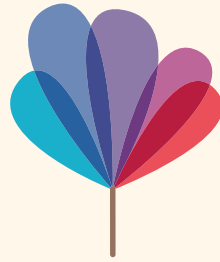


HAY FESTIVAL 2021 REPORT



HAY FESTIVAL SEGOVIA





Principal sponsors and partners. Hay Festival 2021. © Javier Segovia

A meeting of luminaries.
The Hay Festival returns with
the greatest minds in the world

ICON, 4 September 2021

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HAY FESTIVAL

Segovia 2021

In this magnificent 16th edition, the Hay Festival Segovia took its place once again as the foremost festival of ideas, literature and arts in Spain.

The Hay Festival is an international festival of ideas, a democratic platform for freedom of expression, connection, reflection and storytelling. This year, more than ever, the Hay returns to its principles, and becomes a real, lived experience of rebirth; a renaissance. The pandemic taught us that no renaissance is possible without a return to the land, a renewal of the bond between earth and humankind. So, with our eyes

keenly open, we observe through the window of the Hay, the path our old world is following. And to think, above all, where we want to take it.

— María Sheila Cremaschi, Director Hay Festival Segovia.

Sheila Cremaschi and Fernando Trueba. © Lisbeth Salas



The Festival has continued undaunted by the pandemic to create spaces for cultural conversations and innovation in inspirational settings. Hay Festival Segovia 2021 brought together intellectuals, writers, gardeners, conservationists and artists with audiences eager for discussion in a triumphant programme of much anticipated events, profoundly thought-provoking art and ideas in leafy courtyards, medieval grain markets, theatres, gardens and ancient chapels.

The Hay Festival, the fiesta of culture, begins

— ABC, 17 September 2021

This year's was the most accessible so far as book lovers connected with the Hay Festival online through live-streamed events, which were made available to an even larger audience afterwards.

Once again, Segovia has become the international meeting point of literature, arts and thought. Thanks to a new edition of the Hay Festival

— Metrópoli EL MUNDO, 17 September 2021

LOEWE international poetry prize-winners.
© Lisbeth Salas



Below left : Andri Snaer Magnason and Irene Hernández Velasco.
© Lisbeth Salas

Below right : Giles Tremlett and José Ignacio Torreblanca.
© Javier Segovia





© Javier Segovia

The “festival of knowledge” begins

El Norte de Castilla, 17 September 2021

Dialogues with the land

Dialogues with nature will guide the Hay Festival 2021

— El Día de Segovia, 17 July 2021

Two overarching themes of the Hay Festival this year are literary fiction and non-fiction, and dialogues with the earth

— Elle, September 2021

Adri Snæver Magnason and Santiago Beruete. © Lisbeth Salas



A leading light on inclusion in culture, the Hay Festival connects with an ever-increasing audience stretching across the year. The conversations started in May and included audiences in the heart of Castilla y León.

The Festival visited medieval villages at the foot of the Guadarrama mountain range. In the ruins of the Cistercian monastery in Collado Hermoso, Sofía Barroso talked to Elena Goded, and we listened to Monty Don. Enrique Laborde, Leyre Bozal and Ángel González Pieras discussed Ignacio Zuloaga's relationships with Segovia, its city newspaper, at Pedraza de la Sierra.

In Soria, in the Palacio Ducal de Medinaceli, and the Museo Numantino, winner of the Castilla y León Prize for Literature, Fermín Herrero, and award-winning environmentalists Raúl Tapia and Joaquín Araújo discussed conservation and cultural heritage in rural life, as did Jesús Carrasco under the undulating roof of the Protos winery in Peñafiel, Valladolid, and Amancio Prada in the Steel and Mining Museum in Sabero, Leon.

The archeological centre in Atapuerca hosted an event with Natival Preciado as part of the series Dialogues with the Land

— Burgos Noticias, September 2021

The Hay Festival transforms Segovia into the capital of dialogue and reflection once again

— Marie Claire, 21 August 2021

Magnason: Understanding the climate crisis will take us more time than we have

— EFE, September, 2021

With the support of AC / E and the Japanese Embassy, among others.

All through the Festival, conversations between environmental advocates such as Martha Thorne, Lorenzo de' Medici and Andri Snær Magnason focused on protecting and celebrating the natural environment.

The Hay Festival once again transforms Segovia into the capital of ideas with prominent figures like Shigeru Ban and Vicente Todolí...

