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K-Book Trends

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to those in the global publishing industry.



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TOPIC

Speech and Literature were the weapons of women

Status of Korean feminism and changes made in the Korean publishing industry since 2015

Written by Lee You-Jin (Hankyoreh Books Team Staff Writer)



There is no such thing as “Korean Feminism.” Yet, there is a history of Korean feminism fighting against the deep-seated hatred against women in society. The year 2015 is likely to be recorded as the most important period in the Korean history of feminism.

In January, a Korean teenage boy who sought to join the Islamic State in Syria lamented that men are being discriminated against, voicing his hatred of women. In February, a pop culture journalist, male, published a column titled “Anencephalous feminism is more dangerous than ISIS” in a fashion magazine. This triggered women’s joint criticism of his comment and subsequently initiated feminist activism via the (hashtag) #iamafeminist on Twitter in South Korea. Later that year, a Korean rapper released a controversial song about his hate against women, and a comedian spoke out against women in a podcast. A Korean edition of a popular men's magazine also generated a lot of debate after it featured a picture reminiscent of a woman being kidnapped. As the critiques widely spread, the magazine made a belated official apology. These only constitute the most controversial cases in the country about the issue in 2015 alone. Women preferred to call this social phenomenon as “misogyny” rather than “sexism.”

On May 17, 2016, a young woman was brutally murdered at a public toilet of a karaoke bar near a subway station in Gangnam, a trendy Seoul neighborhood, at night (commonly referred to as the “Gangnam murder case”). Women defined it not as a mere reckless homicide but as a "crime of misogyny." Angry women took to the streets to fight against the deeply rooted patriarchy and hatred against women in Korean society. Sohn Hee-Jung, a culture critic, defines the recent feminist rally that has gathered popularity among young Korean women as "feminism reboot." Sohn, a feminist and a doctor in film studies, borrowed the term "reboot"

(meaning a whole new version of the world) to describe the 2015 feminist movement. She went further to publish *Feminism Reboot in 2015: Voices that Penetrated the Era of Hatred* (Woodpencil Books, 2017).

Korean Feminist Writers

Since 2015, Korean feminist scholars and authors have been writing about the history of misogyny and feminism - *What Happened with Misogyny?: the World of Naked Horses* (Hyunsil Book, 2015) was published, followed by many others in January 2017 such as *Feminist Moment* (Greenbee Books), and *History of Korean Online Feminism* (Woodpencil Books), *Megalian Uprising* (Baume à l'âme). Though slightly different, they all intend to shed light on the formation of misogyny and how feminism has developed in Korean society.



Feminist Moment, Selfish Sex: Their Sex is Wrong, The Challenge of Feminists

Selfish Sex: Their Sex Is Wrong (Dongnyok, 2015) by Eun Ha-Sun was released in August 2015 and sold 5,000 copies in only a year despite the recession in the Korean publishing market. The book made the case that women should break away from sex life centered on masculinity and men's desires and have "selfish sex." It means women should also be able to talk about and pursue individual sexual desires as they are. The novel *Egalia's Daughters* (original title: *Egalias døtre*, Golden Bough, 1996) also gained popularity - 20 years after its first print, 4,000 copies were sold in Korea in just two months from November to December 2015. Gerd Brantenberg, the author of this book, depicts a world in which the traditional sexual hierarchy and gender roles are completely reversed. Since it was first introduced in Korea in 1996, it received such a great love from readers in almost 20 years. Along with this book, the revised edition of *The Challenge of Feminists* (Gyo-yang-in, 2005) by Jeong Hee-jin, a prominent women's studies scholar and writer of the book, has again become popular since its first print in 2005. It is the most recognized and critical Korean feminist book. The author explains that feminism is her epistemology of looking at the world, and is the most "realistic" view of the world. She touches upon domestic violence, love and sex, social "expectations" for victims, gender roles, male sexuality and militarism, "female prostitutes" and feminists, and other heated agenda of feminism.



We Need a Language: 1st Step for Feminism, Escaping the Corset

Lee Min-Kyung's *We Need a Language: 1st Step for Feminism* (Baume à l'âme), published in July 2016, sold nearly 10,000 copies in a month. This book claims itself to be a “Conversational Manual for Sexist Topics” that women can refer to when they are expected to provide logical reasons for the damage inflicted by gender discrimination, sexual violence, or other hierarchical misdeeds. The “Gangnam murder case” infuriated the author and motivated her to finish writing the book in nine days after the incident and establish a publishing company with her feminist friends. She has now become a well-known feminist writer in Korea. Her book *Escaping the Corset* (Hankyoreh, 2019) takes a stand against rigid beauty ideals and unlaces the metaphorical corset. Several media outlets listed it as the Book of the Year, which attests that “Escaping the Corset” is a highly symbolic and significant concept of Korean feminism. *We Need a Language: 1st Step for Feminism* (Baume à l'âme, 2016) was released in Japan in December 2018 under the

title 私たちにはことばが必要だ: フェミニストは黙らない (We Need a Language: Feminists should not be silent).

***Kim Ji Young, Born 1982*, a sensation that has got the whole world taking.**

The most important event in the Korean feminist publishing industry is certainly the novel *Kim Ji Young, Born 1982* (Publisher, Minumsa). The first edition of this novel, written by Cho Nam-Joo, was published in Korea in October 2016. It became a huge bestseller again in three years, with the release of a film based on the novel. It tells the life story of a young ordinary Korean woman born at the end of the twentieth century, focusing on her experience as a full-time housewife after marriage. By raising questions about endemic irregularities, institutional oppression, gender inequality, and marginalization in the patriarchal society that constantly hold her back, the book depicts the character in a way that resonates with the readers. In the novel are words that demonstrate the online hate discourse against women in Korea such as *doenjang* (Korean traditional soybean paste) girl which refers to a young woman who likes luxury items and *Mom-choong* (*choong* means a bug in Korean) which describes a mother who only cares for her children with no respect for others. There are scenes in the book where the main character Kim Ji-Young is also criticized or laughed at for being a *doenjang* girl and *Mom-choong*. These aspects of the novel strongly resonated with women of the same generation.

The copyright of the novel was sold to 19 countries, including China, Japan, the U.K., Germany, and France. That of the film was also sold to 37 countries. Most notably in China, *Kim Ji Young, Born 1982* became one of the best-selling new novels in online bookstores after one month upon its release in September 2019. It gained so much popularity that as of early February 2020; the number of copies hit a total of 180,000 copies, cumulative. European publishers are known to have empathized with the book saying "the social oppression that women have to endure and their human rights are globally common issues," according to the Korean publisher.

Feminist novels and accusations of sexual harassment in the literary circle

Young Korean women novelists prompted the wave of Korean feminism, which in turn motivated female novelists. The copyright of *About Daughter* (Minumsa), written by Kim Hye-Jin and published in September 2017, was sold to Taiwan, Vietnam, Japan, and the Czech Republic. The novel tells a story of a mother who used to live by herself working as a caregiver, and now, all of a sudden has to live with her lesbian daughter and her girlfriend. *To Hyun-Nam Oppa* (Dasan Bookstore) came out in November 2017 as an editorial collection written by seven female novelists including Cho Nam-Joo and Choi Eun-Young under the theme of "feminist novel." Cho Nam-Joo, the author of the headliner "To Hyun-Nam

Oppa”, calmly reveals the hierarchic relationship and unpleasant discomfort between the main character and her boyfriend Hyun-Nam Oppa (Oppa is used by females to call an older brother or a close male older than her) whom she has dated for 10 years. To tell the story, the writer employs a letter she writes to her lover to refuse his marriage proposal. Novels that are considered to be influenced by or have had an impact on feminism are as follows: *Belatedly to My Sister* (Changbi, 2019) by Choi Jin-Young, a head-on account of the real feelings and the situation experienced by a victim of sexual crime who spent her childhood in the 1980s and 1990s, *Warm-hearted Community Club* (Munhakdongne, 2019) by Yoon Yi-Hyung, featuring 11 short stories on the topics that include misogyny, sexual violence, and queerness, *Snow, Man, and Snowman* (Munhakdongne, 2019) by Im Sol-Ah, which highlights sexual misconduct widespread in the literary circle and dissonances between victims of sexual crime while they try to build solidarity, and *Port Love* (Minumsa, 2019) by Kim Se-Hee, a long novel that describes homosexuality and the kpop fanfiction culture among teenage girls. *Putting a Bandage* (Jakka Jungsin, 2020) by Yoon Yi-Hyung is a novella that depicts the connections and tensions that exist in a women’s community.



Belatedly to My Sister. Snow, Man, and Snowman, Port Love

The works of these female writers are also related to the #MeToo (hashtag) movement (#sexual_violence_in_the_literary_circle) that took place on Twitter in mid-October 2016 and multiple sexual harassment scandals in the literary circle. The campaign essentially became an important part of the #MeToo movement in the community as some respectable male poets, novelists, and critics were accused of sexually harassing female literary rookies and apprentices. The entire society started to speak about the horrors and threats women have felt, and Korean female artists fought fiercely risking everything they had – the fight also continued in courtrooms. The struggles by women writers and apprentices pointed to the reality that the literary world is based on a highly discriminatory and male-centered structure, not an equal community for male and female artists. The newly-unveiled truth was a substantial shock for Korean women in their 20s and 30s who read a lot and love literature. They advocated for the female

writers who stood up and the writers' works again aroused the readers' attention.



Breaking the Literature, Awfully Literary Taste

Critical debate on literature and feminism has also gained momentum. *Breaking the Literature* (Minumsa, 2018), *Awfully Literary Taste* (May Book, 2019), and other critical essays of women writers are of great significance as they reassess the entire Korean literature through a “feminist prism.”

Works actively produced by Korean female writers

In science fiction (sci-fi), short- and mid-length novels by female writers have recently become very popular. In 2018, *Sci-Fi Short Story Collection* (Onuju) was published, becoming the first Sci-fi editorial collection to be written by women artists. Another book that gained huge popularity was *If We Cannot Move at the Speed of Light* (Hubble, 2018) by Kim Cho-Yeop, who became well-

known also from her master's degree in biochemistry. Kim Bo-Young's novels are also trendy and she is known to be consulted in the science section of the scenario for the film *Snowpiercer* (2013) produced by Bong Joon-Ho, a renowned Korean director. Copyrights of her works have been sold to HarperCollins, the largest publishing group in the USA, among which the English translation of *I'm Waiting for You* (Toonism, 2015) will be released in 2021. Also in November 2019, a dedicated sci-fi mook *SF Today* (Arte) was published, featuring works of Jung So-Yeon, Jeon Hye-Jin, Jung Bo-Ra, Lee Da-Hye, Dunah, and Kim Cho-Yeop. Their sci-fi stories are not only about artificial intelligence (AI), the Anthropocene, and climate change but also about the consciousness of feminism. This enables them to provoke thoughts via imaginative stories of the less privileged and the minority of society.



