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Presentation

Nearly forty years have passed since Turner opened its doors, first as a bookshop in Madrid and later as a publisher. During that time we have built up a wealth of experience in publishing, which is at once a fascinating, multi-faceted and complex industry.

Turner is regarded as a reference publisher in Spain and Mexico. This is endorsed by the large number of awards we have won and by the clients who have repeatedly placed their trust in us over the years.

One of Turner's outstanding features, which sets it apart from its competitors and makes it unique, is the fact that it comprises three highly different business activities: non-fiction essays, art and photography books and commissioned books.

We are firm believers in our mission: to encourage both the fascination for books as objects of desire and reading as food for life.

At Turner, we like to regard a book as something more; as a beautiful possession that gives intellectual sustenance and a visual delight.

It gives me pleasure and pride to welcome you to this publishing house, which aims to unite countries and continents, acting as a medium of cultural exchange between the Anglo-Saxon and the Hispanic worlds, as a benchmark publisher.

Santiago Fernández de Caleyá
Publisher

History

- 1970** Manuel Arroyo Stephens founded Turner bookstore in Spain that specialised in English language books. The bookshop soon became a meeting point for intellectuals and opponents of the Franco regime.
- 1971** Turner was the only place where titles and authors forgotten about or censored in Spain at that time could be found.
- 1972** Turner established a close collaboration with Topos Verlag, a German publisher specialised in facsimiles as a result of the destruction of a whole wealth of cultural reviews by the Nazis during the Second World War.
- 1973** The first publications were a vindication of Spanish culture immediately prior to the Civil War through the **Biblioteca del 36**, which were thirty facsimiles of collections of literary reviews of the period.
- 1978** Turner began to publish artists' books in limited editions, bringing together universal classical works with well-established artists in each project.
- 1980** Turner began to publish a series of travel books covering culture through Spain with contributions from renowned historians such as Richard Ford and Joseph Townsend.
- 1982** Publication of the **Itálica** series commenced, Hispanic literature in bibliophile edition form with no notes and in its purest form, in a limited edition as collector item books subject to subscriptions.
- 1989** Turner expanded, providing publishing services to others. It began publishing commissioned books, at both institutional and corporate levels, for leading museums and cultural institutions in Spain and abroad.
- 1990** **Turner Música**, biographies and essays on the history of music.
- 1996** Turner was commissioned to design and produce **Revista de Libros**, a book review sponsored by Fundación Caja Madrid that has become a reference point for all new books published in Spanish.
- 1998** The Design Museum in London commissioned Turner to design and produce the catalogue for the exhibition *Modern Britain 1929-1939*. This marked the beginning of Turner's ongoing relationship with British institutions.

- 1999** Foster and Partners appoints Turner to oversee and control the production quality of all publications on the architect's studio.
- 2000** In an effort to make all its books and services available to the public, the website became a key communications tool.
- 2001** Turner decided to expand its non fiction series and created **Noema** series with Fondo de Cultura Económica its thought-provoking content, in a bid to bring titles of all-round interest to readers.
- 2002** Turner opened a new office in Mexico to offer its publishing services to local institutions and corporations.
- 2002** Beginnings of **Armas y Letras**, a cultural analysis of societies in conflicts and literary recreation of times of war.
- 2003** Turner started distributing its publications in the United States, through DAP (Distributed Art Publishers Inc.), and in Europe, through IDEA Books. Its distribution chains and its global access were reinforced and enlarged.
- 2005** It launched into a new and exciting adventure: the Audiobook. Convinced by the success that books in this format had met with abroad, Turner became a pioneering publisher by bringing Don Quixote in audio-book format.
- 2007** The first **Turner 8P** catalogue in newspaper format came out, strengthening the bond between readers and clients and the publisher.
- 2008** Turner changed its corporate image and revamped its website.
- Today** While maintaining our ideals and values, we continue on the adventure of producing top quality books. Turner is still growing. Its more than 30 years of experience have enabled it to specialise in a wide array of subject matters, from Art, Music, Engineering and Architecture to Corporate Books and Artists' Books crafted with the highest standard of quality and finesse to meet all the client's and the reader's needs and demands.

Our Mission

To encourage the fascination
for books as objects of desire
and reading as food for life.

Publishing Services

Turner provides a wide range of publishing services spanning each and every stage during the book's life from concept to distribution stages, offering clients the flexibility and freedom of having a quality service in all different stages, either as a whole or in each phase individually.

Our services can be broken down into eight phases.

Consultancy

With the knowledge gained from years of experience in the trade, Turner offers total or partial consultancy and advisory services throughout the whole of a book's publishing process.

Devising Projects

Turner offers the possibility of shaping a project to meet the client's needs, contributing:

- Content (authors, translators, photographers, images)
- An appropriate aesthetic appearance for the book
- Market research and prospection

Sourcing

On the basis of a pre-defined project, Turner coordinates and carries out all the processes involved in producing the book with the utmost efficiency and quality:

- Images (search, dealing with copyright issues in the case of photographs and artists, orders, photographers and studies, and analysis of the material provided)
- Authors (drawing up and monitoring contracts, payment arrangements and controlling delivery schedules)
- Text processing (correcting spelling and style-editing, drawing up tables of contents and bibliographies, translation)

Turner guarantees to supervise the publishing process at all these levels and to check to ensure that everything meets the high quality standards that it sets itself and that its clients require.

Design

Each book is a single project and that is why Turner takes particular interest in and care over its design. Turner has in-house designers with wide experience and works with reputed external designers. Turner provides advice on mock-ups and a service in this respect for giving presentations of projects to its clients.

Production

The final result of a publication is just as important as its contents and Turner pays special attention to production in its different stages.

It engages the best teams and companies (national and international) and uses the best material and technological processes, both traditional and digital, to guarantee optimum results.

