

Hay
Festival
Forum

Dallas

11 — 13
October 2024

Report





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Introduction

Welcome to a world of different...

Hay Festival Forum Dallas tripled its capacity for its seventh edition, 11–13 October 2024, in our largest and most inclusive US edition yet.

The three-day Forum saw writers and readers gather to celebrate the power of storytelling in partner venues across the city, including **The Texas Theatre, Whose Books, Oak Cliff Assembly, Apprentice Creative Space** and **The Wild Detectives** bookstore bar. Offering a world of different perspectives, the **bi-lingual programme** celebrated the power of storytelling and impact of indigenous languages, while bridging the North/South border with local writing stars and headline names from further afield.

Guests included award-winning novelists **Viet Thanh Nguyen, Valeria Luiselli, Mariana Enríquez** and Booker Prize-winner **Douglas Stuart**; Pulitzer Prize-winning journalists **Toluse Olorunnipa** and **Robert Samuels**; writer **John Valliant**; screenwriter **Guillermo Arriaga**; Roxy Music's **Phil Manzanera**; linguist **Yásnaya Elena Aguilar**; journalist **Jim Schutze**; activist **Dahlia de la Cerda**; and poet **Natalia Toledo**; plus music from Colombian DJ **Elkin** with Mexican performer **El Nick**, and a special appearance from **Paddington the Bear**.

Plus, along with inclusive ticket pricing, access was further opened with free popup events at the city's leading universities, including **UTD - The University of Texas at Dallas**. This year's festival was also developed in partnership with **SMU's Project Poética** and **Visit Dallas**.

Hay Festival, one of the world's leading cultural charities, was founded in Hay-on-Wye, Wales in 1987, providing audiences with dynamic platforms to come together to share ideas, different perspectives and provoke conversations that can create a better world.

Expansion of the Dallas event is the latest chapter of Hay Festival's global projects, forging creative connections across four continents with year-round events, partnerships and far-reaching education programmes.

“We believe that stories can change the world. As a global charity, we connect millions of readers with essential storytellers through our one-of-a-kind Festivals, Forums, programmes, and digital platforms. We are delighted to expand our work with The Wild Detectives in Dallas and offer more Texans than ever a chance to enjoy Hay Festival inspiration in person!”

Julie Finch
Hay Festival Global CEO

“Here is a programme offering a world of different voices for a city full of diversity, inspiration and ideas. We are delighted to be broadening our Hay Festival Forum in Dallas, enhancing bilingual engagement across continents and celebrating the best of literature and ideas in cultural spaces all over this beautiful city.”

Cristina Fuentes La Roche
Hay Festival International Director



The programme in detail

General

Pulitzer Prize-winning author of *The Sympathizer*

Viet Thanh Nguyen in conversation with John Bradley

The Power of Indigenous Language and Culture

Florentino Solano and Natalia Toledo talk to Yásnaya Elena Aguilar

Fire Weather and the Texas Wildfires

John Vaillant in conversation with Katie Fisher

Legendary guitarist and producer behind Roxy Music

Phil Manzanera in conversation with Paul Slavens

Covering Elections in the Age of Disinformation

Journalists from El País and The Dallas Morning News in conversation

Acclaimed screenwriter and author behind *Amores Perros* and *Babel*

Guillermo Arriaga in conversation with Laura Hiros

Bruna Dantas Lobato and Douglas Stuart talk to Natalie Green

Presented by the National Book Foundation

Echoes from the Borderlands: A Special Adaptation

A sonic road trip that documents violence against land and bodies (with Valeria Luiselli)

Latin American Narratives in the U.S.

