

November 8-11 & 15-18, 2020 FESTIVAL REPORT 2020

BOULDER PUBLIC LIBRARY





🎔 @JaipurLitFest 🥤 JaipurLitFest 🛛 🙆 @jaipurlitfest

#JLFColorado2020 jlflitfest.org/colorado

JLF COLORADO EACH OTHER'S STORIES

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FESTIVAL OVERVIEW

The much-anticipated JLF Colorado came back in 2020 with a unique virtual edition featuring leading speakers from across the globe in conversations covering topics from climate change to the ongoing pandemic and from creative writing to literary fiction.

Held between November 8-11 and 15-18, 2020, JLF Colorado, Teamwork Arts, and the Boulder Public Library launched JLF Colorado Online, which celebrated the beauty of the Rockies and the prairies and the unique energy, excitement and intellect of Boulder with the heady freedom of the virtual world, and the boundless possibilities of the internet. Everything else remained the same - the camaraderie, the caravan of ideas, and the magical flow of conversations.

JLF Colorado 2020, part of the month-long series of JLF events in North America, featured many globally-acclaimed and erudite scholars, thinkers and writers. The magnitude of programming boasted of astonishing depth and breadth as every year and the event was live-streamed on the JLF official website.

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FESTIVAL IN NUMBERS

Last year, a time of many firsts, the Covid-19 pandemic shifted paradigms of engagement to the virtual world, and JLF Colorado featured an online program with an even wider reach.







15 JAIPUR WRITERS SHORTS



2 MUSICAL PERFORMANCES



#JLFColorado2020 Overall Performance

Reach 45.28 M Impressions 67.44 M Views 708 K

2020 HIGHLIGHTS



The Essential Yann Martel

Yann Martel* in conversation with Diksha Basu, introduced by Sylvain Fabi, Consul General of Canada in Denver

*Yann Martel's participation was sponsored by the Consul General of Canada in Denver



Oceans and the New Thalassology David Abulafia in conversation with William Dalrymple



The Black Wave Kim Ghattas in conversation with Navdeep Suri



Find Me

André Aciman in conversation with Anindita Ghose



JLF Colorado in partnership with the University of Chicago Center in Delhi presented

The Color of Words: Shades of Black

Chika Unigwe, Kara Keeling and Nathalie Etoke in conversation with Sanjoy K. Roy



Indigenous Trauma in the Face of Colonialism

Tanya Talaga* in conversation with Daniel Lak, introduced by Sylvain Fabi, Consul General of Canada in Denver *Tanya Talaga's participation was sponsored by the Consul General of Canada in Denver



The Life and Death of Democracy

Ajume H. Wingo, Christophe Jaffrelot, Gideon Levy, Makarand R. Paranjape and Mukulika Banerjee in conversation with Milan Vaishnav



Hybrid Form, Revealing the Unseen

Eleni Sikelianos and Diana Khoi Nguyen in conversation



Media Report

44 Media Exposures

96 Million Media Impressions

- Announcement Press Release
- Programming and Opening Press Release
- Media Interaction Pitches
- Session Links shared with media
- Post-event promotions

Media Covering the Event



Media Exposure

Virtual JLF US edition mesmerises book lovers

As in the past editions, the JLF this time brought in a grand virtual feast of ideas celebrating acclaim authors, poets, journalists, chefs, thinkers, Nobel laureates, Pulitzer, Commowialth and other awar winning spaakers, virtually under one roof, to share their ideas on current topics



Embracing the COVID protocol, the iconic Jaipur Linerature Feedival (ILF) concludios month-long North American virtual event, celebrating the power of linerature and meamerizing audience with the magical flow of convertations.

The JLF in the UEA married November 8, with JLF Colorado assolates from November 8 - 13, and November 15-18. JLF Revenue Online was from November 21 - 12, JLF New York Online from November 23 - 24, 2020 and JLF Teromo November 23-29.

bit in the gase distions, the JEP data time brought in a grand virtual faster of ideas industriage activities of soften; peers jummalises, chick histoines, Nithel increases, hillings: Commissionable and their several-virianing ageakers, virtually under nononed to share their ideas on region like correnativitys, Rack Lives Manner, virianization and publicing under several-virianing, peers, demonstrates, mask, estemationes, et al. 2018.

