

Hay Festival *Arequipa*

Report

7 — 10
November 2024



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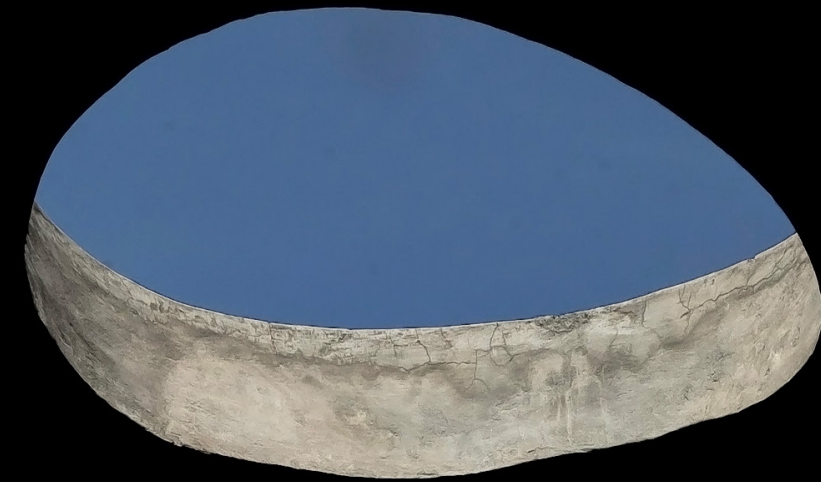
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HAY FESTIVAL

Arequipa 2024

With events brimming with ideas, exciting conversations, concerts, workshops and activities for participants of all ages around the city, the **10th Hay Festival Arequipa, 2024**, has ended after a programme which has filled the urban space and hearts of audiences, with **27,233 people attending in person** and over **11,000 online views**, over **4 days of culture, knowledge and exchange**. In the words of Cristina Fuentes La Roche, Hay Festival International Director, *“The Hay Festival Arequipa has had a better participation than ever before, with very stimulating and participative events. A triumph of shared ideas and a strong space for reflection, dialogue and the search for hope.”*

With **150 guests** to hear from, the people of Arequipa and many visitors from other regions and countries attended different venues throughout the city, including the **Teatro Municipal**, el **Colegio de Abogados**, el **Centro Cultural Peruano Norteamericano**, la **Casa Tristán del Pozo** o el **Teatro Arequepay** in the Plaza de Armas. There were also lectures and workshops for the university community at the **Universidad Católica de Santa María** and the **Continental University**, activities at the **Arequipa Prison** and at the **COAR school**. We should also mention that the festival had a chapter in the neighbouring city of **Moquegua**, on the 6th of **November**.



The programme in detail

Nobel prize-winners

This year we could hear from **Carlos Umaña**, Nobel Peace Prize 2017, who spoke to us about environmentalism and the need to eradicate nuclear weapons in the world, as well as his specific work as a scientist and activist. Furthermore, the Nobel Literature Laureate, 2021, **Abdulrazak Gurnah** (Tanzania/United Kingdom), talked about the human condition, combining themes including exile, migration, identity, the effects of colonialism and the fate of refugees among cultures and continents.

Literature

We have been able to enjoy literary conversations with the writer **Javier Moro** (Spain), who presented *Nos quieren muertos*. The writer and journalist **Gemma Ruiz Palà** (Spain) spoke about *Nuestras madres*, alongside the director, screenwriter and author **María Larrea** (Spain), with her book *Los de Bilbao nacen donde quieren*. The writer and historian **Iban Zaldúa** (Spain) presented *A escondidas*. **Carlos Bardem** (Spain) was in conversation with **Hugo Coya** (Peru) at a hybrid event, and the philosopher and writer **Karima Ziali** (Spain/Morocco) introduced her novel *Una oración sin dios*.

The human rights lawyer and author **Philippe Sands** (United Kingdom) reflected on justice and reparation through his book *The Last Colony*. His compatriot, the poet and dramatist **Clare Pollard**, shared her thoughts on her novel *Delphi*, the story of an ordinary London family and their experiences of Brexit and the pandemic. There were also sessions covering topics related to diasporas and identity, with interesting guests such as the author **Randa Jarrar** (Palestine/United States) and **Hari Kunzru** (United Kingdom), a British citizen of Indian origin, who also

shared the Literary Pairs event with the writer **Agustina Bazterrica** (Argentina), who presented her successful work *Las indignas*.

