

QUERÉTARO 2020 REPORT





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HAY FESTIVAL

Digital Querétaro 2020

Hay Festival Digital Querétaro 2020, in its first 100% free, digital edition, gathered thousands of viewers from fifty countries across all continents, totalling close to 300,000 views for the 66 events on the programme.

From 2 to 7 September, the Festival presented a stellar line-up of five Nobel Prize winners, six Princess of Asturias Award winners, three Cervantes Award winners and a group of researchers, activists, scientists, journalists, artists and musicians from 19 countries who were part of the live and recorded festival events. The full programme was available on the Hay Festival website until 9 September.

Broadcasting in the digital space enabled Hay Festival to overcome the challenges created by the Covid-19 pandemic, to cross borders and to reach a broader audience. The online format allowed the Festival to relive past events with the *Hay Classics*, a selection of six talks from previous editions of the international Hay Festivals. The Nobel Prize for Literature winners Kazuo Ishiguro

and Olga Tokarczuk at Hay-on-Wye (2015 and 2018), the great British espionage author, John Le Carré at Hay in 2013; the award-winning Nigerian novelist and essayist Chimamanda Ngozi Adichie at Cartagena 2019, Brazil's ex-president Dilma Rousseff and the eminent Canadian writer Margaret Atwood at Cartagena 2020.

Pakistani activist Malala Yousafzai, recipient of the 2014 Nobel Prize for Peace, talked to Mexican journalist and activist Lydia Cacho. The iconic author of *The Latin American Boom*, Mario Vargas Llosa, talked to Peruvian writer Raúl Tola about his latest book, *Medio siglo con Borges*. The 2008 Nobel Prize for Economics winner Paul Krugman, author of *Fighting with Zombies*, an indispensable book in understanding the economic reality of the world today, talked to journalist Javier Solórzano.

The international literary scene brought renowned novelists such as Salman Rushdie (1981 Man Booker Prize and Best of the Booker 2008), Paul Auster (Princess Asturias Award for Literature 2006), Siri Hustvedt (Princess of Asturias Award for Literature 2019) and Elena Poniatowska (Cervantes Award 2014). Mexican writers such as Liliana Blum, Valeria Luiselli, Emiliano Monge, Eduardo Rabasa and Daniel Saldaña París were part of the programme. We had the honour of hearing Uruguayan poet Ida Vitale (Cervantes Award 2019) talking about her life's work, spanning over seven decades of writing, and reciting poetry.

The actor, director, film producer and activist Gael García Bernal talked about his film *Chicuarotes* with Olivia Zerón.

The general programme included great environmental activists including Mexican biologist and researcher Julia Carabias, who talked to Colombian biologist Mauricio Diazgranados; and Colombian anthropologist and researcher Carlos Castaño Uribe in conversation with Fiorella Fenoglio.

Michelle Bachelet, ex-president of Chile and currently High Commissioner for Human Rights at the United Nations, talked about the most urgent social problems we face in our time; and the Spanish writer and philosopher Adela Cortina talked about her most recent book, *Aporofobia, el rechazo al pobre*, on poverty and inequality.

Two journalists whose work is essential to understanding Latin America, Jon Lee Anderson (United States) and Alma Guillermoprieto (Mexico), talked about their most recent books, *Los años de la espiral* and *¿Será que soy feminista?*, respectively.

The conversation on America's indigenous peoples included Yásnaya Elena Aguilar (Mexico), Darrel McLeod (Canada) and Mirza Mendoza (Mexico). The relationship between writing and gender was the topic of discussion between Spanish writer and philosopher Elizabeth Duval and Querétaro poet Yolanda Segura.

Science and philosophy were entwined, with the participation of Spanish Doctor of Genetics Miguel Pita and Mexican scientist Carla Santana Torres, who talked about the coronavirus from a medical perspective, while Querétaro philosopher José Salvador Arellano shared his insight on bioethics.

“Hay Festival is one of the best cultural events in #Querétaro and once more it has proven itself. The variety of events of the #HayFestival and the insights of the participants invite us to normalize cultural events.”

