

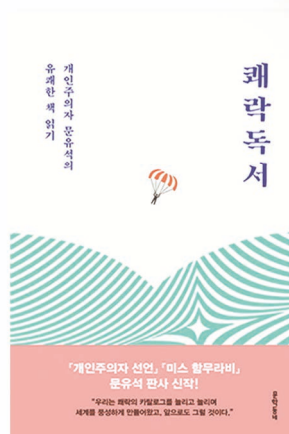
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K-Book Trends

offers Korea's highly informative publishing content
to those in the global publishing industry.

Korean E-book Platform



TREND

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TOPIC I

E-book Platforms and the Meaning of “Original Content”

The value of new methods and strategies

Written by Jang Eunsu (President of Editing Cultures Institute)



According to the 2019 National Reading Survey, 52.1% of Korean adults were reading paper books. Adding e-books and audiobooks only pulled up the rate to 55.7%. The rate is falling with every

survey. The reason for the fall in adults' reading rate is a change of pattern in consuming content. People that enjoy other content than books reached 29.1%. Smartphones killed books.

Yet, there are still readers. More and more readers are reading books with their mobile devices. Major online bookstores such as Yes 24, Kyobo Bookstore, and Aladdin have more than 10 million members each. Even e-book companies RIDI Books and Millie have millions of subscribers. There are many readers who enjoy reading genre literature through web-novel platforms such as Naver Webnovel, KakaoStory, Munpia, and Joara.

In short, the missing number of paper book readers, or even more of them, could be found on other platforms. Even though the characteristics of contents vary, people never stopped reading.



Logos of KakaoStory, Munpia, and Joara

Readers on mobile platforms seem like “platform pilgrims.” They cross platforms looking for contents that grasp their heart. They scan through each and every platform and “worship” content. Platforms that ceaselessly provide attractive content that wins the heart of readers earn loyalty, and on such platforms, writers wish to release their new works. This virtuous cycle of contents and

platforms is like a utopia of publication in the digital era.

While it is difficult for a platform to gather subscribers, it is even more challenging to hold them tight. After the success of the “subscription model” adopted by Amazon Prime and Netflix, global content platforms vigorously chose to adopt the strategy where subscribers pay in advance and consume content for a fixed period of time. However, in this “subscription economy,” it is even harder to make them stay.

Few subscribers would welcome a bunch of, say tens of thousands of outdated contents to be uploaded for them. They might be busy adding books they wanted to read for a couple of months to their e-bookshelf. But they soon realize the fact. Stuffing paper books in their bookshelves gives them satisfaction and respect from friends, but for e-books, thousands of e-books added to the account does not change a thing, nor are there people recognizing it. Unlike paper books, e-contents do not have value if the reader does not read them. They are not seen from outside as well. In short, the critical thing for e-books is quality, not quantity. Original contents that cannot be found in other platforms would be adding a flower to the beauty of silk. This is why all the content platforms are jumping into the competition of securing exclusive content such as a new release of a famous writer with a significant amount of investment. Since the fixed book price scheme was enacted in 2014, the competitiveness of online bookstores changed from price to service. Along with ideas to raise convenience such as same-day delivery, they widely adopted “original content strategy” where

they developed “re-covered editions” of bestsellers or steady-sellers to satisfy readers. Some limited editions that raised the worth of owning by adding a charming design to contents of which the value is already verified drew enthusiasm from readers. Some even re-entered the list of bestsellers, and the strategy did pay off in sales as well.



To Kill Alice

It was around 2018 when the original content strategy in e-books began to draw attention in the publishing industry. After RIDI Books obtained exclusive sales rights for the e-book version of *To Kill Alice* (Sigongsa) written by Kobayashi Yasumi, it saw an exponential increase in sales by carrying out aggressive marketing through Facebook. Taking this as the cornerstone – the book became an e-book bestseller – the paper book version of *To Kill Alice* also hit the top list and sold hundreds of thousands of copies. From the publisher’s perspective, the hypothesis that e-books may

be a tool for discovering paper books was proved; the publishing industry began to try out aggressive marketing in this field, while bookstores as well realized the value of original contents and began to put more investment into the field.

After mid-2018, the war of “Original Contents” broke out among online platforms. One journalist described the atmosphere as “the European soccer teams fiercely competing to recruit players during the FA season.” In short, platforms such as Naver, Kakao, and RIDI Books were paying “transfer fees” to bring no.1 writers in Korea, including Rhyu Si-Min, Jung Jae-Seung, Jang Kang-Myeong, and Park Min-Kyu.



Killer 101, Pleasant Reading, It is okay to let it overflow

First, Kakao Page exclusively published *History of History* (Dolbegae) by Rhyu Si-Min, *Killer 101* (Yoda) by Kim Dong-Sik, and *Twelve Steps* (Across) by Jung Jae-Seung drawing 290 thousand, 270 thousand, and 58 thousand subscribers each. At the end of 2018, it exclusively released *Pleasant Reading*

(Munhakdongne) a week before the publication of the paper book. *Golden Hour* (Munhakdongne) by Lee Guk-Jong and *It is okay to let it overflow* (Arte) by Baek Young-Ok followed suit. In short, “e-book first strategy” in which platforms first publish e-books that are less competitive to draw public attention has gained full steam. From the publisher’s viewpoint, this strategy can help the book go viral among readers and raise additional profit by splitting income channels.

RIDI Books began exclusive publication of *Nora* (Jjokpress) by Jang Kang-Myeong as it opened “RIDI Select”, an e-book subscription service. At the same time, considering that the majority of the subscribers are office workers, it provided the Korean edition of *Harvard Business Review* by signing an exclusive contract. RIDI Book’s tryouts did not end to secure original content. At the end of 2018, RIDI Books obtained the publication rights of the e-book edition of *Fear* (Deep Inside) written by Bob Woodward, which was a hot bestseller in the US. Without the help of a publisher, it translated and published the book, which was a bold decision to shock the publishing industry. “RIDI Article” is also a topic of the day, which began to be serviced in 2019. It translates the articles of globally famous journals such as *New York Times*, *Financial Times*, and *Economist*, while also regularly publishing columns of popular writers including Kim Kyeo-Ul, Hong Chun-Ok, and Lee Da-Hye, steadily catching readers’ eyes.



Logos of RIDI Books and Millie

The competition for original content is getting fiercer with Millie, a new e-book platform, jumping into the market in late 2018 with aggressive marketing. Millie raised reader awareness by using famous actors such as Lee Byung-Hun for advertisements and secured a large number of subscribers in a short period of time. As mentioned above, the core of a subscription model that opens the purse of readers is attractive content. It is therefore natural for Millie to step up efforts to securing original contents.

Millie's content strategy was decisive. In early 2019, Millie exclusively released *Do You Know Bomnal Appa?* by writer Cho Nam-Joo of the million-seller *Kim Ji Young, Born in 1982* (Minumsa); following this, stories of popular writers such as Jung Yong-Jun and Kim Cho-Yeop were serialized every week which were then published as a paper-book story collection titled *City Fiction*. With the publication of this collection, Millie shook the publishing industry by starting a mixed service of on and offline platforms – Millie began “Millie's Original Paper Book Regular Subscription” service where the subscriber can use an unlimited number of e-books as before, and they can also receive a limited paper book edition of popular writers that are not sold in bookstores. It was a dramatic attempt that connects paper book

readers to e-books while also making e-book readers experience reading paper books as well.

Millie's efforts were bolder this year. What it did was unprecedented in Korean publishing history. The new full-length novel *Farewell* by a famous bestselling writer Kim Young-Ha was exclusively published as a paper book through this service without the typical process of publishing an online series. New paper books of million-sellers including Kim Hoon and Gong Ji-Young are coming up soon.



Nora, Kim Ji Young, Born in 1982

This phenomenon has brought about an intense debate surrounding whether it is an “expansion” or a “distortion” of the market. If we look at statistics, it is a clear fact that subscribers of e-books and paper book readers do not quite overlap. Most of the e-book readers tend to give up reading if there is no suitable content they can access with their device. Considering such a

situation, providing attractive paper book contents to e-book readers is an “expansion” of the reading experience. However, this is strongly opposed as well. The size of the total paper book market is fixed. As Millie began to sell books first through its platform, the possibility is high that the same book sold in bookstores, later on, may decrease in sales. In other words, readers who wish to read original content may flock to a specific bookstore that has secured capital with investment. It is just like Amazon Prime or Netflix, where they only get to gather subscribers and fail to increase the number.

As the experiment surrounding original contents is yet new in the publishing industry, it is hard to statistically define right or wrong. Even though the sales of books could actually lead to some results in the future, as it is greatly determined by the content of the book, unlike daily necessities, nobody yet knows the truth.

Therefore, what we can evaluate now is the value of these new strategies and methods. While the reading rate and the number of readers are dropping, we would only end up losing more readers if we stick to the existing plans. We should try to look at the value of new strategies that try to attract more readers and secure a new area of publication in the process. This is why we cannot just object to online platforms trying to develop original contents, secure readership, and promote a reading habit. More than 70% of e-book readers are aged between their 20s and 40s. They are more used to consuming digital content than reading books. It is highly inspirational that they wish to experience reading books through

e-books as much as paper books. On the other hand, it also seems okay to experience paper books through e-books. After all, reading is not about the content or method, but about habits.

TOPIC II

The Creative World of Baek Heena

The Nobel Prize of Children's Literature,
2020 Laureate of the Astrid Lindgren Memorial Award

Sources. Bearbooks Inc. Naver Post (<http://naver.me/FmpjZfUU>)



Astrid Lindgren Memorial Award

2020 아스트리드 린드그렌상 수상



Picture book author Baek Heena (49) has been named the 2020 laureate of the Astrid Lindgren Memorial Award (ALMA), the world's most renowned prize for children's literature. In doing so, she is the first Korean writer to win the award. The Astrid Lindgren Memorial Award was founded by the Swedish government to honor the late Astrid Anna Emilia Lindgren (1907–2002), the author of the best-selling *Pippi Longstocking series* which has been translated into over 100 languages and beloved by readers of all ages. Past laureates of the award include Maurice Sendak (*Where the Wild Things Are*), Christine Nöstlinger (*The Cucumber King*), and Philip Pullman (*The Golden Compass*). Baek is the second Asian author to win this prestigious honor after the Japanese illustrator Ryoji Arai.



Announcement of the Astrid Lindgren Memorial Award 2020 (<https://youtu.be/atiGjVLNEGU>)

The following are excerpts from the Astrid Lindgren Memorial Award Jury Committee's presentation of Baek Heena's works.



2020 Astrid Lindgren Memorial Award Ceremony (Source: Astrid Lindgren Memorial Award images)

Since her debut, Baek has continued to evolve a singular and highly original picture book world. Within that world, she constructs stories very much like theater pieces, building environments like stage sets and using lighting to great effect. Her techniques connect to a long tradition of toy books for children, a genre to which she has brought development and renewal within her highly original technical and artistic solutions.

Moon Sherbet



Baek's early picture books show a fascination with dollhouse-like environments, populated with dolls or flat figures cut from paper. Baek allows her creativity free rein, taking dollhouse play to new heights and giving readers a peep into all the residents' apartments, each one individually decorated and arranged.

We can nearly see the heat of the night in the contrasts between oppressive dark and flickering lights, nearly hear it in the drip-drip of the melting moon, the drone of air conditioning and the hum of refrigerators. Baek's picture book world is astonishing not only in its wealth of visual detail, but also in its ability to enfold the reader in an experience for all the senses.

Baek Heena often draws attention to the book as a spatial and material form. Her technique recalls the peep-box or the diorama. Baek herself has mentioned Hitchcock's *Rear Window* as an inspiration for *Cloud Bread* and the concept reappear in her treatment of the apartment buildings in *Moon Sherbet* (Bearbooks Inc.).



Last Night



Last Night (Bearbooks Inc.), similar set in an apartment building, takes the form of a fold-out book, reinforcing the linkages between the apartments and lives that appear in the story. Each panel takes the reader into a new home, and shows a snapshot of everyday routines, problems, and relationships of the people who live there. As the book shows, all of them, despite individual differences, belong together and have more in common than they might imagine.



In later books such as *Bath Fairy*, *Magic Candies*, and *I Am a Dog*, Baek's characters become even more expressive. They have firm bodies sculpted from clay accentuating their anatomy, body language, and facial features. The settings too, evolved toward a more animated and cinematic style, using varied lighting, visual depth and spatiality in a highly innovative way for the picture book as a medium. The process of creating each book is long and laborious. To achieve a range of gestures and physical appearances, the artist crafts multiple small clay figures in different poses, and then paints and dresses each of them.



