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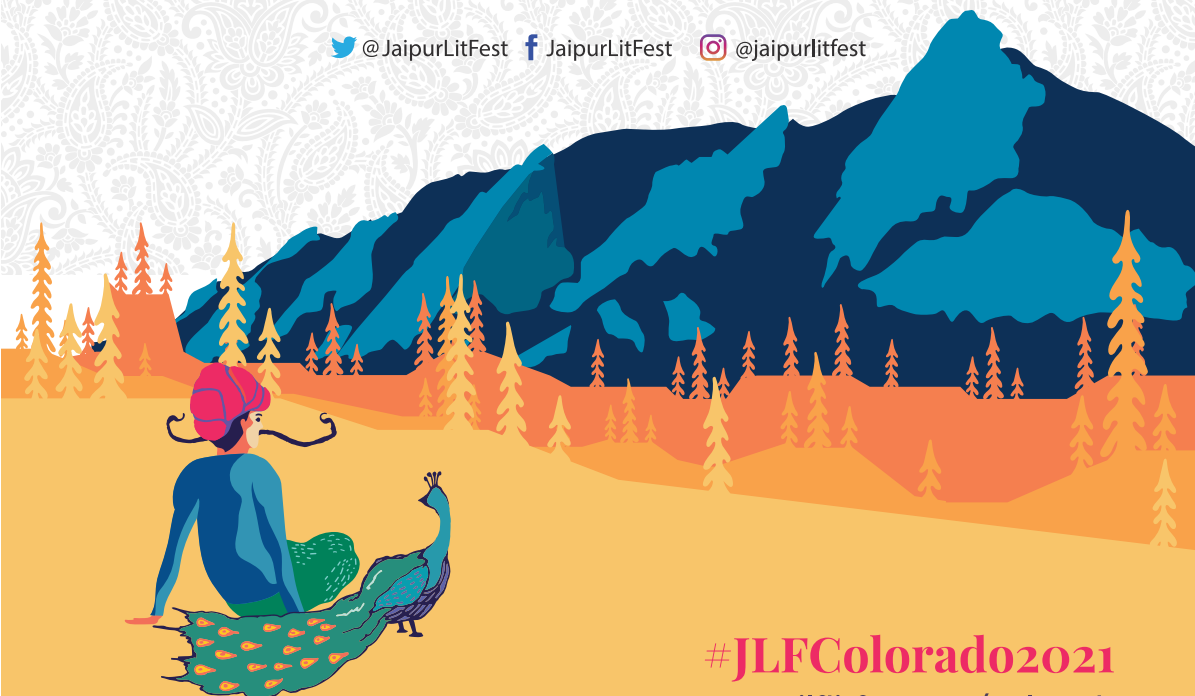
October 8 - 10, 2021

Virtual Festival Report 2021

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 @JaipurLitFest  JaipurLitFest  @jaipurлитfest



#JLFColorado2021

jlflitfest.org/colorado



JLF COLORADO 2021

FESTIVAL OVERVIEW

The much-anticipated JLF Colorado came back in 2021 with a unique virtual edition featuring leading speakers from across the globe in conversations covering topics ranging from South Asian Literature, Migration and Identity, Climate Change, Fiction and History, Latinx History, and the recent Afghanistan crisis.

Held between October 8-10, 2021, JLF Colorado, Teamwork Arts, and the Boulder Public Library launched the second virtual edition of JLF Colorado 2021, 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 2021, part of the month-long series of JLF events in North America, featured many globally-acclaimed and erudite scholars, thinkers and change-makers. The magnitude of programming boasted of astonishing depth and breadth as every year and the event was live-streamed on the JLF official website.



FESTIVAL IN NUMBERS

As the global pandemic continued, JLF Colorado put forth another successful virtual edition and reached a diverse local and international audience.



