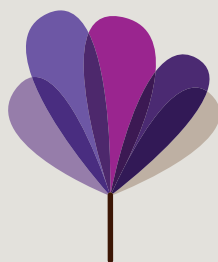


SEGOVIA 2020 REPORT



HAY FESTIVAL SEGOVIA





HAY FESTIVAL

Segovia 2020

Against a backdrop of the most volatile global pandemic in a century, Hay Festival Segovia chose to celebrate life. A celebration of the resilience, strength and courage of people. And the power of culture, ideas, creativity to reimagine the world. "Because we are conscious that the time has come to square up: the humanity we've got left, the planet we've got left. The need, more than ever, of working for a sustainable world," explained Sheila Cremaschi, Director of Hay Festival Segovia.

"A Special Hay Festival: The public delights in meeting the authors and all events are sold out despite the pandemic."

El Norte de Castilla

"All of the arts convene in Segovia."

Expansión

"Culture to bring down walls in the Hay Festival."

El Día

"Tomorrow begins a difficult, but more-than-ever needed, Hay Festival Segovia."

EFE

"When life seems like literature."

Care Santos, *El Periodico*, 19 September 2020

"The Hay Festival's curtains are raised and enhances the vital role of culture."

El Mundo

"Hay Festival is on an unstoppable course which in 2020 brings together great speakers."

Vogue

"The Hay Festival kicks off as a meeting point for culture and a time to reflect."

La Razón

This year, Hay Festival Segovia celebrated nature through conservationists who champion the health of the planet within their particular field of expertise, namely landscape designer **Fernando Caruncho**; tree expert **Joaquín Araujo**; horticulture enthusiast **Umberto Pasti**; garden photographer **Ngoc Minh Ngo**; and underwater wildlife photographer **Hussain Aga Khan**, who shared the stage with novelist and historian **Lorenzo de' Medici**. Nature also anchored the dialogues of French architect **Stephanie Chaltiel** and leading landscape architect **Kathryn Gustafson** with **Martha Thorne**, Director of the Pritzker Prize, and served as inspiration for a trio of poets from Castilla y León, **Belén Artuñedo**, **Fermín Herreros** and **Carlos Aganzo**, who recited their work inspired by rural wilderness, and the writers **JA Gonzlez Sainz** and **Alejandro Cuevas**.

Concern for the planet was also evident in the participation of Italian **Alberto Cavalli**, who celebrates craftsmanship as a cornerstone of sustainable economy, and the publishing phenomenon of **Pablo D'Ors**, who inspires us to get more in touch with the environment in which we live, as he explained during his conversation with **Jesús Ruiz Mantilla**.

“Covid – 0, Ideas – 1: Over 100 speakers have gathered in Segovia for this year’s edition of the Hay Festival, and with their participation have made the world a less gloomy place. The Hay Festival takes place in the midst of a kind of Asterix syndrome. A walled village, Segovia, a few miles from the capital, where it seems that health matters run out of control.”

La Vanguardia

“Hay, nowadays with festivals in various locations, among them Segovia, continues to dream with that world in which culture makes miracles happen.”

Harper's Bazaar

“Hay Festival starts off as a meeting point for culture and reflection.”

La Razón

“A cultural Arcadia nestled under the burden of the pandemic: If there ever was a place where you could bring together the best landscape designer in the world, a prince with ecological concerns, a best-selling priest and a radical regenerator of the French novel it would have to be the Hay Festival.”

Juan Carlos Galindo, *El País*

“Vietnamese photographer Ngoc Minh Ngo knows how to capture the fleeting beauty of flowers is an expert in botanical imagery. She will take part in the Hay Festival Segovia, where she will talk with the writer and gardening expert Umberto Pasti about Rohuna, his Moroccan retreat.”

Smoda





On the eve of the festival in Segovia as part of the Hay Festival, **Guillermo Arriaga** was due to receive the Alfaguara Award in Madrid. The travel restrictions imposed by the pandemic made it impossible for the Mexican film director to fly across the Atlantic to receive his award for his novel *Saving the Fire*, but he joined via video link for his events with journalists **Pepa Fernandez** at the Telefónica Foundation in Madrid and **Antonio Lucas** at the IE University in Segovia.

THE VISUAL ARTS PROGRAMME OPENS THE FESTIVAL

“The Hay Festival advocates culture as the means to regain life.”

