

HAY FESTIVAL

SEGOVIA

@hayfestival_esp
#haysegovia22



Welcome

Photographs, page 02. Above: Presentation of the Princess of Asturias Award for Communication and Humanities, June 2020.
Below: Hay Festival Segovia inauguration with sponsors and partners, 15 September 2022.

Front row from left to right.

Juan Luis Gordo (Financial and Resources Director of Acción Cultural Española), **Daniel Fernández** (President, Cedro), **Ana Doldán Esteban** (Curatorial Director, Esteban Vicente Museum of Contemporary Art), **Alberto Espinar** (Councillor for Culture, Segovia City Council), **Sara Dueñas** (Deputy Vice-President, Segovia Province Council), **Miquel Molins** (President, Banco Sabadell Foundation), **Sheila Cremaschi** (Director, Hay Festival Segovia), **Clara Martín** (Mayor of Segovia), **Salvador Carmona** (Rector, IE University), **Inmaculada Martínez** (Director, Cultural Policies, JCYL), **María del Lirio Martín** (Government sub-delegate, Segovia).

Second row from right to left

José Luis Aceves (Provincial Secretary General, PSOE, Segovia), **Noelia Gómez** (Coordinator, Don Juan de Borbón Foundation), **Andrés Torquemada** (Councillor for Citizen Participation, Segovia City Council), **María José Tapia** (President, Segovia Chamber of Commerce), **Rafael Cantalejo** (Director, San Quirce Royal Academy of History and Art), **Ana María Agudiez** (Senator), **Agustín García Matilla** (Vice-Rector, University of Valladolid), **Adriana Moscoso** (Director of Cultural Industries and Cooperation, Ministry of Culture and Sport), **José Mazarias** (Territorial Delegation, Segovia), **Emilio Gilolmo** (Vice-President, Telefónica Foundation and Vice-President of the Hay Festival Segovia), **Geoffroy Gérard** (Director General, IE Foundation).

Back row

Liam Young (Artist), **Piera Riccio** (Doctor in Artificial Intelligent), **Ana Gilarranz** (Head of Studies, Official Language School, Segovia), **Miguel Merino** (Councillor for Tourism), **Pablo Pérez** (Senator, Province of Segovia), **José Luis Horcajo** (Councillor, Segovia City Council), **Caroline Michel** (President, Hay Festival), **Julie Finch** (CEO, Hay Festival), **Jesús Cano** (CEO and Creative Director, Cano Estudio), **Alfonso Arbolí** (Director, Cano Estudio)

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Hay Festival 2022

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Hay Festival Segovia 2022 Team

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About Hay Festival

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“These times of great uncertainty demand limitless, fearless creativity. Hay Festival Segovia 2022 invites us to reflect on Tradition and Innovation and the interplay between them, because everything is interconnected through dialogues with the earth and with Europe, never forgetting to tell illuminating stories.”

**MARÍA SHEILA CREMASCHI
MBE DIRECTOR HAY
FESTIVAL SEGOVIA**

HAY FESTIVAL 2022

Books, art, cinema, politics, robotics and more. Hay Festival Segovia 2022, Spain's largest festival of literature and thinking, brought together almost 200 guests from 17 countries, making it the world capital of debate and ideas. In this edition, the festival (winner of the Princess of Asturias Award for Communication and Humanities 2020) explored the themes of Tradition and Innovation.

From La Raya, in Portugal and Zamora, via Madrid, Barcelona, León and Salamanca, Hay Festival Segovia 2022 left home to take the festival to other parts of the peninsula. No other event in Spain matches Hay Festival in size, prestige and international participation.

Once again this year, Hay Festival Segovia has had the invaluable support of the Segovia City Council, the Junta de Castilla y León Regional Government, and the Diputación de Segovia Provincial Authorities, as well as numerous public and private partners, which have helped make the festival possible. Among these are the following organisations: the Fundación Banco Sabadell, Fundación Telefónica, Acción Cultural Española (AC/E), IE Foundation, the Walloon Region (Belgium), Turismo de Portugal, the Embassy of Portugal,

the Embassy of the Netherlands, Embassy of Norway, Ministry of Culture and Sport, Grupo Planeta, Penguin Random House Grupo Editorial, Aecid, Cedro and, partners ever since the festival's first edition: the British Council and the Embassy of the United Kingdom.

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Numbers and Images



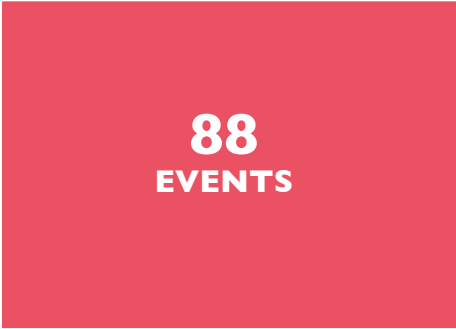
“Any business project requires you to be in love with what you are doing”.

