

Hay Festival *Querétaro*

Report

5 — 8
September 2024



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HAY FESTIVAL

Querétaro 2024

The ninth Hay Festival Querétaro, from the 5th to the 8th of September, has been the most international one so far, with **120 guests** from **22 countries** and over **100 events** held in **seven city districts**, as well as in Tequisquiapan, Corregidora and at local universities.

We talked about matters that concern the people of Querétaro, discussing everything from the local to the global, and prioritizing conversations among countries of the global South. **Democracy, literature, the climate emergency, science, poetry** with the best contemporary poets and a homage to David Huerta, 30 years of the Zapatista movement, Afro and native narratives, the war in Ukraine, and the most interesting artistic expressions. From Querétaro, for the world.

We **measured and offset the festival's carbon footprint**, including, for the first time, figures for the audiences attending.

Also for the first time we offered **sign language interpreting** at three activities and a **relaxed session for neurodivergent people**, working together with the Querétaro civil association, Armonía e Inclusión.



The programme in detail

Nobel prize-winners

This year we had conversations with two Nobel laureates, one of them participating in the Lviv BookForum & Hay Festival Series discussions, **Oleksandra Matviichuk** (Ukraine), whose social engagement has offered us a role model of ethical and civic behaviour; a commitment also demonstrated by **Kailash Satyarthi** (India).

Literature

When it came to literature, a number of outstanding writers from different parts of the world participated. From Spain, the acclaimed writer **Javier Moro** presented his most recent book, *Nos quieren muertos*, which tells the story of the life of Leopoldo López, a key figure in the recent history of Venezuela. **Mohamed El Morabet** (Morocco/Spain) spoke about his novel *El invierno de los jilgueros*. **Olivia Teroba** (Mexico) spoke to **Margarita Aguilar Urbán** about her recent publication, *Dinero y escritura*. **Montse Bizarro** (Spain) joined the Mexican writer **Frida Cartas** to discuss their debut novels, *Mañana no hablaremos de nada* and *Transporte a la infancia*, tackling themes linked to gender, identity and neurodiversity.

Furthermore, **Leila Guerriero** (Argentina) presented *La llamada*, a book based on interviews with a survivor of the Argentinean dictatorship, emphasising the importance of this testimony in understanding the recent past. **Alberto Fuguet** (Chile) spoke to the audience about *Ciertos chicos*, which deals with the Chilean counterculture scene of the 1980s. **Jay Sandoval** (Guatemala), author of the Wattpad series, *La Teoría de Kim*, was in conversation with Tere Alcántara about the importance of literature as a safe space, and for readers' self-discovery.

At the *Cuadernos Hispanoamericanos* event, the writer **Sara Barquinero** (Spain) and the poet and writer of Sephardi descent **Myriam Moscona** (Mexico) talked about the wealth of Hispano-American literature and the importance of its development through the fusion of different cultures.

From France, **Neige Sinno**, the author of *Triste tigre*, winner of the 2023 Fémina Prize, explored the complexities of taboos, as well as their chronic consequences; while **Patrick Autréaux**, with *Pussyboy*, examined human relations; and **Anthony Passeron**, with *Les enfants endormis*, told the story of the heroin and HIV epidemics in France.

Also participating were the Mexican writers **Rosa Beltrán**, **Ana Sofía González**, **Brenda Lozano**, **Emiliano Monge**, **Antonio Ortuño**, **Sara Uribe**, **Socorro Venegas** and **Isabel Zapata**.

Science

Henry Marsh (United Kingdom), a distinguished neurosurgeon and author of *And Finally. Matters of Life and Death*, spoke to us about palliative care and the challenges of having access to a dignified death. The biologist and writer, **Andrés Cota Hiriart** (Mexico), known for his books *Cabeza ajena* and *Fieras familiares*, focussed on the axolotl, exploring the animal's habitat in Mexico City and Queretaro, with images and excerpts from his books. The astronomer and popular scientist **Julieta Fierro** (Mexico) offered a lecture on the history of astronomy, the universe and the solar system. **Angela Saini** (United Kingdom), a scientific journalist and author, presented *The Patriarchs*, exploring the history and roots of this system of domination. And the thinker **Naief Yehya** (Mexico) presented his fascinating *El planeta de los hongos*.

