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K-Book Trends

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to those in the global publishing industry.

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TOPIC

Discussing the Current Status of Korean Picture Books

Written by Jo Sung-Soon (Children's Literature Critic)



A visual language that captivates all generations

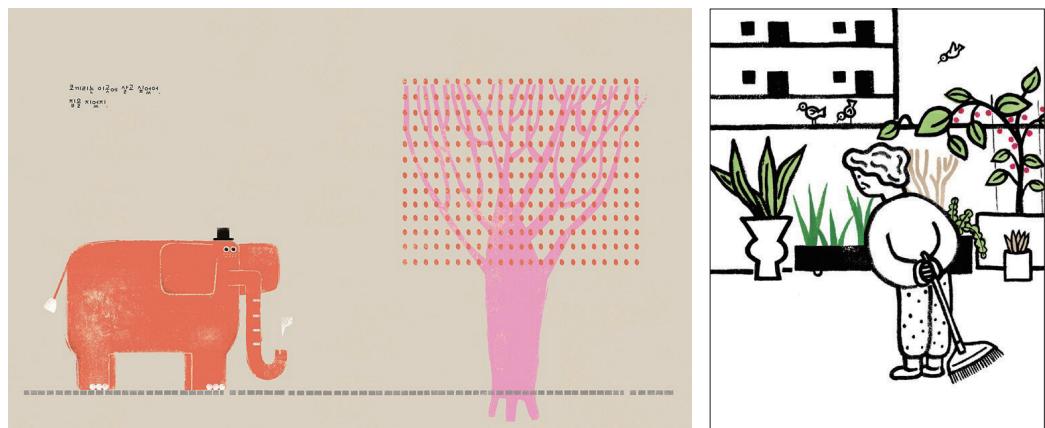
From the beginning of the 2000s, Korean picture books have been displaying a dramatic change in their identity, and it is even

difficult to predict their next transformation. In the background was the growth of authors who have been honing their professional illustrating skills since the 1990s and the introduction of new authors in the field influenced by them. Also, the expansion of the readership has influenced the trend as generation Z has begun to recognize picture books as a new media. The most distinctive characteristic of Korean picture books is that there's not only an increasing number of aesthetic aspects but also metaphoric and experimental attempts. Picture books with rich expressions and aesthetic mechanisms are becoming a new tool for communication that reaches all generations.

In particular, the world saw the value of Korean picture books in 2020 when author Baek Hee-Na won the Astrid Lindgren Memorial Award (ALMA). Her exquisite writing style opened a new chapter of picture books displaying humanitarian themes. For instance, books like *Magic Candies* (Bear Books Inc., 2017) and *I Am a Dog* (Bear Books Inc., 2017) introduce movie-like stories about solitude and solidarity through the sublime atmosphere, looks, and body movements of the main characters. Also, the sweet goodies, playfulness, and unrivaled charm of Sculpey act as a gateway between reality and a guide along the path which modern society should pursue regardless of generation.

Authors who won at the Bologna Children's Book Fair and are continuing to present their unique artistic style are also notable. For example, author Cha Eun-Sil wrote *I Built a House* (HYANG, 2021) following *What is Happening* (HYANG, 2019), where she asks

pointed questions with back-to-back stories that arouse curiosity. Those questions linger in our heads long after we finish the books and make us think about what's most important in our lives. Meanwhile, author Cho Seul-Ki's *A Caterpillar Who Experiences Rain For the First Time and a Ladybug Who Has Experienced Rain Once* (HYANG, 2020) focuses on “difference.” The linguistic sense that takes a different perspective towards the same subject makes readers have fun while reading. Also, the pictures – a mixture of lines and spaces – help us imagine freely, and the different viewpoints toward “rain” pose a question to our perceptions.



What is Happening, Our House

Author Jo Won-Hee is continuously growing her art world, winning the Bologna Ragazzi Award with *Teeth Hunters* (IYAGIKOT PUBLISHING, 2014). One of the biggest characteristics of her style, repeating simple images, clearly uncovers complex emotions, and is effectively used to carefully describe the delicate sentiments of human relationships rather than the people themselves. Such repetition of simple images creates a strong image, which possesses

the power to consistently push forward the detailed emotions until the end of the story. In particular, soft colors and blank spaces used in *Hate* (Manman Books, 2020) and *Our House* (IYAGIKOT PUBLISHING, 2021) make the readers focus on the emotional feelings inside the simple but thick lines, shedding light on children's psychology and social issues.

Reproduction and creation of Korean-style images

The vitality of old stories comes from their reconstruction and in which modern meanings are newly created while the old virtues are kept intact. There are more picture books today that use folklore to recapture the witty humor unique to Korea. For example, *Here Comes the Bogeyman* (Sigong Junior, 2007) written and illustrated by Park Yeon-Cheol, emphasizes the overthrown order of power, making readers laugh and feel a sense of liberation. Meanwhile, *Spooky Stories* (Changbi, 2020), written and illustrated by Lee Gab-Kyu, offers narrative fun using the Korean tale "The tiger and the dried persimmon" as inspiration, delivering a message that goes beyond generations. Furthermore, what makes us proud of Korean picture books for making a step forward is how the author creates a boundary between reality and fantasy, where a wild animal appears and disappears, and turns it into a type of play.

