Hay Festival *Querétaro*

Report



4 —— 6
September 2026



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HAY FESTIVAL
Querétaro 2026

Hay Festival Querétaro concluded its 11th festival following three days of intense cultural activity in the city and state of Querétaro, as well as a day of events in Morelia. This celebration of culture –which brings together leading international, national, and local minds for conversations with a diverse and engaged audience– has opened the door to reflecting on the challenges of the present, immersing oneself in poetry, literature, music and the imagination, and reaffirming the value of critical thinking.

This year the festival featured over **80 accessible activities** showcasing the work of **112 writers** from **13 countries**. The programme included a day dedicated to cultural management; events focused on artificial intelligence, urban planning and journalism; poetry readings; lecture-concerts; and an extensive schedule of activities for children, families, the general public, members and all those who contributed. A total of **19,494 people** experienced firsthand the power of culture to build community and celebrate human creativity, in addition to the 13 166 digital users who tuned in to the live broadcasts. The digital reach extended to **2,520,000 people**, generating **67,510 interactions**.



Lydia Cacho
© Sergio Silva

The programme in detail

Among our many guests, we were pleased to host the great reporter **Alma Guillermoprieto**, the poet and writer **Gilraen Eärfalas**, the author **María Dueñas**, thinkers such as the philosopher **Darío Sztajnszrajber**, the political scientist and sociologist **Cristina Monge** and the urban development specialist **Carlos Moreno**; the singer and activist **Vivir Quintana**, the feminist activist **María Galindo**, the musician **Emmanuel del Real**, the philosopher **Carissa Véliz**, the writer and journalist **Lydia Cacho** and writers including **Elaine Vilar Madruga**, **Emiliano Monge**, **Kiran Desai**, **Nick Makoha**, **Catherine Lacey**, **Martín Solares**, **Jeremías Gamboa** and **Rosa Ramírez Mazaheri**, as well as **Manuel Marsol**, **Pedro Salazar Ugarte**, and **Gwendoline Riley**.

Hay Festival Joven

The Hay Festival Joven, the programme aimed at the university community, included **13 free activities** with writers, thinkers, educators and journalists at the campuses of four Querétaro universities: the **UAQ**, the **UNAM ENES Juriquilla**, the **Tec de Monterrey** and the **Universidad Anáhuac**. 840 students, lecturers and administrative staff from these universities accompanied guests such as **Pol Guasch**, **María Galindo**, **Liliana Blum**, **Eley Williams**, **Jesús Ramírez-Bermúdez**, **Manuel Marsol**, **Pedro Salazar Ugarte**, **Gwendoline Riley**, and others.

Hay Festival Comunitario

The Hay Festival Comunitario Querétaro had 24 activities that were free for children, young people, adults and families. The programme was run in collaboration with cultural centres, a high school, the national family development programme (DIF) and five Querétaro civil associations that work to promote reading and culture: **Zorro Rojo**, **LEO A.C.**, **En el Semáforo Se Aprende**, **La Otra Bandita** and **Armonía E Inclusión A.C**. On the 5th and 6th of September events were held in the open air for families at the Alameda Hidalgo.

Illustration workshops, a concert, an accessible puppet performance, and mediation and storytelling sessions all had their place. The programme was attended by **1,800 people**, of whom 1,050 participated in our activities at the Alameda Hidalgo. As part of the community programme, a relaxed, more private event was held, aimed at neurodivergent people.

Hay Festival beyond Querétaro:

Colón, Huimilpan and Morelia

The Hay Festival was present in municipalities around the state, such as **Colón** and **Huimilpan**, with conversations and concerts.

It was also in **Michoacán**, with events that were part of the Hay Festival Presents Morelia programme, co-organised with the **UNAM Centro Cultural Morelia** and **Traspatio** bookshop.