— HOLA, 2 September 2021

Vicente Tolodí described his vital work in botanical conservation and the citrus tree collection that his foundation has developed, and the conversations continued with Santiago Beruete, Architect Shigeru Ban, Prince Hussain Aga Khan, Noemí Sabugal, Jean-Paul Brigand, Julia Casaravilla, Ágatha Ruiz de la Prada, Babette Porcelijn, Eloy Martínez de la Pera, Álvaro de la Rosa.

Babette Porcelijn and Begoña Quesada. © Lisbeth Salas



Nick Bridge, Eva Saldaña, Eduardo Brunet, Rubeena Singh, Isabela del Alcázar were chaired by FT correspondent, Daniel Dombey, as they explored COP 26 as a motor for change in civil society.

This time its gaze lights upon nature and renaissance

– Telva.

Segovia sat centre stage once more as the Hay Festival drew national and international attention for its ideas, programme, innovation and style, with the support of the Ayuntamiento de Segovia, Correos, the Junta de Castilla y León, AECID, Ministry of Culture, Penguin Random House Publishers and Grupo Planeta, among others.

Vicente Todolí and Prince Lorenzo de' Medici. © Lisbeth Salas

COP 26. © Lisbeth Salas



Innovation in the digital revolution

In the Hay, artificial intelligence
is now able to create quality
writing

— Cinco Días, September 2021

Fundación Telefónica. Bely Basarte,
Manuel Bartual and Olga Subirós. © Lisbeth Salas



In Madrid, an examination of another of the Festival's main themes this year; the ability of technological humanism to face the rapidly rising tide of new technology.

Debate on humanism against the backdrop of the dizzyingly swift development of artificial intelligence in Fundación Telefónica, on the 140th anniversary of La Vanguardia, in the Hay Festival

— La Vanguardia, 15 September 2021

Doctor of AI, Nerea Luis Mingueza (Order of Civil Merit), along with Francesca Bria, President of the Fondo Nazionale Innovazione, asked if we are in time to prevent excesses of technological development, in a debate moderated by writer Miquel Molina.

With the partnership of the Fundación Telefónica, Banco Sabadell and Fundación IE, the Hay Festival 2021 shone a light on creators using new tech to explore their worlds.

Visitors took in the awe-inspiring installation by artist Joanie Lemercier, pioneer in video-mapping in the visual arts, calling on us to think about the power and fragility of nature.

Manual Bartual, who has designed a functioning online world across digital medias, Bely Basarte, currently forging her music career online, environmental architect and artist Olga Subirós, who created visual ways of digitally mapping threats to our environment, all talked to Marta Fernández about the digital revolution.

It will once again be a forum for debate on the most critical issues facing society

— El Adelantado de Segovia, 17 September 2021

The 2021 Hay Festival has once more done what it does best; creating moments for inspiring and exploring ideas that reimagine, and sometimes unsettle, the world, such as AI and literature, explored by Nuria Barrios, Carme Riera, Daniel Fernández and, as Javier Sierra writes:

We met in Segovia, 3 writers and two CEDRO directors, to debate... the possibility that in the near future, artificial intelligence will be capable of writing novels

© Lisbeth Salas

— La Razón, 6 September 2021

Carme Riera, Nuria Barrios, Javier Sierra,
Javier Díaz Olarte and Daniel Fernández.
© Javier Segovia





© Javier Segovia



© Javier Segovia



Martha Thorne. © Lisbeth Salas



© Javier Segovia



© Javier Segovia



© Lisbeth Salas

Music, film & visual arts

That this is the golden age
of literary film adaptations...
was clearly felt by many of the
audience members in the room,
which was full, and compliant with
mandatory distancing measures

— El País, 8 September 2021

Héctor Abad and Fernando Trueba. © Lisbeth Salas



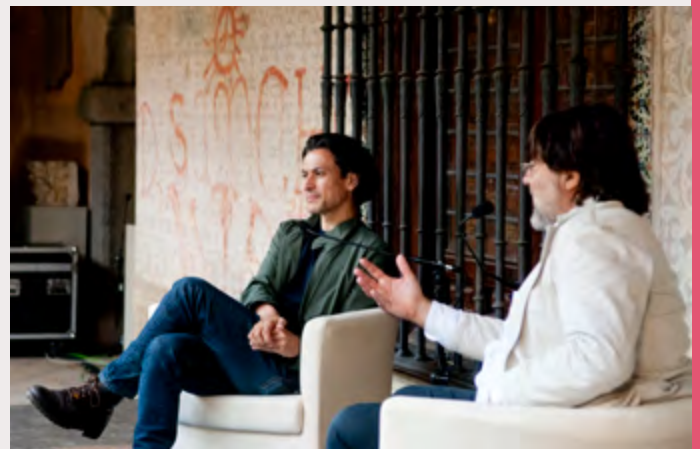
Ideas flowed through debates, conversations, film screenings, readings and performances, and placed a spotlight on visual and communicative arts, with artists like photojournalist Maysun, who discussed her work with journalist Aurelio Martín in La Alhóndiga, as well as Luis Moro and Emilio Gil.

