

Uten Tittel

WHAT IS UTEN TITTEL?

The art publisher Uten Tittel ("Not Yet Titled Press") is a dedicated art publisher. Our ambition is to publish high-quality books about art in collaboration with artists, museums and creative people who together can take the field to new levels and create books and catalogues that will last long into the future. Uten Tittel was founded in 2016 as a joint venture between Orkana Forlag and Teknisk Industri.

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

There are only a few publishers in Norway that exclusively publish art books, and our main motivation for starting Uten Tittel was our desire to expand this field. Within the area of art books, we publish everything from artists' books to museum catalogues. Quality is our watchword for every publication.

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

We prefer to occupy the traditional role of a publishing house – in other words, we act as project manager, take editorial responsibility for the content, form and process, and manage contracts with collaborators such as authors, designers, image processors, translators, proofreaders and printers.

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

Our ideal reader loves art and is intellectually curious. Our main distribution channel is via Sentraldistribusjon AS (Norway's largest book distributor). Our membership in the Norwegian Publishers Association (NPA) guarantees automatic distribution to the 30–40 largest specialist bookshops, but all of the approximately 600 bricks-and-mortar and online book retailers in Norway stock our books. We also have a limited international distribution in Europe and the United States.

WHAT ABOUT THE FUTURE?

The market for art books doesn't follow the same trends as other segments of the book market, and is not much affected by the trend towards digitization and ebooks. So long as members of the public are interested in art, we believe they will also be interested in art books.

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