

About this exhibition

40 Years of Scottish Publishing

40 YEARS OF
SCOTTISH
PUBLISHING
1974–2014

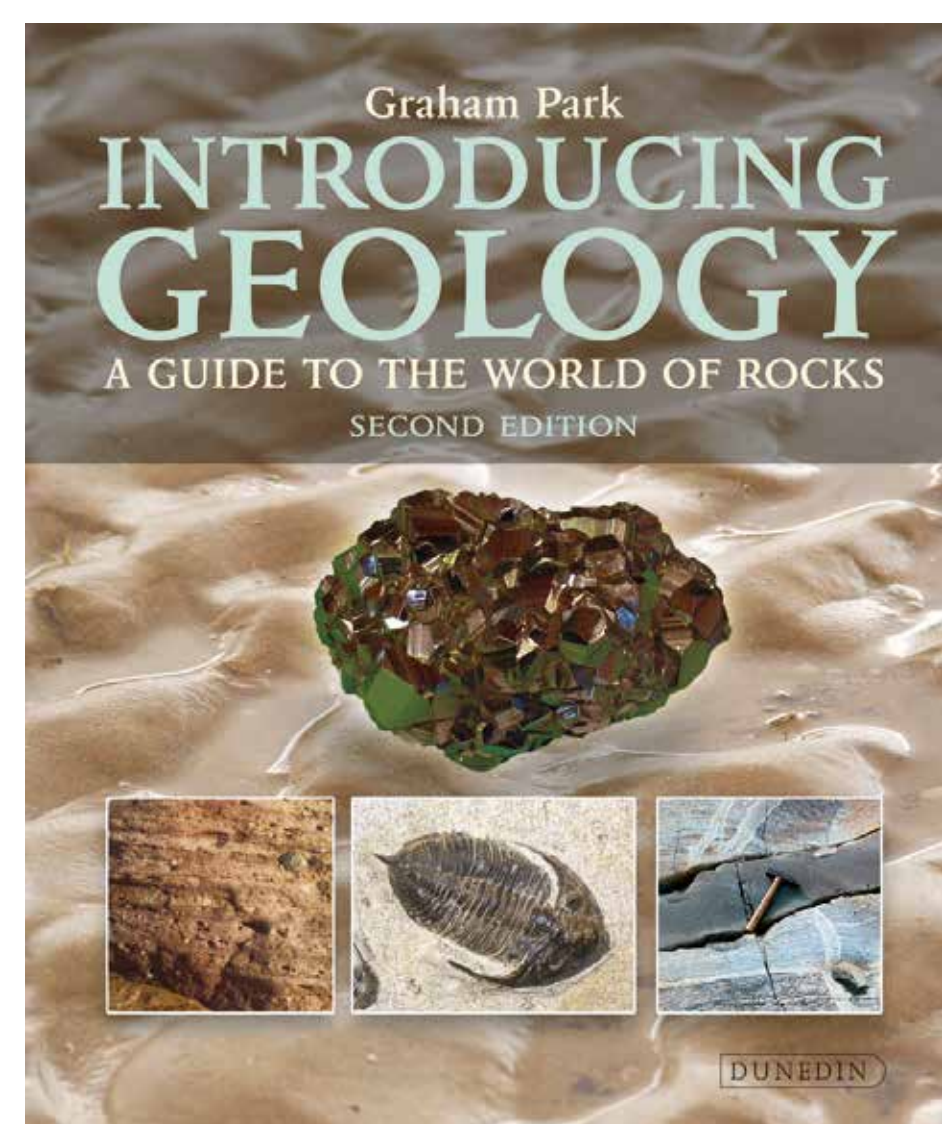
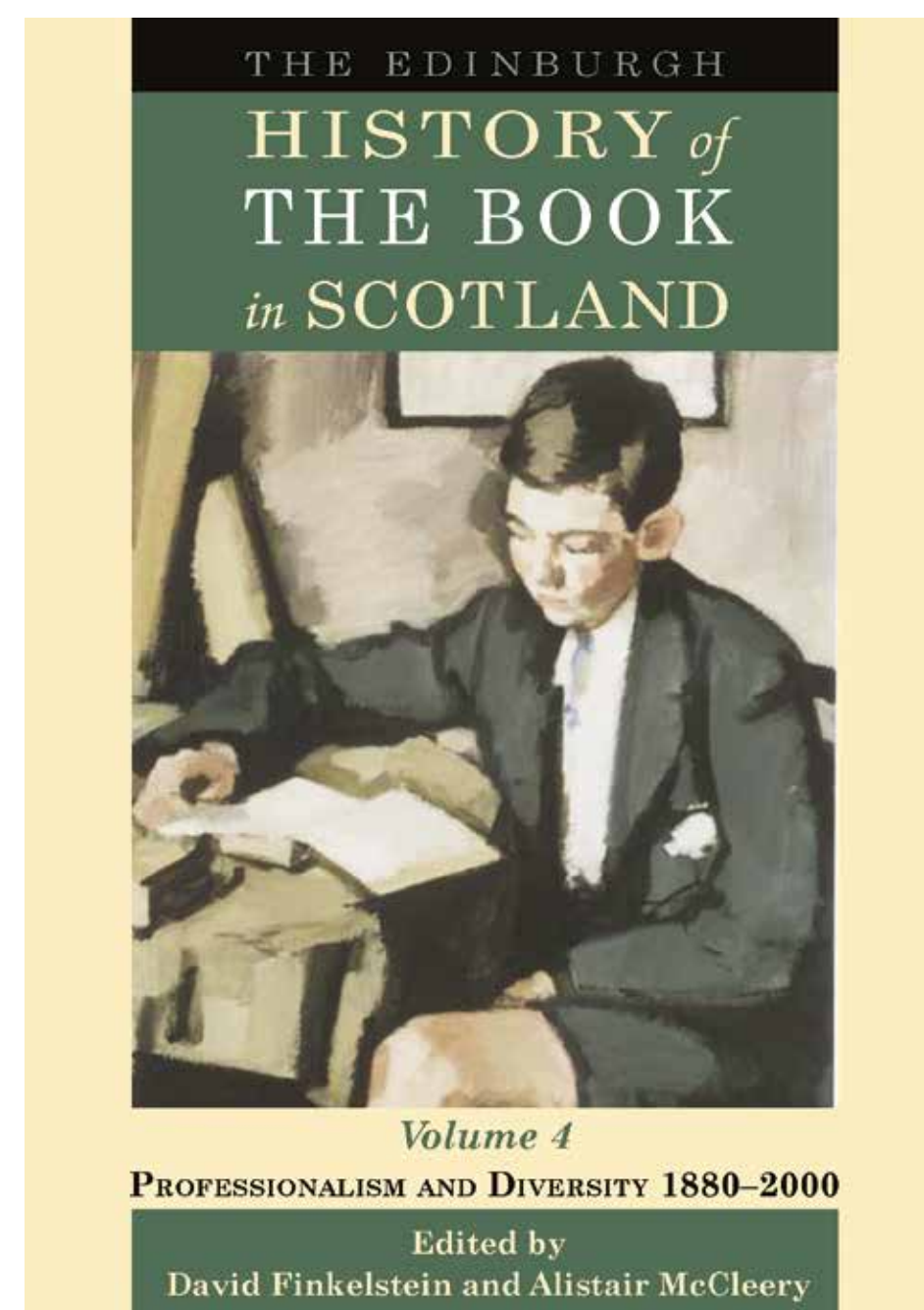
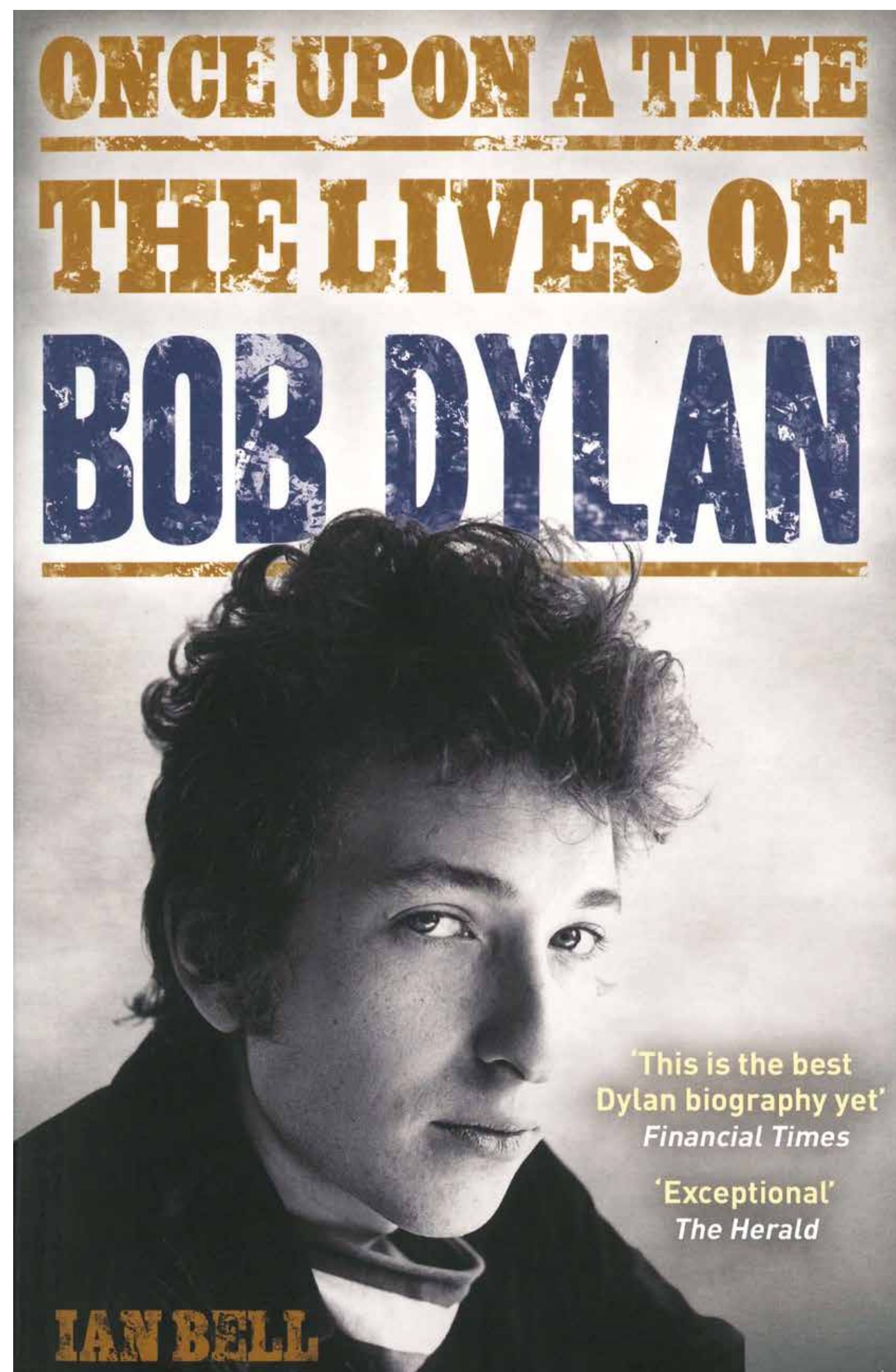
Publishing in Scotland has seen a remarkable renaissance over the past 40 years. Part of that renewed vigour and growth is due to the creation in 1974 of the Scottish General Publishers Association, later the Scottish Publishers Association (“the SPA”), and even later Publishing Scotland. The nineteenth-century Golden Age of Scottish Publishing, when Edinburgh rivalled London as a bustling and innovative centre of print production, remained an inspiring but distant presence in 1974 as a group of young publishers joined with more established figures to reassert the existence of a distinctive industry north of the border.

The 1970s was a period of great cultural renewal in Scotland and the publishing industry would make an enormous contribution to that through disseminating new accounts of Scotland’s history, distributing the self-confident works of contemporary Scottish writers, and providing platforms for the social and political debate that led to the referenda of 1979, 1997 and 2014. In the 40 years that followed, Scottish publishers have continued to make a contribution to our country’s understanding of itself, its past and future. However, the diversity and range of what is now published here has expanded well beyond material intended for Scottish consumption. Our publishers look to markets beyond Scotland – by exporting and selling rights – and the books produced here receive international acclaim.

Novels are the most visible (and glamorous) part of publishing’s output but they are only a small fraction of the whole. Educational publishers produce for a varied and distinctive curriculum through primary and secondary school. Publishing in all the languages of Scotland, Gaelic and Scots as well as English, informs the mission of others. The Scottish legal system is served by our publishers, as are the scientists and researchers within the universities whose work finds an international scholarly audience. We celebrate them all in this exhibition.



General and academic publishing



General publishing is the name for books - fiction and non-fiction - that are aimed at the 'general' reader. Non-fiction titles – nature and wildlife, sports, lifestyle titles, history, heritage, music, folklore, guides, and humour, to name but a few genres – form the backbone of Scottish publishing.

General publishers such as Luath Press, Mainstream, Neil Wilson Publishing and Birlinn, respond to the popular demand for an understanding of Scotland by producing scholarly and accessible books for a wide readership. Mainstream commissioned Duncan Macmillan to produce *Scottish Art 1460-1990* (second edition 2000) and invested heavily in its high production values. Newer general publishers include - BackPage Press, Hallewell Publications, Lomax Press, Olida Publishing, Serafina, and Moonlight.

Edinburgh University Press from its origins in the 1940s was committed to acting as a key outlet for Scottish scholarship, laying the foundations for a much fuller understanding of the nation's history and contributing to the debate about its political status. Landmark titles such as George Davie's *The Democratic Intellect* and AJ Youngson's *The Making of Classical Edinburgh* underlined the commitment of EUP to this field and led to investments such as the four-volume Edinburgh History of the Book in Scotland (2008-present). International markets constitute up to 50% of EUP's business and co-publication agreements with a number of other university presses, particularly in the USA, have contributed to its high esteem and expanding revenues.

More recently, Dunedin Academic Press and Dundee University Press have contributed to the stock of knowledge by publishing specialist titles.

