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K-Book Trends

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



TREND

Topic	Bestseller Keyword - Money
Special Project	K-Clothes Culture
Export Case	Export Cases of Language Books Developed in Korea
Book Trip	Haebangchon, Yongsan-gu, Seoul

INTERVIEW

Korean Publishers	Sanzini
Korean Authors	Writer Lee Hee-Young

KNOWLEDGE

Publishing Industry	Korea's Training Programs for Publishers Today and Tomorrow
Publishing Policy	Tax & Accounting Issues in Korea's Publishing Industry

INFORMATION

New Books	Celltrionism
Best Sellers	3rd Week, January 2021
#K-Book	#Hanbok

TOPIC

Bestseller Keyword - Money

In 2020, Readers Chased After the Flow of Money

Written by Cho Seon-Young (Leader of Book Team 1 at Yes 24)



The Asian Financial Crisis that broke out in 1997 may have sparked the recent publishing trend of “money” and “wealth” in Korea. At this time when all the conventional wisdom of getting a good job, earning money, and pursuing a stable life without debts has broken, books

such as *Rich Dad Poor Dad* (Minumin) that suggest a new perspective that debt can also be an asset claiming that people need to study about money, and *Who Moved My Cheese?* (Jinmyoung) that gives a lesson that only those that have overcome fear and adapted to changes can go through challenges, caught readers' attention. Then, the "get rich fever" in 2002, best represented by the commercial copy - "Hope you become rich!" - of a credit card company, strongly struck the publishing market. Readers, who became anxious due to restructuring in their company, early retirement, and the burden of inflation-driven household expenses, began to blatantly dream of becoming rich unlike before. Specific amounts of money such as 1 billion won, symbolizing "economic freedom" where you can live with financial income without having to continue economic activities, were set as goals. And as it was difficult to fill the bank account with a monthly wage only, people began reading financial books and those related to "investment" and "financial management" such as *Country Doctor's How to Become Rich* (Leaders Book) and *Dear Young Koreans, Begin Money Management Now!* (Hans Media) sold like hotcakes in bookstores.

However, the Global Financial Crisis in 2008 had cut down on the popularity of economics and business administration books, not to mention self-development books. Books such as *Currency War* (RH Korea) and *Dangerous Economics* (Thenan Contents Group) had once been popular among readers in a bid to learn the flow of currency and the world economy right after the financial crisis. However, as the famous discourses of economists or advice from mentors did not provide realistic solutions, the disappointed readers turned their eyes

to other types of books to seek consolation and better advice. Yet, with the global outbreak of COVID-19 in 2020, the market for economics & business administration and self-development books has revitalized once again.



The Having, Reboot, Secret of the Top 1% in Harvard

In 2020, Yes 24's overall bestseller was the self-development book *The Having* (Suo Books). As essays have been topping the list for the past three years, it is very unusual for *The Having* to keep its popularity. This book describes insights and cases about wealth and luck in a dialogue between two characters. It has become an issue in the market as it was published first in the United States. Perhaps many people thought of *The Secret* (Sallin Books) as they flipped the pages, which became a huge phenomenon in 2007. This implies that the economic crisis driven by COVID-19 has brought back the belief that goes, "Wish desperately (for wealth), and it will come true," in the publishing industry. Also, three books that provide tips and advice for how to live

in the world after the end of the pandemic, including *Reboot* (Woongjin Thinkbig) and *Secret of the Top 1% in Harvard* (The Korea Economic Daily) have joined the top 20 list of bestsellers. Moreover, four books in the field of economics and business administration - *Property of Money* (Snowfox Books), *You can do it!* (Knomad), *Trend Korea 2021* (Mirae Books) and *The Super Newbie's Survival Guide to Investing in Stocks* (Gilbut) - were also added to the list, showing that readers' interest pursuing to money has been reflected in the market.

<Table 1. Yes 24's Integrated List of Bestsellers in 2020 (From Jan. 1 to Nov. 30)>

Rank	Genre	Title	Author	Publisher
1	Self-Development	<i>The Having</i>	Hong Joo-Yeon, Lee Seo-Yoon	Suo Books
2	Language/Dictionary	<i>Hackers TOEIC Vocabulary: TOEIC VOCA</i>	David Cho	Hackers Education Group
3	Economics/Business Administration	<i>The Property of Money</i>	Kim Seung-Ho	Snowfox Books
4	Economics/Business Administration	<i>You can do it!</i>	John Lee	Knomad
5	Self-Development	<i>Reboot</i>	Kim Mi-Kyung	Woongjin Thinkbig
6	Novel/Poem/Play	<i>Almond</i>	Sohn Won-Pyung	Changbi
7	Homecare	<i>See What They Mean, Say What You Mean: 130 Expressions to Start With Oh Eun Young</i>	Oh Eun-Young	Gimmyyoung
8	Essay	<i>Take It Easy, Don't Try Too Hard</i>	Kim Soo-Hyun	Noll
9	Children	<i>Hunhan Nammae 3</i>	Written by Hunhan Nammae, Baek Nan-Do /Illustrated by Yoo Nan-Hee	I-Seum
10	Liberal Arts	<i>When I Don't Even Know What I Want</i>	Jeon Seung-Hwan	Dasan Books

Rank	Genre	Title	Author	Publisher
11	Children	<i>Hunhan Nammae 4</i>	Written by Hunhan Nammae, Baek Nan-Do /Illustrated by Yoo Nan-Hee	I-Seum
12	Teenager	<i>How Studying Became So Fun</i>	Park Sung-Hyuk	Dasan Books
13	Natural Science	<i>Cosmos</i>	Carl Sagan	Science Books
14	Liberal Arts	<i>Broad and Shallow Knowledge for Intellectual Conversation: Zero</i>	Chae Sa-Jang	Whalebook
15	Children	<i>Seol Min-Seok's Korean History Adventure</i>	Written by Seol Min-Seok, Storybox /Illustrated by Jung Hyun-Hee	I-Human
16	Economics/Business Administration	<i>Trend Korea 2021</i>	Kim Nan-Do, Jeon Mi-Young	Miraebook
17	Economics/Business Administration	<i>The Super Newbie's Survival Guide to Investing in Stocks (2020)</i>	Yoon Jae-Soo	Gilbut
18	Self-Development	<i>Secret of the Top 1% in Harvard</i>	Chung Ju-Yung	The Korea Economic Daily
19	Liberal Arts	<i>The Intellectual Devotional</i>	David S. Kidder, Noah D. Oppenheim	Wisdom House
20	Language/Dictionary	<i>Hackers TOEIC READING</i>	David Cho	Hackers Education Group

(Source: Yes 24's Analysis of Bestsellers and Sales Trends in 2020)

Then, what kind of economics & business administration books did people read the most last year? The trend of the market can be largely divided into three. Books where legendary investors in the world provide insights about principles of wealth or philosophy such as *The Property of Money* (Snowfox Books), *Great Wealth Transfer* (Page 2 Books), and *Humanities of Wealth* (Open Mind) have been popular in bookstores, proving that many readers yearned to find answers

from books to turn the current crisis into an opportunity. Also, these books share a common characteristic that they became bestsellers after being mentioned in YouTube channels related to investment. If books that went viral through online cafes and communities where people share information on investment and money management had been popular until the mid-2000s, books that become hot potatoes in YouTube channels whose URL is shared in Kakaotalk's open channels are now leading sales performance. This trend has put books such as *The Millionaire Fastlane: Crack the Code to Wealth and Live Rich for a Lifetime!* (Toth Book) and *Rich Dad Poor Dad* (Minumin) written by legendary investors that offer insights about wealth and philosophy in the limelight again.



Great Wealth Transfer, The Super Newbie's Survival Guide to Investing in Stocks, Don't Ever Invest In Stocks If You Don't Know Financial Statements

While the stock market is fluctuating greater than ever before due to the pandemic, stock investment has become a common topic for almost everyone in Korea, creating newly coined terms such as the *Donghak Ant Movement* (a phenomenon where foreign investors'

short position driven by the uncertainties in the economy has encouraged domestic individuals to buy stock), *jurinee* (a combination of Korean words *jusik* (stock) and *uhrinee* (children), referring to stock beginners), and *youngkkul* (raking money, even getting loans, to buy stocks). Such trends have affected the publishing market, increasing sales of investment/money management books by 118.2% year on year. Sales of stock/securities-related books soared by 202.1% during the same period in particular. Unlike the mid-2000s when investing in funds had been popular, more people chose to jump into the stock market themselves, boosting sales of books for stock beginners such as *The Super Newbie's Survival Guide to Investing in Stocks* and *Don't Ever Invest In Stocks If You Don't Know Financial Statements*.

<Table 2. Sales trends of books about investment/money management and stock/securities during the past three years>

Period (1/1~11/30)	Investment/Money Management	Stock/Securities
2018	—	—
2019	-4.2%	-9.4%
2020	118.2%	202.1%

(Source: Yes 24's Analysis of Bestsellers and Sales Trends in 2020)

The distribution of stock/securities book buyers by gender in 2020 showed that the central age group of economic activity, the 30s, and 40s, accounted for the largest percentage. In particular, the percentage of female buyers increased by 10%p compared to the same period last year, indicating that women's interest in investment has increased. Besides, the proportion of buyers increased in almost all age groups,

including those in their 20s and 50s, implying that stock investment has become a hot topic for everyone.

<Table 3. Distribution of stock/securities book buyers by gender and age for the past three years>

Age	2018 (1/1~11/30)			2019 (1/1~11/30)			2020 (1/1~11/30)		
	Male	Female	Sum	Male	Female	Sum	Male	Female	Sum
0~19	0.30%	0.10%	0.40%	0.20%	0.10%	0.30%	0.30%	0.10%	0.50%
20~29	7.10%	3.20%	10.30%	7.20%	3.10%	10.30%	7.00%	3.80%	10.90%
30~39	26.30%	10.40%	36.70%	25.20%	9.50%	34.70%	20.10%	11.60%	31.80%
40~49	24.90%	10.30%	35.20%	25.20%	10.20%	35.30%	21.00%	15.20%	36.20%
50~59	10.60%	3.70%	14.30%	11.70%	4.20%	15.90%	10.70%	6.00%	16.80%
60~	2.60%	0.60%	3.20%	2.80%	0.70%	3.50%	3.00%	1.00%	4.00%
Total	71.70%	28.30%	100%	72.20%	27.80%	100%	62.20%	37.80%	100%

[Source: Yes 24's Analysis of Bestsellers and Sales Trends in 2020]

Another notable trend is the readers' movement to predict how the world after Corona 19 will be reorganized through books. For example, *Trend Korea 2021* (Miraebook), *Recession-Proof Career Strategies After COVID* (Davinci House), and *Uncontact* (Pabilion) have gained great popularity as they quickly provided insights about how the market and the world will change in the future and therefore how people should be prepared for the changes after COVID-19.