Sci-Fi Short Story Collection, The autobiography of Death, To Write as a Woman: Lover, Patient, and You

In poetry, Kim Hye-Soon received Asia's first Griffin Poetry Prize in 2019, the world's most prestigious award, for her anthology *The autobiography of Death* (Munhak Silhumsil, 2016). In 2002, the poet published an essay on poetry *To Write as a Woman: Lover, Patient, Poet, and You* (Munhakdongne, 2002) which explains what “female writing” is. She illustrates how hard it is for women to speak with their own voices in the most patriarchal society. Also featured in this book is Bari-degi (meaning “abandoned child”. also called as “Bari”), Korean mythology in which she used the image of a female priest. She did so to emphasize the worst impression of misogyny that it makes women hate themselves. Even though she was abandoned as a child, Bari-degi does not fall for self-hate and strives to confront her own emotions. Kim says, “Dear poets, particularly women poets, we have no tradition, predecessor, or bible. For us, the bible is our body. So, try to read your body than doing something else.” (From *To Write as a Woman: Lover, Patient, Poet, and You*, 2002, p. 232)



Elegant and Exciting Women's Football, Resigning as Daughter-In-Law, Grass

Korean women are now essayists themselves, actively participating as readers. Rather than choosing the topic of having a beautiful body, the essays of female writers who develop physical strength through work-outs or who struggle to manage their relationship with their mother-in-law are resonating more with the readers. *Elegant and Exciting Women's Football* (Minumsa, 2018), *Women Who Work Out* (Homil Books, 2019), *No More Work-out Procrastination* (Dasan bookstore, 2019), and *Physical strength: the No.1 Quality for Women* (Memento, 2019) are some of the good examples. *Myeoneuragi* (Gyul Press, 2018), a comic series by Soo Shin-Ji was a big hit with the story of a just-got-married woman and her struggles as she lives as a daughter-in-law. *Resigning as Daughter-In-Law* (Saipianet, 2018) features a story of the author herself abruptly “resigning” from her role as the first daughter-in-law (wife of the eldest son) in the family while being a mother of two children in the 23rd year of marriage.

Other books well received in both home and abroad were about human rights activists who testified as one of the “comfort women,” a euphemism for women who were forced into the Japanese military-run brothels during World War II. *Grass* (Bori, 2017), a graphic novel written and illustrated by Kim Keum-Suk, is a harrowing account of Granny Lee Ok-Sun's record as she lived as a “comfort woman.” It was given a Special Judges’ Award by the progressive French daily L'Humanité. Translated from Korean by Janet Hong, the book is now available in English (published by Drawn and Quarterly) in the USA, Canada, and the U.K.

SPECIAL PROJECT

Spring Literary Contests held by Newspapers

Literary Contests for New Writers

Written by Choi Ha-Yeong



© Kyunghyang Shinmun, Chosun Ilbo, DongA Ilbo, Munhwa Ilbo

New writers make their debut to the literary world by presenting their works through various channels such as independent publications, contracts with a publisher, literary contests, and online platforms. Among all these, “Shinchunmunye (Spring Literary Contest)” is a unique literary contest in Korea reserved for

young writers. Korean newspapers select and award works of new writers on every first day of the year; it is also referred to as “the gateway for newly-debuting writers.”

The uniqueness of the Spring Literary Contests comes from the fact that unlike other contests or literary awards, their door is open to only the works of new writers, limiting the participation of professional writers. Therefore, it is playing a critical role in the Korean literary world as it discovers new literary authors and widely introduces their works to readers. Also, it is the nature of the contests as they are hosted by newspapers that the awarded works are published on the first page of the newspaper along with a plaque and cash prize; winning a Spring Literary Contest in Korea is thus particularly regarded to be special and honorable.

The Spring Literary Contest first began in Korea by *DongA Ilbo* in 1925. During its century-long history, authors Kim Dong-Ni, Lee Mun-Yol, Seo Gyeong-Ju, Kim Yu-Jeong, and Hwang Seok-Young made their debut through this contest. Submission generally ends in early December, and the awardees are announced in early January the following year. Genres are not limited to novels or poems; various works within the genres of short novels, poems, criticism, plays, and children’s stories are also awarded though it may differ by newspaper. The competition among writers is fierce, as the cash prize ranges from a million won to tens of millions of won.

Works of new and creative writers were introduced to readers through the Spring Literary Contest in 2020 as well. Poem *Viking*

Ride by Ko Myung-Jae, novel *Paper House* by Kim Su-Young, and play *People at the Edge of a Cliff* by Kim Joon-Hyun won the *Chosun Ilbo* contest, while in the *Donga Ilbo* contest, poem *The Milk-pourer* by Kim Dong-Kyun, novel *Before the Sun Sets* by Seo Jang-Won, and play *Raising Cactus* by Cho Ji-Min were selected. These works are not alone – read on to find collections of awarded works in each field and to meet more winning stories.



Spring Literary Contest Novel Collection (2020) (Korea Writers Association),
Spring Literary Contest Poem Collection (2020) (Munse Books),
Spring Literary Contest Play Collection (2020) (Worin)

Meanwhile, some people say that the Contests would have been better if the newspapers could steadily introduce authors and works throughout the year. Yet, the authority and influence of the Spring Literary Contests in the Korean literary world remain strong. We introduce to you the writers that have been actively producing works since their winning of the Contest and their works below.

Novelist Kim Un-Su



Cabinet (Munhakdongne), *The Plotters* (Munhakdongne), *Hot Blood* (Munhakdongne)

Writer Kim Un-Su who has gained popularity across the globe with his work *The Plotters* began his career when his novel *Breaking Up with Friday* won the Spring Literary Contest of the *Donga Ilbo* for medium-length stories in 2003. His first long novel *Cabinet* also won the 12th Munhakdongne Novel Prize in 2006. Kim Un-Su's flagship story *The Plotters* not only made its way to be a finalist in the Grand Prix de la Littérature Policière, but also its publication rights were sold to 24 countries including the United States, the United Kingdom, and Finland. The work is currently under movie production. His latest work *Hot Blood* has been a hot topic as it captured Korean noir.

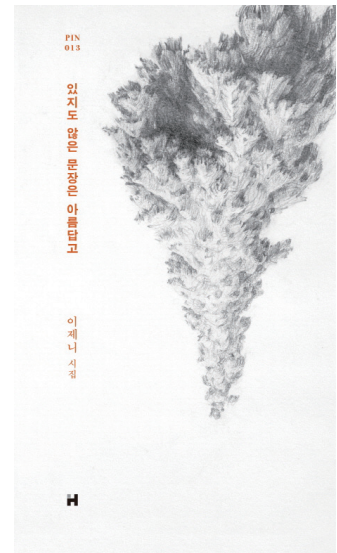
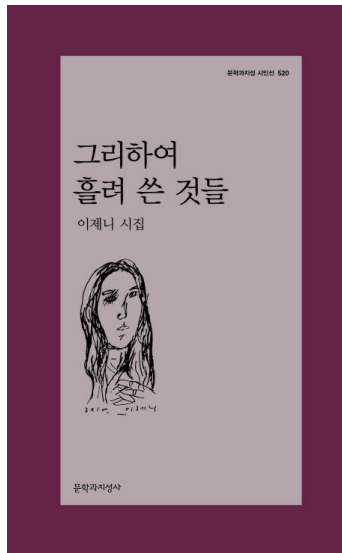
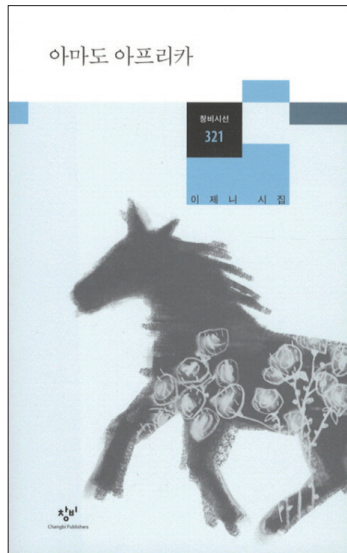
Novelist Kim Soom



The Women who Sew (Moonji Publishing),
Have You Ever Wished a Soldier Could Become an Angel (Hyundae Munhak),
Could I Ever Touch a Tree (Munhakdongne)

Winning the Spring Literary Contest held by the *Daejeon Ilbo* in 1997 with her work *On Slowness*, writer Kim Soom earned recognition for the literary value of her works by winning the Contemporary Literature Prize, Daesan Literary Award, and the Yi Sang Literary Award. Entering the 23rd year of her writing career, Kim Soom is continuously presenting new works to her readers including *The Women who Sew* that depicts women that gave up marriage, honor, and life to live as sewing women, *Have You Ever Wished a Soldier Could Become an Angel*, a record of desperate days for survival based on the testimony of the “comfort women” forcibly mobilized for sexual relationships during the Japanese occupation, and *Could I Ever Touch a Tree* that seems to be telling readers to look at the tree, not the forest.

Poet Lee Jenny



Maybe Africa (Changbi), *Things Thus Scribbled* (Munji Publishing),
The Beautiful Non-Existing Sentence (Hyundae Munhak)

Poet Lee Jenny made her first step into the literary world when her poem *Peru* won the Spring Literary Contest held by the *Kyunghyang Shinmun* in 2008. Lee Jenny - praised as the “poet of all the voices in the world”- announced her first poetry collection *Maybe Africa* with her boundless imagination, dynamic rhythm, and vivacious speech. Since then, she has been drawing attention and raising expectations with her works including *Things Thus Scribbled* and *The Beautiful Non-Existing Sentence*, having her peerless and unique characteristics recognized among young poets that entered the literary world in the 2000s.

Poet Gil Sang-Ho



Our Charge: Meow (Munhakdongne), *Falling Asleep in the Paulownia Tree* (Walker),
That's It for Today; Leave the Story of Tomorrow for Tomorrow (Walker)

Poet Gil Sang-Ho began his literary career after winning the Spring Literary Contest for poems held by the *Hankook Ilbo* with his work *The House Built by the Old Man* in 2001. His *Falling Asleep in the Paulownia Tree* also won the 10th Contemporary Poets Group Award in 2004 after its publication. Poet Gil Sang-Ho has been gaining a reputation for his delineation of feelings and delicate linguistic descriptions through his works including *Our Charge: Meow* that talks about his honest story in three parts and *That's It for Today; Leave the Story of Tomorrow for Tomorrow* that helps us achieve a better understanding about each other.

EXPORT CASE

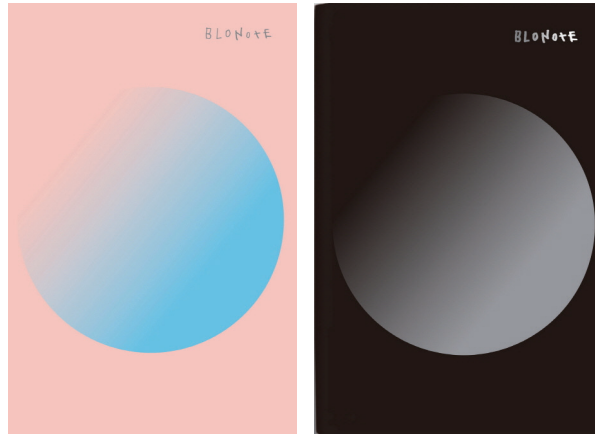
Korean Non-Fiction in the Southeast Asian Publishing Market

Written by Joseph Lee (President of KL Management)



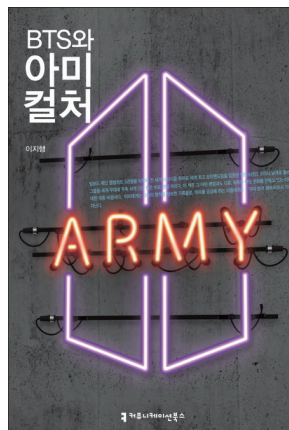
Centering around English-speaking countries including the Americas and Europe, public interest in Korean literature is steadily growing; meanwhile, Korean non-fiction books such as self-development and health-related books are drawing relatively positive responses in the Southeast Asian publishing market that

is taking root as a major market for Korean publishing culture and contents.