The giant hand at the doorway of the Segovia Public Library also welcomed guests and artists to explore music, culture and traditions in rural Spain, with Sheila Blanco and Juan Delgado, and Raúl Tola talked about Vargas Llosa.

Podimo. Xavi Martínez and Álex Fidalgo. © Javier Segovia

The Festival celebrated the work of musician Xavier Güell, and filmmaker, Rodrigo Cortés. Fernando Trueba and Héctor Abad Faciolince, along with Ray Loriga, Enrique López Lavigne and Elsa Fernández-Santos who discussed the love affair between literature and film.

Miguel Aguilar and Rodrigo Cortés. © Javier Segovia



Book signing

Segovia, devoted to
the Hay Festival

— El País, 16 September 2021

The powerful energy
of literature

— ABC, 18 September 2021

Caroline Michel, Ingrid Betancourt and president
José Manuel Santos. © Lisbeth Salas



Critically acclaimed authors, including prize-winning Mathias Enard, María Dueñas and Douglas Stuart came from around the world to discuss the power of literature along with Luis Landero, Manuel Vilas, Héctor Abad Faciolince, César Antonio Molina, Manuel Jabois, John Boyne and Julia Navarro.

The closing day of the Hay Festival brought two of the most important Spanish authors, Luis Landero and Antonio Colinas, together in Segovia

— El Adelantado de Segovia, 20 September 2021

Niklas Natt och Dag.
© Lisbeth Salas

María Dueñas. © Javier Segovia

We talk to Niklas Natt och Dag, the aristocratic writer who will visit Segovia (as Carlota Casiraghi did)

—Vanity Fair, 16 September 2021

John Boyne. © Lisbeth Salas



Poetry

Antonio Colinas has claimed this Sunday that in moments as “critical” as the current one, in which we are all “full of fears” ... “Poetry is the search for the fullness of being”

— El Diario de Leon, 19 September 2021

Prince Hussain Aga Khan. © Javier Segovia



Poetry continues to be a cherished part of the Festival's agenda, be that the simple and elegant lines of Mererid Hopwood, or the masterful verse of Antonio Colinas. Poets this year included Ana Blandiana, Carlos Aganzo, Bärbell Geijssen, along with Loewe poetry prize winners Diego Doncel and Mario Obrero.

In Segovia's gardens, opened especially for the Festival, writers and intellectuals made their way together along mossy paths and around ancient trees to hear poetry read aloud to the backdrop of gurgling fountains and birdsong. Poets who came to read their own work and poetry lovers, including ambassadors, who read their favourite poems, were hosted by Chair of the Hay Festivals, Caroline Michel.

Antonio Colinas, Noemí Sabugal, Marta del Riego and Carlos Aganzo.
© Lisbeth Salas

Ana Blandiana, Luis Moro and Marifé Santiago. © Javier Segovia





Ray Loriga, Enrique López Lavigne and Elsa Fernández-Santos. © Javier Segovia



Booker Prize-winner Bernardine Evaristo and Ludovic Assémat. © Lisbeth Salas



© Javier Segovia



Sofía Barroso, António Pimentel, Gulbenkian Foundation. © Lisbeth Salas



© Lisbeth Salas

Portugal, Europe & the World

The Hay Festival Segovia puts Europe on the couch. The main day is spent analysing the challenges that threaten to overwhelm the continent in the FT WEEKEND debates

— La Vanguardia, 19 September 2021

Gonçalo Tavares and Luis Alemany © Javier Segovia



Orlando Figes focused on Europe with other thought leaders including; Enric Juliana; Economist Javier Maroto, editor Frederick Studemann, Lucía Méndez, Santiago Iñiguez.