Heather Cleary, Dahlia de La Cerda and Dolores Reyes

Pulitzer Prize-winning authors of *His Name Is George Floyd* on racial justice

Toluse Olorunnipa and Robert Samuels in conversation with Katrice Hardy

Haunting tales of horror and Argentine reality

Mariana Enríquez in conversation with Sarah Hepola

A Deep Dive into the Global Fentanyl Crisis

Imelda García, David Marcial Pérez and Maggie Prosser in conversation

Renowned journalist Jim Schutze on his new novel *Pontiac*

Jim Schutze and Jason Stanford in conversation

The Man Who Laughs with Live Score

Children

Community Story Time

Paddington Bear & Craf

Live Interactive

Storytelling & Music with Percussion Things

Book Club

Turning the Page on Climate Change

Exploring Environmental Narratives

Stories of Pride

Exploring LGBTQ+ Narratives Through Literature

Voices for Justice

Exploring Racial Justice Through Literature

The Many Faces of Identity

Exploring Cultural and Personal Narratives

Other Activities

La Réunion Tour

Explore the French Heritage of Oak Cliff

Screening of *Amores perros*

Followed by a conversation with screenwriter Guillermo Arriaga

Afro Perreo

The legendary Backyard Party



The Festival in numbers

days **3**

artists **30**

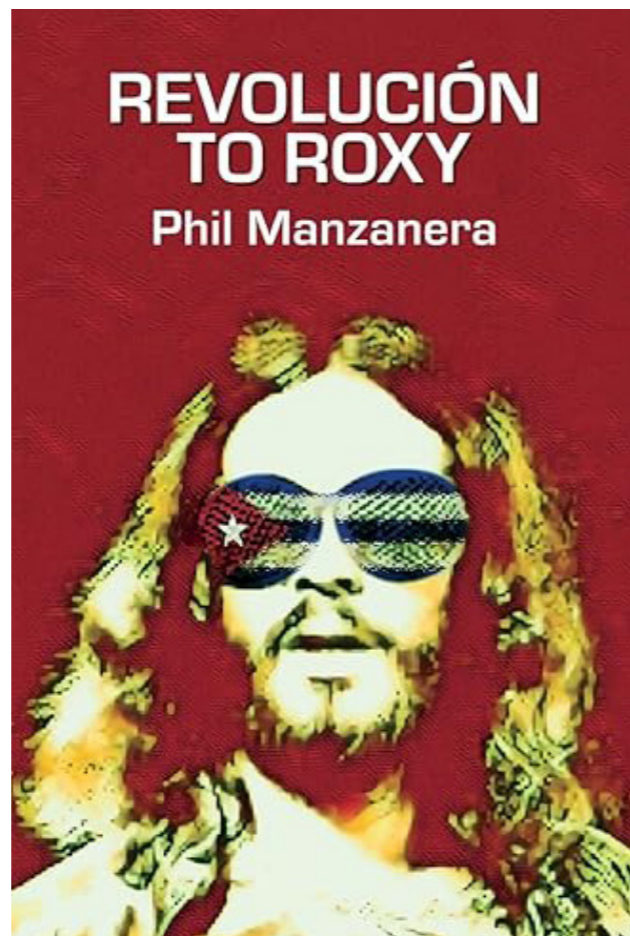
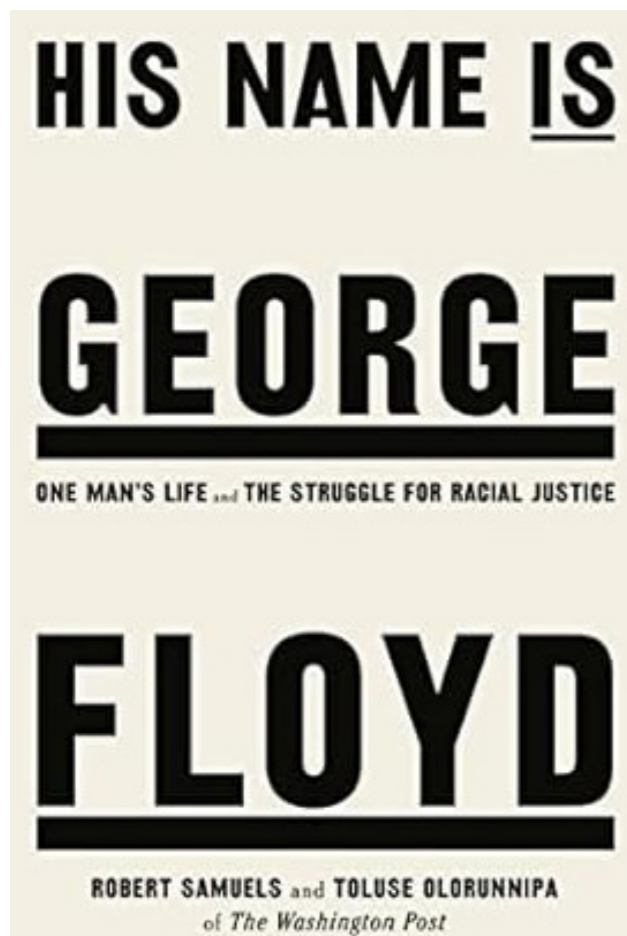
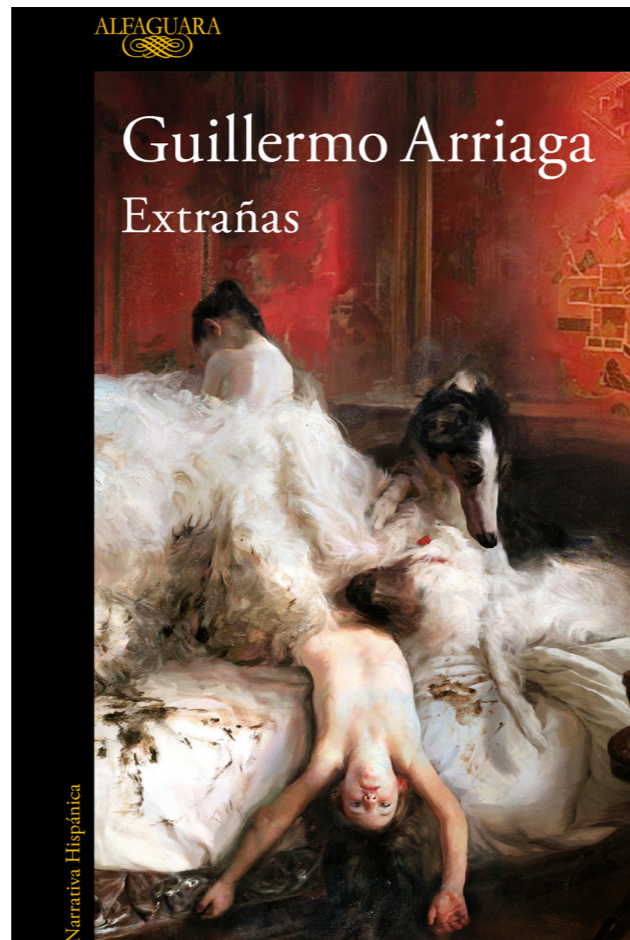
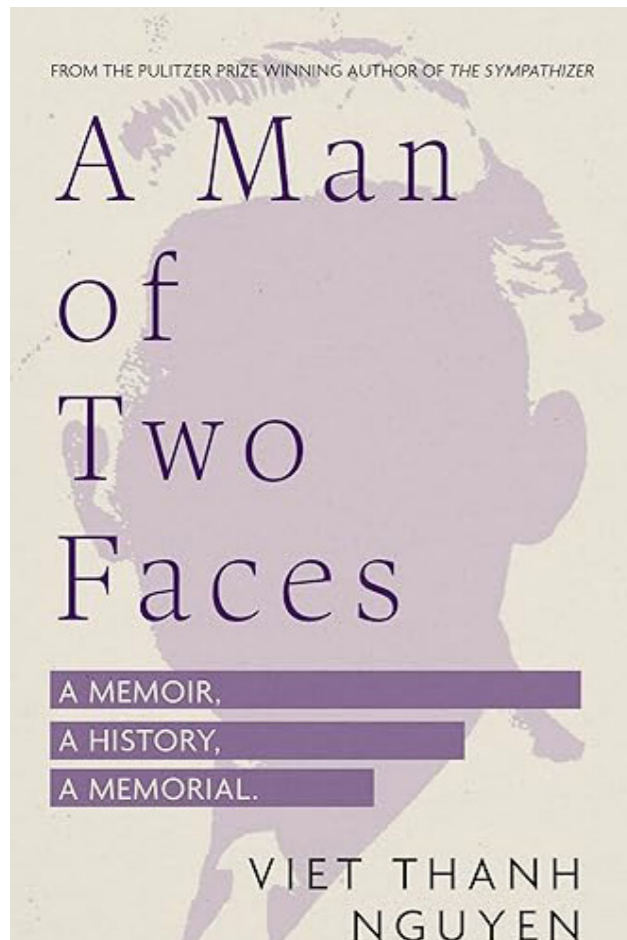
events **25**