**<Table 4. Yes 24's List of Bestsellers in Economics & Business
Administration in 2020 (From Jan. 1 to Nov. 30)>**

Rank	Title	Author	Publisher
1	<i>The Property of Money</i>	Kim Seung-Ho	Snowfox Books
2	<i>You can do it!</i>	John Lee	Knomad
3	<i>Trend Korea 2021</i>	Kim Nan-Do, Jeon Mi-Young, Choi Ji-Hye, Lee Hyang-Eun, Lee Joon-Young	Miraebook
4	<i>The Super Newbie's Survival Guide to Investing in Stocks (2020)</i>	Yoon Jae-Soo	Gilbut
5	<i>Don't Ever Invest In Stocks If You Don't Know Financial Statements</i>	Sa Kyung-In	Vegabooks
6	<i>Great Wealth Transfer</i>	Oh Gun-Young	Page 2
7	<i>Humanities of Wealth</i>	Brownstone	Open Mind
8	<i>The Millionaire Fastlane: Crack the Code to Wealth and Live Rich for a Lifetime!</i>	M. J. DeMarco	Toth Book
9	<i>Recession-Proof Career Strategies After COVID</i>	Jason Schenker	Davinci House
10	<i>Rich Dad Poor Dad: 20th Anniversary Edition</i>	Robert Kiyosaki	Minumin
11	<i>Wealth of Tomorrow 1: Alpha</i>	Kim Jang-Sup	Trustbooks
12	<i>Loon Shots</i>	Safi Bahcall	Next Wave Media
13	<i>Uncontact</i>	Kim Yong-Sup	Publion
14	<i>One Up on Wall Street</i>	Peter Lynch, John Rothchild	Kukil Stock Economy Research Institute
15	<i>Wealth of Tomorrow 2: Omega</i>	Kim Jang-Sup	Trustbooks
16	<i>People Born in the 90s are Coming</i>	Lim Hong-Tek	Whalebook
17	<i>Trend Korea 2020</i>	Kim Nan-Do, Jeon Mi-Young, Choi Ji-Hye, Lee Hyang-Eun, Lee Joon-Young	Miraebook
18	<i>Buy Stock, Buy Future (Re-cover Edition)</i>	John Lee	The Korea Economic Daily
19	<i>A Quest for Global Peace</i>	Daisaku Ikeda, Joseph Rotblat	Joongang Books
20	<i>Secrets to Stock Investment by Santa</i>	Santa	Business Books

(Source: Yes 24's Analysis of Bestsellers and Sales Trends in 2020)

The year 2020 was a golden year for economics & business administration books, starting with *The Having*, as people, more than ever, tried to grasp the new opportunity in the changing market amidst another crisis struck by COVID-19 following two financial crisis that hit Korea hard before. We could not respond well enough to the Asian Financial Crisis due to a lack of information. However, considering the fact the people's yearning to not go through the same crisis again due to financial illiteracy has boosted the sales of books about foreign currency and global financial trends, it seems that readers are seeking new opportunities in the current pandemic-driven economic crisis.

Korea's publishing market for economics & business administration books is transforming rapidly to catch up with the diversifying global economy as the target of investment is changing at a fast pace from real estate to bitcoin, domestic stock, and the US stock hinging on the world's economic environment and government policies. While the world is suffering from an unprecedented crisis, perhaps it is unfair to regard readers' aggressive search for "money" and "wealth" as a mere representation of greed for capital. Ever since the skepticism over the new order of neoliberalism that emerged after the Global Financial Crisis in 2008 has dominated the world, the Korean government has been actively participating in structuring the market order with strong fiscal policies such as planning a supplementary budget and Korean-style New Deal Policy, where the COVID-19 pandemic has even aggravated the situation economically. While the market environment is transforming day after day with changing government policies, it seems that people are growing to have a stronger belief that it is only

physical “wealth” that they can trust in the fluctuating economy. As the pandemic is expected to persist at least until the fourth quarter this year, people’s pursuit for “wealth” and “success” through “money” by getting insights from books is likely to continue as well.

SPECIAL PROJECT

K-Clothes Culture

Beautiful Traditional Attire, Hanbok, Embodies the Spirit and Soul of the Korean People

Written by Lee Ji-Hyeon



The world is taking a greater interest in “*Hanbok*,” the traditional attire of Korea, along with Korean content going viral across the world. Top K-pop groups BTS, Black Pink, and ITZY have

uploaded music videos and choreography videos on YouTube wearing traditional and reinterpreted *Hanbok*, which focused their global fans' attention on the attire. Also, the promotional video "Feel the Rhythm of Korea: SEOUL" made by the Korea Tourism Organization featured a mixture of Western and Eastern touches while fully reflecting the unique joy and traditions of Korea. While receiving comments that the attempt was so "hip," the *Dokebbi* (goblin) costume people wore in the video naturally drew people's attention. The reaction of foreigners who saw Korea's traditional outfits through OTT programs is strong as well. For example, Korea's traditional hat "*gat* (a type of traditional Korean hat worn by men during the Joseon Dynasty)" has gone viral across the world, being called the "Kingdom Hat" after it appeared in the drama *Kingdom*, a Netflix Original series. It is currently sold on Amazon, the biggest online market, along with *Hanbok*, receiving a spotlight greater than anytime before. The funny thing here is that in the aftermath of the popular drama "*Kingdom*," *Hanbok* and *gat* have become loved as Halloween costumes.

***Hanbok*, cherishing the sophisticated beauty**

Hanbok has the aesthetics created by straight lines and curves, boasting fancy but unstained elegant beauty. The top and the bottom consist one set of *Hanbok*, and the collar, *doryeon* (the lower edge of *jeogori*, the upper garment of *Hanbok*), and *baerae* (the lower part of *jeogori*'s sleeve) are knitted in a curve creating a harmony of

straight lines and curves. The delicacy of lines embedded in *jeogori* and the voluminous long skirt minimize the disadvantages and maximize the advantages of any body type offering natural beauty to all.

Shin Sun-Mi's Hanbok Delight (Hollym) is a collection of works from artist Shin Sun-Mi who has been drawing witty pictures with *Hanbok* and women as the main character. During her childhood, when she had to stay laid in bed due to her weak body, she called little fairies that she could see in her hazy body condition the “ant fairies” and drew them on paper. In her book *Shin Sun-Mi's Hanbok Delight*, the characters and the ant fairies wear *Hanbok* and talk about trivial daily life. Her unique imagination and pleasing humor increased the story's completeness, and the beauty of Korea's traditions can be seen through her pictures throughout the book. The supplement attached at the end consists of further explanations and Korea's traditional props such as *Hanbok*, the *gyubang* culture, traditional accessories, instruments, and the *Four Treasures of the Study* for foreigners to have a better understanding of Korean culture.

The Story of Hanbok Drawn by Obsidian (Hans Media) by illustrator Woo Na-Young, aka “Obsidian,” is a collection of her works that have been serialized on Grafolio, Naver, from March 2017. It consists of pieces that have been greatly loved by viewers, receiving more than 400 thousand views during the series. On the topic of female *Hanbok*, she illustrated *Hanbok's* structure and the names of parts, along with the types of *Hanbok* worn by different

social classes in each generation and historical background. She also offers tips for drawing *Hanbok* for fellow illustrators.

The colors of *Hanbok* are very enchanting as they are naturally dyed. Girls would wear *saekdongjeogori* (a girl's jacket with sleeves of multicolored stripes), while young women would wear *nokuihongsang* (green *jeogori* and crimson skirt). Their style differed depending on the social class and economic situations at home. *Fashion Coloring Book: Hanbok* (RH Korea) is a coloring book that allows people to reinterpret the colors of *Hanbok*, changing the traditionally perceived colors. In short, you can keep the delicate lines of *Hanbok* but create your own *Hanbok* by coloring it as you like. The beauty of various colors blending together and the harmony of straight lines and curves will calm your exhausted mind. Made with the hope to spread the beauty of *Hanbok* to more people, *Fashion Coloring Book: Hanbok* is leading the way of popularizing the image of *Hanbok* by adding the artist's creativity to the unique traditional delicacy.



*Shin Sun-Mi's Hanbok Delight, The Story of Hanbok Drawn by Obsidian,
Fashion Coloring Book: Hanbok*

Boosting National Pride: *Hanbok* in the World

In moments of glory, darkness, and despair in the history of Korea, Korean people were wearing *Hanbok*. Korean culture and national spirit are fused into the traditional *Hanbok* that boasts a long history and tradition. Therefore, Koreans wear *Hanbok* on historically or personally important days, such as on national holidays or weddings. As there is a set way or manners for wearing traditional *Hanbok*, anyone trying it out for the first time could find it difficult. To improve such a situation, changes are being made to modernize *Hanbok*: the shape and materials of traditional *Hanbok* are changing to enhance practicality for better movement, and the traditional design of Korea is added as patterns onto *Hanbok*.

The late designer Lee Young-Hee, a representative *Hanbok* designer in Korea, began her career as a designer late in her life when she set up “Lee Young-Hee’s Korean Dress” in 1976. Since then, she dreamed of globalizing and modernizing *Hanbok*, making it a luxury item, and opened *Hanbok* exhibitions in Paris and New York, the hubs of fashion in the world. Also, she successfully hosted “Lee Young-Hee’s National Attire Fashion Show” in Pyongyang, North Korea, creating harmony and boosting exchange between the two Koreas. In November 2005, she was appraised by national leaders as she made *durumagi* (traditional overcoat) for all 21 attendees who participated in APEC South Korea 2005. In May 2007, twelve of her works went to the Smithsonian American Art Museum in Washington D.C., US, to be stored permanently.

Book *The Hanbok Girl Who Went to Paris* (Design House) by the late designer Lee Young-Hee, who was immersed in globalizing *Hanbok*, features the 30 years of her designer life in which she strived to take on challenges to accomplish her goal of spreading out the beauty of *Hanbok* into the world. To her, *Hanbok* was the start and end of her designer life. While she also designed fabrics, costumes for musicals and operas, and school uniforms apart from *Hanbok*, she said that her ultimate goal was to design the “brand called *Hanbok*.”

If her first book *The Hanbok Girl Who Went to Paris* was a book about her 30-year career in the fashion industry, her second book *Story Made by Clothes* (Design House) contains 40 years of her design philosophy as she worked as a *Hanbok* designer until she turned 80. Featuring the story about “my twenty, life clothes” she had learned and met as a *Hanbok* designer, the book talks about the 40 years of her past where she did not succumb to people looking down on her calling her the “*Hanbok* girl” and instead stood up confidently, globalizing *Hanbok*, along with the next 40 years of her life.

Meanwhile, there is a writer who dreamed of globalizing *Hanbok* in another unique style. For example, Kwon Miru, the writer of *Hanbok, Traveling* (Purun Books), coincidentally fell into the charms of *Hanbok* when she went to a meeting that had *Hanbok* as the dress code and began to plan the “*Hanbok* project.” She studied and made *Hanbok* with her hands to make *Hanbok* a daily outfit, and eventually overcame her complex about her looks through *Hanbok*.

She took the challenge of traveling to other countries when this idea entered her head one day - “How far can I go wearing *Hanbok* and *kkotshin* (flower shoes)?” She traveled to 63 cities in 13 countries and even climbed the Himalayas in Nepal. Book *Hanbok, Traveling* breaks the prejudice that “traveling while wearing *Hanbok* is uncomfortable” and talks about writer Kwon Miru’s journey where she shared the beauty of *Hanbok* with the world in *Hanbok*.



The Hanbok Girl Who Went to Paris, Story Made by Clothes, Hanbok, Traveling

Traditional Accessories Adding Style and Richness

Women during the Joseon Dynasty poked *binyeo* (traditional ornamental hairpin) in their hair, hung *norigae* (traditional ornaments) on their *Hanbok*, put on jade rings, and wore *kkotshin* (flower shoes). *Hanbok* itself is beautiful, indeed, but that beauty doubles when worn with accessories.

The book *Korean Clothes and Accessories* (Youlhwadang) explains what clothes and accessories Koreans wore in the past, how they are made and with what materials, and how they are different from

the modern style. In short, it is a book that shows the beauty and the original styles of Korea's traditional clothes and accessories in a multidirectional and systematic way based on relics from the Joseon Dynasty. The book is divided into two: the introduction and the main body. It is further divided into 8 chapters covering the beauty of traditional clothes' gentleness and virtuousness, along with accessories and attires.

Meanwhile, "*gat* (traditional hat made of bamboo and horsehair)" is a traditional Korean hat that is more famous as the "Kingdom Hat" for foreigners who watched the Netflix Original drama "Kingdom." Traditional hats of Korea, including *gat* differ by clothes, social class, age, generation, and region. In particular, hats especially developed during the Joseon Dynasty to the point that people would wear one inside their home. The book *Joseon Dynasty Hat Dictionary* (Hwasan Culture) describes the symbols and social nature of each hat. It provides a detailed explanation of hats from the Joseon Dynasty, where various cultures have permeated into the country, by gender, social class, style, material, and usage. References such as the photos of related relics, genre paintings, and illustrations are offered for a better understanding for foreign readers and people who are unfamiliar with the traditional hats of Korea.

