

2021.05

vol. **34**

# K-Book Trends

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

## TREND

<b>Topic</b>	Best Book Designs From All Over The World
<b>Special Project</b>	Books Written by Koreans Born and Living Overseas
<b>Export Case</b>	Kanki Publishing's Successful Import Cases of Korean Books
<b>Book Trip</b>	Subscription Models of Local Bookstores
<b>One-Liner Quotes</b>	National Library of Korea(NLK)'s Pick: Essay

## INTERVIEW

<b>Korean Publishers</b>	Safehouse Inc.
<b>Korean Authors</b>	Writer Kim Jung-Mi

## KNOWLEDGE

<b>Publishing Industry</b>	Audiobooks: Issues and Future Developments
<b>Publishing Policy</b>	The Standard Contracts for Publications

## INFORMATION

<b>New Books</b>	Snowstorm
<b>Best Sellers</b>	2nd Week, April 2021
<b>#K-Book</b>	#Essay

---



## TOPIC

# Best Book Designs From All Over The World

Written by Joo Iroo (Chief Executive Officer of Seoul International Book Fair)



We have recently chosen the “Best Book Designs in Korea.” As each book is beautiful in its own way, it is meaningless to line them up based on a fixed standard. However, selecting books that have best

represented the beauty of the generation breathes life into it and makes it meaningful once again. In order to choose the best book designs, we put our heads together to select the right judges. We received opinions from various fields and invited five judges among them, who were Moon Janghyun, Park Yeounjoo, Park Hwalsung, Jin Dallae, and Choi Sulki. We posted an announcement about the contest and received submissions. We also asked those who made the books recommended by the reviewers from various fields to submit their books.

Ten books made it to the final, and each of the judges gave a precious, carefully written commentary to all the winners.

The chosen books from this year's fair will go to Leipzig, Germany. There, the winners from Korea will be meeting books and people from other countries and compete for the "Best Book Design from all over the world 2021." They will also meet readers at the Seoul International Book Fair and Frankfurt Book Fair. Designer Ahn Sang-Soo who was a judge of the contest several years ago, designed the medal, on which he engraved the phrase "The Sun Shines at Night."

Poet Lee Seong-Bok spoke of the nine levels of beauty, quoting a book from the past, "There are the top three levels. The third level is white snow inside a white silver bowl, where the beauty comes from sameness where things akin go along together. The second level is white snow covering the mountains except for the black, highest peak, where the beauty comes from difference. The first, highest level is the sun shining at midnight, where the beauty comes from a paradoxical, unrealistic phenomenon, standing on the boundary of reality and unreality." While it is impossible for books in the physical world to

surpass reality, designer Ahn carved the phrase dreaming of it.

The ten books chosen for the “Best Book Designs in Korea” were as follows:

*New Normal* (6699press), *FEUILLES* (Mediabus),  
□ (organpress), *The Journey of Arita* (Ann Graphics., Ltd.),  
*thisisneverthisisneverthat* (Workroom Press),  
*IN THE SPOTLIGHT* (IANNBOOKS), *A Grid Eraser* (OEumil),  
*The Flow of Words* (Delta Time),  
*THE ESSENTIAL GEORGE ORWELL* (Minumsa),  
and *The Note for Revolution* (Alma Inc.)

The first six books were about visual art from a broad perspective, while they were sub-divided into art, fine art, design, photography, and fashion. Here, if we consider how the poem collection *A Grid Eraser* put emphasis on the design, adding to its experimentation with text, a total of seven books with creative designs have topped the chart. Selecting such special books can be likened to the talented Olympic athletes competing against each other after receiving special training. Well, they expect quite similar results as well.

The Olympics have been postponed for a year due to the pandemic, and it is still uncertain whether it can be held this year. This global event is where the competition of elite athletes takes place. Professional Athletes in sports such as track & field, swimming, martial arts, and ball games participate in the Olympics. The amateurism from the early

Olympics has faded, and now there will be few Olympics participants that do not make a living out of their specialty in sports. Nowadays, athletes seem to attend the Olympics to test their limits. A 100-meter sprint does not determine the economy or fate of a country nor the world. However, the runner's condensed effort put into shortening the record by 0.001 seconds is beautiful as it is, and no matter what the result may be, it encourages the runner to take on the next challenge. Even though we are focused on being "special," we are not asking all the books that support this world to be so. We lean more to the hope that such "special challenges" can lead to various accomplishments in other fields. Following are the "challenges" taken on by the selected "Best Book Designs in Korea."

Judge Choi Sulki thought that the book *New Normal* had a firm structure.

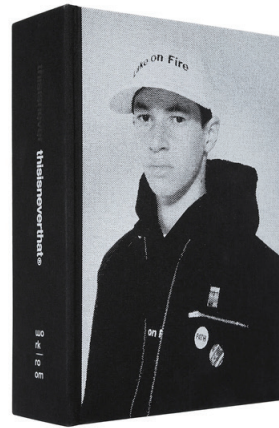
"While the paperboard is thin, it is rigid and does not bend. The front and back covers are perfectly symmetrical, and the spine of the book is a rigid rectangle without any crooked areas. The material used for the covers feels like soft knock-off leather, but does not feel cheap and clings to your hand satisfyingly."

She chose the beauty of printing, the delicacy of the papers' color, appropriateness of the materials, and the neatness of the fonts as the virtues of the book. She chose this book after carefully going over each of the elements mentioned earlier, which are indeed hard to manifest into design when undergoing mass production, even with the specific guidelines of the designer.

Her second pick was *A Grid Eraser*, where she gave extra points to the various challenges taken on by the couple – a poet and a designer – where they combined the content and format of the book. Usually, designs of books aim to reflect their content and, in many cases, try to create an elemental synergy with it. But many of the attempts fail, as they do not mix with each other well. Honestly, many editors do not fully understand what the book they are working on is talking about and struggle to edit the text. It would be no different for designers as they seldom digest the text thoroughly and continue on to other design experiments. However, if they have put in such efforts, they deserve to be valued.



*New Normal, A Grid Eraser*



*FEUILLES, thisisneverthisisneverthat*

Judge Moon Janghyun chose *FEUILLES*, acknowledging the designer's efforts which kept the design compact.

“There are already so many design-related techniques floating around that almost nothing is truly original anymore, and there are many examples of book designers becoming overambitious and going over the top to express their ideas. This book provides a good example of designers who resisted the urge to be overambitious and produced a vividly designed book. The designers’ success can be felt in this extremely simple composition that makes every aspect of the book’s content feel like it is in its proper place.”

As the art brochure of artist Eom Yu-Jeong, the content of the book is visually attractive materials. On such occasions, it is common for the designer to focus on how to present their works to the viewers. However, she chose different papers for different works, even taking the weight and texture into consideration. Her strategy of moderation to not make the bowl too excessive and spoil the taste of the food inside has kept the book’s beauty intact.

His other pick was *thisisneverthisisneverthat*. The work vividly shows the story of the 10-year-old fashion brand in a simple editing style



where “all” of their products are arranged in a list format. Even without using a metaphor or adopting a mechanism to stand out, the book’s indifferent but candid way of exhibiting the works gives off a confident “power.” This book, which, borrowing Moon Janghyun’s comment, showed what an archive is, received a good grade for proposing an effective way of presenting visual materials as content.

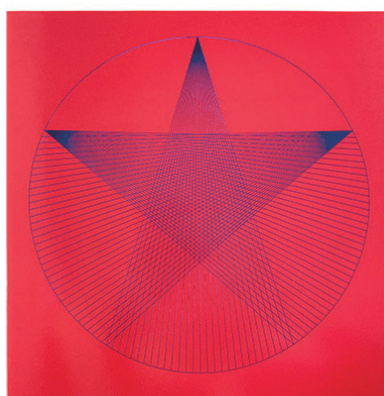


□, *The Journey of Arita*

Meanwhile, what judge Park Yeounjoo thought highly of □ (“□” is one of the consonants in the Korean alphabet) was the harmonious balance of the publishing plan, editing style, and design. The multi-layered publishing plan where the content written in various languages with authors from different fields is translated into Korean and English, the editing strategy where the big book preserves the original language and the small book contains the translations and the artistic design where the graphics, fonts, and space between letters of the original writers are kept formed a harmonious trinity, implying that they are the conditions of being a beautiful book.

Also, *The Journey of Arita* (“Arita” is the name of a font made in Korea)

features the records of designers' endeavors and accomplishments as they develop fonts for Hangeul, the Korean alphabet. Its publishing plan, editing skill, and design were evaluated to have made a good blend.



*IN THE SPOTLIGHT*

Judge Jin Dallae marked the editing and design strategies of *IN THE SPOTLIGHT*.

“‘Intersection’ is the main thread that runs through this book in terms of editing and design. The front cover is red, and the back cover is blue, seemingly symbolizing North and South Korea; however, both covers are left neutral and unclear because there is no written title to be seen. Therefore, the front and back covers appear to represent the intersection between North and South Korea as well as the start and end of the book. Moreover, on top of the strong red and blue colors, many shining lines intersect a circle and collide within it to form a star, as if following the movement of a pendulum. This can remind us of the spotlight on an empty stage, but also make us imagine external gaze trying to read the systems and ideologies symbolized by stars.”



When making a book of loud visual content, the determinant of a successful design is usually how strategically the images are arranged. Sometimes, it is hard to distinguish whether the beauty of such books comes from the content or the design. In many cases, people often neglect the thoughtful consideration enclosed. However, she tried to read their struggles and considerations in this year's contest.

Unlike the aforementioned seven books, the remaining three books were “trade books,” which can be easily found in bookstores and widely enjoyed by readers. In Korea, a publishing powerhouse where tens of thousands of books pour out each year, it is never easy to look over all those books and select a few among them. In particular, the content, editing style, and design should be in an organic order to succeed as trade books. And looking into each element is also a very challenging task. So, even within the small scope of books submitted for the contest, she carefully looked through the content along with their designs and referred to the context of publishing embedded within.

Judge Park Hwalsung commented about how *The Note for Revolution* closely connected editing and design as below.

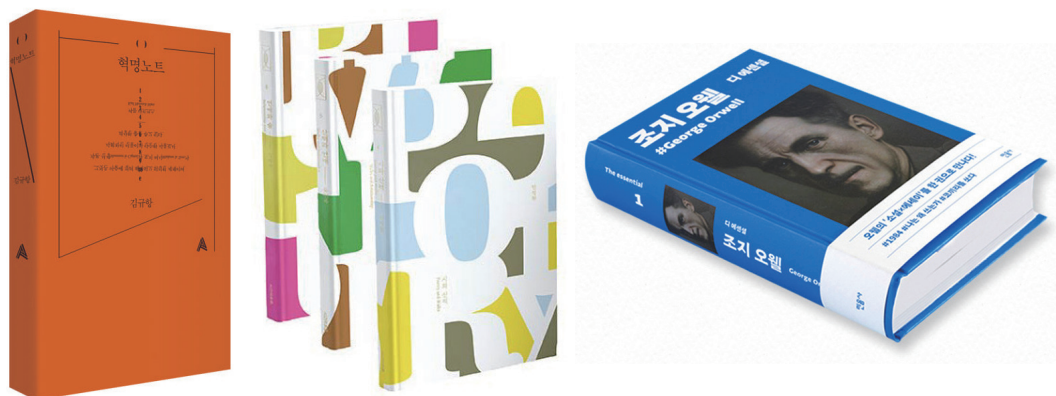
“This book, which is made up of 119 short yet sharp works of writing and their annotations, places annotations on the same place as the main text, an act that tacitly and explicitly overturns the hierarchy typically expected of texts and, moreover, changes the very rhythm of reading.”