From France came the authors **Jean-Baptiste Del Amo** and **Colombe Schneck**. From Bolivia, **Liliana Colanzi** with *Ustedes brillan en lo oscuro*, and **Edmundo Paz Soldán**, with his dystopian book *Área protegida*. **Pablo Vierci** (Uruguay) told us the story behind *Society of the Snow*. And **Fabiola Hablützel** (Chile/Peru) gave her views on the meaning of family and identity, linked to her book *La hermana del medio*.

We were also glad to have the company of Peruvian writers such as **María José Caro**, **Giacomo Roncagliolo**, **Gabriela Wiener**, **Guillermo Niño de Guzmán**, **Susane Noltenius**, **Juan Manuel Robles**, **Dina Ananco Ahuananchi**, **Oswaldo Chanove**, **Rocío Silva Santisteban**, **Hugo Coya**, **Andrea Ortiz de Zavallos** and **Karina Pacheco**.

We also enjoyed a wonderful event at which **Irene Vallejo** and the photographer **Daniel Mordzinski**, accompanied by **Jeremías Gamboa**, took us on a literary route of Latin America, illustrated with photographs.

Science

Science was well represented, by the mathematician **Alessandro Maccarrone** (Spain), author of *El infinito placer de las matemáticas*; **Stefano Varese** (Italy/Peru), an expert highly respected in Peru for his work, spoke about the Amazon region, its natural and cultural riches, and the challenges it currently faces. **Xabier Díaz de Cerio** (Spain) presented his *Abecedario Climático Peruano*, making particular reference to the ecoheroes of climate and community action in Peru.

Current affairs

As we do at every Hay event, we didn't forget to include the most contemporary critical thought, talking about utopias with **Ekaitz Cancela** (Spain) and **Hamja Ahsan** (United Kingdom); social media and the Internet with **Gonzalo Zegarra** (Peru), author of *La democracia del click y del TikTok*; about archives, legacy and memory in the reconfiguration of our history with **Natalia Sobrevilla**, **Marcel Velásquez** and **Farid Kahhat**. Also, **Roberto Chang**, **Zaraí Toledo** and **Carlos Paredes Lanatta** analysed the current state of the Peruvian economy.

We were lucky enough to be able to feature journalists such as **Diego Enrique Osorno** (Mexico), **Jonathan Castro**, **Américo Zambrano Romero**, **Julio Villanueva Chang** (Peru) and **Camila Osorio** (Colombia).

Other outstanding guests were the chef and YouTuber **Waldir Maqqe** (Peru) and the content creator **Alessandra Yupanqui** (Peru); the chess experts **Leontxo García** (Spain) and **Julio Ernesto Granda** (Peru); the communicator **Pablo Cateriano** (Peru); the British podcasters **Astrid Madimba** and **Chinny Ukata**; the athlete **Savas Coban** (Germany) and the historian **Charles Walker** (United States).

Education

The important matter of education was analysed by the sociologist and expert in social development and education **Patricia Salas** (Peru), at an event together with the Kukama activist **Maritza Ramírez** (Peru), as well as **Serge Barbet** (France/Argentina), a journalist specialising in education and director of the Centre for Media and Information Education, and with **Elisa Guerra** (Mexico), educator, author and member of the International Commission of UNESCO's Futures of Education.

Arts

We have experienced the arts with the Peruvian filmmakers **Judith Vélez**, **Enrica Pérez** and **Lucho Llosa**, and **Felipe Gálvez** (Chile); with the art curator and writer **Alfredo Villar**, with his book *Papá Huayco*; the singer-songwriter **Renata Flores**; a concert by the **UNSA Symphony Orchestra** conducted by **Christophe Talmont**; the illustrators **Sheila Alvarado** and **Marisa Godínez** (Peru); the visual artist **Christian Bendayán** and the Arequipa photographer **Juan Carlos Belón**; and the dramatists **Armando Punzo** and **Rossella Menna** (Italy) as well as the play *Watanabe: todo el vasto fondo marino*, by **K'intu Galiano**.