Meanwhile, *Gyubang, the Beauty on the Fingertip* (Idam Books) is about handicrafts of women during the Joseon Dynasty. *Gyubang* handicraft is a type of handicraft that began in *gyubang*, the main room where women of upper-class families stayed. The book provides detailed instructions of how to knit for anyone to follow,

and all instructions are accompanied by photos. Also, the book adds historical background and usage about items such as *daenggi* (ribbon) and *beoseon* (traditional socks) to help better understand the *Gyubang* handicraft.



Korean Clothes and Accessories, Joseon Dynasty Hat Dictionary, Gyubang, the Beauty on the Fingertip

While preserving and inheriting the tradition and cultural heritage, Korea is seeking ways to modernize and publicize its traditional culture for modern people to become familiar with. *Hanbok* is not an exception. It is a hope that one day, *Hanbok* restores its unique nature as a central tradition, improves the convenience of the garment and meets the demands and trends of the modern era, while emphasizing its given beauty, and spreading out further into the world with greater competitiveness.

EXPORT CASE

Performance Summary of Korean Publications in the Global Publishing Market in 2020 and Prospects for 2021

Written by Roh Tae-Soo (General Manager of Bookzone Agency)



It is not an exaggeration to say that most language books developed in Korea are focused on English education and that most of the exported books are English books for children and elementary schoolers. Language books made in Korea consist of multiple series and are categorized into different age groups and levels,

not to mention the content and services provided alongside them. However, no matter how good the books are organized in the demanded style of overseas buyers and consumers, it is difficult for them to end up signing a sales contract.

Yet, there are still many cases where language materials made in Korea are exported to other countries. It is thanks to several distinct characteristics they have that they have such strong competitiveness. In the 1980s, there were not many language books solely made by Korean publishers, and in most cases, they imported or processed those of famous overseas publishers for sale in Korea. And it was an expected result that the imported books could not meet Koreans' needs who learn English as their second language for the overseas books' difficulties or different curriculum.

Therefore, publishers and education companies in Korea have gotten down to developing language books and programs that best suit domestic learners' taste and needs, especially for younger students. Taking the tide, from the early 2000s, language book publishers and education companies grew upon their independent development of language materials. The areas of those books expanded, too. From reference books for middle and high schoolers and books for college students and adults, more language-learning books for kids and elementary schoolers began to increase their share in the market.



Phonics Series



Literacy Series

From my own experience, language books, especially English materials, have a competitive edge in the market for kids and elementary schoolers. I have exported the Phonics Series and the Literacy Series made by Bricks, a Korean publisher specialized in English education, to Tsinghua University Publishing in China. They were quite big series consisting of 8 and 36 volumes respectively.

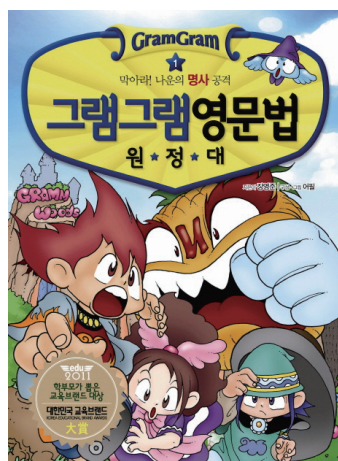
When we were signing the contract, the Chinese publisher said that the curriculum of the two series was efficiently organized and that the content for each chapter was excellent. Also, they commented that the illustrations and content outperformed those made in the US and Europe, not to mention the good utilization of multimedia, which has raised learners' satisfaction. And when in need, you could begin other series such as grammar or reading in sequence, proving the benefit of the abundant line-up of the series.



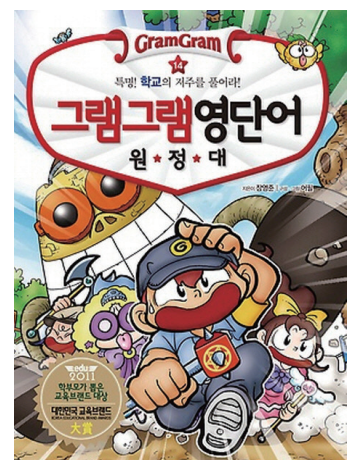
Series of *Tuntun English*

Second case. The copyright of series made by Tuntun English, a publisher specialized in English books for kids and elementary school students, has been exported to an education company in China. This Chinese education company is a large body that runs kindergarten franchises and has its affiliate kindergartens as the main customers. It is said that they had conducted research on products made in the US and other countries but could not find many options that had a three-year curriculum for kids. Also, in terms of quality and usage of the materials, they chose to buy

the copyright of Korean language books. The products Tuntun English exported to China provide well-arranged teaching guides for kindergarten teachers that are even appropriate for non-English majors and are receiving good reviews from users as the illustrations and content are apt for global use. However, it is also a sad fact that the use of Tuntun English products in China is not like before due to the changes in the Chinese child education policy and the pandemic.



Gram Gram English Grammar Expedition series



Gram Gram English Vocabulary Expedition series

On top of language books, comics series for English learners have been exported to China as well. Unlike being sold per volume in bookstores in Korea, the comic series are available in a set of five volumes in China. English-learning comic series *Gram Gram English Grammar Expedition* and *Gram Gram English Vocabulary Expedition* published by Sapyoung Books in Korea teach English grammar and vocabulary in the style of cartoons, improving accessibility with entertaining elements. In particular, with a request from New Oriental Education, a local publisher in China, Sapyoung Books edited the series' format to suit the local conditions. They are currently in their second phase of the contract with their fun and unique composition.

Based on such experiences, the characteristics of language books developed by Korean publishers can be narrowed down to six: 1) scientific design and curriculum, 2) completeness of the content, 3) quality illustrations and design backed by financial investment, 4) multiple channels using various learning tools (ex. multimedia, workbook, supplementary materials, evaluation system, education app., etc.), 5) easily accessible and convenient-to-use teacher's guide, and 6) learning method easily recognizable in non-English speaking countries and satisfaction of local needs.

Regarding the export of language books, most titles come in a series rather than individual volumes and are categorized into different age groups and levels. Also, in many cases, the importer wants to have a program partnership for age groups that are yet less affected by school courses, such as preschoolers and elementary schoolers.

A careful approach is required as the consumers tend to purchase strategic products of the company they are buying a program or series from.

Considering the six characteristics of Korea's language books, it seems that they have the upper hand in the field compared to their counterparts from other countries. Yet, if it is hard to export the entire series developed at once, it would be an option to split and sell them in different courses.

In addition, the prerequisite for exports is preliminary research on the market as each region across the world has different preferences. For example, in China, they prefer using various multimedia, including interactive multimedia, applications, and evaluation systems. On the other hand, in India and Middle East regions, they prefer globalized illustrations and organization of the content. The price range has quite a significant influence that the use of multimedia may lack to an extent.

Recently, the publishing market in Korea is receiving inquiries from Southeast Asian countries about language materials (especially English). Introducing appropriate language books to the Southeast Asian region as materials for an after-school course might bring greater opportunities, whereas, in India, they are looking for books to be used in foreign schools. Meanwhile, it is tough to export an entire series at once from the beginning (for ELT materials in particular). In that case, it might be one of the options to sign a complete-product contract with the company and extend it to a copyright contract further in the future.

Also, if a direct introduction of books to local companies is difficult due to the cancelation or postponement of international book fairs driven by the pandemic, it would be an effective method to introduce them in the form of a simple video clip.

BOOK TRIP

Haebangchon, Yongsan-gu, Seoul

Where Art and Culture Become a Romantic Story

Written by Kang Chan-Hwi



Haebangchon. A village established by compatriots and people who defected from North Korea after the liberalization of Korea in 1945. A village where painful national history transcends into art and culture through the flow of time. The past and present coexist in this village, Haebangchon. In the novel *The Aimless Bullet*, writer

Lee Beom-Sun depicts Haebangchon as a hopeless place where no dreams or hope can be found. It was an area devastated by war suffering from poverty, frustration, and despair. However, today, Haebangchon has turned into a hot place for the young generation, as a place where moments from the past remain unchanged, evoking nostalgia with a drop of a modern vibe.

Many visitors find Haebangchon for various reasons; they are looking for a nice dining place, a good spot for photos, or are drawn there by the quiet and peaceful atmosphere in the middle of the urban city. However, anyone visiting Haebangchon would encounter at least one bookstore, as there are several bookstores located in parts of the village. Haebangchon is like a bookstore paradise. You can have the fun of searching for the bookstore of your preference as every bookstore is unique in itself. When you want to feel the tranquility of literature, read unique books, enjoy books to the fullest, and experience exotic foreign books, Haebangchon is your choice. A city but not a city. Let's take a look at the calm and serene bookstores in Haebangchon.

The House of Tranquil Literature: Goyobookshop

If you walk up the hill along the alley right under Namsan, you will be able to step into Haebangchon. And among rows of old brick houses in the village, you will see “Goyobookshop,” a small bookstore hiding within. “Goyobookshop” was named after “inner tranquility (pronounced goyo in Korean)” and “Mari Bookstore,”

which was a bookstore run by poet Park In-Hwan during the Japanese occupation of Korea. Goyobookshop is a bookstore that centers on literature with novels, poems, and essays delicately picked by the bookkeeper filling the shelves. It also introduces books in genres such as humanities, society, and art that are related to human rights, gender, and historical tragedies. Various programs are held - “Books and Corks,” is a unique book gathering of Goyobookshop. People come together drinking wine that goes well with the chosen book and share each other’s interpretation of the book. Goyobookshop mainly hosts reading sessions of novels and poems, not to mention book-talks and workshops about reading and writing.



Views of Goyobookshop

Neighborhood bookstores in the city are special in a way that in this era where only books that record a good sales performance in large bookstores survive, you can discover books that are less highlighted and have lower profile but are a perfect choice for those that are in need of them. Neighborhood bookstores also become a bridge connecting people and allowing them to share each other's thoughts and emotions. The bookkeeper had once worked as an editor for nonliterary titles. However, what she really liked was literature. This is the reason why Goyobookshop is a literature-centered bookstore. The bookkeeper says that even though you may lack expertise, you need to introduce books that you like to keep the bookstore running for a long period. She believes that good literary works encourage people to look into their life and listen to the lives of others. As such, Goyobookshop is a bookstore where you can find good books, which is remembered over time by those who like and are curious about books.

Instagram : @goyo_bookshop

Blog : http://blog.naver.com/goyo_bookshop

Feel your individuality breathe and come alive: Byeolcheck

Byeolcheck, located on a steep alley, is an independent bookstore that houses independent publications. However, it also feels like a select shop with bountiful merchandise, including illustrations, drawings, photos, postcards, bags, records, and props. As soon as you step into Byeolcheck, books chosen with the keen discernment and sense of the bookkeeper will catch your eyes. Book curations

of Byeolcheck, which has become a local fixture in Haebangchon, are greatly trusted by visitors. As mentioned earlier, about 70 to 80% of books covered by Byeolcheck are independent publications as it is an independent bookstore. And books about art and culture take the majority among them. The bookkeeper's way of choosing books also draws attention. Books about personal stories, books about the long-term exploration of things, and books featuring the writer's unique style are delicately chosen by the bookkeeper. Such standard matches the nature of Byeolcheck that provides independent publications that are far from ordinary.



Views of Byeolcheck

You will be able to take a sneak peek at the philosophy of the bookkeeper from various merchandise displayed in between books. They range from items that go well with books, props book lovers

might like, and environmentally-friendly items. From each of the displayed items, you might be able to see how much the bookkeeper spent time on choosing them. Meanwhile, the bookkeeper of Byeolcheck is also running various classes apart from operating the bookstore. The recently opened program is a class for publishing independent works. It aims to lower the entry barriers of the publishing market to help more people write and publish their own stories. It is a beautiful experience to see how much the bookkeeper strives to help more people have an interest in books. The vision of Byeolcheck is “Just like now, forever.” It is the happiness and life of the bookkeeper to recommend books and interact with visitors, and no great plan is important. It is a hope that the story of Byeolcheck offering books with interest and communication never ends.