El Norte de Castilla

At the beginning of September, the festival was inaugurated with the opening of the exhibitions in the visual arts programme at some of the city's most emblematic venues.

The tour began at La Alhóndiga – a 16th century warehouse which became the Wales Stage for this edition of the festival – with a retrospective of one of the most famous Spanish photographers, **César Lucas**. The exhibition ‘Snapshots Imprinted on the National Retina’ shows some of the best-known images by, arguably, the leading photojournalist of the transition era in Spain. For many, it is difficult to remember the recent history of Spain without the impactful images that have remained on the national consciousness of several generations of Spaniards. In the afternoon, the acclaimed photojournalist held an event with journalist **Aurelio Martín**.

The Spanish multimedia artist **Ana de Alvear** created a bespoke large-format installation called ‘Hágase en mi, según tu palabra’, which optimised the use of the space in the Esteban Vicente Museum. The multi-piece work took up the presbytery and the nave of the erstwhile royal chapel and reinterpreted the biblical passage of the

Annunciation with an image of a Virgin sheltering herself at the announcement of the Archangel Saint Gabriel and looking askance at a choir of contemporary angels.

The third opening was that of the exhibition ‘The Living Sea’, which presented the extraordinary photographs of committed conservationist **Hussain Aga Khan** as a point of departure to raise social awareness of the sublime beauty, complexity and fragility of life in the oceans. The eloquent narrative of the images was laid out to great impact in the magnificence of the Medieval Church of San Juan de los Caballeros.

“What’s normal is for princes to be ‘blue’. But that has not been the case for Prince Hussain Aga Khan: he turned out green, completely and intensely green. An ecologist from head to toe.”

Expansión, 17 September 2020

The Huerta de Félix Ortiz – an orchard that has welcomed many Hay Festival exhibitions in the past – provided the idyllic setting for the Tropical ‘Mutisian’ Greenhouse by Colombian artist **Alberto Baraya**. This exhibition explores natural conservation and the dialectic between fiction and reality with his particular interpretation of a hot house of flowers and plants made of cloth and plastic.

Furthermore, in the afternoon, other prominent local, regional and provincial voices came out in force with conversations between **Miguel Pita** and **Jesús Calero**, **Ángel Ortiz** and **Enrique Cabero**, La Uña Rota publisher **Carlos Rod**, **Ángel González Pieras** and **Elena Pita**.

On the Friday of the festival itself, the Plaza Mayor was chosen as the best venue to inaugurate 'The Wall Disappears', an interactive installation designed for public spaces whose objective is to celebrate Germany's presidency of the Council of the European Union during the second half of 2020. The Mayoress of Segovia **Clara Luquero** removed the first wooden block from a perspex construction and read the phrase inscribed. She was followed by the German Ambassador **Wolfgang Hermann Dold**, **Emilio Gilolmo**, Vice-president and Secretary of Hay Festival de España, and many other dignitaries who took their socially distanced turn to read out snippets of poetry or wisdom from the most prevalent voices in the history of literature and philosophy. The public joined in until all six thousand blocks had been removed, leaving a translucent grid as a poignant symbol of the liberty of the freedom of movement, one of the main tenets of the European Union.

"Hay Festival Segovia: All the art you cannot miss on its last weekend."

MujerHoy

A TIME TO CELEBRATE EUROPE

The sustainability of the dream of Europe in a world as full of uncertainty as of challenges gave way to several debates with the same purpose and vitality as ever. Leading philosophers and writers **Adam Michnik** – director of *Gazeta Wyborcza* – and **Fernando Savater** discussed the complexities facing the present and future of Europe.

The *Financial Times* once again took part in the festival with the most dynamic and impactful double event, which was synthesized thus by Ignacio Orovio from *La Vanguardia*:

"The virus was explicitly at the heart of the debates moderated by *Financial Times* correspondent Daniel Dombey. The first panel included politicians Luis Garicano (C's), Esteban González Pons (PP) and Eduardo Madina and the journalist Anna Bosch. They described an outlook of economic apocalypse, particularly because of the hazy horizon in the health crisis.

"We are taking for granted that this will come to an end and talk of recovery plans, but we do not know for the time being whether the vaccines are going to work,' said **Gonzalez Pons**.