*The Flow of Words* was chosen with extra points for being a series.

“This series, which encompasses over 10 volumes and is filled with words that feed off each other that make it deserving of being selected, clearly demonstrates planning on the part of the publisher and that the design of the books was based on those plans. The front and back covers, which use English typography made up of the beginnings and ends of words, do a good job of exemplifying the concept of the series, and the soft cover edition and the paper used for the main text to give off a light feeling, were both appropriate choices for this series’ lighthearted and easy-to-grasp content.”

*THE ESSENTIAL GEORGE ORWELL* would not have been chosen if the judge did not reach the idea that the book reflects the generation.

“The Essential series, which could easily be seen at first glance as an improved version of old classics, must be evaluated within the context of the Korean publishing world’s current situation and its capabilities, and therefore this book’s design must also be seen in the same light. It is difficult to summarize this book’s design in simple terms because it is the accumulation of the past and the present and analog and digital cultures. This difficulty is borne from the fact that restoration, reinterpretation, tradition, and new attempts are all mixed within the book’s cover design, including the front cover illustration, the composition of the main text, the choice of fonts, and the use of typography.”



*The Note for Revolution, The Flow of Words, THE ESSENTIAL GEORGE ORWELL*

In this article, we talked about how the ten “Best Book Designs in Korea” were chosen. The winners have already been collected and sent to Leipzig with commentaries. However, COVID-19 is delaying the moment these books will meet other winners on the global stage. Book fairs across the world are canceled, postponed, and held online. There are no book fairs where the publishers and readers get to meet in person. Recently in Buenos Aires, tens of publishers organized a place outdoors and met readers though the size was limited. Book fair directors across the world envied them. Nobody knows whether the screening process would flow as smoothly as a river, but selecting the most beautiful books will continue every year. The Seoul International Book Fair, carefully preparing to meet readers, is scheduled to be held from September 8th to 12th for 5 days at “S Factory” in Seongsu-dong, Korea. The exhibition will be packed with the books mentioned above with beautiful book designs in Korea, and those that will be chosen at Leipzig. Don’t miss the chance where you can see all the challenges and accomplishments of Korean books at a glance, striving to take a step closer to beauty.

Source, Seoul International Book Fair

## SPECIAL PROJECT

---

# Books Written by Koreans Born and Living Overseas

Stories that Flower and Bloom from Korean Roots

Written by Lee Ji-Hyeon

---



Last year, Korean American poet Choi Don-Mi and Korean Japanese novelist Yoo Mi-Ri won the National Book Award with *DMZ Colony* (Wave Books) and *JR 上野驛公園口* (It means Tokyo Ueno Station)

(河出書房新社) respectively. The National Book Award is one of the most prestigious book awards in the United States, which grants awards in the four categories of novel, non-fiction, poetry, and children's literature.

The good news continued this year. Writer Tae Keller's *When You Trap a Tiger* (Random House USA Inc) won the John Newbery Medal and the Asian/Pacific American Award for Literature for children's literature. Also, Anna Kim's children's book *Danbi Leads the School Parade* (VIKING) was chosen as the picture book of honor. As such, works by Korean authors are blooming across the world, proving their value.

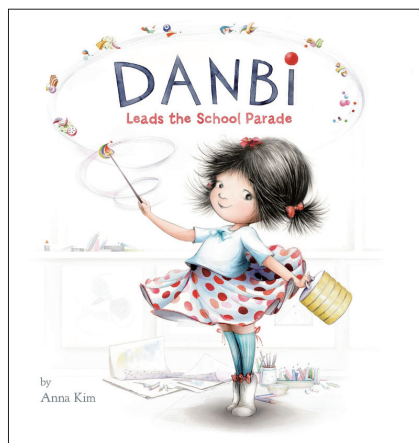
### **Literary works for children and teenagers that develop their dreams**

Books we read in our childhood remain long in our memory in a positive way. The book *Danbi Leads the School Parade* is a story about an immigrant family, where the main character Danbi moves to the US with her parents and starts a new life at a new school. It is impressive to see how Danbi and her family have cultural exchanges and get used to the new environment as they settle in the new country.

Meanwhile, Tae Keller's *When You Trap a Tiger* is a novel for children and teenagers, which features the story of Lilly's family as they go to live with their sick grandmother. The motif of this full-length novel is a folk tale about "tigers" that are regarded as sacred

animals but familiar at the same time in Korea. It is known that the writer got their inspiration from a traditional Korean folk tale that she heard from her grandmother when she was young.

Furthermore, SF writer Lee Yoon-Ha who was a final nominee for the Hugo Award three years in a row, also wrote a story inspired by a Korean folk tale. Min, the protagonist of her book *Dragon Pearl* (Rick Riordan), is a “*kumiho* (nine-tailed fox)”. “*Kumiho*” is an imaginary creature that appears in Korean myths and legends. As Min hears the news from a government informant that her older brother deserted from the space army to look for the “Dragon Pearl,” a legendary relic that possesses the power to transform the entire world, she embarks on an adventure to solve the mystery of the Dragon Pearl and her missing brother. You can also find Korean elements such as dragons, “*Dokebi* (goblin)”, and tigers, along with “*Kumiho*” in parts of the story.



*Danbi Leads the School Parade, When You Trap a Tiger, Dragon Pearl*



## The charm of original novels that made the world fall in love

Original books written by Korean authors born and living overseas are drawing great popularity in the OTT market, reborn as TV dramas and movies. The original novel of *To All the Boys I've Loved Before*, a popular US movie trilogy loved by fans around the world, is a work written by Korean American writer Jenny Han. The original book of the same title is a romance novel about young love, where the main protagonist Lara Jean accidentally sends five love letters to boys that she once loved.

Also, the TV drama “Pachinko”, which is a highly anticipated work to be aired on Apple TV in the latter half of the year, is based on an original novel *Pachinko* (Grand Central Publishing) written by Korean American novelist Lee Min-Jin. It features a Korean Japanese woman who lives in Japan but is treated as a stranger. The difficult lives and struggles Koreans experience as they immigrate and settle in Japan during the Japanese occupation of Korea have made a deep impression on many readers.



*To All the Boys I've Loved Before, Pachinko*

## Stories about Korea

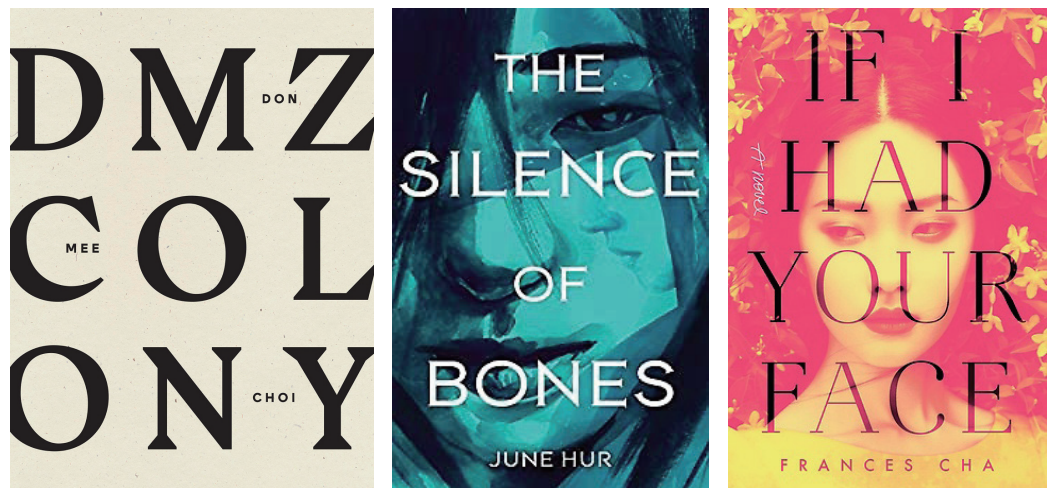
There was a meaningful achievement in November last year. Two Korean writers won the National Book Award, which is referred to as the best honorary award in the US. Korean American poet Choi Don-Mi's *DMZ Colony*, which won the award for poetry, takes the DMZ as the main source of the story and depicts the tragic reality and the pains left by war and division in poems, prose, photos, and pictures. Poet Choi Dom-Mi, who showed the potential of stories that feature Korea, won the Griffin Poetry Prize and was designated as a final nominee for the best-translated book award in 2017 – spreading out Korean poetry into the world.

Meanwhile, *The Silence of Bones* (Feiwei & Friends) by June Hur is set during the Joseon Dynasty in the 1800s. Hur was born in Korea but lived most of her life in Canada, except for the time when she moved back to Korea and attended high school. The main protagonist of Hur's debut novel is Seol, who is a "*Damo*," which was a female detective during the Joseon period. Seol investigates a murder case when the daughter of an aristocratic family is killed while at the same time searching for her brother, who went missing after her parents died. It's a fast-paced detective story that grips readers with its intricate plot. Anyone with a bit of knowledge about Korean society will find it interesting as the story takes place in the Joseon Dynasty period.

*If I Had Your Face* (Penguin UK) written by Frances Cha, former travel and culture editor at CNN Seoul, takes place in Gangnam,



Seoul. The women in her novel are hostesses, hairdressers, artists, and ordinary office workers. Through the stories of five women who grew up in a deprived environment, the book discusses social issues such as the social ladder, patriarchal system, and lookism.



*DMZ Colony, The Silence of Bones, If I Had Your Face*

We introduced some English works of Korean writers born and living in other countries in this month's edition. Apart from these books, books written by Korean writers are being published in various languages in local markets across the world. We hope that the flowers of Korean stories born from the same root grow into other branches, blooming to give a greater impression of Korea to the wider world.

## EXPORT CASE

# Kanki Publishing's Successful Import Cases of Korean Books

The Korean Books Japanese Readers are Looking for

Written by Eri Watanabe

(Editorial Department for Copyrights in Asia, Kanki Publishing Co., Ltd.)



## Current status of the publishing market in Japan

It began with writer Cho Nam-joo's *Kim Ji Young, Born 1982* (Minumsa) published at the end of 2018, which was then translated by Saito Mariko and published by Chikuma Shobō in Japan, that

Korean literature started to see positive outcomes in Japan. Korean books that have been translated and published in Japan for the past 3 years are *Almonds* (Changbi), *I Decided to Live as Myself* (Woods of Mind's Books), *I Want to Die but I Also Want to Eat Tteokppokki* (Heun), *I Almost Lived Too Hard* (Woongjin Thinkbig), *Every Moments Were You* (Wisdomhouse), and *I Look at You Like a Flower* (Ji Hye). As various Korean novels, essays, and poem collections are steadily translated into Japanese, the two countries' languages and cultures seem to get closer. The books mentioned earlier share one common thing – they are the favorite books of K-pop artists such as BTS, TVXQ, and Black Pink. If we trace back to the beginning of such a trend, you will realize that K-pop and books are closely related to each other.



Shelves displaying Korean books in Japanese bookstores

Every popular Korean book is displayed with an advertisement such as “V (BTS)” or “Jisoo (Black Pink).” Also, many bookstores have a large, separate sector with a banner “K-pop artists’ favorite books.” Specialized staff members that have good knowledge about K-pop search and introduce Korean books that K-pop artists have fallen in love with and sometimes relevant analysis is referred to as well.

People's love toward K-pop artists was regarded as a short-lived literary boom, but today, almost all the bookstores have a Korean literature sector, drawing great anticipation from booksellers.