Baek has said that she finds inspiration in the craft process itself, and a creative challenge in the picture book format and the constraints of two-dimensional image-making. Her dedication to the manual process, the sculpting, and the lighting, and her attention to the tiniest detail are not only impressive but also crucial to the finished result.



For all the care that she lavishes on her characters, Baek devotes equal attention to the environments they inhabit. She opens and extends space in a way reminiscent of animated film. At the same time she uses lighting to define spaces and create an atmosphere that is distinctive, inviting, and intimate. Alternating rhythmically between close-ups and long shots, her visuals are typically designed around the experiences of the child character.

The Bath Fairy



The Bath Fairy (Bearbooks Inc.) does full justice both to Baek's sense of slapstick and to and the capacity of children for wholehearted experience. The sheer physical pressure of sliding into cool water or lounging in a hot bath is captured to perfection. Naked bodies young and old are pictured matter-of-factly with nuance. The joyful scene when old woman and little girl dive under the water together is one of the highlights of the book.



Although the majority of her books focus on children and convey the child perspective, she also portrays adults and the elderly with refinement and humor. *Bath Fairy* is one example. There is in other words a strong connection between the generations in her books as well as a living interest in exploring and incorporating the ingredients of literary tradition.

Little Chick Pee-yaki's Mum



Baek's picture book worlds open the door to magic and wonder. Nowhere is this more true than in *Little Chick Pee-yaki's Mum* (Bearbooks Inc.), one of just a few books in her oeuvre that is drawn in charcoal and ink. This quirky tale portrays a picture of parenthood that is both candid and comedic.

Magic Candies

An elevated, enchanted every day is often a core element in Baek's stories. In combination with a tight focus on the individual perspective, she crafts stories that draw readers into the emotional lives of her characters. This is particularly the case in *Magic Candies* (Bearbooks Inc.), about a young boy named DongDong.



The story takes the form of an interior monologue by the boy, underlining the connections between the magical events of the story and his emotional processes. In a subtle and open-ended manner, Baek shows how DongDong gradually achieves a better understanding of himself and others. This entails coming closer to his father and finding a pathway out of his solitary existence.



Another distinctive feature of *Magic Candies* is the way Baek integrates the book's text with its Korean characters into the visual images and indeed, the plot. This technique also appears in her earlier books but it truly comes into its own here, especially when

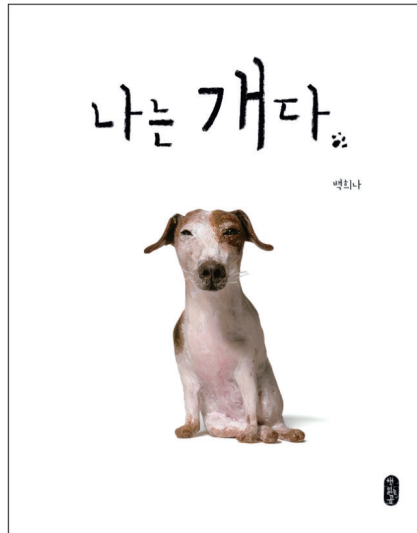
conveying DongDong's complicated relationship to his father, a man worn down by the everyday grind. The father's endless harping fills a page with a suffocating block of text, while his unspoken affection for his son appears in light, twining words that float through the air.



On a later page, Baek gives a similar voice to the falling autumn leaves. Lightly, floatingly, they bid a final farewell: goodbye, goodbye, goodbye. There is a poetic grandeur to this technique, with its suggestion that the world is a place both alive and ensouled.



I Am a Dog



The use of interior monologue to zoom in on an individual perspective is also a feature of Baek Heena's most recent book, *I Am a Dog* (Bearbooks Inc.), which forms a prequel to *Magic Candies* and is narrated by DongDong's dog.



It is a sensitive and finely-tuned portrayal of a dog and his human family where readers learn about how the dog sees the world, how he misses his mother, his friendship with the boy in the family, and his insight that his job is to take care of his human family. The emotional register is broad, the approach appealing and with the ring of truth. The story shows a respect for the needs and feelings of animals, as expressed in the unusually nuanced depiction of the dog, who goes through a variety of facial expressions, meaningful looks and body postures, and the acknowledgement of his capacity for longing, sorrow, and joy.

With exquisite feeling for materials, looks and gestures,
Baek Heena's filmic picture books stage stories about solitude and solidarity.
In her evocative miniature worlds, cloud bread and sorbet moons,
animals, bath fairies and people converge.
Her work is a doorway to the marvellous: sensuous, dizzying and sharp.
- Boel Westin, Chair of the Jury, Astrid Lindgren Memorial Award -



Baek Heena is an artist who is renewing the picture book medium through the bold and uncompromising development of new techniques and artistic solutions that inject elements from handcraft and animation into her books in new and exciting ways. Baek's feeling for materials, spatiality, physical form, and gesture is impressive and innovative. Her intricately composed picture books invite multiple readings and close contemplation of their minutely constructed visual worlds. Yet their skillful execution never stands in the way of the story. Baek's enchanting picture book worlds engage, amuse, amaze, and move us.

The child's perspective runs through them all, as does an unshakeable belief in the power of play and imagination in our lives. From the pages of her picture books a chorus of voices invites us to step into their world and find new ways to see, think, and feel.

* Astrid Lindgren Memorial Award Jury Committee's presentation of Baek Heena's works (<http://www.alma.se/en/Laureates/2020/>)

SPECIAL PROJECT

Korea's Diverse Children's Literature Awards

Children wishing for a happy world

Written by Choi Ha-Yeong



As children are referred to as the “future” of a generation, the emotional experience children get from books is very important. The Caldecott Medal, Newbery Medal, and Hans Christian Andersen Award are the most famous children’s literary awards

in the world, but there are also ones given to excellent children's literature in Korea as well. In particular, as Children's Day is in May, the winners of many children's literary awards are announced this month.

While there are various children's literary awards ranging from those named after famous literary people in history to those held by children's book publishers, let's touch upon the winners of the awards.

Children's Literary Awards carrying on the spirit of renowned writers



Picture Kid, Magic Ttakgi, One Day, a Refugee

Bang Jung Hwan Literary Award

The Bang Jung Hwan Literary Award was established in 1991 to discover outstanding children's book writers continuing the literary spirit of Bang Jung-Hwan. Bang Jung-Hwan was a children's book writer who took the lead in spreading children's literature

and protecting children's rights who also designated a children's day in Korea. Winners of the Bang Jung Hwan Literary Award are announced every May which is the month containing Children's Day. *Picture Kid* (Cheongeoram Books) about aging and death won the 29th Bang Jung Hwan Literary Award in 2019.

Ma Hae Song Literary Award

The spirit of Ma Hae Song Literary Award is to honor the achievements of Ma Hae-Song, who wrote the first children's story in Korea *Bawuinari and the Little Star*. He left his mark on children's literature in Korea with works reflecting the independent spirit and identity of the Korean people during the dark years of the Japanese occupation. The Ma Hae Song Literary Award chooses the winners from children's books unannounced that year and provides publication of the winning book along with the opportunity to visit Bologna Children's Book Fair. The winner of the 16th Ma Hae Song Literary Award set to open a ceremony this May is *Purple Cat* written by Song Eun-Hye, and the winner of the 15th award published in June last year was *Magic Ttakgi* (Munji Publishing).

Kwon Jung Saeng Literary Award

Writer Kwon Jung-Saeng who became widely known with *Doggy Poo* (Gilbut Kid) and *Mongsil* (Changbi) showed love for marginalized small and weak main characters. The Kwon Jung Saeng Literary Award aims to encourage works that follow his

noble will. The award chooses the winners from works announced during the previous two years and sees whether the book has literary values and also whether the career of the author matches the spirit of Kwon Jung-Saeng. The Award ceremony is in May when a commemorative event for him is held; the 10th Kwon Jung Saeng Literary Award in 2019 went to *One Day, a Refugee* (Pyo Myeong-Hee).

Children's Literary Awards named after regional places



Teacher-AI 0526, Travel of Blue, Illustration from Travel to the Moon

Changwon Children's Literary Award

Changwon Children's Literary Award was established alongside Changwon International Children's Literature Festival in 2011. Organized by Changwon City, the award aims to contribute to the development of children's literature in Korea by discovering creative new writers and supporting competent professional writers in the children's literature industry. Eligible participants

are poets, critics, and writers that have less than 15 years of career, and can apply or recommend children's books that were published within 2 years. Since 2019 when the 9th Changwon Children's Literary Award was held, the category was divided into two: fairy tale & picture books and children's poems & critiques. *Teacher-AI 0526* (Changbi) won the former category, while *Travel of Blue* (Munhakdongne) was the winner of the latter category.

Nami Concours

Nami Concours is held in Nami Island, a tourist destination in Korea. Its full name Nami Island International Picture Book Illustration Concours was named after the island. Nami Island has been hosting Nami Island International Children's Book Festival since 2005, and Nami Concours began to be held every other year since 2013. Being a contest for picture book illustrators across the world, Nami Concours provides an opportunity for writers to promote their works to the world and aims to support creative activities that pioneer a new world of children's picture books. Picture book illustrators from around the world participated in the contest in 2019 as well; among Korean participants, Kim Ji-Young won the Green Island Prize with her *Travel to the Moon*. This book is currently undergoing production.

* *K-Book Trends* Vol.12 - Article on Nami Island International Children's Book Festival 2019

Children's Literary Awards from publishers specializing in children's literature



Pings, My Summer, Days of the Tunnel

Woongjin Junior Picture Book Award & Literary Award

Woongjin Junior is a sub-publisher of books for preschoolers, children, and teenagers that belongs to Woongjin Thinkbig. It aims to have joyful communication with children through healthy content and create diverse and specialized content that help children to lead the world brightly and courageously. Woongjin Junior hosts two awards: the Picture Book Award for creative picture books and the Literary Award for full-length and short children's stories. For this year, the application for the 4th Picture Book Award and 13th Literary Award is open until July 31st. The 3rd Picture Book Award did not have a winner for the grand prize, while *The Fish Goes Dangdang* written by Yoo Mi-Jung won the excellence award; *Before I Knew* written by Kim Sun-Young won the grand prize at the 12th Literary Award.

BIR Storyking

Established in 1994 as a publisher specializing in children's books, BIR has been making literally “fun” books that children can enjoy that are not limited to educational effects and books that can understand and show the minds of children. BIR hosts various children's literary awards: the Golden Dokkebi Award for picture books and children's stories, the BIR Literary Award for books for lower grades, the Blue Fiction Award for teenager's literature, the Comics King for children's comics, and the Storyking that children judge the winners.

Amongst all, Storyking runs a system in which children participate as the judging panel for the first time in Korea. Regardless of the genre such as horror, fantasy, and SF, children pick the authors and works that dare to stand before the children only with the power of their story. Anybody can apply including new and professional writers and those interested in stories; the application is open until December 12th every year, and winners are announced in February the following year. Recent winners of Storyking were: *Pings* (BIR) by Lee You-Ri (the 6th Storyking, 2018), *Poong-Woon Tak, the Ghost Supervisor* (BIR) by Choi Joo-Hye (the 7th Storyking, 2019), and *Monster School MS* by Cho Young-Ah (the 8th Storyking, 2020).

Borim Books' Borim Picture Book Studio

From 1999, the Borim Picture Book Contest was held for 12 years until it changed its name to Borim Picture Book Studio and the operational method in 2013. The Studio differs from the existing style of contests where participants submit completed works, Instead Borim Books matches a mentor writer for each participant where they finish the work together throughout the whole year and receives the final version of the work after going through an interim evaluation, etc. Fruit-like books published until today are: *My Summer* (Borim), *Days of the Tunnel* (Borim), *Story of Veggies* (Borim), *Hello* (Borim), and *A Guide for a Wise Boar* (Borim).



Cloud Bread

Korea's children's literature that has literary value verified through various children's literary awards are widely popular among overseas readers as well. Recently, *Cloud Bread* (HanSolSooBook), a picture book by Baek Hee-Na who won the 3rd Changwon Children's Literary Award, also won the Astrid Lindgren Memorial

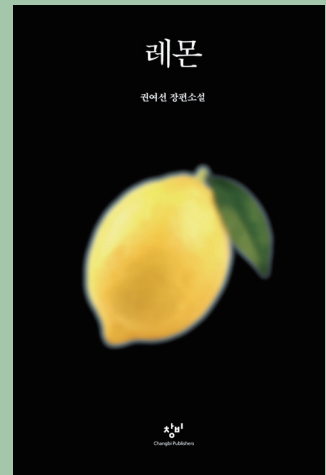
Award – the Nobel Prize for children’s literature. As it was the first time a Korean writer won the award, may there be more chances for Korea’s children’s literature to have its values recognized across the world.