Pablo Isla_El País at Hay Festival Segovia 2022



“Putin wants to be feared, like Stalin and Hitler”.

Anthony Beevor at Hay Festival Segovia 2022





71
SPONSORS

13
MEDIA
PARTNERS

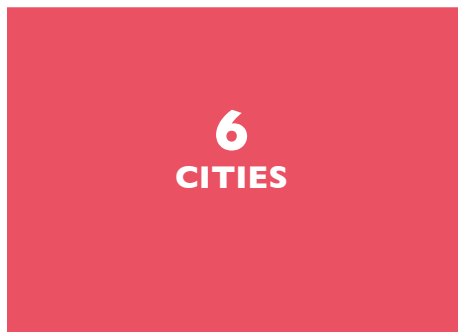
**“The problem is not that people don’t dare to talk about mental health,
but that they are afraid to hear about mental health”**

Ángel Martín at Hay Festival Segovia 2022

9
MONTHS OF
PROGRAMMED
EVENTS

157M
MEDIA
AUDIENCE

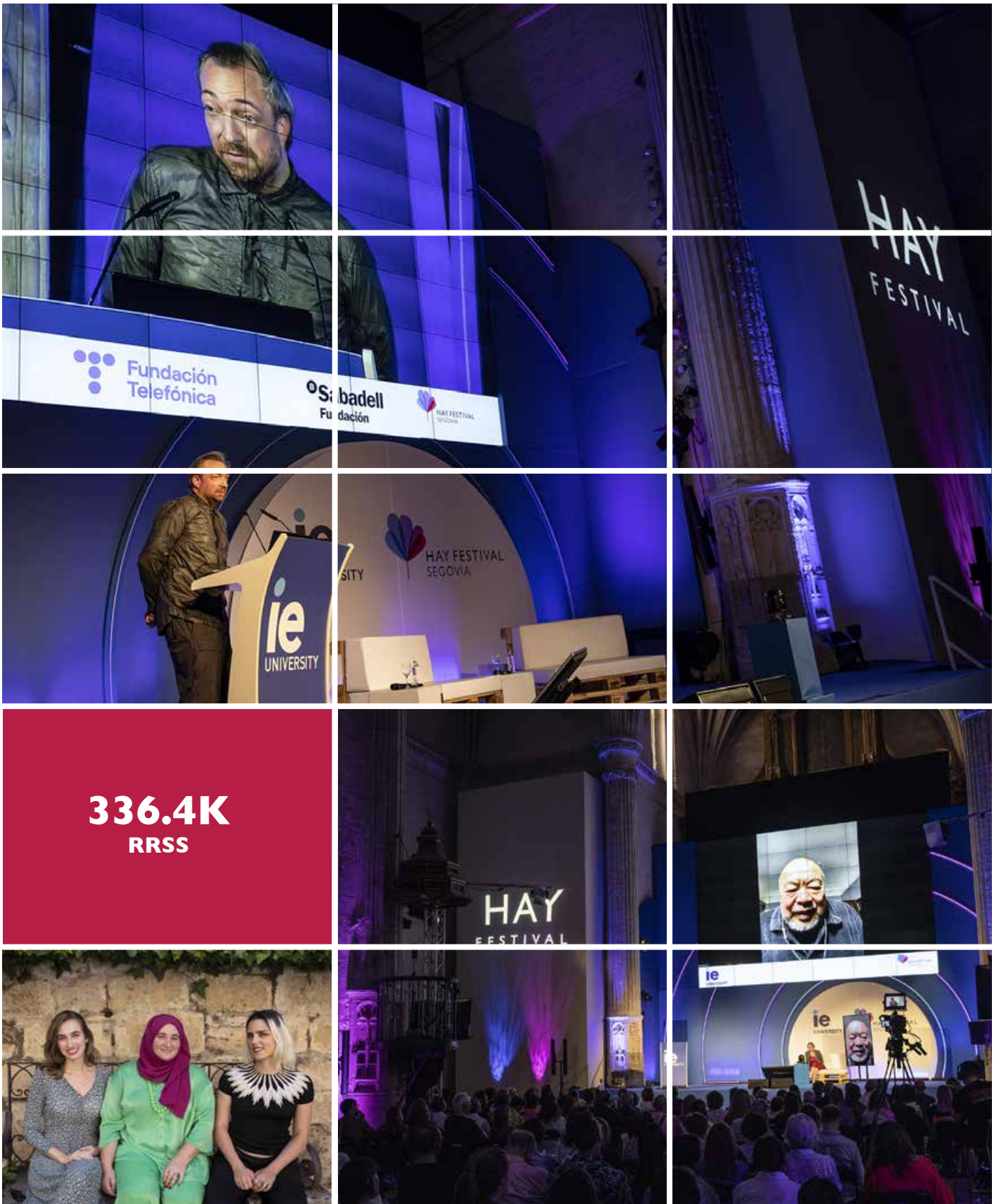






“The greatest advances in Artificial Intelligence are being generated in the US and China, but it is gaining more and more strength in Spain.”