Poetry

Poetry was represented by **Raúl Zurita** (Chile), one of Latin America's most celebrated poets, who spoke to Jan Martínez Ahrens, editor of *El País América*, about his work and his experience as an activist during the dictatorship, ending with a poetry reading.

Luis Felipe Fabre presented his book *Poeta griego arcaico*, which brings some old myths up to date. **Paola Llamas Dinero**, the author of *Poemas para otakus*, discussed how pop culture, particularly *anime* and manga, influences our identity and emotions.

Finally, homage was paid to David Huerta, on the occasion of the publication of *Antes de decir cualquiera de las grandes palabras*, an anthology of the work of the great Mexican poet, and an event that brought together poets such as **Luis Felipe Fabre**, **Garry Gottfriedson**, **Paola Llamas Dinero**, **Myriam Moscona** and **Martín Tonalmeyotl**, presented by Hernán Bravo Varela.

Democracy and current affairs

The Spanish thinker and writer **César Rendueles** presented *Comuntopía: Comunes, postcapitalismo y transición ecosocial*. From the United States, **Rebecca Solnit**, an influential voice in matters linked to feminism and social change, spoke about her significant body of work, including *Orwell's Roses* and *A Field Guide to Getting Lost*.

Hind Hassan (United Kingdom/Iraq) and **Marcela Turati** (Mexico) featured in the Literary Pairs event, talking about their work as reporters in conflict zones. **Silvia Vásquez-Lavado** (Peru), the first Peruvian woman and openly LGBTBI+ person to climb the world's seven highest summits, shared her memoir, *In the Shadow of the Mountain*. **Amalia Andrade** (Colombia) reflects on mental health and the mind-body relationship through poetry and music in *No sé cómo mostrar dónde me duele*.

South-to-South Conversations

In order to mark 30 years of the Zapatist movement, we were delighted to present outstanding figures from the literary and academic spheres: **Guiomar Rovira** (Spain), journalist and author of *Zapata vive*, and **Rosaluz Pérez Espinosa** (Mexico), acclaimed for her study of the role of women in Zapatist autonomy. The same event also featured **Yásnaya Elena Aguilar Gil** and **Kevyn Simón Delgado**, exploring the global relevance of Zapatism as an egalitarian and innovative form of community organisation.

This series of conversations also presented essential authors in the fields of resistance, identity and non-hegemonic narratives. With **Nimmi Gowrinathan** (Sri Lanka/United States), academic founder of The Politics of Sexual Violence and the author of *Radicalizing Her. Why Women Choose Violence*. **Garry Gottfriedson** (Canada) and **Josefa Sánchez Contreras** (Mexico) discussed how non-hegemonic narratives can contribute to a more inclusive and equitable future for our societies. And **Yuriria Sierra**, coordinator of the book *Presidenta. Más de 100 mujeres te escriben*, talked to **Gabriela Jauregui**, **Brenda Lozano** and **Mariana H** about their expectations from this new government.

Music

We took up, once again, the fruitful relationship between music and literature with very special events featuring **Colin Greenwood** (United Kingdom), bassist with the legendary band Radiohead, in conversation with **El Cha**; with the musician **Glen Matlock** (United Kingdom), a member of one of punk's most important groups, the Sex Pistols, who spoke to Mariana H; and the Mexican-American singer and musician **Lila Downs**, the protagonist of a live episode of *El hilo*, with **Eliezer Budasoff** and **Silvia Viñas**.

We also had a very well-attended concert performed by the **Queretaro State Philharmonic Orchestra** together with the piano soloist **Marcela Roggeri**.

Art and community

Israel Nieves (Mexico) and **STORY ZETU & Too Early for Birds** (Kenya) spoke to Javier García del Moral about the cultural activities that can grow out of community links.

Other participating artists were **Inès Bouallou** and **Soukaina Joual** (Morocco), **Tamikuã Txihi**, indigenous Pataxo Guarani activist and artist, and the artist, activist and presenter **Guz Guevara**.