Instagram : @byeolcheck

Online Store : <https://byeolcheck.kr/>

Paradise of Foreign Books: Foreign Bookstore

At the entrance of Gyeongridan-gil, there is a secondhand bookstore that has kept its place for more than 40 years. An old, secondhand bookstore that only sells foreign books. The front view of the Foreign Bookstore is just jaw-dropping. If you squeeze into the bookstore through the entrance packed with books by its sides, you will once again encounter piles of books stacked in front of you. This bookstore, which sells books written in various languages such as English, Spanish, French, and Russian, has a long history starting from the early stages of Korea's economic development.

The long history of the bookstore also has a long history of customers. The bookkeeper couple says that their customers who would purchase English books have become ministers, college professors, and newscasters. During the time when it was common for people to live from paycheck to paycheck, barely managing to have meals on time, the owners would give books for free when they saw students struggling to buy one due to lack of money. Perhaps Foreign Bookstore could keep its place until today as the bookkeepers' warm, caring mind from the past carried onto the present days over time.



Views of Foreign Bookstore

How the bookkeepers look at the piles of books would make you smile as it seems as if they are looking at their children. They say that no matter how e-books and videos are flooding the market,

books should be read in paper. Once you pick one of the books in Foreign Bookstore, you will be able to feel the traces of the life of the person who owned it before it came to the bookstore. Such experiences are unique to paper books and are the driver that still brings many people to secondhand bookstores today. The bookkeepers hope that Foreign Bookstore is remembered in the hearts of visitors for their lifetime. Foreign Bookstore has been a bridge for books that could have been burnt away at an incineration plant to meet those that need them, and for new knowledge and culture to flow with time. Just as the wish of the bookkeepers and just as how Foreign Bookstore has been doing until today, it is for sure that the experience at Foreign Bookstore would linger in people's memory for a lifetime.

Address : 208, Noksapyeong-daero, Yongsan-gu, Seoul

KOREAN PUBLISHERS

Sanzini

Breaking through Limitations as a Local Publisher and into the World

Organized by Lee Ji-Hyeon



sanzini

Sanzini. *Sanzini*, in Korean, refers to a kind of hawk that inhabits the forest and can fly at the highest altitude for a great distance. Publisher Sanzini is an all-round publisher that produces books of various genres, and is a local publisher that represents Busan, Korea. Regardless of its big fanbase, it sometimes faced limitations as a local publisher, but with deliberate efforts and ambitious spirits, it managed to fly higher with stronger wings. Currently, the books of Sanzini are being translated and published in nine countries. Following is the interview with publisher Sanzini, who is flying freely into the world.

Please introduce us to publisher Sanzini.

Publisher Sanzini is a local publisher based in Busan. We aim to be an all-round publisher that covers various genres, including humanities, society, literature, children, and practical fields. We have published more than 600 titles since 2005. While maintaining our value of embodying the ideas and culture of our region as a local publisher, we are trying to publish books as diverse as possible for all readers across the globe. Recently we are expanding our business into e-books and audiobooks, and also putting effort into exporting copyrights to meet overseas readers. Now our translated books have spread into Russia, Japan, China, Thailand, Taiwan, Mongolia, Hongkong, Malaysia, and Vietnam, and we have also won the grand prize for business administration and sales from the Korean Publishing Science Society.

Is there a specific standard you have when it comes to choosing authors and works to publish?

Publisher Sanzini thinks that good books and writings are those that request readers to think about those marginalized in our community and how to make our world a better place to live. So, texts that make you mature and better understand others would be considered as fine works. In regards to choosing authors and works, what we prioritize is whether the book can be read ten or twenty years later. Good sales performance might be important in

the short term, but books that provide various viewpoints toward our society must be published. And if there's any writer that is ready to cooperate with the publisher to make such books, they are more than welcome.

Publisher Sanzini is a representative “local publisher” in Busan. What was the reason Sanzini started the business in Busan, and what do you think is the strength that local publishers have?

Most of our members are from Busan. It is a sad reality that to publish books, you are suggested to leave your hometown and move to the capital area. We thought that you should be able to, and in fact, can publish in other regions, too. For us, it was Busan. We wanted to give it a go. Of course, there are limitations in cooperating with printing houses and so on, but it is the unique strength of Sanzini that you can discover and reinterpret the meaning of regional culture and art, and manifest the differentiated content of the region in books. In this regard, it is a natural outcome that our main authors and researchers are based in Busan and Gyeongnam. This is the strongest competitiveness of Sanzini.

If you could recommend our readers three of your books, what would they be, and why?



*Taste Busan, Happy Local Publishing,
The Afternoon is the Future for Those Who Live in the Morning*

1. *Taste Busan*

Written by journalist Park Jong-Ho from *Busan Ilbo*, a media outlet in Busan, *Taste Busan* is a cuisine guide introducing must-try foods when you come to Busan. Even though traveling to other countries is strictly controlled due to the pandemic, Busan is one of the most frequently visited tourist destinations in Korea. When traveling, trying the local food is very important as you can understand the region and experience its culture. This food introduces *Dwaeji-gukbap* (pork and rice soup) and *Milmyeon* (wheat noodles), which are like soul food for Busan residents. With its publication rights exported to Japan, it was translated into Japanese and has met many Japanese readers.

2. *Happy Local Publishing*

I think anyone that likes reading books might wonder what the publisher of this book is. This book is a compilation of Sanzini's busy, eventful stories starting from the day we began to prepare for its establishment. From the day when we went from bookstore to bookstore to promote our first book, to the day when we first exported publication rights, experienced a printing accident, and went bankrupt. These episodes are described in a humorous but sad voice. It's a story that candidly shares the various experiences of a publisher that survived to thrive, tracing the history of local publishers. The supplement, *Weekly Sanzini* allows you to take a sneak peek at the daily life of our members in the office, which is another thing you don't want to miss. This book has been translated for the Taiwanese market.

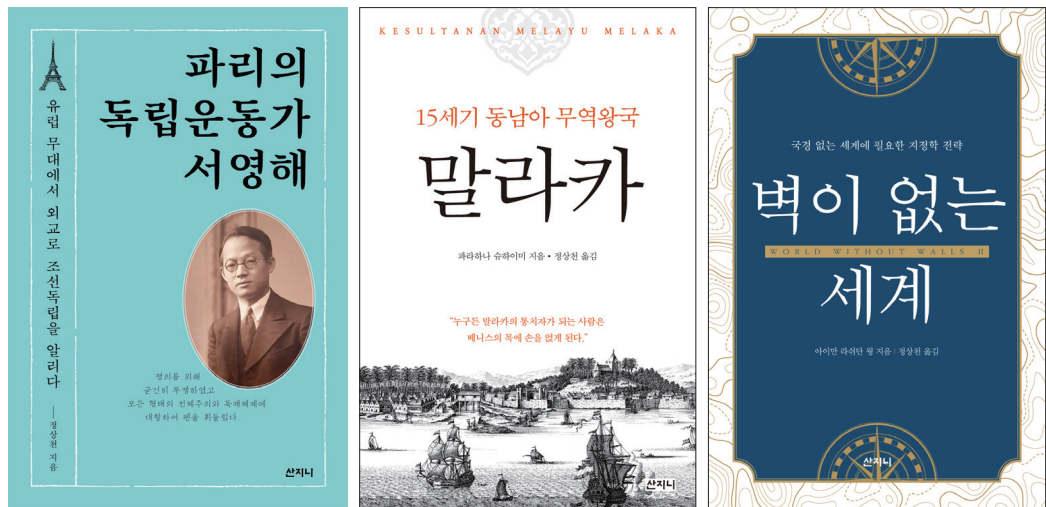
3. *The Afternoon is the Future for Those Who Live in the Morning*

We are living in a world where information can be easily obtained from a mobile device in your hand, rather than books. When we meet publishers from other countries at International Book Fairs, we can recognize that the drop in the reading rates is a common issue. The city of Busan is running a reading campaign, which is called "One City One Book." Every year, a "One Book One Busan Book" is chosen, and citizens have discussions about it. Writer Lee Kook-Hwan's *The Afternoon is the Future for Those Who Live in the Morning* was selected as the "One Book One Busan Book" last

year, which was widely enjoyed by citizens throughout the year. It is a soothing book that ruminates on the meaning and values of life for modern people exhausted from feeling anxious, sad, and in pain.

We heard that you had signed a contract through a video conference with Patriots Publishing in Malaysia. What does this contract mean to Sanzini, and what achievement have you made through the contract?

Our relationship with Patriots Publishing goes back to 2019, when the Publication Industry Promotion Agency of Korea (KPIPA) hosted the 2019 Visiting Korean Book Fair in Malaysia. We met the editors from Patriots Publishing at the fair. As our field of interest – humanities, and society – overlapped, we began to exchange emails until we met again at Frankfurt later that year. This provided the foundation for our *Independence Fighter in Paris, Seu Ring-Hai* to be published in Malaysia in 2020, and also introduce Patriots Publishing's *Chronicle of Great Malay Kings: The Legacy of Old Malacca* and *World Without Walls: II* to Korean readers. The contract we signed is meaningful in that we have expanded our potential to become a “publisher of Asia” from a “publisher of Busan.” We hope that readers from both countries can continue to meet books that help widen their viewpoints toward the world going beyond Western-centered views.



*Independence Fighter in Paris, Seu Ring-Hai,
Chronicle of Great Malay Kings: The Legacy of Old Malacca, World Without Walls: II*

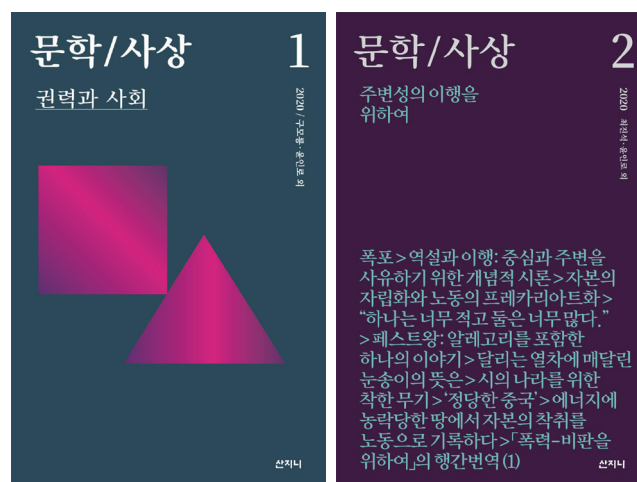
Publisher Sanzini has been the first local publisher to be producing and distributing audiobooks since November last year. What drove you to begin the audiobook service, and how are things going nowadays?

In fact, Sanzini has been conducting market research about the whole production process since seven or eight years ago with great interest in audiobooks. You can easily realize that the environment surrounding the media market would transform rapidly when you look at the overseas publishing trend. However, the conditions for producing audiobooks in Korea were poor. The market was not ready for it. Several years have passed, and now, the e-book and audiobook markets are rapidly growing with a greater number of supporting programs for them. It provides us an opportunity to join the trend. We thought that if you don't have experience in something, you need to earn it. So, we took the most Sanzini-style approach that we are most confident of by making authors read

their work at a local recording studio or cooperating with local artists and hiring actors and actresses from Busan as voice actors/actresses.

What kind of publisher does Sanzini pursue to become, and what are your future plans?

“Sanzini” refers to a type of hawk that lives in the forest and is capable of flying at a high altitude over a long period of time. Just like the bird Sanzini, we hope to become a publisher that constantly makes books that our readers need for a long time. As a local publisher, we will continue working on dismantling the boundary that separates what’s central and peripheral. In this sense, we will once again produce the magazine *Literature/Thoughts* which began last year this year too, embracing various voices from across the world and reaching out to global readers. It’s a little hint – this year’s *Literature/Thoughts* will also be published in English.



Vol 1, 2 of *Literature/Thoughts*

Last but not least, please leave a message for our readers.

We heard that more overseas readers are interested in Korean culture and books thanks to the great popularity of K-Pop and K-Drama. When we go to an international book fair held in other countries, we get to meet many foreigners that speak Korean. Some even said that they began to learn Korean as they became a fan of a K-pop singer when they were young. But, there are various local cultures in Korea along with Seoul, and local publishers that make books in various regions. We believe that if you pay some attention to those books, you will be able to get a three-dimensional understanding of the diverse cultures in Korea.