Covers of *Blonote*: Korean and English

Since the book *Blonote* (Tablo, Dal Publishers) wrote by the Korean singer Tablo was published in Thailand in 2019, it has been receiving positive comments from local bookstores – it even made its way to the list of best sellers in some. Young local readers in Vietnam have praised the book after it was published in Vietnamese; it contains Tablo’s short but powerful message to the world. His short messages with cool-headed insights from daily life appeal to the readers throughout the book.



BTS and Army Culture

BTS-related books are spotlighted as well. The book *BTS and Army Culture* (Lee Jee-Heng, Communication Books) published in Korea in 2019 successfully sold its publication rights to Vietnam, Indonesia, and Russia – publishers in other countries are actively reviewing it as well. The book covers every aspect captured through various and specific cases as to how the new history written by the chemistry between BTS and its fan club Army and the dynamism of Army affect today's pop culture.



I Want to Die, But I Want to Eat Tteokbokki First, Vol. 1, 2

Favored by young readers in the Korean publishing market, *I Want to Die, But I Want to Eat Tteokbokki First, Vol. 1, 2* (Baek Se-Hee, Heun Publishing Co.) is drawing attention in overseas publishing markets as well. Its publication rights were sold to several countries including Indonesia, Thailand, and Vietnam. It is known that in Thailand, the contract for Vol. 2 was signed following the first volume and is undergoing translation. Popular Korean food “Tteokbokki”, perceived as one of the representative dishes

of Korea by young foreigners, first draws attention from overseas readers. This book is for people with untold stories kept in their hearts while they seem ordinary outside – neither depressed nor happy. The strength of this book is that it talks about the story that applies to every ordinary person that always cares about how others think about him or her.



Juice over Medicine

An eye-catching health book is *Juice over Medicine* (Ryu Seung-Sun, Gilbut Publishing Co., Ltd.) written by an oriental medicine doctor Ryu Seung-Sun. With the subtitle “Survival Juice Recipes by a Doctor of Oriental Medicine”, the book includes a 4-week program about healthy and tasty juice and 101 recipes for the natural cure of lifestyle-related diseases. Since its translated edition was published in Vietnam, it has been receiving a good response from local readers.

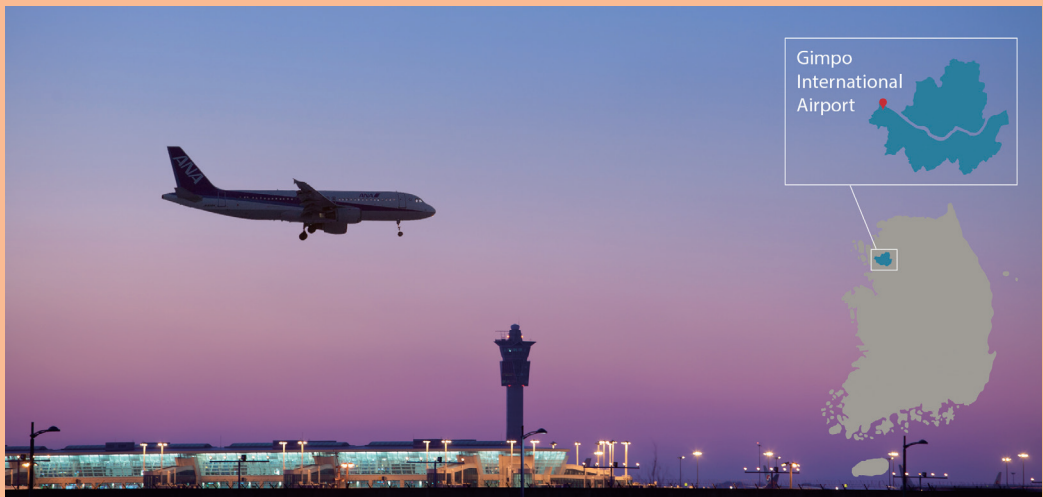
Major readership in the Southeast Asian publishing market appears to be distributed among people in their mid to late teens to 30s. Those in their 20s are loyal readers among them. These people look for the art of living in this tough world, along with a pathfinder for life. Also, they need consolation and encouragement that can heal the pain within themselves. It is expected that books related to these elements would be welcomed by the local publishing markets in Southeast Asia.

BOOK TRIP

Fly High: Independent Bookstores near the Gimpo International Airport

A crossroads of books linked by texts and culture

Written by KIM Young-Ihm



Gimpo International Airport is a gateway to Korea where many travelers leave and arrive. The airport has recently been surrounded by various shopping sites and cafes with unique moods where people stop by excited to travel. Visit the place before and after

your trip, or whenever you feel like having a break, and enjoy the time to the fullest solely by yourself. An observatory is located in Gimpo Airport in which you can see the wide and long runway in one view; Seoul Botanic Park is open to visitors with greenhouses where you can enjoy the gardens of 12 cities in the world, wetland, lake garden, and various themed gardens including Windy Garden and Meditative Garden. Apart from these, Seoseoul Lake Park, an eco-friendly park with the theme of “water” and “regeneration”, Ujangsan Mountain, and Yangcheon Hyanggyo (the Confucian temple and school for students in the Joseon Dynasty) can be good places for your tour.

What’s more, independent bookstores around Gimpo Airport will be able to diversify your experience where you can indulge in reading books and share various cultures as they warmly touch upon your delicate sensitivity. Now, let’s dive into “Dawn Sense Il-jip (Saebyeok Gamsung Il-jip; Sentiment of the Dawn, the First Album)” and “Dasi Bookstore” - independent bookstores with the full reflection of unique colors of the bookkeepers. There, you can communicate with people, books, and culture in the journey towards finding yourself.

Dasi Bookstore

A B1F, 113, Yangcheon-ro 24-gil, Gangseo-gu, Seoul

H 13:00-19:00 on weekdays

T 82-70-4283-4869

W <https://smartstore.naver.com/dasibookshop>



In and outside of Dasi Bookstore



Unseen Eternity, Sentence Not Passed, Stroll

Dasi Bookstore where you can meet various independent publications unavailable in big bookstores is a place for relatively unknown independent books to build awareness. It is a neighborhood bookstore that focuses on its given role of seeking a way to coexist with the region. Bookkeeper Kim Kyung-Hyun has

published multiple independent publications including *Unseen Eternity*, *Sentence Not Passed*, and *Stroll*. He is planning to publish magazine-type books to create new cultural contents with Dasi Bookstore leading the way. The bookstore published booklets that introduce people and tourist sites with the topic of Jeungpyeong-gun, the smallest local government in Korea last year; and it is set to consecutively carry on the work with the same theme about Gangneung, Daegu, and Fukuoka. The bookkeeper hopes to provide help to foreigners visiting Korea to gain abundant tourist information by steadily publishing booklets with stories about the city written from the writer's perspective. It is Dasi Bookstore - a place that creates a new culture by committing to its given duty.

Dawn Sense Il-zip

A 101, 16-8, Woljeong-ro 50-gil, Yangcheon-gu, Seoul

H 12:00-21:00 on weekdays, intermittently closed.

Shortened open hours in case of an event. Closed on Wednesdays

T 82-10-2923-9065

W <https://dawnsense1zip.modoo.at>

Dawn Sense Il-zip, run by writer Kim Ji-Sun who wrote various travel books including *Enjoy Europe* (Nexus Books), *Enjoy Paris* (Nexus Books), and *Do you need the Camino de Santiago, too?* (Dawn Sense Books), is an independent bookstore and a cafe located in a quiet neighborhood of Hwagok-dong. As it is managed by a travel writer, diverse books and independent publications related to traveling can be found, and those about cats are

commonly seen as well. It is a charming point of Dawn Sense Il-zip that you can be absorbed into reading books and writing your own story while leisurely having a cup of coffee as the bookstore part (first floor) and the cafe part (attic) are separated. Dawn Sense Il-zip, which reflects the wish of writer Kim Ji-Sun for it to be a place for anyone to stop by, read books, write his or her own story, and ultimately publish a book, is also operating various programs such as readings, book talks, meetings with the author, and writing clubs. Playing diverse roles just like a cultural development center in a quiet neighborhood, Dawn Sense Il-zip is a hot place for those that are interested in writing and love books.



In and outside of Dawn Sense Il-zip



Books sold in Dawn Sense Il-zip

A Small Interview with travel writer Kim Ji-Sun, the bookkeeper



Q. What kind of a place is Dawn Sense Il-zip?

It is a place of books, coffee, beer, wine, relaxation, and a teddy bear. Writers of tomorrow come, and people that wish to make a book dream here. Also, it is where the writers sell dreams, and book lovers come and stay.

Q. Can you tell us about the recently published book, *Do you need the Camino de Santiago, too?*

It is my first essay filled with my stories. I put in what I felt while traveling the Camino de Santiago. And I also did not forget to add stories for those that might be curious about the route.

Q. You have traveled to so many places. Would there be a particular place that you would like to recommend?

I personally like Jeju Island, Gunsan, and Jeonju. Jeju Island is so fascinating that not only it gives you the feeling of a real trip as you take the airplane, but also you can drive around enjoying both the mountain and the sea. Meanwhile, I think Gunsan and Jeonju are good tourist sites as well, as their closeness allows you to go there anytime you want. It is also good to take a look at old buildings while traveling around enjoying delicious food.

Q. What is your plan for Dawn Sense Il-zip?

I believe that an independent bookstore is a place where people get to embrace cultural life. It is where people come freely and have a rest with books. I hope Dawn Sense Il-zip to be a place for which people, not only writers, can compile a book with their own story. I truly hope that people can complete their own sensitivity through books and pursue psychological stability, self-assurance, and self-satisfaction by writing stories.

KOREAN PUBLISHERS

Hey Uhm

Joyful Swimming in the Vast Sea of the Publishing Industry

Arranged by Jeong Hwan-jeong



There was a writer that would “directly sell” her writing to readers through Social Media. It is the story of writer Lee Seula, who came up with a clever idea to continue securing stable finance through writing. This fresh approach shocked the publishing industry which sparked little changes to take place. And writer Lee Seula,

the one that ignited the changes, set up Hey Uhm to create books she wants. Writing a story and making a book. They are different in many aspects by nature except one thing that they are all for readers. Still, many questions arose regarding the publisher that was born with a bold decision and its founder.



Writer Lee Seul-ah, founder of Publisher Hey Uhm © Ryu Han-kyung

The name of the company, Hey Uhm, is unique. What does the name “Hae Uhm” imply?

“Hey Uhm” is a pure Korean word that means “to swim.” The feeling I get from this word is beautiful. I learned how to swim in my childhood from my Dad, who was a swimming instructor and

an industrial engineer diver. The swimming senses he taught me have been of great help in my life. I think they even helped me write. When you swim, the power you put into your body never helps you to stay afloat. It was the same with writing. I think swimming taught me the movement of powerfully pushing forward while smoothly relaxing my body. I want to do the same thing with writing and publishing. I named the company with the wish to joyfully swim in the vast sea of the publishing industry.

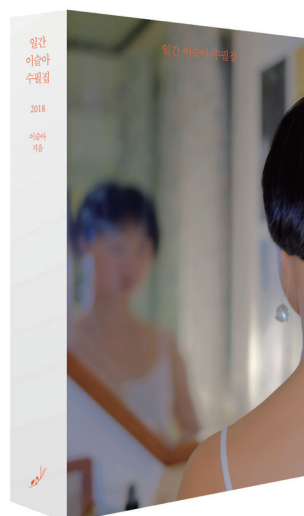
Writer Lee Seula has a unique career of steadily selling her essay *Daily Seula Lee* by gathering readers herself. What kind of an experience was it to write for a living?