Annuals

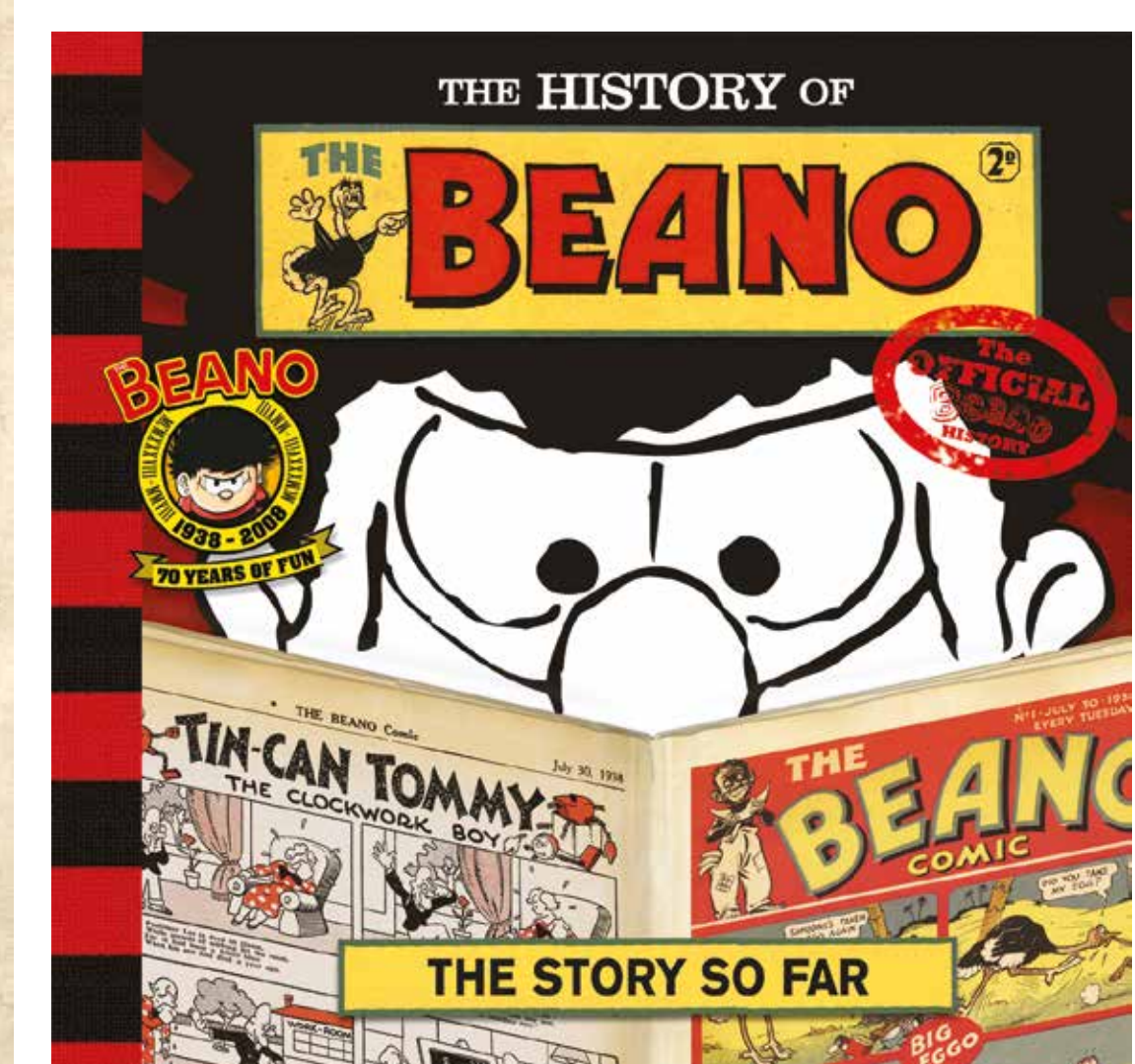
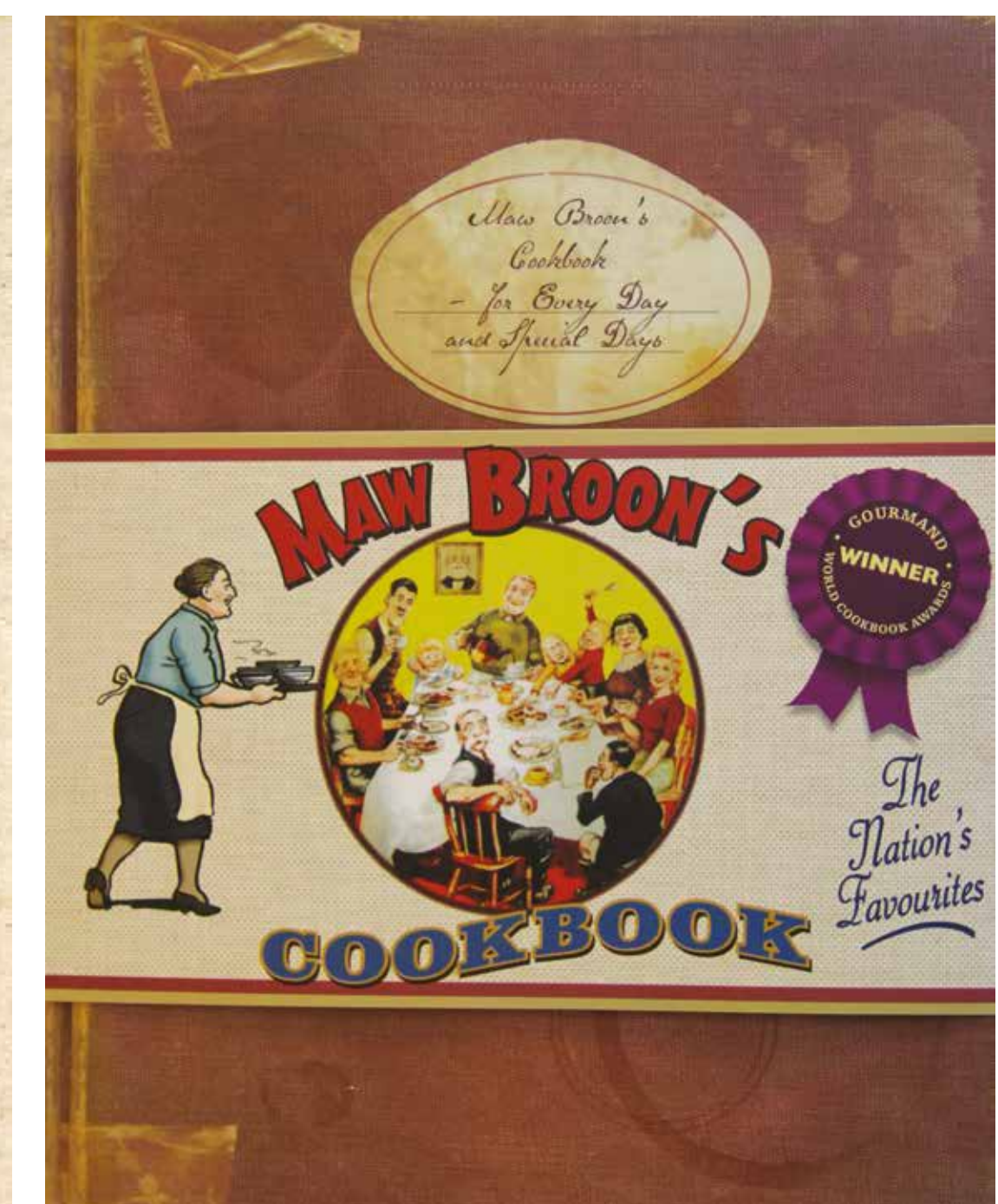
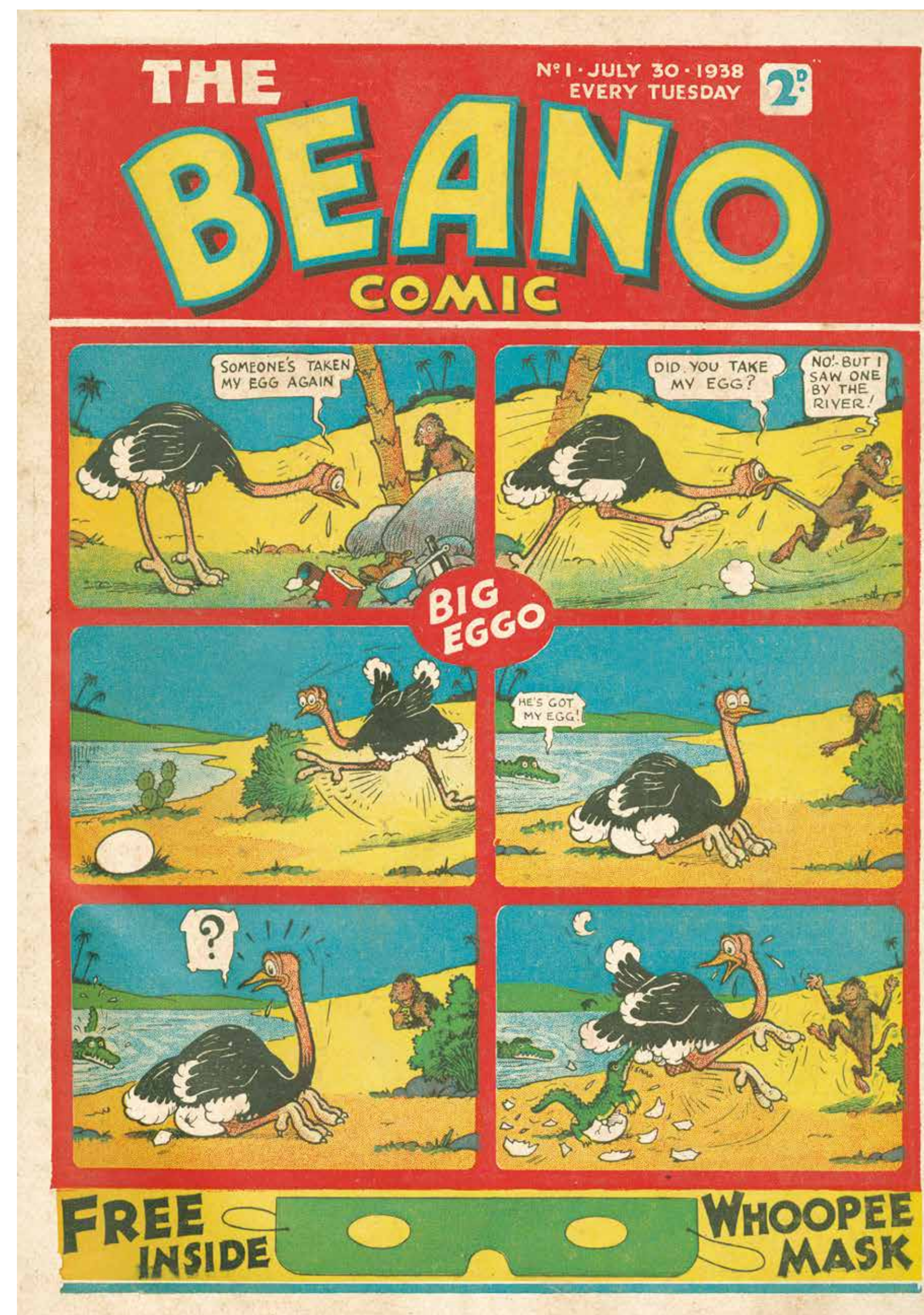
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The tradition of buying and giving annuals based on popular comics, characters, TV programmes or even pop stars has become a fixed part of the Christmas calendar. Most of these will originate with one Scottish publisher, DC Thomson of Dundee. Thomson began publishing comics such as *The Beano*, *The Dandy*, *Rover*, *Wizard*, *Hotspur*, *Bunty*, and *Judy* in the 1930s. Thomson's first annuals appeared in 1939.

Gifted artists and writers produced a range of memorable characters for these publications such as Desperate Dan, Lord Snooty, and (for Thomson's newspapers) Oor Wullie and The Broons. Oor Wullie was voted the top Scottish icon in 2004 – ahead of Sean Connery and William Wallace!

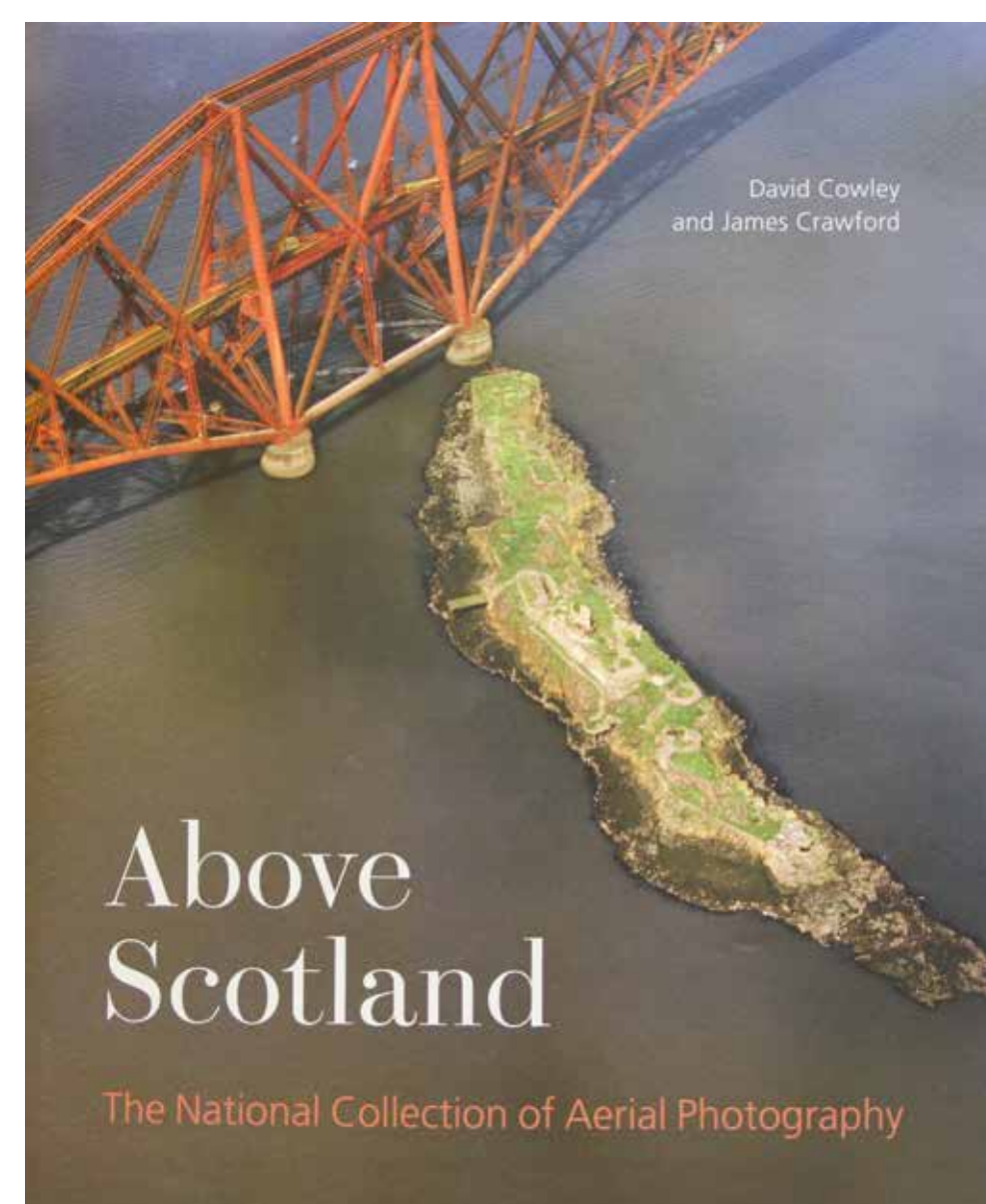
While comics went into decline from the 1980s, the annuals have prospered for longer. Some continued to appear even after the disappearance of the comic itself. The most popular annuals are now those based on Oor Wullie and The Broons, tapping into both the extensive readership of the weekly Sunday Post and the market for nostalgic reminders of childhood.