Website sanzinibook.com

Blog sanzinibook.tistory.com

Instagram @sanzinibook

Twitter @sanzinibook

Facebook <https://www.facebook.com/sanzinibook/>

KOREAN AUTHORS

Writer Lee Hee-Young

For Incomplete Teens that Need Unconditional Consolation

Organized by Lee Ji-Hyeon



Beginning with her first Rookie of the Year Award at the 1st Kim Seung-Ok Literary Award in 2013, writer Lee Hee-Young has become a leader in the teen novel market with several other awards, including the 10th 5.18 Literary Award for novels, grand

prize at the 3rd Deungdae Literature Award, excellence prize at the KB Creative Writing Contest, and the 12th Changbi Prize for Young Adult Fiction. Rather than “pretending” to understand, sympathize with, and know about teens, writer Lee Hee-Young hopes to become their friend that walks beside them, finding the common “teen” area they share.

Please introduce yourself to our subscribers.

Hello, I am Lee Hee-Young. I mainly write about teens and the world seen from their view. But my only son tells me all the time like, “Mom, please have some interest in your real teen, not only those in your novels.” Yes, so I am a writer with a teen boy :)

You have won multiple awards! What was the most memorable award and work?

Well, I want to pick the 12th Changbi Prize for Young Adult Fiction. It was the opportunity to showcase my work *Paint* (Changbi) to the world, advertise writer Lee Hee-Young to readers, and meet many people from different parts of life through various events such as lectures. Some say that it was striking to see the unique system depicted in the book where you can choose your parents. But the story embedded within it is a bit different, as it delivers a message that there is no perfect parent nor child in this world. And that’s why I hear comments that my readers have felt consoled

after finishing the book. My readers' experiences and opinions have turned into momentum for me to start another work.

Can you recommend us three of your best works?

Well, I have written three full-length stories up until today. The three titles are all distinct in their atmosphere and characteristics. Teens are the main characters in all of them.



Summer Summer Vacation, Who Are You?, Paint

- 1) Nowadays, people say you make others feel unpleasant by having an interest in them. But still, caring minds and showing interest in each other are important in our society. If you are looking for the warmth of living together, I recommend reading my first full-length novel *Summer Summer Vacation* (Sallim Books).
- 2) The fluttering minds of the first love and the mystery hidden behind it can be explored in my other work *Who Are You?* (Goldenbough Books) which also won a contest for romantic

thrillers. This work was also invited to “Book to Film” at the Asia Contents & Film Market held in 2019.

3) If you want to read about the meaning of family beyond the relationship between parents and children, I suggest you read *Paint*.

What was the reason for you to choose “teens” as your readers, and what do they mean to you?

I don’t perfectly understand the teens living in this year of 2021. I am in a different generation, and I had experienced a different culture. However, there are some stories that I want to tell “teen” me, far back in the past (it is quite sad to say it’s been ages). And I have put them candidly into my stories.

Teenage days are a period where you meet the “true” you. Teens begin exploring who they are, and they sometimes get disappointed, feel scared, and experience a dead-end in ideas. But I want to tell them that it’s all a course that everybody goes through. It’s absolutely normal. I wanted to deliver this message to teens through novels. Teens, well, I feel like I want to root for them no matter what. Rather than telling them to follow me, the grown-up, I want to walk step by step with them.

What is the thing that you spend the most time thinking about when writing a teen novel?

Well, I don't "pretend." I don't pretend to be understanding, knowing, and sympathizing with the teens today. As I've mentioned earlier, I often talk to myself – myself from the past. And the answer I get from there turns into a story most of the time. An intersection, like a common area shared with the teens of today, can be found during that process. Indeed, it is very challenging work. But I will strive to expand that common area.

When you were writing *Paint*, which features a system where children choose their parents, was there any incident that gave you the motif for it?

When I go out for lectures, I sometimes confess the reason for writing *Paint*. What motivated me to start the story was a comment under a news article about child abuse, which went, "This is why we shouldn't let anyone have kids. Only qualified parents should be allowed." This led me to think, "Then who is going to screen qualified parents, and how? Wouldn't it be the kids that can have the authority to give that qualification? What would happen if a system is set up for kids to choose their own parents?" And imagining this was the beginning of *Paint*.

Unfortunately, the case in the article about child abuse that provided me the motif for the book has not concluded but is still

ongoing. This is so sobering, and I feel so sorry for the children.

What do you think is the ideal relationship between a parent and a child?

The child should not be the dream of the parent. I mean, parents should not sacrifice everything for their kids.

It is somehow strange from the perspective of an ordinary Korean parent, but what I mean is that the two generations should pursue their own dreams. And then, the relationship will grow equal, healthy, and supportive. Don't just ask the children what their dream is. Tell them your dreams, too. Don't take the parents' sacrifice for granted. The life of the parents should be respected as well.

What are your future plans?

A new title is coming up. It's like a short bonus story that describes what happened after the end of *Paint*. I am happy, indeed, but somehow afraid at the same time. I have been greatly loved by the readers during the last year. I would be incredibly happy if I could repay that favor to them with a new title.

Last but not least, what message would you like to give to our subscribers?

Videos have only one protagonist. But there can be hundreds, thousands, or tens of thousands of them in stories, as even though how detailed the writer describes the main character, it will be drawn differently in every reader's mind. Reading cannot exist without a filter called imagination. Reinforce your imagination. Create your one and only protagonist. It will make your life fuller. It was my honor to meet you all through this interview. I wish you luck and happiness. Happy new year! Thank you.

Publishing Industry

Korea's Training Programs for Publishers Today and Tomorrow

Written by Park Chan-Soo
(President of Research Institute for Book Cultural Content)



1. The early establishment of educational organizations for cultivating talented publishers

The paradigm surrounding planning, editing, producing, and marketing in the publishing market is changing with the

rapid transformation of the publishing environment. With the coexistence of the old and modern trends in the market (e-books & paper books or audiobooks, analog & digital, and traditional media & smart media), “publishing” has become a key medium for developing and bridging new content. As we are living in the era of a cultural economy based on knowledge-intensive industries that create original content for the cultural content industry, cultivating talented publishers that are capable of understanding the attributes of content and consumers’ desires has become a key factor in developing the publishing industry.

Considering this trend, the importance of training publishers should be emphasized greater than ever before. However, the situation in Korea is flowing in the opposite direction. Private colleges in Korea are changing the name of departments teaching publishing or resizing the overall curriculum.

The first organization for nurturing publishers was the publishing major set up in the special graduate school of Chung-Ang University in the early 1980s. Also, the establishment of the publishing department at Shingu College in 1988 marked the beginning of training programs dedicated to fostering publishers. Numerous majors related to publishing have been set up in other colleges since then. However, those remaining today are the Department of E-Book, an interdisciplinary course with the Department of Digital Content Creation, at Semyung University, and the Department of Media Publishing at Seoil University. For graduate schools, there are only 6 schools providing relevant courses: Konkuk University

Graduate School of Mass Communication & Public Relations (Digital Publishing & Magazine), Kyung Hee University Graduate School of Journalism & Communication (Publishing & Copyrights), Dongguk University Graduate School of Communication & Information (Publishing & Magazine), Sogang University Graduate School of Mass Communication (Journalism & Publishing), Chung-Ang University Graduate School of Mass Communication (Publication & Media Content), and Hanyang University Graduate School of Journalism & Mass Communication (Newspaper, Magazine & Publishing).

Apart from these official educational organizations, institutions including Hankyoreh Culture Center, Korea Publishers Society, and the Publication Industry Promotion Agency of Korea are also running courses for preparatory schools and publishers providing practical programs they can relate to in the field.

Meanwhile, the Ministry of Culture, Sports, and Tourism has announced four 5-year plans for the promotion and development of the publishing and printing industries since 2003, where the first plan implemented between 2003 and 2007 pushed forward the “establishment of industry-academia cooperation system for publishing and greater support for specialized education” in a bid to lay out the foundation for producing publication content and nurture professionals. The second plan (2007-2011) focused on “reviewing the establishment of a graduate school specialized in publishing to foster professional human resources while developing and distributing educational materials to cultivate professional

talents in the relevant field." The fourth plan (2017-2021) centered on supporting the establishment of "Korea Publishing School (tentative)" (privately owned) and a graduate school for publishing, not to mention running programs for training globally-competitive publishers. However, regardless of such policy efforts, no visible outcome has yet been made.

2. Training Programs for Publishers Outside Government Policies

1) The Publication Industry Promotion Agency of Korea (KPIPA) - Publishing Academy

The Publishing Academy was established to promote the continuous development of the publishing industry and to reinforce the capabilities of professionals and the competence of publishers. It opens classes for publishers working in companies (requires them to have employment insurance) that signed an agreement with the Publication Industry Promotion Agency of Korea (KPIPA). Sixteen-hour courses are provided free of charge for around 25 students. Major courses are Planning (Practice – Planning and Editing Publications, Understanding Contracts and Research Copyright Conflicts, Cultivate Export Specialists, and Analyzing Convergence Cases of Multiple Content), Marketing (Publishing Strategies for Children's Books, Publishing Marketing Seen from Business Models and Cases, and Planning Brand Strategies), and e-publishing (Understanding and Utilizing E-Publishing Platforms

and Fostering Audiobook Experts).

* Go to Publishing Academy (Publication Industry Promotion Agency of Korea (KPIPA)
http://www.kpipa.or.kr/consult/onlineAcademyConsultList.do?board_id=10&type_id=999

2) The Publication Industry Promotion Agency of Korea (KPIPA) – Digital Book Center

To meet the demands of the publishing industry and to strengthen the working capacities of future publishers, the Publication Industry Promotion Agency of Korea (KPIPA) has established a "one-stop" support system that provides help for producing e-books, consultations, and training. Also, the organization rents out its facilities, including the recording and editing studios, to promote the audiobook industry. It strives to introduce innovative content and business models that have been applied to publications with the development of technology to Korean publishers, and contribute to the development of the publishing industry by organizing space for exhibition and experience programs to help readers have continuous interest in e-books through new content.

* Go to Digital Book Center (Publication Industry Promotion Agency of Korea (KPIPA)
<https://www.kaudiobook.or.kr/>

3) Daegu Publishing Industry Support Center – Publication & Printing School

The Daegu Publishing Industry Support Center runs “Daegu Publication/Printing School” to nurture professional publishers and reinforce the competitiveness of the local publishing and printing

industry. Anyone interested is asked to check the notices on the official website as the schedule and details of each course change every year. Those already working as publishers, to-be publishers, and residents can apply for a course they like, and the tuition is free of charge. Each course is open for a maximum of 24 students. As of 2019, the School opened courses related to fostering publishing/printing startups, planning and marketing for publications, and producing children's books (picture books).

* Go to Publication & Printing School (Daegu Publishing Industry Support Center)
http://www.dpps.or.kr/print_school/traning_summary.do

4) Hankyoreh Education – Publishing School

The Hankyoreh Education & Culture Center, established in 1995, has been training publishers through courses that boost the capacities of publishers in fields such as planning, marketing, and revision from its early stage. With the name changed to Hankyoreh Education, the organization mainly offers courses including the H-Academy, Journalism School, Writing & Translating School, Publishing School, On & Live, and customized training programs for companies. Amongst them all, the Publishing School provides multiple lectures covering Book Makers, planning, editing, printing, production, marketing, and operation.

* Go to Publishing School (Hankyoreh Education)
<http://pub.hanter21.co.kr>

5) Korea Publishers Society - Seoul Book Institute (SBI)

The Seoul Book Institute (SBI) is an educational organization that aims to bolster publishers' professional attitudes and healthy work ethics. It was established with a foundation fund from 18 publishers, including Gimmyoung, Munhakdonge, and Sakyejul Publishing Ltd., and a special accounts subsidy for promoting reading culture, and donations from 67 publishers.