"The second panel included the president of congress, **Meritxell Batet**, the vice president of the European Parliament **Dita Charanzová** and Secretary-General of the Ibero-American General Secretariat **Rebecca Grynspan**, who alerted us that we were looking at future 'world without rules'. 'We must wield coexistence and civilization, that is Europe. We are living a crisis of uncertainty and we have to provide an answer,' contradicted Batet."

Spain's leading women in arts and literature, among them **Sofía Barroso**, **Almudena Grandes**, **Elvira Lindo**, **Maribel Lopez**, **Reyes Monforte**, **Rosa Montero**, **Julia Navarro**, **Carmen Posadas**, **Karina Saiz Borgo**, **Lara Siscar**, **Gabriela Ybarra**, and internationally acclaimed film director **Isabel Coixet** had the opportunity to celebrate female leadership in the worlds of politics and culture.

"With a full house, Isabel Coixet closes this most atypical of Hay Festivals. This edition, which has been etched by the coronavirus, settles in full its commitment with the public."

El Norte de Castilla





“Any other year, my events as a novelist could well have started in September, with the Hay Festival in Segovia, where the great Sheila Cremaschi has spent more than a decade gathering heaps of writer and people in the arts from half the world, staging amazing events and indulging us en masse with Candido’s delicious roast piglet.”

María Dueñas, *Elle*

“The closing event on Friday was a sold-out prime time dialogue between two authors, the writer and journalist Elvira Lindo, popularly known as the literary mother of ‘Manolito el Gafotas’, and the features writer for the Culture pages of ABC, Inés Martín Rodrigo. The relaxed conversation with took place in the sold-out Teatro Juan Bravo, which had been conditioned by the strict security measures.”

ABC

“As novelists, we live from disharmony, conflict. In a happy world there would be no literature, or newspapers, perhaps poetry, but very little and dreadful.”

Javier Cercas, *La Razón*

Hay Festival’s Europa28 project and anthology celebrates the talent and creativity of women writers, artists, scientists and entrepreneurs from each of the EU nations, among them **Janne Teller**, **Eduarne Portela** and **Karolina Ramqvist**.

“A kaleidoscope of women debate about the future of Europe. Hay Festival promotes the publication of a book that compiles the thoughts of 28 thinkers of the European Union about the present and the future of the construction of Europe, the refugee crisis or political extremism.”

El Adelantado

“Given the recent controversy regarding health and safety at cultural events, I take the opportunity to state that the organizations of both the Hay Festival and CCCB have strictly upheld all of the measures and created safe spaces in which to have public debates, which at this time of physical disconnection and constant virtual connection is more than necessary.”

Eduarne Portela, *Ideal*, 27 September 2020

“United by the weight of family: Through ‘Cuadernos Hispanoamericanos’, Hay Dialogues promotes understanding and interchange between writers from different countries and origins. The Spanish author Gabriela Ybarra and Peruvian writer Renato Cisneros are united not only by language, but also by the weight of family in their respective works.”

El Norte de Castilla

“The vice-president and speaker of the Junta, Francisco Igea, endorsed Hay Festival Segovia as a common ground for culture, intelligence and debate, to advance and collaborate and not to ‘kill one another’.”

Diario de Burgos

“Yesterday, the curtain came down on an atypical Hay Festival impacted by Covid, which beyond setting health safety measures, was at the core of the concerns of this meeting of literature, arts and thought.”

ABC

A CELEBRATION OF AWARDS

The festival brought to Segovia an eclectic selection of the most critically acclaimed literary voices who have been bestowed with the most distinguished awards. Among them the Prix Goncourt – **Jean Paul Dubois**; Premio Planeta – **Javier Cercas**; Premio Alfaguara – **Guillermo Arriaga**; Premio Nadal – **Ana Merino**; and the 2020 Loewe Foundation Award winners – **Aurora Luque** and **Raquel Vázquez**, who spoke with 2013 Loewe winner **Antonio Lucas**. Other award winners from previous years include the 2017 Goncourt – **Éric Vuillard**, who shared the stage with the founder of IE University, **Diego de Alcázar**; the 1995 Anagrama Award recipient **José Ángel Gonzalez Sainz**, who also won the Premio de las Letras de Castilla y León in 2006, which in 2009 was bestowed upon Spanish Royal Academy member **Luis Matéo Diez**.

“It is magical to be here despite all the storms.”