The Indian Express



Virtual JLF US edition mesmerises book lovers

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This is why we never forget a good book or a mice movie or a powerful speech, or these deputer effective tweet or immorp a printing sentence someone and over a loss of coffee. The LAT body is more than a filterature function is to origit segment instruments and poets, and the and matching overmained down't he self.

Consul General at the Consultate General of Insta In Houseon, Assem R Mangan Late, The 3rd address of JU Houseon, which is virtual this time, brings together a rich bouquet of perform products and performed performance a reveal of address to reveal

Yahoo! News

JLF lit fests in Colorado, Houston, NY, Toronto to celebrate power of literature

The programming will include topics like the COVID-19 pandemic, crimewriting, environment, poetry, international politics, racial equality and discrimination, entertainment and fiction.

New Delhiki As the vorifd embraces a new digital idiom, the power of books, ide and discourse is vital and invigorating, as is the importance of enviring a free free of Innoviety and Information is a discinstant on Information, New York and Taronto will discover through online editions of the isonic Japar Hieranture Ferturi (JE) in quick necessing from November 6 to 25.

"The festivals will bring together an extremely diverse palate of global themes while celebrating the unique culture, diversity, energy and beauty of the bost cities, as usual marked by a strong same of camaraderia, a caravan of ideas, an the magical flow of conversations." JLF producer Teamwork Arts said on

Renowned Jaipur Literature Festival

Telangana Today





y KALENE MCCORI | Innocentiğeniskensantakenede com | Boutler Dely Camera UBLGHED November (, 2020 ar i 55 p.m.) (URG-2020 november (, 2020 ar i 55 p.m.)

> linea 2015, the <u>antion identions (notice) Colored</u> the headed a multitude of authors and lowers of the withen word who are seeking days of community, convergence and collaboration in Boulder. Seepide the pendemic, this year's feathed in taging or with a scaled lineap— heaturing dozens of



Daily Camera



Jain Jaiour Literature Festival (JLP) Colorado vértuality for its sixth iteration – streaming online with baid-to-baid-sessions, JLF is a literature festival unitie any other where you can experience the reflections and impaintons of distinguished contemportury authors from around the globe. JLF Colorado kindly asis for your support with a suggested donation of \$25.

he festival line-up includer

Yann Martel, Life of PC Booker Prize-winning and internationally renowned author

- David Abulafia. Mountbatten Literary Award-winning author. The Boundless Sea: Hum
- frie frendl trabal to consta in Marrier
- Hussain Zaidi. Indian author and journalist

Snowman

- Kara Keeling, UCLA humanities academic and author of Queer Times. Black Futu
- im Ghattas, Dutch-Lebanese journalist and author of The Black Wave

Nathalie Etoke, author and professor of Black French experience, Africana thought, and Que tudies in Africa and the Caribbean

Boudler Weekly



New Delhi, Nov 2 (JANS) As the world embraces a new digital idlom, the power of books, lossa and discourse is vitia and miniporatine, as is the importance of assumg a fine fine of inconelayed and information $B^{\prime\prime}$ as affolded to in Colorado, Houston, New York and Toronto will discover through nonine address of the noon Layau Lenstrum Fershvill (LS) in quick succession from November

knowledge and information to book lovers in Colorado, i

Gulf Today

goes global

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IANS

Social Media

Campaign Performance #JLFColorado2020





59 likes

aninditaghose For friends abroad and those who might be awake at 7:30 am IST Monday, I will be in conversation with the amazing André Aciman as part of #jlfcolorado2020 @jlflitfest

Come in with your #CallMeByYourName questions! Live stream here: https://jlflitfest.org

soumitra_mukherjee227 Best Wishes November 15, 2020



🌍 Navdeep Suri 🤣 @navdeepsuri · 05 Nov 20

Look forward to this conversation with @KimGhattas, one of the most discerning commentators on the Middle East. @JaipurLitFest #JLFColorado2020 twitter.com/JaipurLitFest/...