EXPORT CASE

Korean literature spreading across the world

Written by Joseph Lee (President of KL Management)

Full-length novel *Lemon*



Author Kwon Yeo-Sun ©Shin Nara, *Lemon*

The global publishing market is eyeing *Lemon* (Changbi), a full-length novel written by Kwon Yeo-Sun. The book's "World English Language Rights" were sold to Other Press in the US in 2019,

while it could meet British readers after the rights were sold to British publisher Head of Zeus last March. The book *Lemon* sold translation rights to six countries until today including Japan, Vietnam, Thailand, and Russia. It is expected that the book will be further exported to other countries when the translation into English is completed. The book is a full-length novel published in 2019, 3 years after Kwon Yeo-Sun attracted readers by winning the 47th Dong-In Literary Prize in 2016 with her short story collection *Hello, Drunkard* (Changbi). Kwon Yeo sun's writing demonstrates a unique sense of dignity and offers sharp insights into the inexplicable nature of life. Readers celebrate her for work that transcends boundaries.

The novel tells the story of a tragic case in which “a pretty female high school student was murdered”. It takes place in the summer of 2002 during the 2002 World Cup in South Korea and Japan. All the related characters of the case lose their bearing and begin to waver. The voices of three women at the center of the case lead the story in turn; the book throws a grave question about the meaning of life by tenaciously digging into the impact of a death that could not be mourned by people.

***Almond* Japanese Edition, “2020 Bookseller Awards” - 1st place in translated novels**

The Japanese edition of *Almond* (Changbi), a full-length novel written by Sohn Won-Pyung won first place for translated novels

at the “2020 Bookseller Award.” Created in 2004 by booksellers, winners of the award are chosen by the votes of booksellers including online bookstores that sell new releases. Then in 2012, the translated novel section was newly added to the prize. *Almond* was the first book written by an Asian writer to be awarded in the category. It was also chosen as the “Book of the Year by Booksellers” in Korea when it was published in 2017. It was highlighted in both Japan and Korea at the same time as a book that booksellers recommend and suggest to readers. Translated by Akiko Yajima, *Almond* was published by Shodensha in Japan in July 2019, and sold 35 thousand copies until late March this year.



Almond Korean cover, and Japanese cover with a book band around

Almond is a Young Adult novel that features a special coming-of-age story of a boy that has no feelings. Published in 2017, it has been a bestseller with more than 400 thousand copies sold in Korea until April this year, and translation-export contracts are currently signed in 15 countries including Russia and Greece. The English

edition is set to be published on May 5th this year by HarperVia in the US. With the announcement of the Bookseller Award, a special section called “Winners of the Bookseller Award” has been prepared in medium — and large-size bookstores across Japan. — The winners of the award this year including *Almond* will begin meeting the local readers, and are then expected to make their way into the list of bestsellers.

Globally Promising: *The Case Note of the Minamdang*



The Case Note of the Minamdang

The Case Note of the Minamdang (CABINET) written by Jung Jae-Han has emerged as one of the titles that global readers are paying close attention to. It is a full-length mystery novel featuring former profiler Nam Han-Jun solving cases as a swindler shaman. Renowned shaman Nam Han-Jun of Yeonnam-dong gives stunning psychic readings, has a handsome look, and plausible words, is actually a fake shaman who is a former profiler. It is his technique of ferreting out the past, present, and future of people by profiling

the clues and information about them collected by a genius hacker Hye-Jun and Soo-Cheol, who runs a detective agency. While making a good sum of money by handling the cases of the rich, the three discovers a burnt body of a woman during a case requested by their regular client; they are then drawn into a series of odd cases. The novel is a chaotic story about the Minamdang extorting a fortune-teller's fee from customers, and a case-solving story about a massive conspiracy. *The Case Note of the Minamdang* is an intriguing novel that provides both suspense and joy throughout the story. The translation rights were sold to Thailand and France, and it is set to be published in autumn this year in France.

BOOK TRIP

Songpa, Seoul

“How To Love Books” of a Big City

Written by Hwang Jin-Ah



The 123-storey-high Lotte World Mall, Olympic Stadium where the 88 Seoul Olympics were held, Lotte World and Seokchon Lake, which are always crowded throughout the year. With such places to go and see, the time in Songpa-gu flows fast just like other big

cities. Named after the lush pine trees growing in the city, Songpa-gu is now filled with high buildings and big apartment complexes – there are so many that the city is often called a “Building Forest.” Yet, if you look a little bit deeper inside, there are still places where you can find relaxation in your life.

Discover joy among old and worn books

Once you exit Jamsillaru station (line 2 of Seoul Subway), you will see a low but long building. It is “Seoul Treasure Den for Books”, a secondhand bookstore built by the Seoul Metropolitan City last March transforming an unused space.



©Seoul Treasure Den for Books

Secondhand bookstores began to show up after the Korean War in 1950 along the Cheonggyecheon Stream, which flourished until the mid-1970s. The number of bookstores decreased one by one until today when there are barely any left at all. To preserve the dwindling value of secondhand bookstores, Seoul Metropolitan City

created Seoul Treasure Den for Books for citizens to come anytime and enjoy the charms of used books. Its name “Seoul Treasure Den for Books” was also made with the citizens, in which the Korean word for “Treasure Den” holds two meanings of “treasure house” and “reading books.” Recently, the place was used as the filming site for TV series “Hotel del Luna” and movie “Honest Candidate” released in February, drawing huge attention; 29 secondhand bookstores are lined up along the long arch-shaped structure creating an extraordinary atmosphere.

A total of 130,000 secondhand books are displayed in the bookstores (as of April, 2020). The unique thing about them is that they are not categorized into genres or titles like ordinary bookstores or libraries, but are organized “per secondhand bookstore.” The intention was to make the area a place in which visitors can look around and find books themselves, rather than a place where they stop by for a second and pick up books they want. When you look up a book you want, the system only tells you the name of the bookstore the book is in. So it takes a bit of time and energy to find the book you like, but it is a unique characteristic of secondhand bookstores where you can find joy from discovering books among the countless number of shelves.

Along with secondhand books, you can also find independent bookstores and 2,774 independent publications selected by the Seoul Metropolitan Library and 10,670 books “donated by distinguished figures” provided by professors Han Sang-Jin and Shim Young-Hee (as of April, 2020).

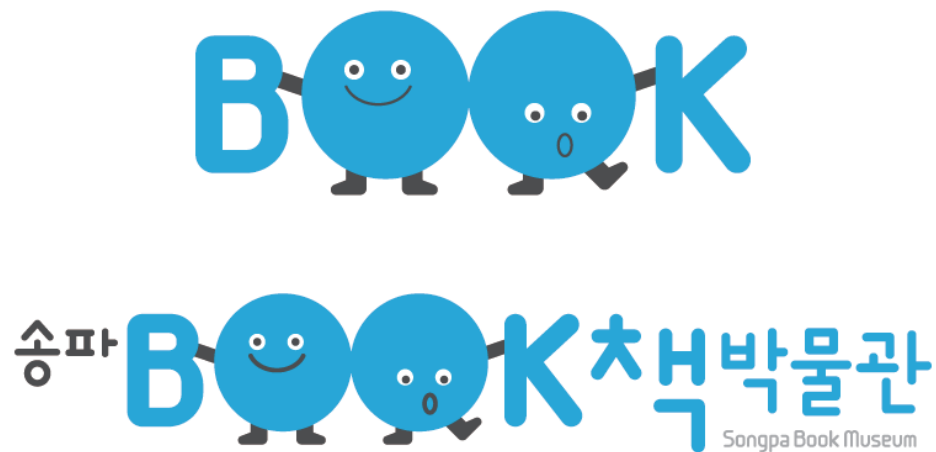
Used books that passed through numerous hands will now find their value again with new owners. In the secondhand bookstores built on the once-abandoned land, people can discover the value of the worn and the newness of the old.



©Seoul Treasure Den for Books

Books meeting people, people meeting books

You can easily find books on the streets of Songpa-gu, which has been striving to establish a book-reading culture with the slogan “Book Reading Songpa” in 2012. “Unmanned Bookshelves” were set up in places often crowded with people and children such as bus stations, parks, and playgrounds, and cafes and stores were encouraged to pursue the concept of a book cafe.



©Songpa Book Museum

As an extension of “Book Reading Songpa,” the first-ever public book museum in Korea “Songpa Book Museum” was established. Constructed last April, the exterior of the building is in the shape of shelved books, and the inside of the museum is filled with various activity zones including “BookIum” where kids can become the main character of fairy tales such as *Snow White*, *Hansel and Gretel*, and *Jack and the Beanstalk*, and a “Kids’ Studio” that provides educational activities by linking books and exhibitions about book-reading culture.

The exhibition hall is divided into three parts: in the first part, the ancient sages tell the joy of reading books, while in the second part, you can experience the fun of communicating with books across generations since 1910. The third part is composed of three rooms – Writer’s Room, Publisher and Editor’s Room, and Designer’s Room – where you can peek into how books are made from A to Z. In particular, items used by 8 famous writers including Kim Hoon, Yun Hu-Myong, and Hwang Sun-Mi which are said to have inspired

them are displayed in the Writer's Room, adding excitement for the audience. Located on the basement floor, "Visible Storage," where multiple rare materials are kept including textbooks published during the Korean War and *Sunday Seoul* founded in 1968, can be utilized as a learning spot as it shows how rare materials are managed and stored. The stairs to the second floor located in the center allow visitors to come sit and read as many books as they like from around 10 thousand books displayed in the museum; diverse lectures are held on every first Wednesday as well.

Due to COVID-19, all the public and national museums are closed at the moment, which instead are providing services where people can enjoy exhibitions online. Visit the website of Songpa Book Museum (www.bookmuseum.go.kr) and see the "Songbooks, Singing the Times" exhibition. Through the songbooks from the modern era, you can enjoy the songs and photos loved throughout the turbulent modern history since the Japanese occupation until today in the form of a VR exhibition.



©Songpa Book Museum



VR exhibition "Songbooks, Singing the Times"

* Seoul Treasure Den for Books and Songpa Book Museum are currently closed due to COVID-19.

MUST-GO PLACES in SONGPA

There are many book cafes where you can quietly read books in Songpa-gu as well. Below are two book cafes that are hidden in residential areas that you may easily miss without a closer look.

Lounging books



The first impression of Lounging Books located in the corner of a small building is that it is neat. While you can freely read

books in the bright and clean cafe, you can also buy books displayed in one corner as well. A guide for the content and background knowledge of the books (for sale) and a collection of “books you must read now” picked by Lounging Books are a good help for those that have a hard time searching for books to read.

You can also rent Lounging Books for meetings and events as it has a wide space underground. “Friday Night Bookstore” is held here where you can read books you have been piling up for a month – how about bringing one and visit here just as its name suggests?

Gukmin Bookstore with Garden



Would there possibly be a cafe around here...? Well, you may ask so, but there is Gukmin Bookstore with Garden right at the center of a crowded residential area. Step down the stairs, enter the cafe and embrace the sentimental atmosphere filling the space with an analog scent.

The books shelved along the vividly colored orange wall, and antique items such as LPs, typewriter, and teacups make you believe you are inside the private study of a collector.

The garden and the hidden space on the second floor outside the cafe are an important point you should not miss.

Some of the LP records displayed inside are for sale, so take some time looking around and find a treasure you did not expect.

KOREAN PUBLISHERS

Woods of Mind's Books

Books with questions are the secret to readers' love

Organized by Choi Hyo-Joon



Logo of Woods of Mind's Books

There is a publisher that stands out in the field of cozy and sentimental essays. It is Woods of Mind's Books that is putting utmost effort into making books that contribute to cultivating healthy minds and building wisdom. Let's take a more in-depth

look into Woods of Mind's Books, which is expanding its influence by producing books linked with TV shows and sensible essays written by famous writers with its years of experience in publishing sentimental essays.

Please introduce Woods of Mind's Books to the subscribers

Under the slogan of making "mind-resting stories," Woods of Mind's Books is a 14-year-old publisher with nature, spirituality, literature, and heart-touching essay as major fields.