The institute was designated as the operator of the Seoul Publishing Pre-School, a part of the Small and Medium Scale Enterprises Training Consortium. The first class of the pre-school completed the course (for editors and marketers) in 2006. Also, the institute published 7 self-developed materials (Introduction to Editing, Correction & Revision, Production, Marketing, Roles of a Head Editor, Copyrights, and Startups). In 2010, it further developed 7 materials (Introduction to Correction & Revision of Publications, Theory of Design for Publishing, Design Book A, Design Book B, Book Planning, Specialized Editors for Children's Books, and Online Marketing of Publications), including information and useful advice relevant to various educational content relevant for the changing publishing environment.

Seoul Book Institute (SBI) run by the Korea Publishers Society, provides 3 courses: Course for Pre-Publishers, Performance-building Course for Publishers, and General Training Course.

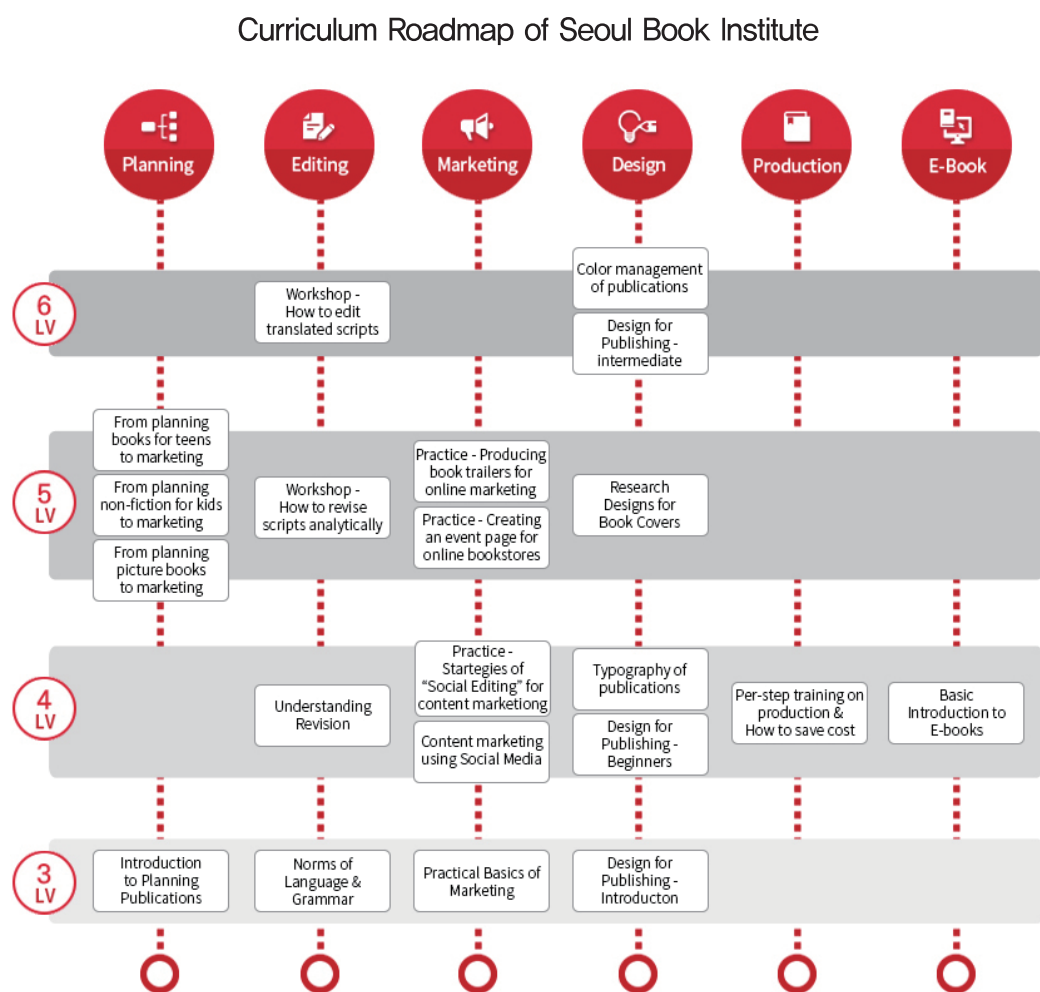
(1) Course for Pre-Publishers

Category	Content
Goal(s)	<ul style="list-style-type: none"> – Creative and future-oriented education to adapt to the changing publishing environment – Field-centered training with an emphasis on case studies while trying to creatively combine theory and field – Professional training to broaden the perspective on publishing and upgrade skills with top expert professors – Training to strengthen the healthy professional spirit and work ethics as publishers
Course(s)	<ul style="list-style-type: none"> – Publishing Editor – Publishing Marketer – Publishing Designer
Session(s)	<ul style="list-style-type: none"> – Over 6 months in total – 798 hours of training – 7 hours a day (9:30 – 17:30)
Schedule	<ul style="list-style-type: none"> – March: Recruitment Announcement – April: Test (Documentary Checkup, Written Test, Interview) – May: Start of the course – October: Presentation & Completion of the course / Employed (Each student is required to be employed within 3 months after finishing the course)
Screening Process	<ol style="list-style-type: none"> 1. Publishing Editor <ul style="list-style-type: none"> – Submit a letter of self-introduction and a book portfolio – Written exam (Korean language 60 min. + Essay 110 min.) – Interview 2. Publishing Marketer <ul style="list-style-type: none"> – Assignment (a letter of self-introduction, reader analysis, recent trend analysis, etc.) – Interview 3. Publishing Designer <ul style="list-style-type: none"> – A letter of self-introduction – Portfolio – Interview

As of December 2020, the overall average acceptance rate was 4.7% (7.2% for the editors' course (24 applicants admitted), 3.3% for the marketers' course (22 applicants admitted), and 2.4% for the designers' course (22 applicants admitted)). The average rate

of students finishing the course was 98.2% for the editors' course, 98.3% for the marketers' course, and 95.2% for the designers' course. The overall average was 97.4%. Among the students who have complete the course, an overall average of 87.1% got a job in the publishing industry (average of 89.2% in the editors' course, 91.3% in the marketers' course, and 78.3% in the designers' course). A total of 791 students among 908 graduates are actively working in the publishing industry.

(2) Performance-building Course for Publishers



* Parts of the curriculum are subject to change or may be canceled due to changing demand and instructors' schedules each year.

This course consists of planning, editing, marketing, designing, and producing publications and content related to e-books. A regular course and a special course (100 books & 100 lectures, publishing conference, etc.) are run throughout the year.

(3) General Training Course

The best example of this course is "Introductory Course for Editors". The course has classes for 3 hours a week (45 hours in total), and the admission is open several times throughout the year. It is mainly for undergraduates interested in the publishing market or those working in the field.

Seoul Book Institute's "Introductory Course for Editors"

Main Contents

- Understanding inner networks of publishers and the surrounding environment
- Advertising published books
- Receive manuscripts, communicate with authors
- Process content – correction & revision
- Set up the first proposal and the major concept
- Understanding copyrights and publication rights in the digital era
- Planning and editing foreign books
- Make a presentation of the first proposal, set up plans for manuscripts, and edited scripts (workshop)
- Understanding book covers and inner designs
- Build the structure of the manuscripts, edit the scripts
- Set up the second proposal, read and understand the manuscripts
- Status and prospects of online and offline bookstores
- Create the final proposal for the new title, choose a title
- Production – Understanding types of paper, printing, and bookbinding
- Workshop (Make presentations of the final proposal)

* Go to Seoul Book Institute (Korea Publishers Society)
<http://www.sbin.or.kr/>

Overseas programs for publishers consist of many different areas such as the basic theory related to publishing, future of publishing, publishing business and strategy, digital publication, planning, editing, budget and financial planning, global publication, roles of copyright agents, intensive courses for each field of publication, media marketing, PR, distribution, analysis of readers, communication, and others.

Meanwhile, domestic programs operated in Korea are largely limited to areas such as editing, marketing, and design. They lack education in specialized areas such as accounting, law, technology, logistics, distribution of publications, bookstore school, connection with libraries, and data analysis. These blind spots require further attention and improvement in the future.

Publishing Policy

Tax & Accounting Issues in Korea's Publishing Industry

Written by Kim Hyun-Joon
(Tax Accountant at Tax Consulting Firm With Plus)



Recent trend in the Korean publishing market

Looking at the overall trend in the history of the Korean publishing market, paper books had been taking the center for a long time. However, e-books or the “e-book market” emerged, and today,

publishers are having a greater interest in exporting copyrights of publications. This phenomenon has led to reduced demand for physical facilities, spurring the establishment of single-person publishers and small-sized publishing companies.

This article covers tax and accounting issues related to the publishing industry in Korea.

Tax structure related to publishing in Korea

The types of tax imposed on publishers running a business in Korea are as follows:

1. Value-Added Tax (VAT)

Publishing companies are primarily VAT-exempt business entities. However, more publishers are expanding their business to selling products related to books or promoting educational programs on top of publishing books. If a publisher is engaged in both tax-free business and taxable business, it must be registered as a taxable business entity.

Businesses are largely divided into taxable and tax-exempt entities depending on whether they are obliged to pay VAT. Those that are exempt from paying VAT are called tax-exempt or tax-free business entities. In other words, these businesses have no obligation to report and pay VAT. Meanwhile, businesses with the tax liability to pay VAT are classified as taxable entities and thus have the duty to report and pay VAT. Taxable businesses are subdivided into general

taxpayers and simplified taxpayers. Individual businesses that do not meet a certain amount of sales set by the tax law are classified as simplified taxpayers, and legal entities are not eligible to become a simplified taxpayer. Also, for new businesses, if their sales volume for the first year is expected to be below 48 million won, they can be classified as simplified taxpayers. It is not a common case, but simplified taxpayers can choose to apply the general tax rate.

2. General Income Tax & Corporate Tax

If an individual business or a corporate business has a certain level of income, it is subject to pay tax corresponding to the amount. To be specific, “corporate tax” is imposed on the income earned by corporate businesses such as an incorporated company, and individuals who make profits should report and pay “income tax.”




3. Tax Withholding (Monthly Wage, etc.)

As a certain amount of tax is deducted from the monthly wage of company workers, the actual amount they get in their bank accounts differs from the notified total wage. Such pre-deduction of tax by companies is called “tax withholding.” Businesses are primarily obliged to withhold tax for earned income and social insurance fees such as the national pension from wages before paying their employees.

Yearly Tax Report Schedule

01	Tax-Exempt Business's Status Report	By February 10th of the following year
02	VAT Report	By the 25th of the following month, quarterly or semiannually
03	General Income Tax Report	By May 31st of the following year
04	Corporate Tax Report	Within 3 months from the end of the business year
05	Tax Withholding Report	By the 10th of the following month of the month in which payments were made.

Tax Rate Per Type

02	VAT	10% 
03	General Income Tax	6%~45% 
04	Corporate Tax	10%~25% 

Tax Benefits for Publishers

There is an array of tax benefits that publishers running a business in Korea can enjoy. Representative tax credits are as below:

First is the “Tax Credit for Design Fees.” This credit deducts tax for expenses spent to develop designs for the business from 25% to a maximum of 50%. The “design fees” include wages paid to hired designers, outsource designers, the rental fee for design/plan equipment, design/plan fees, and expenses for purchasing samples, components, and raw materials used for studies. Therefore, publishers should note that the expenses for design works such as editing and organizing papers, the common kind of work done in the publishing process, are not eligible for the tax deduction.

Next is the “Tax Credit for Enterprises Increasing Jobs.” This benefit is given to companies that have increased the number of full-time employees compared to the previous year. Once the number falls for the next two years of the tax deduction, the tax credit will no longer be provided.

Publishers can also benefit from tax credits such as “Special Tax Reduction or Exemption for Small or Medium Enterprises” or “Tax Reduction or Exemption for Small or Medium-sized Startups.”

Tax Issues Related to Copyright Exports

Exporting copyrights of publications is indeed an exciting thing that yet not many have tried or are doing. However, it is quite different from traditional exports, and as it is affected by tax treaties and

international taxation on top of the general tax law, it is easy for publishers to experience failure due to lack of knowledge.

To understand copyright export, publishers should be fully aware of related keywords. The first keyword to look at is “the difference between general exports and copyright exports.”