On the other hand, *An Old Seal Grandmother* (Kidari Publishing, 2020) written by Oh Mi-Kyung and illustrated by Lee Myung-Ae and *Dalhangari* (meaning Moon Jar in Korean) are picture books

that use a good mixture of Korean materials for artistic aesthetics and literary description. In the book *An Old Seal Grandmother*, illustrator Lee Myung-Ae used the Jeju ocean with colorful images as the background to express “*Haenyeo*” (female divers in the Korean province of Jeju), designated as a UNESCO Intangible Cultural Heritage, in a realistic and symbolic way. The images from under the Jeju ocean embrace the meaning and values of life, as they move on to the unyielding life of “*halmang*” (meaning “grandmother” in the Jeju dialect) and then to the ocean and “Jeju *halmangs*” seen from the eyes of a child. Meanwhile, *Dalhangari* (Darim Books, 2020), written and illustrated by Cho Young-Ji, calmly unfolds a story about the Korean War from the viewpoint of the Moon Jar, which represents Korean sentiment. The “Dalhangari,” which resembles a “Water jar (read as “*mulhangari*” in Korean)” made by Kim Hwan-Ki, one of the most prominent artists in Korea, not only holds Korean sentiments but also warmly enfold the scars from the war. Wars completely destroy the notion of time and space. Wars make everyone not only lose their space but also suffer from the damaged relationships and shared, old memories that they used to have with people around them. The book *Dalhangari* well-depicts the fact that there’s still life amidst the memories of pain. These picture books are the bridge that connects the past and present with shared memories and can be meaningfully interpreted from the perspective of modern life as well.

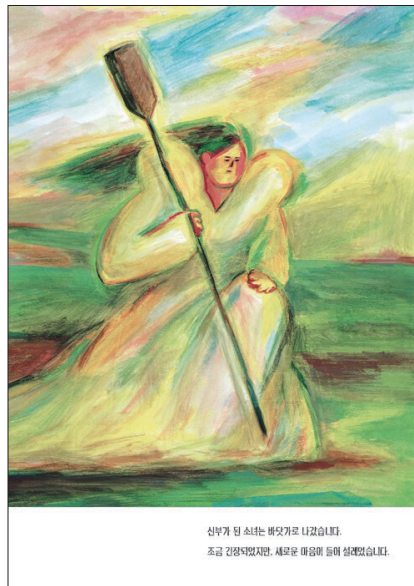


Dalhangari, Rain Shower and Mudfish

Korean picture books have also made a big stride forward in terms of the system and concreteness of how they express images. For instance, *Rain Shower and Mudfish* (Changbi, 2020), written by Lee Sang-Kyo and illustrated by Kim Se-Hyun, is a picture book where texts and pictures create a poem. It is a delicately drawn book that describes the rain showering on the indigenous landscape of Korea and the nature of mudfish that ascend the river. The pictures drawn with “*meok*” (inkstick, a type of solid ink used for calligraphy and brush painting in several East Asian countries) show the texture and depth of raindrops, and the colors in the background emphasize the dynamic, comic movement of the mudfish. Also, in the book *Glowing Ghost* (Safari Books, 2020) written by Lee Chun-Hee, illustrator Han Byung-Ho who created “*dokkaebi*” (Korean goblins, nature deities, or spirits possessing extraordinary powers), unfolds old stories related to the “glowing ghost” with a spooky but clumsy character. The book has reproduced and added new Korean-style images to the old stories, forging a symbolic system in both literary and artistic aspects, moving closer to young readers.

More personal narratives in books

More picture book authors are using personal narratives in their works these days. They tend to consciously raise a question in the relationship between their work and readers, and this has led to more diverse materials and topics used for picture books. Picture books that serve as a bridge between children and adults do not draw a line between their different worlds. Following this trend, more picture books are covering topics such as sadness, pain, and death, which have been avoided in children's literature until not so long ago. Some of them leave a message to their readers that the birth of a being creates a family, but in the end, there's death which they will have to inevitably prepare for. Death in picture books is like traveling to another new world as a rite of passage. For example, *The Day of the Funeral* (Mirae I Books, 2018), written by Sun Ja-Eun and illustrated by Choi Hyun-Mook beautifully describes Korea's traditional funeral and *Me and My Grandpa* (Bear Books Inc., 2019) written by Shin Sun-Jae and illustrated by Lee Myung-Ae shows how the child overcomes fear through the play she used to enjoy with her grandfather and naturally accepts the meaning of death. How the book describes death surpasses a mere expression of birth and death, and induces readers to think of death in various ways. Picture books' way of describing death goes beyond including the author's philosophical message. They have a unique language that only children can understand. Hence, children can perceive the meaning of death as a course of facing their true self inside themselves.