I began working as a full-time author after writing *Daily Seula Lee*. In the past, you could make money with writing only when you are requested by a newspaper, magazine, or a publisher. But then in early 2018, I got to think that it would be good if I could gather readers with my Social Media channel. So my idea was to send stories directly to the email of the readers who prepaid subscription. It did not have an intermediary. As few writers directly sold stories to their readers, it was quite a fresh experience for me and the readers. I also think it was a highly valuable and thankful experience as I made a living and repaid the student loan by writing. Many writers eagerly write stories, but they do not always guarantee profit to make ends meet. And I think I was lucky in this regard. After *Daily Seula Lee*, many authors adopted this

method and began to sell their stories to the readers. I am indeed on their side.

How much did your experience of “making a living by writing” contribute to opening a publishing company?

Labor to make ends meet was not something new to me as I have been doing it since I was 19 years old. I used to have two or three jobs, so making a living by writing only was like a dream. I am sincerely thankful for what I have today as I know that such luck may not last forever. As I tend to do almost everything by myself, I could independently write stories and begin publishing. I also did some collaboration with other authors, but it was a double-edged sword: you not only learn the synergy effect but also the inefficiency and emotional exhaustion. That is why I would rather choose to do things that I can take full control of in most cases.



Daily Seula Lee Essay Book

What was the difference between your book as a writer and your book as the leader of a publisher? Independently publishing your book would have been different from having a big publisher as the intermediary.

In 2018, two books were published in Fall at the same time. They were *Daily Seula Lee Essay Book* made by Hey Uhm and *Whenever I Cry, I Resemble My Mom's Face* published by Munhakdongne. Both of them are precious to me. Munhakdongne is one of the major publishing companies in Korea, where outstanding professional publishers produce books. The book *Whenever I Cry, I Resemble My Mom's Face* has almost no mistakes compared to *Daily Seula Lee Essay Book* that I made myself. The completion of the main text is better, as well. Meanwhile, *Daily Seula Lee Essay Book* was greatly loved by readers. Maybe it was because of the cover design that would have not been passed by the publishing companies and the thickness of the book.

Essay stands in bookstores are mainly filled with books that have covers with “added design.”; those of Hey Uhm relatively have “less design.” I believe that a simple experimental idea was embedded in *Daily Seula Lee Essay Book*. Even though the book may be clumsy, it is amazing that a rookie publisher sold 20 thousand copies in a year. But still, I think I will sometimes work with professional editors from other publishers. It is because it is difficult for an author to properly edit his or her own story, and besides, it is such a precious experience to work with an editor that I respect. So a new work will be published by Munhakdongne in 2020 as well. I

am also planning to make *Anyway, Karaoke* with Hugo Publishing House, a small but outstanding publisher.



Physical and Mental Training, Clear Respect, You are Waiting to be Born Again

Please tell us about the books Hey Uhm has been publishing.

Daily Seula Lee Essay Book mentioned above was the first one. It is a think essay collection composed of almost 100 “Daily Seula Lee” essays written in 2018. Many readers left a comment that they cherish reading each of the essays even though the book may be thick. Also, in the winter of 2019, it published many new works. They were the three works by Lee Seula, the No. 1 writer in Hey Uhm. The first work was an essay book titled *Physical and Mental Training*. It is about the body and mind that support our everyday life. Second is an interview book titled *Clear Respect*. It contains long dialogues I had as I met four people that I respect. As it is such a beautiful interview book, it became one of my most precious books. And I also created a book-review collection titled *You are*

Waiting to be Born Again, which talks about love borrowing the words from the books that I read over several times. In addition, there is also *Browsing Seoul* written and illustrated by Jung Jae-Yun, the No. 2 writer in Hey Uhm. It is a magnificent feature-length comic book that talks about Seoul from outside. It will make you giggle as you read, but you will also become sad without notice; yet, it will make you look for it again after finishing the book.

You are known to be quite skilled at utilizing Social Media. You must have used Social Media to advertise books published by Hey Uhm as well. Is there any know-how or a sales point that you emphasize when advertising them?

Well, I will never fully understand Social Media. So there is no such thing as know-how or a strategy regarding advertisement. I just try not to be too kind or too excited when posting. I tend not to upload things that are buttery, depressing, or sorrowful. The same thing goes for creating works too. I want to be a person that does not use Social Media at all in the future, but who knows how things will work out in the end?

Writer Lee Seula and leader of Hey Uhm Lee Seula. As an ordinary person making a living with a career, which one is more fun?

Writer Lee Seula is more fun. Growing as a writer is the priority. But I learn a lot of things that I would have never known by

working as a publisher. I had no idea that publishing requires the labor and effort of so many people. As I visited printing houses, paper companies, distributors, logistics centers, delivery companies and departments of many bookstores and met people, I got to respect and be thankful for all of them. Also, I could understand numerous systems related to publishing to a small extent. Because I make critical mistakes in the process of production and sales and fix them again very hard, I never get to forget them. So even though Hey Uhm may close in 2 years, I would think that it was worth the try.



Browsing Seoul © Kim Jin Sol

Writer Jung Jae-Yun published her feature-length comic book *Browsing Seoul* through Hey Uhm. As the leader of a publisher, how was the process like from contacting the author to adjusting schedules, editing, designing, and printing?

As Hey Uhm was a just-born publisher, there was no plan nor room to hire other authors. Writer Jung Jae-Yun is a good author as she decided to push forward the publication regardless of it. She has an insight into “something Korean.” To be precise, she sees through the unique humor of Korea. She is a person that heartily looks at things that she does not like. If Lee Seula is a writer that well explains why the thing she likes is good, Jung Jae-Yun is skilled at explaining why the thing she does not like is bad. She also has a meticulous sense of humor as well. I believed that it was the role of Hey Uhm to highlight the skills that I don’t have, but she has. Publishing was smooth and simple thanks to the good manuscript and neat work processing of Jung Jae-Yun. At book talks as well, I get to learn more about her courageous and candid charming points. Publishing is such a wonderful work as the outstanding talents of another author can be something positive to me as well.

Lastly, please tell us about the books that are set to be published by Hey Uhm.

There are no plans for new works for now. I feel like having a break and stop producing as four new works were published recently. As

Daily Seula Lee for 2020 is set to begin in April, I think I will be busy until Fall writing, but I am planning to write and publish a book about veganism that I am also pursuing. I would be contacting No. 3 authors too, but it will be in a distant future. No matter what kind of books I publish, I try to reduce unnecessary packaging or trash caused by product packaging. I might also be working in another form than paper books. Moreover, I am thinking of gathering stories by having workshops at Hey Uhm located in Paju. I believe that it is the job of a publisher to protect and record good stories.

KOREAN AUTHORS

Author Serang Chung

A charming author and her fascinating story

Arranged by Jeong Hwan-jeong

Is there anything more exciting than imagination? Many people agree with the idea that if you take away imagination from a human being, you will see nothing left. Author Serang Chung would nod her head to this more than anyone for sure. She is someone that has boundless imagination. Besides, the world she created makes not only herself but everyone joyful. So her imagination brought to reality through letters is now turning into a video, going beyond paper books. As the stories are rooted in the author's imagination that are not tied to anything, the news is more welcoming to hear.



© Hung-Ku Kim

We heard that you worked as an editor in the so-called “pure literature” field such as Minumsa and Munhakdongne. Now you have built a firm reputation in the field of genre literature. Since when were you first attracted to this field? And we would also like to know how that made you decide to become a writer.

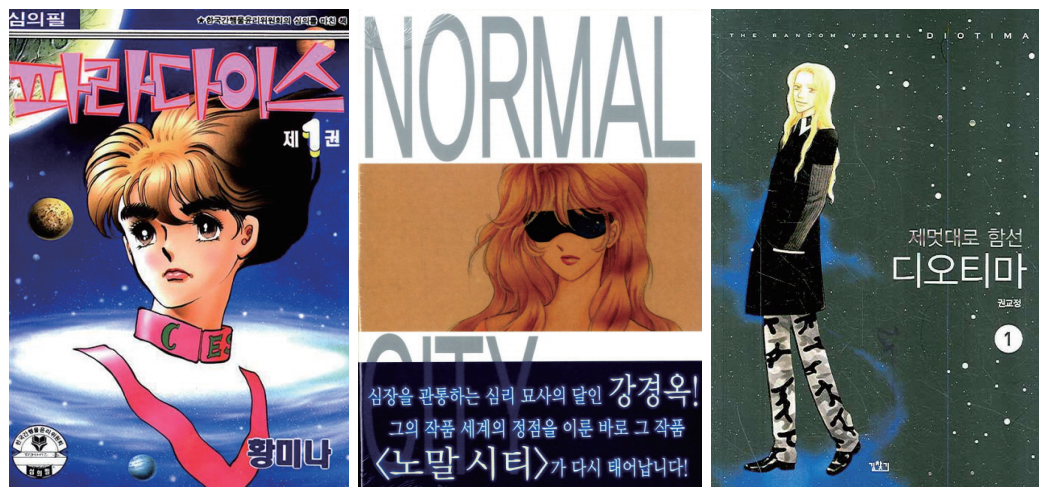
Well, I think it is more precise to call it “mainstream literature” than “pure literature.” I did not hesitate at all because as a reader, I have been fully enjoying both the mainstream literature and genre literature. There was no special reason for this. Sometimes I wanted to cover topics that I want to write about in a totally intimate and familiar way. On the other hand, I sometimes wanted to carry out the story in a 180-degree different style. So I think I have been making choices that suit my intention each time.

For genre literature like SF and fantasy, it is quite a struggle to convince the readers that already have background knowledge while it is also important to build the unique world of the author him or herself. It becomes tougher when the author is not a fan of that genre. What was the genre that you were particularly attached to?

The genre that I am most attached to is fantasy. I like stories that begin talking about daily life and suddenly take the flow in an unexpected direction and also stories that manufacture a totally different universe. I find this genre interesting, as I can try big topics changing one or two conditions in the real world.

If there are movies, novels, or games that greatly influenced you to become an author today, can you pick three among them and tell us why?

It was so lucky to be growing up during the renaissance of romance comics in Korea. It is because I got to meet stories that I can easily bring myself into even though they were so massive in scale. I was particularly a fan of writers Hwang Mina, Kang Kyung-Ok, and Kwon Gyo-Jeong. I recommend *Paradise* (Seoul Media Group) by writer Hwang Mina, *Normal City* (Haksan Publishing) by writer Kang Kyung-Ok, and *The Random Vessel Diotima* (Image Frame).



Paradise, Normal City, The Random Vessel Diotima

You seemed to be quite provocative when you turned to the mainstream literature once again. You needed a literary award to advertise yourself – you wrote a book for the award, and you did win it as you wanted. And you left a comment “I think awards are the best.” How would you recall the year 2017, when you were at the center of numerous hot issues?

Well, I was skeptical about whether the environment allowed the author and the readers to naturally have a meeting together when I just made a debut. I figured that it would be difficult without marketing supported by big capital. So, it is true that I could grow with the literary awards I received in 2014 and 2017. But, the thing is, the problems of the literary award systems are being brought up to the surface nowadays. I think the Korean literary publishers need to seriously mull over whether authors and readers can meet together without the disturbance of external factors.