Nerea Luis at Hay Festival Segovia 2022



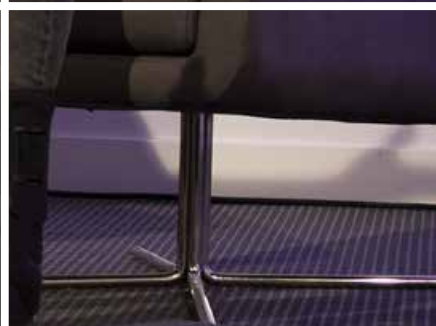
“They can only make me disappear again or my voice can never be heard again, but I still exist. If my presence makes them make that decision, I would be very proud of it.”

Ai Weiwei at Hay Festival Segovia 2022

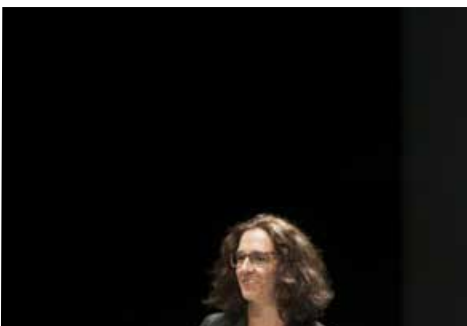


1,5M
VISITORS TO
THE WEBSITE



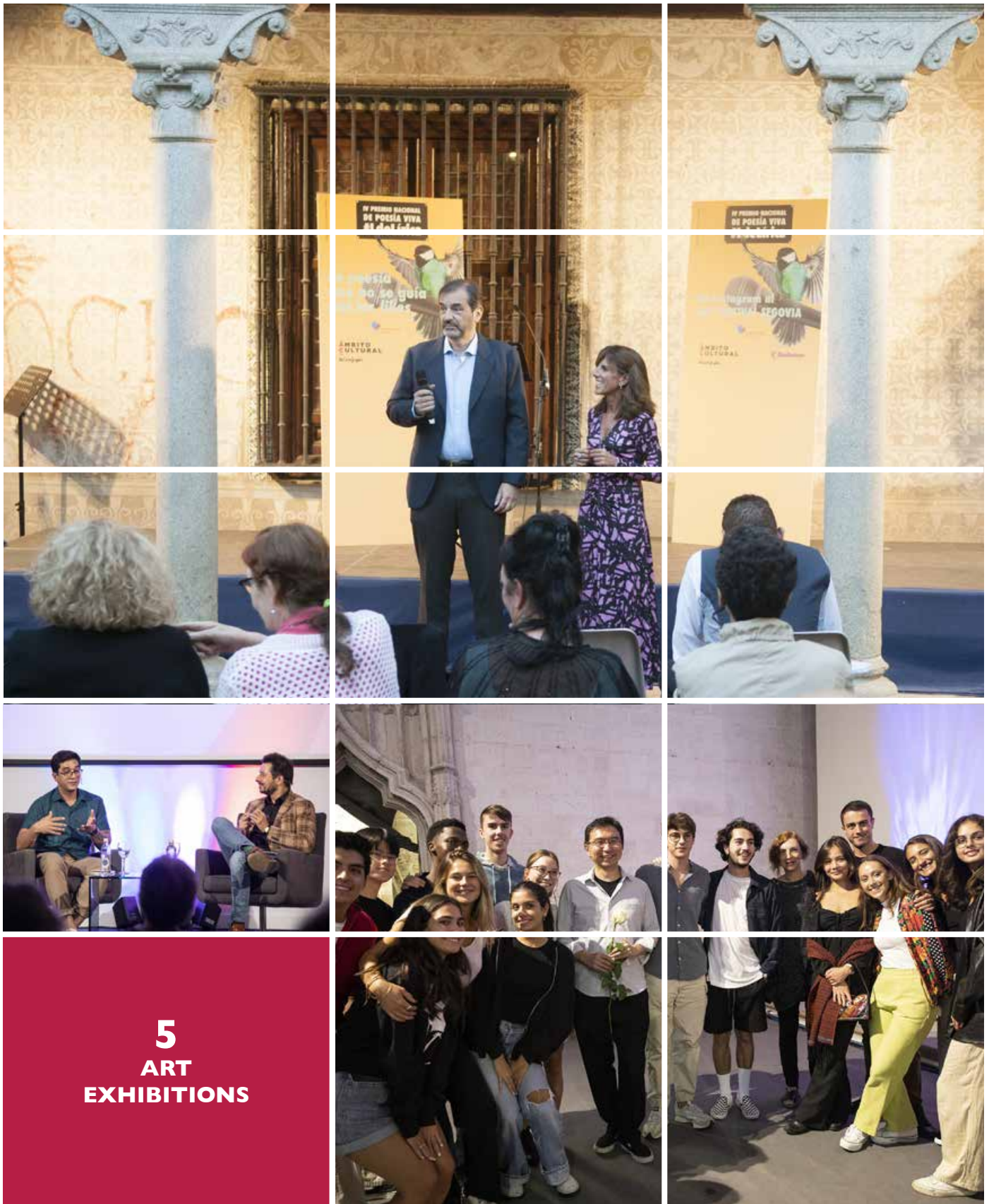


80
HOURS OF
ONLINE
CONTENT



16
DAYS

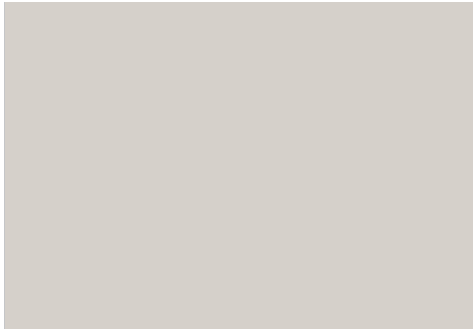




**“I like to create spaces that allow people to behave the way they want;
that respect choices rather than dictate them.”**

Sou Fujimoto at Hay Festival Segovia 2022





“Russian rulers are normally destroyed by palace coups, so that’s my guess.”

Simon Sebag Montefiore at Hay Festival Segovia 2022







FEB.

Madrid. Photography workshop with Lisbeth Salas

MAR.

Segovia. Casa de la Cultura Library

APR.

Madrid. Photography workshop with Lisbeth Salas

MAY.

Segovia. Nuria Barrios meets the reading clubs

Segovia. Autobiography workshop with Beltrán Gambier and Laura Garrido

JUN.

Segovia. José Antonio Marina meets the reading clubs

Between Portugal and Spain, a Poetic journey with Agustín Remesal

JUL.

Salamanca. Reyes Monforte in conversation with Carlos Aganzo

Segovia Exhibition Opening of Testas from the Studiolo Collection at the Esteban Vicente Museum

AUG.

Visits to the *Testas* exhibition

Barcelona. Miquel Molina and Xavier Vidal, Culture and city models

SEGOVIA, HAY FESTIVAL, FROM THE 8TH TO THE 18TH

León. Emilio del Río, Elsa González and Carlos Aganzo at the Museum in Sabero

In Madrid, Espacio Fundación Telefónica, John Simenon, Caroline Michel and Miquel Molina

Madrid. Esther Paniagua and Miguel Aguilar at the IE Tower

SEP.

OCT.

Segovia. Closing ceremony of the Visual Arts Programme

