

HAY FESTIVAL

QUERÉTARO

FINAL REPORT 2022





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Wole Soyinka with Diego Rabasa



HAY FESTIVAL

Queretaro 2022

The seventh Hay Festival Queretaro was held between the 1st and 4th of September 2022, and it was notable for its consolidation of live audiences after the pandemic, with highly successful attendance figures. This year we welcomed a total of 27,359 audience members as well as an online community of over 346,500 digital users.

The programme was made up of almost a hundred events (99), divided among the general programme, Hay Festivalito, Hay Joven, Hay Delegaciones, Publishing Talent and the Hay Forum Dallas, held in the United States. Furthermore, 14 of these activities were streamed live.

The event featured 145 guests from 15 different countries, all of them outstanding figures from the world of literature, ideas, music, politics and journalism. These included the Nigerian writer Wole Soyinka (Nobel Literature Prize, 1986), the Yemeni journalist and activist Tawakkol Karman (Nobel Peace Prize, 2011), and many other major writers such as Vivian Gornick, Rosa Montero, Horacio Castellanos Moya, Caitlin Moran, Viet Thanh Nguyen, Paul Muldoon, Gonzalo Celorio, Cristina Rivera Garza, Alma Guillermoprieto and Miriam Toews, musicians and performing artists such as Jarvis Cocker, Jorge Viladoms and the Cachada Teatro company as well as scientists like Antonio Martínez Ron, Carlos Briones and George Makari.

This varied range of guests of the highest level attracted considerable interest from web users, resulting in a total of 185,716 visits to our website. Furthermore, there was strong support from the international digital community on our social media, with a total of 1,360,832 people reached during the period between the 6th of July and the 7th of September.



Jarvis Cocker with Mariana H



Elisa Guerra

The events on the general programme took place at the City Theatre, the City Museum, the Rosalío Solano Film Theatre, the Guerrero Garden and in the courtyard of the Delegación del Centro Histórico. As well as these, a range of different venues opened their doors for the other festival programmes:

Hay Joven:

- Autonomous University of Queretaro (UAQ)
- UAQ Library, Old Quarter
- National Autonomous University of Mexico (UNAM), Juriquilla Campus
- UNAM's Cultural Centre in the Old Quarter
- Tecnológico de Monterrey university
- Anáhuac University

Hay Delegaciones:

- Josefa Vergara Cultural Centre
- Cayetano Rubio Cultural Centre
- Carrillo Puerto Community Cultural Centre
- Epigmenio González Cultural Centre
- Félix Osos Sotomayor Public Library
- Mariano Matamoros Secondary School

Events in Queretaro State:

- Corregidora, Plaza Gran Cué
- Bernal, Central Park
- Tequisquiapan, Plaza Miguel Hidalgo

Hay Forum Dallas:

- The Wild Detectives bookstore, Dallas, TX (EE.UU.)

This inspiring festival was made possible thanks to the support of about a hundred volunteers who helped with the accompaniment and attendance of both guests and the general public.

Lastly, once again this year, as part of our firm commitment to the environment, the 2022 Hay Festival Queretaro was made a carbon neutral event.



Wilfried N'sonde with Yael Weiss



Tawakkol Karman

The Festival IN NUMBERS

145 PARTICIPANTS

- from 15 countries
- 29 local talent

99 EVENTS

- Hay Joven: 13
- General programme: 54
- Hay Festivalito: 5
- Talento Editorial: 4
- Hay Delegaciones: 7
- Children's homes: 6
- Bernal: 1
- Corregidora: 2
- Tequisquiapan: 1
- Hay Forum Dallas: 6

373.9 THOUSAND PEOPLE

social media reach

27.359

tickets sold

346.542

digital attendees

THE TOP 5 BEST-SELLING BOOKS:

- *Buen pop, mal pop* by Jarvis Cocker
- *El peligro de estar cuerda* by Rosa Montero
- *El invencible verano de Liliana* by Cristina Rivera Garza
- *Monstrua. Antología de diez escritoras mexicanas*, coordinated by Brenda Lozano & Gabriela Jauregui
- *Cómo ser mujer* by Caitlin Moran