There would be many readers that are curious about the difference between writing genre literature and mainstream literature. Indeed, you said that there is no point in dividing the two fields. Can you please tell us why?

The styles and aesthetic elements would differ indeed, but personally, I don't find a big difference between them. I would rather not separate the two fields, because I believe that the difference comes with different media that deliver the texts to the readers. I get to test things; I try to change the elements for the reading speed and density depending on whether the readers are going to read my stories from a book, a magazine, or an online platform.

It is known that *The School Nurse Files* (Minumsa) is set to be released on Netflix in the first half of 2020. Was there anything that you wanted to see in the process of your work turning into a video? If there was any part that you participated in, please share it with us.

I joined the beginning part of script-building. I don't expect the script to be exactly the same as I wrote, as it changes so frequently on site. I hope the story to be fun and fast as it is school life fantasy, but above all, I wanted the main character Eunyoung Ahn to have a responsibility as an adult that protects teenagers with a sense of citizenship and work ethics.



The School Nurse Files

What is the common thing that the worlds you created share? And if there is an ideal value that you pursue in your works, please share it with us, too.

Well, I think I am repeating stories about intimacy. Different people getting close to each other, understanding people you thought you would never do, and how not to be cruel to another. I also think that I am describing a world in which the level of hatred and violence is lowered and diluted as I want the Korean society or this planet in the 21st century to gradually move away from hatred and violence.

You defined yourself as “a story writer rather than a novelist.” What is the difference between the two? And, what is the story that you find most attractive?

Stepping aside from the print media, writing for the video media was equally exciting to me. Besides, I tend to enjoy writing easy-

read speedy narratives by using sentences that show clear ideas rather than choosing sophisticated sentences. So, I thought that I am more of a story writer than a novelist. I believe stories are a tool for empathy and expansion. It has been this way since prehistoric times, and it will continue being so in the future, as well – this is the point that I find attractive.

You are also famous for not having a break in between works. Could you please introduce us about the works that will meet readers in the future?

I am thinking of starting a new long series in March. It is about grandmothers, their daughters, and their granddaughters. The project for the new drama that will be beginning soon as well.

Lastly, could you please share with us if there is any story that you want to make or a novel that you would like to write in your lifetime?

Sports novel. I want to try that in my life for sure. That urgency and thrill of the games. I would really like to write a novel filled with players that have their own unique characters. But, I am also thinking about creating a virtual sport that does not exist in reality. Then, won't I be writing a story that is most distanced from the Korean literary world?

Publishing Industry

Current status of each field in the Korean publishing market

1. History Publication

Written by Won-Keun Baek (Books & Society Research Institute, President)



The publication industry is “a mirror called record” that reflects the society. The publication of history-related books that are the archive of time and space connecting the past and the present is a clear indicator that shows Korean society’s interest in history. By looking at the published titles, best seller trends, and newly

emerging trends, you can see where the current publishing market is and where the intellectual desire of readers is heading to.

Historically, Korea has undergone long turbulent generations due to its geopolitical location in East Asia and invasions by surrounding powers. Until World War II in which liberalization was the greatest task, ethnic identity was very strong, and during the Cold War, a historical awareness that the two Koreas should overcome division and pursue reunification settled down.

According to the statistics of the Korean Publishers Association, the number of new history books published in Korea in 2019 was 2,308, which is up 20 titles from the previous year. Circulation per title was 1,266, which increased by 3.1% on year. Among general books except those for exams and school, history is the only field that saw an increase in circulation. As small quantity batch production spreads rapidly, the rise of the average circulation per title of history books is unprecedented. The size of the market is not big but is showing an uptrend. The 2019 sales data of Kyobo Bookstore indicates that the number of books in the field of “history/culture” slightly increased, marking approximately 2.5% share in sales.



Annals of the Joseon Dynasty by Seol Min-Seok, History of Writing History

The list of best sellers in the history field last year was mainly led by Seol Min-Seok, a former star instructor. He is famous for easily, clearly, and humorously explaining facts while pinpointing important parts. His *Annals of the Joseon Dynasty by Seol Min-Seok* (Segyesa) has been keeping the first place in the popular books section for a long time; even though the place was taken by *History of Writing History* (Dolbegae) written by author Rhyu Si-Min, former politician, it soon returned to the throne in the history field. This was greatly influenced by a popular TV program that had been making historical visits where the writer Seol Min-Seok participated. In particular, as he became the MC for a reading program on TV (“Book Reading for You”, tvN) in 2019, the books introduced during the program all hit the top ranks of sales including *The Divine Comedy* (Starbooks), *Hamel’s Journal* (Starbooks)(A 13-year-long record kept by Dutch Hamel who reached Jeju Island, Korea, after a shipwreck. It was the first book that introduced Korea to the world.), *The Little History of the World* (Bilyongso), a history book of the world written by Ernst H. Gombrich, and *Jingbirok* (Hongik Books) As the year 2019 was the centennial of the March 1st Independence Movement (an independence movement in Korea against Japanese rule) and the diplomatic relationship between Korea and Japan deteriorated due to historical affairs, related books drew great attention as well.



Annals of the Joseon Dynasty in a Book, Annals of the Joseon Dynasty by Park Si-Baek

The most popular book in the history section last year - *Annals of the Joseon Dynasty* by Seol Min-Seok talks about major incidents related to 27 kings during the Joseon Dynasty (1392-1910) in colloquial sentences as if it was teaching it to a student. The Annals of the Joseon Dynasty, a massive record in 1,893 books, is designated as the UNESCO Memory of the World, being the only chronologically organized record in the world that wrote the history of the kingdom as a diary. In 1996, *Annals of the Joseon Dynasty in a Book* (WJ Books Jisik House) that summarized this record into a book became a mega-hit, and in 2015, *Annals of the Joseon Dynasty* by Park Si-Baek (humanist) that turned the record into a comic book series of 20 books also gained huge popularity.

Explicit content, summarized and organized structure, and fun storytelling were indeed factors behind the huge popularity of *Annals of the Joseon Dynasty* by Seol Min-Seok, but socially, the expanded authority of the Proficiency Test of Korean History also

played a significant role as well. Beginning in 2006, this test divided the proficiency level of Korean history into 6 grades; as its usage gradually expanded including extra points for the civil servants' exam and state-owned enterprises, the number of applicants reached about 520 thousand in 2019.



My Cultural Heritage Discoveries series

Recently in the history field, due to the bacterial virus COVID-19, *Guns, Germs, and Steel* (Literature & Thought) by Jared Diamond is once again seeing a rise in sales; *The Chrysanthemum and the Sword* (Eulyoo Publishing Co.), a theory on Japan by Ruth Benedict received a spotlight due to the conflict with the Japanese government on historical issues. Also, *What is History* (Kachi Books) by E. H. Carr is maintaining its position in the rank of high sales in Korea. A steady seller in the field of history and culture that has been on the shelf for the longest is *My Cultural Heritage Discoveries* (Changbi) series by professor Yoo Hong-Joon. Since the first book in the early 1990s, the series that awoke pride for

the Korean cultural heritage has headed to China, going through regional field investigations in Korea and Japan.

Meanwhile, microhistory books written by foreign writers are popular as well. For example, *13 Plants Changing World History* (Saramnamusai), *10 Medicines that Changed the World's History* (Saramnamusai), *World History of Tax Evasion* (the BOM), *The Mosquito* (Connecting) are currently on the list of best sellers.

There are many Korean publishers that published history books. However, there is a surprisingly small number of companies that focus on “history publication” among other various fields. Below are some of the publishers that are putting emphasis on history-related books among currently active publishing companies.

Jisik-Sanup Publications (Established in 1969) : www.jisik.co.kr

Jisik-Sanup Publications has been striving to create *Korean-style World Culture* centering on Korean studies and peripheral studies based on history. Published books are: *Korean History and Culture* series, *Introduction to Research on Korean History* and *New Pathfinder for Korean History*, *Anarchism of Korea: Figures*, and *Colony Modernization from the Perspective of a Japanese Scholar* by the Association for Korean Historical Studies. The company has been presenting the “Korean Record Award” to people that have contributed to the records of Korea in both home and abroad.

Blue History (Established in 1977) : www.bluehistory.co.kr/xe/pmain2

Blue History is a publisher specializing in history in deed as well as in name. It has been concentrating on publishing history books to create a new history book that matches the level of the public. Popular history books published are *Story of a 500-year-old Prestigious Family* and *Back Alleys of Old Korea*. In regards to the academic collection of scientific journals, the company organized a team for each of the periods from ancient times to Goryeo, Joseon, and the Modern era, and set up project proposals and a team of writers.

Chunga Books (Established in 1979) : chungabook.tistory.com

Chunga Books is a publisher established to recommend easy and fun history books to students by the founder that has been running a bookstore near a college. Published books are: *Korean History in a Story*, *Chinese History in a Story*, and *Chronology for Comparison: Korean History and World History*.

Yukbi (Established in 1987) : www.yukbi.com

Yukbi began with the publication of a comprehensive quarterly journal *Yeoksa Bipyeong* (meaning history criticism) to build a new historical perception and popularization of studies of history, which then published a book on critical awareness towards the Korean society and history. Published books are: *Korean History*, *Research on Korea's Modern National Movement*, *Research on the 1894*

Peasant Revolution (completed, 5 books), *How have we lived in the last 100 years?* (completed, 3 books), *Exclusive! Korean History in the 20th Century* series, *The Origins of the Korean War 1, 2*, and *Modern China Seen Through Cities*.

Yeoksa Gonggan (Established in 2003) : blog.naver.com/jgonggan

Yeoksa Gonggan has been steadily publishing books on the Korean history including the “Cultural Area” series that reorganized Korea’s territory from the historical and geographic perspective, *Woosa Cho Dong-Geol Collection* (completed, 20 books), and *100 Korean Independence Activists* series (50th book published at the moment) which the company is jointly preparing and publishing with an independent planning agency.

Cum Libro (Established in 2003) : blog.naver.com/prpub

Cum Libro publishes books of liberal arts centering on history books. The company covers world history and East Asian history that moves away from Western-oriented ideas, foreigner’s travelogues in Joseon, visually-friendly history and culture books, books that talk about the struggles of history educators, and overseas history books. Along with the “Letters from Korean History” series, the first million-seller as a history book for children, almost 100 children’s history books were published. Best books are: *Don’t Know Much About History, Korea 1920-1940* by a British Painter Elizabeth Keith, and *History of World Cuisine*.

Publishing Policy

International Exchange Grants



For Whom?

Host organizations or individuals
such as overseas publishers,
overseas institutes for Korean
studies, and organizing committee
for overseas literary festivals!

About What?

Provide direct expenses
needed for international
exchange programs!

Deadline?

Grant applications are accepted
at exchange@klti.or.kr
throughout the year and
reviewed on quarterly basis!



2019 International Exchange Grants

Funded 36 Korean Literary events
in 15 countries since its launch!



Contact Info

LTI KOREA

exchange@lti.or.kr

+82-2-6919-7742

www.ltikorea.or.kr



New Books

Social Impact

Social reputation decides a company's future



A company that is at the
forefront of fair trade
and **environmental protection**

A company that is active in
social contribution

A company that is
a good taxpayer

YES!

NO!