Journalists and political figures, including Former President of Colombia Juan Manuel Santos and Ingrid Betancourt, discussed peace in a destabilised world and the new challenges facing Europe, with a focus this year on Portugal, with guests José Luís Peixoto, Gonçalo Tavares, Beltrán Gambier, Filipa Soares, António Filipe Pimentel and included a homage to former President Sampaio.

The Ambassador to Spain, João Mira-Gomes, has described Sampaio as a good man with great values and principles, and with many causes worth fighting for

— El Día de Segovia, 19 September 2021



Women

The Hay Festival Segovia arrives
in September with outstanding
names in art and thought

— El País, September 2021

Jesús Calero, Najat el Hachmi and Sandra Barneda. © Javier Segovia



Award-winning women in the arts such as Bernadine Evaristo, along with Pilar Quintana, Sandra Barneda and Najat el Hachmi explored ideas that change the world.

Women reinventing the world included Ana Carbajosa, Ingrid Betancourt, Angélica Tamarro, Jacinta Cremades, Begoña Quesada, Marta Williams, Marta del Riego, Karina Sainz Borgo, Fuencisla Valverde, Julia Navarro, Garazi Sánchez, Ana Gavín, Mireia Massagué, Heba Salama, Ana Carbajal, Toni Acosta, Silvia Abril, Eva Hache, Cristina Fuentes La Roche, among others.

Is it possible to reinvent yourself at 50? The case of the successful columnist turned maths teacher: Lucy Kellaway, who has come to the Hay Festival, could be an inspiration to many of us

— Yo Dona, 27 September 2021

Santiago Iñiguez and Lucy Kellaway. © Lisbeth Salas





© Javier Segovia

The miracle of the Hay Festival

The Hay Festival celebrated its 16th consecutive edition, an achievement not many events can claim.

The Hay led by Sheila Cremaschi is an example of this “cultural activism” advocated by the director of Círculo de Bellas Artes, Valerio Rocco, and the director of the Fundación Banco Sabadell, Sonia Mulero

La Vanguardia, 26 September 2021

Leaders in communication

Hay Festival Segovia the fiesta of ideas returns

— Interiores, 26 August 2021

FTWEEKEND. Debates on Europe. © Lisbeth Salas



The ambition of the Hay Festival, to bring knowledge, art and culture to audiences, is accomplished by those who delight in debate and are skilled in exploring ideas. Journalists and interviewers; Ana Aguilar, Desirée García, Elcin Poyrazlar, Elsa Fernández-Santos, Lucía Méndez, Juan Carlos Galindo, José Ignacio Torreblanca, Jesús García Calero, Luis María Ansón, Jesús Ruiz Mantilla, Jesús Vigorra, José María Beneyto, Luis Alemany, Irene Hernández Velasco, Guillermo Altares, Giles Tremlett, Sandrine Morel, Simon Kuper, Reinhard Spiegelhauer, Xavi Martínez, Álex Fidalgo, Raphael Minder, Pallavi Aiyar, Myriam Redondo and Daniel Dombey.

Experts claim that disinformation is giving rise to concerns in Spain

— Plural, 20 September 2021

© Lisbeth Salas



New projects: Innovation Networks that Create Wealth

The Hay achieves its objective
and shows an affinity with the
language of young people

El Norte de Castilla, 21 September 2021

© Fundación Telefónica



The Hay Festival is a meeting point for new and parallel projects such as Networks that Create Wealth, which is inspired by the Jaipur Festival Book Mark. Twenty-five professionals from the world of literature and culture including Sanjoy Roy, Xavier Vidal, Valerio Rocco, Sonia Mulero, Almudena Bermejo, Javier Celaya, Félix Jordán de Urríes, Daniel Fernández, Geoffroy Gérard, Javier Gila, Carlos Hernández-Lahoz, Patrici Tixis, Gonzalo Garland, Alberto Espinar, Pablo Pérez and Raúl Fernández Sobrino, Ana Gavín, Beltrán Gambier, Miguel Aguilar, Emilio Gil, Daniel Fernández, Carlos Rod, coordinated by Laura Bautista, and with Pedro Zuazua as expert master of ceremony, gave micro talks, which were published in streaming and podcast form on the Podimo platform.