Calendar

A.

Evelio Acevedo / Carlos Aganzo / Miguel Aguilar / Andrea Aguilar /
Ángeles Aguilera / Isabela del Alcázar / Diego del Alcázar Benjumea /
Gayle Allard / Candela Álvarez Soldevilla / Encarnación Aparicio Roda /
Ludovic Assémat / Sara Ayats

B.

László Baán / Silvia Bardelás / Nuria Barros / Sofia Barroso /
José María Beneyto / Jacobo Bergareche / Isabelle Berneron / Santiago Beruete
/ Luis Besa / Sara Bieger / Marifé Boix

Miquel Barceló (Felanix, Balearic Islands, 1957)

Associated with neo-expressionism, the artist's work has evolved to become some of the most original and renowned on the European scene. His latest creations, a series of large-scale still lifes, were the focus of the talk at the festival.

Antony Beevor (London, 1946)

A military historian, he left the army after five years' service and moved to Paris, where he wrote his first novel. His essays have won numerous prizes and, in 2022, he published *Russia: Revolution and Civil War*.

C.

Bibiana Candia / Mercedes Cebrián / Beatriz Celaya /
Martín Chirino / Renato Cisneros / Pitita Clark / Víctor Clavijo /
Emecé Condado / Rodrigo Cortés / Jacinta Cremades /
Luis Alberto de Cuenca / Jesús Curiá

D.

Jorge Díaz

Kate Daudy (London, 1970)

The British artist is known for exploring the limits of language in her work and the crossover between sculpture and the written word, and has a self-created and patented alphabet. Her art interventions have included using old UNHCR refugee tents to invite reflection. She was recently named 'Visionary' by Louis Vuitton on the the 200th anniversary of the founding of the brand. For this edition of Hay Festival Segovia, she works with the scientist Konstantin Novoselov on a series of installations that combine art, science and sustainability.

Participants

E.