Kiran Desai
© Sergio Silva







FINISH


Hay Festival Querétaro
4 – 6 sept

AY FESTIVAL COMUNITARIO




Cubículo 3
Cubículo 4
ENES JURIQUILLA
ENES JURIQUILLA




Hay Festival Querétaro





Hay Festival Joven Querétaro
otro mundo



The Festival in numbers

days
1 in Morelia
3 in Querétaro
4

artists
from 13 countries
112

events
80

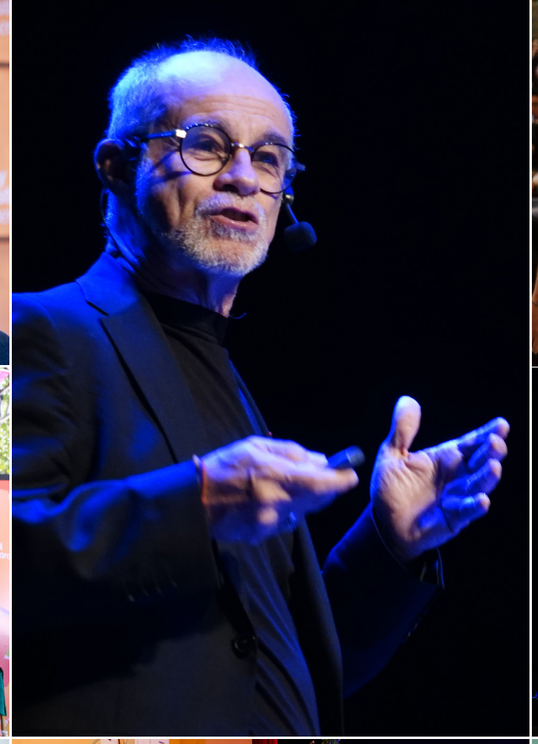
attended
in person
19,494

viewings
via streaming
13,166

people reached
on social media
2,520,000

interactions via
social media
67,510


Hay Festival Querétaro
4–8 sept






Hay Festival Querétaro




Hay Festival Querétaro


#HAYQUERETARO26


VAMPIRE


Eley Williams en conversación con Germán González
BRITISH COUNCIL




Hay Festival Querétaro


Hay Festival Querétaro


Hay Festival Querétaro


Hay Festival Querétaro


Hay Festival Querétaro






Hay Festival Querétaro




Una ciudad con historia, está a punto de inspirar la tuya.
sura





Meme Del Real
© Sergio Silva

The Festival in the media

alliances
with regional, national and international media outlets **8**

media companies
for coverage **80**

interviews
with different festival spokespeople **171**

mentions
in state, national and international media **700**

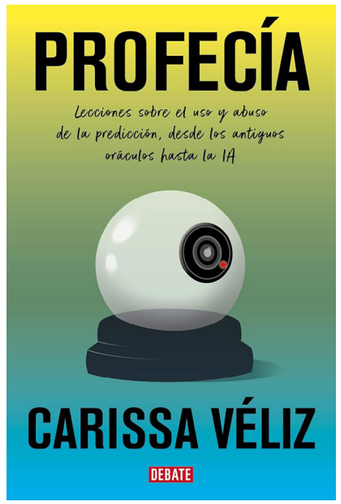
spokespeople **36**

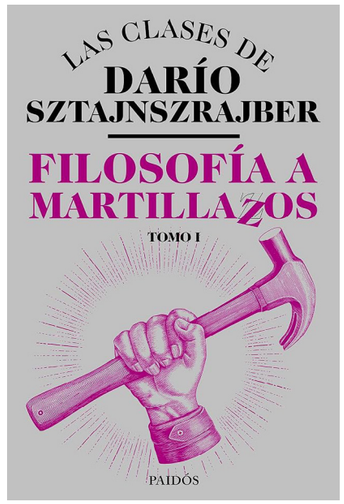
press
conferences **6**

R.O.I.
in Mexican pesos **58 million**

users reached
on social media **2,520,000**

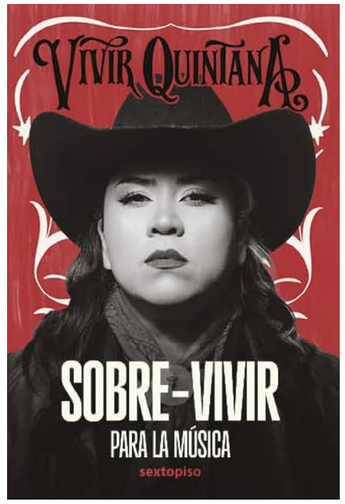




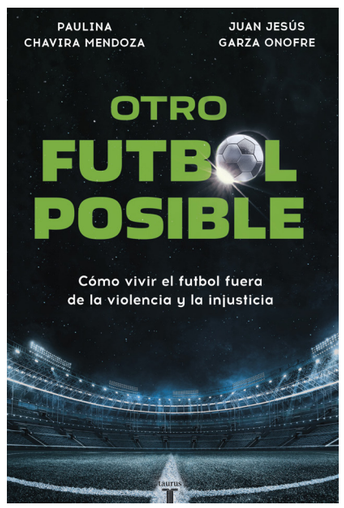


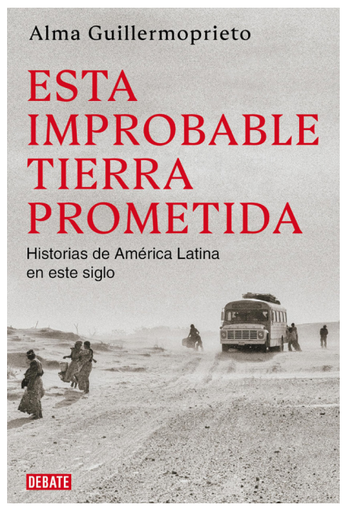












The 10 bestselling books



Gilraen Eärfalas
De anatomía poética

María Galindo
Feminismo bastardo

Carissa Véliz
Profecía

Darío Sztajnszrajber
Filosofía a martilazos

Darío Sztajnszrajber
Filosofía en 11 frases

Lydia Cacho
Un halcón bajo mi ventana

Vivir Quintana
Sobre-Vivir para la música

VV.AA.
Cuando hablamos de amor

Paulina Chavira Mendoza y Juan Jesús Garza Onofre
Otro futbol posible

Alma Guillermoprieto
Esta improbable tierra prometida

1
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9
10

The Festival in words

“You are a wonderful, perfect, affectionate team; I am intrigued. The days I have spent in Queretaro have been incredible.”

Pol Guasch, writer

“Culture is more important that technology and more important that laws, because it precedes these two.”

Carissa Véliz, philosopher

“What we have achieved is a milestone in terms of accessibility in Mexico and we are very proud of this.”

Armonía E Inclusión A.C.



María Galindo
