

IIAS Publishing

20 years of publishing at IIAS: from in-house distribution to publishing with a global reach

Paul van der Velde

THE FIRST PUBLICATION of the IIAS was the IIAS Newsletter (renamed *The Newsletter* in 2009; see page 6 of this issue for 'The Evolution of The Newsletter'). While *The Newsletter* became our most visible publication in Asian Studies, we also, in the early years, published two Yearbooks in 1994 and 1995, which included numerous research articles by IIAS fellows; four Working Papers Series based on the outcome of IIAS conferences and seminars (1993-1996); and the IIAS Lecture Series based on the texts of the IIAS Annual Lectures (1993-1998).

The above-mentioned publications could all be considered in-house publications since no external publisher was involved. That changed in 1996 when the 'Studies from the International Institute for Asian Studies' series was started in cooperation with the publisher Kegan Paul International (1996-1999), which gave the series a global distribution. For the publication of the *Guide to Asian Studies in Europe* (1998) we engaged Curzon Press; it was the first of the Curzon-IIAS Studies Series (1998-2002), reflecting the scope of studies at the Institute. After the turn of the millennium IIAS started two series with ISEAS in Singapore (2002-2010) and subsidized multiple books with publishers worldwide.

In 2007, all IIAS' efforts were concentrated in the two series: the IIAS and ICAS Publications Series published by Amsterdam University Press (AUP). While the former series was to promote interdisciplinary studies on Asia and comparative research on Asia and Europe, the latter wanted to stimulate dialogue among scholars and civil society groups at the local, regional, and international levels. In all, nearly 50 monographs and edited volumes were published in these two series.

In 2013, in order to bring its publications more in line with the IIAS research agenda, it was decided to discontinue both series. This streamlining coincides with the restructuring of AUP's publishing strategy. In view of the volume of books in the IIAS/ICAS Series, AUP agreed to turn Asia into one of its five foci. It will start 5 to 10 new series on Asia with the aim of publishing approximately 50-75 books a year on Asia, thus becoming one of the main publishers in the field worldwide. Needless to say, this will reinforce the visibility of the IIAS series and the titles published by AUP itself.

IIAS will start three new series with AUP: *Global Asia*, *Asian Cities* and *Asian Heritages*. *Global Asia* addresses contemporary issues related to transnational interactions within the Asian region itself, as well as Asia's projection into the world through the movement of goods, people, ideas, knowledge, ideologies and so forth.

Asian Cities aims to explore the long-standing Asian urban 'tradition' by discussing the origins of urbanism and urban culture in different parts of Asia, and by linking the various elements of city cultures and societies, from ancient to modern (colonial and post-colonial) times.

Asian Heritages explores the notion of heritage as it has evolved from a European concept associated with architecture and monumental archaeology to incorporate a broader diversity of cultural forms and values. This includes the contested distinctions of 'tangible' and 'intangible' heritages, and the importance of cultural heritage in framing and creating various forms of identity. In Asia, the notion is often associated with the construction of post-independence nation-state models, the definition of national 'traditions' and 'authenticity' and the idea of pre/post-colonial historical national continuity.

While I will remain in charge of the series, Series Editors are in the process of being appointed and Editorial Boards are being put into place for each of the series. The Series Editor for the *Asian Heritages* Series has already been selected: Adèle Esposito (Institute Parisien de Recherche Architecture Urbanistique Soci t , IPRAUS), former IIAS fellow and current lecturer at Leiden University and coordinator of the MA program 'Critical Heritage Studies' (IIAS/Leiden University). The Editorial Board for this series will include, among others, Prof. Michael Herzfeld (Harvard University).

On a personal note I would like to thank all the publishers, authors, editors, contributors and members of the editorial boards who collectively enabled the publication of the fruits of our research, at IIAS and other institutes around the world in the past 20 years.

Paul van der Velde, IIAS Publications Officer

Amsterdam University Press – Asian Studies

Saskia Gieling, publisher at AUP

AMSTERDAM UNIVERSITY PRESS (AUP) supports and stimulates scholarship through its high quality peer reviewed academic publications. AUP is characterised by a critical, creative and international environment, an open atmosphere and a strong commitment to the academic community.

AUP has a well-established list in Asian Studies in the area of Social Sciences and Humanities, and is renowned for its publication of solid source-based scholarship in the history, religion, politics, migration and culture of the peoples and states of East and Southeast Asia. The Asian Studies programme is strengthened through our partnership with IIAS.

Together with specialists in the field, AUP has developed a list of series on niche topics, related to diverse aspects of modern Asia, which deserve more academic attention. Each series has an editorial board, consisting of internationally renowned scholars, who oversee the academic quality of the publications.