María Antonia Elliott / Carmen Esteban

F.

**María Fasce / Virginia Feito / Daniel Fernández / Daniel Fernández-Cañadas /
Belén Ferrier / António Filipe Pimentel / Richard Firth-Godbehere /
Carlos Fonseca / Carles Francino / Aurora Freijo Corbeira / Espido Freire /
Isabel Fuentes**

Sou Fujimoto (Hokkaido, Japón, 1971)

El arquitecto, responsable de proyectos como el Serpentine Gallery Pavilion en Kensington Gardens, concibe sus obras como un entendimiento entre la arquitectura, la naturaleza y el cuerpo humano, y plasma en ellas su pasión por el diseño, la creatividad y la herencia cultural.

G.

**Miguel Galindo / María José Gálvez / Beltrán Gambier / Jesús García Calero /
Laura Garrido / Ana Gavin / Alfonso Genique / Álvaro Gil Robles / Javier Gila /
Beatriz González / Elisa González / Esteban González Pons / Pablo Gonzalo /
Carlos Granés**

H.

**Josef H. Reichholf / Irene Hernández Velasco / Carlos Hernández-La Hoz /
Juan Herreros / Silvia Hidalgo / Kenji Hiramatsu / Patricia Hiramatsu**

I.

Santiano Iñiguez / Pablo Isla / Hanan Issa / Martin Ivens / Isabel Izquierdo

J.

Manuel Jabois / Hanna Jalloul / Félix Jordán de Urríes / Enrique Juncosa

K.

Anish Kapoor / Gemma Knowles / Ivan Krastev / Simon Kuper

L.

Nuria Labari / Emilio Lledó / Ramón Lobo / Félix Losada / Antonio Lucas

Nicola Lagiorgia (Bari, Italy, 1973)

Hailed as one of the best Italian writers under the age of forty in 2010, his career over the following twelve years, with five novels translated into fifteen languages affirms the accolade. He has just published *La ciudad de los vivos* in Spain, based on a real crime that shocked Italy.

Nerea Luis Mingueza (Madrid, 1991)

Doctor in computer science and lecturer in artificial intelligence, Mingueza helps us to understand the world around us and the world to come in the field of artificial intelligence.

M.

Elvira Marco / Joana Marcús / José Antonio Marina / Ángel Martín /

Aurelio Martín / Inés Martín Rodrigo / Agustín Martínez / Elena Martínez /

Mohamed Mbougar Sarr / Anne McElvoy / Lorenzo de' Medici / Eva Meijer /

Antonio Mercero / Lina Meruane / Caroline Michel / Joao Mira-Gomes /

Miquel Molina / Orlando Mondragón / Reyes Monforte / António Monteiro /

Sandrine Morel / Lara Moreno / Pablo Moro / Jonathan Moules / Sonia Mulero /

Mark Muller Stuart QC / Antonio Muñoz Molina / William Mut

N.

Lee Newman

Konstantin Novoselov (Russia, 1974)

The Russian-British physicist is best known for his work on graphene alongside Andrey Gueim, for which they received the Nobel Prize in Physics in 2010. In parallel to this, as an artist, his pen and ink drawings follow the Chinese aesthetic tradition. He was knighted by the Queen of England in 2012. For this edition of Hay Festival Segovia he partners the artist Kate Dauty on a series of art installations that blend art, science and sustainability.

O.

Alberto Ortiz / Tony Oulser

P.

Leonardo Padura / Esther Paniagua / José Luis Pardo / Bernardo Pérez /

Javier Pérez de Albéniz / Antonio Filipe Pimentel / Tiago Pitta e Cunha /

Jaume Plensa / Nativel Preciado

Alejandro Quecedo del Val

Q.

R.

Agustín Remesal / Ana Requena / Piera Riccio / Carme Riera / Mónica Rikic / Emilio del Río / Cristina Rivera Garza / Valerio Rocco / Yara Rodrigues Fowler / Moisés Rodríguez / Mónica Rouanet / Xita Rubert / Jesús Ruiz Mantilla

S.

María Sahuquillo / Rosa Samper / Ainhoa Sánchez / Jon Santacana / Clemens Schelettwein / Egon Schiele / Pablo Serrano / Ana Patricia Severino / Mariano Sigman / Liv Strömquist / Frederick Studemann

Simon Sebag Montefiore (London, 1965)

Historian and writer, he covered the collapse of the USSR. Later, he turned to fiction, essays and writing for children. At the festival, he spoke about Russia and the Sephardic Jewish movement in Europe.

John Simenon (Tucson, USA, 1949)

He spoke about the figure of his father, the writer George Simenon (Belgium, 1903 - Switzerland, 1989), at a time when the work is being republished in Spanish. A film based on the Belgian author's novels was also screened.

Angélica Tanarro / Martha Thorne

T.