©Cometa K

Acknowledgements

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Colón y Huimilpan

Regional Partners

Media Partners

Morelia

Support

Hay Festival Joven

Thank you

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Official Bookshop

Sexto Piso

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"This programme is public, unconnected to any political party. It is not permitted to use it for any purposes other than those stated in the programme."



Hay Festival around the world

Hay Festival Global is a non-profit organisation that organises global festivals about stories, ideas and new possibilities. We bring together different voices in order to listen, speak, debate and create, as an antidote to polarisation, and tackling some of the great political, social and environmental challenges of our times.

Through festivals in unique places around the world, as well as forums, digital platforms and learning programmes, Hay Festival Global celebrates and makes visible different points of view, perspectives and visions.

In 1987, the Hay Festival Global was founded in the literary town of Hay-on-Wye, Wales. Thirty-nine years later, the non-profit organisation organises events and projects around the world, from the historical city of Cartagena de Indias in Colombia to the hearts of cities in Peru, Mexico, Spain and the United States.

Hay Festival Global reaches an audience of millions of people each year and continues to grow and innovate, winning numerous awards over the years, including the status of Festival of Sanctuary given by the refugee charity City of Sanctuary UK and, in 2020, the Spanish Princess of Asturias Award for Communication and Humanities.

Coming soon...

Hay Festival Segovia, Spain
(10–13 September 2026)

Hay Festival Forum Dallas, USA
(16–18 October 2026)

Hay Festival Arequipa, Peru
(5–8 November 2026)

Hay Festival Hay-on-Wye Winter Weekend, UK
(26–29 November 2026)

Hay Festival Jericó, Colombia
(22–24 January 2027)

Hay Festival Forum Medellín, Colombia
(27–28 January 2027)

Hay Festival Cartagena de Indias, Colombia
(28–31 January 2027)

Nairobi Litfest, Kenya
(7–9 May 2027)

Hay Festival Hay-on-Wye, UK
(27 May–6 June 2027)

Hay Festival Kunstsilo, Norway
(5–8 August 2027)

Hay Festival Querétaro, Mexico
(3–5 September 2027)

Discover a world of different

ideas
books
perspectives
debates
views
workshops
art
thinking
music
comedy
voices
possibilities
poetry
and more.

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hayfestival.org/queretaro