



Lionel Bovier
10 Years in Art Publishing

Program
Hapax Series

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ART PUBLISHER

It is typical of art book publishing—the art world's Jack-of-all-trades—that its precise origin remains elusive, and historical landmarks are limited to technological changes. Etymologically speaking, being a “publisher” has conceptual differences with the French *éditeur* and the German *Verleger*: if the first emphasizes the making-public role of printed matter, the second insists on textual work, while the third designates the financial advance so typical of this business ...

What is certain is that the list of must-have qualities for becoming a publisher is long enough to indicate that the profession locates itself at the crossroads of several: clear decision making, synthetic understanding, speedy reading, understanding of economic, juridical, graphic, production- and distribution-related issues, etc. Sometimes a writer, sometimes a manager, often a curator of sorts and simultaneous archivist, the art publisher is engaged in an activity that is more than the sum of its parts.

An A–Z Memoir about art publishing

JRP|Ringier

- 10 years
- 16 hardworking people
- 632 books published
- 1,800 authors published
- 3,500 submissions read
- 4,000 tons transported
- 15,000 PDFs generated
- 20,000 printing hours
- 300,000 working hours
- 600,000 emails exchanged
- 1,000,000 books sold

Published on the occasion of the company's 10 years and in honor of the art of publishing.