

 **MAPFRE**

# HAY FESTIVAL Alhambra

3-6 abril 2008



## Hay Festival Alhambra 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](http://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*.

2008 saw the festival celebrate it's twenty first birthday, with 477 events over 10 days. Speakers included Gore Vidal, John Irving, President Jimmy Carter, Joseph Stiglitz, and Ian McEwan.



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## *Welcome to The Hay Festival In the Alhambra Palace, Granada*

Welcome to our first festival in the Alhambra Palace. We are thrilled to be here and deeply honoured to have this opportunity to share the wonders of this world heritage site with our friends and guests.

The Hay Festival exists to share stories and ideas and to bring people together. It is a fusion of culture, politics and pleasure that seeks to challenge assumptions and explore new worlds. There can be no more beautiful setting than The Alhambra to adventure in the wealth of Arab-European exchange, and to hear the many many voices that tell us the immediate and intimate stories tales that get us an understanding of private lives beyond the reach of journalism and history.

We are deeply grateful to everyone who has made this festival possible, and particularly to the writers and musicians for their imagination, to Mapfre for their inspired and creative sponsorship, and to the Junta of Andalusia, Patronato de Alhambra, Caja Granada, Ayuntamiento de Granada and the British Council for their gracious hospitality and support.



*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...



The Volunteer Programme...



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## The Festival in numbers...

- 4 days
- 64 speakers of 15 nationalities
- 33 events
- 2 concerts
- 2 parties every night
- 6 venues, theatres, palaces, libraries, cultural centres
- 30,000 participants
- 20% of tickets free for students
- 500 VIP and press passes
- 95 students on the volunteer programme
- 75 articles on web pages
- 23 articles in the international press
- 63 articles in the national press
- 124 articles in the regional press



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## The Festival in words...

*"I am looking forward to going to the Alhambra Palace to talk about Catherine of Aragon in the city, which, more than any other, she regarded as home. It will parallel my earlier experience in speaking at the Hay Festival in Cartagena de Indias about English and Spanish visions of Empire in a major Spanish imperial port. Only the Hay Festivals could provide such a perfect match of places and themes."*

**David Starkey**

*"With its festivals in Cartagena de Indias and Segovia the Hay Festival has already done a huge amount to bridge the gap between British and Hispanic cultures. It is wonderful that this exceptionally lively festival is now going to the Alhambra. The occasion promises to be a reminder of what Islamic Spain had once been like - a great cultural meeting point not only for Spain and the rest of Europe, but also for the Arab World and the West."*

**Michael Jacobs**

*"The multicultural spirit of the Hay Festival could not possibly manifest itself in a more suitable place other than Granada," he said. "To me, a grandson of the builders of Alhambra, it will be an intimate event."*

**Murid Bargouti**

*"April is just the right time to be in Granada: the wistaria is in bloom in the gardens of the Alhambra, the first nightingales are over from north Africa, singing in the patios and carmens of the city, and the incomparable backdrop of snow on the peaks of the Sierra Nevada looms above the end of every alley. So much for the senses... as for the mind, well... the Hay Literary Festival is there. What more could you ask?"*

**Chris Stewart**



# **HAY FESTIVAL Alhambra 3-6 abril 2008**

## **The Festival in the media ...**

### **Estimated coverage in the media**

#### **Articles published on the Internet**

**In national sites: 42**

**In international sites: 29**

**Total articles: over 75**

**Furthermore the Mapfre Hay Festival Alhambra 2008 was mentioned in a variety of blogs relating to literature, education, culture and tourism.**

#### **Articles in the International Press**

**In total 23 articles**

**Including coverage in UK, Italy, Brazil, Colombia, Bolivia, France, with a 3 page piece in the Independent, and further pieces still to be published.**

#### **Articles in the National Press**

**Over 63 pieces, including daily full page coverage in the main nationals during the festival.**

**Coverage principally in El País, (including Babelia), El Mundo, ABC, La Razón, El Público, La Vanguardia and Rolling Stone Magazine.**