A company that
abuses its **power**
against employees

A company that turned
a **blind eye** to sexual harassment

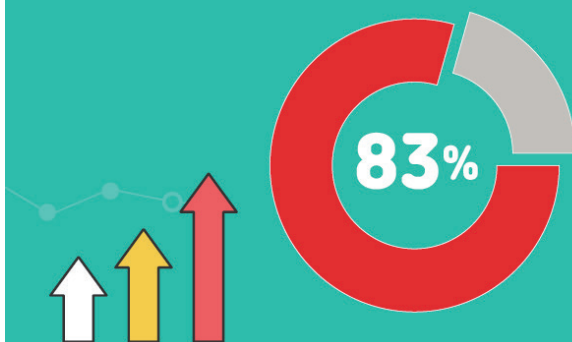
A company that evades
responsibility for the damage
to its customers

What stigmatizes a
successful company or a brand
as a '**bad company/brand**'
and kicks it out of the market?

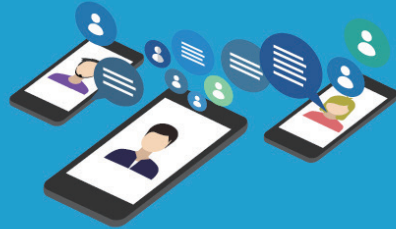


83% of Koreans say

that social reputation of a company
affects their product choices.

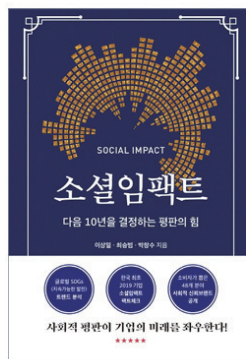


It is because customers actively
react to the company's
social reputation or
“Social Impact”.



This book analyzes the types
and characteristics of customers
from the perspective of
“Social Impact”,

and suggests how to build and
have an influence on customers
through examples of
socially trusted brands.



SOCIAL IMPACT

Writing | Lee Sang-II, Choi Seung-Bum, Park Chang-Soo
Publisher | The Korea Economic Daily (Hankyung BP)
Genre | Economics/Business Administration

Best Sellers

3rd Week, February

Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong

If you look at the list of best sellers for the third week of February this year in major Korean online bookstores, you will be able to find books in various fields such as essay, economics and business administration, scenario, exam, and liberal arts filling the top ranks. We introduce you to some of the key books among the best sellers mixed with newly added books and those that have been maintaining their position on the list for a long time.

The thing that draws attention from the list of best sellers for the third week of February is the movies meeting the books. The scenario and storyboard book of the movie “Parasite” that drove a huge sensation around the world after winning multiple prizes

including the Academy Award and the Golden Globe Award hit the first rank on the integrated list of best sellers of domestic online bookstores. The book *Little Women* that has been globally loved for almost 150 years since its publication in 1863 was turned into a movie recently; its translation was modernized for further publication.

Some books have been the topic of the day by going against time. While the book *Secret of the Top 1% in Harvard* was published in 2018, it was reprinted as a re-covered edition after going viral among readers. Also, *Yang Joon-Il, MAYBE*, the second on the integrated list of best sellers, spotlights its writer Yang Joon-Il. After his meteoric rise and sudden disappearance in the 1990s, he once again stood in front of the audience under the spotlight - Yang Joon-Il fully reflected his story about music and life in his popular book *Yang Joon-Il, MAYBE*.

* The rank of bestsellers below was organized after integrating domestic best sellers in the third week of February from the four biggest online bookstores in Korea - Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

BEST SELLERS

1



Parasite Scenario & Storyboard Book Set

Author | Bong Joon-Ho

Publisher | Plain

Genre | Scenario

2



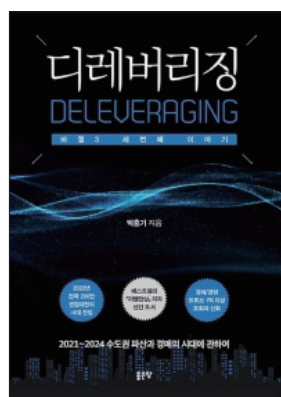
Yang Joon-Il, MAYBE

Author | Yang Joon-Il

Publisher | Mobidic Books

Genre | Essay

3



Deleveraging

Author | Park Hong-Gi

Publisher | G-World

Genre | Economics & Business Administration

4



Secret of the top 1% in Harvard (Re-Covered Edition)

Author | Chung Ju-Yung

Publisher | The Korea Economic Daily

Genre | Self-development

BEST SELLERS

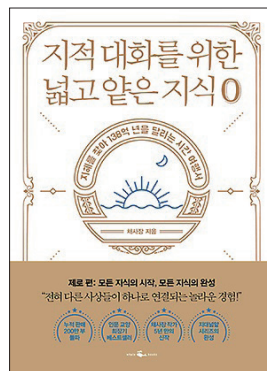
4



Little Women

Author | Louisa May Alcott
Publisher | RH Korea
Genre | Novel

6



Broad and Shallow Knowledge for Intellectual Conversation: Zero

Author | Chae Sa-Jang
Publisher | Whalebook
Genre | Liberal Arts

7



Green Apple Paradise Season 1 : Set (1-3)

Author | Chungnakwon
Publisher | Wisdom House
Genre | Comics

8



The Intellectual Devotional

Author | David S. Kidder, Noah D. Oppenheim
Publisher | Wisdom House
Genre | Liberal Arts

BEST SELLERS

8



When I Don't Even Know What I Want

Author | Jeon Seung-Hwan
Publisher | Dasan Books
Genre | Liberal Arts

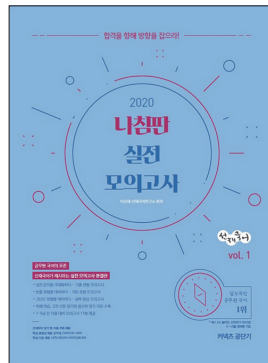
10



Q&A a Day: 5-Year Journal 2020 (2020 Rose Gold Limited Edition)

Author | Potter Style
Publisher | Tornado
Genre | Self-development

10



2020 Sunjae Korean Language Compass Mock Test Vol. 1

Author | Lee Sun-Jae
Publisher | ST Unitas
Genre | Exam

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

Priest

1. Publication Details

Imprint | Daewon C.I. Inc.
 Title | Priest
 Author | Hyeong Min-wu
 Genre | Special Genre Literature
 Format | 148×210
 Binding | Paperback
 Pages | 360pages
 ISBN | 9788925276991; 9788925277004;
 9788952864871; 9788925279831;
 9788925279848

2. Contact

Name | Lee Hanbyeol
 Phone | +82-2071-2160
 Email | hblee@dwci.co.kr
 URL | <http://www.dwci.co.kr>

3. Marketing Information

Keyword | Comic Book; Special Genre Literature: SF; Fantasy: Action
 Target Readership | Adult



4. About the Author

Hyeong Min-wu made his debut as a comic writer with "Chronicle of Mr. Chi's Post" in 1993 and since then, he has been in the forefront of introducing Korean comic books abroad with his distinctive style of storytelling and illustration. His works include "Freest," "The Emperor's Battle Record," "Ghost Face," "Battle of Mushin," and "The Goryeo Army." Among these, "Freest," was recreated into an online game and was imported to China and made into a Hollywood film. The copyright to "Ghost Face," Korea's first graphic novel, was sold to Germany, France, Spain, and the U.S.A. He was the winner of 1999 Korea Comic Book and Culture Grand Prize in the category of publication by new writer and 2002 recipient of Korean Comic Book Today Award.

5. About the Book

This action-packed comic book tells the story that takes place in the Wild West during the turbulent pioneering period; it asks fundamental questions about humans and god. The story is unique in that instead of Europe that is the usual setting for the theme of divinity, the desolate wilderness of the West was opted for. With its exceptional choice of the backdrop and the dissolution of the traditional confrontational set up of good and evil, and the premise that there is no absolute good or bad, the series drew great attention from the beginning of its serialization. It is a story of vengeance—a young priest, Ivan sells his soul to a devil in order to take vengeance on another devil who took everything away from him. The comic book is illustrated in a rough but seductive style that gets readers enamored with the young priest who may come off as being even more corrupt than the devil himself, for he will not stop his pursuit of vengeance even though he is violated time and again.

The character of Ivan who struggles between god and the devil and persists non-stop in his will to avenge the devil is not far off from men and it became the first Korean comic book to be filmed as a Hollywood movie.

I Am Not Sorry That I Am Sick

1. Publication Details

Imprint | Dongnyok Publishers
Title | I Am Not Sorry That I Am Sick
Subtitle | A Feminist's Chronicle of Illness
Author | Jo Han Jin-hui
Genre | Humanities/Social Science
Format | 148×210
Binding | Paperback
Pages | 396pages
ISBN | 9788972979357

2. Contact

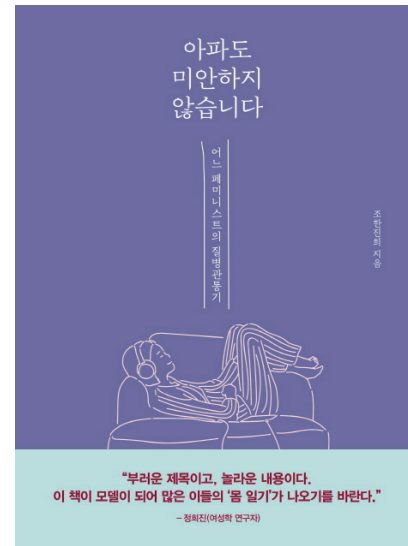
Name | Gyeong-yoon, Jeong
Phone | +82-31-955-3005
Email | yoon@dongmyok.com
URL | <http://blog.naver.com/dongnyokpub>

3. Marketing Information

Keyword | Health: Disease; Normality: Feminism; Essay
Target Readership | Adult

4. About the Author

A feminist, she came across the movement for the physically challenged while questioning the status quo and as a postcolonial feminist, she became involved in the Palestine Movement. She values intersectionality and advocates region- and form-free activism. Beginning at Womenlink, a feminist group, she worked full-time at different social organizations; since she became ill, she participated as a non-standing commissioner. Her health deteriorated after her active participation in Palestine in 2009 and for the last decade she has been sick and well, with her career being interrupted. After her first struggle with her illness, she worked for several years on the Korea Broadcasting Company radio program as a guest worker, introducing books and film on human rights, and making a minimal wage to get by. When she became accustomed to her ailing body, she wrote columns for a feminist journal, "Ilda" and a monthly news magazine, "Wocus," using "banda" as her pseudonym. Before she fell ill, she had directed a number of documentary films, for example "I am a physically challenged person" for RTV and co-wrote the book "Ratik, Palestine, and Me" with her co-workers at the Palestine Peace Coalition.



5. About the Book

The book tells the stories of a person with a sick body in a society where good health is a must. The author is a feminist, human rights activist, and a single person householder, and she was brimming with enough energy to prepare herself for triathlon sports. But after her trip to Palestine on a peace mission, she began suffering from an unexplainable dizziness, hemorrhage, and cancer. From then on, she chronicles her difficult and grueling struggle to come to terms with her sick self.

Even though we are all subject to minor and more serious illnesses, we view the hours of our sickness as a waste of time while struggling to overcome the condition. So then, do sick people have nothing to resort to but to get well? Do they have to give up a “holistic” “life” until they regain good health? Such a limited opinion not only alienates sick people but also healthy ones as well. This book confronts the “sick body” up front. It starts off with the author’s detailed evaluation of the changes that took place when her body fell ill and presents her sharp and penetrating insight into the biases and discriminatory problems revolving around illnesses. She also provides a concrete analysis of the social structure and medical system, thereby offering a new idea for change while challenging the very notion of “health” and what is “normal.” All in all, it is an exploration of how to be ill in a “preferably” way.