Their popularity was further proven by the publication in 2007 by Waverley Books of *Maw Broon's Cookbook*, which became a bestseller, and a subsequent series of Broons-based titles covering topics from 'gairdening' to holidays (in the But 'n Ben, of course).



Cartography

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One of the most distinctive areas of Scottish publishing excellence has been cartography, ranging from sheet and wall maps, atlases, globes and topographic models to promotional maps, gazetteers, route books and star charts.

For over a century, Scotland could boast the world's greatest concentration of map compilation, map printing and map publishing, namely through the skill and innovation of publishers such as W. Collins, W. & A.K. Johnston, Gail and Inglis and John Bartholomew & Son. Bartholomew, founded in Edinburgh in 1826, had become by 1945 the largest map publisher in the world. Acquired by News International in 1985 it was incorporated into the Atlas and Reference Division of HarperCollins publishers as HarperCollins Cartographic.

Among the many publishing successes of this long standing enterprise can be counted innumerable road atlases, such as the *Collins Essential Road Atlas for Europe* and the *Collins Children's World Atlas*, as well as older publishing successes such as the *Atlases of China*, the *Atlases of the Moon* and the monumental *Reader's Digest Great World Atlas*, produced in many editions and languages and sold all over the world.

Digital innovation has led to a number of books being developed into apps, but the most significant launch has been that of the Atlas by Collins™ app, an ever-expanding selection of interactive globes, each layered with themed mapping from economics to World Heritage sites.

Children's

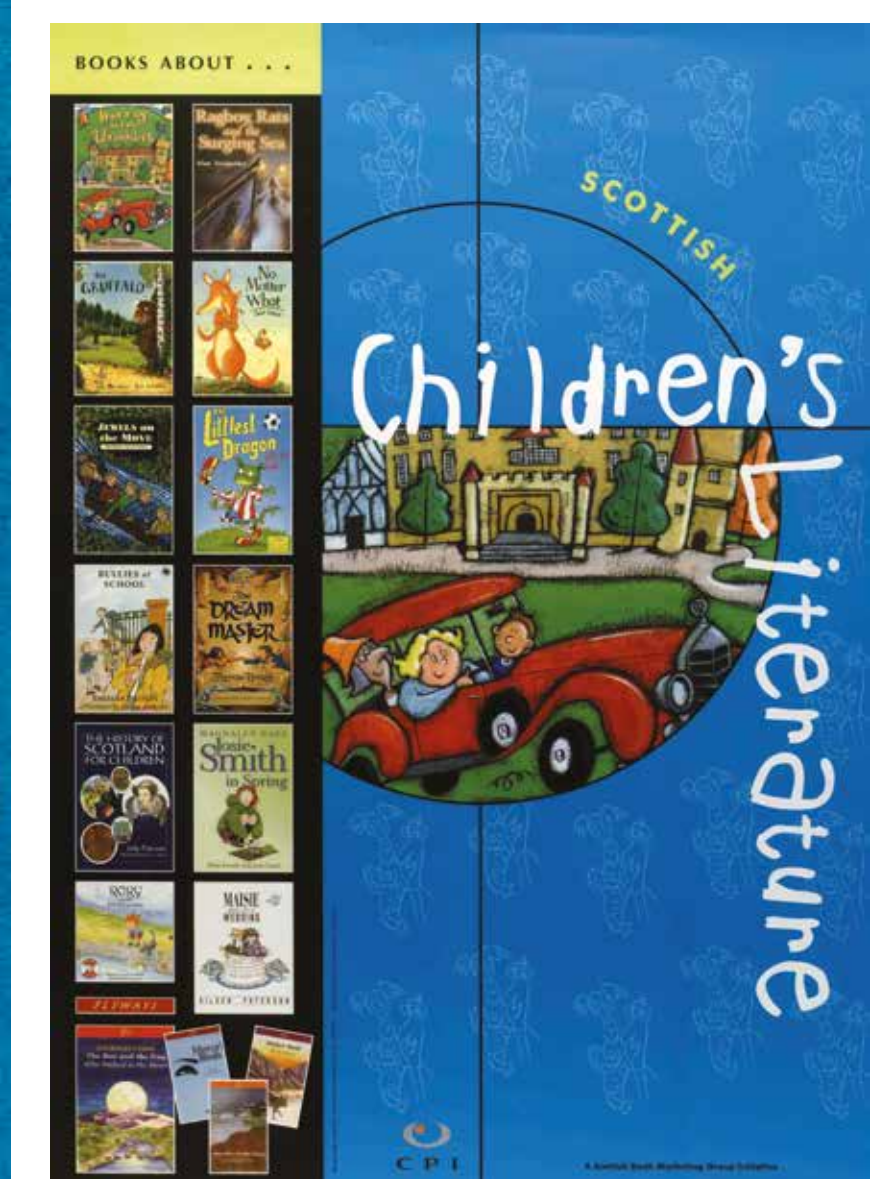
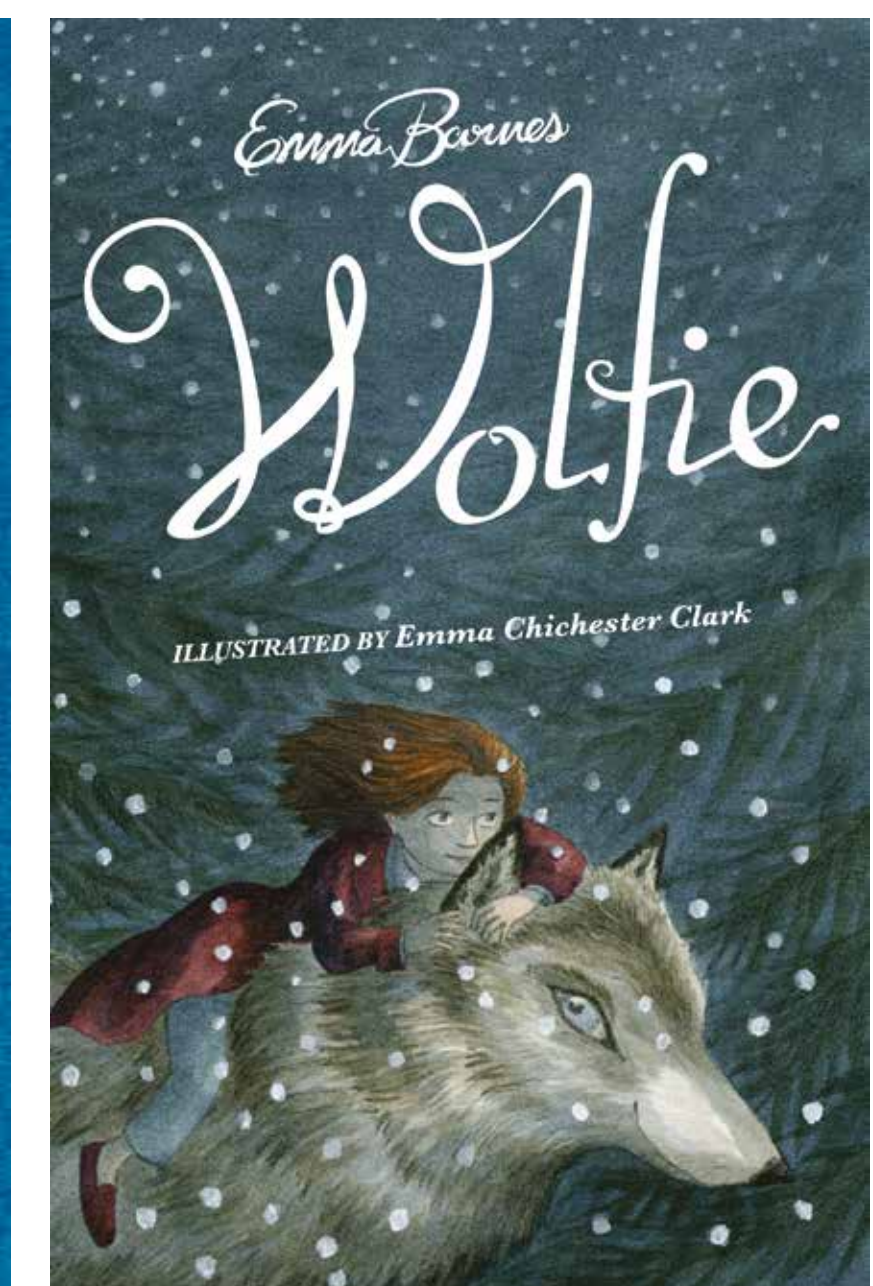
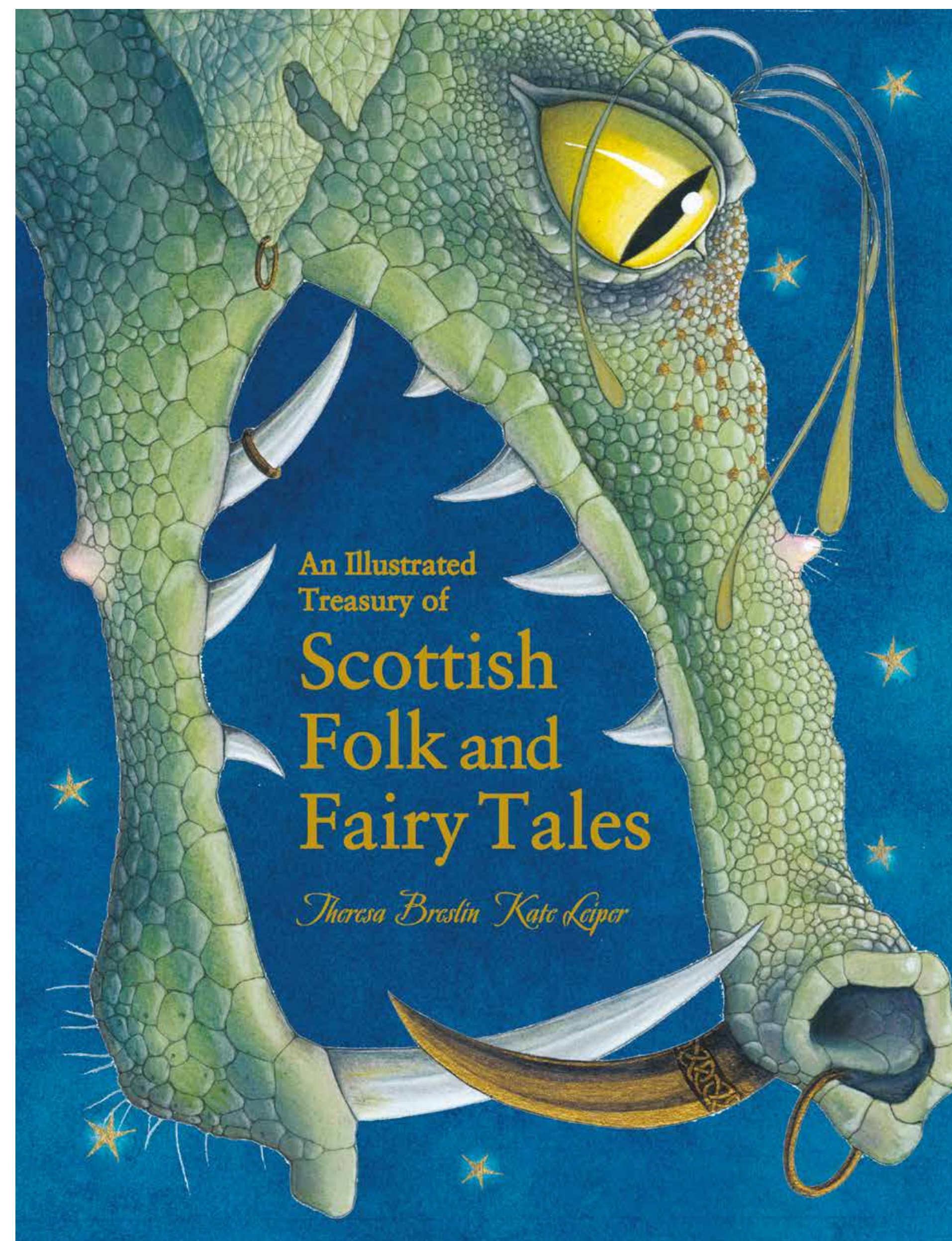
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A strong tradition of writing from RL Stevenson to Julia Donaldson is reflected in an equally strong tradition of publishing for children.

Canongate launched its highly successful Kelpies series in 1983. It began as a reprint series, making available again popular children's books that had been allowed to go out of print by other publishers such as those by Kathleen Fidler. Others such as Mollie Hunter, whose titles had won many awards on first publication, were brought again before a new generation of readers. Floris Books took over the series in 2001, adding fresh reprints as well as original titles. Floris also established the Kelpies Prize to encourage new Scottish writing for children and extended the series to cover younger readers. Floris dominated the Scottish Children's Books Awards in 2013 while Strident publishes titles for older children and the YA ('young adult') market.