Jorge Viladoms in concert

In Mexico our events were followed from:

- Queretaro
- Ciudad de Mexico
- Michoacan
- Puebla
- Veracruz
- Oaxaca
- Guadalajara

Internationally:

- Colombia
- Peru
- Spain
- United States
- El Salvador
- United Kingdom
- Argentina
- Chile



Emiliano Monge with Jazmina Barrera



Carlos Granés



La Cachada Teatro



Margo Glantz with Gabriela Jauregui

The Festival IN THE MEDIA

1.800 positive press notes

300 interviews with speakers and participants

29 press releases

10 press conferences

8 alliances with national and international media

R.O.I of **113.5 million** Mexican pesos

Social Media

Scope during the festival:

 **704.2 K** people

 **547.2 K** people

 **109.3 K** people



Pablo Argüelles at the event *NPR Presents: Radio Ambulante*



Natalia Toledo

Hay Festival Queretaro 2022: **CARBON NEUTRAL**

For the second consecutive year and as part of our commitment to the fight against climate change, we have implemented, together with our partner Dow México, the measurement and neutralization of the festival's carbon footprint in the following categories: transport, waste, food, energy, water and accommodation. In this way, the festival is in alignment with international initiatives such as the United Nations' Sustainable Development Goals.

We compensate for the CO₂ generated during the four days of the festival, that is 139.29 tons of CO₂ equivalent, through the Bosque Sustentable Sierra Gorda programme:

- Each ton of CO₂ will generate a donation.
- The carbon compensations are managed by the Bosque Sustentable Sierra Gorda organization, which seeks to protect natural forest for viable rural living, and as habitat for plants and animals.
- Reductions in carbon emissions endorsed by the government of Queretaro State and the UNFCCC system that goes by the name of ICAT (Initiative for Climate Action Transparency).

What is more, together with Dow and the Municipality of Queretaro, we are working to restore bicycle paths in Queretaro, in order to enable festival attendance by bike.



Caitlin Moran

The Festival IN WORDS

Diario de Querétaro

"Seven years ago, Queretaro became a location for one of the world's most important cultural festivals, the Hay Festival; since then it has managed to attract the most brilliant minds of our generation, who have spoken in different languages about literature, science, activism and politics. This event returns once again to the state, for the seventh festival, which will run from the 1st to the 4th of September, with the participation of 145 guests from 15 countries."

Arturo Marcial Padrón Hernández, Communication and Media Manager at the UAQ

"A forum of this kind opens up spaces for discussion, and of course the speakers are of the highest level. It seems to me that it is a good opportunity for university students to increase their cultural capital."

Marta Peirano, writer and journalist

"Many thanks for the generosity and the impressive management behind the festival, the interesting programme and the desire to create spaces for writers to meet. Once again, your ability to put me together with other writers showed unusual intuition."

Abel Martínez, Head of the UNAM Cultural Centre

"The Hay Festival, through its Hay Joven events, is a force for promoting the integrated education of all."

Antonio Martínez Ron, writer and scientist

"Each Hay Festival that I am involved in is more appealing and engaging than the last, and that makes it a stairway to heaven. Congratulations on having created something so special and thank you with all my heart for having given science a space."

Pedro Ángel Palou, writer

"It has been a spectacular Hay Festival, one that grew as it progressed, and the good feeling among the public has no price, except that of consistency and the duty to continue, offering quality, debate, ideas."



Paul Muldoon with Pura López Colomé



Rosa Montero with Javier Lafuente



Lucía Lijtmaer with Elvira Liceaga

ACKNOWLEDGEMENTS

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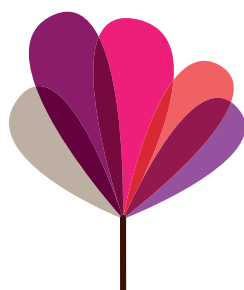


HAY JOVEN



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