

# Lord Jim Publishing

## WHAT IS LORD JIM PUBLISHING?

Lord Jim Publishing (LJP) is an art publisher founded and run by Jan Freuchen. Since its first publication in 2006, LJP has published books in collaboration with, among others, André Tehrani, Linn Pedersen, Ole Martin Lund Bø, Endre Aalrust, Sveinung Unneland and Andreas Vermehren Holm. Our *Game of Life* (2012–2020) series is edited by Jan Freuchen and Sigurd Tenningen and is published in collaboration with Kristiansand Contemporary Art Center. SPAREBLUSS, our series of interdisciplinary pamphlets, is also edited by Jan Freuchen and Sigurd Tenningen, and consists of newly written and translated texts, artists' books and multidisciplinary projects.

## WHAT MOTIVATED YOU TO START A PUBLISHING PRACTICE AND WHAT DO YOU LOOK FOR IN A BOOK PROJECT?

I started Lord Jim Publishing because I had made an artist's book and needed a platform to publish it. I decided to establish my own small press, and ever since 2006 I've continued to publish titles at irregular intervals. I am a great book enthusiast, and my interest extends to the materials and graphic design. I also think that books have an intimacy and durability that is often lacking in exhibitions and digital media.

## HOW WOULD YOU DESCRIBE YOUR ROLE IN THE PROCESS OF PUBLISHING A BOOK?

At LJP we only publish projects that we have initiated ourselves. In other words, we do not accept completed or semi-completed projects for publication. Our books are created through a process of close collaboration between the artist or author, designer and editor. LJP has established relationships with a small group of designers, editors and artists (including Andreas Töpfer and Eller med a (design), and Sigurd Tenningen (editor)). I am involved at all stages of project development, production and distribution, but I'm also aware of the need for everyone involved to feel trusted and have sufficient scope for experimentation.

## WHO ARE THE AUDIENCES FOR YOUR PUBLICATIONS? HOW ARE YOUR BOOKS DISTRIBUTED?

Our books are primarily intended for 'art world' readers, although some also reach a wider audience. For example, the *Game of Life* series has received attention in other contexts, due to its focus on Kristiansand. The SPAREBLUSS series also includes titles that appeal as much to audiences interested in literature as to those interested in art. But LJP's publications are certainly unlikely to feature on best-seller lists.

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**Our books are distributed via our own website and through the Audiatur online bookshop [www.audiaturbok.no](http://www.audiaturbok.no). Our books are also available from selected retail outlets in Norway.**

#### **WHAT ABOUT THE FUTURE?**

**Autumn 2019 will see the publication of further titles in our SPAREBLUSS series, including William S. Burroughs, Andreas Vermehren Holm and Sveinung Unneland, and Terje Dragseth. The fourth and final book in the *Game of Life* series will be published in early 2020.**