Documentary film

Documentary cinema was represented by **Vasilisa Stepanenko** (Ukraine), who presented *20 Days in Mariupol*, the documentary project which won a 2024 Oscar, offering a detailed look at the impact and devastation caused during the siege of Mariupol; this event was part of the Lviv BookForum & Hay Festival Series.

We showed the documentary *Los buscadores de migrantes perdidos en el desierto de Sonora*, which follows the Águilas del Desierto, a group that seeks migrants lost in the Sonoran Desert, followed by a conversation with **José María Roderó** and **Alberto Ortega**, moderated by Daniel Pardo.

The short film session featured **Brenda Vanegas** (El Salvador), **Comfrey Films** (USA) and **Joel Zito Araújo** (Brazil), and it tackled matters linked to gender, migration and representations of African heritage.

There was also a screening of the documentary *Mukí sopalírili aligué gawíchi nirúgame* ["The woman of stars and mountains"], followed by a session with **Angeles Cruz**, **Santiago Esteinou** and **Adrián Moreno**. The festival also offered the chance to see the documentary *Somos Barrio*, about four inhabitants of Queretaro.

Hay Joven and Hay Comunitario

This year, Hay Joven visited the campuses of the universities **UAQ**, **UNAM Juriquilla**, **TEC de Monterrey** and **Anáhuac**, offering activities that were free for the university community.

The Hay Comunitario offered events for children, teenagers and families in the **7 districts** of Queretaro. Together with local civil associations, activities were organised, not only during the festival, but throughout the year at cultural centres, libraries, children's homes and at the City Museum.

This festival offered a number of events whose venues were located outside the old town, so, as well as activities in Tequisquiapan, with the Peruvian climber and writer **Silvia Vásquez-Lavado**, and in Corregidora, with the Guatemala writer **Jay Sandoval**, festival activities designed for each community were taken to spaces in La Solana, Tlacote, Tepetate market, the cultural centre of Cayetano Rubio District, Juan de Dios Bátiz Paredes Library (in Josefa Vergara), Mantarraya Park, and the Epigmenio González Cultural Centre, with authors such as **Ekaterina Álvarez**, **Raúl Angeles**, **Montse Bizarro**, **Frida Cartas**, **Andrés Cota Hiriart**, **Ernesto Galán**, **Adriana Grimaldo**, **Frida Martínez**, **Raúl Rubin Morales** and **Paulina Suárez**.

Talento Editorial

Talento Editoria featured a range of events dedicated to the book ecosystem and publishing. We presented the complete works of **Gerardo Mancebo del Castillo**, published by Letra Capital, with **Noé Morales** and **Manuel Naredo**. **Rosa Beltrán**, **Socorro Venegas** and **Sara Uribe** presented the collected letters of Rosario Castellanos, published by the UNAM Press. **Isabel Zapata**, **Mauricio Sánchez** and **Daniel Flores** discussed the organisation of the Otra Feria trade fair, while **Silvia Viñas**, **Romina Sacre** and **Magali Torres** spoke to **Gina Jaramillo** about their literary podcasts.