Nidhi Thakur @tweetsbynidhi · 07 Nov 20 what a treat to have JLF here ! #boulderlibrary #ILFColorado2020

Immigrant
Bearing the weight
of two countries inside her. It is not enough
for her to have light
at a flick of a switch
all year-round
and milks that came from no udders
but from oats, and from almonds, and from peas,
here. As fires
burn there,
And Men urinate against building walls,
Sin daulialst



♡ Q ♥ 31 likes

wanbliweiden Tonight! November 9, 8 PM MT. Posted @withregram • @jaipurlitfest Author Rheea Mukherjee

(gimesspooking, almpsyregin) and writer David Heska Warbli Weiden (giwanbilweiden) explore the territory of their faction and the intense inner landscape they inhabit with Arsen Kashaahian (giararenkan) as they discuss their books, the undercurrents about the body, mid., ad octety, as well as the impact of history and politics within their faction. all/Colorado2020 (egihou gioudier/bizray/gioyhobudier giovalderatociture @boulder/bizray/gioyhobudier giovalderatociture @boulder/bizray/gioundation @boulderbookstre @penguisrandorboue @happercolfins

November 9, 2020

Launchora @Launchora · 25 Nov 20 Listen: pod.fo/e/a8ae3

'The Life and Death of Democracy' featuring Ajume H. Wingo, Christophe Jaffrelot, Gideon Levy, @MakrandParanspe and @MukulikaB in conversation with @MilanV - at #JLFColorado2020.

@JaipurLitFest @JLFLitfest #podcast



Jaipur Bytes podfollow.com



Jaffrelot Christophe @jaffrelotc - 19 Nov 20 The link below will take you to the JLF Boulder panel on The Life and Death of Democracy where I was in the great company of @MukulikaB, @MilanV, @gideonle and @MakrandParanspe, @JLFLitFest #JLFColorado2020, #Democracy, #India, #Authoritarianism youtu.be/wNLOUOQ1CbY,



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nikita.ganpule • Follow

flatironsfoodfilmfest #Repost @jaipuriitfest Starts tonight!

flatironsfoodfilmfest • Foll Boulder Public Library

carts tonight

Only a few days to go for the first-ever virtual series of #ILFColorado2020! And we just can't wait for the conversations to commence! Have you REGISTERED yet for #ILFColorado2020? Do it today!

@cgihou @boulderibrary @cityofboulder #CityOfBoulder @boulderibraryfoundation @boulderartsculture @commfound @boulderbookstore SHORTS

99 views mikita: gampule My short story got featured at Jaipur Literature Festival Colorado Edition... Best news I ever got on my birthday!!! Thank you gjiftifest for this wonderful opportunity!

#shortstories #writersofinstagram #storiesofindia #feature #writerscommunity #kaleidoscopicwriter #jaipuriiteraturefestival #j%colorado2020



Global Literature in Libraries Initiative

QQV

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As we understand it, every year the Jaipur Literature Festival comes to the Boulder Public Library, in Boulder Colorado, USA. This would have been the sixth year of this cross-cultural literary celebration. Their in-person loss is everyone else's gain as the #JLFColorado2020 is now virtual and without a registration fee (although a donation is suggested). It starts tomorrow! Look at this line-up! https://www.eventbrite.com/e/jlf-colorado-2020-tickets -127256735321



Navdeep Suri © @navdeepsuri · 05 Nov 20 Look forward to this conversation with @KimGhattas, one of the most discerning commentators on the Middle East. @JaipurLitFest #JLFColorado2020

jaipurlitfest Ø @JaipurLitFest · 05 Nov 20

In conversation with diplomat and author @navdeepsuri, Ghattas unfolds a fascinating cast of characters. #JLFColorado2020

