



HAY FESTIVAL

CARTAGENA DE INDIAS DEL 24 - 27 ENERO 2008



Hay Festival Cartagena Report 2008

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Hay Festival

Hay Festival of Literature has been organising a literary festival (The Guardian Hay Festival) for twenty one years in Hay-on-Wye, a small Welsh town with a population of 1,300. This ten day event brings together 400 writers and artists and an audience of 120,000 people, of whom 500 are journalists, making it one of the most important literary festivals in the world: www.hayfestival.com. The festival is made up of over 450 events over a period of 10 days, including public interviews and talks with figures from the worlds of literature, politics and art in an atmosphere of music, exhibitions and celebration.

Amongst others, Bill Clinton attended this event in 2001 and 180 million people around the world watched his speech on the BBC World. As one of the world leaders in this field, it has created international festivals in other parts of the world since 2006: *Hay Festival Cartagena de Indias*, *Hay Festival Segovia* and *Hay Festival Alhambra*.

In 2008 the festival celebrates its twenty first birthday, with 477 events over 10 days. Speakers will include Gore Vidal, Alan Bennett, John Irving, President Jimmy Carter, Joseph Stiglitz, and Ian McEwan.



Welcome to the HAY FESTIVAL *Cartagena de Indias, Colombia*

Welcome to the third Hay Festival in Cartagena de Indias which is gatherings together some of the most exciting writers from all over the world to the most beautiful city in the Caribbean.

Cartagena de Indias is the perfect pace to celebrate ideas, share stories and reflections on love, death, politics, religion, wars, family and everything else in life...in theatres, in the bars, in the streets, while breakfasting, and late into the night.

We hope that you can join us to enjoy our participants, who have come from Asia, the Middle East, Europe, Africa and North America, as well as the great figures from all generations of Hispano-American literature.

We are profoundly grateful to all those who have put their imagination, time and money to allow this festival to be celebrated. Thank you for making our dreams a reality.

It is a tremendous honour.



Peter Florence and the Hay Festival team

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The Festival in numbers....



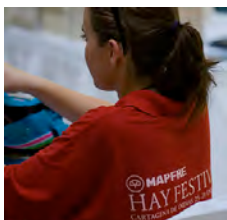
The Festival in words....



The Festival in images....



The Festival in the media....



Hay Festivalito....



The Festival in numbers....

- 4 days
- 100 writers of 19 nationalities
- 57 events
- 3 concerts: Baaba Maal& Band with an audience of over 7000
- 2 parties every night
- 8 venues: theatres, universities, libraries, public squares
- 30,000 participants
- 20% of total entry free to students
- 2,500 VIP and press passes
- 6 writers from Hay in the OFF OFF festival (Festival on the outskirts of Cartagena)
- 3 communities: Gatherings with young people from the communities of Membrillal, Boquilla and Bayunca
- 6 Hay Festivalito events with 500 participants
- 360 strong audience at the Hay Festival event in la Guajira
- 8,000 Hay para Contar (Official festival bulletin) handed out free of charge throughout the city
- 300 people exchanging books in the Trueque del Libro organised with Cerlac
- 577 minutes of new transmission on national television
- 341 articles on web pages
- 23 articles in the international press
- 608 articles in the national press
- 600 minutes transmission on national radio
- Over 1000 visitors per day to the festival website

The Festival in words...

"I think Hay has turned into a wonderful reference point, above all in these times, in this continent. It is flexible, free and open to diversity. This is without doubt the best party, the one we need the most." **Alberto Barrera Tyszka**

"Hay functions like all the best novels, a spectacular structure, a mass of interesting things, all so well put together that you don't even realise the effort that has gone into all that you are enjoying." **Enrique de Hériz**



The Hay Festival Cartagena de India was an extraordinary and wonderful experience. The passion for literature and ideas that exist in Latin America, apparent in the most powerful way in Cartagena, can make us feel a little embarrassed about the timidity with which we approach it in our own country. The intensity of their interest can only serve as inspiration to those who participate. **Anthony Beevor**

"Very few festivals are like Hay Cartagena, giving the participants the impression of being in the right place at the right time. It offers a complete experience: the beauty of Cartagena, the warmth of the people and the high level of literary events. A festival to remember." **Homero Aridjis**

It has been an extraordinary event, one of those rare occasions when passion for art and its power have reached everyone." **Hannah Rothschild**

"My favourite memories are of the sense of pure joy that we have to be here. Hay is a festival where friendships are not only made, but they are deepened." **Haydon Warren Gash, British Ambassador to Colombia**



The Festival in the media...