The Festival in numbers

days **4**

artists
from 22 countries **120**

events **93**

attended in person **27,016**

viewings via streaming **3.83K**

people reached
in social media **1.2 millones**

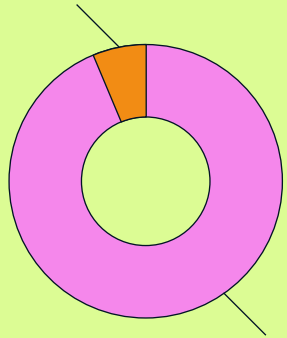
digital users **331,270**

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

Visitor profile

nacionality

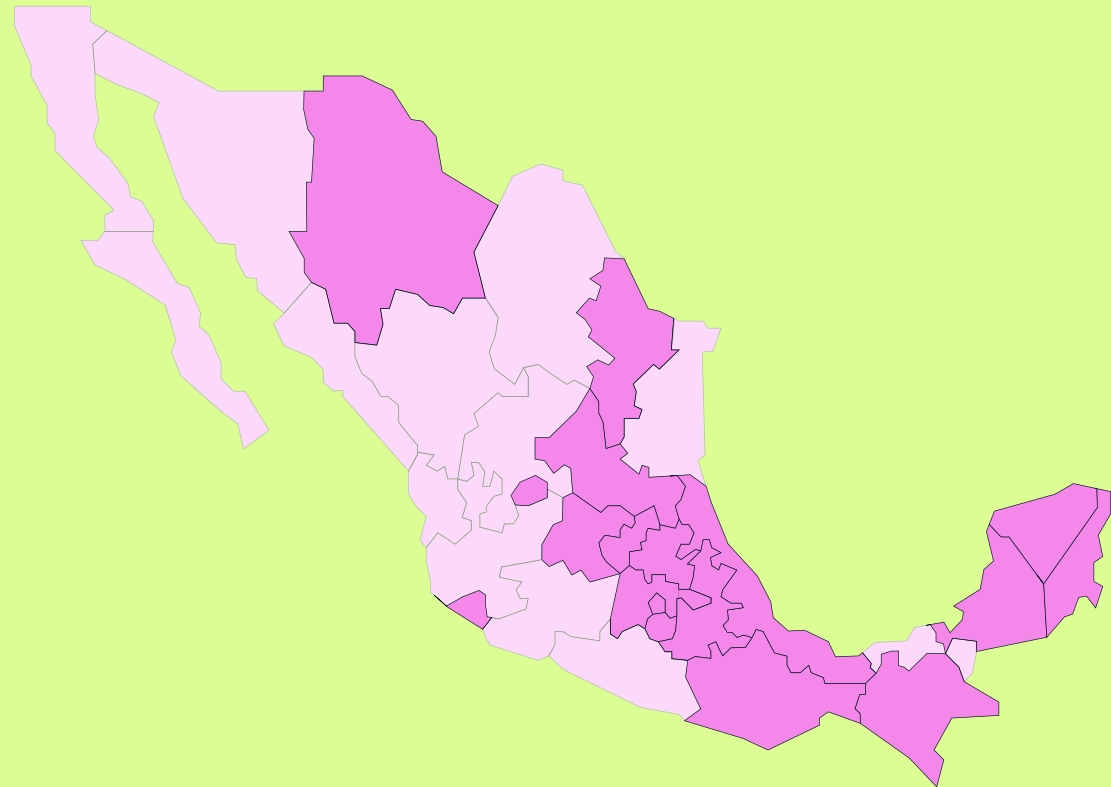
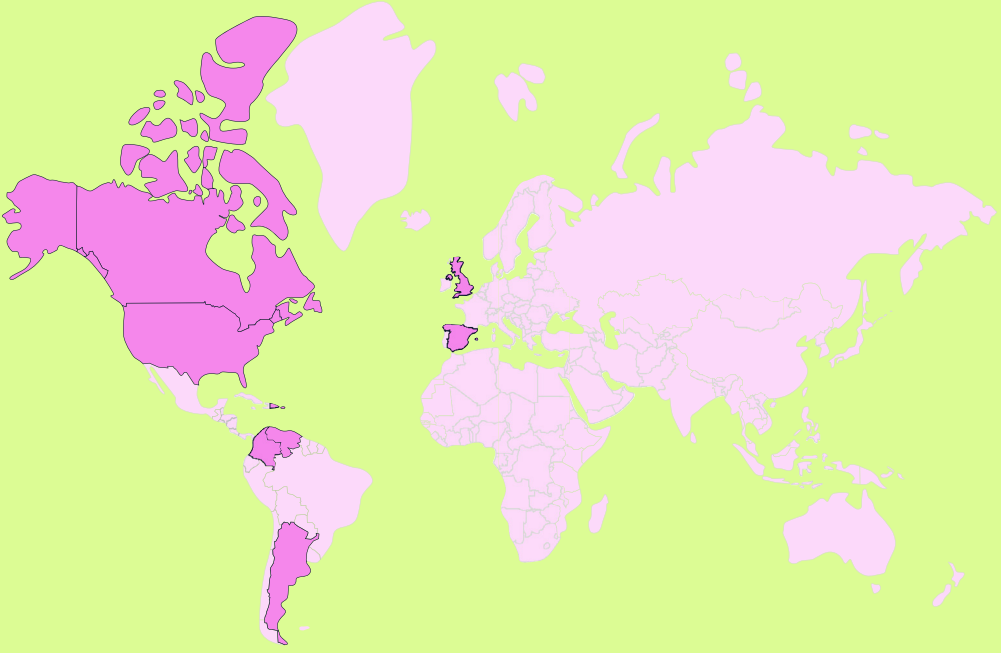
7% foreign