Ten years of Hay Festival Arequipa

The festival programme also included an activity at which we presented to the Arequipa public the **book commemorating ten years** of the Festival. Edited together with the BBVA Foundation and published by the Fondo de Cultura Económica, this special volume offers a compilation of iconic events from ten years of the festival, illustrated with photos that reflect the plurality and riches of the Hay Festival proposal.



Patricia del Río
© Daniel Mordzinski

Hay Comunitario

Hay Festival Arequipa has been running activities for prisoners at the **Socabaya Penitentiary**, and this time, the Cusco writer **Giacomo Roncagliolo** and the Mexican educator **Elisa Guerra** carried out activities there on the 8th of November. Guerra also offered a talk on *La escuela en la era de la inteligencia artificial* for young people at the **COAR** secondary school.

From Saturday the 9th, the children's and family programme took place at the **Plaza San Francisco**. This programme began with *a presentation by children at the Hogar de Cristo home*, which included a musical performance with homemade instruments. We could enjoy other music-related activities in the Plaza San Francisco, such as the discussion between the maestro **Christophe Talmont** and the music educator **Doris Zuzunaga**; the presentation of the Arequipa branch of the **Children's Symphony Choir** of Peru; and the activity *Suena y narra*, a storytelling session with tales from the oral tradition set to music, with **Doris Zuzunaga** and **Alexis Valverde**.

José Carlos de la Puente and **Sergio Vilela** presented *Machu Picchu. Un misterio entre las nubes*; **Patricia Villanueva**, co-author of *Grandes culturas milenarias*; **Bruno Pinasco**, who presented the sequel to his young adult novel *Tea Shop*; and the French lawyer, who specialises in migration, and writer **Cécile Blouin**, co-author of *El árbol de Yeniret*, a project by the UN's International Organisation for Migration (IOM). Another IOM book, *La niña que tejía sonrisas*, was also presented.

The programme offered a series of workshops: *Goldsmiths for a Day*, based on the book *Grandes culturas milenarias* with **Patricia Villanueva** and **Adriana Roca**; a workshop on the topic of local food with **Diana Escobedo**; and a storytelling workshop with the Arequipan **Raúl Chuquimia**. **Karina Villalba** also gave a dioramas workshop based on the book *Machu Picchu. Un misterio entre las nubes*, which she ran in the **San Camilo Market** on Saturday 9th of November.

Hay Joven

The Hay Festival Joven was intended for the university community of Arequipa, offering activities at the **Continental University** and the **Universidad Católica de Santa María (UCSM)** on the 7th and 8th of November. Appearing at the **Continental University** were **Fabiola Hablützel** (Peru), author of the *La hermana del medio*; **Daniel Mordzinski** (Argentina), known as the “writers’ photographer”, with a career of over four decades; **Alessandro Maccarrone** (Spain), a Doctor in Physics and author of *El infinito placer de las matemáticas*; **Gonzalo Zegarra** (Peru), lawyer and author of *La democracia del click y del Tik Tok*; and **Leontxo García** (Spain), a journalist who specialises in chess from a scientific and educational perspective.

At the **UCSM** we had the Nobel Peace Laureate **Carlos Umaña** (Costa Rica); the BBC Mundo journalists **Alejandro Millán** (Colombia) and **Matías Zibell** (Argentina), who offered a digital journalism workshop; **Pablo Vierci** (Uruguay), author of *Society of the Snow*, a book that has been made into a successful film of the same name; the journalist **Xabier Díaz de Cerio** (Spain), author of *Abecedario climático peruano*; and the filmmakers **María Larrea** (Spain/France), **Enrica Pérez** (Peru) and **Judith Vélez** (Peru).