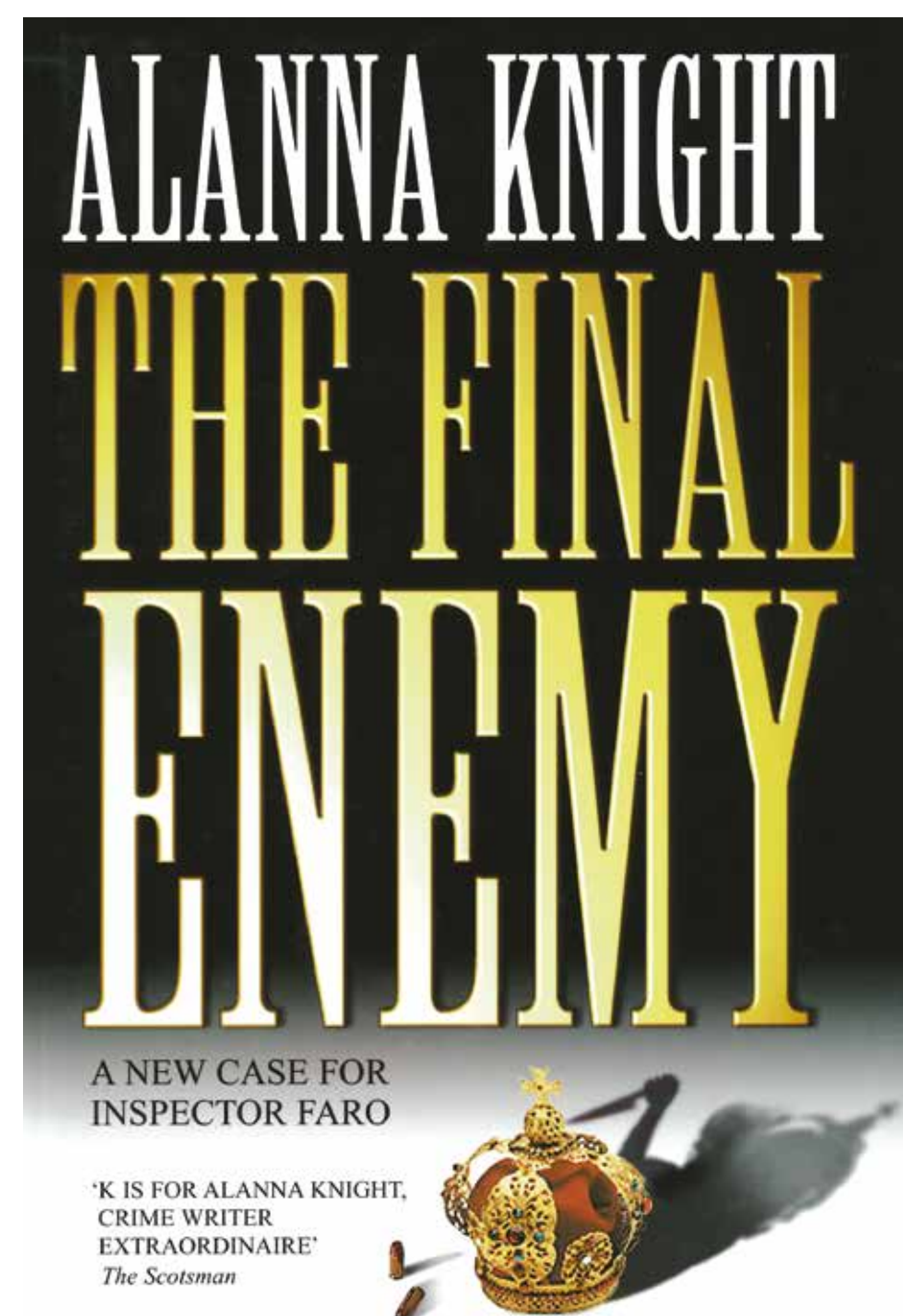
Barrington Stoke, based in Edinburgh, specialises in books for reluctant readers or those with reading difficulties. Its success in creating exciting books for this difficult market resulted in its being named UK Children's Publisher of the Year in 2007.

Acair produces children's titles in Gaelic, both original titles and in translation – often as the result of co-production deals with international publishers. They won the Gaelic Business of the Year award in 2012. Such external recognition demonstrates the continuing health of this sector and its safeguarding and growth of new generations of readers.

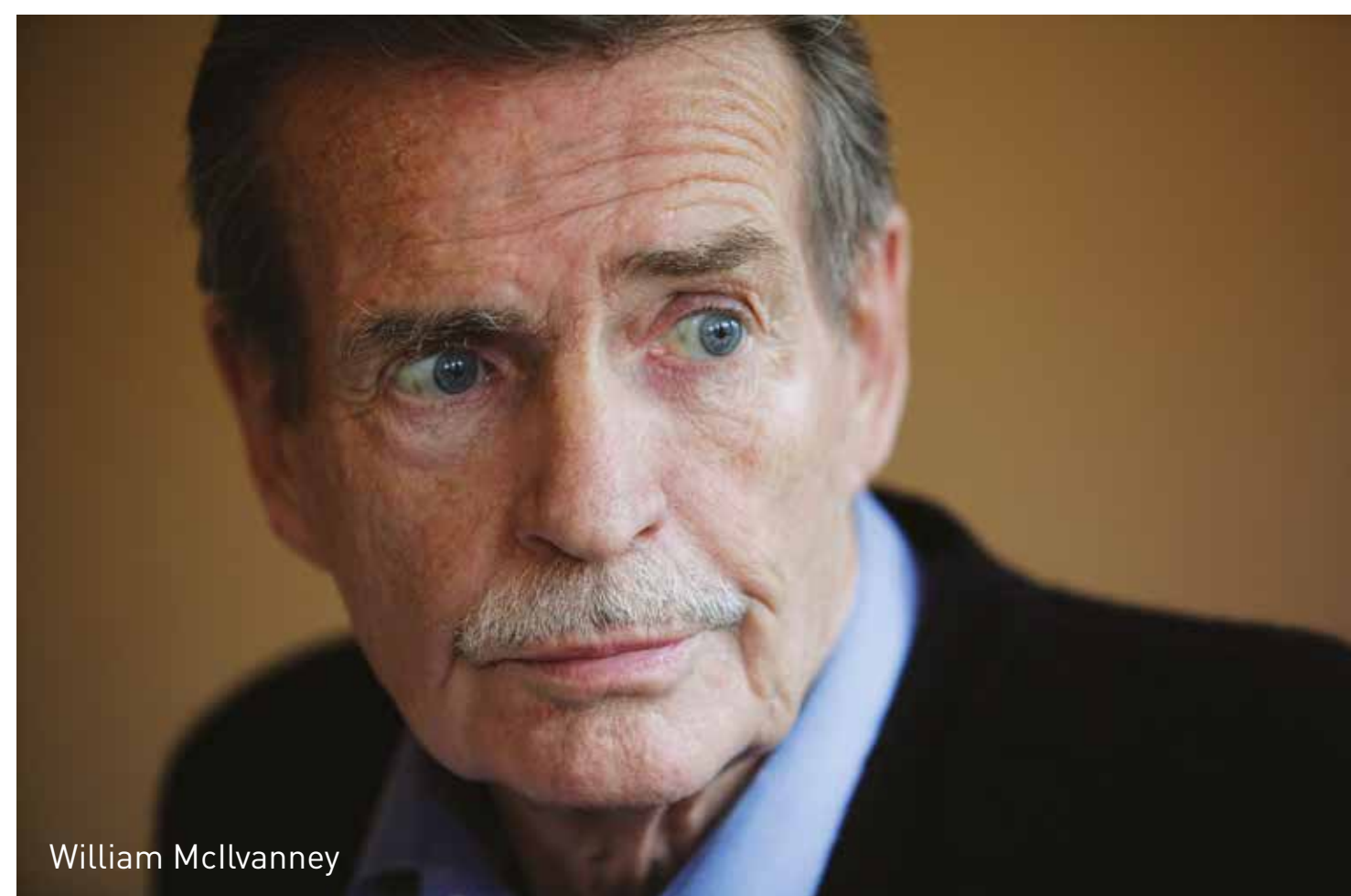


Crime

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Agatha Christie



William McIlvanney



Scottish crime fiction (sometimes dubbed Tartan Noir) has been in vogue for some time but the roots of the genre stretch back into the early 20th century. The Glasgow-based William Collins and Sons saw great returns from their decision to publish Agatha Christie's *The Murder of Roger Ackroyd* in June 1926. Between 1930 and 1994 Christie would become a cornerstone of the Collins Crime Club lists, which would feature over 60 of her detective works.

Scottish publishers have continued this tradition of finding and featuring innovative and popular crime fiction. Edinburgh-based publisher Polygon Press brought to public attention the work of Ian Rankin, whose first novel, *The Flood*, came out under the Polygon imprint in 1986. The same company also launched Alexander McCall Smith's internationally-recognized series with the *No. 1 Ladies Detective Agency* in 1999.

For 35 years, until its absorption by Random House in 2014, Mainstream Press maintained a strong presence in Scottish crime publishing. More recently, Blasted Heath has moved Scotland into the digital domain as its first digital-only publisher, featuring local crime writers such as Ray Banks, Douglas Lindsay and Tony Banks, while Canongate has given a new impetus to Laidlaw by William McIlvanney, first published in 1977.

Educational

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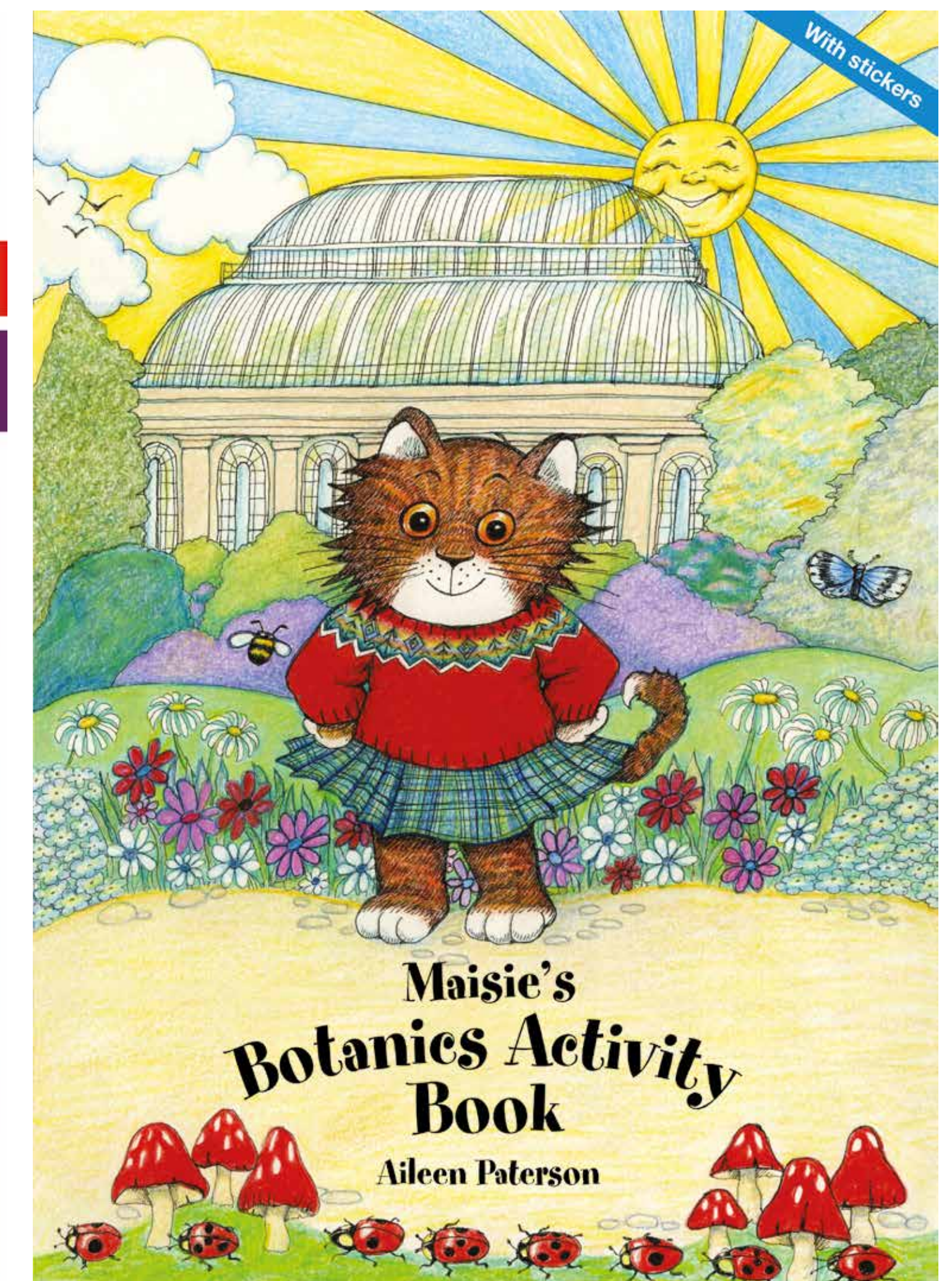
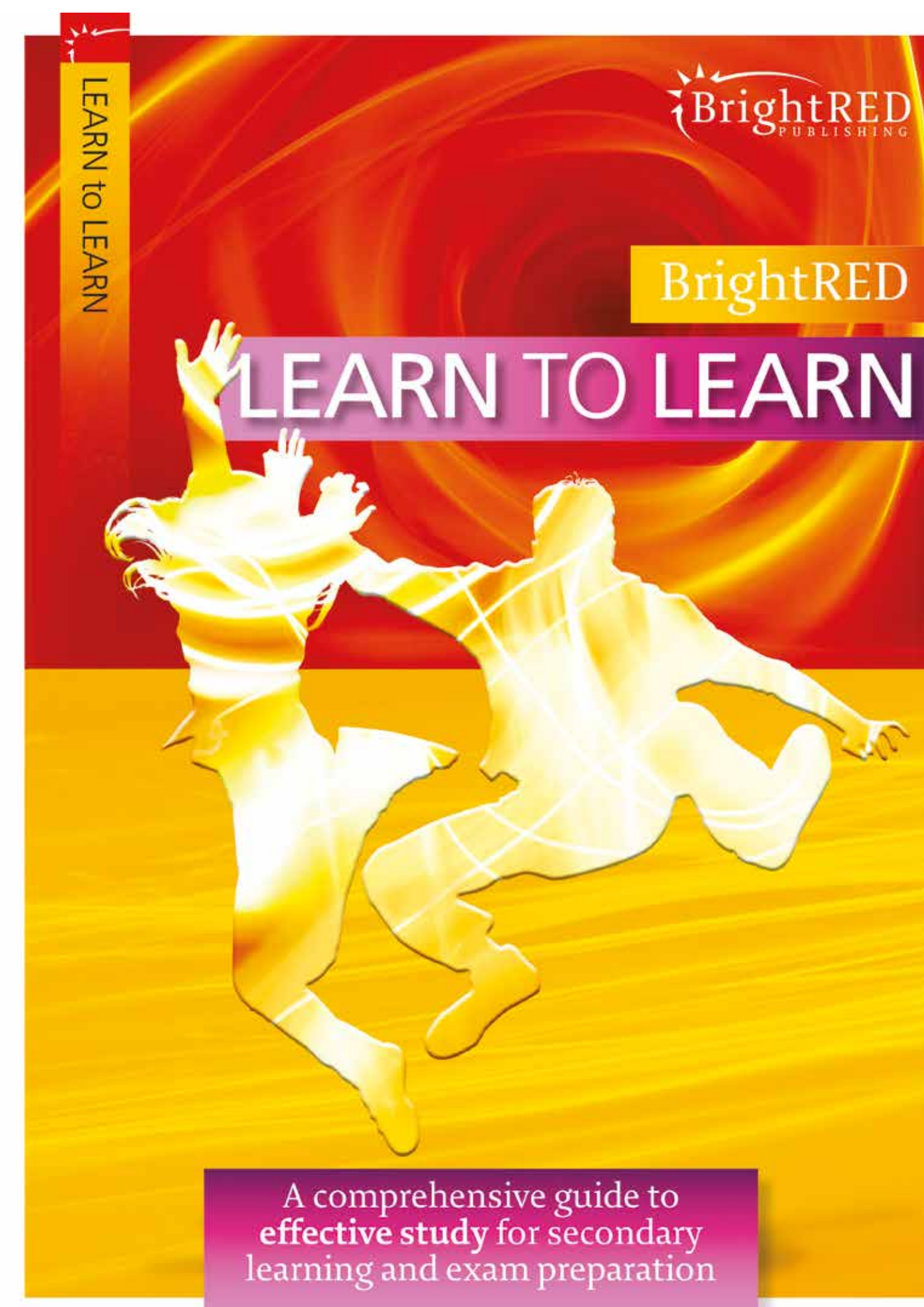
Scotland contains a number of publishers who produce learning materials as part of a wider mission. The Royal Botanic Garden in Edinburgh, for example, has published *Maisie's Botanic Activity Book* in the course of its role in educating children about the world of plants. The National Museums of Scotland produces a wealth of material relating to its diverse collections, much of which is broadly educational in nature. RCAHMS (Royal Commission on the Ancient and Historical Monuments of Scotland) rivals any university press in the books it produces within its specialist field while its incorporation of SCRAN (Scottish Cultural Resources Access Network) has resulted in its administration of the major database of educational materials in Scotland.