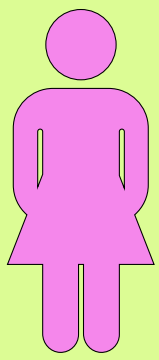
93% mexican

- 55% Queretaro
- 15% Mexico City
- 3% Mexico State
- 3% Guanajuato
- 3% San Luis Potosí
- 2% Aguascalientes
- 2% Chihuahua
- 2% Puebla
- 2% Nuevo León
- 1% Campeche
- 1% Morelos
- 1% Chiapas
- 1% Hidalgo
- 1% Veracruz
- 1% Oaxaca
- 1% Colima
- 1% Quintana Roo
- 5% out of the country

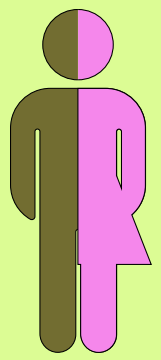
- from:
- Argentina
 - Colombia
 - Canada
 - Spain
 - United States
 - Puerto Rico
 - United Kingdom
 - Venezuela



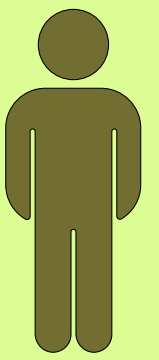
gender



55% female

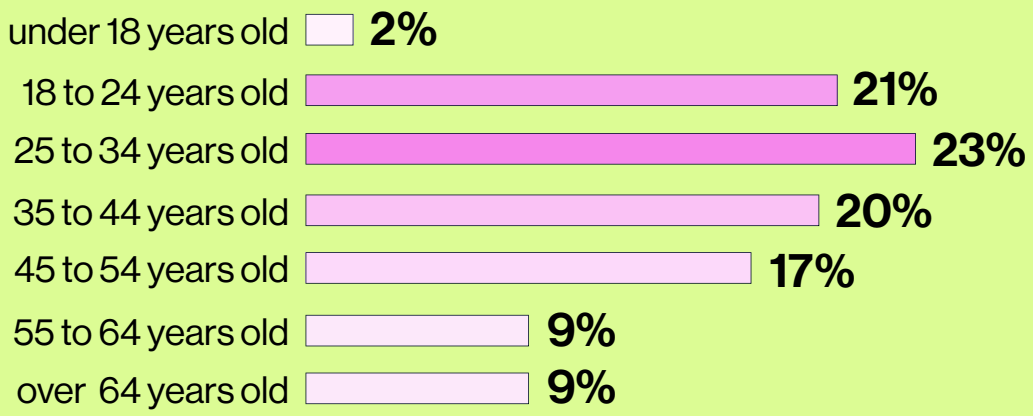


1% non-binary

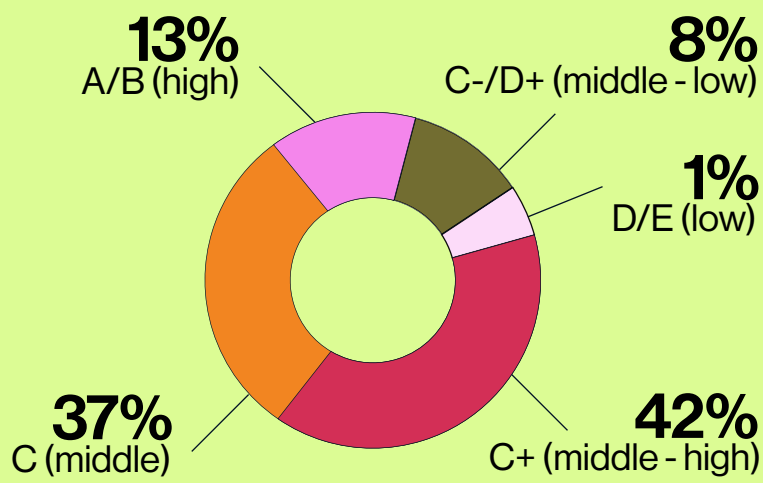


44% male

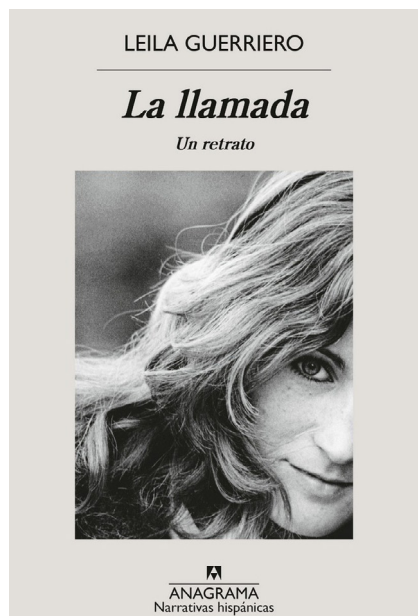
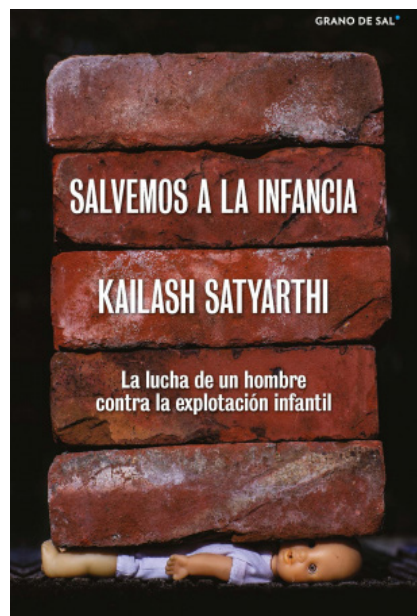
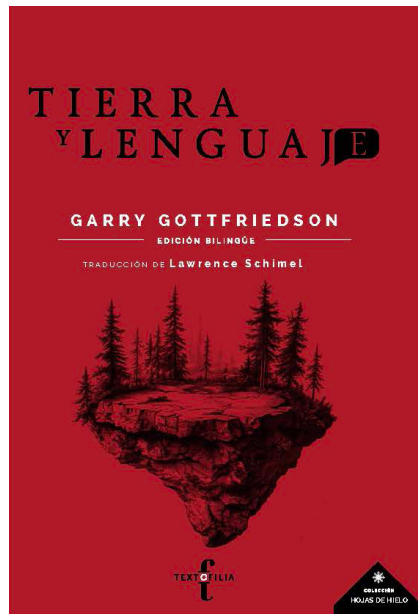
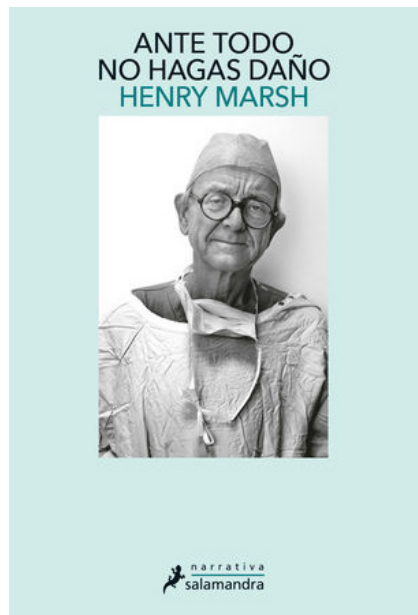
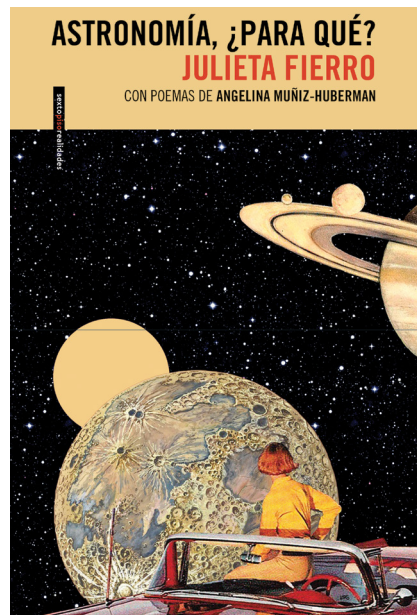
age