We publish various books; not only essays written by literary writers such as Kim Yeon-Soo, Moon Tae-Jun, and Ra Hee-Duk, but also essays including *I Decided to Live as Myself* and *Red Hair N* are the best examples. We have been leading the picture essay field in the industry. On top of this, *Daejoyeong* and *Empress Ki*, novels written by dramatist Jang Yeong-Cheol, and *Kingdom 2*, a script book by Kim Eunhee are examples of broadcast-related titles we are publishing. Also, we are expanding the scope of books we publish by producing books written by famous figures such as *Are You Familiar With Seogwipo* by Seo Myung-Suk who first established Jeju Olle Trails, *Only Talk of Hope* by mountaineer Um Hong-Gil, and *Sorry for Loving Him More* by the former spokesperson of Cheongwadae (Blue House) Ko Min-Jung.

If there is a value you put the greatest emphasis on in publishing books, what would it be?

We believe that books are the driver for healthy and good minds. Woods of Mind's Books prioritizes publishing books that help readers strengthen their minds and find peace. We pursue the value of heart-warming impression, goodwill, and genuine sincerity of people and nature. They help our invisible but existing minds to stay healthy and function well.

A classic edition of *I Decided to Live as Myself* was published to celebrate selling a million copies. Please tell us the secret to receiving such a great love from the readers along with a brief introduction of the book.

I Decided to Live as Myself is a book that makes modern people exhausted by life living as adults to think about the life that they can truly live as themselves. It throws profound questions such as "Are you living as the TRUE YOU?" or "Where is the TRUE ME?" and suggests ways to find an answer for them. After reading the book, readers can learn how to accept and love the way you are, not mimicking nor envying others.

"Being Myself" that encourages you to live the way you are while having your viewpoint as the absolute standard had been the core trend in 2019. Wouldn't it be one of the secrets that the title of the book and the trend were corresponding? *I Decided to Live*

as *Myself* continues on with the "Being Myself" trend in 2020 as well, and is helping modern people to build up identity amidst the frustrating situation where they are losing their selves due to their busy back to back daily life. We believe that it could be so loved by many readers who hope to discover and take care of the true self.



I Decided to Live as Myself, writer Kim Suhyun

I Decided to Live as Myself is known to be receiving good response from local readers after its publication rights were exported to Japan, Taiwan, China, Vietnam, and Thailand. If there is a special episode about the export process or local readers, please share it with us.

The so-called "Visual Books" are trending across the world. The words put together with friendly and heart-warming pictures are preferred by many young people. Also, today, the young generation cries out to the world with frank and honest words while prioritizing the life and leisure of themselves, reluctant to follow the

society that forces them to work without pay but have passion with unconditional obedience. Such a social phenomenon is taking place not only in Korea but also in China and Japan. The local agency in Japan often contacts us and say that the readers are so passionate about the book. It is good to see that amid the political conflict between Korea and Japan, young Japanese people are having deeper communication through a Korean book.

Not only are cozy picture essays your speciality, but also heart-warming and delicate essays written by literary writers have been published, too. Please tell us more.

We would like to introduce *Slowcoach Mind*, the first essay collection of poet Moon Tae-Jun that talks about mind relaxation and his second essay collection *When the Wind Blows, the Branches Dance in the Wind* that wholly reflects the power of spirituality and nature-like minds. You will be able to meet the sensitivity of poet Moon Tae-Jun filled with sophisticated delineation with refined sentences.

Another book we recommend is *Remember Those Lights*, an essay collection written by Na Hee-Duk, who is a representative poet for lyric poetry. The book is sensibly organized by bringing Kandinsky's "dots, lines, planes" into individuals, relationships, and society respectively. You will be able to feel the warm heart of the poet who hopes to be a little light that lightens up your path by gathering heart-warming moments covered in the heart-broken life.



*Slowcoach Mind, When the Wind Blows, the Branches Dance in the Wind,
Remember Those Lights*

Please introduce books that you wish could enter the overseas publishing market.

It's okay since it's your first time living (written and illustrated by Yo Zuck) is a picture essay in which penguin Popo, who brings up the topic of "what is living?" meets numerous animals on Earth and asks about the meaning of life. Selling 20 thousand copies, the book had been hugely loved by readers. This time, penguin Popo came back with another question "what is love?". *It's okay since it's your first time in love*, a follow-up work of writer Yo Zuck, who is endlessly seeking for the meaning of love, is set for release. We truly believe that this book as well will receive great love from readers.

There is another book that we found very impressive. It is *If life were easy, nobody would have dreamed* (written and illustrated by Da-in) which is composed of interviews with nearly 200 people across the world after not deciding to go to high school with a

question "what is your dream?" in mind. It looks at the dream from various perspectives. As it features ideas from people living from around the world, wouldn't overseas readers find it interesting too? It seemed that global readers tend to like books that throw a question to them.



It's okay since it's your first time living, If life were easy, nobody would have dreamed

What is the future plan of Woods of Mind's Books?

We are planning to translate and publish books from other countries as well. So in the future, we are expecting to discover manuscripts on nature, ecology, environment, mind, spirituality, and heart-touching essays from around the world. If you have good manuscripts, please send them to maumsup@naver.com.

KOREAN AUTHORS

Writer Sohn Won-Pyung

My wish was to become a novelist and a movie director!

Organized by Choi Hyo-Jun

There is a novelist who won the first prize with her first novel and won the second prize with her second novel. She was also awarded the film critics award, and scenario synopsis award in the film industry before her novel won its prize. She has always wanted to achieve two dreams: becoming a novelist that writes novels by herself, and a movie director that creates a story with others. It would not be an exaggeration to call her a true storyteller with a perfect sense of balance as she has achieved both of her dreams. Let's take a deeper look at Sohn Won-Pyong, who became a great sensation in the Korean literary world with her first full-length teenage novel *Almond*.



Writer Sohn Won-Pyung © cine21 OH KYE OHK

It is a pleasure to introduce you to our subscribers. Please introduce yourself and say hello to them.

Hello, it is nice to meet you. I hope overseas readers can have a chance to indulge more in Korean literature through *K-Book Trends*.

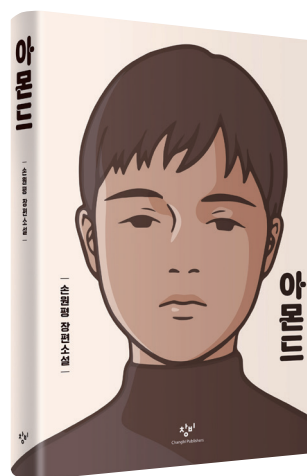
You won The Changbi Prize for Young Adult Fiction in 2017 with your first full-length novel *Almond*. The book became a bestseller that sold 250 thousand copies and exported the publication rights to 10 countries across the world. It seems that you have achieved all of your dreams with your first work. Could you please tell us briefly about *Almond* and what it means to you?

Almond is a coming-of-age story that features an emotionless boy Yoon-Jae who undergoes a series of incidents and meets various

people which eventually change him and make him grow up. I spent a long time practicing writing and making a debut into the literary world. So *Almond* means so much to me as I could start my career in the industry with it. And I have always been thankful to the readers who have been sending great love.

You took *Almond* as a medium to make readers think how difficult it is to understand others' feelings yet how precious it is. There must have been cases about this - understanding others and feeling empathy toward them - where they provided an opportunity to realize this fact. If there was such an episode where you experienced the influence of the bestseller *Almond* around you, please share it with us.

There was no specific episode until now, so to say. But the happiest comments I hear are parents saying that their children who would just not read books sat down and read through the book without a break. I hope that *Almond* serves as an opportunity for teenagers to find "interest in books." It is because there are just so many good books in the world, and good books change lives and their world.



Almond

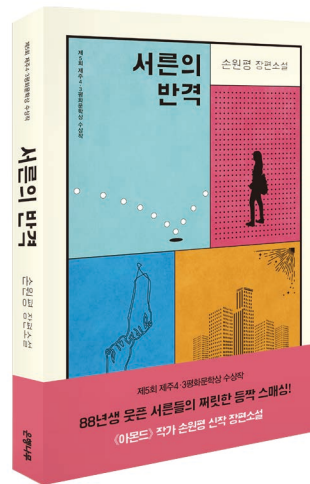
The publication rights of *Almond* are heard to have been exported to 10 countries across the world. Did you have any special experience regarding the export with overseas publishers or readers?

Almond won the grand prize for translated books chosen by bookstores in Japan not so long ago. An awarding ceremony was planned, but it was replaced with an online ceremony due to COVID-19. I saw a Japanese bookseller filled with joy by chance when *Almond* was announced as the winner for the prize. It was impressive to see the bookseller putting an arm around the mannequin shaped like Yoon-Jae by their side. It was such a pleasant and meaningful award as it was given by the votes of booksellers.

You've also won the Jeju April 3rd Peace Literary Award with your second work *Counterattack of Thirty*. You must have had been having a hectic schedule with the two pieces of good news. The second award would have been different for you compared to *Almond*. Please tell us about *Counterattack of Thirty* along with how you felt when you won the award.

I heard of the news that *Counterattack of Thirty* won the award before *Almond* was published. It was such unbelievable news. Meanwhile, I think I could build courage that "Oh, I guess I am not that bad after all. I bet I can continue writing stories" after receiving two awards. *Counterattack of Thirty* is about an ordinary character

“Kim Ji-Hye” born in 1988 meeting several “euls (people of lower standing in the society in terms of social status, etc.)” and attempt a little counterattack against the society.



Counterattack of Thirty

Counterattack of Thirty is about a humorous counterattack of the euls (or the young generation) against the gaps (gaps: people of higher standing in the society; or unjust old generation). If you have any experience where you turned unfair authority into an inconvenient practice just like the characters in the story, please share it with us.

Unfortunately, I don't have a specific episode about it. It is just that since I was young, I really hated the authoritative atmosphere where the upper people treat those under them thoughtlessly while the euls have to obey their orders without any options. Then I realized that I am not an office-worker type of person. I think that such a tendency greatly influenced me to build careers in films and novels.

You threw the question “What kind of adult do you want to become?” through *Counterattack of Thirty*. What kind of adult did you dream of in the past, and how did it turn out today?

When I was young, I would just think that adults are “human beings prepared with everything.” But today, as a grown-up myself, I get to think that adults are not saints, but are just kids with bigger bodies. So they are really just “grown-ups” with grown-up bodies. I want to become a “growing up” person who never stops cultivating the heart rather than becoming a “grown” up.

You were a movie director before becoming a novelist and studied sociology and philosophy in college before working as the movie director. What motivated you to work in the film industry, which is irrelevant to your major, and what made you take on the challenge of becoming a novelist after that?

The world of movies that I encountered around the time I graduated from college was very exciting. It is because movie production is a process in which people cooperate and create a story together. But that very thing, that you get too entangled in various human relationships, is the hard point of movie production. Meanwhile, writing novels does not require other people to join. The two different worlds were equally charming to me in that they complement each other. This is why I wanted to pursue being a novelist and a movie director at the same time in my life.

It is said that you have spent such a long time writing novels until your full-length novel *Almond* was published. After all the hardships, you have made it to the finishing line. Also, even though you have failed numerous times producing feature films, you released “Intruder” this year, realizing another dream. Please tell us about the motivation that drove you to the end and other dreams that you wish to achieve in the future.

Well, “this is the only thing I can do” was the simple reason that made me endeavor and realize my dreams. I had stopped production when I got so exhausted and tired, but with time, I got to write and plan things again. My next dream is to eagerly continue on with my works without losing steam or becoming complacent.



Poster of the movie “Intruder”

Please tell us about the book you are working on or your future plans.

I am currently writing a romance novel about the relationship between four men and women. As I have been writing stories featuring massive-scale cases or those that gave strong impressions, I am trying to write a novel where “things happening inside your heart” become the case. I hope to become a prolific writer that matures with time. Thank you.

Publishing Industry

Current status of each field in the Korean publishing market

4. Social Science Publications

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



The 1980s were the golden age for social science publications in the Korean publishing industry. Under the ruling of the new military dictatorship, it was social science books and their readers that took the lead in the overall social transformation through intense democratic and labor movements. The books were

the texts of social movement and transformation. Bookstores specialized in social science books, though most of them cannot be found today, thrived next to colleges across the nation. With the “announcement of democratization” in 1987, Seoul Olympics in 1988, and the establishment of a civilian government in 1993, Korea has been pursuing cultural diversity amidst the paradigm shifts of political democratization, globalization, and becoming an information society, positioning itself as a responsible member of the international community. Social science publication is one of the publication fields that best show the present days of Korea and the awareness of Korean people.