However, the term 'educational publishing' more properly covers those firms devoted to school textbooks and ancillary materials. Hodder Gibson (part of the larger Hachette group) benefits from the resources of its parent company in being able to offer online as well as print resources. Leckie and Leckie (part of a grouping within Harper Collins that includes Letts publications) also provides a range of materials that can draw on the wider assets of its parent company. Bright Red, Education Publisher of the Year in both 2010 and 2011, remains independent and has extended its list to include a large number of revision guides to cover the changing secondary school curriculum.



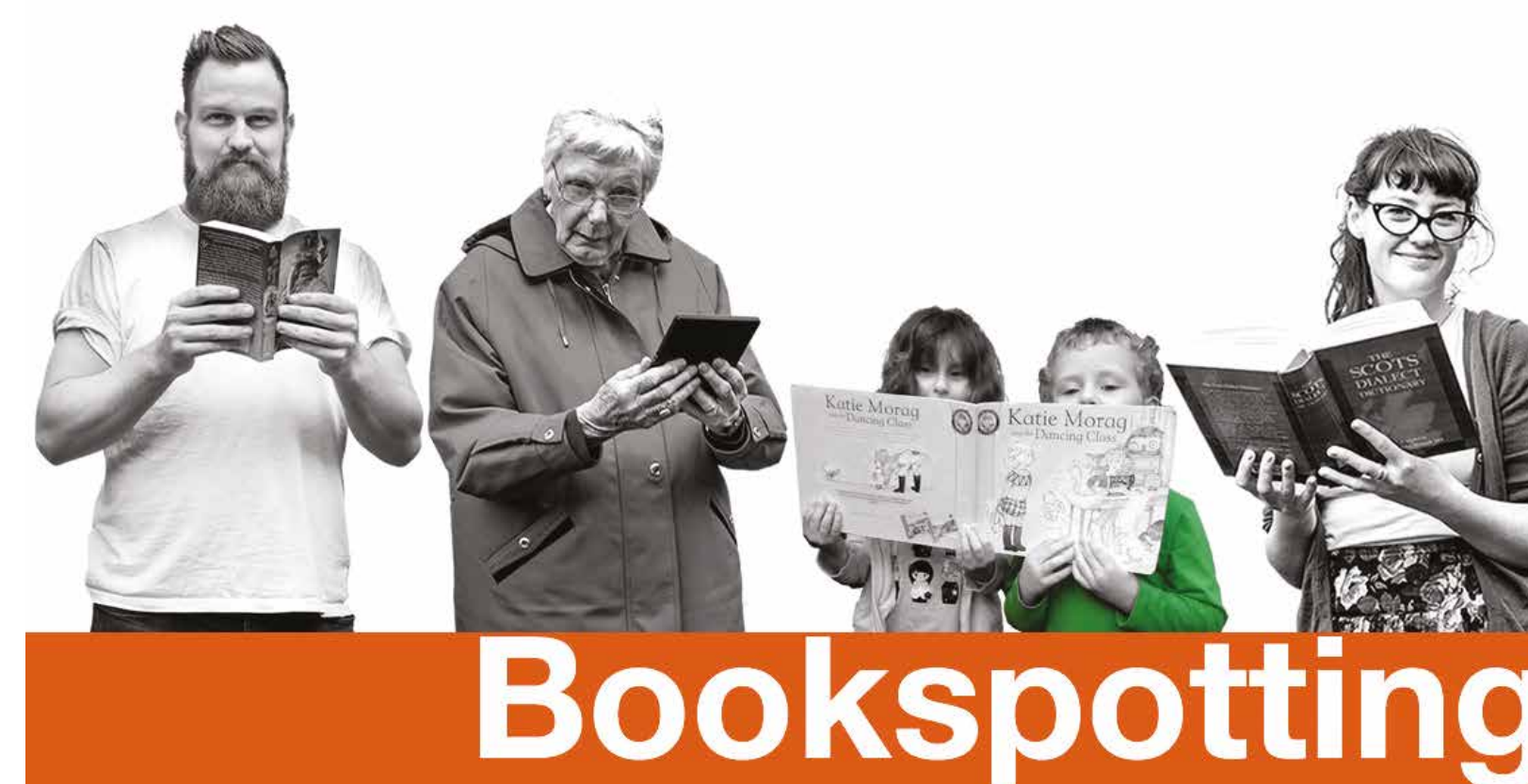
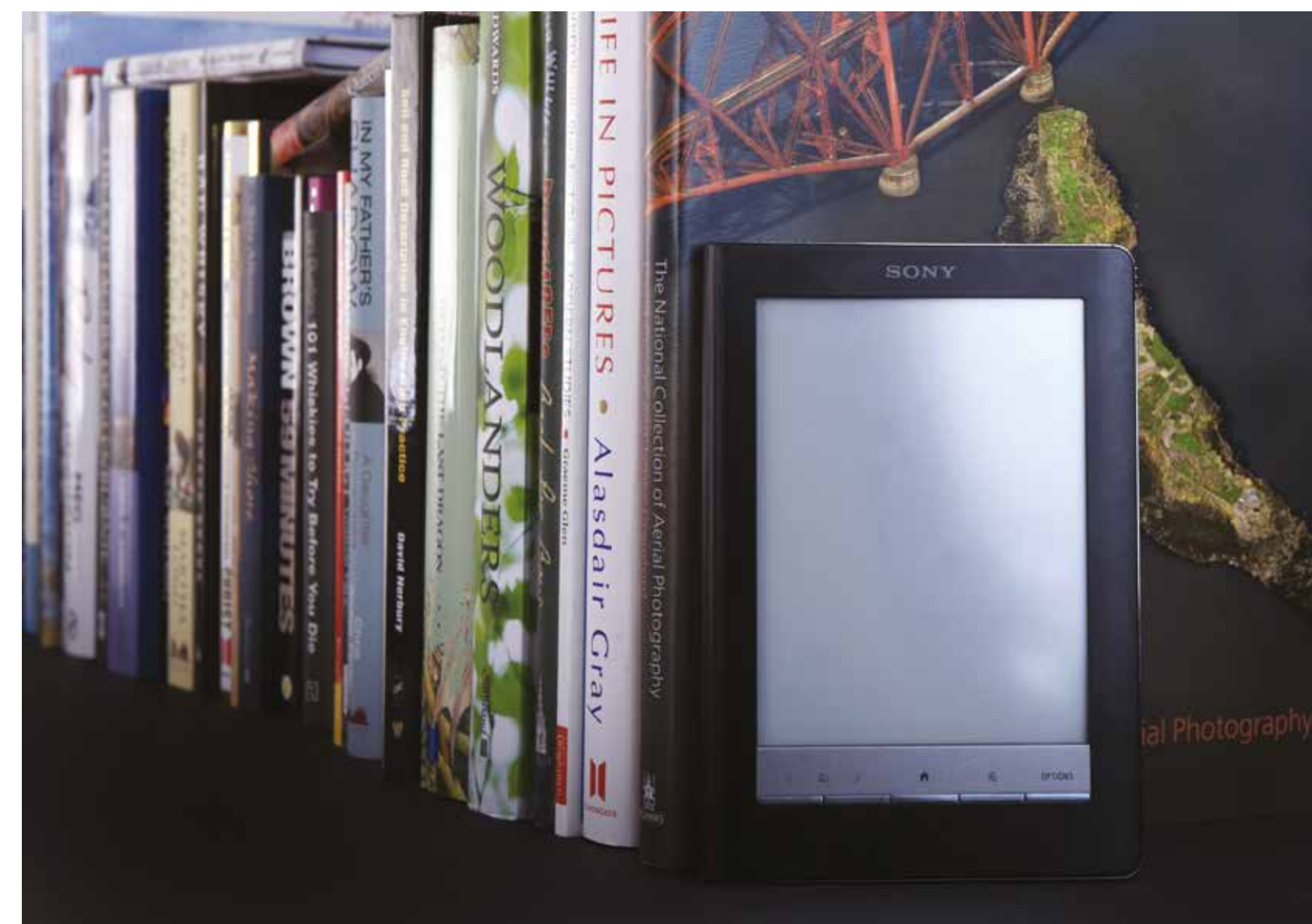
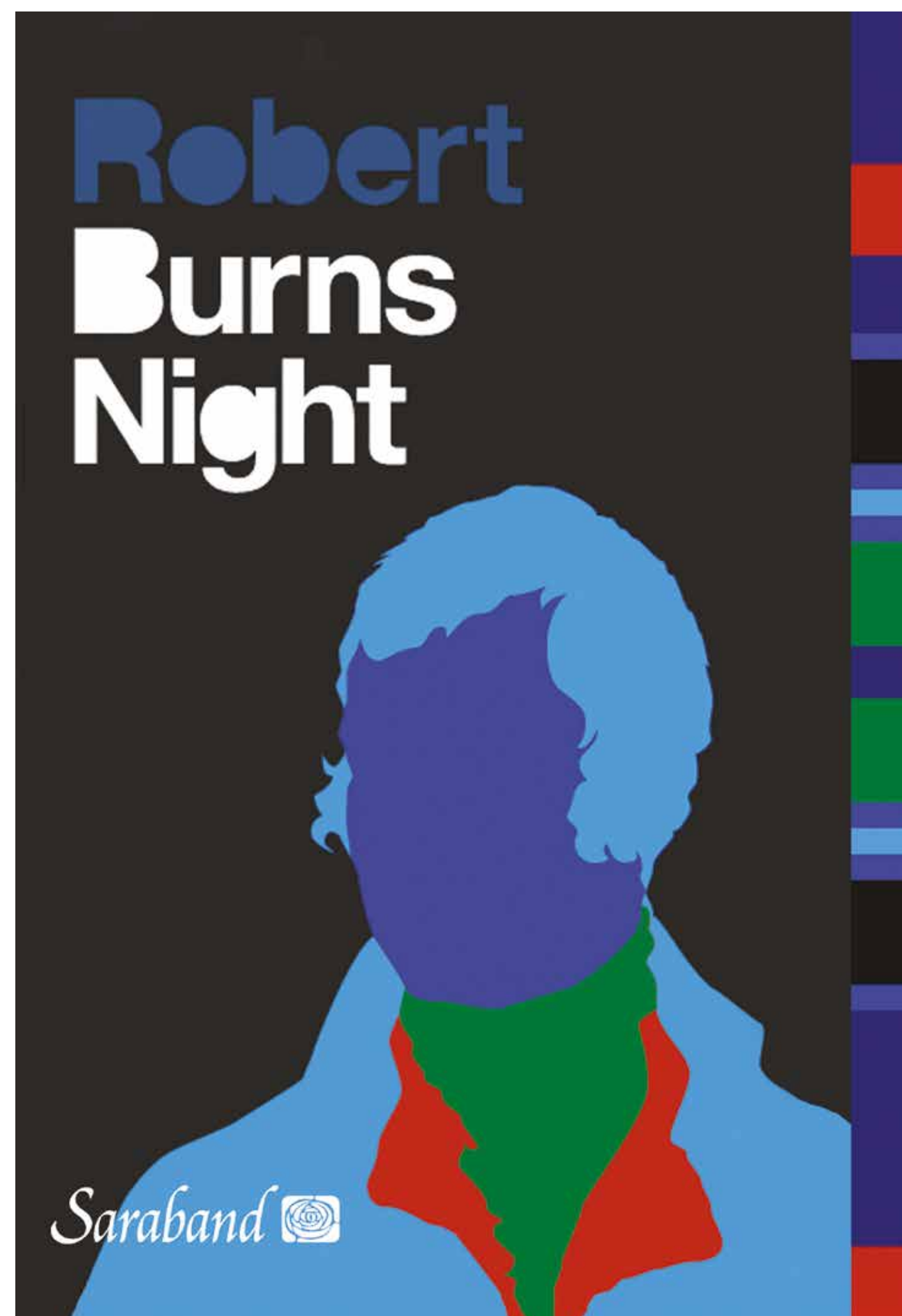
Leckie X Leckie
Scotland's leading educational publishers

**HODDER
GIBSON**
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E-Publishing

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Scottish publishers, both large and small, have been quick to seize the new creative and commercial opportunities offered by e-books.