An example is the recently established series 'New Mobilities in Asia', on the profound transformations of migration from, to and within Asia. The series focuses on the longstanding transformations of Asian societies and their relationship to the world – with respect to the impact on national identities and the establishment of new migration policy regimes, modes of transnational politics, consumption practices, and ideas of modernity. The series will, for the first time, bring together studies by historians, anthropologists, geographers, and political scientists that systematically explore these changes. The members of the editorial board are Pal Nyiri, Free University, Amsterdam; Tim Winter, Deakin University,

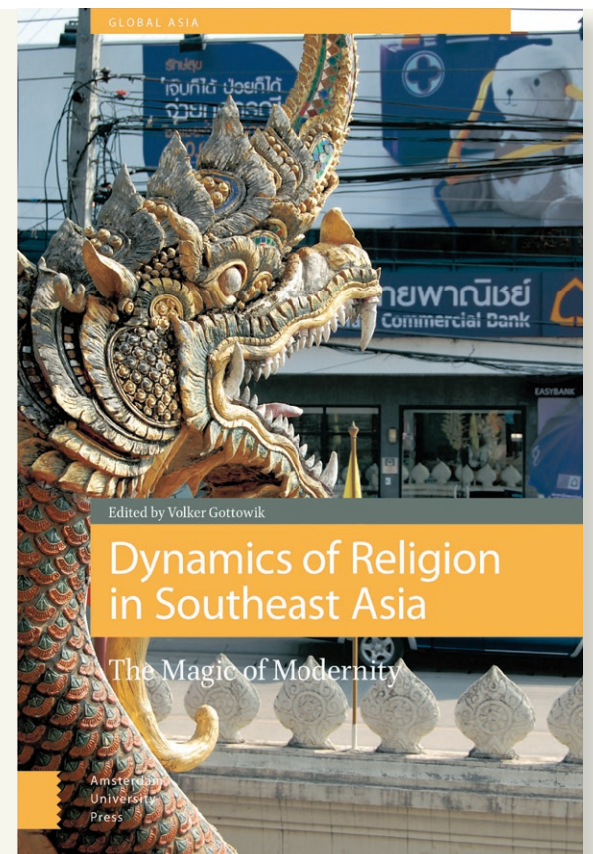
Australia; Aihwa Ong, University of California, Berkeley; Joy Hendry and Biao Xiang, Oxford University; Johan Lindquist, Stockholm University; Tim Oakes, University of Colorado, Boulder.

Other series within the programme are: *Political Religion in Contemporary Asia*; *China's Environment and Welfare*; *Consumption and Sustainability in Asia*; *Social Histories of Work in Asia* (in cooperation with the International Institute of Social History, Amsterdam); *Emerging Asia*; *Borderlands*; *Popular Culture*; *Contested Nations*. The three series *Global Asia*, *Asian Cities*, and *Asian Heritages* are published in cooperation with IIAS.

AUP has agreed to establish a series in cooperation with the Chinese Academy of Social Sciences, and its publisher, China Social Sciences Press. The series, entitled 'China on China: Humanities and Social Sciences' consists of works by members of the Chinese Academy, selected by an international board of China scholars.

More series will be established in the coming year.

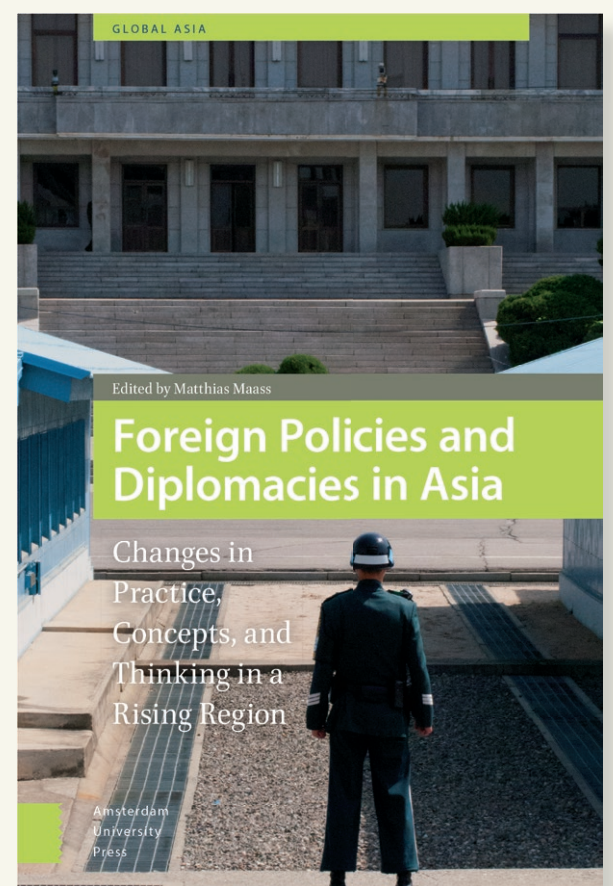
Please visit www.aup.nl for more details about our Asian Studies list. If interested in publishing in one of our Asian Studies series or in setting up a series, please contact Saskia Gieling (s.gieling@aup.nl)



Gottowik, V. 2014

Dynamics of Religion in Southeast Asia
Amsterdam: AUP

DRAWING ON RECENT ethnographic research in Southeast Asia, the authors demonstrate how religious concepts contribute to meeting the challenges of modernity. Modernity is surrounded by an almost magic aura that casts a spell over people all over the world. In fourteen chapters, the authors demonstrate how religious concepts and magic practices contribute to meeting the challenges of modernity. Against this background, religion and modernity are no longer perceived to be in contradiction: rather, it is argued that a revision of the western notion of religion is required to understand the complexity of 'multiple modernities' in a globalized world.



Maass, M. 2014

Foreign Policies and Diplomacies in Asia
Amsterdam: AUP

THE OBSERVATION of a rising Asia and of rapidly growing economic powerhouses in the region has become a truism. Nonetheless, the impressive economic development stories in the region provide the backbone for the growing political strength and assertiveness of Asian countries. Asia's economic prowess is rapidly being transferred onto the diplomatic stage. In light of these larger developments, the authors of this volume investigate the regional and international implications of a rising Asia and problematize critical developments.