### Importing Korean Books – Sales and editing strategies taking K-pop fans into consideration

Kanki Publishing published *The Power of Language* (HangseongB) (Japanese title: 世界の古典と賢者の知恵に学ぶ 言葉の力) in April 2020, which was well-known as the favorite book of V of BTS. The original book has been at the center of his fans' attention as a photo of him holding the book at an airport went viral on social media even before signing the translation rights contract. So, we worked really hard to edit the book as fast as possible to present it to the fans after signing it. In Japan, it is typical to wrap a belly band, a tiny jacket around a book outside the jacket for promotional purposes. Therefore, while observing the tide of the market mentioned earlier, Kanki Publishing sought to appeal to the fans through the relationship between the artist and the book.



Cover of *The Power of Language*, Japanese edition

On the belly band that covers more than one-third of the book's front cover, "BTS V's Favorite Book" is written in a large font. There were other color options for the design as well, including white, orange, and pink, but we came down to "purple," which was the "special color that connects BTS and their fans."

While most of the books loved by K-pop stars have been novels or essays, this book is a self-help book where a humanist and a Korean language teacher talk about "what it means to have a golden tongue" based on Western and Eastern classics and wise men's stories. We were quite worried at first regarding the readers' response, but when we checked our phone in the morning about 10 days before its release, the book was ranked third on Amazon Japan's bestsellers. We made a press release the day before, but as BTS fans (called "ARMY") living in other countries found the article overnight, it went wild across social media and among Japanese fans.

The impetus behind the book's success was BTS fans' social media that had many followers. In particular, BTS's fandom "ARMY" is known to have a very powerful bond across the world. They were indeed the strongest promoters of the book. Since then, we asked the ARMY who use Twitter and Blogs to read the book and upload their reviews on their account through Kanki Publishing's official social media.

With this approach, while securing the young readership through social media, we collected recommendations from Japanese influencers such as business people aged over 40 who are deemed

as major readers of self-help books to raise the book's awareness in the market even more.

The title of the book is *The Power of Language*, but it is not solely focused on language but also offers an important implication for doubting existing perceptions and opening the new world. Also, there are plenty of books about “speaking” already, but this book is unique in that “speaking” starts from “cultivating and honing oneself.” The book's universal content lets anyone, regardless of generation, relate to it, making it easier to gain empathy from Japanese readers. We are aiming to make the book a steady-seller. *The Power of Language* was published when the Japanese government declared a state of emergency nationwide, but through social media, its sales have exceeded 40 thousand copies up to date.



Japanese edition of *I Look at You Like a Flower* (left), the book displayed in a Japanese bookstore (right)

Also, we would like to introduce *I Look at You Like a Flower* (Ji Hye) (Japanese title: 花を見るように君を見る). Published at the end of 2020, its sales hit 50 thousand in only three months. The



book was also already famous among fans as it was known to be the favorite book of K-pop stars, including RM and J-HOPE of BTS and Jisoo of Black Pink. Just like we did for *The Power of Language*, we put effort into the belly band to advertise it to K-pop fans.

We tried to use the design of the original book for the cover design as much as we could, as we thought that fans usually like to have the same thing as the artist they like. We thought it would be the same for books, just like they want to buy the same clothes their favorite stars wear.

The book also appeared in a famous Korean TV drama “Encounter,” and became a bestseller in Korea, selling more than 500 thousand copies. What’s more, as the Japanese people spent more time at home as they worked from home due to the pandemic that broke out at the beginning of 2020, the popularity of online video services such as Netflix or Amazon Prime Video soared, and Korean content was among the most-watched. Other Korean works among the Top 10 were “Crash Landing on You,” “Itaewon Class,” and “Record of Youth” - it is real evidence of the fourth “*Hallyu*” (Korean Wave).

Meanwhile, as the book *Every Moments Were You* (Wisdom House) that appeared in the drama “What’s Wrong with Secretary Kim?” that aired in May 2020 was published in Japan, the number of copies sold hit 100 thousand. Looking at the purchasing trend of buyers, we set up a hypothesis that the book will also be a hit if we target Korean drama fans, particularly those of famous lead actors or actresses. And we also went closer to the fandoms of actors such as Park Bo-Gum and Lee Jong-Suk (who did not star in the drama,

but is known as an avid fan of writer Na Tae-Joo, uploading his poems to his Instagram).

The strong advantage of books that appear in dramas is that there are reruns starting at different times of the day. Then you can secure new fans each time the drama is rerun. Right now the drama “Encounter” is airing in Japan, and as the publication of the original book’s translated edition and the drama kind of overlapped, more of the drama’s fans have moved on to reading the book.

However, one tricky part is that the Japanese do not have a poem-reading culture. Nonetheless, poems that explicitly describe affection toward special people and ardent love for loved ones gradually drew empathy among the public. In fact, there are a number of reviews such as, “My heart was cleansed by the boldness and pureness of being able to verbally express how you feel about the other” and “I had a warming feeling that cannot be felt in daily life.”

Korean romance is infused in the works, which Japanese people might find embarrassing and too much. However, I have had such feelings from the lines in Korean dramas as well. Behind the Korean dramas’ success in Japan, perhaps there was aspiration towards Korean romance.

Meanwhile, as Japanese people do not share the same culture or language as Koreans, the content of books should be universal. On the other hand, we could also think that Japanese readers are looking for Korean books to learn more about Korea and Korean culture.



Wrapping up, we believe that there are still so many marvelous and entertaining books in Korea that have yet to be brought into the limelight. We hope they could continue to be introduced in Japan. Also, we would like to thank Korean publishers and agencies who are doing a great job in cooperating in regards to importing Korean books.

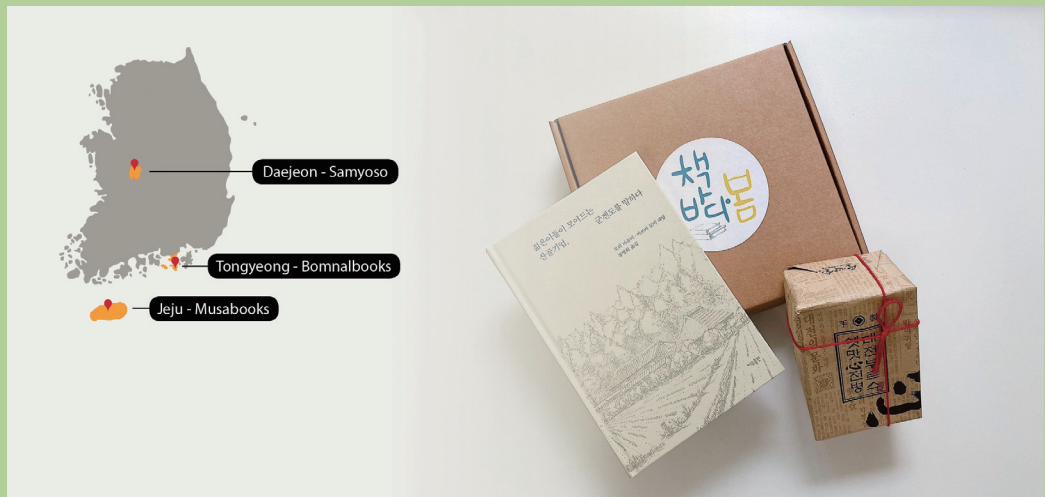
Translated from Japanese into Korean by Oh Kyeong-Soon  
(Adjunct Professor of Japanese Language & Culture at Catholic University of Korea)

## BOOK TRIP

## Subscription Models of Local Bookstores

The “Extra Special” Service Provided by Local Bookstores

Written by Lee Ji-Hyeon



Local bookstores are making colorful and fresh changes. From mere bookstores that sell books, they are transforming to become cultural hubs that represent the culture and art in their region. With large and small gatherings such as book clubs and transcription meetings, local bookstores serve as the main gathering spots in

their neighborhoods. They are also loved as cultural complexes that run unique cultural art events such as exhibitions and music concerts. However, the situation local bookstores are going through nowadays is not as good as it used to be due to the pandemic. Bookstore managers have been mulling over how to break through the challenging time, and one solution they came up with was adopting a subscription model. Let's take a look at some of the fine books and the "extra special" service that local bookstores have introduced.

### **Hoping for today to be another safe, peaceful day: Musa Books**

Musa Books, located in a rural village in Jeju Island, is where book- and Jeju-lovers dream of living "safe and sound (meaning "*musa*" in Korean)." The word "*musa* (無事)" in Korean refers to a status of being at ease without any worries or incidents. The little hope of the bookstore manager for the bookstore to live on without undergoing troubles has become a big hope for everyone to live in peace. Meanwhile, the word "*musa*" also means "why" in the Jeju dialect. Therefore, the bookstore always asks "why?" to the visitors. First established in Bukchon, Seoul, the bookstore moved to Jeju Island in 2016 and is now into its 6th year. During the somehow long but short period, Musa Books has been searching for strategies to survive while coexisting with the region as a local bookstore, fulfilling its given role to the fullest. After moving to Jeju Island, Musa Books has even opened film-camera exhibitions, sales, and

photo exhibitions. The owner of Musa Books hopes to make the bookstore a cultural complex through more unique and familiar projects where people can enjoy not only books but also experience various cultures.



Views of Musa Books

Musa Books has come up with various subscription models. The first model is “Secret Curation Service,” which targets those who want to read books but don’t know what to read, those who want to give books as a gift, or those who cannot visit the bookstore in person as it is located in Jeju Island. In this subscription model, if anyone sends a message to the bookstore manager about the types of books they want to read, they will receive in return appropriate books chosen by the manager. Hence, the attractive characteristic of this model is that it makes the heart of both the bookstore manager and the reader’s pound as they do not know what the next message will be about or what books they will receive. The second model is coexisting with the region. Last year, Musa Books ran “Super Sweet Corn Project,” where they sold super sweet corns, Susan-Ri’s specialty, under the brand name of “Ahrumi’s Super Sweet Corns.”

The brand got the name from “*Ahrumi*” the dog owned by the cafe next door. The staff members from singer YOZOH’s entertainment company (YOZOH is the bookstore manager) came along and helped with harvesting and packing the corns. Also, Musa Books says that it wants to host various open events where bookstores can join in. The bookstore has been running a project for an extended period where it collects cloth bag donations that are no longer used. The donated cloth bags are then reused as bags given out to customers when they buy books.



Views of Musa Books, currently with the billboard “(Han)Ahrum Store”

**Address** 3, Susi-ro 10beon-gil, Seongsan-eup, Seogwipo-si, Jeju-do

**Instagram** @musabooks

### Is this the book you were looking for?: Bomnal Books and “Chaekbadabom”

Bomnal Books (“*Bomnal*” means “spring days” in Korean) is a bookstore run by Namhae Bomnal (“*Namhae*” means the “southern sea” in Korean), a representative publisher in Tonyeong. Reflecting the hope for life to be always full of a warm spring breeze, Bomnal

Books designed its interior to look like a place where people talk about the life and culture of Tongyeong. Books published by Namhae Bomnal and local books that feature Tongyeong's culture and art are displayed on the main shelf, and various books, including picture books, liberal arts, literary, art, ecology, and teen books, can be found in rooms themed with different topics, such as the Ocean Room, Author's Room, and Reading Kitchen. The staff members, who specialize in different fields, curate books that they think will match the atmosphere of Bomnal Books after exchanging ideas with each other. As you can take a glimpse at what a bookstore offers by looking at its shelves, Bomnal Books puts effort into book curation so that the visitors can find good books that match their liking. The manager recommends taking a stroll around Bongsugol, where the bookstore is located in, as one of the ways to enjoy the bookstore to the fullest. If you slowly look around the themed rooms after taking a walk, you will be relaxed evermore, which you could not feel in urban life. Also, even though they are closed due to COVID-19 at the moment, Bomnal Books had been actively providing opportunities for members from Tongyeong and Gyeongnam by hosting cultural exchange events such as book concerts, not to mention book-stays where its members could spend a night at the bookstore with the mileage (loyalty) points they collected.





