

# SEGOVIA 2019 REPORT



## HAY FESTIVAL SEGOVIA





# HAY FESTIVAL

## Segovia 2019

“Segovia is thriving through the most recent edition of the Hay Festival and does so as it finished last year...placing the Segovian capital, and thus Castilla y León, as a point of reference for the arts. This Segovian festival overcomes all hurdles, including Brexit, and glows with all of its splendour.”

*El Mundo*, 22 September 2019

In 2019, the 14th edition of Hay Festival Segovia has consolidated its reputation as the leading festival of ideas, literature and arts – including architecture and visual arts – in Spain. Harking back to the origins of democracy in the Greek agoras, the Festival provided over 23 hours of activities in the Plaza Mayor and Plaza San Martín, under the theme ‘Open Spaces, Open Minds’, with more than 80 readings and concerts during the three days, attracting a young and enthusiastic public.

“The Plaza San Martín was the centre point of readings, concerts and dances as part of the Voices in the Square theme. Hay Festival puts forward this initiative to encourage reading and brings together in one place speakers who are renowned for their work and talent.”

*El Norte de Castilla*, 23 September 2019

“The traditional debates take place in convents, palaces, the Juan Bravo Theatre, la Alhóndiga and the public libraries in which we gather about a hundred artists and notable national and international influencers to discuss the fragility of our very existence and the fragility of the world in which we live, where democratic values begin to seem uncertain and put forward ideas to enable us to be optimistic about a shared future,” said María Sheila Cremaschi, Director of Hay Festival Segovia.

“Word and thought take over the city of Segovia. With the theme of open minds to change the world, Hay Festival transforms the city in a space for debate and analysis, within and outside of the traditional venues.”

*El Adelantado*, 23 September 2019

Set in the unique architectural backdrop of medieval towers, Romanesque churches and Renaissance façades, the voices of readers such as **Inua Ellams** and Loewe poets **Basilio Sánchez**, **Antonio Lucas** and **Ángela Segovia** resounded and celebrated the freedom of speech.

Architecture as a catalyst for social change in cities was explored by internationally recognised architects **Raj Rewal**, **Jeanne Gang** and **Amanda Levete**, who shared the stage with **Martha Thorne**, Executive Director of the Pritzker Prize.

“There’s a good reason to lure you beyond the confines of the M-30 and take you to Segovia. A cultural festival in which rather than singing your heart out to Vetusta Morla tunes, you sign up for talks with writers, philosophers, politicians, journalists and other national and international intellectuals to talk about issues that really matter.”

*El Confidencial*, 20 September 2019

The sculptor **Marc Quinn** spoke with **Dylan Jones**, Chair of the Hay Festival Foundation, about his latest project *Our Blood*, which makes a heartrending plea on behalf of refugees. The designer **Emilio Gil**, photographer **Eugenio Recuenco** and director of the London Design Festival, **Ben Evans**, also took part. **Paolo Santini**, **Jerónimo Saavedra** and **Lorenzo de’ Medici** reviewed the life and legacy of Leonardo da Vinci 500 years after his death.

“Hay Festival has shown once again that it can lure a long list of intellectuals, artists and writers to address the most timely issues such as inequality, the survival of democracy and the concept of Europe.”

*La Vanguardia*, 23 September 2019

Established and award-winning authors such as **Elísabet Benavent**, **Javier Castillo**, **Renato Cisneros**, **María Dueñas**, **Elvira Lindo**, **Reyes Monforte**, **Antonio Muñoz Molina**, **Carmen Posadas**, **Soledad Puértolas**, and **Domingo Villar** represented the world of literature, while poet **César Brandon** and 2019 Hay International Fellow **Alys Conran** were exponents of new arrivals in the literary scene.

This multidisciplinary festival included musicians who write: **James Rhodes** and **Christina Rosenvinge**. Among the international writers were the Iraqi novelist **Ahmed Saadawi**, and the American crime writer **James Ellroy**.

In the closing event of the Festival, **Fernando Aramburu** and **Aitor Gabilondo** spoke with journalist **Jesús Ruiz Mantilla** about the seminal screen adaptation of *Patria* which will be serialised on HBO.





“Following yesterday’s intense programme, Hay Festival Segovia lives its final hours with the essayist Fernando Aramburu who puts the finishing touch to the literary event.”