Social Science Publication Status

Social science publications are broadly divided into “politics/society” and “economics/business administration.” The former category is subdivided into statistics, sociology, social welfare studies, politics, diplomacy, public administration, law, pedagogy, folklore, and military science. The latter category includes economics and business administration theory, distribution, marketing, and trade. The characteristics of the books can be divided into college textbooks, scientific books, and liberal arts books.

A total of 12,374 new social science titles were published in Korea in 2019, up 4.1% from the previous year (based on the statistics of the Korean Publishers Association). The circulation ratio of “politics/society” and “economics/business administration” for

the past several years was 6 to 4 in the social science publications (based on the statistics on the publishing industry by the KPIPA). However, in terms of the actual size of the market, “economics/business administration” which is relatable to one’s daily life was approximately 2.7 times bigger than “politics/society” based on the statistics of Kyobo Bookstore. Regarding their share in the publishing market by time series, “politics/society” did not show a significant variation, while “economics/business administration” slowly grows every year. This is in line with the increasing influence of practical content in the Korean publishing market. Among the translated social science publications of which around 1,200 titles are published each year, those from the US and Japan showed a high percentage similar to the overall publication trend, followed by books from three European countries (the UK, Germany, and France) and China.

Hot “politics/society” books



A Good Discriminator, Strange Normal Family, Generation of Inequality

The keywords in the Korean social science publishing market in 2019 were “discrimination and hatred”, “inequality”, “generation”, and “wealth.” In terms of the “politics/society” category, *A Good Discriminator* (Changbi Publishers) by Kim Ji-Hye who called for an improvement of awareness to discrimination and hatred in our daily life and *When Speech becomes a Sword* (Across) by Hong Sung-Soo who organized social phenomena related to hate expressions drew the greatest attention. Meanwhile, *Strange Normal Family* (Dongasia Books) by Kim Hee-Kyung that has been steadily popular since its publication in 2017 criticizes the outdated family ideology that only regards a specific family structure to be normal.

Generation of Inequality (Munji Books) written by Lee Chul-Seung who sparked interest in the issue of inequality from the viewpoint of generation theory, took the social monopoly of jobs by the so-called “386 generation (those who went to college in the 1980s)” as the main topic. For translated books, *Dream Hoarders* (Minumsa) by Richard Reeves, a researcher at Brookings Institution came into the spotlight. While criticizing inequality, the book pointed out the problem of the mid- to high-income families that contribute to it. Also, *Betting on Famine: Why the World Still Goes Hungry* (Galapagos Books, first print in 2007, revised edition) by Jean Ziegler, a Special Rapporteur on the right to food of the UN Commission on Human Rights, became a long-term steady-seller; his new book *Le Capitalisme Explique a ma Petite-fille* (Sigongsa) features himself telling his granddaughter about inequality around the world.



*Anti-Japan Tribalism, Japanese Imperialist Tribalism,
Neo Pro-Japanese: Uncovering the Truth of "Anti-Japan Tribalism"*

A change in the landscape of the Korean publishing industry is that publishers producing conservative books increased and those books are actually becoming bestsellers. Examples are: *Anti-Japan Tribalism* (Miraesa) by Lee Young-Hoon and others, *Impeachment Inside Out* (Guiparang) by Chae Myung-Sung which is a record of impeachment trials of former president Park Geun-Hye, *The Road to Serfdom* (Center for Free Enterprise) by Friedrich Hayek, *Korea, Dominated by the Left* (Hover Lab Co.) by Kim Se-Ui which is a commemorative edition for the 50th anniversary, *Why are People Enthusiastic about Leftist Thinking* (Gong Institute) by Gong Byeong-Ho, *Password of the Third Floor Secretary Room* (Guiparang), a testimony on North Korea by Tae Young-Ho, a defector diplomat (former North Korean minister to the UK), and *What am I Fighting For* (Think Smart) by Lee Un-Ju, a member of the assembly that called for the “innovation of the conservatives.” The book of the moment among them was indeed *Anti-Japan*

Tribalism. Being a collection of online lectures conducted by the Rhee Syngman School, the book aroused controversy as it wrote about ideas identical to those of the Japanese government regarding the historic affairs between Korea and Japan in the past, which are currently very sensitive issues. Turning into a social debate, this book sold more than 100 thousand copies in Korea, while the translated edition became a bestseller in Japan with more than 400 thousand copies sold. Then, the so-called “anti-publication” followed that criticizes the book. *Japanese Imperialist Tribalism* (Nexen Media) by Hwang Tae-Yeon and others, *What is Wrong with Anti-Japan Tribalism* (Wisdom House) by Kim Jong-Sung, and *Neo Pro-Japanese: Uncovering the Truth of “Anti-Japan Tribalism”* by Hosaka Yuji are the best examples.

In particular, Hosaka Yuji, a professor at Sejong University who naturalized as a Korean from being Japanese has been asserting that “Dokdo Island is Korea’s territory” regarding issues surrounding Dokdo Island, a sensitive territorial issue between Korea and Japan. In recent years, he disclosed the truth of Japan with his books *Hosaka Yuji’s Japan Inside Out* (Books Korea) and *Why Shinzo Abe Wants to Pull Down Korea* (Nexus Books). In his book *Neo Pro-Japanese: Uncovering the Truth of “Anti-Japan Tribalism”*, he regards *Anti-Japan Tribalism* to be the “Neo Pro-Japan” that brought most of the claims of the extreme Japanese rightists that lead anti-Korea sentiment and fiercely criticizes this point. Among the books about the aggravated relationship between Korea and Japan surrounding the compensation for victims of

forced labor during the Japanese occupation, *The Truth of Japan Conference* (Ulysses Publishing Co.) drew readers' attention. The former journalist of Kyodo News and a correspondent in Seoul, the writer analyzes the hidden truth of the Japan Conference, which is the root of the rightward shift in Japan.

Meanwhile, in the “politics/society” category, *Diary of a Prosecutor* (Bookie) by Kim Woong which gained popularity as an essay – he wrote this during his career as a prosecutor - was made into a TV series, *The absent superpower: the shale revolution and a world without America* (Kim & Kim Books) by Peter Zeihan, a geopolitical strategist, *The New Koreans* (Sille Books) by Michael Breen, a British journalist, *Prisoners of Geography* (Sai Book) by Tim Marshall, a specialized journalist of international affairs, and *Psychopaths Live in the Shadow of Everyday Life* (Joongang Books), a collection of psychopath cases by professor Lee Soo-Jung, a representative forensic psychologist in Korea were popular among readers.

Hot “economics/business administration” books

The biggest hit during the past two years in “economics/business administration” was *People Born in the 90s are Coming* (Whale Books) by Lim Hong-Taek. Being a guide book for understanding the millennials born in the 1990s, it drew greater attention after president Moon Jae-In presented the book to all the members in Cheongwadae (Blue House). The book resulted in the “Learning the

New Generation” boom along with various statistics, case studies, and interviews.

* *K-Book Trends* Vol. 21 – Interview of Lim Hong-Taek



My Salary Independence Project, Super Gap, State of the Future

Most of the readers of “economics/business administration” books likely desire to be “rich.” It is perhaps the biggest common denominator of the human species. Examples can be found in the bestsellers’ list in 2019 as follows: the 20th-anniversary special edition (first printed in 2000, revised edition published in 2018) of *Rich Dad Poor Dad* (Minumsa) by Robert T. Kiyosaki which 3.5 million copies were sold in Korea as the new classic for investment techniques, *The Millionaire Fastlane* (Thoth) by MJ DeMarco, *Dollars and Sense* (Chungrim Publishing Co.) that features decision-making process on money from the viewpoint of a behavioral economist, *Start Now, Get Perfect Later* (Dasan Books) by Rob Moore, *Principles* (Hanbit Biz. Inc.) by Ray Dalio, the godfather of hedge funds, *This is Marketing* (Sam & Parkers) by

Seth Gordin, the marketing guru, and *Extreme Ownership* (Maven) by Jocko Willink on how US Navy Seals, the strongest special force in the world, win the war.

Books that provide personal tips for investment techniques centering around stock and real estate investment are still widely popular among readers. The best examples are *My Salary Independence Project* (Leaders Book), *First Time Studying Money* (Dasan Books), *The Next 10 Years of Real Estate* (Life Run), *Common Sense Dictionary for Salaried* (Gilbut), and *The Cakewalk series: Stock Market Investment* (Gilbut).

Books featuring cases of successful people and great CEOs are topping the sales list. *Grinding It Out* (Sensio), an autobiography of Ray Kroc, the founder of McDonald's and *Super Gap* (Sam & Parkers) by CEO Kwon Oh-Hyun of Samsung Electronics suggesting absolute technological competitiveness and innovative business administration strategies were particularly popular among them.

It would be easy to make money if one could foresee changing trends and the future. This is why books that comprehensively analyze rapidly-changing trends or those that predict the future are a must in setting business administration strategies. In short, they are like a reference book for companies. The first book on the list is *Trend Korea* (Miraebok) written by Seoul National University Consumption Trends Analysis Center led by professor Kim Nan-Do. The Center has been organizing the latest trends of Korea's consumption and suggesting outlooks for the past 12 years;

the series has become an irreplaceable content with hundreds of thousands of copies sold each year.

* *K-Book Trends* Vol. 19 – Interview with Miraebook

On top of these, other frequently-sought books were *State of the Future* (Business Books) by UN Future Forum, *Are You Ready in Financial Crisis* (Knomad) by Choi Yoon-Sik which suggests how the real estate market and industries can cope with a financial crisis, *The Future of Japan and The World That Will Be Read Through the Flow of Money* (Sallim Books), a prediction of the flow of money by a globally prominent investor Jim Rogers, and *2020 Massive Shift of Wealth* (Book 21) by Park Jong-Hoon, head of economics department at KBS, which suggests ways to respond to an economic recession by looking at 7 signals including interest rates and bubbles.



*Phono Sapiens, Shrinking Society,
Perspective Insights: Inequality, Pathology, Finance, Finance, and Regions*

For liberal arts books, *Phono Sapiens* (Sam & Parkers) by Choi Jae-Boong who analyzed the opportunities we can seize in the civilization created by smartphones as an engineer and a model designer, *Shrinking Society* (Medici Media) by analyst Hong Sung-Guk on survival in the low-growth era, *Perspective Insights: Inequality, Pathology, Finance, and Regions* (Influential) by the Perspective Insights crew of KBS are worth paying attention to. Perspective Insights was made into a book with the same title of a TV program which was appraised for its quality since it was first broadcast in 2015 to examine the flow of changes Korea and the global community are facing and to suggest visions for the future. This TV program is run in a unique style by linking documentaries that analyzed cases from in and out of Korea and lectures of renowned speakers; the whole content was adapted into 4 series of books. The notable point was the suggested value of coexistence and symbiosis of humanity for the future.

Many Korean publishers produce social science books. Amongst them, influential publishers in the field of “politics/society” are Pakyoungsa, Bobmunsa, Hanul M+, Hakjisa, Nanam, and Communication Books that publish scientific books and college textbooks. Also, among general liberal arts book publishers that recently showed good performance are Bookie and Kim & Kim Books which are especially strong in translated books, progressive publishers Changbi and Dolbegae, and conservative publishers Guiparang and Miraesa. Publishers that are focusing on “economics/business administration” are Business Books,

Dasan Books, Book 21, Sam & Parkers, Hankyung BP, MK Book, Chungrim Publishing Co., Miraebook, Influential, Hanbit Biz. Inc., and Gilbut.

Publishing Policy


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Management Service (KAMS)



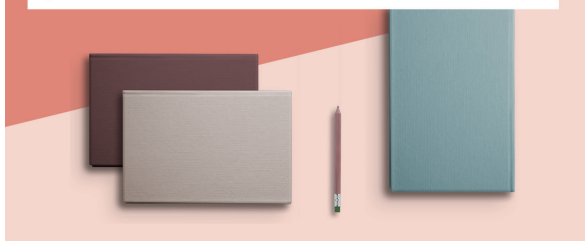
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- Grant Scope: Within 90 million KRW for 2 to 3 chosen titles



Writing and overseas publishing of
books that introduce Korean Art
including introductions, discussions,
and critiques are eligible for support!

- Writing Support: Expenses for writing and translation of the book
- Overseas Publishing Support: Actual publishing expenses such as
production costs



Process



Schedule



Please refer to the website for more details on the required documents and notes!