Views of Bomnal Books

The number of visitors has dropped significantly due to the pandemic. In response, Bomnal Books and Namhae Bomnal have launched a special book subscription service called “*Chaekbadabom*,” which means “to receive and read books,” where they can help the local economy struggling due to the disease and coexist at the same time. “*Chaekbadabom*” is a service where not only Namhae Bomnal’s books but also selected books of local publishers are sent in parcels to the subscribers along with local specialties 6 times a year, for an annual subscription fee of 250 thousand won. Last year the service began with 100 members recruited on a first-come, first-served basis, but as it received an explosive response, its next opening this year was sold out in just 10 days, even though the size had doubled and gathered twice as many people. The bookstore manager commented, “We have limited room for subscribers at the moment, but we want to be with more readers in the longer term,” adding, “The most important thing is that Bomnal Books continues to communicate with readers and expand opportunities for people to experience more local culture and art, not to mention coexisting with our neighbors.” Bomnal

Books hopes to be at least a helping hand for the local economy to make Bongsugol, Tongyeong, to be a vibrant village that people want to live in, and add energy to people's life and work, letting more people take on new challenges in their regions across the nation.



Subscription service, “Chaekbadabom”

**Address** 6-1, Bongsu 1-gil, Tongyeong-si, Gyeongsangnam-do

**Website** bomnalbooks.com/

### Three beats of ample life: Samyoso

Samyoso is a 4-year-old bookstore and a cultural space located in Daejeon. The name “*Samyoso*” refers to a place that provides three things that are not necessary but make our lives more abundant – books, communities, and drinks (“*Sam*” means three, and “*Yoso*” means elements in Korean). The bookstore manager is highly interested in literature, sociology, and art that are mainly about Korean literature, and prefers books that he believes help us understand human beings and society. Hence, he mainly curates



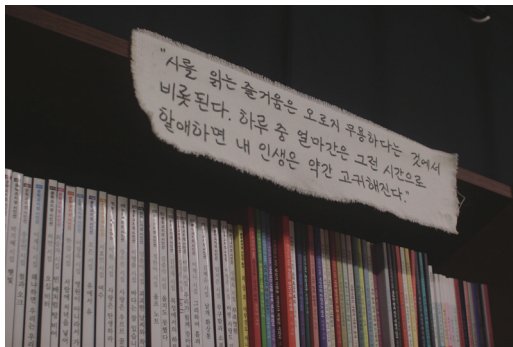
books that we need as members of society and those that can make us better people. Bookstore Samyoso has been running an array of cultural events such as book talks, lectures, book-reading sessions, and performances where people can meet famous authors and poets that are difficult to meet in person, and small and big meetings about reading, writing, writing novels, movies, and documentaries. As a number of public organizations, companies, and research institutes are located in Daejeon, where Samyoso is, there were many people that moved in from other regions. Thus, the bookstore manager has been organizing meetings and events aiming to encourage residents to meet new people based on specific interests by analyzing visitors' demands. However, as offline meetings have become barely possible due to the pandemic, he needed a new book subscription model.



Views of Samyoso

Samyoso offers “Monthly Samyoso,” a monthly subscription service. There are two types, “Option A,” which consists of one literary and one non-literary book published within the last 6 months, and “Option B,” where the bookstore manager selects two

books of any kind. For Option B, he selects a number of nominees among frontlist and recommended books by several channels, reads them through, and chooses the final two considering their balance with those he has chosen before. The subscription fee is 30 thousand won if you take the books yourself, and 33 thousand won if you use the delivery service. If the book's price is below 30 thousand won, Samyoso returns the remaining amount with the books. Samyoso's recommended books for April were the novel *Perhaps Twenty Times* (Munhakdongne) by Pyun Hye-Young and essay *Trick Mirror: Reflections on Self-Delusion* (Thinking Power Books) by Jia Tolentino, while for March, novel *Our People* (Changbi) by Pak Sol-Moe and *Winners Take All : The Elite Charade of Changing the World* (Thinking Power Books) by Anand Giridharadas were picked. Samyoso is planning to run a separate channel for collecting readers' feedback from May in order to identify their satisfaction in more detail. If you want to experience more than Monthly Samyoso, how about visiting the bookstore in person? In Samyoso, you will be able to find a collection of about 40 books chosen by the manager, a blind-book series where the books are covered with an impressive page from each, and blind-book set of recommendations classified by themes. Samyoso hopes to be a bookstore that continues to introduce more fine books and more fine things to more people.



A quote attached to the shelf (left), a pack of "Monthly Samyoso" (right)

**Address** 2F, 1, Galmayeok-ro, Seo-gu, Daejeon

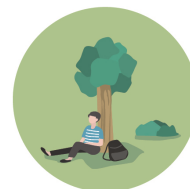
**Website** [smartstore.naver.com/samyoso](http://smartstore.naver.com/samyoso)

## ONE-LINER QUOTES

National Library of Korea(NLK)'s Pick:  
Essay*How About Taking a Pause?*

Kim Jong-Gwan, Hyehwadong

How much I sacrifice myself today will not guarantee how happy I will be in the future.



Besides, there was no success in the path where you ate away at yourself.

The writer is a humble doctor that says it was all thanks to luck that he entered medical school. He endeavored to seek to become a fellow after finishing residency - accomplishing immediate goals and believing that he will be happy in the end.

However, as he looked back on his life and realized he had been ignorant of what he truly likes, he chose to go on a long journey. After he quit the hospital after residency, he would reminisce about

the stability he had when he belonged to the hospital. Yet, he soon feels true happiness as he encounters uncertain, unstable situations throughout the journey where things do not go as he planned. His “pause” comes to a “stop” when he begins to feel the traveling days he dreamed of becoming just another familiar, ordinary daily life. As he realizes that his inner self has not changed at all, even after the little “pause” in his life, he resolves to become a new person who pursues their dream, feeling of accomplishment, and excitement working as a doctor while prioritizing people and a diligent life over success.

The book *How about taking a pause?* offers us an opportunity to take a refreshed perspective towards the meaning and value of life, taking a break from the stagnant daily life.

\* Go to the NLK website for more information on the book

<https://www.nl.go.kr/NL/contents/N20500000000.do?page=1&viewCount=8&schM=view&schCode=11&recomNo=20210201174204597100>



*I'm Being Swayed Today Again*

Lee Jae-Young, Next Wave Media

Let's have a break this evening and  
continue walking tomorrow.

Just ten steps,  
and that will make everything much better.



The book *I'm Being Swayed Today Again* is a personal story of the author who has just turned 40, living with her thoughts swaying in

the wind of others' perspectives, anticipations, and standards. It is a life story where she feels cured as she meets a little wild grass while going on a walk. She talks about the anxiety aroused in daily life, interacting with grass and flowers on the path of her daily walking course.

Wild grass could be trivial, a small part in nature that you pass by, but they have their own story within. For example, Korean persicary blooms beautiful flowers no matter where it is rooted, from a clear lake to a dirty drain on the road, as long as water runs. Also, a little greenish ivy grows up to cover the entire fence with its lively green color.

The writer speaks to those who are climbing up a hill in their life: “Let’s have a break this evening and continue walking tomorrow. Just ten steps, and that will make everything much better.”

\* Go to the NLK website for more information on the book

<https://www.nl.go.kr/NL/contents/N20500000000.do?page=1&viewCount=8&schM=view&schCode=11&recomNo=20201029112155083100>

Source. Recommended Book by NLK Librarian  
(<https://www.nl.go.kr/NL/contents/N20500000000.do>)



## KOREAN PUBLISHERS

---

### Safehouse Inc.

**A Powerhouse of Boundless Cross-genre Imagination**

Organized by Lee Ji-Hyeon

---



Logo of Safehouse Inc.

Established under the slogan of being “A safe house for good stories,” publisher Safehouse is one of the publishers specializing in genre fiction in Korea. Living up to the slogan, the publisher works as a “safe house” for creators and stories so that stories about various topics that had been in the shadow can gain

attention. Following is an interview with publisher Safehouse, a home to boundless imagination going across genres and media, collaborating with webtoon and video companies that need stories, particularly those that can be made into books.

**Please introduce Safehouse to overseas publishers.**

Safehouse is a “producer of genre fiction stories” that plans and develops content for stories. Safehouse’s producers and creators cooperate from the planning stage of stories until the end. We pursue stories that have the potential to expand into various media such as films, videos, webtoons, and games, going beyond just being a text. Since 2019 when Safehouse fully began to jump into the story-producing business, we have published 21 titles, including original content (full-length stories), “*shō-t*” (short novel collections; “short” pronounced in Korean), and anthologies.

Recently, Safehouse is collaborating with partners from content platforms and movie/video producers in a bid to develop our stories in various formats. In the summer of 2020, *Astronaut Joan* and *Augmented Infatuation* were shown in “Cinematic Drama SF8 (<http://program.imbc.com/sf8>)” based on Safehouse stories and released as an original drama on wavve, an OTT service.



Poster of cinematic drama "SF8"

What has been the secret that imprinted the name "Safehouse" onto readers' hearts?

We have heard a lot of feedback from readers that they can "vividly imagine the story" as they read through our stories. We believe that our efforts of making the stories go "trans-media" from the planning stage helped readers who are used to videos immerse themselves into our stories and enjoy them.

Also, as various types of genre fiction such as SF (science fiction) have been getting more attention from readers since 2019, our stories could be much more beloved as well. Plus, many of our readers choose the different book sizes and designs of each series as a charm point of Safehouse's works. We believe that they have recognized the efforts Safehouse and the producing partners have put into developing the most relevant form and style to best deliver the stories.

### What is the standard or value Safehouse pursues when it comes to choosing authors or works?

As we've mentioned earlier, Safehouse makes stories "together" with the creators. Therefore, we know the value of cooperation in the course of creating a story and thus try to produce works with authors that are open to collaboration. And Safehouse is working with numerous other media to add wings to our stories and transform them into various other formats, going beyond a mere novel. If you are a creator that takes such an attempt as a new opportunity, please feel free to knock on our door.

### Why does Safehouse publish genre fiction, and what is the charm point of it?

Let's think of works that have an original novel or webtoon among the TV dramas, movies, or original content serviced on OTT that have been greatly loved by people. Many of them can be classified as SF, crime/mystery, and fantasy. In particular, they have more than 2 genres combined at once, such as a zombie catastrophe taking place in the Joseon Dynasty and romantic fantasy.

The "good stories" that Safehouse is looking for are stories that gain greater power as they sail into bigger markets through various media. Such stories have a captivating world view, distinctive characters, compact and full storylines, and topics that light a fire in the minds of contemporary readers. We think it is the charm

point of genre fiction that they can draw much greater fun out of the stories through unique characteristics and meet the conditions of being “good stories.”

### What would you suggest to readers to better enjoy your books?

One way to have greater joy would be to compare the original story with a webtoon or movie that was made out of it.

Five works serialized on RIDI Book’s “*Chekkutoon*” (“*Chekkut*” + “*Toon*,” “*Chekkut*” refers to “dogear” in Korean, while “*Toon*” is the shortened term for “webtoon”) are based on the following original titles: Kim Hyo-In’s *Astronaut Joan*, Shim Neoul’s *Press Jump to End the World* and *Shells*, Peom Yu-Jin’s *The Great Selection*, and Kim Min-Hye’s *Insta Girl*. You can read them in English on “Manta (<https://manta.net/>),” a webtoon platform.

