



# HEYWOOD HILL

M A Y F A I R

## LONDON'S MOST PRESTIGIOUS INDEPENDENT BOOKSHOP OFFERS THE WORLD'S FIRST LIFETIME LITERARY PRIZE—FOR READERS

### Heywood Hill Will Award the *Library of a Lifetime Prize* Offering A New Hardback Book a Month for Life, Anywhere in the World

London, England—29 September 2016—Heywood Hill, the legendary independent London bookshop, is launching the world's first major literary prize focused on readers of books, rather than their writers. The first prize winner will receive the **Library of a Lifetime**: one newly published and hand-picked hardback book per month, for life, delivered anywhere in the world. To win, readers must enter the name and author of the single book that has meant the most to them, drawn from any book published in English since Heywood Hill was founded in 1936—eighty years ago this year. As part of the campaign, and to kick things off, Heywood Hill has asked a number of writers to share their own nominations, including Julian Barnes, Antonia Fraser, Kazuo Ishiguro, among others.

The idea for the prize emerged from Heywood Hill's popular "A Year in Books" subscription service. After an in-depth reading consultation with Heywood Hill's senior booksellers to determine particular literary interests, subscribers receive a new book each month. As their tastes or interests change, they can consult with Heywood Hill staff to evolve their subscription year-to-year. The Library of a Lifetime competition, which is free to enter via [www.heywoodhill.com/competition](http://www.heywoodhill.com/competition), will include a similar process, during which the shop's booksellers will work with the winner to catalog their tastes and develop a customized plan. Readers wishing to participate have between October 1- 31, 2016 to submit an entry.

"What better prize for a devoted reader than a book a month for life!" said Stoker, 12th Duke of Devonshire and the owner of Heywood Hill. "Our shop's commitment has always been to readers, to help them enrich their minds and their lives. The Library of a Lifetime prize celebrates our eighty year history, while looking ahead to the reward of great books yet to be published."

The "A Year in Books" subscription service reflects Heywood Hill's continuing adaptations to a changing bookseller marketplace. The service has been an informal offering for decades, for buyers who visited the store and were offered it in person, including a customer in Connecticut who has been receiving books monthly from Heywood Hill for more than 40 years. As digital sales increased, the shop formalized the subscription service in 2013; currently, about 30% of subscribers live in the United States.

"Our goal is to create the best 21st century book-buying experience, uniting the best attributes of digital tools and platforms with the irreplaceable expertise of a knowledgeable bookseller," said Nicky Dunne, Heywood Hill's manager. "With 1,000 subscribers around the world, we have to maintain a sharp eye on

newly published books, new and dynamic imprints, and trends across different literary areas. Whether a customer drops in while in London, or speaks with us by phone from half-way around the world, their purchases or subscriptions are informed by conversations with our staff. It's a very hands-on service and one that makes for a better experience for any dedicated reader."

In addition to the Library of a Lifetime first prize, Heywood Hill is offering second and third prizes. Second prize will be a one year subscription to A Year in Books, providing 12 new hardback books per month for a year. The third prize is the Hardback 6 version of A Year in Books: a hardback book every other month for a year.

As entries are submitted, readers will have the opportunity to automatically share their selected book on social media platforms. Once the competition is over, Heywood Hill plans to use the submissions to create a crowd-sourced list for anyone looking to create a modern library covering the last eighty years of English-language literature and non-fiction.

### **About Heywood Hill**

Situated on two floors of a Georgian townhouse in London's Mayfair district, Heywood Hill sells new, old, and antiquarian books as well as producing catalogues on numerous themes. The store was founded by George Heywood Hill—with the help of his future wife Anne Gathorne-Hardy, and a loan from his father—and opened on August 3, 1936. It has remained at its Curzon Street location ever since. Three remarkable features set Heywood Hill apart: its mix of books, catering to all tastes and sensibilities, from highbrow collectors to knotted-brow newborns; its loyal customers around the world, all linked by a shared appreciation for good books; and its determination to maintain a focus on quality writers and engaged readers in the digital age.

The shop's best-selling subject areas are literature, history, architecture, biography, and travel, as well as a children's department well-stocked with the best new and classic titles. Whether the customer is in the shop, receiving books by mail, or taking advantage of our library building services, Heywood Hill's booksellers are always interested in learning which books or writers an individual customer has most enjoyed, so that great recommendations and tailored services can be provided.

###

For more information, please contact:  
Sascha Freudenheim / Alina Sumajin  
PAVE Communications and Consulting  
[sascha@paveconsult.com](mailto:sascha@paveconsult.com)  
[alina@paveconsult.com](mailto:alina@paveconsult.com)  
917-544-6057 / 646-369-2050

Nicky Dunne  
Heywood Hill  
[nicky@heywoodhill.com](mailto:nicky@heywoodhill.com)  
+44 (0)207 493 3742