To watch this session live, REGISTER today! ... Show this thread

Promotions & Marketing

- Multiple Email Blasts
- Online Webinars: Worked with poets and writers unique to JLF Colorado and those familiar with the JLF community by creating and hosting online fireside chats and discussions.
- Social Media Promotions via Instagram, Twitter, Facebook, Eventbrite and YouTube.
- Digital advertising through Facebook and Instagram Ads
- Brand advertising with Boulder Magazine for two editions: Summer and Fall
- 16 Radio spots for a week on National Public Radio -Colorado
- KGNU (1390 AM) & KGNU-FM (88.5 FM) Mentions on-air
- Calendar listing promotion
- WhatsApp Communication
- Festival Audio Visual







Show Full Description

Contect title jilbouldercolorado@gmail.com Sponsored By JLF Colorado More Info JLF Colorado Festivel 2020 Boulder Public Library



10

Acknowledgments

Festival Co-Directors Namita Gokhale William Dalrymple

Managing Director Teamwork Arts Sanjoy K. Roy

Producer Suraj Dhingra

Executive Director – JLF Colorado Jessie Friedman

Executive Producers Kritika Gupta Sharupa Dutta

President Sponsorship & Marketing Preeta Singh

Project Assistant Poornika Bhatnagar

Festival Secretariat Anubhav Tyagi Neha Dasgupta

JLF Writer Shorts - Management Revathy Venkatraman

Communications and Marketing Head Sunil Verma

Partnerships Prachi Mahajan Poornika Bhatnagar

Content Arundhati Nath Manveena Suri

Design Archan Ghose

Digital Marketing Deepak Bhardwaj Jatin Bindal

Social Media Shrishti Bhatia Nadim Zaidi Website & CRM Anand Raj

Akhilesh Kumar Hariom Tiwari

Public Relations

Vidushi Khera Manash Pratik Deka

Audio Visual

Manoj Kumar Pinky Gulati Shashi Ranjan

Coordination - Graphics Sammohan Mathodia

Script Support Sunil Gupta

Book-keeping and Accounting Lynele Jones Linda Marcus Lynda Shaw

Colorado Publicist Heather Collins

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Grant Writing Assistance Nicole Roush

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Chris and Margot Brauchli Marda Buchholz

Grateful Thanks

Taranjit Singh Sandhu, Indian Ambassador to the United States

A B O U T T E A M W O R K A R T S



The arts of India are unrivalled in their depth, diversity and mystery and showcasing it to global audiences requires a deep understanding of our culture, an acute sense of relevance in programming and an unflinching attention to detail. Above all, we at Teamwork believe in love and respect for the artist.

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. Our expertise lies in the area of entertainment and includes documentary and feature films, television, the conceptualisation and development of contemporary performing and visual arts and literary festivals around the world, and in nurturing new talents across all art forms.

For over 25 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers and visual artists in the cultural and art space in India and abroad.

Every year, we produce 25 performing and visual arts and literary festivals in 11 countries, including Australia, Canada, Egypt, Germany, France, Hong Kong, Israel, Scotland, Singapore, South Africa, Spain, the UK and USA. Teamwork Arts produces the world's largest free literary gatherings, the annual Jaipur Literature Festival, the Ishara International Puppet Festival in New Delhi, the annual Mahindra Excellence in Theatre Awards (META) Festival, international festivals Shared History in South Africa, India by the Nile in Egypt, Eye on India in the United States of America, India by the Bay in Hong Kong, Confluence- Festival of India in Australia, and many more.

Our musical extravaganza, *Bollywood Love Story - A Musical*, continues to tour the world and has sold out shows in Austria, Germany, Netherlands, South Africa, Spain, Switzerland and Egypt.

Our international festivals in India have included the bi-annual Bonjour India, a festival of France with more than 200 events across 18 cities in India and featuring over 250 artists, designers, researchers and entrepreneurs, and OzFest, a festival of Australia in India.

For more information, visit: www.teamworkarts.com







Consulate General of India, Houston





Commission

Canada 🥠