Manon Uphoff

U.

Manolo Valdés / Celia Villalobos

V.

Leonor Watling / Marta Williams / Adrian Wooldridge

W.

Ai Weiwei (Beijing, China, 1957)

An artist and political activist, he has published his memoirs, *1000 Years of Joys and Sorrows*, in which he explores freedom of expression and activism, cultural and political history, as well as his creative career, which encompasses visual interventions, architecture, music and film.

Y.

Liam Young (Brisbane, Australia, 1979)

A speculative architect and filmmaker, Young operates in the spaces between design, fiction and futures to explore the local and global implications of new technologies.

Z.

Pedro Zuazua

157.091.904

Media audience

7.448.180€

Communication value

504

Media mentions

*results for August and September, with more reports and interviews still to be published.

The media

PAGE 23

10 journeys

“Hay turns the city of Segovia into the European center of ideas.”

EL PAÍS

“Hay Festival Segovia allows you to listen in person to the most outstanding international figures in each of their disciplines.”

DESCUBRIR EL ARTE

YOUNG PEOPLE

One of the major milestones of Hay Festival Segovia 2022 has been to attract a young audience and connect with their interests. They flocked to the different meetings with the participation of prestigious national and international speakers. This year's edition has incorporated projects that use new technologies for creation, to reach young people, connecting them with what is happening in the world.

PARTICIPANTS

Ludovic Assémat
Renato Cisneros
Virginia Feito
Iria G. Parente
Hanan Issa
Antonio Lucas
Nerea Luis Mingueza
Joana Marcús
Caroline Michel
Miquel Molina
Orlando Mondragón
Lara Moreno
Pablo Moro
Esther Paniagua
Alejandro Quecedo del Val
Piera Riccio
Mónica Rikic
Yara Rodrigues Fowler
Xita Rubert
Rosa Samper
John Simenon
Liam Young
Pedro Zuazua



**400
sheep in
performance**



NOVOSELOV DAUDY

Cooperation, ideas, matter, behaviour, more... Nobel Prize-winning physicist Konstantin Novoselov and British artist Kate Daudy invited the audience to reflect through two interventions in the city under the title *Everything is connected*. The protagonists also took part in several festival debates.

PARTICIPANTS

Diego del Alcázar Benjumea
Kate Daudy
Javier Gila
Sir Konstantin Novoselov
Florence Vanholsbeeck

“A Nobel Prize-winner invades Segovia with hundreds of sheep.”

LA VANGUARDIA

“Transhumance and science merge under the Segovia aqueduct by invitation of the Hay Festival.”

LA RAZÓN

“The performance of the sheep goes down as one of the Hay Festival Segovia’s most spectacular moments.”

EL MUNDO

SIMENON AND WALLONIA

George Simenon is the author of the literary saga of Commissar Maigret, predominantly set in the region of Wallonia (Belgium). The figure of the writer, whose works are now being re-edited, was the subject of debates, a quiz through the city of Segovia and a film screening.

“A cultural event which has run for 17 years in Segovia, bringing us great literary icons.”

EL DEBATE

PARTICIPANTS

Jesús García Calero
John Simenon
Caroline Michel
Miquel Molina
John Simenon
Florence Vanholsbeeck
Pablo Gonzalo
Fundación Telefónica

“One of the most important literary events in the country.”

EL CULTURAL





ART, CITIES AND ARCHITECTURE

Urban planning, museums, sustainability, nature, technology, photojournalism and more. Segovia became the capital of reflection on new architecture and its future, its relationship with the environment, with art centres and with life in cities.

“An unexpected encounter at Hay Festival Segovia that focused on passion over results “the goal can never be to make money” (...)”

EL PAÍS

PARTICIPANTS

Evelio Acevedo
László Baán
Miquel Barceló
Sofia Barroso
Martin Braathen
Kate Daudy
Daniel Fernández
Sou Fujimoto
Isabel Fuentes
Javier Gila
Juan Herreros
Enrique Juncosa
Anne McElvoy
Miquel Molina
Sonia Mulero
Sir Konstantin Novoselov
Piera Riccio
Martha Thorne
Liam Young
Ai Weiwei

“Hay Festival: The great banquet of art, literature and ideas begins in Segovia.”

ABC

PORTUGAL

Readings, tastings, flavours, the ocean. The Portuguese country and its culture played the title role in several Hay Festival events, in partnership with the Portuguese Embassy in Spain and Turismo de Portugal.

Intellectuals led readings dedicated to Portugal. There were discussions on the need to safeguard the oceans, and a trip to 'Portugal of the senses' was held through an experiential workshop including tastings, poetry and engravings, stories, flavours and traditions.

“Tradition and innovation in the festival of the arts.”