The festival in numbers

days **4**

artists
from 17 countries **150**

events **109**

attended in person **27,233**

viewings via streaming **11,000**

visits to the website **196,000**

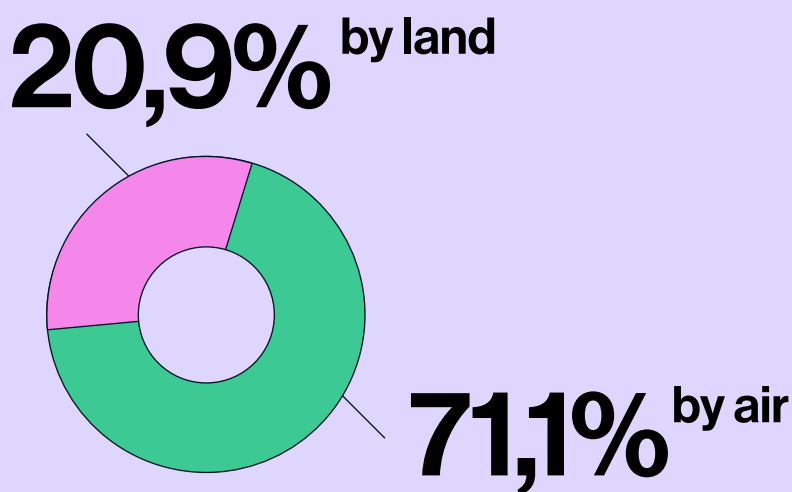
people reached via
social media **1.2 millones**

digital users **145,357**

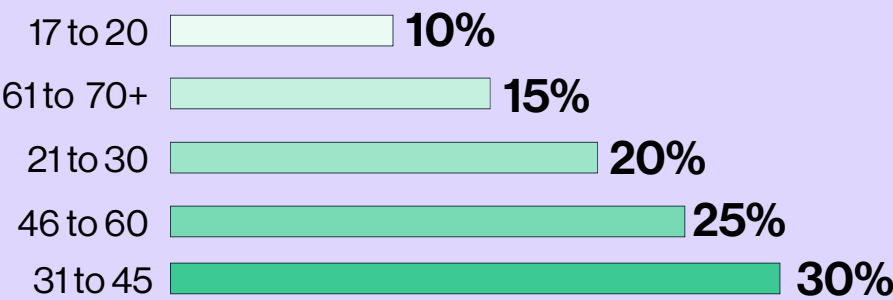
from:
Peru
Mexico
Colombia
Spain
United States
Argentina
Bolivia
Chile
Venezuela

Visitor profile

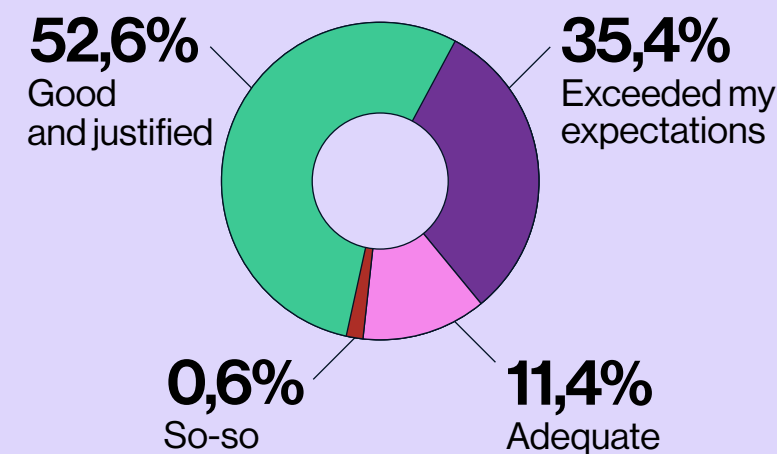
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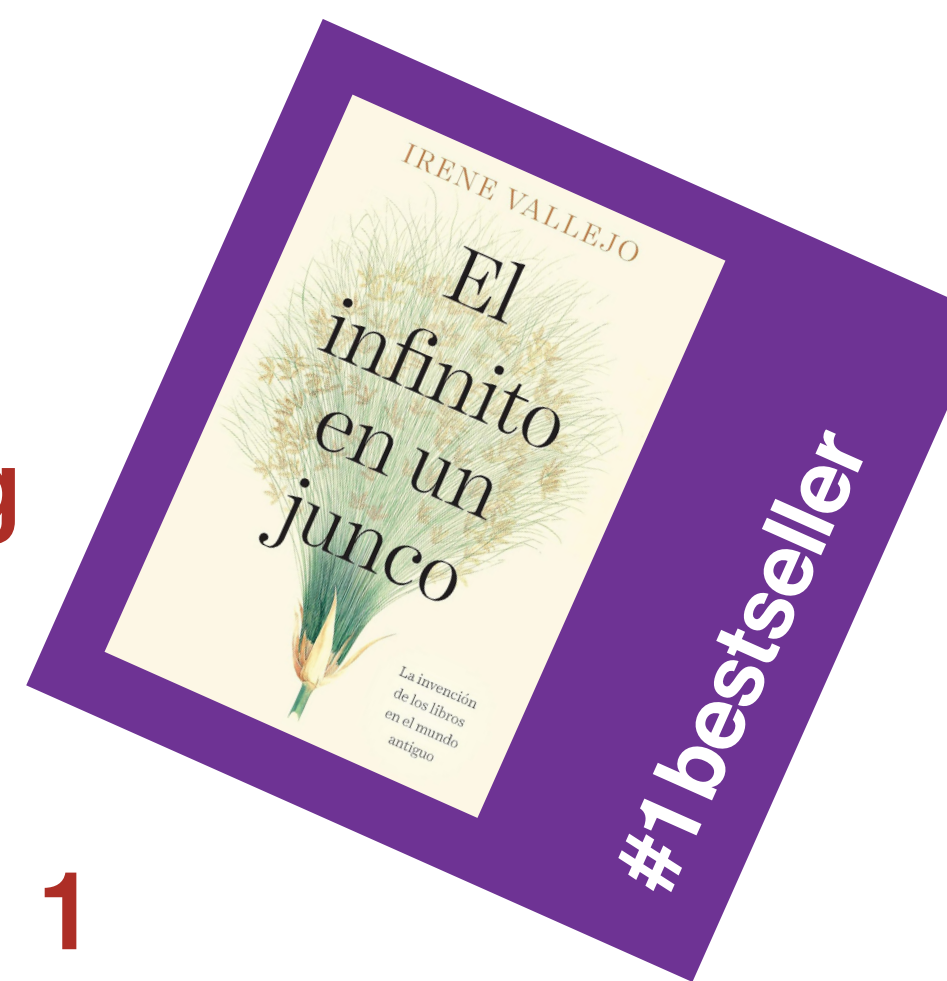


