shared their knowledge on black holes, gravitational waves, quantum physics, biodiversity and conservation.

The musical scene was represented by the rapper **U-God** (United States) of the hip-hop group Wu-Tang Clan, the former singer-songwriter of the band Radio Futura, **Santiago Auserón** (Spain), and the ex-percussionist of the British band The Cure, **Lol Tolhurst**. They all gave brilliant performances and talked about their books.

Photographers **Antonio Turok** (Mexico) and **Jesús Abad Colorado** (Colombia), who specialise in covering social movements and conflict in their countries, were well received, and film-maker **Kate Horne** (United Kingdom), American chef **Kwame Onwuachi**, graphic designer **Eduardo Salles**, and actor-director-producer and activist **Diego Luna** completed the main Festival programme.

The programme for children featured Spanish authors **Leire Bilbao**, **Elisa Arguilé** and **Pablo Albo**; Colombia's **Celso Román** and **Gina Jaramillo** from Mexico.

Hay Delegaciones was a series of seven free events in different districts of the city. In addition, children's authors, with support from Zorro Rojo Foundation and LEO Association, promoted reading and creativity among the very young.

The Festival closed on Sunday at the Jardín Guerrero with **Hay, Illustrated**, a live event with cartoonists, illustrators and graphic novelists **Bef**, **Elisa Arguilé**, **Renata Martínez** and **Trino**, led by philologist **Laura García**.

Beyond Querétaro, there were events in **Monterrey**, at the **Nuevo León Autonomous University**; and Hay Forum **Dallas, Texas**, in the bilingual bookstore **The Wild Detectives**.

This year marked the second edition of **Ellipsis**, a project run by Hay Festival and the British Council to support and promote literary creation and editing among young people in Mexico.

Hay Festival Querétaro 2019 was a resounding success, covering the most important issues in literature, science and the arts. We look forward to the next edition in 2020.



The Festival in numbers

32,000 attendees

6 venues in the historic centre of Querétaro

129 participants

Guests from 17 countries

7 events in districts of Querétaro

EVENTS IN MONTERREY AND HAY FORUM DALLAS

15 events at universities

5 events in Monterrey (Autonomous University of Nuevo Leon)

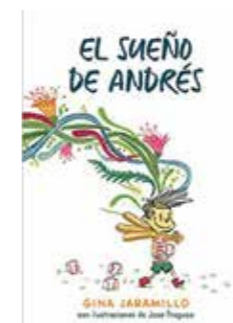
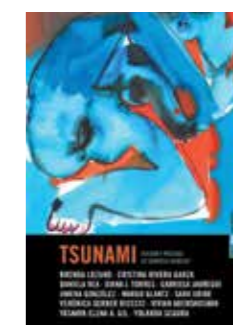
7 events for children

2 days of Hay Forum Dallas at The Wild Detectives bilingual bookstore

60 events in the general programme



The Festival's 10 bestselling books



1. *Agujeros negros y ondas gravitacionales*
Gerardo Herrera Corral (Sexto Piso)
2. *The battle for peace*
Juan Manuel Santos (Península)
3. *Juntos hicimos historia*
Tatiana Clouthier (Penguin Random House)
4. *Tsunami*
V.V.AA. (Sexto Piso)
5. *Raw*
U-God (Sexto Piso)

6. *Cured*
Lol Tolhurst (Malpaso)
7. *El sueño de Andrés*
Gina Jaramillo (Alfaguara)
8. *Cinismo ilustrado*
Eduardo Salles (Tumbona)
9. *Iluminando el lado oscuro del universo*
Roberto Emparan (Ariel)
10. *Walking: One step at a time*
Erling Kagge (Taurus)



The Festival in the media

1,407 publications

FACEBOOK

513,536 people reached

\$66.43 million Mexican pesos

(£2.78 million estimated value of press coverage)

3,518 new followers

TWITTER

407,780 impressions, June–September

24 press releases

689 new followers

INSTAGRAM

664 interviews

3.6% average engagement

300 journalists

744 new followers



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 the past 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 will take place at venues in Abu Dhabi from 24 to 27 February 2020, as well as a Europa28 special edition in Rijeka, Croatia, from 3 to 5 June 2020.

“I have no words to thank the Hay Festival for this inspiring opportunity. It was an exceptional event that really reaches people.”

Izzeldin Abuelaish

“The selection of musical guests at Hay Festival proves that literature doesn't only exist in books, but can be found even in the gothic rock anthems of The Cure or the gangsteresque tales of Wu-Tang Clan.”

Fernando García Lazo, Chilango

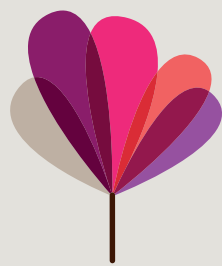
“This year Hay Festival was filled with voices of Hispanic American women demanding to be heard.”

Estefanía Camacho, Gatopardo

“What more can I say? If you like to think, analyze and see culture in the broadest sense, don't hesitate – go to Hay Festival. You won't regret it.”

Óscar G. Hernández, Marvin





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