Estimated media coverage

Articles published on the Internet

On national sites: over 300

On international sites: 41

Total articles: Over 341

Furthermore the Mapfre Hay Festival Cartagena de Indias 2008 was mentioned in various blogs relating to literature, education, culture and tourism.

Articles in the International Press

In total 23 articles

Articles in the Colombian press (regional, local, national)

In national newspapers: over 274 articles

In national magazines: over 30 artículos

Total articles in print media: over 304

Estimated Television coverage

577 minutes

Canal RCN

176 minutes

Señal Colombia: 120 minutes

Baaba Maal Concert

Canal Caracol TV

30 minutos of coverage



Cubrimiento estimado en medios

City TV

15 minutes of coverage

Noticiero Cm&

12 minutes of coverage

Canal TeleCartagena

9 minutes of coverage

Canal TeleCaribe

24 minutes of coverage

Canal TeleCafe

180 minutes of coverage

RADIO

600 minutes of coverage

Cultural content

490 minutes broadcast in total

Caracol Radio

179 minutes transmitted

RCN Radio (national radio)

293 minutes transmitted

PAUTA SEMANA – time valued as 89292.000 COP

PAUTA EL TIEMPO – time valued as 137754524 COP

PAUTA TV DE RCN –time valued as 1427650364 COP



The Festival in the press...

“Now in its third year, Hay Cartagena is well established in Latin America's cultural calendar and is an excellent excuse to visit an extraordinary country.” *Francesca Segal, The Observer (02/03/2008)*

“For the last four years, Cartagena has been synonymous with holidays, beauty contests and the place to gather for great spectacles and events. But things have changed, so much in recent times to the point that in January, Cartagena is transformed into Colombia's capital of culture.” *El Tiempo (22/12/2007)*

If you like literary festivals accompanied by a good dose of fiesta, Cartagena is the place to go this January. In its third year, The Hay franchise takes over the theatres and plazas in the colonia city and the programme is more eclectic and dynamic than ever...” *The Guardian Travel (29/12/2007)*

“Hay has demonstrated for a third consecutive year that it is not an elitist or exclusive festival.” *Juan David Correa, Revista Arcadia*

“..the most marvellous thing about Hay is the integration of cultural worlds. The others here is not far, as Ariel Magnus said. The event allows authors to be approachable to the people, even to people who do not read. They bridge the gaps between the writer and the reader...especially events like the Off Off Festival, which allows the speakers to spend time with the popular classes, enabling them to also participate, and be fundamental to these talks”. *Gustavo Tatis, Hay Para Contar*

”As so many different authors come to give events in Cartagena ... The English, North Americans, North Africans, Spaniards, Argentinians, Chileans, Colombians ...it is because in this country exists a book culture, and respect for the written word.” *Jorge Edwards*

Thank you to our participants:

Hector Abad Faciolince, Colombia
Yasser Abdel Latif, Egypt
JaimeAbello, Colombia
Marcos Aguinis, Argentina
Monica Ali, UK
FelipeAljure, Colombia
Claudia Amengual, Uruguay
Jon Lee Anderson, USA
Octavio Arbelaez, Colombia
Homero Aridjis, Mexico
Huda Barakat, Lebanon
Alberto Barrera, Venezuela
Antony Beevor, UK
Azriel Bibliowicz, Colombia
Piedad Bonnet, Colombia
Rosie Boycott, UK
Nick Broomfield, UK
HC Buch, Germany
Antonio Caballero, Colombia
Juan Cambiaso, Argentina
Bernardo Carvalho, Brazil
German Castro Caycedo, Colombia
Oscar Collazos, Colombia
Rosa Conde, Spain
Juan David Correa, Colombia
Juan Cruz, Spain
David Crystal, UK
João Paulo Cuenca, Brazil
Enrique de Hériz, Spain
Kiran Desai, India
Jorge Edwards, Chile
Anne Enright, Ireland
Alvaro Enrigue, Mexico
Aminatta Forna, UK/Sierra Leone
Jorge Franco, Colombia
Luis Alfonso Gamo, Spain
Cristina Garcia, USA
Antonio García, Colombia
Gaston Garcia, Argentina
Jaime Garcia Marquez, Colombia
Belen Gopegui, Spain
Juan Gossain, Colombia
Jon Gower, UK
Wendy Guerram Cuba
Jorge Herralde Grau, Spain
Francisco Herranz, Spain
Peter Ho Davies, UK

Andres Hoyos, Colombia
Michel Ignatieff, Canada
Dario Jaramillo Agudelo, Colombia
Pablo Jimenez Burillo, Spain
John Junieles, Colombia
Mario Jursich, Colombia
Martin Kohan, Argentina
Juanita Leon, Colombia
Jonathan Levi, USA
Baaba Maal Senegal
Ariel Magnus, Argentina
Pedro Mairal, Argentina
Aida Marcuse, Uruguay
Jesus Martin-Barbero, Colombia
Ana Maria Moix, Spain
Daniel Mordzinski, Argentina
Paula Marcela Moreno, Colombia
Clara Elvira Ospina, Colombia
William Ospina, Colombia
Jose Ovejero, Spain
Francisco Panizza, Uruguay/UK
SamarysPolo, Colombia
Roberto Pombo, Colombia
Marianne Ponsford, Colombia
Diana Quick, UK
Pilar Quintana, Colombia
Fernando Quiroz, Colombia
Juan Rendon, Colombia
Yolanda Reyes, Colombia
Omar Rincon, Colombia
Andrew Ruhemann, UK
Joaquin Sabina, Spain
Daniel Samper Ospina, Colombia
Daniel Samper Pizano, Colombia
Alejandro Santos, Colombia
Joan Manuel Serrat, Spain
Ricardo Silva, Colombia
Pere Sureda, Spain
Guido Tamayo, Colombia
Gustavo Tatis, Colombia
Ivan Thays, Peru
Antonio Ungar, Colombia
Margarita Valencia, Colombia
Juan Gabriel Vásquez, Colombia
Julio Villanueva Chang, Peru
Conrado Zuloaga, Colombia

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Sponsorship presence:

Banners inside and outside all venues and in the surrounding areas.

Projection of logos at the start of every event. (37)

Projection of logos on the Festival adverts on television (duration 2 weeks, equivalent value 5.000.000 USD)

Logo in the programme (20000 copies printed)

Logo on the Hay Festival web pages with over 4 million visitors per year.

Invitation for all sponsors to festival parties.

Sponsorship allows for 20% of ticket allocation to made available to students at no charge.



Gracias...

Socio Principal:



Patrocinadores Principales:



Patrocinadores:



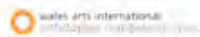
Socios Mediáticos:



Socios Gubernamentales:



Apoyo:



Librería
Oficial



Línea Aérea
Oficial



Socio Hay
Festivalito



EL HAY FESTIVAL SE VIVE CON PASIÓN



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Hay Festivalito

6 events within the main festival programme

3 visits by writers and speakers to the barrios of Bayunca, Membrillal y Boquilla

4 animation workshop

500 children from the barrios attended events on the programme for free

500 books donated to libraries in the surrounding areas to Cartagena

8 writers events especially designed for children

Projection of the film *Paraiso Travel* in the barrio of Bayunca to 40 young people prior to Jorge Franco's visit

Work continuing throughout the year in the locality with our associate, Plan