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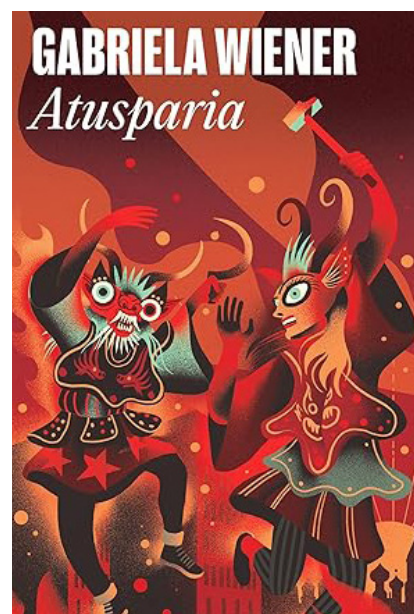
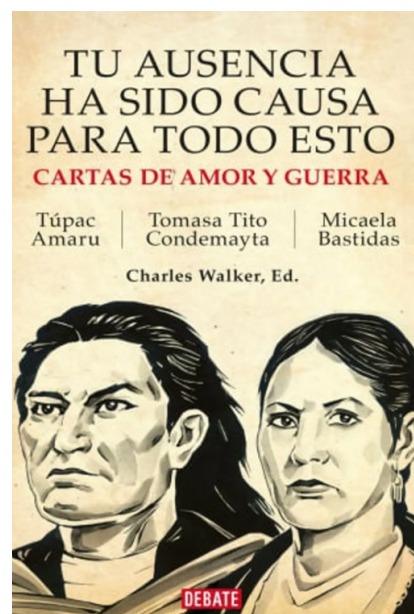
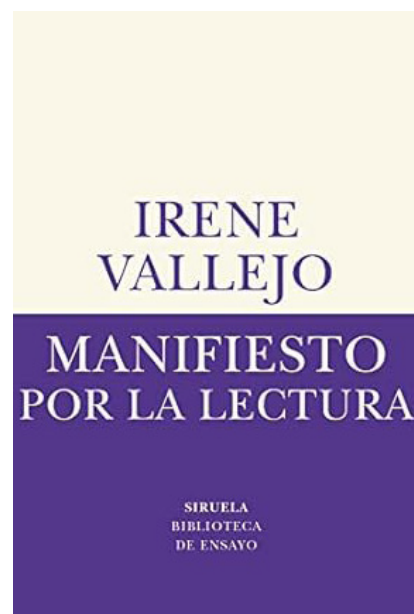
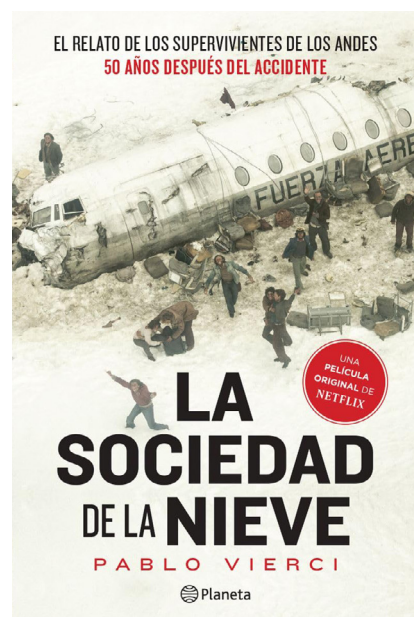
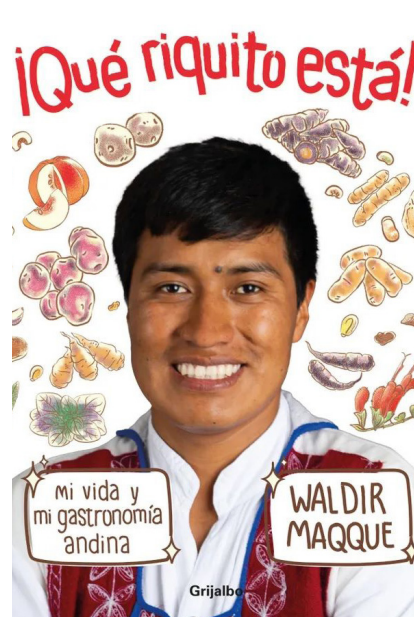
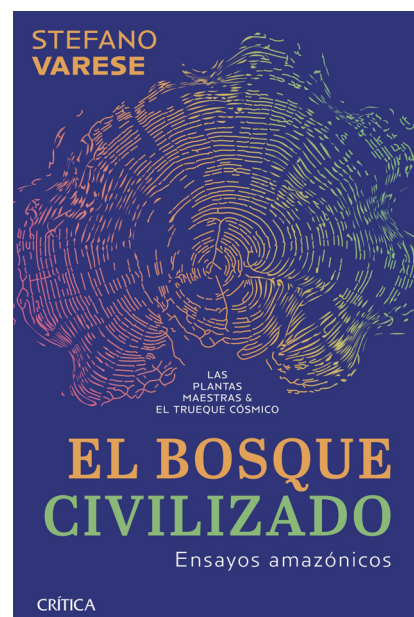