#### **Articles in the local press**

**124 pieces with over 10 front page mentions and 40 full page articles.**

**Coverage principally in Granada Hoy, Ideal and La Opinión de Granada.**

**In total over 200 pieces and mentions in print media.**



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## The Festival in the press

*“Mourid Barghouti had joined a dozen other stars of Arabic fiction and poetry at the first Hay Alhambra festival this month – one flower in a remarkable bouquet of literary events, prizes and programmes with the common aim of quenching the rhetoric of a "clash of civilisations" with the reality of a dialogue between them.”* **Boyd Tonkin, The Independent**

*“The Hay Festival Alhambra is one of the most prestigious cultural events, a place where the great writers and thinkers of the moment can come together”* **ABC**

*“Hay Festival Alhambra has turned the Andalucian city into a celebration of words”* **ABC**

*“Hay Festival brings a relaxed air to the Spanish literary world”* **Luis Alemany, El Mundo**

*“Hay Festival shows its character: agility, good humour and a tone that lends itself to deep reflection.”* **G Cappa, Granada Hoy**

*A festival with a difference, it goes against the grain. A festival full of quality speakers.* **Jesús Lens, Ideal**





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## Hay Festival Volunteer Programme

- The Hay Festival worked with both the University of Granada and Granada College to develop a cultural volunteer programme. 54 volunteers attended from the University of Granada and 34 from Granada College. The volunteer programme is run by Pete and Stella Ward, who trained the volunteers in advance of the festival.
- Two students from BUILT Wells High School, Wales took part in a cultural exchange.
- Students from the Universities of Granada and Sevilla, studying for a masters in Cultural Management, were given the opportunity to work in the Hay Festival Press Office from 25 March until 7 April.



## With thanks to our participants:

Miguel Ángel Aguilar, Spain  
Raja Alem, Saudia Arabia  
Jazan Al-Khalili, Palestine  
Jon Lee Anderson, United States  
Radwa Ashour, Egypt  
Francisco Ayala, Spain  
Francesco Battistini  
Huda Barakat, Lebanon  
Murid Bargouti, Palestine  
Adam Boulton, UK  
Anouar Brahem, Tunisia  
Sam Clark, UK  
Juan Cruz, Spain  
Alejandro Dueñas, Spain  
Juan Antonio Díaz, Spain  
Umberto Eco, Italy  
Menna Elfyn, UK  
Najat El Hachmi, Morocco  
Mathias Enard, France  
Ampidia Eugenio, Spain  
Fadia Faqir, UK  
Gonzalo Fernández, Spain  
Peter Florence, UK  
Paolo Galimberti, Italy  
Luis García Montero, Spain  
Salvador Giner, Spain  
Juan Goytisolo, Spain  
Almudena Grandes, Spain  
Fred Halliday, UK  
Marianne Hens, UK  
Chris Hickey, UK  
Michael Jacobs, UK  
Nikki Keilholz Rühle, Germany  
Ayub Khan-Di, UK  
Elias Khouri, Lebanon  
Mohammed Krichen, Qatar  
Jonathan Levi, United States  
Jorge Lozano, Spain  
Tom Martínez Benítez, Spain  
Enrique Morente, Spain  
Sami Moubayed, Syria  
Jerónimo Páez, Spain  
Luis Miguel Pérez Cañada,  
José Miguel Puerta, Spain  
Tariq Ramadan, Egypt  
Carolyn Richmond, UK  
Alicia Ríos, Spain  
Claudia Roden, UK  
Emma Rodríguez, Spain  
Daniel Rodríguez Moya, Spain  
Fernando Rodríguez Lafuente, Spain  
Joaquín Sabina, Spain  
Simon Schama, UK  
Tahir Shah, UK  
Adhaf Soueif, UK  
Boris Spassky, Russia  
David Starkey, UK  
Chris Stewart, UK  
Hamid Triki, Morocco  
Fernando Valverde, Spain  
Luis Antonio de Villena, Spain  
Noel Wallace, UK



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## Sponsors Presence:

Banners throughout the town  
and the festival areas

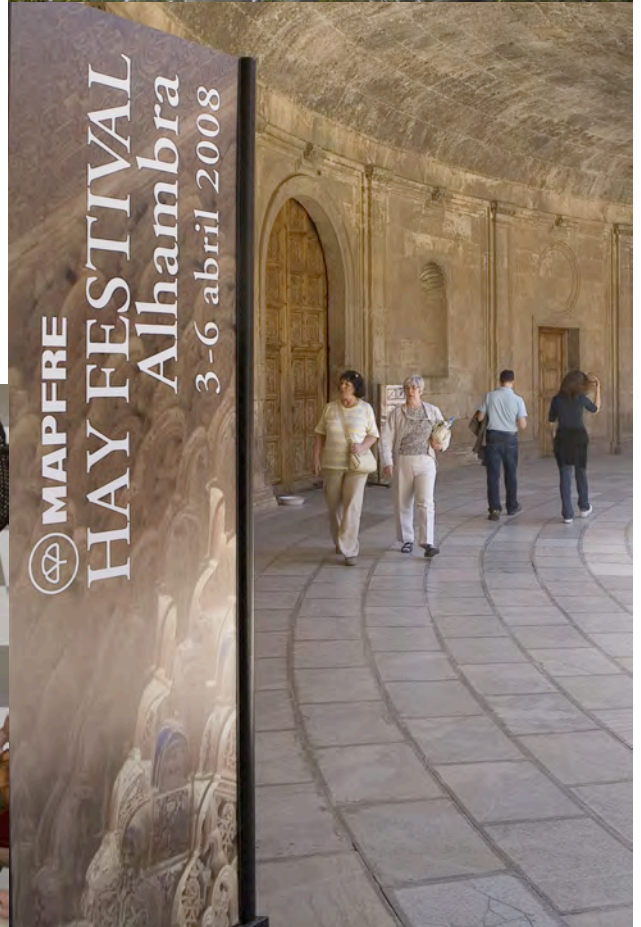
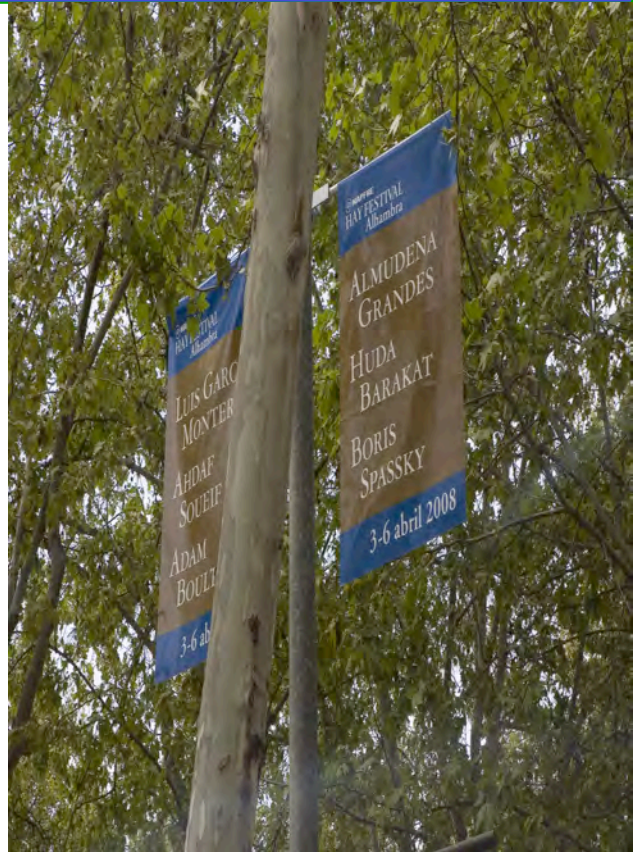
Logos projected onto screens  
before each event

Logos in the programme  
(20000 printed)

Logos on the Hay Festival  
webpage. Over 4 million  
visitors per annum.

Event invitations to all  
sponsors.

Sponsorship allows for 20% of  
all tickets to be made  
available free to students.



Thank you ...



theguardian



Patronato de la Alhambra y Generalife  
CONSEJERÍA DE CULTURA



The Delfina Foundation



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