socioeconomic level







The 10 bestselling books



- Colin Greenwood
Cómo desaparecer
- Julieta Fierro
Astronomía, ¿para qué?
- Henry Marsh
Al final, asuntos de vida o muerte
- Henry Marsh
Ante todo, no hagas daño
- Neige Sinno
Triste tigre
- Garry Gottfriedson
Tierra y lenguaje
- Amalia Andrade
No sé como mostrar donde me duele
- Kailash Satyarthi
Salvemos a la infancia
- VV.AA.
Presidenta
- Leila Guerriero
La llamada: un retrato

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



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The Festival in the media...

alliances **10**
with regional, national and international media companies

media outlets **118**
covered the festival

interviews **267**
with different festival spokespeople

spokespeople **54**

press **11**
conferences

R.O.I. **110.6**
in Mexican pesos

millones

...and in the social media

people reached **1 millón**
199 mil 668

Facebook
people reached
and **6.5%** engagement **429 mil 452**

Instagram
people reached
and **6.9%** engagement **477 mil 526**

X
people reached
and **8.4%** engagement **292 mil 690**

new followers
on social media **2 mil 383**



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Carbon neutral *Querétaro 2024*

For the fourth consecutive year, **Dow** has consolidated its support for the Hay Festival Querétaro, helping us to become more sustainable by measuring and offsetting our carbon footprint, letting attendees recycle their waste and have access to drinking water, and supporting the restoration of bicycle paths in Querétaro city, a clean, safe and sustainable transport network.

tons of CO2
equivalent

58.018

Later, and supplementing this support, the **CO2 was offset in order to make the event carbon neutral**, supporting the mission of Sierra Gorda AC.

The Festival in words

“They are always a storm”

Leila Guerriero, writer and journalist

“At every event, the only difficulty I have had (a serious business) has been choosing from among so many treats: what do I go for!”

Elisa Guerra, educator and writer

“...at all the activities we had a good participation from the disabled community. That is a great start, to gradually raise awareness and create the space so they know there are accessible places, and they will participate more and more”

Armonia e Inclusion A.C

“...exceptionally well organised”

Angela Saini, writer and journalist

“At a time when the world is so divided, there is a dire need to globalise compassion. And events like the Hay Festival which promote free exchange of ideas and dialogue will help in ushering in hope and positivity”

Kailash Satyarthi, Nobel Peace Prize

“The Hay Festivals have been a transformative experience for me”

Henry Marsh, neurosurgeon and writer

“Thank you for an absolutely wonderful festival. I had a lot of fantastic conversations and once again I loved the enthusiasm for feminism, books and ideas among the public, which was present so cheerfully”

Rebecca Solnit, writer, historian and activist



Acknowledgements

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Creative Economies Ally



Support



Hay Festival Joven



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Penguin Random House Grupo Editorial • U-Tópicas • Vaso Roto • Océano

Official Bookshop

Sexto Piso



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 Segovia, Spain
(12–15 September 2024)

Lviv BookForum, Ukraine
(2–6 October 2024)

Hay Festival Forum Dallas, USA
(11–13 October 2024)

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
(March 2025)

Hay Festival Hay-on-Wye, UK
(22 May–1 June 2025).

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

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CP 76090 Querétaro, México
Registro: 51555

hayfestival.org/queretaro