

FRANK WALDER



Mr. teNeues, you transformed your father's publishing house into a leading publisher for design, lifestyle and architecture publications. Were you a businessman discovering a market niche or an artist turning his hobby into a career?

► I believe one grows with the task. I started with nothing from an entrepreneurial point of view back in New York, and checked out various market niches. It did not have much to do with artist and hobby, but the contents and challenges are fun for me today.

How much designer is hiding inside Hendrik teNeues?

► I have a strong affinity to design, as well as to most of the themes in our line. I am not a frustrated artist, however, with

Your publications are photo-dominated. Is it impossible to describe beauty?

► Our books have various percentages of text, and the text is usually multi-lingual since we sell many books worldwide. Text-dominated books would be less suitable for this. We also produce several titles that I consider inspirational literature, in which images play a relatively vital role.

You run the business along with your brother. How is your relationship?

► Luckily we get along very well. When you run a business together in a family, mutual respect, trust and openness is extremely important.

Do you ever regret not having time for a family of your own?

► Yes.

shop-in-shop. After all, we can't really expect any book dealer to carry our line so comprehensively, with all titles, as we would in our own shop.

Which artist would you absolutely like to win for your publishing house?

► I am currently speaking with a major photographer about a book scheduled for release in 2008, but I can't yet comment on it.

Thank you for your time, Mr. teNeues.



INTERVIEW WITH PUBLISHER HENDRIK TeNeues

the years you develop a good intuition, along with a routine, curiosity and a clear vision as to how we want to position our products and our brand.

Will you tell us who your favourite artist is?

► It's hard for me to pick just one, but our successful author Michael Poliza and his book Africa, for example, are among the most impressive photographs that we have published.

You lived in New York from 1978 to 1982 and then still chose Germany - Kempen on the lower Rhine. What does "native country" mean to you?

► To me, your native country is where you grew up, but also where your family and friends are.

Especially for your calendar you work quite a bit with celebrities. How important is it to you in this context to be in the spotlight yourself?

► My brother is primarily responsible for the calendar line. However, neither he nor I force ourselves into the spotlight. We both have excellent connections in our industry, but luckily many authors or their agents approach us to work with us.

How do you reward yourself after a successful day at work? With a good meal? A first-class red wine?

► That sounds realistic.

You recently opened your first bookstore in Munich. Will more follow?

► More are planned as

teNeues

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