A Fake Mom

1. Publication Details

Imprint | Mustb

Title | A Fake Mom

Author | Hong Jongeui

Illustrator | Park Yeonkyoung

Genre | Children’s story

Format | 210×260

Binding | Paperback

Pages | 38pages

ISBN | 9791160340969

2. Contact

Name | Park Jeanyoung

Phone | +82-31-902-0092

Email | mustb0092@naver.com

URL | <http://blog.naver.com/mustb0091>



3. Marketing Information

Keyword | Children; Korean children's story; family; love; mom

Target Readership | Children ages 3 to 5

4. About the Author and Illustrator

Author - Hong Jongeui

Hong Jongeui, who dreamed of becoming a writer as an elementary school student, had his dream come true when he made his literary debut-he received an award at the Daejeon Ilbo Literary Contest in 1996 for his children's work *Wire Fence Flower*. He has also received the Gyemong Children's Literature Award, the Daejeon Ilbo Literature Award, the Arko Literature Creativity Prize, the Yun Seok Jung Literature Award, the Bang Jeong Hwan Literature Award, and the Korea Children's Literature Award. He has authored approximately sixty works including *A Bucket of Poop*, *Mixing Goat Poop with Black Beans*, *Who Am I?*, *A Child Who Blazes a Water Path*, *A Little Seaman of Heungwonchang*, and *Jembe, the Sound of Soul*. His picture books include *A Ball of Wool*, *White Drawing Paper*, and *An Island Called Soando Full of Melodies*.

Illustrator - Park Yeonkyoung

Park Yeonkyoung always draws in the hope of delivering a warm heart and precious feelings in every scene that she illustrates.

She tries to make good picture books little by little every day.

She has written and illustrated *Greedy Boss*, *Mr. Jo*, *The 24 Solar Terms of the Four Seasons Introduced with Illustrations*, and *An Old Man Who Does Ballet*.

She has illustrated *Park Je Ga Even Contemplates Over Poop*.

5. About the Book

Haram's mom only pays attention to her little brother and is always too busy to care for her. Haram wants to get attention from Mom and acts like her little brother, but Mom reacts with anger, saying, "I have no idea who you take after." When Haram asks Dad who she takes after, Dad only gives a silly answer like "You might have been fallen from heaven, hahaha." Haram comes to believe that Mom is a fake mother. If she were her real mother, she would not have asked who Haram takes after. Haram thinks that her real mother exists somewhere, somewhere above the sky and leaves home to find her real mother. During her search it rains, she comes to a crossroad, and cars and high bridges are scary. Then a strange event occurs. Whenever Haram gets into trouble and whenever she needs to be courageous, she hears Mom's voice telling her to watch out. How does that happen if she is not Haram's real mother? Why does she miss Mom so much even though she is not her real mother? Haram eventually realizes that Mom, who seems to love only her brother, is her genuine mom and always cares for Haram and loves her wherever she goes.

Tomorrow Will Be Clear

1. Publication Details

Imprint | MUNHAKDONGNE Publishing Group

Title | Tomorrow Will Be Clear

Author | LEE Myungae

Genre | Illustration

Format | 225×300

Binding | Hardcover

Pages | 64pages

ISBN | 9788954660075

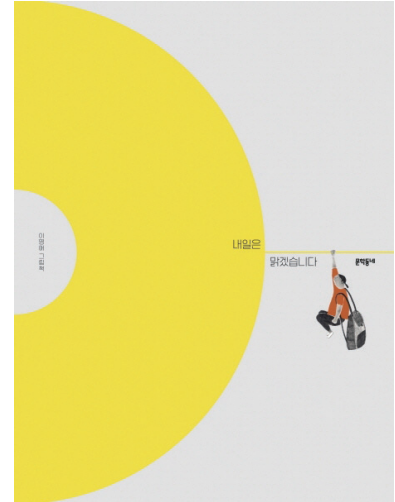
2. Contact

Name | EOM Heejeong

Phone | +82-02-3144-3236

Email | hjeom@munhak.com

URL | www.munhak.com



3. Marketing Information

Keyword | Path; yellow line; weather; people; life; season; movement; clear

Target Readership | Adults

4. About the Author

instagram : @myungaelee

Lee Myungae is the author and illustrator of *Plastic Island* and *Ten Seconds*. Lee was selected as the Bologna Annual Children's Illustrator in 2015 for *Plastic Island*, and received 2017 Nami Concours Silver Prize and the Biennial of Illustration Bratislava (BIB) Plaque. Lee illustrated *Booger Grandpa*, *If Santa was My Grandpa*, *Martial Arts Trainer in My Neighborhood*, and *Here Come the Bear-Gorilla*. Lee was awarded the 2017 Nami Concours Silver Prize and Bologna Annual Children's Illustrator for *Tomorrow Will Be Clear*.

5. About the Book

Beginning from something round and yellow, this dynamic story unfolds from left to right, top to bottom, center to peripheries, and expected to unexpected. On this yellow line, individuals walk, run, wait, hang, rest, and walk again. Thousands of traces of human action fill the space.

The story begins with a voice that delivers the weekly weather forecast. Each page depicts an ordinary scene in the morning. The yellow line of a bus stop changes into a cross walk, then stretches underground, then enters the water, rises up in the air, and settles down again on the ground. The weekly weather is

changeable, as seen in a drastic temperature drop, sudden shower followed by a thunderstorm, and further complicated by particulate air conditions. However, it is no different from the future in that it is unpredictable.

A number of key characters -- a child going to school with his friend, a laborer fixing problems at his work site, an athlete training, and a traveler with a large bag -- make up this short narrative, structured like a relay race connected with a baton. The individuals who pass the yellow line are walking, hanging, swimming, struggling, resisting, and resting. The narrative heightens along with the movement, and reaches a breath-taking peak in the second half.

Author and illustrator Lee Myungae fills the pages with individuals, distances, and the art of ordinary life built from various materials and drawing techniques.

One Fine Crack

1. Publication Details

Imprint | SANZINI

Title | One Fine Crack

Subtitle | A Collection of Stories by Jeong Jeonghwa

Author | Jeong Jeonghwa

Genre | Literature

Format | 140×205

Binding | Paperback

Pages | 240pages

ISBN | 9788965456377

2. Contact

Name | Kang Sugeul

Phone | +82-51-504-7070

Email | sanzini@sanzinibook.com

URL | <https://sanzinibook.tistory.com/>

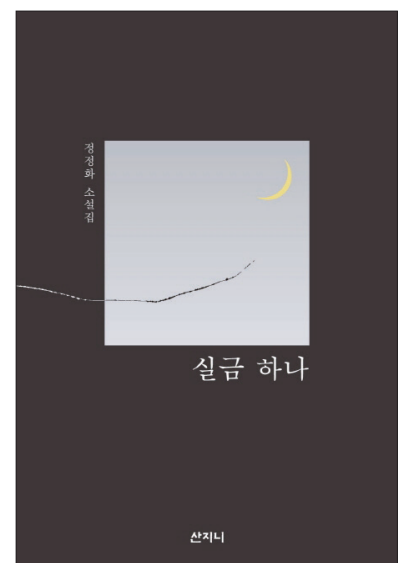
3. Marketing Information

Keyword | Story collection, couple, family, short story

Target Readership | Adult readers

4. About the Author

Jeong was born in Baenaetgol, a valley in Ulju, Ulsan. In 2015, she won the spring literary contest of the Gyeongnam Newspaper and the Farmer's Newspaper for her stories "The House Where a Cat Lives" (pen name Gil Seong-



mi) and "Fence," respectively. Her short story, "Cumato" was published in New Writers of 2016 and she published a collection of short stories, *The House Where a Cat Lives* (Yeonam Seoga) in 2017. Some of her writing has also been published in *I, Live There* (MunhagNamu; 2019), a collection of stories by six writers.

5. About the Book

This is the second collection of stories by writer Jeong Jeonghwa. The eight stories in *One Fine Crack* focus on the lives of people whose relationships with their parents, children, spouses, friends and colleagues at work have become contorted.

The writer repeatedly introduces protagonists who yearn for a true life and pursue true values despite a reality surging with hypocrisy and lies. In so doing, she is asking readers about a life in pursuit of the true self. Interpretations offered by literary critic Professor Gu Mo-ryong also add depth to the understanding of the stories in this collection.

Jeong points the spotlight on the specific lives of the people whose family and social relationships have become distorted. She traces the sphere of life by drawing concentric circles of family ("A Story I Want to Remember," "Ward 201"), husband and wife ("A Man Stacking a Rock Pile" "One Fine Crack"), school and work ("Mask," "Hey You! Are You Okay?" "Cross-Dresser") and friends ("Empty House").

The title story, "One Fine Crack," is about a married woman who prematurely enters menopause in her late thirties. After learning of her early menopause, she vacates the house late one night, leaving her child alone at home. Her husband, "I," searches for the reason behind his wife's sudden change of behavior and realizes that the crucial incident that drove a crack through their relationship was a trivial matter. The story shows that indeed the distance between couples can grow when the gap caused by one fine crack slowly expands.

In this story, the writer portrays a husband who is tied to his performance at work and fails to look after his family; a wife struggling with a career break and childrearing; and the relationship of a married couple that is falling apart under the strain of such factors. The image of the couple in conflict and struggling between work, family, and childcare triggers empathy in the reader, for it is what we, their contemporaries, are going through.

Fashion Sings Music Films

1. Publication Details

Imprint | SANZINI

Title | Fashion Sings Music Films

Subtitle | Stories about fashion that musicians love, from 19 movies.

Author | Jin Kyung-ok

Genre | Art and culture

Format | 173×231

Binding | Paperback

Pages | 244pages

ISBN | 9788965456391



2. Contact

Name | Kang Sugeul

Phone | +82-51-504-7070

Email | sanzini@sanzinibook.com

URL | <https://sanzinibook.tistory.com/>

3. Marketing Information

Keyword | Fashion; movie; music film; musical; musician; movie costume

Target Readership | Adult

4. About the Author

Jin Kyung-ok graduated from Ewha Womens University and the Graduate School of Design of the same university and majored in fashion design at the Fashion Institute of Technology (F.I.T) of the State University of New York. She earned a Doctor of Science in fashion design from Kyunghee University and worked as a professor in the Department of Fashion Design at Tongmyung University. She gave a fashion draping class at the University of Rhode Island (URI) and was the chairperson of the Korea Fashion Forming Association. Currently she works as an honorary professor in the Department of Fashion Design at Tongmyung University and as a stylist. She has authored *Fashion, Styling Film*; *Fashion, Design the Film*; *Insight Fashion Design*; *Why Do They Wear Clothes?*; *Understanding Fashion Design*; and *Fashion Design Draping*.

5. About the Book

This book is the third series on "fashion and movie," the first two being *Fashion, Design Film* and *Fashion, Styling Film*. While the first and second books describe how cinema costumes display storylines and the emotional changes of characters in diverse movies that transcend nationality and time, this book mainly focuses on music films which are particularly loved by Korean audiences. The author classifies music films into four categories: rock, hip-hop, and band; pop and jazz; classical; and musical. Among the many music films, she selected movies that show styles that have influenced pop culture and the fashion scene. This book not only introduces the styles of characters in movies but also tells behind-the-scene stories about the costume directors who created the costumes and their costumes and related fashion history. It goes without saying that the book describes stories about music that are essential to the music films. We remember main characters of movies by their style: Freddie Mercury's jump suit, the green-and-yellow dress of Mia in *Lala Land*, the Beatles' mop-top hair and collarless suits, and the red dress of Satine in *Moulin Rouge*. Fashion in movies implies the stories and emotions of the characters and helps audiences visualize and remember the movies. Since the 20th century, fashion items such as trench coats, rider jackets, blue jeans, and the black simple dress introduced through various movies have created popular trends in fashion. In the late 20th century, musicians' fashion had a great influence on trends. The musician Freddie Mercury made leather accessories, arm rings, hats, and studded belts popular fashion items in the 1980s. The Beatles, the icon of youth culture of their time, created Beatlemania and made their fans go crazy over their mod look. *Fashion Sings Music Films* provides readers with a glimpse of fashion in movies as textbooks of styles, particularly musicians' fashion in music films. This will give readers an opportunity to know how music, fashion, and movies, which are the three axes of pop culture, create synergy with one another and how they are fused into pop culture.