### Please recommend some of Safehouse’s books to our readers.

#### 1. Cho Ye-Eun’s *Cocktail, Love, Zombi*

This is a short story collection by writer Cho Ye-Eun published in April 2019. She left a comment that she hopes the readers relate the stories to their ordinary daily life, even though the topic of “zombi” might not be that ordinary. The book *Cocktail, Love, Zombi* is about a family whose dad became a zombie, a woman whose face people do not remember, a forest swamp with pouring rain, and three people’s experiences of time travel. Each of the stories adds

up to an entire storyline, intertwined delicately, depicted in various atmospheres such as fantasy, horror, and thriller. It has released its fifth print so far with steady interest from readers during the past year.

## 2. Lee Kyung-Hee's *Time to save you*

Writer Lee Kyung-Hee's *Time to save you* was the first original (full-length novel) published by Safehouse in 2021. The book is a time-leap SF novel about a protagonist who gets the opportunity to travel through time to the past and save her mother. Journalist Lee Da-Hye of *Cine 21* wrote, "The book will make you breathless as if you have just sprinted" in her recommendation. As *Time to save you* is under the spotlight in the video/film industry, it is highly anticipated that the book will be made into a video in the near future.

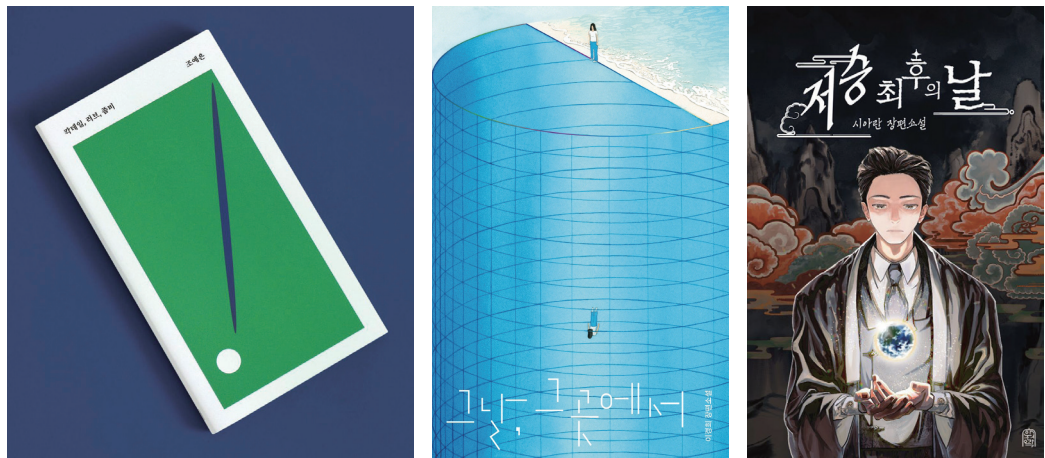
## 3. Siaran's *Doomsday Afterworld*

*Doomsday Afterworld* is a full-length novel that started as a short novel that won a story contest hosted by Safehouse in the winter of 2018. The story begins as 99.9% of humanity dies all of a sudden due to the abrupt explosion of a supernova. The dead souls pour into the underworld, and the devastating situation has come to the point that the underworld will also disappear if there's no one in the middle-earth that remembers it. Here, Siyoung, the chief secretary of the King "Yeomra" (king of the underworld) Department in



the Korean Peninsular sector, strives to get the catastrophe under control.

Also, *Doomsday Afterworld* is the first novel presented on “Kakaopage Original (<https://page.kakao.com/home?seriesId=56813908>).” You can only read it here, so don’t miss it.



*Cocktail, Love, Zombi, Time to save you, Doomsday Afterworld*

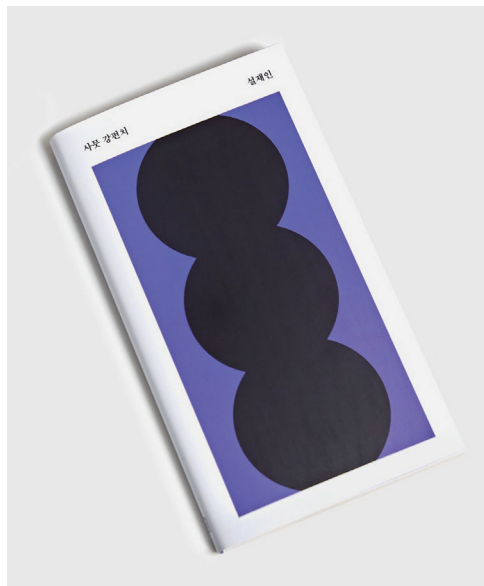
Please introduce readers to your forthcoming titles.

In 2021, Lee Kyung-Hee’s *Time to save you* and Seol Jae-In’s *A Punch Indeed* were published. The book *A Punch Indeed* is the seventh “*shō-t* (short)” series from Safehouse, which includes three stories where the protagonists throw strong punches at the condemnation and offense they receive from their mentors, families, and the world. It is particularly welcomed and supported by contemporary female readers.

Also, we are planning to release the next full-length novel by writer Cheon Seon-Ran as the eighth Safehouse original and anthology

*New Love*, which is a collection of five short novels discovered at a story contest co-hosted with Megabox PlusM.

\* *K-Book Trends* Vol. 30 - Interview with writer Cheon Seon-Ran  
[kbook-eng.or.kr/article/1226](http://kbook-eng.or.kr/article/1226)



*A Punch Indeed*

### How do you choose works at the Story Contest?

We stick to two big yardsticks when it comes to choosing works at the contest.

First is whether the book is appropriate to be published in one of our anthology series. For instance, we look at whether the storyline and the characters are attractive enough as a complete short novel; if it is easy to read through once, and talks about a unique, creative topic. Secondly, the story has to be appropriate to be made into a video. The ongoing contest is co-hosted by Megabox PlusM, where it actively reviews whether the award winners can be produced

as a video. So, during the screening process, we look at whether the work has the potential to be made into a video, its probability, and its attractiveness to the public when it is actually released as a video.

### What are *Magazine Safehouse* and *Monthly Safehouse* posted on the website?

First of all, *Magazine Safehouse* consists of little posts written in different styles by our staff, partner members, and contributors from outside, such as stories, content reviews, or writings of a specific genre. There is also a review section where people watch a movie or a TV drama as soon as it is released and write reviews. You can also find content where we dig more into genres that were the topics of Safehouse's story contest, such as cozy mystery, romance thriller, and home invasion.

Meanwhile, *Monthly Safehouse* consists of those stories written by the Safehouse members once a month. Beginning in August 2017, now there are quite a few posts stacked up. In the early editions of *Monthly Safehouse*, we wrote our monthly schedule and sometimes wrote essays about a random topic. Now we set a topic related to content every month (the topic of the March edition was "content that comes to your mind when you think of spring"). We think that *Monthly Safehouse* is a magazine where you can take a sneak peek at the perspectives and ideas of our members toward "story." So each of us candidly shares ideas on content that we want to discuss.

### What are your future plans?

Due to the pandemic that broke out early last year, the industry and the landscapes surrounding how people consume content such as movies, TV dramas, webtoons, as well as books, have greatly transformed. Safehouse believes that a content's core lies in "fun stories" that do not change no matter how the consumption pattern changes.

Safehouse will continue to strive to become a "safe house" for more stories and creators and think about how we can make more stories with more creators. We ask for your support and interest as our stories spread out into other fields such as movies, TV dramas, and webtoons, not to mention the overseas markets.

**Website** <https://safehouse.kr>

**Facebook** <https://www.facebook.com/safehousekorea>

**Twitter** [https://twitter.com/SafeHouse\\_kr](https://twitter.com/SafeHouse_kr)

**Instagram** <https://www.instagram.com/safehouse.kr/>

## KOREAN AUTHORS

---

### Writer Kim Jung-Mi

Who Sees the World through the Eyes of Children



Writer Kim Jung-Mi began her career as a writer when she won the grand prize at the 4th Changbi Good Children's Book Contest with her first book *Gwaengyi boorimal* (Changbi) ("*Gwaengyi boorimal*" derived from the name of the village, "*Gwaengyiboori*"). Since then,

she has been writing children's books, teen novels, and essays, presenting stories embedded with the “value of togetherness” to the world. Following is an interview with writer Kim Jung-Mi, who pays attention to little, painful things in this world more than anyone else.

It's good to see you. Please introduce yourself to our readers.

I Jung-mi Kim, a writer. My first work is *Gwaengyi boorimal*, and I wrote children's books such as *The Cat Living in Flower Island* (Changbi) and *Paper Meal* (Little Mountain) as well as young adult novels including *Thank You* (Changbi) (“*Cám ơn*”, Vietnamese for ‘Thank You’) or *That Day, a Cat Came to Me* (Little Mountain).



*Gwaengyi boorimal, Paper Meal, Thank You*



### How did you come to walk along the path of a writer?

I was angered by the distorted views directed to people suffering from poverty during IMF and the whole social atmosphere of treating the victims of IMF like they were incapable. I felt like I needed to make a point. Just one random day out of nowhere, I decided to start writing. I saw the advertisement for “Changbi Good Children’s Book Contest.” So I started writing out of nowhere. That is how I became a writer.

### What kind of person do you think children’s authors are?

I think Children’s authors are those who imagine a person’s heart. In general, adults continuously try to do something for children in their wish to look after children and be considerate. But they don’t try to go into the mind of children and attempt to view the world from their eyes. I think they need to view the world from the perspective of children and look at the happiness and sadness these children feel. So I think a children’s author is someone who imagines the minds of children.



*The Cat Living in Flower Island*

**Your housemates consist mostly of cats, is there a story behind this?**

I have been running a study room for 33 years in a place called Manseok-dong in Incheon. I don't run it myself, but the whole community family runs it together. Since the area is an old place, there are many stray cats. So when we were looking after them in the study room, we would just feed them or get them treatment when they were sick. However, since I moved to the countryside. I started taking care of those who cannot live on the streets anymore. Then I ended up taking in more cats in need of help one by one.

**Is there a reason behind you teaching children in a study room?**

Back then, Korea was ruled by a dictatorial government and amid such a social atmosphere. I wondered how I should live as a young adult, and I chose to go to neglected villages and do something.

When I met children living in these villages, I realized that the most desperately needed things for them are protecting each other and supporting each other. I've learned that these are the key to living together. That is why I placed emphasis and wanted them to learn the idea that I cannot live alone. We need to help each other out. The person standing next to me is as valuable as myself. I think various activities done in the study room are aligned with those values.

**Is there a work that you are especially fond of?**

First of all, I personally feel like that I have changed as a person after writing *That Day, A Cat Came to Me*. One of the graduates of my study room who was a father was also a fisherman. In January of 2016, he went out on the first fishing operation of the year, never to return. The profession of fishing was passed down from his parents. I was very proud of him since he never forgot about the friends and younger kids from the study room while he was working on fishing. I think I let him go while I was writing this book.

But the main characters of this book are cats. As I was writing this book, I started viewing their life one to one with more keen eyes rather than as a person who simply provides help. By such process, I started looking differently at the rest of my family in the community, including those who were left behind after my former student's death. Since the book feels like "*Ssitgimgut*", a

shamanistic purification ritual for consoling the souls of the dead, I would like to recommend this book to those who have suffered from loss or those who live with cats.



*That Day, A Cat Came to Me*

### What is your plan for the future?

Well, the plan is to keep on writing. In fact, I continuously meet new people, and there are many others who tell me their stories. So, there are many more stories that I want to write about, and I am planning to work on them step by step.