*El Norte de Castilla*, 23 September 2019

Philosophy was represented by philosophers and thinkers with their latest works. **Javier Gomá** spoke about dignity; and German philosopher **Wolfram Eilenberger** and British historian **Violet Moller** talked about the history of knowledge. **Clare Chambers** presented her work on the leading voices of the new philosophy.

“The idea of philosophy attracting the masses could only happen at the Hay Festival or if there is a ‘princess’ in the midst. Charlotte Casiraghi turned out to have pulling power for a discipline that rarely draws the crowds. Her presence alone makes headlines and brings philosophy to the fore.”

*ABC*, 23 September 2019

As happens year after year, Hay Festival Segovia continued to partner with other European festivals to promote cultural exchange. This year *Les Rencontres Philosophiques de Monaco* was the chosen guest with the participation of **Charlotte Casiraghi** and **Robert Maggiori** who presented their joint treatise *Archipel des Passions*, and French philosopher **Joseph Cohen**, who spoke of nihilism in Europe with **Fernando Savater**, winner of the Octavio Paz Prize.

“Hay Festival began in 1988 in Wales as a festival dedicated to literature. It has morphed into a great meeting of reflection and debate, far beyond books and writers. That’s what the Hay Festival is: a volcano of ideas on the Castilian plateau.”

*La Vanguardia*, 20 September 2019

In a world which is increasingly convulsive, putting forward solutions through art and thought as catalysts for social change were a common denominator. The global boom of populism was discussed with the Spanish lawyer **José María Beneyto**. The economist **Andrés Rodríguez-Pose** discussed the future of the old continent, while **Mukul Kesavan** brought to the fore the impact of current issues such as the new wave of nationalism in India. Writer and actress **Suzy Amis Cameron** and politician **Juan López de Uralde** discussed caring for the planet and the keys to her latest OMD book in the Fundación Telefónica Space.

“Is Europe unwell? Some of its ailments were diagnosed yesterday, during the central day of Hay Festival Segovia with a downpour of invited intellectuals, artists and writers and a great response from the public.”

*La Vanguardia*, 23 September 2019

The *Financial Times* contributed influential voices from its news desk – **Roula Khalaf** and **Daniel Dombey** – to discuss the future of Europe in the face of recent events with the international journalist **Anna Bosch** and the journalist and MEP **Luis Garicano**.

“If there is something important in the times we live in, it is to reflect on culture and on the future of Europe. Hence my praise for the celebration of the Hay Festival that is dedicated to thinking and reflecting on the things that really matter.”

*Diario de León*, 23 September 2019

Throughout the month of September, the Segovian palaces and convents bore witness to large curated exhibitions for the festival including the installation by **Ricardo Cárdenas** in the Plaza del Azoguejo, **Ricardo Martín**'s exhibition in Palacio de Quintanar and **Daniel Parra**'s exhibition Trafalgar in la Casa de la Moneda. Art was also present in the street with the live performance painting by **Alberto Reguera** in the Plaza de San Martín which was followed by the open air concert by **Jorge Nava**.

“September is a month dedicated to words in Segovia which hosts the Hay Festival; once again the capital of the province, and beyond, will bustle with dialogue and concerts in which words and its creators will be the main players.”

*Cadena Ser*, September 2019

The Festival has a commitment to training and personal development and there were activities equivalent to 20 hours such as educational workshops and conversations in the Public Libraries. **Manuel Jabois**, **Marta Williams**, **Charlotte Frasser-Pryne**, **Juan Fernández-Miranda**, **Lara Siscar**, **Juan Carlos Galindo**, **Idoia Cantolla**, **José Ángel Mañas**, **Amarna Miller**, **Vicente Molina Foix** and **Pedro Zuazua** took part, as did **Carlos Montúfar** and **Sabrina Guerra Moscoso**. The most important communication group in Spain DIRCOM reflected on FakeNews and Factchecking in a panel chaired by **Carlota del Amo**.

Beyond the capital, **Marta Williams** held a workshop on leadership in Cantalejo, and **Andreas Prittwitz** conducted a teaching concert of Baroque music in the ermita San Roque de Fuenterebollo.

“From the 19 September until today, the city of Segovia hosts the 14th edition of the Hay Festival, a prestigious festival in which books and art are the main players. A few known faces of the national and international world of culture have dropped by.”