45 SPEAKERS



17 SESSIONS

Jaipur Writers
SHORTS

13 JAIPUR WRITERS SHORTS



**5898 UNIQUE WORLDWIDE
REGISTRATIONS**

#JLFColorado2021 Overall Performance

Reach 10.34 M
Impressions 13 M
Views 722 K

2021 HIGHLIGHTS



TACKY'S REVOLT: THE STORY OF AN ATLANTIC SLAVE WAR



VINCENT BROWN



SUJIT
SIVASUNDARAM



Tacky's Revolt: The Story of an Atlantic Slave War

Vincent Brown in conversation
with Sujit Sivasundaram



WALKING KABUL



CHRISTINA LAMB



SHAZIA HAYA
AHMAZAI



SANAZ FOTOUHI



TARAN N. KHAN



PRAGYA TIWARI



Walking Kabul

Christina Lamb, Shazia Haya
Ahmadzai, Sanaz Fotouhi and
Taran N. Khan in conversation
with Pragya Tiwari



WHITEHORSE AND MOON OF THE CRUSTED SNOW



WAUBGESHIG RICE



ERIKA T. WURTH



MAEVE CONRAN



Whitehorse and Moon of the Crusted Snow

Waubgeshig Rice* and Erika
T. Wurth in conversation with
Maeve Conran, introduced by
Stephen Green, Consul and
Program Manager (Foreign
Policy and Diplomacy Service) at
Consulate General of Canada in
Denver

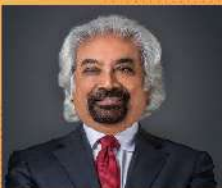
**Writer's participation is
sponsored by the Consul General
of Canada in Denver*



THE LIMITS OF GROWTH



SHUBHANGI
SWARUP



SAM PITRODA



BRUNO MAÇÃES



MARCUS MOENCH



The Limits Of Growth

Shubhangi Swarup, Sam Pitroda, Bruno Maçães in conversation with Marcus Moench

Jaipur Writers SHORTS

- THE FOREST OF ENCHANTMENT BY CHITRA BANERJEE DIVAKARUNI
- STEPPING BACK BY ANNE WALDMAN
- ANINDITA GHOSE ON THE ILLUMINATED
- ANNE WALDMAN - ALL RAINBOWS
- THE RETURN OF A KING- WILLIAM DALRYMPLE
- GLORIA STEINEM - RUCHIRA GUPTA
- THE EPIC OF RAM- PHILIP A. LUTGENDORF
- LAIRD HUNT
- VANESSA R. SASSON - BUDDHA'S WIFE
- ANITA THOMAS AND NEIL DASWANI
- ADISHREE KASLIWAL
- AANCHAL MALHOTRA
- ANNE WALDMAN - LITANY

Media Report

13

Media Coverage

6 Million

Reach

3

Press Releases

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

Media Covering the Event

 **The Indian EXPRESS** ColoradoDaily

Daily Camera eventbrite

Odisha
expo

Patch 

The Madras Tribune

The Indian Express

Daily Camera

City of Boulder

Colorado Daily

Social Media

Campaign Performance #JLFCOLORADO2021

 @JaipurLitFest
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Total impressions: 5.6 M
 Total reach: 4.6 M

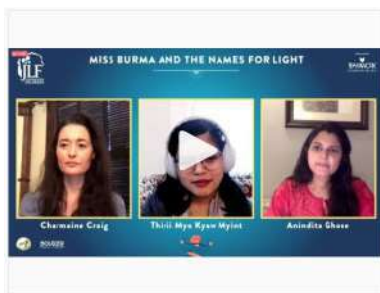
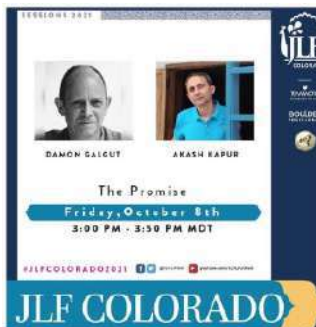


Total impressions: 4.2 M
 Total reach: 3 M



Total impressions: 152K
 Total reach: 102K





Promotions & Marketing

- Multiple Email Blasts
- Social Media Promotions via Instagram, Twitter, Facebook, Eventbrite and YouTube.
- Digital advertising through Facebook and Instagram Ads
- Radio spots on National Public Radio - Colorado
- Community Mentions
- WhatsApp Communication
- Festival Audio Visual

8th October, 2021

Inaugural Address: Insigne
 Anthony Bonfield, Nelson Mandela Centre of International Law, University of Cape Town, South Africa
 12.00pm - 1.00pm (12.15pm for the General)

The Promise
 Dennis Austin, Department of International Law, University of Cape Town, South Africa
 1.00pm - 1.15pm (12.15pm for the General)

Fifth Day: A New History of the Anies
 Coma's Invention, University of Cape Town, South Africa
 1.15pm - 1.30pm (12.15pm for the General)

Whitethere and Moon of the Grated Snow
 Whithere and Moon of the Grated Snow, University of Cape Town, South Africa
 1.30pm - 1.45pm (12.15pm for the General)