<https://youtu.be/lhMjvYIRauo>

## Publishing Industry

---

# Audiobooks: Issues and Future Developments

Written by Beatrice YongIn Lin (Publisher of Storytel South Korea)

---



### Recent issues surrounding audiobooks

The voice service provided in announcements, news reading services, or e-book devices uses TTS (Text-to-Speech) technology

that converts written letters into sound. As it has no accent and cuts the sentence in weird places, we have to track what it said while listening to the voice. Recently, as more people read books while traveling, e-books are transforming into audiobooks. Most people wish to hear a human's voice when listening to one. The audiobook market is growing rapidly, but the production time, cost, and technological limitations have been slowing progress down. However, as the A.I. (artificial intelligence) voice synthesis technology is now being applied where it can process natural language, synthesize voices, and recognize the context, listeners can feel as if a real voice actor or actress is reading the story. If this technology becomes capable of expressing feelings, A.I. voice actors/actresses might be able to perform in almost all the sectors except audio dramas that require reading between the lines. In short, the A.I. will be meeting the delicate needs of the listeners.

Also, publisher Woongjin Thinkbig has recently released two A.I. - based audiobooks - *Smart Parenting for Smart Kids* and *The Prince* by Niccolò Machiavelli. Another publisher Daekyo Junior has released an audiobook edition of *Picky Kid*, a children's book, in two versions, each recorded by a human actor/actress and the voice synthesis technology. The latter version reads the story in the unique voice of an A.I. An official from the publisher said, "The voice synthesis version makes a perfect representation of the actual actor/actress's voice. As our subscribers like it, we are planning to use the technology to expand into overseas markets by producing multi-language versions such as English, Chinese, and Japanese,



adding to educational content and new broadcast content.”

Meanwhile, Naver, a South Korean online platform, is steadily developing “Clova Voice,” a voice technology on its A.I. platform Clova. With the A.I. voice synthesis technology, Naver has rendered the voices of actress Yoo In-Na and newscaster Oh Sang-Jin, applying them to the voice news provided on Naver and some of its audio content. The best example is actress Yoo In-Na’s *The Old Man and the Sea* released in 2018. The total view of the book’s summary that has the running time of 3 hours and 42 minutes has exceeded 600 thousand. It’s like selling more than 600 thousand physical copies. But the thing is, it was not recorded in the real voice of the actress but was an A.I.’s voice produced with the voice synthesis technology. If you don’t listen carefully enough, you will not be able to recognize that it was read by an A.I.; subscribers compliment that it is easier to listen as the pronunciation is very clear.

audioclip

홈   랭킹   연재 채널   오디오북   카테고리   이벤트



무료

## 유이나 오디오북 노인과 바다

어니스트 헤밍웨이 지 · 유이나 낭독

3시간 57분 · ▷ 60.9만

▶ 무료듣기 유이나 오디오북 노인과 바다 01

*The Old Man and the Sea* read by Yoo In-Na

Meanwhile, in April 2021, an e-book service provider Millie showcased an audiobook service using an A.I.'s voice for the first time in the industry. There are 5 A.I. voices depending on the type of book. It was developed to be similar to the voice of an actual person after analyzing the actual sound of voice actors/actresses. An official from Millie said, "There are even customer reviews that it is more convenient to listen as the pronunciation is clear. We have released 100 A.I. audiobooks, and are planning to add 500 titles every month from this month."

### **Possibility of releasing A.I. audiobooks**

To cast a voice actor/actress, publishers had to schedule the right time and spend a considerable amount of time recording their voice. Little breaks in between were a must in order to keep the actors/actresses' voices in the best condition. While the average running time of full audiobooks is 7 hours, it takes about 20 to 30 hours to record one. As voice actors/actresses only record for 3 to 4 hours a day considering their voice condition, it usually takes about a week to finish a book. For example, the running time of 192-page-long *Kim Ji Young, Born 1982* (Minumsa) is about 4.5 hours. You need at least 4 days to record a book of such length. Then, you need another whole day to produce that recording into a fully mastered audiobook. In short, you need 5 days to make a 4.5-hour audiobook. Let's suppose that an A.I. voice actor/actress takes over their place. There is a total of 3,072 sentences in the book *Kim Ji Young, Born*

1982. As it takes about a minute to record one sentence, you only need 51 hours to finish the book. In short, it takes about 6 days for one person if we assume he/she records for 8 hours a day, and 2 days for three people in the same condition. If six people jump into the recording, then one day will be enough to finish the book. Another person from the voice synthesis industry boasted that if a famous celebrity records from at least 20 minutes to 3-4 hours in total, the A.I. can analyze their voice, tone, accent, pronunciation, and speed, and create whatever sound it could be, adding that if you adopt an A.I. technology, you can make one audiobook in just 10 seconds regardless of the number of sentences.

In the previous issue, we took an in-depth look at the market status where there are more people “listening” to books nowadays. According to Naver Audioclip, for a year from July 2018 when it began to service audiobooks to September 2019, more than 100 thousand subscribers listened to 8,700 audiobooks. The accumulated sales were 180 thousand titles. Also, another audiobook service platform Millie, announced that its audiobook membership increased by 1.8-fold compared to two years ago, and the proportion is growing each year that now more than one-fifth of its entire membership (23.6%) are enjoying audiobooks. However, among 100 thousand e-book contents, only one thousand, which is one percent of it, are made into audiobooks. As such, while the demand is rising, the audiobook industry had difficulties securing various content due to the time consumed for recording and financial issues. Meanwhile, A.I.-produced audiobooks are

economically efficient as you can finish a full audiobook in just one day. An official from an A.I. voice service provider said, “Compared to the audiobook production where you have to spend millions of won to hire a voice actor/actress, the A.I. can mass-produce various content for just one-tenth of the cost.”

As the demand for audio content is growing, tech companies, publishers, and platforms are paying attention to the development potential of the audiobook market, particularly pioneering it with A.I. voice technology. The publishing industry welcomes A.I. technology but is careful on the other hand. Not every print books can be produced in audio, but only a few of high possibility of making profits have been published in audio until today, the A.I. voice synthesis technology is likely to boost the market to the level where it can stand shoulder to shoulder with the paper book market. The publishing industry is also paying heed to the fact the audiobook sales affect that of paper books in a positive way. It is not an exaggeration to say that the audiobook market’s success hinges on how perfectly the voice synthesis technology can reproduce the human voice. Survey results and statistics announced by audiobook service providers show that many audiobook users tend to buy the original paper book if they like the audio content. This is anticipated to bring a positive synergy effect to the stagnant publishing market.

## Copyright law surrounding audiobooks

Basically, as intellectual property rights are protected for 70 years after the holder's death, one needs to receive permission for licensing the copyright from the original rights holder. Given that, in order to make and service audiobooks, you need to be granted the rights of derivative work on top of the exclusive publication rights from the original rights holder, and if it is a translated work, you also need to secure the subsidiary rights.

Also, in regards to the voice that takes the greatest portion in audiobook productions, protecting the narrator's rights is getting more attention as the market grows. In Korea, according to Copyright Act Article 2, No. 4, voice actors/actresses are defined as performers and thus have the rights as the neighboring rights holder. Therefore, any voice actor/actress that has narrated, read, or expressed the existing work in any way, is protected as a performer.

Then, will an A.I. voice actor/actress also have this neighboring rights? Basically, copyright is only accepted for "people," meaning humans that created the works. If the voice providers, including voice actors/actresses whose voice has been used for an A.I. service, are not adequately protected, their position will be severely threatened. Voice actors/actresses participate in a variety of voice works such as narrations, promotional videos, advertisements, voiceovers, radio/audio dramas, and animations, which include audiobook recordings, in-game character voice-overs, and in-

game narrations that have recently been receiving public attention. According to an international voice actor/actress company “Voices.com,” the relevant global market volume is expected to reach 11.5 trillion won by 2025. The audiobook market will reach 1.46 trillion won, and the in-game voice actor/actress market will grow to 345 billion won during the same period.

As such, the public attention today is focused on how the voice actor/actress market will be protected, and how the works created with A.I. technology will be protected and who will be responsible for it. There was news that the Korean government will preemptively enact a relevant law with the advancement of A.I. technology in December 2020. It is anticipated that the law will clarify legal responsibilities over social issues - including whether intellectual property rights will be recognized when an A.I. creates a work or develops a product - and reduce conflicts on compensations caused by A.I.

### **Concerns surrounding A.I. voices and the necessity of setting an ethical standard for A.I.**

There are negative opinions about A.I. voice technology that people can maliciously use celebrities' voices for false purposes. Some worry about “deep voice,” a sound version of “deep fake.” The synthesized voice processed through deep voice technology is so delicate that normal people cannot distinguish. To make matters worse, even the general public can be targeted as victims of



deep fake cases. To prevent such a situation from happening, it is highly suggested that technologies that can distinguish deep voice and A.I. synthesis technology should be developed alongside the advancement of voice synthesis technology.

Furthermore, SBS, a broadcast company in Korea, aired a TV show titled “Battle of the Century: A.I. vs. Human” on January 29, 2021 that adopted A.I. voice and technology. How singer Kim Bum-Soo’s famous song “I Miss You” was sung in the A.I. voice of the late Kim Kwang-Seok shocked a number of his fans and people watching the show. However, the rapidly developing A.I. technology is a double-edged sword. Issues surrounding A.I. ethics have risen as social problems. Professor Choi Byeong-Ho of the Human-inspired A.I. Research Center at Korea University pointed out that “Only a few among A.I. service providers have an ethical standard. Korean government and society should establish a system preemptively, but changes are made when a relevant incident occurs. Abuse of A.I. technology takes place as technological development outpaces systematic settlement. The A.I. ethical standard today is merely at the declarative level. It needs a systematic approach.” Most importantly, the personal rights and copyrights of the deceased are mentioned as the major issue considering personal rights and human dignity could be damaged if the deceased is summoned anytime by technology for commercial purposes.

It is time an “A.I. ethical standard that takes humanity as the priority” must be set with a specific implementation guideline and change to public awareness. The application of advancing A.I.

technology along with relevant laws and systems are expected to let audiobook and voice-based services lead the industry in an ideal direction.

## Publishing Policy

---

# The Standard Contracts for Publications

The first step to a fair publishing industry!

## Standard Contracts for Publications



Gathering opinions from  
various parties in the publishing industry,  
the Ministry of Culture, Sports, and Tourism  
has revised and implemented

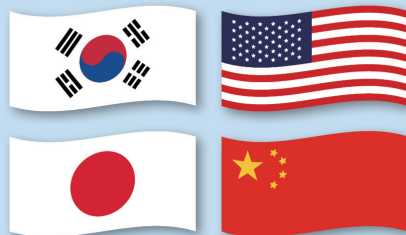
## Standard Contracts for Publications!





Check out the formats and guide videos on  
the website of the Publication Industry  
Promotion Agency of Korea (KPIPA)!

Also, among the Standard Contracts  
for Publications,  
the Copyright License Agreement  
(for overseas use) is provided in  
English, Japanese, and Chinese.



Join in and make the publishing industry  
fair and transparent!

**The Standard Contracts  
for Publications**  
are open for public use!



## New Books

---

# Snowstorm



## ‘Snowstorm’

It is a name of a polar bear with white, glittering fur who was born on a day when a snowstorm hit.





# The north pole is getting warmer every year

As Snowstorm could not hunt out in the ocean as the glaciers melted, he had no choice but to head down to a village to find food.



**“You bad polar bear!”**

But the humans threw rocks and pointed their guns at Snowstorm.



Snowstorm searched for food in trash cans where people could not find him.







And in a trash can,  
he found “Panda,”  
who was beloved by  
the villagers.



Snowstorm  
made the decision  
of a lifetime,  
**to survive.**



A new work of Kang Kyung-soo,  
a charming storyteller who has captured  
the heart of many young readers.

We sometimes have to look at  
ourselves in the mirror.

Even though the reflection  
might not be beautiful...

Kang Kyung-soo

What would be the decision  
that polar bear Snowstorm has made,  
watching the glaciers disappear due to  
unprecedented abnormal climate change?