Regarding general exports, where completed products of paper books or general industrial products are sold to other countries, it is not mandatory to pay tax for export-related profits to the counterpart country. Indeed, tariffs or expenses during the process may occur, but basically, for general exports, you only need to pay export-related tax in Korea. However, things are different when you export copyrights. The international tax law classifies any income related to copyrights as “Royalty Income” and allows the importing country to impose tax to a certain extent.

The next keyword is “Tax Withholding Overseas.”

I have mentioned above that publishers must pay a certain amount of tax in the importing country when exporting copyrights. However, in such cases, you don’t report and pay the tax directly to the tax authority in the counterpart country, but pay it in the origin country in the form of tax retention where you are paid the deducted amount. As paying tax in the destination country following the respective tax law may hinder the facilitation of international trade, a low tax rate called “limited tax rate” is imposed on copyright exports between countries that sign a tax treaty.

Paying tax in another country while paying tax again in Korea as corporate tax or income tax would be double taxation made for the copyright export. Therefore, under the double tax avoidance regulation, which is one of the basic principles of international taxation, “foreign tax credit” is in place to prevent a business from paying tax twice for their export.

If the copyright export has been successfully completed, the business should make an appropriate tax report and corresponding payment. Individual businesses and corporate businesses should report how much tax they paid, reflecting export-related conditions through the general tax report and corporate tax report, respectively. You must not forget to apply for the foreign tax credit so that you can have the tax paid overseas deducted.

Last but not least, it is necessary to pay attention to the point at which you will confirm the export of the copyright and how much sales you will record in the book. For copyright exports, the export is considered complete when the copyright is handed over to the other side. Therefore, the sales must be confirmed properly in accordance with the date of the handover written on the contract.

New Books

Celltrionism





From its Birth,
to Challenges, Struggles,
Transformations, and Growth –

Walk in the footsteps of **Celltrion**



“Celltrion has successfully developed biosimilars
which the world deemed to be impossible.
It dared to take on the challenge and prevailed.”

- 10p



“Celltrion will be the most extraordinary and
bizarre company ever since Dangun,
legendary founding father of Gojoseon.”

- 12p

Sales Exceeding **2 Trillion Won!**
Market Capitalization **57 Trillion Won!**

Celltrion is
A Young Company
with an average age of 31.8



Celltrion has risen
to turn the tables
**in the Global
Biopharmaceutical
Industry!!**

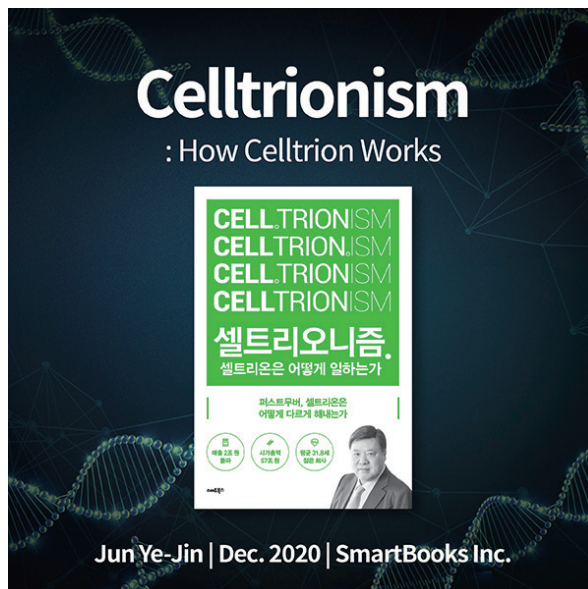


Learn the Secret
behind the
“Special Achievement”
attained by an “Ordinary Fringe Group.”





First mover –
How different
Does Celltrion work?



Jun Ye-Jin | Dec. 2020 | SmartBooks Inc.

Best Sellers

3rd Week, January 2021

Bestseller Trends in the Four Biggest Online Bookstores in Korea

When we look at the integrated list of bestsellers announced by major bookstores in the first week of the new year, 2021, books in the field of economics and business administration showed strength in particular, including the top seller *Top 77 Most Asked Questions from Stock Beginners*, *How Today's Biggest Trends Will Collide and Reshape the Future of Everything*, *Scenario of Money*, and *8 Principles of Advertising*. Notably, *Top 77 Most Asked Questions from Stock Beginners* spoke about the things that stock beginners would be most curious about in the style of Q&A. Meanwhile, with the sub-title "Planned money does not falter," *Scenario of Money* provides helpful tips and advice to those that have begun investing in the stock market or studying to increase their property.

While the economics and business administration genre is dominating the bestsellers' list, two of the essays written by Korean writers have joined the top tier. For example, *50: Essay of Hong Jeongwook* is an autobiographical essay of the former congressman who has turned 50, where he looks back at his life through 50 stories. Another essay collection, *Even the Tiniest Truth* is an essay book filled with essays of late novelist Park Wan-Suh, a historic figure in Korean literature, who has published famous works *Who Ate Up All the Shinga?* (Woongjin Thinkbig), *Mother's Stake* (Segyesa), and *The Naked Tree* (Segyesa). Even though a decade has passed since her death, her heartwarming stories are yet greatly loved by readers in Korea.

On the other hand, some top-selling books have been steadily sought by readers, including *Dollagoot Dream Department Store* - a fantasy novel, *See What They Mean, Say What You Mean: 130 Expressions to Start With Oh Eun Young* - a guide book for childcare, and *Hackers TOEIC Vocabulary: TOEIC VOCA* (5th Revised Edition). The eye-catching thing here is that books from such different genres are still being chosen by readers over the year. It is a hope that in the new year of 2021, more diversified, outspoken, and helpful books fill the shelves in bookstores and drive a greater response from readers across the world.

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

BEST SELLERS

1



Top 77 Most Asked Questions from Stock Beginners

Author | Yeom Seung-Hwan

Publisher | Mate Books

Genre | Economics & Business Administration

1



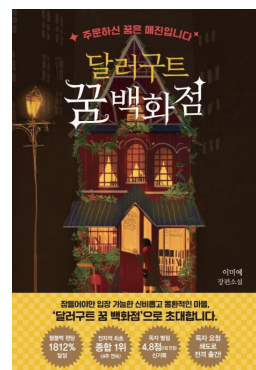
How Today's Biggest Trends Will Collide and Reshape the Future of Everything

Author | Mauro F. Guillen

Publisher | Leaders Book

Genre | Economics & Business Administration

3



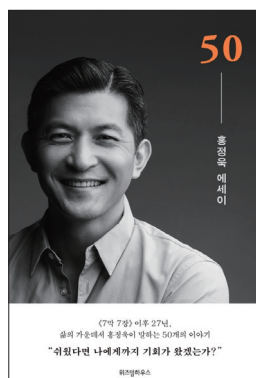
Dollagoot Dream Department Store

Author | Lee Mi-Ye

Publisher | Factory Nine

Genre | Novel

4



50: Essay of Hong Jeongwook

Author | Hong Jung-Wook

Publisher | Wisdom House

Genre | Essay

BEST SELLERS

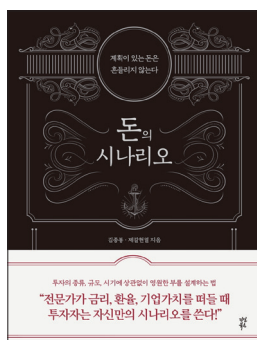
5



See What They Mean, Say What You Mean

Author | Oh Eun Young
 Publisher | Gimm-Young Publishers Inc.
 Genre | Home & Childcare

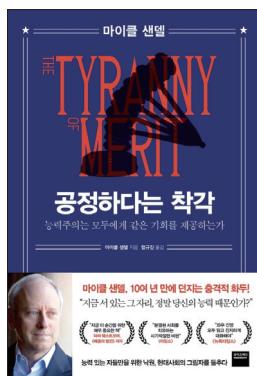
6



Scenario of Money

Author | Kim Jong-Bong, Jegal Hyeon-Yeol
 Publisher | Dasan Books
 Genre | Economics & Business Administration

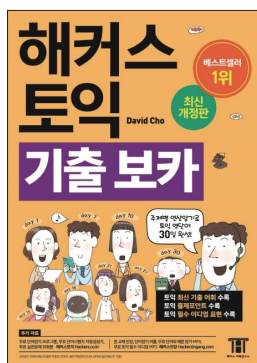
7



The Tyranny of Merit: What's Become of the Common Good?

Author | Michael J. Sandel
 Publisher | Mirae N - Wiseberry
 Genre | Politics/Society

7

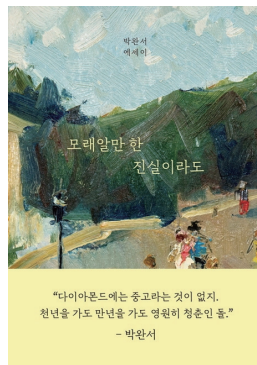


Hackers TOEIC Vocabulary: TOEIC VOCA

Author | David Cho
 Publisher | Hackers Education Group
 Genre | Foreign Language

BEST SELLERS

9



Even the Tiniest Truth

Author | Park Wan-Suh

Publisher | Segyesa

Genre | Essay

9



8 Principles of Advertising

Author | Oh Doo-Hwan

Publisher | Daehan Book

Genre | Economics & Business Administration

#K-Book

#Hanbok

KPIPA introduces K-Books for global publishing markets through K-Book Platform

Draw Dragon and Embroider Phoenix

1. Publication Details

Title | Draw Dragon and Embroider Phoenix

Subtitle | The Royal Costume of the Joseon Dynasty

Author | Lee Minjoo

Publisher | The Academy of Korean Studies Press

Publication Date | 2013-12-30

ISBN | 9788971059319

No. of pages | 276

Dimensions | 165 * 210

2. Copyright Contact

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3. Book Intro

The royal costume differs from the general costume, starting from the terminology used therefor, and it has a special characteristic that the costume varies depending on the kind of ritual. Especially, the significance of costume was more prominent in the Joseon society with its rigid caste system. Depending on what costume the king wore, the costumes of the queen, the crown prince, the crown princess as well



as the people inside the royal court were chosen accordingly, and the contents of the rituals could be determined through the costumes. This book introduces the types of costumes depending on rituals and the system used for the distribution of costumes with a focus on the king and the crown prince who were symbolized by a dragon, and the queen and the crown princess symbolized by a phoenix. As for the royal costume, there are clothes that have been handed down, but it is difficult to grasp the overall outline largely because the clothes are faded in color or few in number. Therefore, this book examines the costumes of the king and queen, focusing on the various royal protocols and the existing costumes, in addition to the liturgical books such as *Gukjooryeuiseorye* (Book on the Protocols of the Nation's Five Rituals), *Gukjooryeuiboseorye* (Book on the Crown Princess's Costume), and *Sangbangjeongnye* (Book on the Royal Costume). The royal costume of the Joseon Dynasty was gorgeous but utilized costumes that were completely divided according to status and protocols while putting forward frugality. As an example, if you look at the patterns on royal costumes, there are 9 patterns embroidered for the king and 7 for the crown prince. In the case of the king, five of the patterns are on the king's top and four of them are on the bottoms.

What the author of this book is trying to say is not limited to material, so-called **costume**. After all, the costume is worthwhile only when there is a wearer. Accordingly, the author is trying to learn about that age through costume. In that sense, although there are other books about the royal costume, this book is differentiated in that it was written entirely at the eye level of readers. It is not just a list of costumes according to the kinds of underwear and outerwear. Rather, it examines the process in which the king or the queen wears all the suits of clothes, thereby giving an impression as if I am wearing the clothes together.

* http://k-book.or.kr/user/books/books_view?idx=1098

Beautiful Traditional Jeogori

1. Publication Details

Title | Beautiful Traditional Jeogori

Author | Kim Hyesoon

Publisher | RH Korea Co., Ltd.