It also provides advice on the choice of paper and on the different printing and binding options.

Coordination

The highly qualified and expert team at Turner coordinates all the production phases, organises the time schedules, making sure that deadlines are met, and controls the final quality of the publication.

Distribution

Turner's worldwide distribution network enables it to reach more than 1,500 points of sale in Spain, Latin America, Europe and the United States. According to a title's interest, subject matter and target audience, the most appropriate points of sale are selected to ensure maximum efficiency in its commercialisation.

It also makes arrangements for en block sales.

Promotion

Turner publishes a newspaper, TURNER 8P, regularly, which gives information about new titles being published soon.

Thanks to the fact that it sends them a news bulletin by e-mail each month, it has a free-flowing relationship with specialised and general news media at national and international level.

Turner has a website (www.turnerlibros.com) where it informs readers and the general public of new publications and the news (presentations, exhibitions, etc.) to do with its catalogue and publishing activity.

It attends the leading national and international book (Frankfurt, London, Guadalajara and BookExpo) and art fairs (Arco, Estampa, MadridFoto, MACO), which enables it to promote its clients' publications to a large degree.

Publishing Products

I. Illustrated books

a) Catalogues for museums and cultural institutions

Turner produces exhibition catalogues for the leading national and international museums, art galleries and art centres. It provides the possibility of working well on a co-publishing or commission basis.

b) Corporate books and promotional

It provides publishing services for public and private enterprises. Books are a great communications and marketing tool. When companies or institutions celebrate special occasions, a corporate book exemplifies their standing. Corporate books provide companies with a tool for giving their message and their history new reach and greater echo.

II. Artist Books

Turner can produce these books, in a limited edition, bringing together well-established artists and writers in each project.

Throughout the whole production phase, the artist has absolute creative freedom.

III. Facsimiles

A facsimile is a very precise copy or reproduction of a document that is generally old and very valuable.

The production of facsimiles was the publisher's first adventure in the quest for perfection. Through the publication of Biblioteca del 36, a collection of literary reviews of the period, Turner made a name for itself in the production of top quality facsimiles.

IV. Bibliophilia

The Itálica collection was born in a bid to provide indispensable titles from universal literature in manicured limited and numbered editions that raise books as an object to the level of their contents.

A design that is both polished and sober, the use of the best materials (printing in Bodoni characters on Fabriano laid paper) and traditional binding, guarantee the pleasure of the best reads.

Turner's Itálica collection can be purchased by subscription and provides a direct and ongoing line with the not-to-be-snubbed pleasure of reading the classics in the best editions.

It has no didactic or informative aims. It is intended for the sheer pleasure of reading.

V. Special Publishing Projects

a) Audiobook

Turner pioneered the publication of products of this kind in Spain which are very popular abroad.

b) Revista de Libros

Since 1996, Turner has been in charge of the design and production of Revista de Libros, a book review sponsored by Fundación Caja Madrid, and provides administration, design and production services for a publishing product that comes out monthly.

c) Communications tools: leaflets, pamphlets, invitations

Turner can produce other products on paper that are not necessarily books. Sometimes that have to do with a publishing project, as happens in the case of invitations, exhibition posters or press dossiers.

It has also produced a wide array of other products, such as the programme for hand-out at La Zarzuela theatre, a brochure for the Mutua Madrileña awards and a brochure to commemorate the tenth anniversary of CVNE.

Clients

Museums and Art Galleries

CAC Málaga
Centro Andaluz de Arte Contemporáneo
Irish Museum of Modern Art, Dublin
Lisson Gallery, London
MACBA
MUSAC
Museo Felguérez, México
Museo Guggenheim Bilbao
Museo Nacional Centro de Arte Reina Sofía
Museo Nacional del Prado
Museo Picasso Málaga
Museo Rufino Tamayo, México
Museo Thyssen-Bornemisza
MUVIM
Royal Academy of the Arts, London
Santa Barbara Museum of Art, EEUU
Tate, London
Throckmorton Fine Art Gallery, New York

Cultural Institutions and Foundations

Centro Cultural Conde Duque
Círculo de Bellas Artes de Madrid
Antiguo Colegio de San Ildefonso, México
Fomento Cultural Banamex, México
Fundación Fotocolectiana
Fundación Goya en Aragón
Fundación Isaac Albéniz
Fundación José Félix Llopis
Fundación Seoane
Fundación Televisa
Fundación Vodafone España
Palau de la Virreina

Public Institutions

Office of the President of the Spanish Government
Spanish Ministry of Culture
Spanish Ministry of Foreign Affairs
CONACULTA
Madrid City Council
Santa Fe City Council
Toledo City Council
Community of Madrid
Government of Michoacán
Instituto de Crédito Oficial
SEACEX
Sociedad Expoagua Zaragoza 2008
Alcalá de Henares University

Banks and Savings Banks

Banco Bilbao Vizcaya Argentaria
Banco Nacional de México
Banco Sabadell
Banco Urquijo
Caja de Ahorros del Mediterráneo
Caja Madrid
Caja Navarra
Citibank

Corporates

Canopia Gestión Cultural
Grupo Cofares
INECO-TIFSA
Inmobiliaria Espacio
Madrid Calle 30
Mutua Madrileña
OHL
Repsol- YPF

Awards

Turner's quest for outstanding achievement has been acknowledged on many occasions by the Spanish Ministry of Education and Culture, in the shape of the awards for the best book published in fields as wide ranging as Research and Erudition, Art or Bibliophilia, which it has won on more than twenty occasions.

Turner has been awarded prizes and special mentions for the quality and polished production of its publications by the Donside Millennium Awards, Sappi, the Gremio de Impresores de Madrid and PhotoEspaña, among others.

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