Niels Rosas Valdez, *El Universal*

Three Editorial Talent talks were presented in partnership with Cálamo bookshops (Zaragoza, Spain) – conversations with writers, booksellers and editors on what's happening with books during the pandemic. At The Wild Detectives bilingual bookshop (Dallas, Texas), three events took place as part of the Hay Forum Dallas programme.

PAUL AUSTER AND VALERIA LUISELLI IN CONVERSATION WITH INGRID BEJERMAN



ADELA CORTINA IN CONVERSATION WITH ALEXANDRA HAAS



MARIANA HARTASÁNCHEZ AND JORGE SMYTHE
IN CONVERSATION WITH GABRIEL HÖRNER



MALALA YOUSAFZAI
IN CONVERSATION WITH LYDIA CACHO



Hay Joven, the programme for university students, was extended to students from around Mexico and Latin America with six talks: Querétaro composer Ernesto Martínez Álvarez de Icaza on music; physicist José Luis Aragón Vera (Mexico) and mathematician Clara Grima (Spain) on science; a lecture on digital journalism with BBC reporters; Carla Santana Torres on polar bears; an event with participants from the Elipsis programme, created by the British Council in partnership with the Hay Festival; and Paola Kuri (Mexico), on women's football in Mexico.

The programme for children included speakers such as Spanish cartoonist Miguel Brieva, mathematician Guillermo Ramírez (Mexico), Clara Grima and the great children's author Francisco Hinojosa (Mexico).

Six lectures on gender, philosophy, theatre and indigenous cultures were given by art historians Claudia de la Garza and Eréndira Derbez; writer and visual artist Irasema Fernández; philosopher Juan Carlos Moreno Romo; theatre actor and director Javier Velázquez; and anthropologist Mirza Mendoza.

Each evening a concert by a Querétaro band took place. We listened to Mantis Atea, Mollete, Sarabanda, Tallulah, SQNX, DJ Jorger and the Piatti Quartet, as well as Mexican composer, singer and songwriter Julieta Venegas.

This festival of ideas flourished, beaming from Querétaro to the rest of the world in this new digital format. While we hope to meet again in person on future occasions, we were able to enjoy a stimulating, rich and diverse edition of Hay Festival Querétaro, this time, on a global level.

"I am very grateful for this opportunity. For years I have gone to the festival in Cartagena de Indias, and being able to access other settings is a dream come true."

Luz María Orozco, público

TALENTO EDITORIAL: JAZMINA BARRERA, ARANTXA MARTINEZ
AND SOL SALAMA IN CONVERSATION WITH MARIANA H



HAY JOVEN (FOR UNIVERSITY STUDENTS): PAOLA KURI



The Festival IN NUMBERS

134 participants from **19** countries

30 participants from Querétano and 6 local bands

66 talks: **42** in the general programme, **4** talks for children, **8** Casas Hogar events, **6** lectures, **6** events for university students

7 concerts

387,412 visits to hayfestival.org

287,117 total views of all events

710 listens on Spotify: Event C2 Legends of Querétaro

More than 1 million people reached on Twitter

Viewers by country (50 countries in total):

60% Mexico

16% Colombia

10% Peru

5% United States

3% Spain

6% 45 other countries

800,000 people reached on Facebook

500,000 people reached on Instagram

HAY FESTIVALITO: MIGUEL BRIEVA



JULIETA VENEGAS CONCERT



PATROCINADOR PRINCIPAL



ALIADO PARA AMERICA LATINA



The Festival IN THE MEDIA

1,631 published articles

259 interviews held by 53 speakers

21 press releases

1 press conference

350 press accreditations

\$74.3m
Mexican pesos saved

\$102.9m
Mexican pesos saved with articles
+ partnerships + social media

200 mentions on social
media – \$6.6m
Mexican pesos

7 national and international
partnerships – \$22m Mexican
pesos

“Hay Festival Digital Querétaro
takes a stand as the best cultural
gathering in the world.”