A book for children living  
in the era of the climate crisis.



**Snowstorm**

Written and illustrated by  
Kang Kyung-soo  
Changbi Publishers, Inc

## Best Sellers

---

### 2nd Week, April 2021

#### Bestseller Trends in the Four Biggest Online Bookstores in Korea

---

Various genres of literature have been greatly beloved by readers in Korea entering the second week of a warm April. The hottest topic among all was the *Young Writer Awards Collection* published by Munhakdongne. The 'Young Writer Award' is a representative literary award in Korea that connects Korean literature and readers, while encouraging authors who have been writing for under ten years since his/her debut. Seven writers and their works have been introduced in *The 12th Young Writer Awards Collection*. It has ranked high on the bestsellers' list as readers highly anticipate the new wind young writers will bring to the publishing field.

New books have joined the bestsellers as well, especially heartwarming essays. For example, *One Day, Death Spoke to*

*Life* is a book written by Keam Bhum-Suk, an oncologist at Seoul National University Hospital, where he describes his feelings as he met numerous cancer patients. It has been drawing sympathy from readers, asking ‘what is the thing that makes our remaining life meaningful?’ to everyone living in the middle of life and death. Also, *I Am A Little, Shining Star* by Soyoon is an essay filled with caring words. The writer pats readers on the back who have lost their light in their tough life with short but heartwarming sentences, awakening the glory hidden inside themselves.

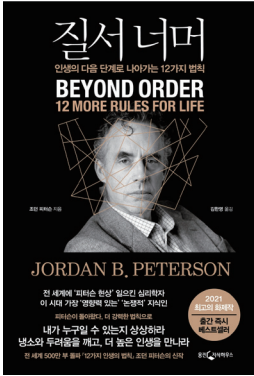
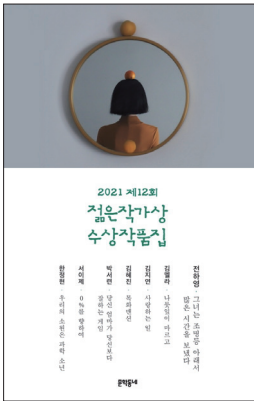


\* *K-Book Trends* Vol. 33 – Go to the introduction of *One Day, Death Spoke to Life*  
[kbook-eng.or.kr/article/cardnews?aidx=1338](http://kbook-eng.or.kr/article/cardnews?aidx=1338)

Meanwhile, books written by famous figures among the top 5 history books catch readers’ eyes. Rhyu Si-Min, a former politician, has settled as a steady-seller writer for history and liberal arts. The revised and enlarged edition of his *My Contemporary Korean History 1959-2020* has been published 6 years after its original release, with additional stories from those years. Also, *Use of History* by popular history instructor Choi Tae-Sung is a book with a sub-title of ‘22 insights to living a free, square life.’ It has been receiving positive reviews from readers as it kindly guides them to find clues for challenges in their life from historical incidents.

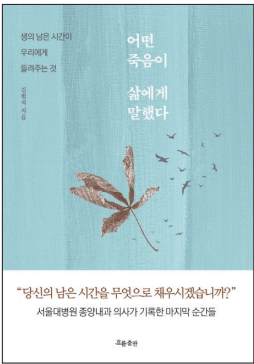



\* The rank of bestsellers below was organized after integrating domestic best sellers in the second week of April from the four biggest online bookstores in Korea – Kyobo Bookstore, Aladdin, Yes 24, and Interpark.



Top 10 Bestsellers for the 2nd Week of April

1		<p><i><b>Beyond Order</b></i></p> <p>Author   Jordan Peterson          Publisher   Woongjin Thinkbig          Genre   Liberal Arts</p>
2		<p><i><b>The 12th Young Writer Awards Collection (2021)</b></i></p> <p>Author   Jeon Ha-Young, Kim Mella, Kim Ji-Yeon, Kim Hye-Jin, Park Seo-Ryeon, Seo Yi-Je, Han Jeong-Hyeon          Publisher   Munhakdongne          Genre   Novel</p>
3		<p><i><b>Dollagoot Dream Department Store</b></i></p> <p>Author   Lee Mi-Ye          Publisher   Sam &amp; Parkers          Genre   Novel</p>
4		<p><i><b>Jujutsu Kaisen Vol. 14</b></i></p> <p>Author   Gege Akutami          Publisher   Seoul Media Comics          Genre   Comics</p>

Top 10 Bestsellers for the 2nd Week of April

5		<p><i><u>One Day, Death Spoke to Life</u></i></p> <p>Author   Keam Bhumsuk          Publisher   Next Wave Media          Genre   Essay</p>
6		<p><i><u>I Am A Shining, Little Star</u></i></p> <p>Author   Soyoona          Publisher   Book Romance          Genre   Essay</p>
7		<p><i><u>The 77 Most Important Questions for Novice Stock Investors</u></i></p> <p>Author   Moon Jeong-In          Publisher   One &amp; One Contents Group Publishing Co.          Genre   Economics &amp; Business Administration</p>
8		<p><i><u>The Little Prince</u></i>  <i><u>(in Gyeongsang-do Dialect version)</u></i></p> <p>Author   Antoine de Saint-Exupéry          Publisher   Ipap Books          Genre   Novel</p>



Top 10 Bestsellers for the 2nd Week of April

8		<p><b><i>Seol Min-Seok's Korean History Adventure #16</i></b></p> <p>Author   Seol Min-Seok, Storybox          Publisher   I-Human          Genre   Children (Comics)</p>
8		<p><b><i>See What They Mean, Say What You Mean: 130 Expressions to Start With Oh Eun Young</i></b></p> <p>Author   Oh Eun-Young          Publisher   Gimm-Young Publishers, Inc.          Genre   Home &amp; Childcare</p>
8		<p><b><i>I am Caterpillar, a Third Grader in Class 2, No. 7</i></b></p> <p>Author   Kim Won-Ah, Lee Ju-Hee(illustrator)          Publisher   Changbi          Genre   Children (Picture Book)</p>

# Top 5 History Books for the 2nd Week of April

1		<p><i><u>Metropolis</u></i></p> <p>Author   Ben Wilson  Publisher   Maeil Business Newspaper Co., Ltd.</p>
2		<p><i><u>My Contemporary Korean History 1959-2020</u></i></p> <p>Author   Rhyu Si-Min  Publisher   Dolbegae</p>
2		<p><i><u>Use of History</u></i></p> <p>Author   Choi Tae-Sung  Publisher   Dasan Books Co., Ltd.</p>
4		<p><i><u>Guns, Germs, and Steel</u></i></p> <p>Author   Jared Diamond  Publisher   Munhaksasang</p>
5		<p><i><u>Sapiens</u></i></p> <p>Author   Yuval Noah Harari  Publisher   Gimm-Young Publishers, Inc.</p>

## #K-Book

---

## #Essay

---

### KPIPA Introduces K-Books for Global Publishing Markets through K-Book Platform

*Even if the Truth is Worth a Grain of Sand*

#### 1. Publication Details

Title | Even if the Truth is Worth a Grain of Sand

Author | Park Wan-suh

Publisher | Segyesa Contents Group Corp. Ltd.

Publication Date | 2020-12-07

ISBN | 9788933871553

No. of pages | 288

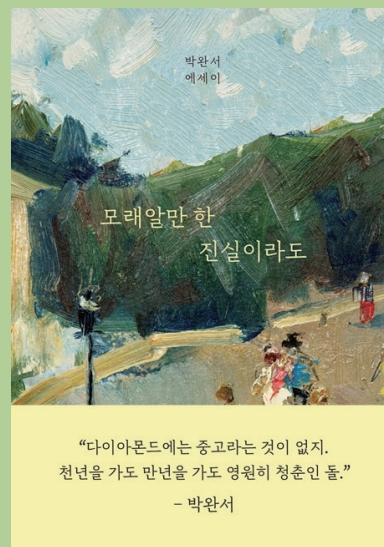
Dimensions | 128 \* 188

#### 2. Copyright Contact

Name | Kang Hun

Email | plan@segyesa.co.kr

Phone | +82-2-6332-8083



#### 3. Book Intro

This book takes a fresh look at essays written by Park Wan-suh, an invaluable legacy left by the beloved author.

She was responsible for numerous books featured in many of Korea's must-read lists, such as *Who Ate Up All the Shingah?*, *Mother's Stake*, *The Naked Tree*, and *Was That Mountain Really There?* No one would question her standing as a master in the world of Korean literature. It has been 10 years since her passing, and to commemorate this loss, we present a collection of 35 of her best-loved essays, thoughtfully curated from a list of over 660. The selection process itself took months

in order to create a book that truly represents the spirit of the late author.

**Even as time passes, Park Wan-suh's words always remain a treasure.**

Although it has been a decade since her death, Park continues to be discussed and published. This is because her writing is irreplaceably, impeccably good. Written in simple prose, the pages quickly fly by, and yet they leave the reader with a lingering feeling that lasts. Her words are forthright but never too much, interesting yet deep, and critical but warm. Any random page can bring joy to readers, and leave warmth in their hearts. After finishing her books, one can easily understand why Park is hailed as such a literary giant.

**In times of chaos, this book will bring solace.**

At a time when things are changing at a dizzying pace, it is difficult to find a touchstone that can ground us and help us keep our center. In the confessions of a veteran writer who has braved numerous trials in her own life, we find solace and a sense of comfort. Park's life experiences and way of life were different from contemporary parallels. And yet, when we read her words today, we can't help but relate to them and become overwhelmed by Park's insight. Even as she endured the greatest suffering life can throw at us, including war, division of her homeland, and the deaths of her husband and son, Park managed to sing of the beauty of life and the warmth of humanity. She tells only the truest of stories in her books, and these are the writings that manage to shine even as the years have faded.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4919](https://k-book.or.kr/user/books/books_view?idx=4919)

## *Just What I Wanted to Hear*

### 1. Publication Details

Title | Just What I Wanted to Hear  
Author | Jung Heejae  
Publisher | Woongjin ThinkBig Co., Ltd.  
Publication Date | 2020-04-27  
ISBN | 9788901242057  
No. of pages | 260  
Dimensions | 135 \* 195

### 2. Copyright Contact

Name | Woongjin Think Big Foreign Rights Team  
Email | copyright@wjtb.net  
Phone | +82-31-956-7580



### 3. Book Intro

*Just What I Wanted to Hear*, which has been a steady seller and favorite among Korean bibliophiles since its initial publication in 2017, has been re-designed in celebration of reaching 100,000 copies in sales. There are times when you feel like you're working your fingers to the bone but no one seems to recognize your efforts. Sometimes you have to bear things that seem unbearable and accept things that seem unacceptable. What was it exactly that kept you going during those moments when you pretended that everything was okay but felt infinitely lonely inside? The case may be that what kept you going was none other than a kind word from a precious person.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4846](https://k-book.or.kr/user/books/books_view?idx=4846)

## Worry on Your Own Terms

### 1. Publication Details

Title | Worry on Your Own Terms  
Subtitle | Just enough to stay happy  
Author | Choi Dae-ho  
Publisher | NEXUS Co., Ltd.  
Publication Date | 2020-12-21  
ISBN | 9791191209495  
No. of pages | 192  
Dimensions | 115 \* 188

### 2. Copyright Contact

Name | Hyejin Jinny Chung  
Email | copyright@nexusbook.com  
Phone | +82-2-330-5529



### 3. Book Intro

The COVID-19 pandemic that shook the world throughout 2020 has led to another pandemic known as the "Corona blues." What exactly do people need in this situation? What kind of comfort do we need right now? The core message of this book is to minimize worrying. It includes ways to stop constantly worrying and describes how our lives can change when we succeed.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4800](https://k-book.or.kr/user/books/books_view?idx=4800)



## *Dear Depression*

### 1. Publication Details

Title | Dear Depression

Subtitle | A record of depressing days that you don't want to forget despite the pain

Author | Kim hyunji

Publisher | RH Korea Co., Ltd.

