

Penguin duo picks up Pushkin Press
Ambition to bring amazing contemporary writers, admired and often bestselling in their own countries, to British and American readers

Penguin Classics Publisher Adam Freudenheim and Stephanie Seegmuller, one of Penguin's former senior business development managers, have become the new owners of Pushkin Press today (12 April 2012).

Since its establishment in 1997, Pushkin Press has gained a reputation for its beautifully produced translations of foreign language modern classics that have secured a loyal international following. Freudenheim and Seegmuller see a huge opportunity in this area, especially with living writers from around the world, given only a very small number are currently available in English.

Cambridge and Harvard University educated Freudenheim, 37, will become Pushkin's new Managing Director and Publisher, starting his role next month. He will leave his current role as Penguin Classics Publisher within the next few weeks.

During his eight years at Penguin, Freudenheim launched Penguin Designer Classics, Pocket Penguin Classics and Mini Modern Classics. He was in charge of a list of more than 1,700 titles, acquired over 250 titles during his time and, more recently, commissioned the first English translation of Hans Fallada's 1947 novel *Alone in Berlin*, which became a UK and international phenomenon.

Adam Freudenheim, Publisher and MD designate of Pushkin Press, says: "I've had a great time at Penguin and now feel it is the right time for me to move on. I'm very excited about taking on the challenge of further building the stellar Pushkin list in the years ahead and am looking forward to bringing my passion for international literature and beautifully designed books to the company.

"Our ambition is to bring more of the best writers, admired, and often bestselling in their own countries, to British and American readers."

Author Philip Pullman said: "I've long been an admirer of Pushkin Press, and it's very good news to know that it will continue to plough its very valuable furrow in the hands of Adam Freudenheim. We are lucky that it isn't necessary to invent either Freudenheim or Pushkin Press: they already exist, and I look forward to discovering, with their help, many more books that also exist but of which I would otherwise helplessly remain ignorant."

Working alongside Freudenheim will be French-born Stephanie Seegmuller, 35, a former investment banker and management consultant who has spearheaded a number of strategic and digital projects at Penguin over the last three years.

Seegmuller, who speaks four languages and has a particular passion for literature from the Far East, will bring her enthusiasm for European-style publishing to Pushkin as its new joint owner. She takes up the position of Associate Publisher and Chief Operating Officer, effective immediately.

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Seegmuller says: "Our plans are to build on the wonderful foundations Pushkin has laid and publish a wider range of contemporary and modern classics from around the world. Until now Pushkin has mainly stuck to European literature. We want to expand this more widely not just to Eastern Europe but also to works from the Middle and Far East."

Freudenheim and Seegmuller also plan to develop a Pushkin children's list that will follow the same guiding principles and aim to bring some of the very best classic and contemporary children's literature from around the world to British and American readers.

Freudenheim says: "We want to continue to make the books as beautiful aesthetically as they've been up to now; one of Pushkin's abiding strengths is the look and feel of the books, and we want to carry on with this tradition. Digital books are here to stay, but we also believe there will always be readers like us who will want to own beautifully designed and printed books."

The new and ambitious owners have stated that they want to shake up the category of 'literature in translation' which all too often feels antiquated or unnecessarily niche.

Seegmuller states: "We want to publish all our books as great books rather than ghettoize them as 'foreign literature'. These feel like outdated categories to us, particularly in an ever more globalized, cosmopolitan world, not to mention doing so from one of the most cosmopolitan cities in the world – London."

The team will also include Gesche Ipsen who joins Pushkin as Editor and Business Manager. Gesche previously worked as Editorial Assistant at Viking (Penguin).

Melissa Ulfane, founding Publisher of Pushkin, will remain involved on an informal basis as a consultant on specific projects. She adds: "It feels very much the right time to now hand over the reins to Adam and Stephanie. I feel I can not only entrust the values that Pushkin enshrines but also see it fly to new heights under their management and with the fresh skills, experience and passion they will bring."

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Ends**For more information:****UK**

Maria Boyle
Director, MB Comms Ltd
0208 876 8444 / 0788 764 7855
maria@mbcomms.co.uk

US

Sascha D. Freudenheim
Senior Vice President, Resnicow Schroeder Associates
212-671-5172
sfreudenheim@resnicowschroeder.com

About Pushkin Press

Since 1997 Pushkin Press has published classic and contemporary literature that changes the way you look at the world. Its list includes new writers such as the Tuscan Filippo Bologna, or Campiello Europa prize-winner Pietro Grossi, alongside literary luminaries such as Hermann Hesse, Italo Svevo and Stefan Zweig. Pushkin also published the first English translation of the work of Antal Szerb, including his much-lauded *Journey By Moonlight*.