Leontxo García and Julio Ernesto Granda
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The 10 bestselling books



- Irene Vallejo
El infinito en un junco
- Abdulrazak Gurnah
Paraíso
- Irene Vallejo
El infinito en un junco
(graphic version)
- VV. AA.
10 años. Conversaciones Hay Festival Arequipa
(2015 -2024)
- Stefano Varese
El bosque civilizado
- Waldir Maquette
¡Qué riquito está!
- Pablo Vierci
La sociedad de la nieve
- Irene Vallejo
Manifiesto por la lectura
- Charles Walker
Tu ausencia ha sido causa para todo esto
- Gabriela Wiener
Atusparia

- 1
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- 7
- 8
- 9
- 10



The Festival in the media...

alliances **4**
with regional, national and international media companies

media outlets **60**
covered the festival

interviews **241**
with different festival journalists

journalists **150**
registered

press **8**
conferences

R.O.I. **25,735,407**
in Sols

...and in the social media

people reached **1,500,225**

Instagram
people reached
and **6.4%** engagement **910,989**

Facebook
people reached
and **3.7%** engagement **318,410**

X
people reached
and **83.4%** engagement **270,826**

new followers
on social media **2,393**





The Festival in words

“The work they do is heroic and wonderful.”

Angelina Ferrero, writer

“I return to my country with a very hopeful impression regarding everything that has happened at this festival. I saw every event full of people with great curiosity, with a desire to learn and to read. This tenth festival was celebrated in a city that commits to the festival, that has made the event its own, which cares about it, looks after it, appreciates it, values it and eagerly awaits it.”