There's a lot of Festival, which
once again reunites the best of
all our worlds in four days

— AD, August 2021



© Javier Segovia



Douglas Stuart booker prize 2021



© Lisbeth Salas



© Javier Segovia

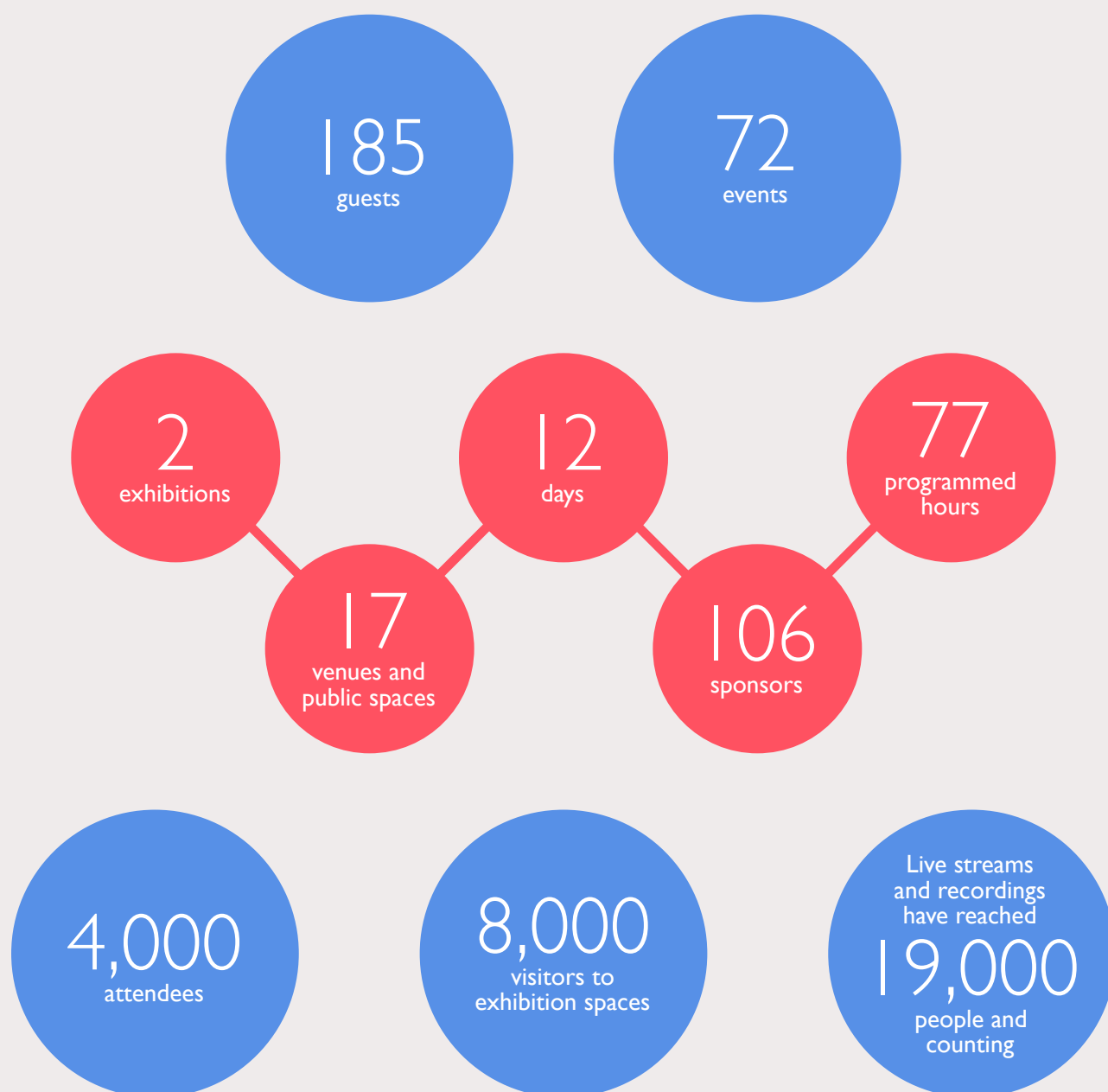


© Lisbeth Salas



© Javier Segovia

Hay Festival Segovia 2021 in figures



I'm always really excited about the Hay Festival coming to Segovia. It opens my mind

R Picken, festivalgoer, September 2021

In the media

International literature superstars, with architects, filmmakers, designers and world class artists. Resistance is in Segovia; a rallying of ideas in the Hay Festival, where authors and artists gather to debate and reimagine a sustainable future

XL Semanal, 12 September 2021

IE Foundation. © Lisbeth Salas



With an audience reach of nearly **14 million** in the press, TV and radio, and a **digital media reach of over 700 million**, the Hay Festival received **449** national, local and regional press mentions between May and September 2021, with an advertising value equivalence of **€3,897,222**, which continues to grow each month.

