

Helsinki Literary Agency founded by three Finnish publishers

Three independent Finnish publishing houses known for their quality literature and award-winning authors have joined forces to found a new foreign rights agency. The Helsinki Literary Agency will start in January 2017. The agency's founders Gummerus, Teos Publishers and Schildts & Söderströms estimate that the new agency will offer a hugely interesting rights list for foreign publishers – and bring a needed competition to the market.

“This is the very first time when Finnish publishing houses join forces to found an agency. It was the natural thing to do in a situation where we all already have succeeded well in selling our authors to the foreign markets but where there are good possibilities for growth. Finnish literature today has a wide appeal abroad, and the new Helsinki Literary Agency will have a rights list with a large variety of the best Finnish authors writing both in Finnish and Swedish,” say the publishers Anna Baijars (Gummerus), Nina Paavolainen (Teos Publishers) and Mari Koli (Schildts & Söderströms).

The agency will start on 9th of January under the baton of Urpu Strellman (b. 1979), a former publishing manager from Art House, Jalava and Tietosanoma. During her time as a publisher she has created good working relations with her colleagues abroad.

“Helsinki Literary Agency offers a unique opportunity to create new markets for Finnish literature. A new agent in the market will benefit our authors, translators and publishers alike, and we’ll be able to reach the foreign audiences better than before. I look forward to starting my work in early January. We will be in full speed by the London book fair in March”, comments Urpu Strellman.

The three publishers behind the agency are all independent. Gummerus, founded in 1872 and today Finland's third largest trade publisher, publishes a broad range of both Finnish and translated fiction and nonfiction, the total amount of published new titles reaching about 160 a year. Teos Publishers, founded in 2003, focuses on literary fiction and nonfiction. It publishes around 45 new titles a year and has, despite its young age, gained a solid reputation by its award-winning authors. Schildts & Söderströms, the largest Finland-Swedish publishing house with the two merged companies originating from 1913 and 1891, focuses on high-quality fiction, narrative nonfiction and children’s literature.

For more information:

Helsinki Literary Agency: CEO, literary agent Urpu Strellman, +358 40 737 5535, urpu.strellman@gmail.com

Gummerus Publishing Ltd: CEO, publisher Anna Baijars, +358 40 584 0061, anna.baijars@gummerus.fi

Teos Publishers: CEO Nina Paavolainen, +358 40 500 8342, nina.paavolainen@teos.fi

Schildts & Söderströms: CEO Mari Koli, +358 45 657 9808, mari.koli@sets.fi