

Lana Hughes appointed flipped eye publishing's first Digital Editor

London, Friday 8 July 2022. **flipped eye publishing** is delighted to announce the appointment of **Lana Hughes** as their new Digital Editor, to help shape and drive their digital strategy.



Lana joined flipped eye publishing in July 2022 as their Editorial Intern, resulting from their open search for an intern.

As part of her editorial internship, she received hands-on editorial training, working closely with the team from acquisition right through to publication. Her tasks included reading and evaluating submissions; learning about fact checking and copy editing; briefing covers and writing blurbs and cover copy, and more.

During her time as an intern, she was responsible for the acquisition of *Yellow Things: A Family Operetta* by Caroline Fernelius, forthcoming from flipped eye in March 2023, with rights bought directly from the author. Fernelius's debut pamphlet is an arresting and thoughtful exploration of family, writing itself and of who an experience belongs to. Lana has also helped shape the final edition of *Only This Once Are You Immaculate*, the debut novel of Blessing Musariri, suggesting the inclusion of a character list.

Staying on as flipped eye's first ever Digital Editor, Lana will be helping the publisher reach new audiences through digital media, from archiving digital material for YouTube and social media, to launching 'the flap pack', a brand new newsletter taking a deep dive into pamphlets from their ongoing 'flap' series. The newsletter will launch on Monday 11 July, featuring Samatar Elmi as the inaugural poet.

Lana Hughes said: *"I'm so grateful for the support and mentorship I received as Editorial Intern at flipped eye, and I'm really excited to be staying on as Digital Editor. I hope to help bring our flipped eye authors' pamphlets to an even wider audience with the launch of 'the flap pack'."*



As well as driving the publisher's regular digital output in support of their flagship pamphlet series, Lana will be supporting fiction editors in assessing submissions, have an active role in acquiring and editing poetry, and work on US releases for selected titles.

Nii Ayikwei Parkes, Director and Senior Editor at flipped eye, said: *"Lana has an extraordinary level of energy and enthusiasm for literature, and a near contagious curiosity about the publishing world. She demonstrated a really keen editorial eye during her internship, which included a period embedded with the literary agency David Godwin Associates, and we felt it would be a disservice to both ourselves and the literature world not to keep her working with us somehow. I'm excited to see where she takes this new role."*

Sign up for 'the flap pack' newsletter [here](#), and follow the latest developments on social media: [@flippedeye](#)

Press enquiries

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About flipped eye

Founded in 2001 by Nii Ayikwei Parkes, an editor and award-winning writer, flipped eye publishing has won global critical acclaim, playing a key role in developing poets such as Inua Ellams, Malika Booker, Miriam Nash, Nick Makoha and Warsan Shire.

flipped eye publishes powerful new voices in affordable volumes. Recognised globally as an incubator for exciting talent, it is the original home of leading contemporary writers such as Roger Robinson and Nikesh Shukla.

flipped eye's focus on cultivating potential and giving a platform to stories that represent a truly global scope of lived experience and literary traditions, literally "flips" the traditional mainstream, giving prominence to writers from all sectors of society and publishing the widest possible range of voices.

Working with a not-for-profit model since its inception, flipped eye is a lean, reader-focused, writer-loving support system for culture that matters.

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