Publication Date | 2018-10-24

ISBN | 9788925564920

No. of pages | 252

Dimensions | 218 * 218



2. Copyright Contact

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3. Book Intro

The *jeogori* encompasses a uniquely Korean aesthetic and tells the stories of the everyday lives of traditional Koreans. While a part of traditional Korean dress, the *jeogori* remains a symbol of Korean art that is deeply reflected in our times and our culture. It also is a testament to the lives of Korean women and the Korean aesthetic. Professor Kim Hye-soon, a world-renowned hanbok designer and a faithful devotee to traditional Korean dress, has authored this book, a single-volume compilation of everything there is to know about *jeogori*. Kim has done extensive research into historical archives and data to take the history of Korean clothing to a new level. It is Korea's first and only encyclopedia on *jeogori*, a comprehensive primer on the beautiful shapes, rich palette, thoughtful restrained aesthetics, and elegant grace of *jeogori*. *Jeogori*, written as 赤古里 in Chinese characters, typically refers to the upper garment that is worn together with pants or a skirt. The garment tends to be shorter than the lower garments. The *jeogori* dates back to ancient times and has therefore been with Koreans throughout our history. It is a testament to the culture and the aesthetics of our forebears and a representation of the consciousness of the various eras. In this book, readers will find illustrations of perfectly recreated *jeogori* spanning across a full 600 years, to detail the origin, types, forms, changes, and schemes, as the *jeogori* has been worn by Korean women for nearly 6,000 years since ancient times. From the longer *jeogori* worn by the spirited women of Goryeo, the sophisticated color-blocked *jeogori* of ladies of the palace, the rough cotton *jeogori* of the common folk, to the mini *jeogori* fashioned by *gisaeng* courtesans, this book outlines different kinds of *jeogori* that fully represent the loves and lives of Korean women. The *jeogori* not only contained the aesthetics of our ancestors but also provides glimpses into the cultural trends and ideas of the times. This book follows the historical significance and changes in cultural trends as presented by the changes in *jeogori*, and by doing so, offers meaningful information to students of traditional Korean clothing and experts, as well as average readers who love traditional Korean dress and wish to keep its spirit alive.

* http://k-book.or.kr/user/books/books_view?idx=4459

The Story of Hanbok during the Joseon Dynasty

1. Publication Details

Title | The Story of Hanbok during the Joseon Dynasty

Author | Glimja

Publisher | Hyejiwon Publishing Co.

Publication Date | 2018-01-17

ISBN | 9788983799548

No. of pages | 168

Dimensions | 188 * 257



2. Copyright Contact

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3. Book Intro

This book describes the *hanbok* culture that was prevalent during the early and late Joseon Dynasty (1400s to 1800s) as a part of the Korean aesthetic and everyday norms. Each chapter comes complete with rich illustrations and detailed explanations. *Hanbok* describes the aesthetic ideas and cultural lives of our ancestors. The recent Korean Wave phenomenon has led to growing interest around the world for traditional *hanbok*. Among the different iterations of *hanbok*, this book focuses on *hanbok* during the Joseon era and goes into detail about its characteristics, providing colorful illustrations along the way. The text and drawings in this art book will speak more to beginners or average readers interested in the basic facts about hanbok and its history, more so than students of fashion design or readers with an extensive knowledge on *hanbok*. Grouped into familiar themes, the book is easy to read and provides clear information in an accessible way so that more readers can become familiar with *hanbok*. Beginning with the basic structure of hanbok, it delves into its various forms and accessories, along with mention of royal court costumes and outfits. It also describes the different kinds of *hanbok* worn by the different social classes during the Joseon Dynasty, thereby offering a look into the historical era of the dynasty.

* http://k-book.or.kr/user/books/books_view?idx=4462

Have You Ever Seen such a Beautiful Daenggi?

1. Publication Details

Title | Have You Ever Seen such a Beautiful Daenggi?

Subtitle | Korean Traditional Accessories

Author | Kang Hyomi

Publisher | Mirae N Co., Ltd.

Publication Date | 2018-10-20

ISBN | 9791162338841

No. of pages | 36

Dimensions | 215 * 273

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3. Book Intro

When watching historical Korean dramas, the most interesting and eye catching points after the story line are the beautiful Hanbok (traditional Korean clothing) worn by the characters and the beautiful accessories with unique personalities. That's why the old accessories in the historical dramas are often popular, and some Korean hairpin (binyeo, or Korean ribbon called daenggi) featured in drams are sold out. However, traditional accessories are not mere beautiful things. It is because many historical facts are hidden in the materials and patterns used in jewelry. *Have You Ever Seen such a Beautiful Daenggi?* is a picture book that presents the Joseon's representative accessories and its beauty. The story is simple. The fictional character, Myeongdamjeong goes seeking a woman wearing norigae and embroidered daenggi at the request of a gentleman. At the same time, through ornaments that symbolize the social atmosphere and life of the Joseon Dynasty, the book offers a better understanding of the life of our ancestors, as seen in historical dramas.

* http://k-book.or.kr/user/books/books_view?idx=2216

Hanbok at My Fingertips

1. Publication Details

Title | Hanbok at My Fingertips
Subtitle | Paper-Cutting Fusion Hanbok
Author | Lee Dabin
Publisher | READY SET GO Co., Ltd.
Publication Date | 2017-05-17
ISBN | 9788997729999
No. of pages | 128
Dimensions | 210 * 297

2. Copyright Contact

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3. Book Intro

Hanbok at My Fingertips offers up *hanbok* in paper art form, with beautifully detailed fusion *hanbok* illustrations that have incorporated everyday dress and will delight all readers. Lee Dabin, an artist who is already well known on social media through her fusion *hanbok* illustrations, has lent her talent for this book. The beautifully illustrated *hanbok* designs, which have been categorized according to the seasons of spring, summer, autumn, and winter, will provide a satisfying sensation and an admiration for the traditional dress. The paper art will make a deep impression on readers. The designs are a fresh take on traditional *hanbok*, pairing *jeogori* with skinny jeans and sweaters with chima skirts. As readers cut along the lines, they will find themselves with a satisfyingly completed work of fusion *hanbok*.

* http://k-book.or.kr/user/books/books_view?idx=4460

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3. Book Intro

This picture book intends to display the world of traditional sewing and its significance. This book introduces the various sewing techniques and production processes in detail and shows the depth and beauty of the each artifact work. It also contains the lives and cultures of women of the past, who were frugal housekeepers and also the guardians of traditional culture.

* http://k-book.or.kr/user/books/books_view?idx=2329

Koreans, What They Wore

1. Publication Details

Title | Koreans, What They Wore

Subtitle | The History of Modern Korean Clothing

Author | Cho Heejin

Publisher | The Academy of Korean Studies Press

Publication Date | 2017-11-30

ISBN | 9791158662585

No. of pages | 408

Dimensions | 136 * 210

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Phone | +82-31-709-8779

3. Book Intro

This book chronologically traces changes in Korean clothing culture since Korea's Liberation Day on August 15th, 1945. Clothing culture is shaped by the 'people' who make and wear the clothes and also by their actions and thoughts. This book chronologically studies a collective psychology and the way it is expressed in clothing, particularly attending to the people who wear it, and their thoughts and choices. It also focuses on the connection between a single article of clothing or fashion trend and the effect it had on society



and culture as a whole. To do this, this book selects the fashion trends that had the deepest connections with the societal and cultural background at the times that they emerged. This book explores their meanings within the context of the time period that they were most prominent. You could call this book a collection of records that reflect contemporary views and evaluations of past clothing culture. These records reveal the past of the clothing culture from the viewpoint of the humanities and social studies.

* http://k-book.or.kr/user/books/books_view?idx=2505

Beauty Regimen and Attire of the Royal Family of Joseon

1. Publication Details

Title | Beauty Regimen and Attire of the Royal Family of Joseon

Author | Lee Minjoo

Publisher | Sechang Publishing Co.

Publication Date | 2019-04-05

ISBN | 9788984118119

No. of pages | 368

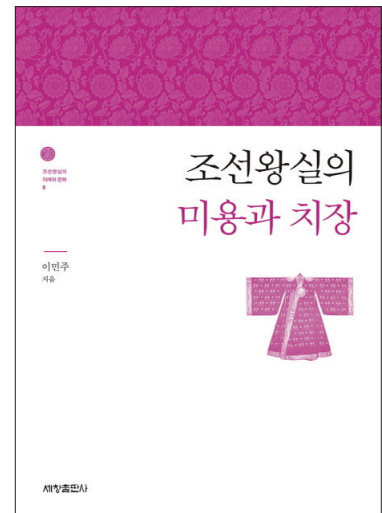
Dimensions | 152 * 215

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3. Book Intro

Wigs made of shiny black Korean hair have become a worldwide fad in recent years. Yet Korean hair-do's popularity has a long history. A traditional Korean wig, gache, was well known for its beauty even in China in olden times. Not only during the Joseon Dynasty but also during the Three Kingdoms period Korean women paid much attention to their beauty regimens and attire, and Chinese women and Japanese women were also very interested in Korean beauty regimens and attire. How did the royal ladies of the Joseon Dynasty take care of their appearances? There has not been much research about how women dressed their hair, what they used for makeup, and what kinds of accessories they wore in olden times. However, the fact that a certain type of style was popular at a certain time implies that there existed a universality of aesthetic sense at any particular time. Aesthetic sense changes with the passage of

time, so it constitutes the basis of a culture. This book examines paintings and artifacts that are representative of these respective eras in order to imagine the lives of women in each era and it further attempts to look into the differences among these phenomena in terms of era and nation.

Regarding the accessories used to decorate the body as well as the hands and feet, this book tries to investigate their functions and usages as well as their beauty. There is not much in the written record about women's garments. Yet the beautiful and new are usually recorded in the form of painting both then and now. Examining a variety of paintings, this book has closely observed and fully explored the history of beauty regimens and attire.

The royal family of the Joseon Dynasty represented the epitome of beauty of that time. However, little attention has been paid to date to Joseon royal beauty regimens--the quintessence of beauty-- and Joseon royal costumes--the magnification of beauty. These days hallyu or South Korean culture receives a lot of attention around the world. It would be meaningful to take a close look into the Joseon royal family's elegant beauty regimen and attire and to compare them with those of the Chinese royal family and the Japanese. This book will bring out the history of these beauty regimens and attire, which has only been considered as a sub category of costume history, placing it center stage and, in so doing, will show how beautiful they were.

* http://k-book.or.kr/user/books/books_view?idx=3953

Talking Clothes

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3. Book Intro

As the subtitle "History of Korean Clothing Culture" implies, the book examines the history of Korean clothing in this single picture book. In particular, the book covers twenty-nine interesting topics as to why, how, and what we, as the "dressed animals," have lived in so far since the ancient Paleolithians first stripped off animal fur to dress in. The thing that makes this book more interesting is refined, detailed illustration.

This book covers not only the characteristics and transitions of our clothing, represented by jeogori (traditional Korean jacket), pants, skirts and durumagi (traditional Korean overcoat), but also accessories including hats, shoes, and jewelry, the changes in the composition and style of clothing, the changes in manufacturing techniques of materials including cotton, fur and silk, and the other aspects of clothing culture, such as worldview, aesthetics, customs, trend, and exchange with and acceptance of foreign cultures. And more interesting is that the book starts with the fundamental question, "Why do people wear clothes?" Reflecting on the function and role of clothes, the book lets us ponder what clothes are and what they mean in our lives.

The book makes a new attempt of looking at the universality and particularity of our clothing in the context of the world's clothing history. Since the Paleolithians began to sew leather, and the Neolithic acquired the weaving skills, humans have combined these two techniques, sewing and weaving, to make clothes and adapt them to their climate and environment. The author explains this process through vivid illustrations. With the pleasure of seeing traditional costumes from around the world, including a clothing wrapped around a waist or shoulder, poncho-like clothes with two pieces of cloth over the head, one-piece clothing such as the tunic, and clothes worn like a kaftan or durumagi, the book provides a glimpse into the basic structure and system of clothes.

The book tells us that the pants and skirts, often considered to be different clothing for men and women, actually represent northern nomadic and southern agricultural cultures, respectively. It also persuasively argues that traditional forms of Korean clothes, "clothing with right (left) side folded over left (or right) side" and "clothing divided into upper and lower clothes," were influenced by the northern nomadic culture, unlike in neighboring China or Japan.

* http://k-book.or.kr/user/books/books_view?idx=2323