*Elle*, 22 September 2019

Hay Festival is one of the ten European cultural institutions that participate in Wom@rts, with the aim of highlighting the contribution of women to cultural heritage and diversity, and addressing gender inequality. Aside from the above-mentioned female voices, the programme included a strong presence of women such as **Elia Barceló**, **Valeria Luiselli**, who spoke with journalist **Javier del Pino**, or **Monika Zgustová** who shared the stage with **Theodor Kallifatides**.





# IN FIGURES

## What's made this Festival unique

“The Hay Festival ends with 16,000 attendees and 98% of the capacity in all events.”

*El Norte de Castilla*, 25 September 2019

**120** guests participating in events: authors, artists, economists, politicians, architects and journalists from 25 countries

**80** guests at public readings

**58** events

**3** days

**25** hours of programming in public spaces

**116** sponsors

**8** workshops and readings

**11** venues and public spaces

**6** concerts

**6** exhibitions

“The Hay Festival in Segovia is an event that showcases the Castilla y León brand.”

Francisco Igea, Vice-presidente de la Junta de Castilla y León, *La Razón*, 21 September 2019



# MEDIA COVERAGE

## Print and social media

### THE FESTIVAL IN THE PRESS

Segovia has become a focus of international media interest with correspondents and delegates sent from around the world to cover this 14th edition. According to the official data obtained in the press clipping, the results provide the following key figures.

**€5,800,000** advertising equivalent economic value of the coverage in all media

**930** news articles about the Festival were published between May and September 2019, in written, digital and audiovisual media

**321,888,117** total audience reach

International media such as BBC World, *Financial Times*, La Nación, TV Monaco and DPA Agency sent correspondents with special broadcasts in various slots. Among the main print newspapers in Spain were *El País*, *ABC*, *El Mundo* and *La Vanguardia*, which covered the Festival with special reports and interviews with guest speakers. *Elle*, *Vanity Fair*, *SModa*, *Telva*, *Glamour*, *Hola*, *El Cultural*, and *Fuera de Serie* magazines devoted several pages to the event programme in advance.

This year for the first time, there was a live broadcast of the programme *El Ojo crítico* on national radio station RNE, which was recorded from Plaza San Martín, and television programme *España Directo* on TVE, which made two live connections with the Hay Festival.

## THE FESTIVAL ON SOCIAL MEDIA

As for social media, digital campaigns launched through @hayfestival and @hayfestival\_esp on Twitter, Facebook and Instagram surpassed 680,000 earned impressions, without investing in advertising.

On Twitter, the activity of the @hayfestival and @hayfestival\_esp profiles generated a total of 458,428 impressions. On Facebook, both profiles reached an audience of 114,765 users and on Instagram 31 posts by @hayfestival reached 72,044 users.

The provision of video streaming was well received by the network of followers. Thanks to the live

broadcast of some of the most anticipated events, the number of video views on Facebook surpassed 5,000, with a range of more than 3,500 minutes played from various points in Spain, France and Monaco. It should be noted that the publications also generated, and continue to generate, interest and activity after the event.

These results confirm the growth trend of the network of followers and a greater degree of loyalty thanks to comments published by Festival participants, sponsors and attendees.





# IN PICTURES

## Segovia in images

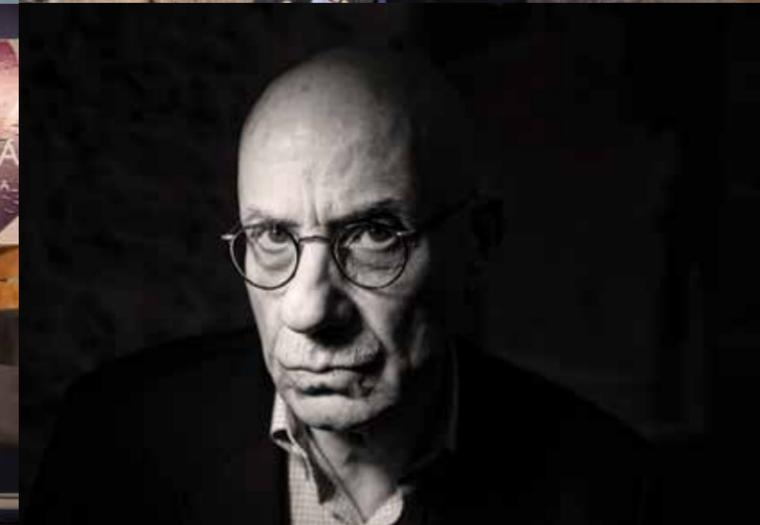
“Segovia woke up in a frenzy. The Aula Magna at the IE was completely sold out; the magnificent deconsecrated chapel stunningly illuminated. No more than 468 metres away, in the church of San Miguel Isabelle the Catholic was proclaimed Queen of Castille on 13 December 1474. Those were times of plenty, with an important woollen industry and therefore the splendour of some of its buildings.”