Miguel Benítez Ramírez, *ADN Cultura*

PRAISE

for Hay Festival Querétaro 2020

PARTICIPANTS

“The Hay Festival is an indispensable space for reflection in these times of uncertainty because of the pandemic and the resulting crisis (in many aspects, not just economic). What would we do without books, science, journalism, music, human rights? What would we do without these conversations in which we can listen to great experts talking about all these topics? That is, what would we do without the Hay Festival?”

Irma Gallo

“Congratulations to Hay Festival and all its team, and may the next time be in person. What the Hay Festival and all its team has done so that this could be achieved in these difficult conditions is absolutely admirable, congratulations and most importantly, thank you to all, we have listened to some spectacular talks. Thank you.”

Julia Carabias

“I have felt fortunate and happy to participate in this talk. Juan Villoro is a mythical author, who I have admired for many years, and the cordial and intelligent questions of Irma have made me feel at home. I shall keep an unerasable memory of this encounter.”

Irene Vallejo

HAY FORUM DALLAS: MARÍA HINOJOSA, GERARDO LISSARDY AND PATRICIA SULBARÁN IN CONVERSATION WITH LILIET HEREDERO



CHARLA MAGISTRAL: CLAUDIA DE LA GARZA AND ERÉNDIRA DERBEZ





AUDIENCE

"I have been living in Querétaro for four years and from the first year on I went to the Hay Festival. For me, it's an event that I wait for anxiously, and I even got the chance to go to the 15th edition of the festival in Cartagena this January with my daughter. Even though I miss walking down the streets of Querétaro, going to its cafés, enjoying its restaurants, seeing the authors walking around or speaking close to me, I have been able to enjoy myself and I thank the effort that was made to bring this digital edition to us all."

Cecilia del Río Soto

"I was part of many events of Hay Festival Querétaro. I was amazed by the quality of the events and the way they were organized. How well organized and what a good event. Of world-wide quality! Thank you very much."

Marciano Puche Uribe

"I highlight Jesus Marchamalo's conference on books and bookshops in the event on bookshops in lockdown; Gael García Bernal's talk, which has led me to watch *Chicuarotes*; the surreal and fantastic conversation with Auster and Luiselli – I love Valeria and her books–; the wisdom of Scurati; the lecture by Juan Carlos Moreno Romo and the surprise of Margaret Atwood. I loved it!"

Concha Monserrat Muñoz

"I think the festival has been great. Excellent speakers and very good talks. Thank you for opening it up so we can connect."

Gineth Olarte

"I have enjoyed the festival very much. Particularly listening and seeing the great Ida Vitale, it was a beautiful experience."

Ilse Sánchez Quintero

"Each day I am thankful for being able to participate, even on these terms, in the Hay Festival. Vargas Llosa impressed me because of his humility. I am very grateful for this alternative because of the pandemic and the need we have to come close to culture and current world affairs."

Dulce María Yarza Díaz

MEDIA

"I am sure that many of the guest speakers – because of their age – wouldn't have been able to physically go to a festival, but, virtually, it has been wonderful to listen to them, see them, feel them [...] Attending the events of the festival was an unforgettable experience. It's very different from going to YouTube and seeing them the next day: the excitement of the live event, or to know that one artist or another made the recording specifically for those who were there awaiting their words or their music... it was something extraordinary."

Claudia Sterling, Pulzo

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HAY FORUM DALLAS



TALENTO EDITORIAL



ABOUT HAY FESTIVAL

Hay Festival is a not-for-profit organisation that 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.

Nobel Prize-winners and novelists, scientists and politicians, historians and musicians talk with audiences in a dynamic exchange of ideas. The Festival's global conversation shares the latest thinking in the arts and sciences with curious audiences live, in print and online. Hay Festival also runs wide programmes of education work supporting coming generations of writers and culturally hungry audiences of all ages.

In 1987, the festival was dreamt up around a kitchen table in Hay. Thirty-three years later, the unique marriage of exacting conversations and entertainment for all ages has travelled to editions in 30 locations, from the historic town of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain, and this year to Croatia and the UAE. The organisation now reaches a global audience of hundreds of thousands every year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in arts and the media.





HAY
FESTIVAL
DIGITAL
QUERÉTARO