



EDITOR OF THE YEAR

JANINE VANGOOL, UPPERCASE

Five years ago, gallery and bookshop owner Janine Vangool launched *Uppercase*, a magazine devoted to creativity and curiosity in the arts. Helmed by a first-time editor, committed to a print format in an increasingly digital age, and pursuing a reader-supported business model, the magazine seemed to defy all prevailing publishing trends.

Half a decade later, *Uppercase* has increased its original print run tenfold, boasts a steadily increasing, international base of subscribers and stockists, and maintains an active and effective digital presence.

Why is *Uppercase* such a success story? Because of Vangool's editorial acumen, entrepreneurial flair, and hard work. She has sold subscriptions, liased with stockists, shot photos, written stories, blogged, designed, managed, furnished and financed *Uppercase*. She leads a small and fiercely loyal team, and has developed an expanding and devoted global community of subscribers and contributors.

Uppercase, which is entirely ad-free and reader supported, has never compromised its original editorial vision. Vangool, who upholds that vision, has earned a reputation as a creative inspiration, an advocate for the possibilities of print, and a true innovator in the world of publishing.