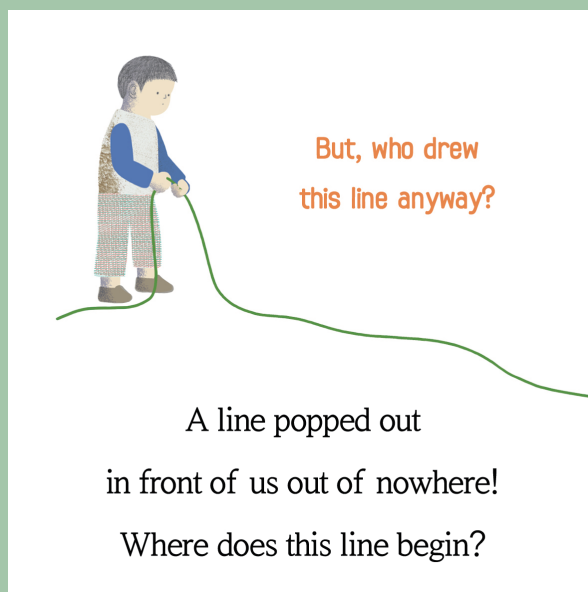
Inquiry

Visual Art Planning Team, KAMS
Tel. +82-2-708-2229 e-mail. art-trans@gokams.or.kr



New Books

What is this line for?





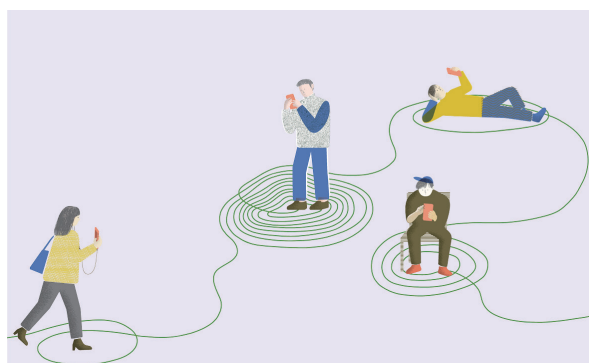
Let's find out
ourselves whether
we can erase this!

The boy begins to follow the line
pulling it bit by bit.

Trapped within the line,
a kid gives up
hanging out with friends



With the line in between,
two friends turn
their backs to each other

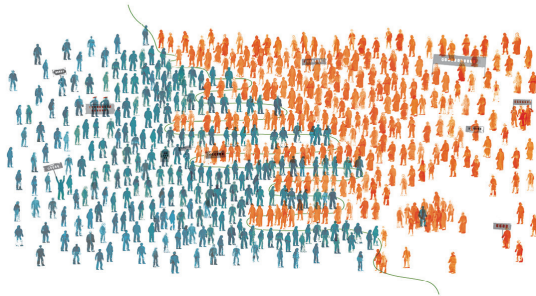


A world without warmth,
and heartless people.

Countless lines exist in this world...



Maybe, it is all because of this
line drawn below our feet.

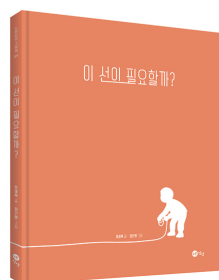


“What is this line for?” is
a story about the lines that
divide and separate people.

Whether we are locking up
ourselves within a line, or
whether we truly need such a thing...



How about following the lines
with the boy and see for ourselves?



What is this line for?

Author: Cha Jae-Hyeok, Illustrator: Choi Eun-Yeong,
NORAN SANGSANG

Best Sellers

2nd Week, April

Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong

In the second week of April 2020, Korea welcomed another year of warm spring, but social distancing was ongoing due to COVID-19. People refrain from going out and are staying longer at home; amidst such situation, the number ten integrated best seller *Lower-body Balance Stretching* catches our eyes. Published in March last year, this book introduces simple stretching movements that readers can easily follow indoors. It seems that Korean readers are reading books related to health and exercise tips that they can follow at home, as outdoor activities and workouts are limited.

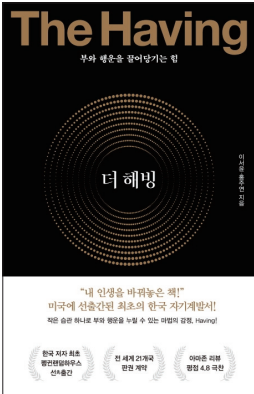
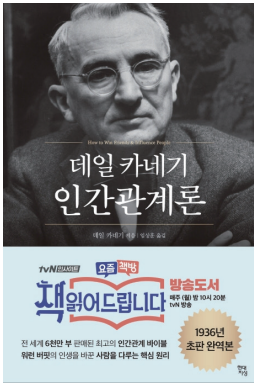

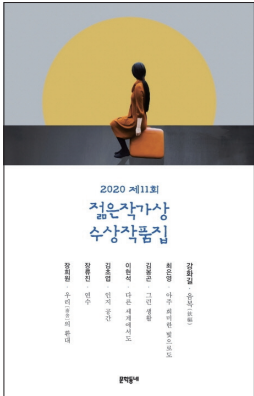
Along with this book, the integrated list of bestsellers of four major online bookstores in Korea includes books that have been

steadily keeping their place on the list and newly added books as well. *1cm Diving*, *When the Weather is Fine, You're Right*, and *Seol Min-Suk's Great Adventure in Korean History 13* have been steadily loved by readers since their publication. Notably, various genres from essays to novels, liberal arts, and children's books are consistently sought by readers.

Having entered the integrated rank of bestsellers recently and soon after hitting the first place, *The Having* was first published in the US and sought by global readers, which was the first time for a Korean book to be doing so. The sub-title of the book is "The Secret Art of Feeling and Growing Rich," and readers comment that the book provides bountiful tips that practically help change their lives. Also, the fourth series of *Hunhan Nammae* that targets children became a bestseller right after its publication. The series features episodes about "Hunhan Nammae", famous Youtubers in Korea; its new series always tops the list among domestic bestsellers providing pleasant joy to the children readers.

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

BEST SELLERS

1		<p><i><u>The Having</u></i></p> <p>Author Lee Seo-Yun, Hong Joo-Yeon Publisher Suo Books Genre Self-development</p>
2		<p><i><u>How to Win Friends and Influence People</u></i></p> <p>Author Dale Carnegie Publisher HDJS Books Genre Self-development</p>
3		<p><i><u>Hunhan Nammae 4</u></i></p> <p>Author Hunhan Namme, Paek Nan-Do Publisher i-seum Genre Kids Comics</p>
4		<p><i><u>The 11th Young Artist Award Collection (2020)</u></i></p> <p>Author Kang Hwa-Gil, Choi Eun-Yeong, Kim Bong-Gon, Lee Hyeon-Suk, Kim Cho-Yeop, Jang Ryu-Jin, Jang Hee-Won Publisher Munhakdongne Genre Novel</p>

BEST SELLERS

5		<p><i>1cm Diving</i></p> <p>Author Taesoo, Munjung Publisher FIKA Genre Essay</p>
5		<p><i>Rich of Tomorrow I: Alpha</i></p> <p>Author Kim Jang-Sup Publisher Trust Books Genre Economics & Business Administration</p>
7		<p><i>When the Weather Is Fine</i> <i>(Limited Edition Commemorating TV Series)</i></p> <p>Author Lee Do-Woo Publisher Sigongsa Genre Novel</p>
8		<p><i>You're Right</i></p> <p>Author Jeong Hye-Shin Publisher Hainaim Genre Liberal Arts</p>

BEST SELLERS

8



*Seol Min-Suk's Great Adventure
in Korean History 13*

Author | Seol Min-Suk, StoryBox
Author | I Human
Genre | Children

10



Lower-body Balance Stretching

Author | Yuki Takahashi
Publisher | Forest Books
Genre | Health

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

The Ghost Puppy's Adventures

1. Publication Details

Imprint | GAEAMNAMU
 Title | The Ghost Puppy's Adventures
 Author | Park Jeongan
 Illustrator | Lee Minhae
 Genre | Children's story
 Format | 175×235
 Binding | Paperback
 Pages | 104pages
 ISBN | 9788968305412

2. Contact

Name | Jo Wonson
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 URL | <http://blog.naver.com/gaeamnamu>

3. Marketing Information

Keyword | Family love; ghost; companion animal; sacrificial ceremony
 Target Readership | Children aged 9 to 12



4. About the Author and Illustrator

Author - Park Jeongan

Park Jeongan started writing children's stories while studying children's literature in graduate school, and made her literary debut by winning the Noonnoppi Children's Literature Award. Park aims to write stories that are both interesting and touching. She has published *Report Rude Norang*, and has the forthcoming titles, *Gold Is Gold! Legend of Baon Castle* (working title), and *Secret Place* (working title).

Illustrator - Lee Minhae

Lee Minhae studied visual design at Hongik University and currently works as an illustrator. She has authored *I Don't Want to Eat, Because I Am a Mother*, and has illustrated *Is There Anything That Can Be Done without Working? The Anger Is Boom! Boom! Boom!*, *Easy Politics That My Younger Sibling Can Understand*, and *Zipper Is Out of Order!*

5. About the Book

The Ghost Puppy's Adventures is a story about all the hustle and bustle that ensues when Chorong the ghost puppy comes back to life a year after his death to reunite with his human family. Chorong, who had lived with Yongjae for several years, remembers Yongjae having told him not to forget him after he dies and to come home on the anniversary of his death. The day Chorong arrives back in this world to meet his family also happens to be the ritual day of Yongjae's grandfather. Yongjae's grandfather does not welcome Chorong because he thinks a dog cannot be recognized as a family member. However, after he expels evil spirits with the help of Chorong, Yongjae's grandfather eventually accepts Chorong as part of the family. In this book, our present world and the afterlife, along with unforgettable characters including an angel of death and evil spirits, will intrigue readers. Like *Coco*, the well-known animated film, this story will impress readers with its theme of love through the passing of family members.

Not Another Brother!

1. Publication Details

Imprint | GAEAMNAMU
Title | Not Another Brother!
Author | Yeom Yeonhwa
Illustrator | Jeong Soyeong
Genre | Children's story
Format | 175×235
Binding | Paperback
Pages | 128pages
ISBN | 9788968305238

2. Contact

Name | Jo Wonson
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URL | <http://blog.naver.com/gaeamnamu>

3. Marketing Information

Keyword | Family love; adoption; growth; family with many children
Target Readership | Children aged 9 to 12

4. About the Author and Illustrator

Author - Yeom Yeonhwa

Yeom Yeonhwa made her literary debut in 2013 in the annual spring literary contest sponsored by the daily Jeonbuk Ilbo. She's found happiness through writing children's stories, and dreams of writing a story that can be cherished by children even after they've grown up. Her works include *Heart-Pounding Mailbox* and *Cow Dung Ball Is Rolling*.

Illustrator - Jeong Soyeong

Jeong Soyeong majored in Western painting at Duksung Women's University and the graduate school of the same university, and studied illustration at HILLS. She has authored *Ring, Ring, Here's Your Letter*, *I'm the Town Doctor*, *Cock-a-doodle-doo*, *Open a New Day*, and has illustrated *I Am Just Who I Am*, *I Don't Do Well in School*, and *Let's Play in the Mountain*, *Let's Play in the Forest*. She lives with her Indian husband who is a good cook of curry in Paju.



5. About the Book

Not Another Brother! is the story of a boy who is desperate to do anything to avoid getting another sibling—who would be his third younger brother and the fifth boy in his family. Taeyun feels unhappy and stressed because he cannot play as much as he wants to look after his younger siblings. Tired of cleaning up after his younger brothers, he starts sabotaging his parent's love. Taeyun sets a table for Samshin, the goddess of childbirth, and meets her in his dreams and pleads with her not to give his parents a new baby. After awhile, his mom has a miscarriage, and Taeyun regrets his behavior, and along with other family members, tries to console his mom. Observing Taeyun's growth reminds readers of the love for family. Moreover, as there are many only children nowadays, this book helps readers indirectly experience conflicts among siblings and problems that families must face together. The author hopes that the tireless daily lives of Taeyun's family will give readers a chance to reflect on the meaning of family and reaffirm their family's love.

