

HAY FESTIVAL

QUERETARO

FINAL REPORT
2023





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**Alberto Cortés
and Greta García**
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HAY FESTIVAL

Queretaro 2023

The 2023 Hay Festival Queretaro was a four-day celebration of the best in international culture and thought, with a programme of 105 activities involving 147 guests from 20 different countries. A total of **28,801** people attended the event in person, and another **11,236** have attended virtually, so far, with an interaction in the **social media of 49 thousand users** from Mexico, Colombia, Peru, Spain, the United States, Argentina, Bolivia, Brazil, Ecuador and Venezuela.

This has been the most diverse programme so far, presenting important figures from the spheres of culture and science to the city, and bringing audiences the thrill of the music of **Andrea Echeverri** and **Galen&Paul**, the possibility to hear famous economists including **Ha-Joon Chang** and **Thomas Porcher**, offering fiction writers such as the Pulitzer prize-winner **Hernán Díaz**, the Mexican author **Fernanda Melchor**, the French writer **Muriel Barbery**, the Ukrainian **Victoria Belim**, the Spanish author **Irene Solà**, and the Serbian **Goran Petrović**, as well as **Gael García Bernal** talking about the **climate emergency**. Also discussed were **care, democracy, forced disappearances, intersectional feminism** and **alternative publishing projects**. At the venues in the outer districts, there were **7 events**, with **6 activities for children** from vulnerable backgrounds at homes, with the event reaching **Cadereyta** for the first time with two activities at the Cultural Centre there.

Hay Joven:

- ITESM
- Universidad Anáhuac
- Universidad Autónoma de Querétaro
- UNAM Juriquilla
- Universidad Pedagógica Nacional
- Tec de Monterrey

Hay Districts:

- Secundaria General Mariano Matamoros, Delegación Santa Rosa Jáuregui
- Biblioteca Juan de Dios Bátiz Paredes, Delegación Josefa Vergara
- Centro Comunitario Carrillo Puerto
- Casa de la Cultura Félix Osoreo
- Casa de la Cultura Cayetano Rubio
- Centro de Formación La Vía
- Centro Cultural Comunitario Epigmenio González

Two events in Queretaro state, in Cadereyta

General programme venues

- Teatro de la Ciudad
- Cineteca Rosalío Solano
- Museo de la Ciudad (Espacio Hay)
- Museo de la Ciudad (Espacio escénico)
- Jardín Guerrero
- Patio de la Delegación del Centro Histórico



Victoria Belim with Eduardo de la Garma de la Rosa and Alejandra Martínez Quesada at the Tec de Monterrey, Punto Blanco

Hay Joven at the Tlalpan Tec

This year the Hay Joven travelled to Mexico City on the 11 September, taking the Hay Festival Queretaro to the Tlalpan campus of Monterrey Tec with four talks given free of charge. These activities were for both university and high-school students, as well as the local residents of Tlalpan and were attended by a total of 2,000 people. The French winner of the Nobel Prize for Physics, **Serge Haroche**, talked about his popular science book *The Science of Light*. The French sociologist **Claudine Haroche** spoke about emotions and human relations in the world today. Also participating were the South Korean economist Ha-Joon Chang, author of *Edible Economics*, and Sarah Ladipo Manyika, author of *In Dependence*.

“Thanks to the Hay Festival for offering these encounters which allowed our young people to reflect, explore their emotions, develop their creativity and have fun, and which help us to transmit to them an enthusiasm for reading, complementing and enriching our work, and helping us achieve our goals as an association.”

Alexandra Hinojosa Muñiz
Reading Centre Coordinator
LEO, A.C.

Hay Forum Dallas

The Hay Forum Dallas, a bilingual event run together with The Wild Detectives bookshop, reached **1,040 people**, with activities at these venues:

- The Wild Detectives
- South Methodist University
- University of Texas at Dallas
- PEN America
- University of Texas at Arlington and el Consulado de México en Dallas



A panel discussion featuring Fernanda Melchor and Julián Herbert. They are seated in yellow armchairs on a stage, with a small table between them holding water bottles and a vase of flowers. Julián Herbert is speaking into a microphone.