There are few barriers to the kind of material that can be adapted for and enhanced in digital delivery. Blasted Heath, based in Glasgow, who specialise in crime fiction in e-format only, have been bringing 'great new fiction to readers quickly and affordably' since 2011. *The Scotland's Marine Atlas* e-book, produced by the Scottish Government Publishing Team on behalf of Marine Scotland, won the e-book Flowable Academic category of the Digital Book Awards 2014, held in New York. Canongate Books released *A Tale for the Time Being*, chosen for the Man Booker shortlist, simultaneously in paperback, hardback, audio book and e-book formats, with the print copies having a fully interactive cover using Blippar software. The title won the Independent Book Week Book Award. Giglets, a new company based in Ayrshire, produce enhanced e-books using animation of classic texts in Gaelic and English.

Bookspotting, a free app produced as a result of collaboration between Publishing Scotland, Saraband Books and Spot Specific, funded by NESTA in conjunction with Creative Scotland, was launched in 2014. The app uses the GPS and calendar functions in most phones and tablets to link books and authors to dates, themes and distinct locations around Scotland. The app features a database of books with a strong connection to dates and places covering fiction, children's, history, humour, Gaelic, Scots, and travel titles.

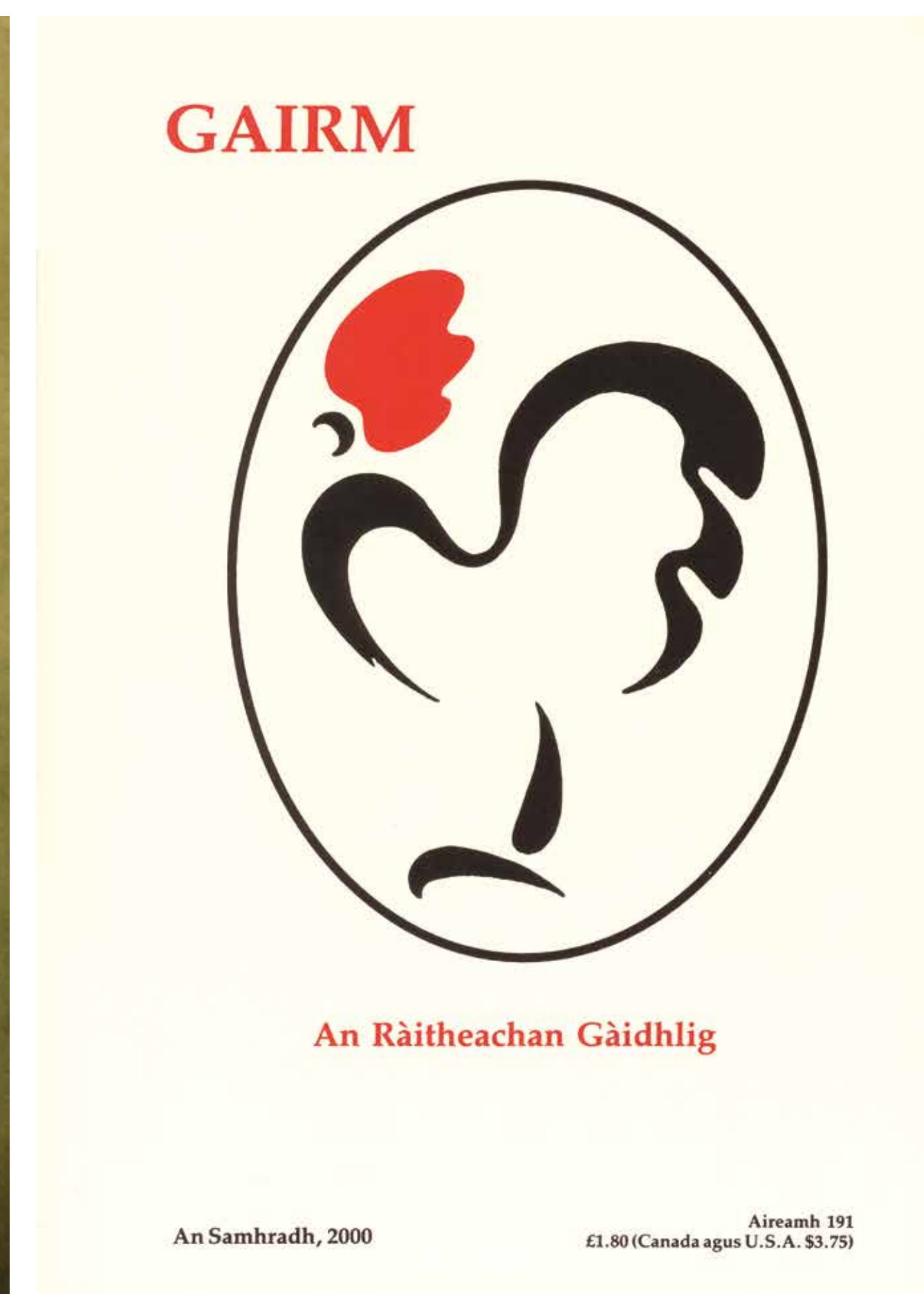
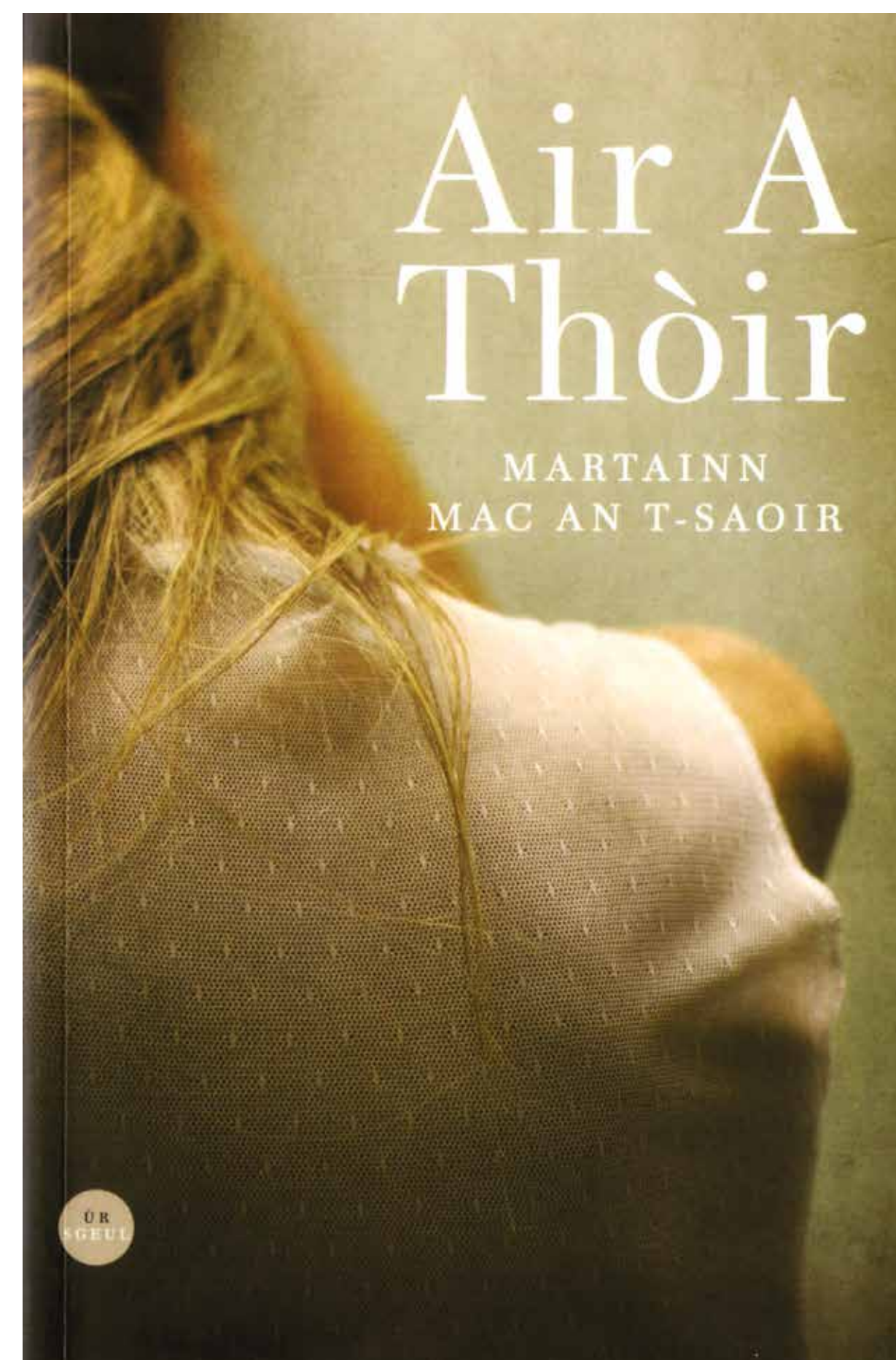
Publishing Scotland's Go-Digital Fund has been an important catalyst in supporting Scottish publishers in bringing their content to a new digital audience. Creative Scotland's Innovation Fund has also undertaken the wider role of fostering the use of digital technologies by the creative industries, including publishing, as a whole.

Publishing in Gaelic

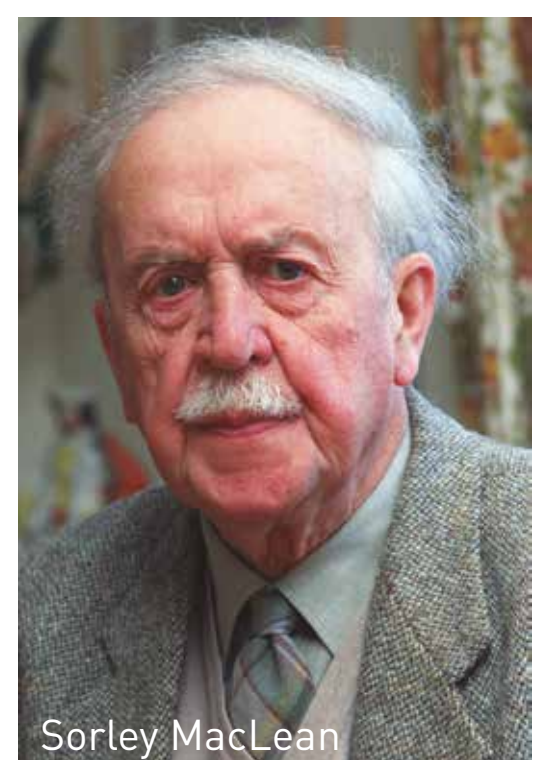
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From the 1970s onwards, Gaelic publishing was given a significant boost by the newly formed Gaelic Books Council (established in 1968, and still a member of Publishing Scotland today). The effect has been significant: in the first half of the 20th century, only four or five Gaelic titles were published in Scotland each year. There were very few novels – a comparatively recent addition. Most creative writing was given an airing in the influential magazine, *Gairm*, which ran from 1952–2004. Since the 1970s the numbers have increased to over 40 titles per annum.

Gaelic continues to be promoted in particular through the efforts of Acair, the publishing house based in Stornoway, Isle of Lewis; by Storlann, also based on Lewis, and smaller companies dotted around Scotland, as well as Gaelic-interest titles published by Birlinn in English. The ground-breaking new imprint, Ur-Sgeul, founded in 2003, revolutionised the publishing of the novel in Gaelic, issuing works by new and more established writers, allied to strong production values, and has been one of the biggest success stories of the past decade. The moves to expand dedicated Gaelic-medium school education in Glasgow, Edinburgh and elsewhere in the country over the past twenty years has also played a large part in fostering an interest in Gaelic books.



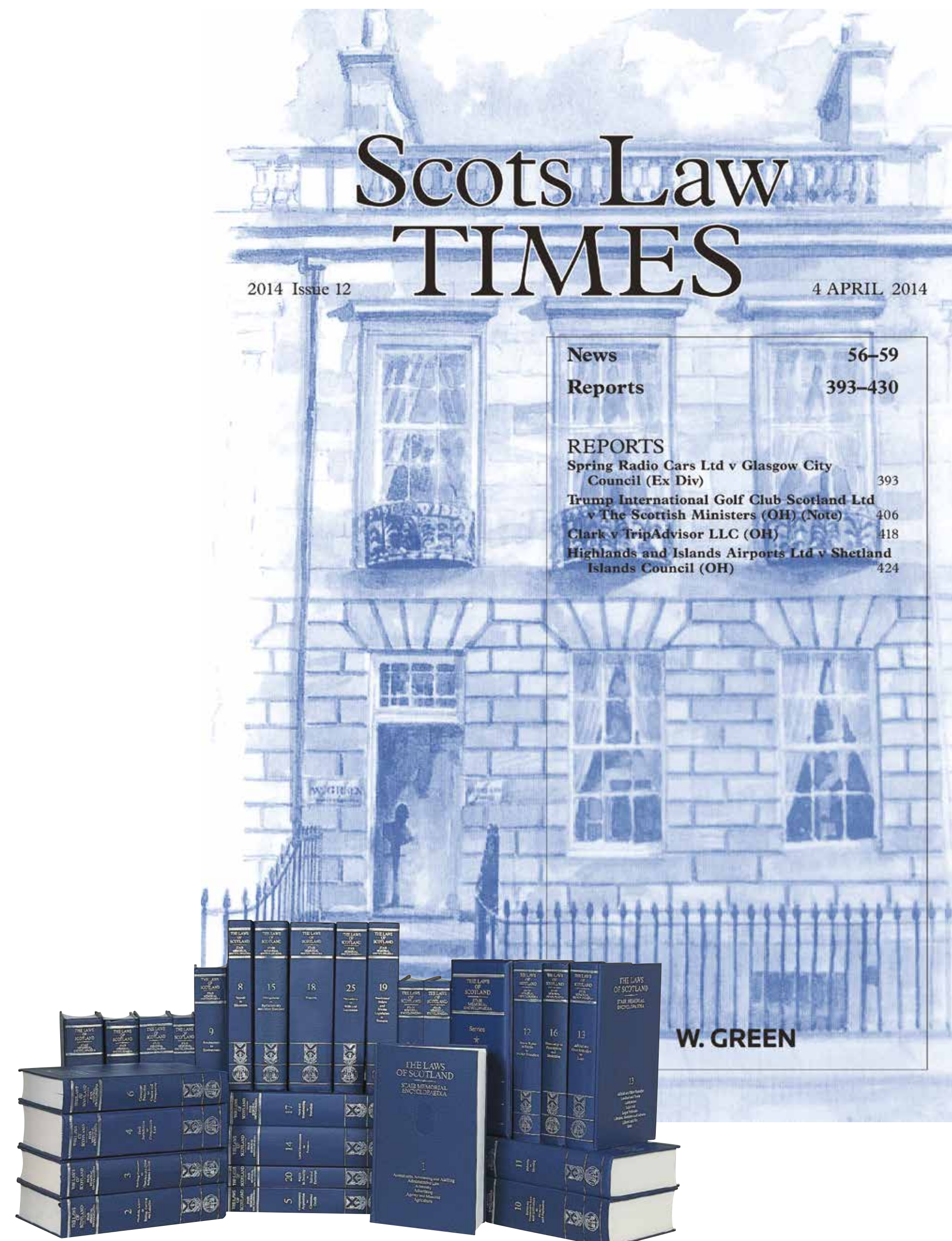
COMHAIRLE NAN
LEABHRAICHEAN
THE GAELIC BOOKS COUNCIL



Sorley MacLean

Legal

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Legal publishing has a long tradition in Scotland, focused on serving the needs of the country's legal professions. Organisations that have distinguished themselves in this area include W. Green & Son, Butterworths, T&T Clark, The Scottish Council of Law Reporting and The Law Society of Scotland.