Online and printed national, local and regional newspaper coverage in all publications is extensive, laudatory and growing. This year, **11 Spanish magazines** covered the Hay Festival, running interviews with Festival artists.

The Hay Festival was featured on hugely popular national radio shows, including *La Ventana de Carles Francino*, *Julia en la Onda*, *Hoy Empieza Todo*, *Efecto Doppler*.

Widely covered by Spanish television, notably (R)TVE España, programmes such as *La Hora Cervantes*, *España Directo*, the Festival and its artists were also brought to viewers across the region by Castilla-y-Leon TV. To this, we should add the impact of news segments and news channels, all totalling an audience of over **4 million viewers**.

Sources: Cano Estudio / By Studio Mónica Iglesias.

Noemí Sabugal and Jesús Carrasco, AECID. © Javier Segovia



Below left: Xavier Güell, Jacinta Cremades and José María Beneyto. © Javier Segovia

Below right: Ana Gavín and Luis Landero. © Javier Segovia



In social media



Alfaguara Nobel Prize-winner Pilar Quintana
and Cristina Fuentes La Roche. © Javier Segovia



The Hay Festival Segovia now generates year-round international interest and activity.

There were **52,865** Hay Festival website visits in September.

Hay Festival Social Media reach:
703,366 users

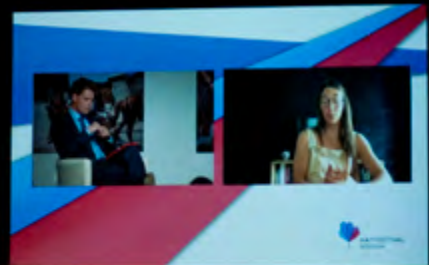
Friends of Hay Festival, saw intense activity between May and September with **170,052** impressions, and peaks of up to **15,000** on Festival days.

The Segovia City Council , Diputación de Segovia and the Junta de Castilla y Leon, along with Hay Festival guests and partners, including AC / E, AECID, British Council, IE, Fundación Sabadell, Fundación Telefónica, Grupo Planeta, Penguin Random House Grupo Editorial, Loewe Fundación, Kingdom of the Netherlands, Círculo de Bellas Artes, the Swedish and Japanese Embassies, and the Italian Cultural Institute among others further increased the audience for activities and events on their wide-ranging and active social networks.

Festival events were streamed live on the website and made available for free for an additional two weeks. Streaming was available, too, through partner websites including Fundación Telefónica, the Junta de Castilla y León, IE, La Vanguardia, with **2,280,998 users** and El Norte de Castilla, with **93,987 users**.

Sessions in English and Spanish can be found on Hay Player, a subscription service offering the world's greatest writers on video and audio.





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About the Hay Festival

Sheila Cremaschi has led the Hay Festival in Segovia since 2006 and the Festival has thrived, each year bringing people together to promote dialogue, cultural exchange, learning, innovation and development.

Hay Festival is a non-profit organisation that brings readers and writers together to share stories and ideas in sustainable events live and online. The Festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it might be.

Nobel Prize-winners and novelists, scientists and politicians, environmentalists, historians and musicians take part in the Festival's global conversation, sharing the latest thinking in the arts and sciences with curious audiences.

The Festival was dreamt up in 1987 in the book town of Hay-on-Wye, Wales. Thirty-four years later, the unique marriage of exacting conversations and entertainment for all ages has travelled to editions in 30 locations, from the UNESCO World Heritage City of Segovia, Spain, to Cartagena, Colombia, and to the heart of countries like Peru and Mexico. The organisation now reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in arts and the media.

In 2020, Hay Festival was awarded Spain's Princess of Asturias Award in Communications and Humanities.

The Festival reaches a global audience with a series of new digital initiatives, including the Hay Festival archive, Hay Festival Podcast in English and Spanish, the Imagina el Mundo film series and Book of the Month Live Q&As.

Twitter – @hayfestival | @hayfestival_esp

Facebook – hayfestival | hayfestivalimaginaelmundo

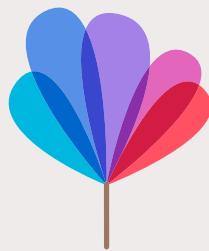
Instagram – @hayfestival | @hayfestival_esp

www.hayfestival.com/segovia



A spectacular Hay Festival

— Yo Dona EL MUNDO, September 2021



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