Photoshop Goddess

1. Publication Details

Imprint | Gaeamnamu
Title | Photoshop Goddess
Author | Je Sungeun
Illustrator | Guk Minji
Genre | Children's story
Format | 175×235
Binding | Paperback
Pages | 124pages
ISBN | 9788968305337

2. Contact

Name | Jo Wonson
Email | jws@gaeamnamu.co.kr
URL | <http://blog.naver.com/gaeamnamu>

3. Marketing Information

Keyword | Lookism; k-pop; F class; growth
Target Readership | Children aged 9 to 12



4. About the Author and Illustrator

Author - Je Sungeun

Je Sungeun made her literary debut by winning the Saebeot Literary Award and won a script contest at the Chuncheon Puppet Festival. She aims to write stories that help children discover the joy of reading. Je has published *Photoshop Goddess*, *Dancing Handkerchief*, *Tumult over Money*, *Nitpicking Center*, *Wide Talk Room Ghost*, *Sea Witch Ursula's Counseling Center*, *Gi Un Chan the Nostril Hair Man's Fine Dust Warning*, and *Doh Hani the Youtube Creator's Studio 999*.

Illustrator - Guk Minji

Guk Minji was born in Jeonju, Jeonbuk Province in 1992. She enjoys working as an illustrator and has illustrated *4 Cards*, *The Earth Boy*, *My Teacher Is AI*, *Water Is Really Strong*, *Sunshine Village Apartment Zoo*, *My Neighbor Tonggu*, and *But Still Happy*.

5. About the Book

Jian, the protagonist of *Photoshop Goddess*, wants to be an idol star. She dreams of becoming a singer who is internationally famous like a K-Pop celebrity. However, her "ugly" look is an obstacle against realizing her dream. Not only her male classmates, but her own mother hurts her feelings by criticizing her appearance. Jian herself has always felt daunted by her looks. As a present, one day Jian's friend Hyerim, who happens to be good at Photoshop, gives Jian a picture where Jian has been beautifully transformed through Photoshop. Thanks to this photo, Jian gets the chance to participate in an audition. However, the rouse is up and she doesn't pass the audition. Despite the result, Jian doesn't give up, and with the support and solidarity of Hyerim, learns to grow up. In this story, you can see a regular girl challenge the world and break through to realize her dreams. Young readers will find the courage and hope they need to make their dreams come true.

The No-Lose Toy Egg Vending Machine

1. Publication Details

Imprint | BIR Publishing Co., Ltd.
Title | The No-Lose Toy Egg Vending Machine
Author | Gwak Yujin
Illustrator | Cha Sangmi
Genre | Children's book
Format | 148×215
Binding | Hard cover
Pages | 72pages
ISBN | 9798949162027

2. Contact

Name | Claire Yang
Phone | +82-2-515-2000
Email | claire@bir.co.kr

3. Marketing Information

Keyword | Fantasy; Restoring a Relationship
Target Readership | Ages 9 - 12

4. About the Author and Illustrator

Author - Gwak Yujin

Born in Tongyeong, author Gwak Yujin grew up with the beautiful sea and magnificent shipyards of the area. Her literary career began when she received an award at the 4th SF Award in 2017 with her novella Mother's Children. The No-Lose Toy Egg Vending Machine won the grand prize at the 9th BIR Literary Awards in 2019. She's currently a member of the Science Fiction Writers Union of the Republic of Korea.

Illustrator - Cha Sangmi

Illustrator Cha Shangmi has been drawing for a variety of media after majoring in visual design. Her works include: The No-Lose Toy Egg Vending Machine, How to Fly, The Spring Bear, What If It Comes Off?, and Is It Just Me?

5. About the Book

The warmth, comfort, and magical fantasy that a toy egg vending machine offers

"I... I shouldn't try the vending machine."

"Haha, don't be scared. There's nothing wrong. Go on and try."



Heesu is a girl who always bought toys from a vending machine for fun on her way to and from school, but for some reason, she stops the routine all of a sudden. The book carefully depicts how Heesu starts using the toy egg vending machine again, gradually thawing her frozen heart and re-finding her voice. The truth is, Heesu has been suffering from aphasia after undergoing the traumatic experience of losing her parents. The book doesn't reveal the whole truth from the start but, instead, presents a magical story of a girl discovering a toy vending machine that always gives a prize, and recovering from the scars in her heart as she draws toys from the machine.

The boy and the girl who take Heesu to the "special machine" remind her of her parents when they were young. The child-versions of the parents help Heesu complete the action of drawing a toy from a vending machine so that Heesu doesn't have any sense of guilt left within her. And by doing this in a fantastic time and space, Heesu overcomes her sadness.

At first, readers will follow the emotions of Heesu, the main character, but upon rereading the book, they will view Heesu with the eyes of the boy and the girl, wishing Heesu all the happiness in the world. The author describes parents' genuine hope for their children to live a healthy life in this sweet, heartwarming story full of magic.

Buying small toys from a capsule toy vending machine used to be Heesu's favorite activity, but suddenly, she begins to hate it. One day, she visits a stationery store in front of the school and enters an alleyway behind it. On her way, she meets a boy who takes her to a "toy vending machine that always gives a prize." Heesu hesitates, but the boy keeps persuading her to try, saying that it never fails to give a prize and that, after all, it's just a vending machine. She puts in her 500 won coin and actually gets a capsule that says "1st place" written on it. The prize is two old toothbrushes. What will she do with them?

Garlic in History

1. Publication Details

Imprint | KwangMoonKag Publishing Co.
Title | Garlic in History
Author | PARK Hong-hyun; LEE Seong-dong
Genre | History
Format | 152×225
Binding | Paperback
Pages | 272pages
ISBN | 9788997383924

2. Contact

Name | JUNG Hakyung
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3. Marketing Information

Keyword | Health; longevity; food
Target Readership | Adults

4. About the Author

PARK Hong-hyun (Doctor of natural sciences, Dankook University)
Professor of food service management, College of Hotel and Tourism
Management, Kyung Hee University
Honorary Professor, Kyung Hee University
511phh@hanmail.net

LEE Seong-dong (Doctor of engineering, Dongguk University)
Professor of food and nutrition, College of Health Science, Korea University
Honorary Professor, Korea University
lsdojm@hanmail.net

5. About the Book

Garlic has a unique history of being both revered and reviled. On the one hand, it is an ancient ingredient that prevented disease, cured illness, and increased vitality. People ate garlic on a daily basis at the pyramid construction sites in ancient Egypt, and the troops of Alexander the Great were provided with garlic to maintain their tireless energy. However, other civilizations despised garlic due to its strong odor. In Buddhist culture, it was absolutely prohibited. Confucian



culture dismissed it as an unclean food. Yet, despite the fact that many people detested its smell, there must have been real benefits for garlic to be loved by others.

According to an article by The Guardian which lists 30 ways to live long and healthy, 9 items concerned food, and garlic was one of the first items, along with unrefined grain, vegetables, fruit, fish, wine, coffee, and tea. Consuming one or two cloves of garlic can reduce harmful chemicals in the body by 48 percent, and prevent cancer, problems with the immune system, and arthritis. Garlic is also said to help with memory and Alzheimer's disease.

Most historical references to garlic come from royal courts or aristocrats, which makes it difficult to understand the underlying culture among regular people. The authority to work with letters is closely tied with power, so the lives of the people are conveyed via items and stories. We often call this folk culture. Folk culture is not always transmitted accurately, nor is its meaning clear. However, folk culture captures the lives of the people. This is why stories of people living in the same environment and region resonate with the others. This book compiles various records and was written as a collection of the stories, rather than a story itself.

Treasure of Korea

1. Publication Details

Imprint | KwangMoonKag Publishing co.

Title | Treasure of Korea

Subtitle | Open to the World

Author | Emanuel Pastreich (Lee Man-yeol);

Gosan (Go Yeong-ju)

Genre | Humanities

Format | 152×225

Binding | Paperback

Pages | 272pages

ISBN | 9791188768202

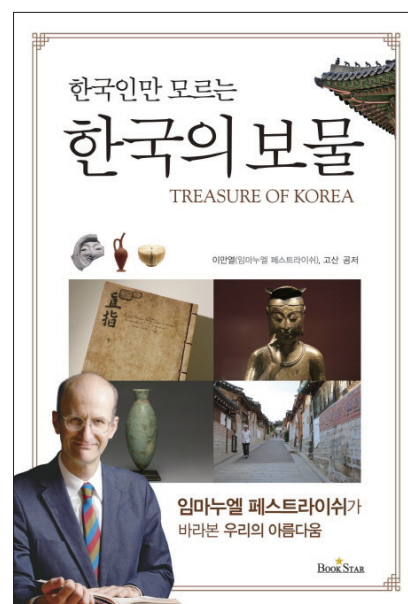
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3. Marketing Information

Keyword | Korea; hallyu, Korean Wave; Treasure

Target Readership | Adults

4. About the Author

Emanuel Pastreich (Lee Man-yeol)

With a BA in Chinese Studies from Yale College, an MA in Comparative Literature from the University of Tokyo, and a PhD. in East Asian Studies from Harvard University, Professor Pastreich has worked in different places: in the Department of East Asian Language and Culture at University of Illinois, Urbana-Champaign; as Adjunct Professor in the Department of East Asian Studies at George Washington University; in the SolBridge International School of Business at Woosong University; as an advisor to the Korean Embassy in the United States and an editor-in-chief of a volume published by the Korean Foreign Ministry; as Associate Professor at the Humanitas College of Kyung Hee University and as director of Asia Institute at the same university.

Pastreich is now professor at the University of Washington.

He has published several books: *A Korea Greater than Koreans Imagined Possible*; *Scholars of the World Speak Out About Korea's Future*; *Life is a Matter of Direction, Not of Speed: Records of a Robinson Crusoe in Korea*; *Museums Ask Questions*, among others.

Gosan (Go Yeong-ju)

Gosan has studied and majored in various areas: Business Administration, Industrial Design, and Korean History at the College of Business Administration, College of Arts, and College of Humanities at Seoul National University. He also studied at the Graduate School of Environment and of Architecture at the same university.

He has taught at Korea University, Kyung Hee University, and KAIST (Korea Advanced Institute of Science and Technology) and has written various books in the areas of humanities, science, and the arts. He has also developed programs that help talented young people to think creatively. Three books written by him were selected as Excellent Books of Science by Ministry of Education, Science and Technology in 2009.

He now writes and translates various books in the humanities and the arts for the empowerment of young students. His recent books are *Science Blog* (excellent book of science), *Science Textbook series*, *Journey of Science into the World History*, and *Museums Ask Questions*, among others.

He has translated *Age of Myths* (5 volumes), *Seven Colors of Love*, *Zeitgeist 2*, and has planned *Travelogue of the Universe*, along with various books of general education and bestseller educational comics for children.

5. About the Book

The culture of mingling is prevalent in the city plan of Seoul. The Palace of Versailles clearly shows the difference between a city planned around the king as the center and a city of togetherness with people. The king's power in France strongly influenced the environment of the city. The French city of the king had to shine with dignity. Seoul, however, does not display the Korean king's absolute power through external pomp. Whenever I show photos of Seoul around 1900, most students feel embarrassed. Seoul looks too insignificant compared to the Paris of the time, with its townhouses lining the broad boulevards. I cannot agree with my students' response. In the 1860s, Paris went through a massive urban renewal.

Georges-Eugène Haussmann, who carried out this renewal program, had hardly any sense of community life. What he produced was a city plan for the king and the palace as its center. Such changes in and around Paris brought only inconvenience to the people.

The city plan of Seoul was made with the people completely in mind. The humble palaces in Seoul particularly represent the highest value of Korea's Confucian tradition very well. The royal palaces and the conduct of high-ranking servants in the early Joseon Dynasty were more transparent than any other societies in Europe and China. They had a strong consciousness of their responsibility for the people. Furthermore, their attitudes toward people were very humane.

It is not an easy task to enhance, culturally and politically, Korea's future position in the world. We cannot, however, remain at the status quo. Things like "number of Korean smartphones sold overseas" or "the Korean popstars popular overseas" are not of real significance. More crucial in determining Korea's influence are values such as transparency and responsibility discovered in Korean tradition. Suggesting such values as a universal model will enhance Korea's position in the world. To do so, we must find what treasures we have in ourselves. We must mull over how to revive things that have long been ignored. Korea's treasures can become treasures for the world.

King Gojong on Modern Knowledge

1. Publication Details

Imprint | SANZINI
Title | King Gojong on Modern Knowledge
Subtitle | 12 Chinese Publications Newly
Revealed from the King's Royal Library
Author | Yoon Jiyang
Genre | Humanities
Format | 152×223
Binding | Paperback
Pages | 333pages
ISBN | 9788965456407

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3. Marketing Information

Keyword | Gojong; book; Joseon Dynasty; China
Target Readership | Adult

4. About the Author

After studying Chinese literature at Seoul National University, the author received a doctorate at Seoul National University for his research into the reception of the Chinese epic play *The Western Chamber* in Korea. For four years, he participated in the work to interpret ancient Chinese texts kept in the Kyujanggak archives, and is currently involved in researching the East Asian reception of ancient Chinese content from ancient times to the present. His research topics include the contemporary interpretation of classics and their use in educational settings. As of 2020, he is currently working as a senior research fellow at the SNU Institute of Humanities while also teaching at SNU and the University of Seoul.