*La Vanguardia*, 22 September 2019

“The event, which turns the city of Segovia into an intellectual beacon, has proposed, as stated in its mission, an expansion of ideas through encounters between disparate authors and philosophical and political debates. It concludes then, for another year, by emphasising its motto: *Imagine the world!*”

*El País*, 22 September 2019





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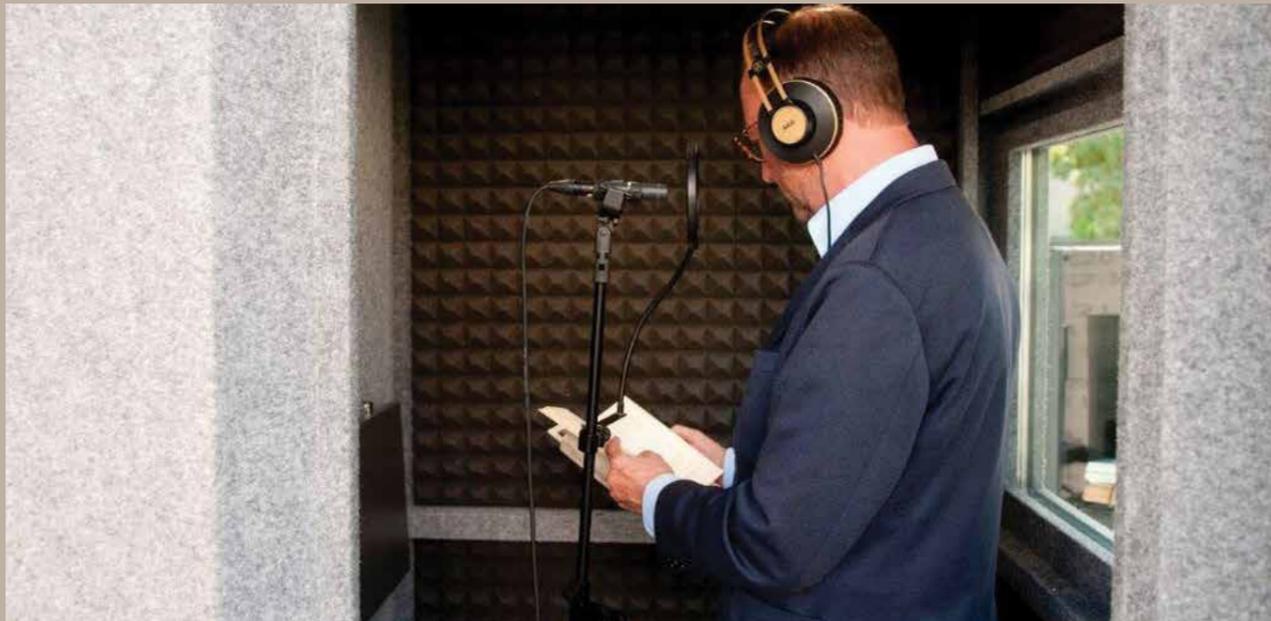


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# ABOUT HAY FESTIVAL

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 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 curates 39 gatherings of emerging writers under the age of 40, held in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018), promoting 39 writers under the age of 40.

Hay Festival is committed to:

- Sharing literature locally and internationally in order to promote dialogue, cultural exchange, education and development.
- Presenting inclusive and accessible events with international artists, and contributing to social action and development.
- Providing free tickets to students in tertiary education, and to pupils on Schools Days at each festival.
- Working with local and international institutions, organisations and private companies, maximizing the impact of the festivals' connection with the local population.
- Increasing the impact of Hay Festival events through Hay Player reaching a global audience in English and Spanish languages.





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**FESTIVAL**  
SEGOVIA