#HAYQUERETARO23

Fernanda Melchor with Julián Herbert



Hernán Díaz

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Galen&Paul

The Festival IN NUMBERS

147 PARTICIPANTS

- from 20 countries

105 EVENTS

- 28,801 attended in person
- 11,236 digital audience

During the 2023 Hay Festival Queretaro we were in touch with our digital community, reaching **349 thousand users** in:

- Mexico
- Colombia
- Peru
- Spain
- USA
- Argentina
- Bolivia
- Brazil
- Ecuador
- Venezuela

THE 5 BESTSELLING BOOKS:

- *Economía comestible* by Ha-Joon Chang
- *Temporada de Huracanes*
and *Páradais* by Fernanda Melchor
- *La figura del mundo* by Juan Villoro
- *Papel con sello de agua* by Goran Petrović

Isela Xospa with Yásnaya Elena Aguilar



Andrea Wulf with Diego Rabasa

The Festival IN THE MEDIA

9 alliances with regional, national and international media organisations

100 media outlets covered the event

255 interviews with different festival spokespeople

56 spokespeople

13 press conferences

R.O.I. of 111.2 million Mexican pesos



Muriel Barbery with Yael Weiss

Gael García Bernal



**Fernando León
de Aranoa**

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and SOCIAL MEDIA

1 million 582 thousand 806 people reached,
on the three social networking services: Twitter, Facebook and Instagram;
surpassing last year's figure by more than 200 thousand people.

 **750 564** people reached and 257 new followers

 **559 455** people reached and 615 new followers

 **279 787** people reached and 1,184 new followers



Serge and Claudine Haroche
© Daniel Mordzinski

Carissa Véliz with Thomas Porcher,
Ha-Joon Chang and Eduardo Rabasa



Andrea Echeverri

2023 Hay Festival Queretaro: CARBON NEUTRAL

As a festival ally for the last three years, **Dow** has made it possible to measure and offset the Hay Festival Queretaro's carbon footprint, in line with its own sustainability goals, with offsetting and compensation for these carbon emissions with reforestation activities in the Sierra Gorda of Queretaro. This year we will be offsetting:

47.72 tons of CO2 equivalent

Transport	33.2%
Accommodation	30.8%
Food & drink	24.7%
Energy	11.2%
Waste	0.2%

Additionally, as a part of the artistic activities involved in the festival, Dow donated to the city of Queretaro a mural inspired by the subject matter of the event this year, carried out by the artist Adri Balbo and located in Secundaria Técnica N° I, painted in photocatalytic and vinyl paints.



Goran Petrović
© Daniel Mordzinski



In Koli Jean Bofane
© Daniel Mordzinski



2023 Hay Festival Queretaro

IN WORDS

Victoria Belim

“It was inspiring and exciting.”

Rosa Beltrán

“Another extraordinary success at this Hay Festival event.”

Margarita Sada

“Thank you so much for taking children into account, and for all the work put into bringing culture to so many people, young and old.”

Dahlia de la Cerda

“A very important bid to decentralise culture.”

Gael García Bernal

“Thank you for having us and thanks to this festival.”

PRESS:

La Razón México

“The Hay Festival Queretaro this year is committed to diversity.”

Reporte Índigo

“A chance to celebrate and share the best in culture, literature and music; everything that makes us more free and better people, and which makes us dream.”

El País América

“A feature of the Hay Festival Queretaro programme is its commitment to peace.”

Códice Informativo

“Championing diversity and tolerance, the 8th Hay Festival in Queretaro is committed to celebrating difference and to dialogue with writers, artists and scientists from all over the world.”

Gaëlle Obiégly

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ACKNOWLEDGMENTS

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Y ENTONCES, ENCONTRÉ MÉXICO.



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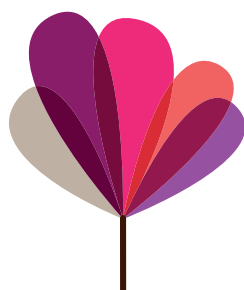
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Páginas de Espuma • Pearson • Pepitas de Calabaza • Penguin Random House • Taller Leñateros • Tránsito



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