2020 Foundation Loewe International Poetry Award winner Aurora Luque, *El País*

A few weeks after the festival celebrated its 15th edition in Segovia, it was time to head to Oviedo for the Hay Festival to be awarded the Princesa de Asturias Award for Communication, in conjunction with the Feria del Libro de Guadalajara. This honour is a recognition of the effort of all the members of the teams at Hay Festivals worldwide, which in Spain has been nurtured by unstinting support from the Segovia Town Hall, the Junta de Castilla y León, the Diputación de Segovia, Acción Cultural Española, AECID, Telefónica Foundation, Banco Sabadell Foundation, Focused on Nature, Renfe, Grupo Planeta, Penguin Random House Grupo Editorial, La Uña Rota, Around Art, FT Weekend, the IE Foundation, the British Council, the Goethe Institut, and the Institut Français as well as the inestimable collaboration of the Embassies of Colombia, Portugal, The United Kingdom, France, Germany, Denmark, and The Netherlands.





FIGURES TO CELEBRATE

142 speakers: writers, ecologists, philosophers, artists, thinkers, landscape artists

48 conversations

2 poetry readings

4 exhibitions

1 audience engagement project

11 sponsors and collaborators

6 days

7, 16, 17, 18, 19 and 20 September 2020

13 venues

Plaza Mayor
Jardín del Palacio Quintanar
Jardín del Torreón de Lozoya
Jardín de los Zuloaga
Jardín de El Romeral de San Marcos
La Alhóndiga
Aula Magna de la IE University
Teatro Juan Bravo
Biblioteca Pública de Segovia
Fundación Telefónica
Museo Zuloaga
Huerta de Félix Ortíz
Capilla del Museo Esteban Vicente



IN THE MEDIA

Print and social

THE FESTIVAL IN THE PRESS

€4,160,501 advertising value equivalent (excluding international media)

1,100 news articles about the Festival were published between June and September 2020, in print, digital and audiovisual media

189,768,60 overall audience reach

THE FESTIVAL ON WEB AND SOCIAL MEDIA

24,364 clickthroughs to hayfestival.com/segovia from 14 to 20 September 2020

330,200 impressions on Twitter @hayfestival_esp and @SegoviaFestival

32,000 Instagram users reach for hayfestival_esp

16,112 Facebook users reach for Amigos Hay Festival Segovia

SOCIAL MEDIA CHANNELS

#HaySegovia20

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COLLABORATION AGREEMENTS

Given the health and safety requirements put into place because of the pandemic crisis, the Festival sought to reach a greater audience through a wider base of collaborators. The very strict limitations on attendants to the festival triggered an uptick in the use of digital channels. It demonstrated a startling appeal, and global appetite, for the quality of the content in the events.

All of the events at the IE University, Fundación Telefónica and Teatro Juan Bravo were made available to the public in real time via streaming on YouTube, and the events performed at the Garden and The Welsh Stage – La Alhóndiga – could be followed on the YouTube channels and Hay Player thanks to the collaboration of podcast reproduction channel PODIMO as well as the links provided by the websites of newspapers *El País* and ABC.

The inclusion of Festival content through the FNAC España, Ámbito Cultural del Corte Inglés and Around Art newsletters was also notable, reaching more than 300,000 people. Furthermore collaborating institutions and entities, such as AC/E: Acción Cultural Española, Fundación Banco Sabadell, Europa Creativa, British Council, Goethe Institut, Institut Français helped to broadcast the content through their channels, as did numerous embassies and publishing houses.

225 listeners accessed the 7 podcasts which were broadcast through Podimo platform across 2 weeks.

13,000 views of the 20 events transmitted through the IE University YouTube channel with an average of 650 views per event.

626 views of the presentation of the Alfaguara Award to Guillermo Arriaga which was broadcast through the Telefónica Foundation YouTube channel.

110,000 views of the events streamed through *El País* newspaper's YouTube channel for digital subscribers.



Many thanks to OUR SPONSORS

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Photos: Lisbeth Salas and Javier Segovia

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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.

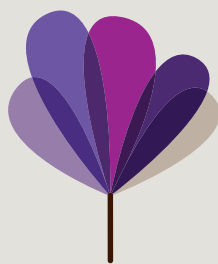
Hay Festival is an international celebration of arts and sciences that has been held for 33 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Its audience comes from the UK, Europe and 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.





HAY
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