EL DÍA DE SEGOVIA

PARTICIPANTS

Carlos Aganzo
Jesús Calero
Flora Dolores
Enrique Juncosa
María de Lurdes Vale
Lorenzo de' Medici
Joao Mira-Gomes
António Monteiro
Javier Pérez de Albéniz
António Filipe Pimentel
Tiago Pitta e Cunha
Ana Patricia Severino
José Félix Valdivieso





NATURE

Using culture to save the planet, addressing the environment, the earth, water and climate change has been another of the objectives of Hay Festival Segovia 2022. Either by returning to the classics, or by discussing heat waves and their consequences, which include the devastating decline of butterflies.

“Hay Festival, the great *festival of ideas*, with a Sunday full of wordy events.”

EL ADELANTADO

PARTICIPANTS

Carlos Aganzo
Isabela del Alcázar
Joaquín Araujo
Santiago Beruete
Jesús Calero
Beatriz González
Eisa González
Josef H. Reichholf
Gemma Knowles
William Mut
Tiago Pitta e Cunha
Alejandro Quecedo del Val
Emilio del Río
Clemens Schlettwein

“Hay Festival Segovia ends three days packed with encounters and conversations between artists and experts.”

AGENCIA EFE

WELFARE

Emotions, and the role they play in society, the workings of the mind and mental health have played a special role this year.

“Hay Festival Segovia: the art of thinking.”

CONDÉ NAST TRAVELER

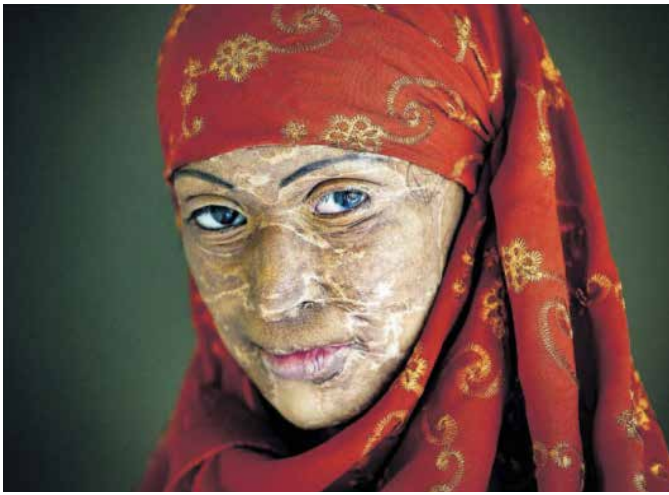
PARTICIPANTS

Daniel Fernández-Cañadas
Richard Firth-Godbehere
Miguel Galindo
Félix Jordán de Urríes
Jose Antonio Marina
Ángel Martín
Eva Meijer
Jonathan Moules
Lee Newman
Jon Santacana

“The conversation between the comedian Ángel Martín and the editor Ángeles Aguilera will bring to an end an intense and successful edition of Hay Festival Segovia.”

EL NORTE DE CASTILLA





VISUAL ARTS

In the Visual Arts, two powerful art interventions were brought to the city for the festival by the artist Kate Daudy and the Nobel Prize-winner Konstantin Novoselov. A visual experience by Liam Young, a photography exhibition by Bernardo Pérez Tovar and sculptures from the Studiolo collection in the *Testas* exhibition rounded off the artistic programme.

“A safari through Liam Young’s virtual dystopia opens Hay Festival Segovia.”

LA VANGUARDIA

WITH WORKS BY

Ana Laura Aláez
Fernando Bellver
Rafael Canogar
Anthony Caro
Martín Chiniro
Jesús Curiá
Kate Daudy
Anish Kapoor
Sir Konstantin Novoselov
Tony Oulser
Bernardo Pérez
Jaume Plensa
Egon Schiele
Pablo Serrano
Manolo Valdés
Liam Young

“A must-see exhibition: *Testas*, an exhibition at Hay Festival Segovia.”

ELLE DECORATION

HAY FESTIVAL REACHES OUT

Barcelona, Madrid, Zamora, León, Salamanca and even Portugal have hosted different events for Hay Festival Segovia 2022, which has endeavoured to bring the event to the whole of the Iberian Peninsula.

“More than 100 guests from a total of 17 different nationalities will gather at Hay Festival Segovia 2022 to discuss art, architecture, literature, etc.”

ELLE

PARTICIPANTS

Carlos Aganzo
Jordi Corominas
María Antonia Elliott
Asunción Escribano
Beltrán Gambier
Laura Garrido
Elsa González
Fermin Herrero
Félix Losada
Miquel Molina
Reyes Monforte
Agustín Remesal
Emilio del Río
Lisbeth Salas
Mónica Velasco
Xavier Vidal

“Hay Festival is back with a cast full of intelligence.”

