



Book's Face

"Bake Books"

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Antwerp based Publisher and President of the Federation of European Publishers (FEP), Rudy Vanschoonbeek is working in the book sector for more than 30 years. Married to Marijke, he is the proud father of Jakob, Hanne and Arne. He likes to read, walk, bike and discover European hidden secrets.

1. Can you please describe your job in 100 words?

I manage to publish 50 new book titles per year for the general Dutch speaking market i.e. literary fiction and quality non fiction, together with an excellent and dedicated team of 9 colleagues also selling and marketing in Flanders titles originated by several renowned Dutch publishers.

2. What did you want to be when you were five years-old?

I wanted to bake my own bread at that time, having the ability and skills to realize my own preferences. Not much later I started my first magazine – a monthly school paper – and continued to bake... books. As important to daily life as bread.

3. Can you describe a typical working day?

I enjoy to start checking newspapers, mail and whereabouts early in the morning, then meeting colleagues and guests of all kinds in the office or elsewhere. I attend book presentations or debates and festivals. Having been a

board member for many years in my Publishing Association and now as President of FEP, I follow up collective issues with colleagues and specialists, having meetings with politicians or professionals in Brussels or abroad to represent, defend and improve different components in the interest of our business.

4. What would happen to the book if you were not there?

One reader less! Seriously: I favour to work and decide as a team, but most probably some new books will not appear without my involvement since publishing books also implies personal commitment and is a matter of taste as well as reliable relationships.

5. What is the most exciting /striking thing that ever happened to you in your job?

Many years ago, I succeeded to convince Hugo Claus to write the first Flemish bookweek gift, a short novel „Chateau Migraine“ that bookbuyers received when buying in a bookshop during an action period. This book gift was (and is) an impressive campaign in Holland, some titles having

In 2008, he founded Uitgeverij Vrijdag which publishes annually 50 new fiction and non fiction titles for the general market - with original angles, quirky quality, rigid beliefs and sovereign reflection. Additionally, the sales department Elkedag Boeken, services PR and sales for several publishing companies in the Flemish Market e.g. De Harmonie, Koppernik, Maven, Marmer, Podium, Van Oorschot, Wereldbibliotheek.

had a print run of a million copies. Claus at that time was already tremendously popular thanks to his major novel The Sorrows of Belgium. Tempting him to join in for a possible new tradition in our book sector with a modest print run of ten thousand copies was a promising experience to work in the interest of collectivity. This inspired and motivated me to continue campaigning for book publishing that enriches people all over the place.



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