Let Children Play Outside the Box

1. Publication Details

Imprint | Sam & Parkers Co., Ltd.

Title | Let Children Play Outside the Box

Subtitle | Creativity education advice from Professor Kim Kyunghee, the winner of the Torrance Award, which is viewed by some as “the Nobel Prize of creativity education”

Author | Kim kyunghee

Genre | Guide (education for children, childcare)

Format | 153×224

Binding | Paperback

Pages | 368pages

ISBN | 9788965709596



2. Contact

Name | Bae Hye Lim

Phone | +82-2-6712-9837

Email | hyelim@smkr.kr

3. Marketing Information

Keyword | Education for children; childcare; creativity; thinking skills; gifted children

Target Readership | Adults

4. About the Author

As one of the highest authorities in the field of gifted children and creativity, Professor Kim Kyunghee was the elected chair for the Creativity Network of the National Association for Gifted Children. In 2018, she was the first foreigner to win the E. Paul Torrance Award, which is viewed by some as “the Nobel Prize of world creativity education”, drawing attention from global academia, the education community, and the media. She currently works as a tenured professor at William & Mary School of Education, which is the second-oldest institution of higher learning in America (after Harvard) and known for its “education of gifted children”

5. About the Book

Children's creativity is to be fostered at home!

As the master of creativity education and the first foreigner to win the Torrance Award (2018), regarded by some as "the Nobel Prize in the field of creativity", Professor Kim Kyunghee wrote *Let Children Play Outside the Box* with the aim to foster children's creativity for the future of Korea. The book introduces how parents can nurture the creativity of their children based on the CAT theory, which was developed through thorough scientific research.

One of the critical skills that our children must possess to survive in society as adults is creativity. Creativity is not an innate quality decided by IQ, DNA or family history—it is a capability that can be nurtured by parents following the birth of their child. With over 30 years of experience in creativity education, the author defines 27 attitudes necessary to nurture children's creativity, while emphasizing that parents, and mothers in particular, are the only people who can make this work through the "4S Climate."

Part 1 introduces the 4S Climate that encourages children's creativity.

Consisting of sunlight, wind, earth and space, the Climate shows how parents' words and attention can help children enjoy the learning process and creates freedom that further develops children's unique characteristics and confidence. It contains everything about parents' mindset and attitude, and conversation/Q&A methods as well as games that stimulate creativity.

Part 2 explores the "ION thinking skill," a necessary asset for our children to prepare for their future. The author explains that this skill—consisting of "inbox thinking," "outbox thinking," "inbox critical thinking," and "newbox thinking"—is much more helpful than IQ in educating gifted children. For children and parents who wish to develop creativity and convergence thinking, the book will be an ultimate guide to get used to the four thinking methods and continue to take gradual steps in finding valuable answers.

Hi It's Me, Miho Spine Loach

1. Publication Details

Imprint | Yellowstone Publishing Co.

Title | Hi It's Me, Miho Spine Loach

Author | Kim Jung-Ae

Illustrator | Yura

Genre | Children's book

Format | 152×215

Binding | Paperback

Pages | 168pages

ISBN | 9791187079101

2. Contact

Name | Choi Eun Sook

Phone | +82-10-9228-8867

Email | dyitte@gmail.com

URL | <https://blog.naver.com/yellowtone>

3. Marketing Information

Keyword | Life, environment, ecology, endangered species, native fish, community, cooperation, coexistence, climate change

Target Readership | Adult

4. About the Author and Illustrator

Author - Kim Jung-Ae

Author Kim Jung-Ae was born in Cheonwon, North Chungcheong Province. She obtained her B.A in Korean language and literature and M.A in literature from Cheongju University. While working as a cultural journalist at Chungbuk Ilbo (daily) and Dongyang Ilbo, Kim won the Heonanseolheon Literary Award with her short story Killing Ants. Her works include A Woman with Cramps and art essay The World Is a Fantastic Art Teacher.

Illustrator - Yura

Illustrator Yura is studying pottery and textiles, in an effort to further expand her fields of interest. She seeks to discover beauty in old, worn-out items and depict it in her works.



5. About the Book

Selected as the Outstanding Publication Content in 2018 for production support

To all the world's endangered species and miho spine loaches

A children's book about a miho spine loach, an endangered species and natural monument that used to inhabit the Miho River in Cheongju

A fiction based on ecological facts about freshwater fish that live in the Yeowu Stream

Miho Spine Loach is an endangered native species and Natural Monument No. 454 that used to live in the Miho River, which runs through the cities of Cheongju and Sejong. Although the Miho River is where they were first discovered, they can no longer be found there, due to industrialization and poorly managed waterway policies that led to pollution. They are spotted in the Baekgok Stream on the upper side of the river, albeit rarely. The local communities have been executing restoration projects near the river. The Yeowu Stream of the Miho River was the perfect habitat for the loaches, which can only survive in a clean environment. *Hi, It's Me, Miho Spine Loach* is a work of fiction about a miho spine loach who leaves its polluted hometown, the Yeowu Stream, and travels upstream to find clean water. The story that unfolds during the trip encourages readers to think about the sacrifices and cooperation of many freshwater fish that used to live in the Yeowu Stream, the battle against native and foreign species, controversy over the status of artificially bred miho spine loaches, and dams and fishways established for people's convenience and what they mean to weak creatures in the ecosystem. The book raises a variety of questions about life, destroying the environment, and sense of community, which is why all readers around the world may relate to the story easily even though it's about a species native to Korea.

Climbing Up Again

1. Publication Details

Imprint | Woorinabi Publishing Co.

Title | *Climbing Up Again*

Subtitle | The Story of the Blue House on Jeju Island

Author | Kim Yeon-su

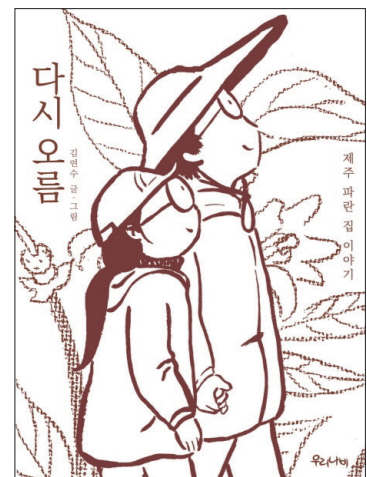
Genre | Graphic novel

Format | 156×210

Binding | Paperback

Pages | 232pages

ISBN | 9791160802979



2. Contact

Name | Han Agency Co.(Rosa Han)

Phone | +82-70-7768-382

Email | joerosa@naver.com

URL | <https://www.facebook.com/Woorinabi>

3. Marketing Information

Target Readership | Adults

4. About the Author

Kim Yeon-su started studying illustration and comics in France. She received the Best Prize from the Asian Creative Story Contest for her graphic novel *Children of an Old Kingdom*, set in Angkor Wat. After the publication of her second novel, *The Taste of Alsace*, she moved to Jeju Island with her family and now lives on the island writing stories that will touch the hearts of readers.

5. About the Book

To many people, Jeju Island is a tourist spot, but the family in the novel makes the island their home, and readers get glimpses of their everyday life on the island. The artist/writer shares small but yet important episodes from her own daily life through illustrations in soft pastel colors and the hidden meanings one can discover in what seem to be trivial but yet meaningful everyday events. As the family begins to heal themselves emotionally and physically surrounded by awe-inspiring nature and caring neighbors, the book prompts readers to ponder on the real meaning of happiness by reading about this family that takes a step further to personal maturity. Jeju Island is a volcanic island with several hundreds of parasitic cones, called “oreum” in Korean, and a gotjawal forest, meaning “a forest in the stony field,” which refers to a forest formed on a rocky region created by volcanic eruptions. Usually made of trees, vines, bushes, and rocks, gotjawal forests remind visitors of nature as it was at the beginning of time. In this unique ecological surrounding of Jeju Island, the family in the graphic novel is able to take in the breath of life, which is pristine and healing. Believing in the power of nature to heal them, they settle down to their new life near a gotjawal forest, which teaches them there must be reasons for trials and hardships in the past, and instead of forcing themselves to adjust to fast-paced city life, they learn the beauty of slow living on Jeju Island. The wind that blows through the oreum whispers to us not to look back on the hardships of yesterday but to move on without worries or cares and to discover the power of life in nature. Readers will cheer on the family in the book as they climb up on the oreum and wait for spring to come.

Jangryol, Master of Model Toys

1. Publication Details

Imprint | Hollym Corp., Publishers
Title | Jangryol, Master of Model Toys
Author | Yoo-jin
Genre | Illustrated Book
Format | 250×210
Binding | Hardcover
Pages | 36pages
ISBN | 9788970941561



2. Contact

Name | Lee Kyumin
Phone | +82-2-735-7553
Email | flydream@hollym.co.kr

3. Marketing Information

Keyword | Friends; Friendship; Recycle; Toys
Target Readership | Ages 6-8

4. About the Author

Yoo-jin was inspired to become a children's illustrated book writer by the experience of sharing her own stories with friends when she was in elementary school. Whenever she was faced with challenges as a children's book illustrator, she remembers these moments. Yoo-jin authored and illustrated Exactly the Same, How To Eat and Enjoy, Drawing Investigation Team, Dad at the Swimming Pool, and Youngnam the Abandoned Dog.

5. About the Book

Minjun waited for Jangryol at the school gate. It all started yesterday when one of Minjun's friends broke his new model robot. Everyone advised him to bring the broken toy to Jangryol. Minjun wasn't that close to Jangryol, even though they were in the same class last year. Jangryol was a weirdo who picked up random things on the street. Minjun followed Jangryol at a distance. As ever, Jangryol went here and there looking for scraps to gather. Just then, Jangryol discovered something and caused Minjun to join in. After learning of Minjun's trouble, Jangryol invited him to his attic, which was filled with broken toys. The two searched for parts to fix the robot, but in vain. At last, Jangryol suggested that he would "reform" the broken toy. It was given a new life in his hands. While the two were absorbed in fighting a monster from outer space, the robot broke

once again. This time, Minjun took the lead reforming the toy. The next day, Minjun showed off his renewed toy to his friends and, catching sight of Jangryol, invited him to play. “Jangryol, let's play together!”

Jangryol the Master of Model Toys is a story about accepting friends as they are and opening up to others. In the beginning of the story, the scenes are confined by a red frame, but as the two boys reform the toy and become friends, the scenes break free from the frames. In the dynamic fight scene between the enemy from outer space, Minjun and Jangryol open up to each other and become true friends as they focus on their play. This story emphasizes that what appeared worthless can turn into something splendid. Jangryol, Master of Model Toys, is a charming illustrated work with a story of communication and connection that sheds new light on the people around us.