Irene Vallejo, writer

“The festival has been excellent.”

Abdulrazak Gurnah, writer

“I am astonished! The great logistical effort and the energy shown by every one of the organisers, with their great warmth towards all the participants and a desire to serve the community.”

Magaly Alegre Henderson, writer

“Thanks to the festival I have met wonderful people, a beautiful city, a place and a country that have been very exciting for me.”

María Larrea, writer

“These spaces allow dialogue among people, nationalities and cultures. Not only do they boost human development, but they also promote behaviours that are peacefully oriented. I invite everyone to participate in these festivals, which are, it is clear to me, a great contribution to our human experience.”

Carlos Umaña, Nobel Peace Prize 2017

“The diversity has astonished me, in the best sense of the word; the organisation is impeccable, and the setting particularly beautiful. It is also a pleasure to be in the city where my favourite author, Mario Vargas Llosa, was born; that makes it even more special. This is my first time at the festival, although I know it is already celebrating its tenth anniversary. I cannot imagine a Hay Festival better than this one.”

Pablo Vierci, escritor

“What I loved about this festival was to meet so many Spanish-language writers and the wonderful audience. The festival is incredibly well run, it is delightful, I am really happy. It is an absolute pleasure to be here. Good work by all, fantastic.”

Philippe Sands, writer and lawyer

“I really enjoyed the Hay Festival Arequipa; it has been a unique opportunity to visit this city and become absorbed in its history. The physical setting of Arequipa has particularly struck me, a city that has such a strong connection to the early colonial period. To see the photographs of Martín Chambi was a very evocative, powerful experience.”

Hari Kunzru, writer

“I am very happy to be at the Hay Festival Arequipa. This is the first time that I have attended one of these festivals, and I am genuinely amazed. It is so well organised, and the quality of the panels and the guests is so high. It seems to me to be a beautiful celebration of culture, and I hope to go to many more, I highly recommend it!”

Agustina Bazterrica, writer

“I think that it has been a great idea from the beginning to have a Hay Festival in Arequipa. We need to keep working on decentralising our culture. We often think that these major cultural events should only happen in the big cities, and the impact here in Arequipa shows that this is not the case.”

Edmundo Paz Soldán, writer



Alessandra Yupanqui
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Acknowledgements

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Thanks to

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Renata Flores
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Hay Festival around the world

Hay Festival Global is a charity providing global festivals of stories, ideas and new possibilities.

The antidote to polarisation, we bring together diverse voices to listen, talk, debate and create, tackling some of the biggest political, social and environmental challenges of our time. Through one-of-a-kind festivals, in unique locations around the world – plus forums, digital platforms and learning programmes – Hay Festival Global celebrates and inspires different views, perspectives and points of view.

In 1987, Hay Festival Global was dreamt up in the booktown of Hay-on-Wye, Wales. Thirty-seven years later, the charity runs events and projects all over the world, from the historic town of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain and the USA.

Hay Festival Global reaches an audience of millions each year and continues to grow and innovate, earning multiple awards over the years, including Festival of Sanctuary status from refugee charity City of Sanctuary UK and, in 2020, Spain's Princess of Asturias Award in Communication and Humanities..

Coming up...

Hay Festival Hay-on-Wye Winter Weekend, UK
(28 November–1 December 2024)

Hay Festival Cartagena de Indias, Medellin y Jerico
(24 January–2 February 2025)

Hay Festival Forum Panama City, Panama
(28–29 January 2025)

Hay Festival Forum Seville, Spain
(13–16 February 2025)

Hay Festival Hay-on-Wye, Reino Unido
(22 May–1 June 2025)

NBO Litfest, Kenya
(26–29 June 2025)

Hay Festival Queretaro, Mexico
(4–7 September 2025)

Hay Festival Segovia, Spain
(11–14 September 2025)

Lviv BookForum, Ucrania
(October 2025)

Hay Festival Forum Dallas, United States
(17–19 October 2025)

Discover a world
of different
ideas
books
perspectives
debates
views
workshops
art
thinking
music
comedy
voices
possibilities
poetry
and more.

Asociación Civil
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Yanahuara, 04014
Arequipa, Perú

hayfestival.org/arequipa