5. About the Author

Known as the royal who reigned during the kingdom's tragic demise, King Gojong of Korea was subjected to negative criticism until the 1990s. When the Korean Empire, which the King himself built, lost its sovereignty to Japan and was preyed upon by major powers, Gojong became branded as an incompetent leader who was unfit to respond to a national crisis. Recently, however, scholars have begun seeing Gojong



in a new light, as a leader who was instrumental in bringing Western science and technology to Korea and who leveraged this knowledge to transform Korea into a more autonomous modern nation.

This book has made a new attempt at identifying the 12 Chinese books that have laid the groundwork for Gojong's thoughts on Enlightenment reform. Much research has been undertaken into the King's new ideology and the resulting reformist projects, but not much has been done to identify the source of this knowledge and thinking, namely, into the King's reading habits. Gojong's royal study, the Jipokjae, stored over 1,900 Chinese publications. Although there have been efforts to take stock of the library's general inventory, there were few attempts made to explore the individual volumes in detail. This book describes 12 influential Chinese books that were kept in the library and tries to understand why Gojong ordered the purchase of these books and what he read in their pages. By doing so, the book provides a specific clue to further research into Gojong's commitment to Enlightenment reform. By looking into Gojong's vast library collection, readers can better understand his worldview and his dreams for a reformed Korea.

Gojong ordered that a private library, the Jipokjae, be built within Gyeongbokgung Palace. He was voracious in buying new books; of all the Joseon kings, Gojong made the most purchases of Chinese books. After the 1875 incident involving the Japanese gunboat Unyo, Gojong decided upon the Theory of Eastern Way and Western Means which inspired him to issue various reformist policies. In an effort to embrace these Western "means," or Western technology, Gojong began making purchases of various Chinese books, which later served as the foundation for the Gwangmu reforms he proposed after the founding of the Korean Empire.

This book presents a new direction for future bibliography studies as well as research into the formation of Korea's modern knowledge. Thus far, not much attention has been given to the Chinese publications that were introduced to Korea since the late 19th to early 20th centuries. Scholars of Chinese literature were more interested in interpreting the text rather than identifying the primary archives, whereas in bibliography studies, scholars paid more focus on woodblock prints and older Korean books rather than the Chinese books that were printed after the 19th century. And yet, the exchange of Chinese books that occurred during the world's transition into the modern era, at a time when international politics surrounding East Asia were developing rapidly and knowledge was being exchanged at an unprecedented pace, played an important role in establishing an East Asia knowledge network. Therefore, analyzing the Chinese books that were brought to Korea during that time will allow us to better understand how knowledge was exchanged across East Asia during the transition into modern times, as well as identify the sources behind Korea's modern knowledge. Following a careful study of the Chinese books that King Gojong purchased, this book identifies the same books as having been an important channel that introduced modern knowledge to Korea.

I Work at the Kaesong Industrial Complex

1. Publication Details

Imprint | SANZINI

Title | I Work at the Kaesong Industrial Complex

Subtitle | A Story of the Year I Spent at Kaesong

Author | Kim Minju

Genre | Literature

Format | 130×190

Binding | Paperback

Pages | 222pages

ISBN | 9788965456353

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3. Marketing Information

Keyword | Kaesong Industrial Complex; division; Korean Peninsula; unification; North Korea

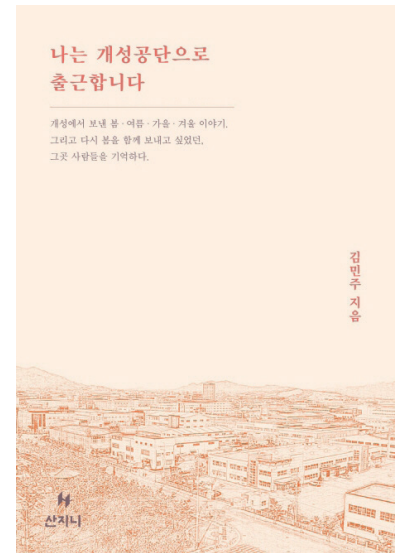
Target Readership | Adult

4. About the Author

Based on her experience working for the Department of Social and Cultural Affairs of the Ministry of Unification and the United Nations World Food Programme, Kang Sugeul wrote her thesis on the malnutrition of North Koreans who grew up during the North Korean famine or the Arduous March. After seeing a job posting for a nutritionist at the Kaesong Industrial Complex, she crossed the Armistice Line and headed for North Korea the same month she earned her master's degree. She spent a year there as "Manager Madam," responsible for bringing in food supplies for the approximately 3,000 workers there, including those at the Nurimi factory building, and managing the North Korean staff. Even after the sudden closure of the Complex, she worked at the North Korean Refugees Foundation, responsible for supporting their settlement in the South, and met North Korean defectors from all walks of life and broadened her perspective on North Korea.

5. About the Book

Have you ever imagined crossing the armistice line to commute to North Korea? Will a day come when South Korean students set to graduate from college



will prepare for employment in the North? Having North Koreans for work colleagues, something only imaginable in novels, was possible at the Kaesong Industrial Complex which was part of the inter-Korean economic cooperation project. *I Work at the Kaesong Industrial Complex* contains stories of North Korea and its people whom the author met while working as a nutritionist at the Kaesong Industrial Complex for a year before it closed in 2016.

The author remembers seeing children ravaging for food amongst building ruins in Pakistan. She was reminded of the Korean War and the division of her own homeland and began to take serious interest in reunification with North Korea. Upon returning to South Korea she decided to work for North Korean children suffering from starvation and began to study to become a nutrition expert.

In the spring of 2015, the author rides a bus to the Kaesong Industrial Complex while repeatedly reciting a list of things she has to be careful of while in the North. She spends a year there as "Manager Madam," responsible for bringing in food supplies for the approximately 3,000 workers there, including those at the Nurimi factory building, and managing the North Korean staff.

The author is twenty-eight-years-old but she tells the North Korean staff she is forty-one so that they don't take her lightly. She becomes friendly with the North Koreans by sharing South Korean instant coffee pouches with them, applies medicine to a North Korean employee's injured finger behind the group leader's back, and exchanges South Korean-style fillings for making kimchi for North Korean ones.

At times they feel hurt from misunderstandings that arise because their manners of expression are different and sometimes there is a war of nerves over even trivial matters because of the competition between the different systems of the two Koreas, but they cannot hide their sadness over the sudden parting without a promise to meet again.

The news of North Korea we encounter is refined and adjusted through mass media. There is more to North Korea than just Kim Jong-un or nuclear weapons. There too people think of their family first when there is delicious food, there too there is conflict between mother-in-laws and daughter-in-laws, there too there are ordinary people making kimchi in the winter. The book contains stories of custom officers, soldiers, laborers, duty-free saleswomen, security guards, and North Korean employees who laughed and cried and worked together every day. In other words, ordinary and little stories about neighbors. The tensions created whenever there were delicate maneuverings between the two Koreas between 2015 and 2016, the friendships that bloomed every day, the compassion for one another is all part of this book. Readers can feel the cautious yet sincere feelings of the North Korean people beyond the propagandist slogans, feelings we never hear about in the mass media that only talks about socio-political relations.

Library in the Tree

1. Publication Details

Imprint | Woorinabi Publishing Co.

Title | Library in the Tree

Author | Lee Su-bok

Illustrator | Lee Jun-bok

Genre | Children's book

Format | 250×185

Binding | Hardcover

Pages | 56pages

ISBN | 9791186843505



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3. Marketing Information

Keyword | Library; reading; adventure; nature; storytelling

Target Readership | Age 9 and up

4. About the Author and Illustrator

Author - Lee Su-bok

Lee Su-bok studied neuroscience, philosophy, data science, and politics and economics. He writes stories during his commute on the crowded subway. He likes to tell stories that are fun-filled and inspirational, like all the expressions one can see on children's faces.

Illustrator - Lee Jun-bok

Lee Jun-bok is the president of Cold Brush Inc., which produces webtoons and games. He also works as an illustrator. He studied animation, neuroscience, and data science, and enjoys watching YouTube videos. He likes to draw illustrations that are heartwarming and sunny like the spring sunlight coming through a window.

5. About the Book

A boy leaves the city where people don't read books anymore, and he heads to the forest. Unlike the dreary city, the forest is quiet and refreshingly green, the best place for reading. When the boy starts reading, a monkey in a tree becomes curious and wants to know what the boy is doing. The monkey learns that the

boy's bag isn't filled with cookies or fruit but with books. The boy and the monkey go on a fun adventure by reading the boy's books, and the monkey realizes the world is bigger than he had thought and that there are exciting things happening everywhere. Soon, other animals join the boy and the monkey's book adventure. It becomes crowded with many animals joining them. Realizing how fun reading is, the animals decide to bring books from the city to the forest. This is not hard to do because the people in the city no longer care for books, preferring other ways to get information. The boy continues to read for the forest animals to their delight. One day, it suddenly starts to rain, and the books are in danger of getting all wet. Fortunately, the animals move all the books to the bear's cave, which becomes packed with books, leaving no place for the bear. The boy says, "It'd be so nice if there was a library in the forest." Hearing that, the forest animals decide to build a library. After the boy returns to the city, the animals decide to build a library on top of the zelkova tree in the forest and fill the library with the books. The library is built with only the materials from the forest, but it looks amazing. However, the boy no longer visits the forest. Unable to see the boy anymore, the forest animals decide to embark on an adventure by themselves. With the adventures they have had by reading books, they feel ready to go out in the world and have some fun. They then come back and write a book about their adventures. Years pass, and the boy heads to the forest again. He had been sick in the hospital, which was why he couldn't visit the forest. Once he arrives at the forest, he sees a small house filled with books, the library in the tree with the books about the adventures that the forest animals had had. Library in the Tree tells the adventures that a boy and his animal friends have by reading books and how they embark on their own journey after being inspired by reading. By contrasting the city people, who spend all their time watching videos, with the forest animals, who enjoy reading, the book prompts readers to think about their own reading habits. It is also fun to read about the forest animals building a library without cement or bricks but only with what they can find in the forest. The book teaches young readers to have the courage to go out into the world and embark on a journey and also about having faith in oneself despite failures. The book will move the hearts of young readers and also inspire them to take action towards their goal.

Stamp-Stamp

1. Publication Details

Imprint | Woorinabi Publishing Co.

Title | Stamp-Stamp

Author | Phil Jay Smith

Genre | Children's book

Format | 250×185

Binding | Hardcover

Pages | 44pages

ISBN | 9791186843512



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3. Marketing Information

Keyword | Identity; friendship, relationship, growing up; confidence; adventure; cooperation

Target Readership | Age 6 and up

4. About the Author

Phil Jay Smith is a comic book editor who loves illustration books. He had written short and sweet stories to tell his ill friend so that he could forget about his illness, and now one of those stories is this illustration book. Stamp-Stamp, Smith's first book, will make readers wait impatiently for his next story, for it is certain that it will be even more fun and heartwarming.

5. About the Book

He is a leopard cub. He has soft fur but no leopard spots. One day he sees a kitten up in a tree, too scared to come down. The leopard cub helps the kitten come down, and the kitten stamps his paws on him. Stamp-stamp. The leopard cub sees a lion crying over his messed-up mane. The leopard cub combs it so that it's nice and pretty. The lion hugs the cub and stamps his paws on him. Stamp-stamp. The leopard cub sees a mole who is lost and confused. The cub helps him find his way home. The mole puts his stamp on him. Stamp-stamp. The cub sees an elephant crying because of his tied-up trunk. The leopard cub unties the elephant's trunk. The elephant stamps him with his trunk. Stamp-stamp. The adorable cub comes back home. He realizes he now has handsome

spots. A leopard cub was born without any spots. But there is nothing to worry about. Every day he earns spots on his coat. Every time he helps other animals in need, he gets spots, the spots the other animals stamp on his coat to express their gratitude.

A selection at the Hidden Writers Contest sponsored by the Gyeonggi Content Agency, Stamp-Stamp is Phil Jay Smith's first book. Leopard cubs are all born with spots, except the cub in the story. He earns them. His spots are created by him and the other animals he meets. The story illustrates how everyone is shaped and changed by the people around them and the people they interact with, and through the interactions, they get their own spots stamped on their lives.