Case reporting is of particular importance as a primary source of law and Green's has been publishing its flagship reporting and news journal *The Scots Law Times* since 1893. Green's is now part of global publisher Thomson Reuters but its origins can be traced back to its founding in Edinburgh's Old Town in 1875. It also publishes a large variety of standard legal reference works of which many are available online. The Scottish Council of Law Reporting publishes the authoritative Session Cases and the Law Society of Scotland publishes Scottish Criminal Case Reports and Scottish Civil Law Reports.

The Law Society of Scotland has played an important role in encouraging legal publishing and writing not least as co-publisher of the *Laws of Scotland: Stair Memorial Encyclopaedia* with Butterworths. The encyclopaedia covers all areas of Scots law. It was originally published in 25 volumes, and since it first appeared has been regularly updated. Individual titles are reissued as necessary and the whole work is available online. Its driving force was Sir Thomas Smith who was its first General Editor. Butterworths is now part of LexisNexis, the legal division of global publisher Reed Elsevier.

Others involved in legal publishing over the years include T&T Clark which published the *Scottish Law Directory* 'The White Book' (now published by LexisNexis), and the two most recent entrants: Avizandum and Bloomsbury Professional (which acquired Butterworths Scots law books and publishes for both the legal professional and student markets in a variety of formats).

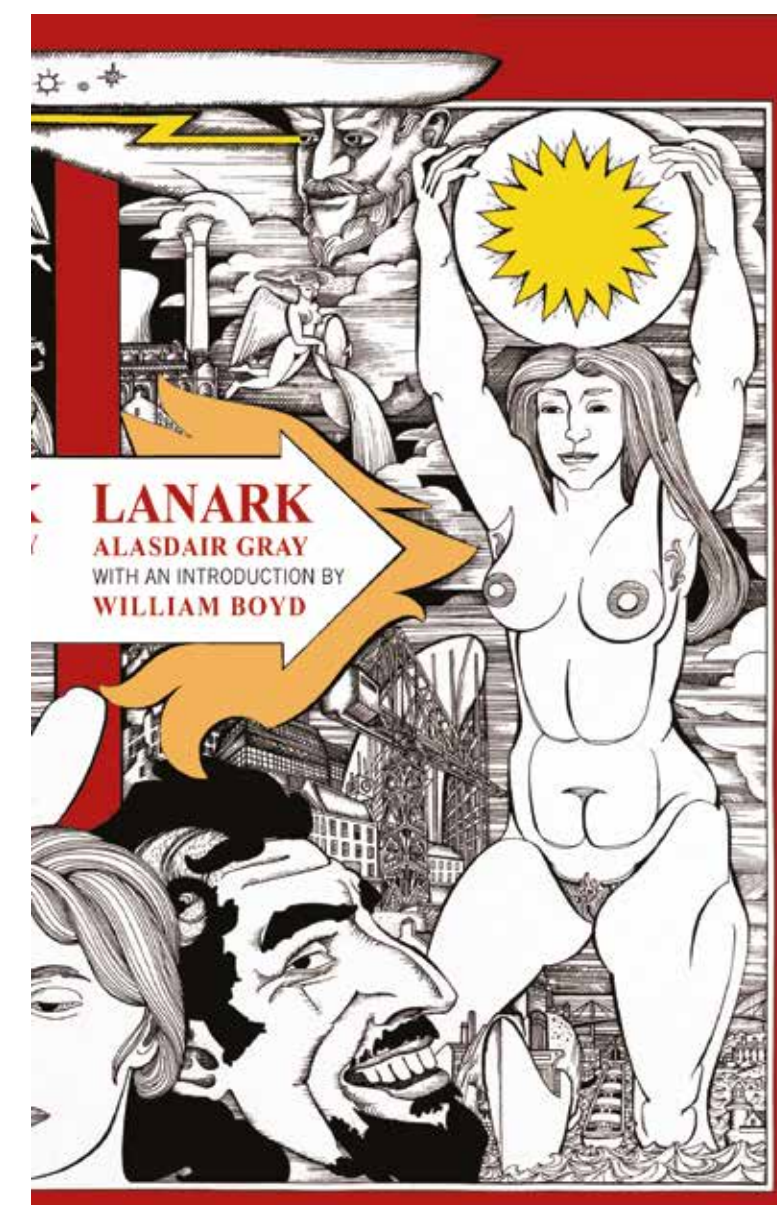
Literature

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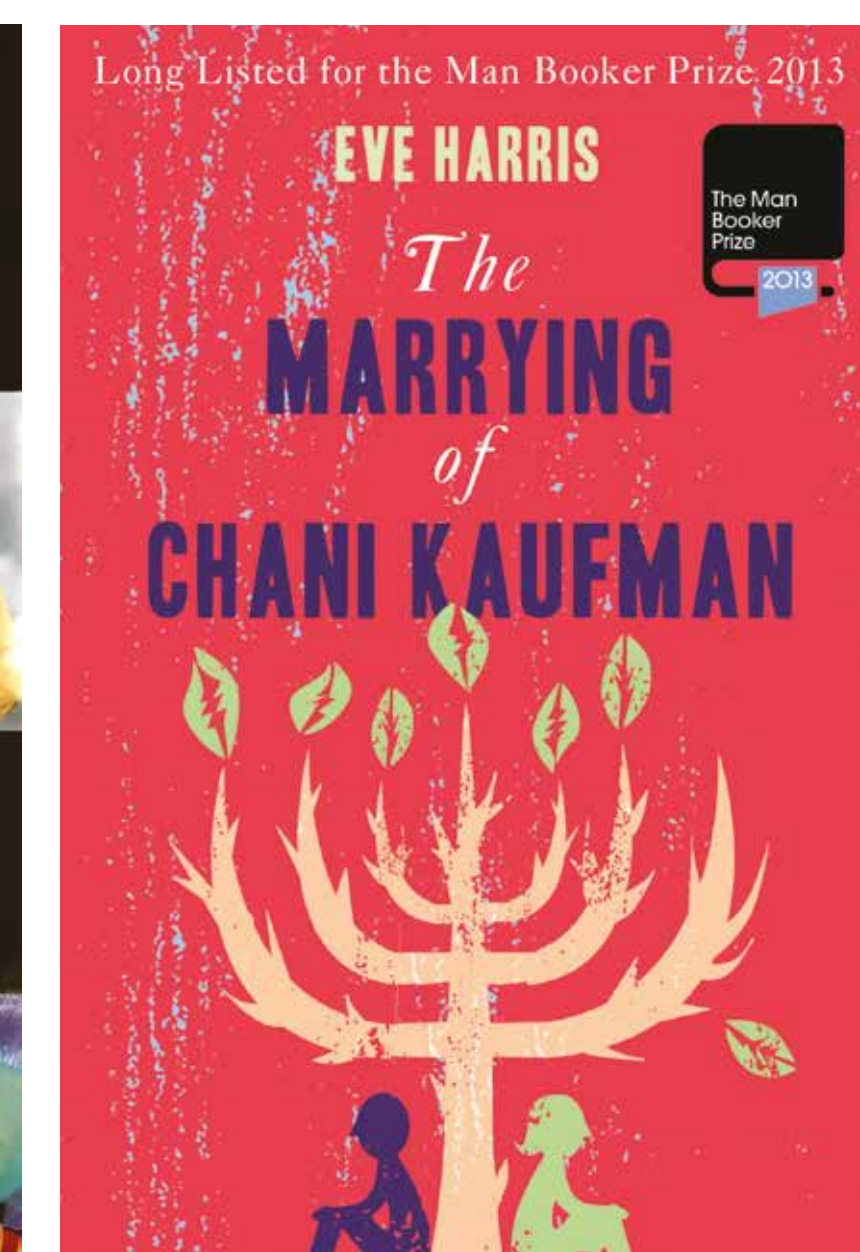
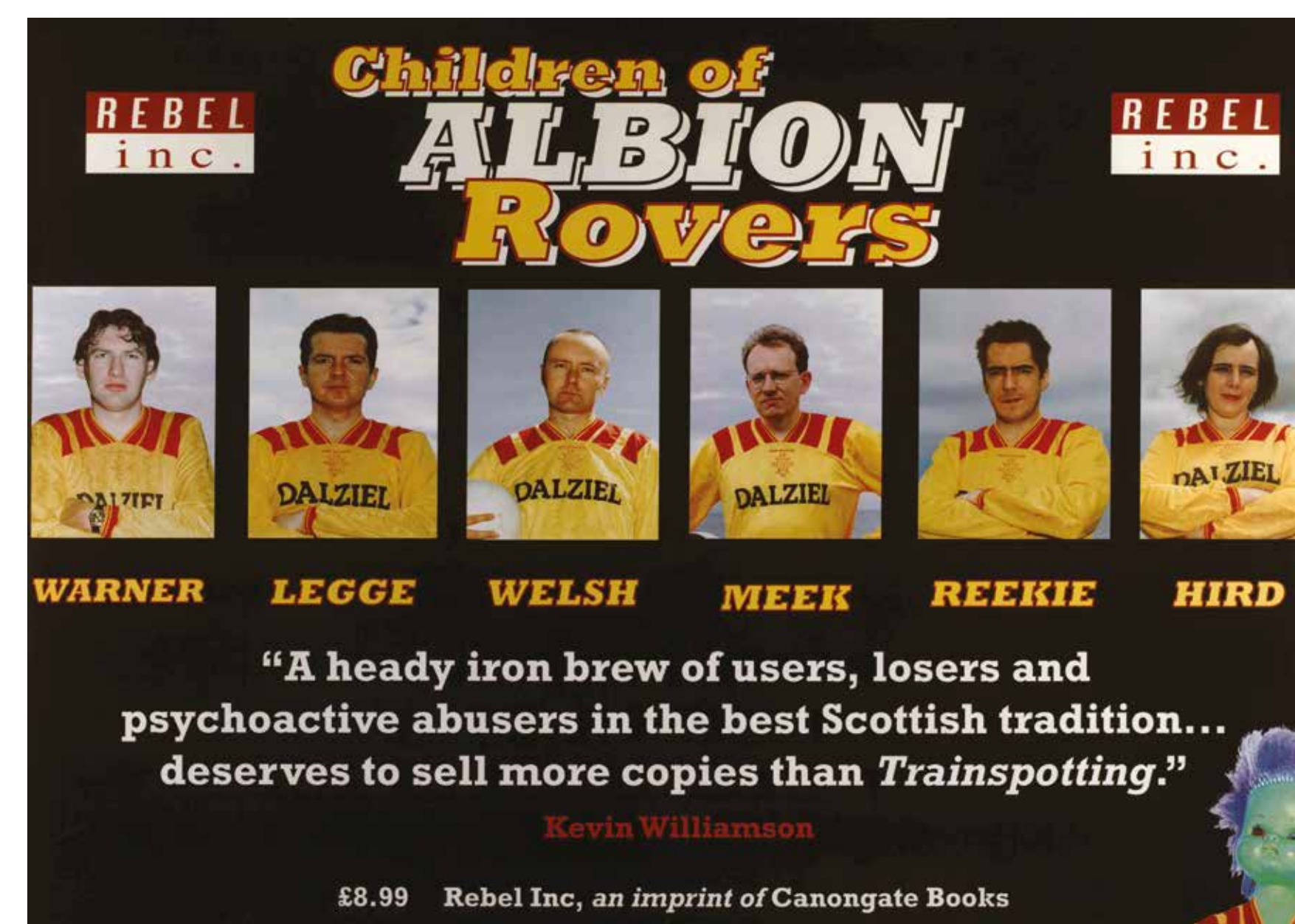
Over the past 40 years the world of fiction in Scotland has been served by Canongate, as Alasdair Gray's *Lanark* burst onto the literary scene in 1981, and Yann Martel's *The Life of Pi*, the 2002 Booker Prize Winner, was memorably published in print and e-book format. Canongate also supported the establishment of the radical Rebel Inc imprint, which between 1996-2000 published distinctive work by new writers such as Alan Warner, Irvine Welsh and James Meek. Scottish writers such as James Kelman, Liz Lochhead, A.L Kennedy, Tom Leonard, and Janice Galloway have made their appearances under the Polygon imprint. Other examples of publishing excellence can be found in the likes of Sandstone Press, Saraband, Freight Books, Black & White Publishing, and Luath.