attendees **2,158**

social media impressions
via Festival channels **269,812**

social media engagement **9,318**

web page views **23,621**



Bestsellers



Overall bestsellers

Mariana Enríquez
A Sunny Place for Shady People

1

Viet Thanh Nguyen
A Man of Two Faces

2

Guillermo Arriaga
Extrañas

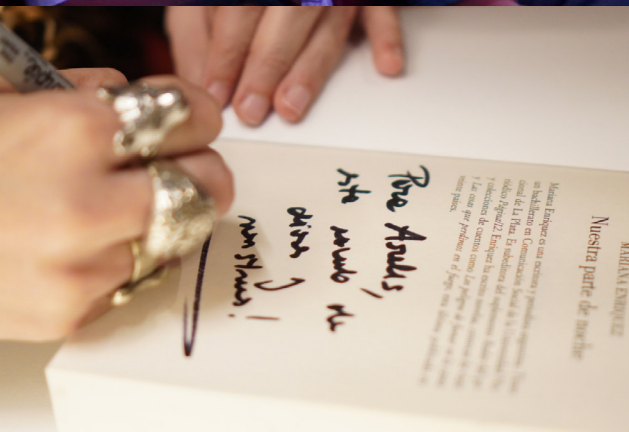
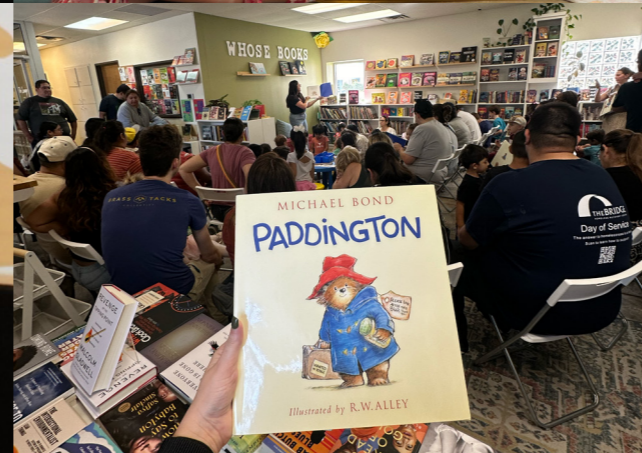
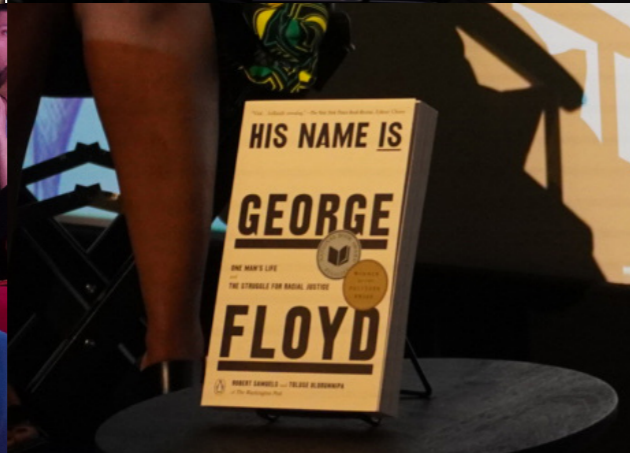
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Robert Samuels and Toluse Olorunnipa
His Name is George Floyd

4

Phil Manzanera
Revolución to Roxy

5



The Festival in the media

Features Press:

D Magazine

Dallas' Growing Hay Festival Brings More Literary Superstars to North Texas

El Tiempo

Así fue el encuentro de escritores en el Hay Festival Forum de Dallas, a puertas de las elecciones en Estados Unidos

Kera | NPR

Hay Forum Dallas returns for its seventh year. Here's what to expect

El País

El Hay Festival pega el estirón en Dallas: 'Es una gota de cultura en medio del desierto'

Dallas Observer

'Woodstock of the Mind' Hay Festival Forum Is Back and Bigger in Dallas. The esteemed annual Hay Festival has tripled its capacity for 2024.

The Bookseller

Hay Festival Forum Dallas triples capacity for 2024

Dallas Morning News

Hay Forum Dallas returns for its seventh year. Here's what to expect

Business News Wales

Hay Festival Forum Dallas Triples Capacity

Oak Cliff Advocate

Hay Festival Global brings together diverse voices from the worlds of art, literature, science, politics, music and comedy to listen, talk, debate and create.

Publishers Weekly

Hay Festival Forum Dallas Expands

Brecon & Rednor Express

Hay Festival Forum Dallas triples capacity for seventh edition

New York Times

They Saw Dallas as a Literary Hub, Then Got to Work Making It One

National Book Awards





The Festival in quotes

“This is probably the most diverse audience I have ever seen at a literary festival.”

John Vaillant

“Thank you so much for a wonderful time in Dallas.”

Robert Samuels

“Great festival organization.”

Phil Manzanera

“A drop of culture in the middle of the desert.”

El País

With thanks

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SMU Project Poética is a global initiative for the study of poetics and poetic theory. It hosts readings, workshops, and lectures by leading figures in poetry and poetics, a biennial international symposium, and three book lines with Bridwell Press. Scheduled visitors include Tracy K. Smith, Ada Limón, Rita Felski, Stephanie Burt, and Terrance Hayes.



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 Forum Moquegua, Peru
(6 November 2024)

Hay Festival Arequipa, Peru
(7–10 November 2024)

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

Hay Festival Cartagena de Indias, Medellín and Jericó
(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, UK
(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, Ukraine
(October 2025)

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



Discover a world of different

ideas

books

perspectives

debates

views

dance

workshops

art

thinking

music

comedy

voices

possibilities

walks

poetry

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hayfestival.org/forum/dallas