9th October, 2021

Miss Burna and the Names For Light
Chastity Givens, 1988, 100 pages, \$12.95, ISBN 0-88385-135-0 (S)
 4th ed. H/L 11/94/8/9

Appreciated
*Phyllis Lee, in conversation with Lindal Hart,
 100 pages, H/L 11/94/8/9*

Walking Kabuki
Devinette Jandre, 2000, 100 pages, \$12.95, ISBN 0-88385-136-8 (S)
 in conversation with Phyllis Lee,
 4th ed. H/L 11/94/8/9

This Red Line Goes Straight to Your Heart
Address: Heartbeats, 1999, 100 pages, \$12.95, ISBN 0-88385-137-6 (S)
 in conversation with Lindal Hart, 4th ed.

Unravelling the Middle East
Abdul Samad Gubara, 1998, 100 pages, \$12.95, ISBN 0-88385-138-4 (S)
 in conversation with Marlene Gumpel/

The Secret Keeper of Jealousy
Also, 100 pages, 1999, \$12.95, ISBN 0-88385-139-2 (S)
 4th ed. H/L 11/94/8/9

The Limits Of Growth
*Marlene Gumpel, 1998, 100 pages, with Marlene Gumpel,
 100 pages, H/L 11/94/8/9*

10th October, 2021

[illegible]

A vibrant graphic with a dark blue background. At the top, a banner features the JLF Colorado logo, which includes a stylized 'JLF' with a flower and 'COLORADO' below it. To the left of the logo is a small illustration of a person reading a book, and to the right is a small illustration of a person writing. Below the banner, the text 'THANK YOU!' is written in large, bold, white capital letters. Underneath this, the text 'for joining us at JLF Colorado 2021!' is written in a smaller, white, sans-serif font. In the center, there is a circular illustration of a group of diverse people sitting around a table, looking at a laptop. Above them is a bright sun with rays. Below the illustration, the text 'We hope you had your yearly fill of the literary world and enjoyed the conversations we curated especially for you!' is written in a white, sans-serif font. Further down, the text 'In case you missed any of the sessions, you can watch them here.' is written, with 'here' underlined. Below this, the text 'See you in 2022!' is written in a white, sans-serif font. At the bottom, there is a section titled 'You can follow us on' followed by icons for Facebook, Twitter, and Instagram. Below the icons, the website address 'www.jlfest.org' is listed. At the very bottom, there is a row of four small, colorful icons: a book, a person reading, a person writing, and a person speaking.

THANK YOU!

for joining us at JLF Colorado 2021!

We hope you had your yearly fill of the literary world and enjoyed the conversations we curated especially for you!

In case you missed any of the sessions, you can watch them here.

See you in 2022!

You can follow us on

[f](#) [t](#) [i](#)

www.jlfest.org

JEAROUND THE WORLD

RECLAMING
WISDOMS

RECLAMING
WISDOMS

RECLAMING
WISDOMS

RECLAMING
WISDOMS



JLF Colorado Online

Don't miss JLF Colorado Online's exciting palate of literary ideas and topical conversations!

15 sessions | October 8-10, 2021

Get your daily fix of educational literary discourse at the JLF without all of JLF Colorado, with sessions ranging from South Asian Literature, Migration and Identity, Chinese Cinema, Fiction and Memory, Latin America, and the recent *Alphaville* series.

Virtual content includes: recording the New York Times bestselling author of the *House of Names* by Heather Campbell, *Chasing the Moon* by Shikha Datta, and author of *1984* by George Orwell by Anthony Caplan; recording JLF's panelist and author of *Chickadee* Lela Alghar; recording *Walla Walla* Hopes Almodovar; recording the series on *Alphaville* with author of *Alphaville* Shikha Datta; recording the series on *Alphaville* with author of *Alphaville* Shikha Datta; recording the series on *Alphaville* with author of *Alphaville* Shikha Datta.

JLF COLORADO ONLINE PROGRAM

VIEW PROGRAM HERE.



View content and purchase tickets to sell on your phone to support the cause of the literary world with our new growing audience. Please consider supporting the Platform, and our audience to create the first phase of our audience and collaboration.

SUPPORT US

Acknowledgements



Festival Co-Directors

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William Dalrymple

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George and Beth Taylor
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Marda Buchholz

ABOUT TEAMWORK ARTS



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



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