Publication Date | 2020-11-18

ISBN | 9788925589473

No. of pages | 380

Dimensions | 125 \* 190

### 2. Copyright Contact

Name | Bak Seongah

Email | sabak@rhk.co.kr

Phone | +82-2-6443-8845



### 3. Book Intro

After being diagnosed with depression, the author began recording her thoughts and emotions in pictures and text and posting them on social media so as not to forget her own ordeals and to provide some comfort to those in similar situations. Her story may not be able to magically lift readers out of their depression, but they will find comfort in knowing that they are not alone. In this book, the author begins her story by opening up her own wounds. In an effort to find her own path, she wonders how she can overcome depression, how she can heal her wounds, and how she should treat those who hurt her.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4879](https://k-book.or.kr/user/books/books_view?idx=4879)

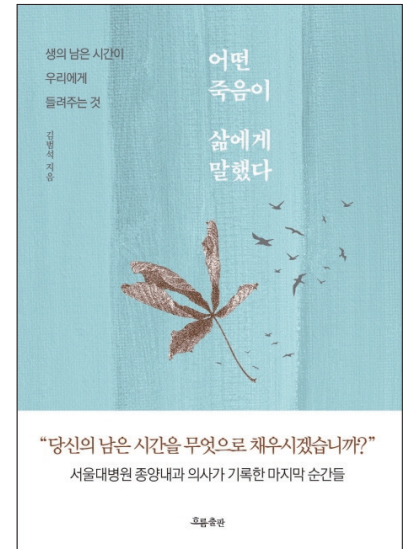
## *One Day, Death Spoke to Life*

### 1. Publication Details

Title | One Day, Death Spoke to Life  
Subtitle | The story of our remaining life  
Author | Bhumsuk Keam  
Publisher | NEXT WAVE MEDIA  
Publication Date | 2021-01-18  
ISBN | 9788965964230  
No. of pages | 264  
Dimensions | 140 \* 200

### 2. Copyright Contact

Name | SUJIN KIM / 金秀珍  
Email | book@hbooks.co.kr  
Phone | +82-2-325-4944



### 3. Book Intro

Patients' last records, as made by an oncologist at Seoul National University Hospital

Our decisions reflect our attitude toward life and death.

This essay is a sincere and honest recount by Bhumsuk Keam, a professor and an 18-year oncology specialist at Seoul National University Hospital, of his encounters with cancer patients and people around them.

He witnessed the different ways patients battling cancer choose to spend their remaining time. Some calmly sort out their lives and find happiness in small things; others stubbornly try to delay death time after time, and some overcome cancer and adopt a completely different view of life. The same goes for the families of cancer patients. A son who respects his father's wish to donate his own brain after his death; a brother and sister who can't let go of their mother even when she is unconscious and suffering from broken ribs after CPR; the daughter who ignores her abusive father; and the man who chooses to marry even though he knows his fiancée has cancer. Looking back on the decisions of the patients, carers, and medical staff, the author asks himself, "Were our best choice we claimed really the best?" The author says he learned a lot by watching the last moments of patients and their families, and reflecting on his own attitude toward life and death. These accounts were written during his spare time in order to keep a record of the life lessons he learned so that he would not forget. Parts 1 and 2 of the book feature stories of patients the author met as they deal with scheduled deaths and, for their family, the rest of their lives. Parts 3 and 4 provide a glimpse of the concerns and thoughts of being a doctor who treats cancer patients.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4945](https://k-book.or.kr/user/books/books_view?idx=4945)

\* [https://k-book.or.kr/user/books/books\\_view?idx=4375](https://k-book.or.kr/user/books/books_view?idx=4375)

## Talking the Talk

### 1. Publication Details

Title | Talking the Talk  
Subtitle | And Saying What We Mean  
Author | Kim Ha-na  
Publisher | Collage  
Publication Date | 2020-06-30  
ISBN | 9788954672733  
No. of pages | 220  
Dimensions | 128 \* 188

### 2. Copyright Contact

Name | Lee Youngeun  
Email | yelee@munhak.com  
Phone | +82-31-955-2694



### 3. Book Intro

A lesson on speaking by Kim Ha-na, a reader, writer, listener, and speaker.

Speaking is an inseparable part of our lives. Even in sign language, words are always exchanged between people in order to communicate. Words that come and go through speech are capable of forming relationships, and there are various layers of speech for the purpose of communication, empathy, resolution, and resonating. However, we don't "learn" to speak. It's learned naturally, like walking. We don't give sincere consideration to the act of speaking. Talk the Talk begins with the question of why we don't consciously learn to speak.

Words often exert great power, and speaking through a microphone can be considered a symbol of power. The opportunity to step onto a stage, grab a microphone, and speak are limited, and those who are marginalized rarely have the chance to speak up. We have entered the era of content creators, however, an era where there are countless small microphones. It's an era in which people can tell their stories without having been given a microphone. This is why it's more important than ever to speak properly and deliver your message precisely. Author Kim Ha-na hosts book podcasts and lectures using her comforting voice and perfect pronunciation. Kim moves the hearts of countless listeners with words that lend confidence, and this book delves into the art of speaking, to which she has given great consideration.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4251](https://k-book.or.kr/user/books/books_view?idx=4251)

## *Nobody Writes Well at First*

### 1. Publication Details

Title | Nobody Writes Well at First  
Subtitle | Fun and Empathetic Writings on SNS  
to Essays  
Author | Lee Dahye  
Publisher | Wisdomhouse Mediagroup Inc.  
Publication Date | 2018-10-08  
ISBN | 9791162209288  
No. of pages | 280  
Dimensions | 140 \* 205

### 2. Copyright Contact

Name | Julia Kwon  
Email | ohappyday@wisdomhouse.co.kr  
Phone | +82-31-936-4199

### 3. Book Intro

In the era of essays, we have a craving for our writing to be read by other people. But once you face the blinking cursor on a white page of your notebook screen, you don't know what to write. What do you need to do if you want to start writing? What do you have to do if you want to write well? How can I write something I like that other people can also identify with? This book is an introduction to writing for people who want to write but don't know how by the essayist Lee Dahye. It accurately points out which areas people are concerned about in writing and suggests methods for readers who want to know how to "organize well and convey" their thoughts and experiences. She also tells many stories about how to become yourself while writing and how to write continuously without it losing its fun. This book is organized into steps. The first step helps you throw away your fears of writing and learn the basics. The second step explains the easiest way to start writing, by writing about movies or books you have seen or read. The third step talks about how to bring the writing closer to your life and turn it into a driving force. The fourth step is about how to wrap up and revise writing, which is just as important as starting to write. The fifth step is a guideline for people who wants to be essayists, including how to write longer and how to write a proposal. At the back of the book, there is a list of questions you should ask yourself before writing and a Q&A clinic with answers to the most frequently asked questions she received while giving special lectures on writing. Lee Dahye once had writer's block as well, and someone told her that she should take some time every day to just write anything. So she opened up



a blank document and typed “Let’s write anything,” but she could not think of anything to write afterwards. She says she is still walking a tightrope between ease and difficulty when she writes. First of all, become a person who likes writing. Nobody writes well at first.

\* [https://k-book.or.kr/user/books/books\\_view?idx=1382](https://k-book.or.kr/user/books/books_view?idx=1382)

## *Tipsy*

### 1. Publication Details

Title | *Tipsy*

Subtitle | A novel, an essay and tasting notes on the theme of ten liquors

Author | Eun Modeun

Publisher | Breathing Book Factory

Publication Date | 2019-07-05

ISBN | 9791186452462

No. of pages | 200

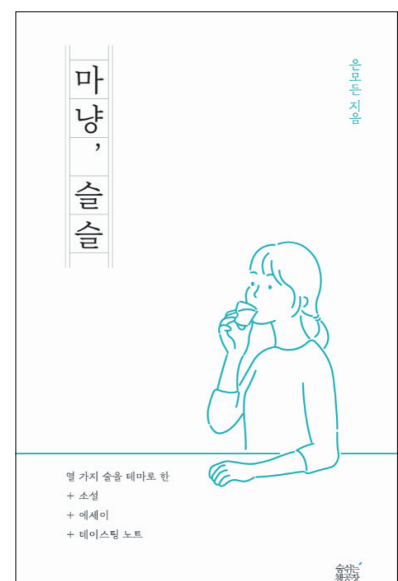
Dimensions | 120 \* 190

### 2. Copyright Contact

Name | Kim Kyungmi

Email | frei99@hanmail.net

Phone | +82-70-8833-3170



### 3. Book Intro

Alcohol sometimes gives us comfort and connects people to others. Of course, it sometimes causes trouble. Now, *Tipsy* captures the alcohol that has melted into many different aspects of our everyday lives in the form of a novel and an essay. There are five novels and five essays each, and at the end of each novel and essay is the author’s own “tasting notes” on the alcoholic drinks mentioned in the novels and essays. There are 10 tasting notes that collectively cover wine, beer, makgeolli, and cocktails. To put it simply, Now, *Tipsy* is a collection of literary works featuring novels, essays, and tasting notes on the theme of ten liquors.

\* [https://k-book.or.kr/user/books/books\\_view?idx=4004](https://k-book.or.kr/user/books/books_view?idx=4004)



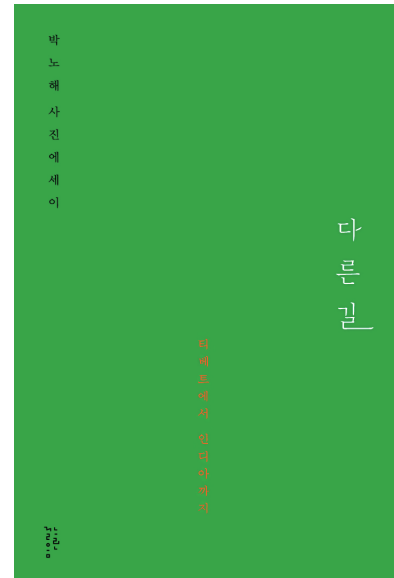
## Another Way

### 1. Publication Details

Title | Another Way  
Subtitle | Photo Essay  
Author | Park Nohae  
Publisher | Slow Walking  
Publication Date | 2014-02-01  
ISBN | 9788991418141  
No. of pages | 352  
Dimensions | 132 \* 190

### 2. Copyright Contact

Name | Im Sohee  
Email | slow-walk@slow-walk.com  
Phone | +82-2-733-3773



### 3. Book Intro

From India, Pakistan, Laos, Burma, Indonesia to Tibet, a journey to villages nowhere to be seen on the map! Whereas people are now calling for 'the age of Asia' as "the subject that would rescue capitalism in crisis", Park Nohae, who has traveled on his feet here and there in Asia for the past eighteen years, asks a serious question: "The emergence of the age of Asia is an event in human history, that goes beyond the simple question of shifting of economic power and suggests a task of transition of civilization. What would indeed remain where more than half of the world population have followed the western way of 'growth and progress'?" The "wonderful everyday" of the unknown people, their dedication and integrity were captured and captioned silently and contemplatively, touching our mind in a singular way of this photo book. And a new essay of meeting true self at the end of the road. 'Image with a story' guide us to another way, a step to good life. If you are in doubt, may his nomadic-note guide you as a map of the star in your heart.

\* [https://k-book.or.kr/user/books/books\\_view?idx=1866](https://k-book.or.kr/user/books/books_view?idx=1866)