The publishing of critical texts and commentaries, teachers' notes, reissues of classic works, polemics, and general 'lit-crit' comes from Edinburgh University Press, the Association of Scottish Literary Studies based at Glasgow University, the Saltire Society, and the Scottish Text Society. HarperCollins remains at the forefront of contemporary literary publishing with Booker-winning successes *Wolf Hall* and *Bring Up The Bodies* by Hilary Mantel.

Newer start-ups in the field include the very distinctive small presses: Vagabond Voices, Cargo, Pilrig Press, Fledgling, Ringwood, and Crooked Cat.

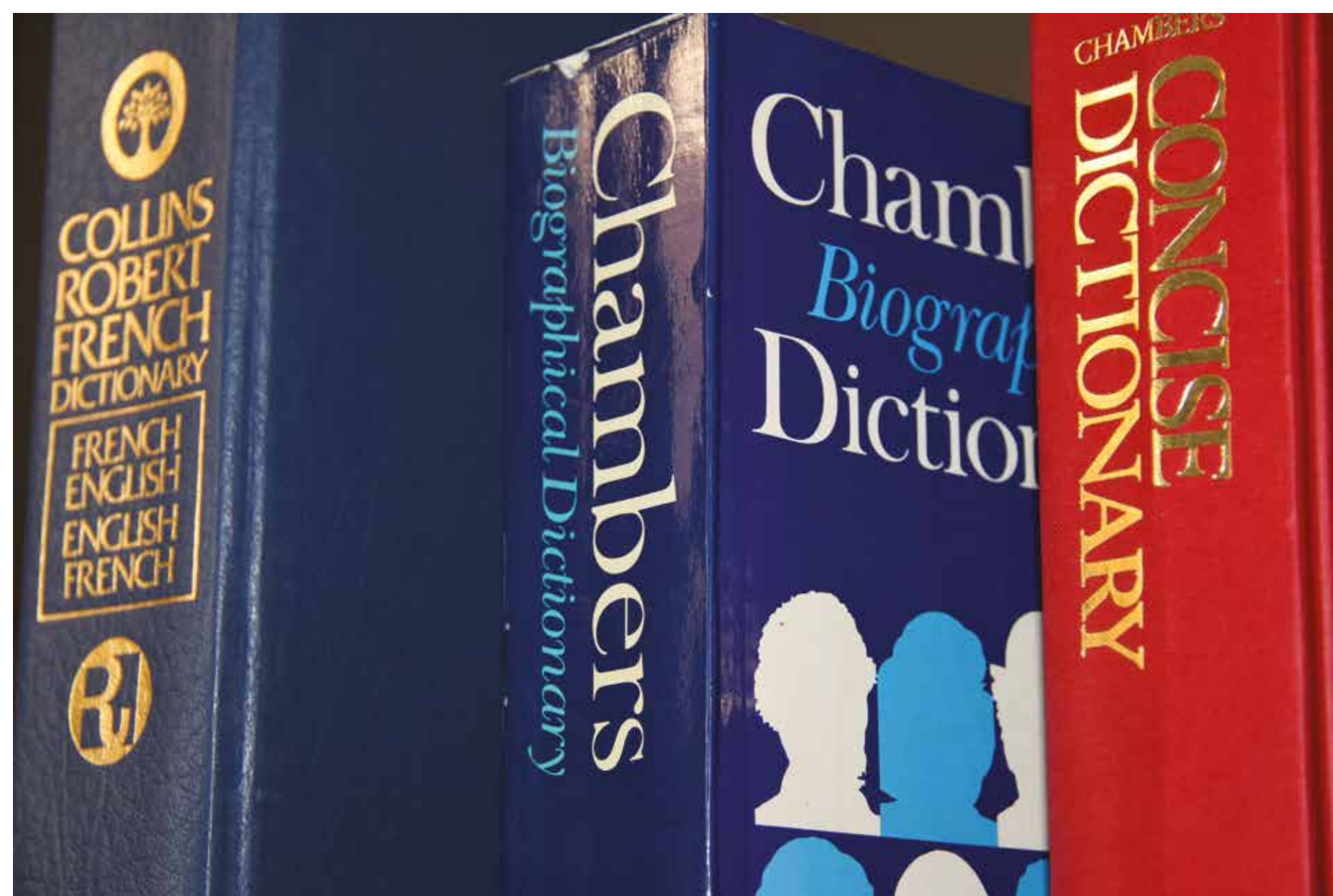


Liz Lochhead



Science, Technical, Medical, Reference, and Professional

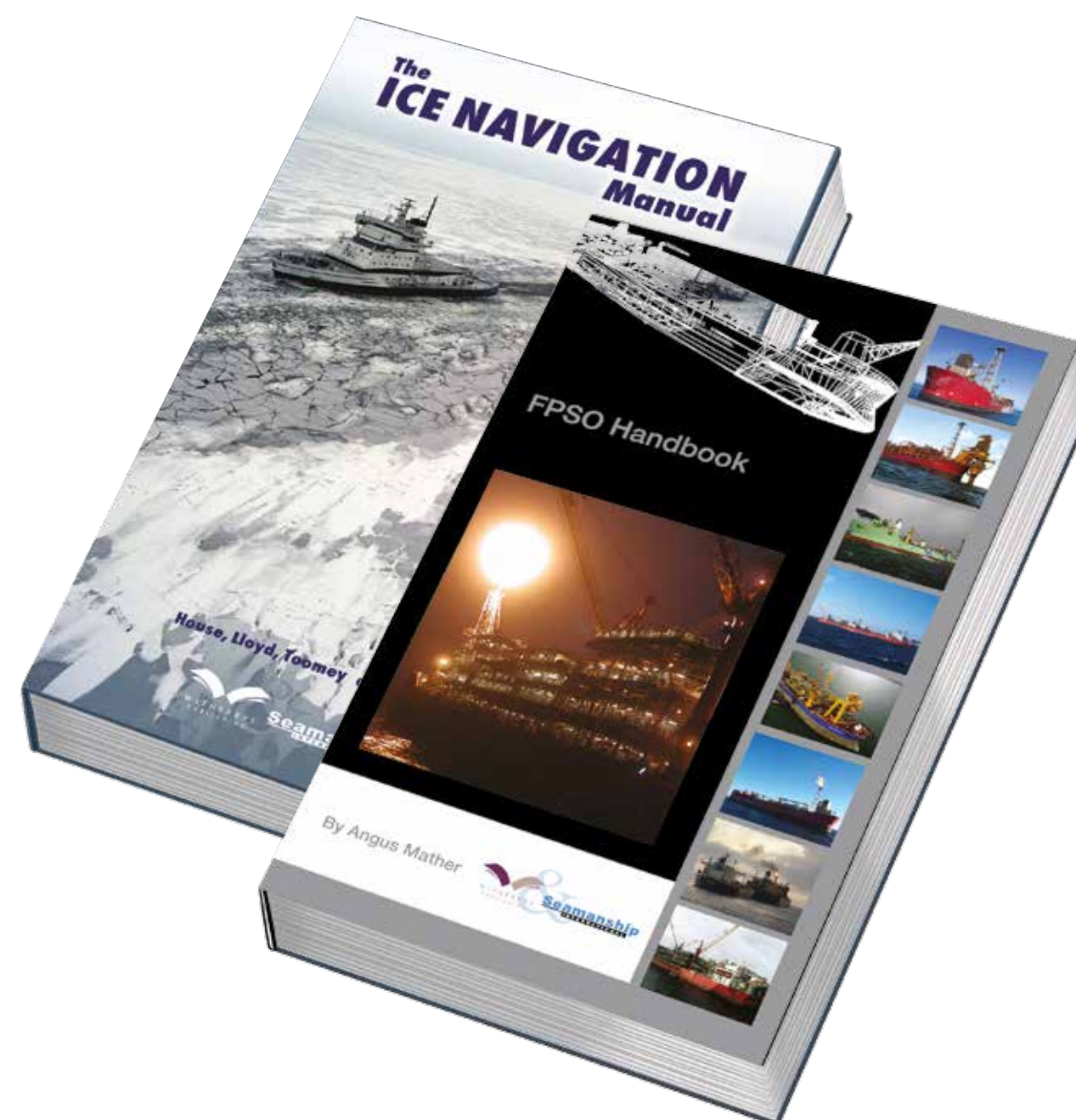
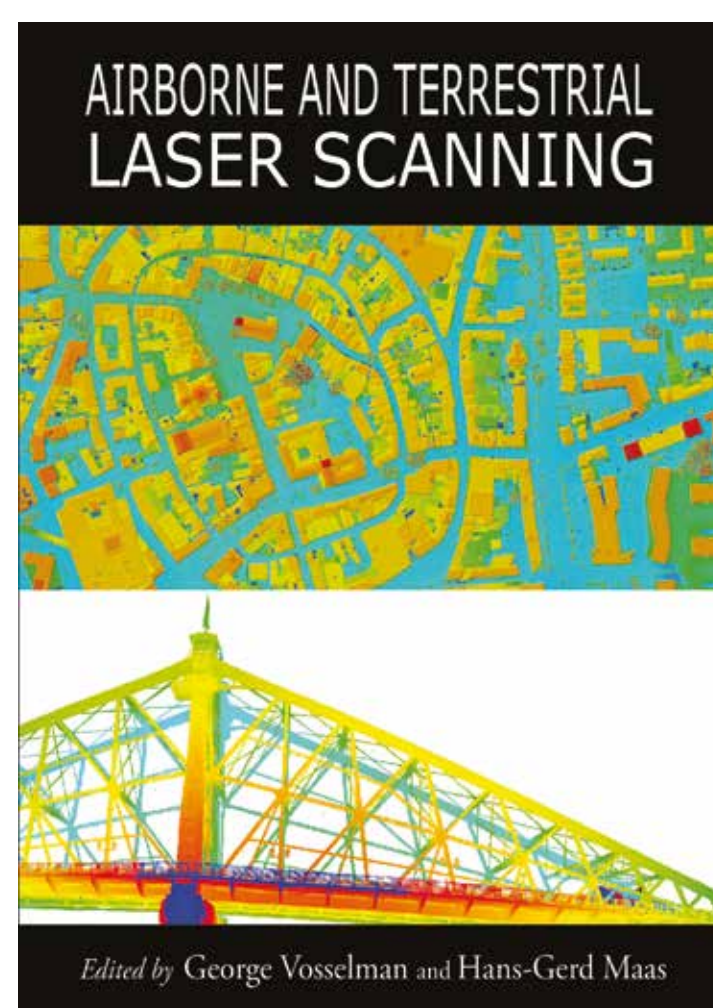
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Institutions and bodies across Scotland - The Forestry Commission, the Royal Botanic Garden, The National Archives of Scotland, Scottish Natural Heritage and SportScotland - produce printed books, digital titles, information, and resources to make public their work and their assets.

A strong maritime heritage is reflected in the field of nautical publishing, well covered in Scotland by Brown, Son and Ferguson Ltd, a family-owned publisher of nautical books, printer and stationers since 1832, and publisher of the iconic *Brown's Nautical Almanac*; and Witherby Publishing Group, based in Livingstone, one of Scotland's largest publishers, with a worldwide customer base and an office in Delhi. Caithness-based Whittles Publishing continues to mine a seam in engineering titles. New start-ups continue the tradition - Handspring in Edinburgh publishes titles on therapies in the field of medicine.

Scotland has had a long-standing tradition of publishing reference books. One of the most prolific publishers in this respect has been W & R Chambers, subsequently renamed Chambers Harrap and now part of the multinational firm Hachette Livre. Chambers is renowned for setting the standard for reference works. Equally significant is Collins, later HarperCollins, whose range of reference books and dictionaries has been at the forefront of keeping readers informed of changes in language and culture. Reference works are frequently produced by public bodies such as the National Museums of Scotland, the National Library of Scotland and the Scottish Record Office.



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Publishing Scotland is the network body for the book publishing industry in Scotland, working to promote and protect the interest of its members, both nationally and internationally. It offers membership to publishers and those in associated professions (including editors, literary agents, printers and authors), and currently represents over 100 companies and individuals across the whole of Scotland. Publishing Scotland established Booksource, a book distribution company, in 1995, runs an online bookshop, BooksfromScotland.com, and Bookspotting, an app for smartphones to help discover Scottish titles.



Edinburgh Napier University is a dynamic, innovative and forward-looking institution dedicated to supplying educational services that are relevant to the needs of today's students and employers. By offering creatively designed courses, flexible study methods and accessible routes to higher education we equip our graduates for success in a competitive job market.



The School of Humanities at the University of Dundee prides itself on its world class and research-driven commitment to promoting the critical understanding of culture and society through interdisciplinary linkages across its full range of subjects from Archives, History, English and Film Studies through to Languages, Philosophy and Politics. The School demonstrates such commitment to excellence across its discipline areas in particular via degree course and research in areas as diverse as Comic Studies, Continental Philosophy, Creative Writing and Theatre Studies, Freedom, Security and Justice, Global History and Scottish Culture.



SAPPHIRE, the Scottish Archive of Print and Publishing History Records, is a consortium led by the School of Humanities at the University of Dundee with the Scottish Centre for the Book at Edinburgh Napier University. SAPPHIRE aims to record the history of the Scottish printing and publishing industries and related trades and professions, and to make such information accessible to the public via publications, lectures, school learning resources and public exhibitions. SAPPHIRE has been honoured with a Glenfiddich Living Scotland Award for its contribution to the preservation and promotion of Scotland's cultural heritage.

Acknowledgements

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All book covers courtesy of the publishers

Photos

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William McIlvanney courtesy of **Iain McLean**

Maisie image courtesy of **Aileen Paterson**

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The Beano & Maw Broon's Cookbook © **DC Thomson & Co. Ltd. 2014**

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Once Upon a Time - The Lives of Bob Dylan Ian Bell **Mainstream Press**

History of the Book in Scotland **Edinburgh University Press**

Introducing Geology Graham Park **Dunedin**

Maw Broon's Cookbook **Waverley Books**

The History of the Beano **D C Thomson/Waverley**

*Above Scotland - The Royal Commission on the Ancient and Historical
Monuments of Scotland* (**RCAHMS**)

Scottish Folk & Fairy Tales Theresa Breslin, Kate Leiper **Floris Books**

Wolfie Emma Barnes **Strident Publishing**

The Final Enemy Alanna Knight **Black & White Publishing**

Maisie's Botanics Activity Book Aileen Paterson **RBGE**

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Creative Scotland

Special Thanks

Publishing Scotland gratefully acknowledges the support of Creative Scotland, (and the past support of what was the Scottish Arts Council), without which it would not be able to carry out its work.

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