LA VANGUARDIA





LITERARY GENRES

Poetry, essays, novels, short stories and more. Literature is the central figure, and the pillar around which the Hay Festival has been structured since its beginnings. This year's edition has featured some of the most eminent national and international authors of literature in all its genres, as a gathering place for debate and thinking.

**“One of the most prestigious
literary festivals in Spain.”**

EL ESPAÑOL

PARTICIPANTS

Silvia Bardelás
Jacobo Bergareche
Bibiana Candia
Mercedes Cebrián
Renato Cisneros
Emecé Condado
Virginia Feito
Carlos Fonseca
Aurora Freijo Corbeira
Espido Freire
Esteban González Pons
Carlos Granés
Carlos Hernández-Lahoz
Silvia Hidalgo
Hanna Issa
Manuel Jabois
Nicola Lagioia
Emilio Lledó
Antonio Lucas

Mohamed Mbougar Sarr
Lina Meruane
Carmen Mola
Orlando Mondragón
Reyes Monforte
Lara Moreno
Antonio Muñoz Molina
Leonardo Padura
José Luis Pardo
Nativel Preciado
Ana Requena
Carmen Riera
Cristina Rivera Garza
Yara Rodríguez Fowler
Mónica Rouanet
Xita Rubert
Manon Uphoff
Jorge Volpi
Pedro Zuazua

PAGE 43

Thanks to...

Principal global partners



Principal partnering public bodies



Principal partner entities and foundations



Event partners

EL PAÍS

LOEWE
FUNDACIÓN

NOS
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Castilla y León

Around
ART

LA VANGUARDIA

Podimo

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COMERCIO EUROPEAS
EN ESPAÑA

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Pellet

Cámara
Segovia

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Fraternité

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FRANÇAIS

SDCELAR

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SER PRIMERO

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Madrid

ISTITUTO
italiano
di CULTURA

Uva
SEGOVIA

f)L Fundación José Manuel Lara

Embajada de Suecia
Madrid

LORENZO DE MEDICI
FOUNDATION
For Craftsmanship and Art

Visual arts programme partners

Around
ART

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anigp
Asociación de
Informadores de Prensa

Asociación de
Periodistas de Segovia

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caja segovia

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Duomo ediciones


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ROMA

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EL ADELANTADO
DE SEGOVIA

El Día
de Segovia

El Norte de Castilla


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Radio
Segovia

CADENA
SER2

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DE SEGOVIA


ASPD


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CERO
ONDA CERO
Ona Cero Segovia 98.3 FM
Ona Cero Cúller 103.1 FM

LA NACION

EFE:

Official services

ANTARES
LIBROS
Pº Empedrado, 31


Diagonal
LIBRERÍA

Punto y Línea
Librería



Escudo de Segovia


Fundación
ONCE


AIDA


CARROS
DE BOMBEROS


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CANO ESTUDIO

MUNDOMIGO
CREADORES DE VIAJES


REAL SEGOVIA
HOTEL

RECORDS HOTEL


EUROSTARS
HOTELS

LA CONCEPCIÓN
RESIDENCIAL

 Tau
Diseño para
la Comunicación

DIRECTION

María Sheila Cremaschi

ORGANISATION

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ABOUT HAY FESTIVAL

The Hay Festival was born in 1988 in a small village in Wales, Hay-on-Wye, bringing together international personalities from the worlds of literature and music as a meeting point for debate and thought.

The first Hay Festival Segovia was held in 2006, gathering some of the world's best writers and thinkers, and has continued to be held every year in September. It offers a wide-ranging cultural programme along with a focus on great architecture and a strong visual arts presence.

This festival inspires, explores and entertains, while inviting its participants to imagine the world as it really is, and how it could be. In the year 2022, the main theme of Hay Festival Segovia is *Tradition and Innovation*. It is held live at inspirational venues around the city.

Since its inception, the Segovia edition of the festival has been directed by María Sheila Cremaschi. Historian and Master in Cultural Management and Policies. She began her cultural activism by creating a theatre in her home city of Buenos Aires, later founding the magazine *Intramuros* with Beltrán Gambier in Madrid in 1994.

Sheila Cremaschi has received several international distinctions for her work, including the 1988 city of Buenos Aires award for Young Talents and the Madrid International Press Club Media Impact Award, 2008. In 2013, she was made a Member of the Order of the British Empire by Her Majesty, Queen Elizabeth II. She was awarded the Cruz de Isabel La Católica by King Felipe VI in 2015. In 2020, the Hay Festival (Wales -UK, Latin America and Spain) received the Princess of Asturias Award for Communication and Humanities, along with the Guadalajara Fair (Mexico).

In 2022, the Italian Ambassador to Spain, Riccardo Guariglia, on behalf of the President of the Italian Republic, Sergio Mattarella, presented her with the Ordine della Stella d'Italia.



HAY
FESTIVAL
SEGOVIA