A Bride with a Paddle

Meanwhile, one thing that stands out in the picture book *A Bride with a Paddle* (IYAGIKOT PUBLISHING, 2019) written and illustrated by Oh So-Ri is the illustration that expresses the girl's free emotions. Anyone could easily imagine that a whole new journey will begin by looking at her where she heads to the ocean with a paddle while wearing a dress. Her courageous steps breaking free from the notions and social conventions of the world blend with diverse colors, making the readers think about their true self, going beyond giving a "gender swap" effect. Meanwhile, *Courage* (Dalgrim (Yellowpig), 2019), written and illustrated by Park Se-Kyung, asks modern people living a busy life what true happiness is. In the format of a fable, the book encourages its readers to "find the true self undiscovered within" through the process of asking and answering questions about what courage they need right now. Also, *Guard Up* (Manman Books, 2017), written and illustrated

by Goh Joung-Soon, who is sensitive to the inner self's voice, caused a great sensation as soon as it was published. How the main character never stops putting their guard up amidst the frustrating moments in the ring, reflects us living out the harsh, challenging days, emphasizing “how we stand up again.” Meanwhile, *The Wired Elephant* (Manman Books, 2018) well-depicts how to “properly say goodbye” through the story of a little elephant and a boy named “Dehet,” and *A Story of an Old Mountain Goat* (Manman Books, 2020) slowly draws out the last moment of life. Picture book authors grow up together with their books, unfolding their narratives inside them. Recently published *The Shadow* (Gilbut Kid, 2021) is a picture book that recreated Hans Christian Andersen's *The Shadow* with refined colors and a mixture of black and white. This book achieved “openness” by expressing the passing of a being through black and white images. Hence, it allows readers to continue thinking about their own story even after the end of the book.



The Shadow

The picture book industry in Korea is showing a clear ecological change in that new types of authors and publishers are appearing with more diverse topics. While the children's world shown in picture books of the past could be called the "heterotopia (a combined word of 'heteros' meaning 'different' and 'topos' meaning 'place')," those of today summon children from the physical world and walk together with them. Also, they are expanding their horizon as picture books by breaking free from the social perception that "picture books are only reserved for children" to "picture books grow together with children." The vibrant changes of Korean picture books are still ongoing.

SPECIAL PROJECT

Picture Books with Lyrics

Emotional rhythms in picture books

Written by Lee Ji-Hyeon



As picture books' popularity is soaring day by day, picture books are no longer reserved for children just like they used to be before. More adults are reading picture books, and this trend has led to the

publication of more picture books which can be enjoyed by all age groups from children to adults. In particular, as those that include lyrics from famous songs loved by the public touch the hearts of all generations, they not only preserve the innocence of children but also soothe adults' minds with short texts and pictures that recall the memories of their childhood. Following are some of the picture books that give more abundant joy and touch your heart, with a mixture of beautiful lyrics and cozy pictures.

Pure picture books that have the power to cross generations

“The yellow balloons flying in the sky remind me
of beautiful memories.”

The song “Balloon,” a popular song familiar to all Koreans, was reborn as a picture book titled *A Balloon* (Changbi). The original song was by the band Five Fingers, well-known among those born in the 1970s and 80s, but the song was then covered by a popular boy band TVXQ and was even included in the national textbook. The book *A Balloon* uses balloons, which anyone would have played with during their childhood, to recall the childhood days and memories of adults and present dreams and hopes to children. In particular, the last scene where the yellow balloon flies high into the sky is the climax created by the beautiful palette of colors and brings up the glittering dreams and cozy memories readers had in their childhood.

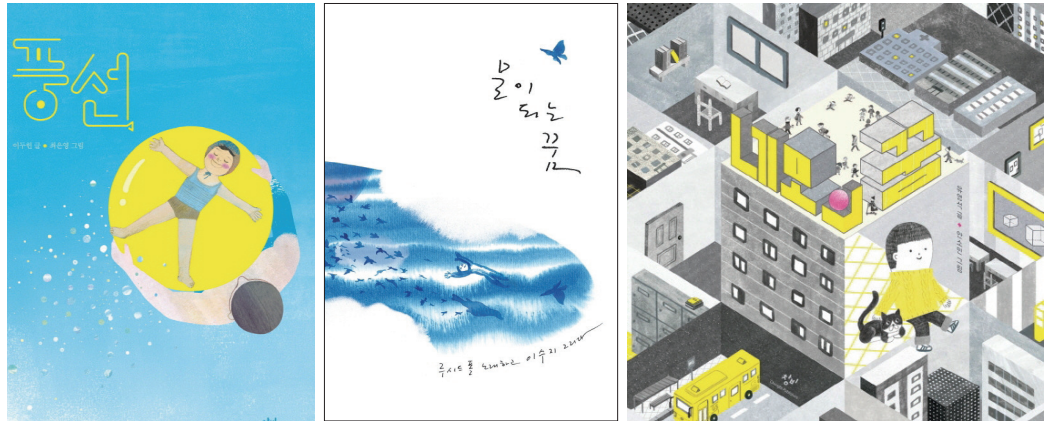
“A dream where I became the sea once again,
the sky, and the water.”

Meanwhile, *Dream of Becoming Water* (ChungARam Media) consists of poems and pictures that are based on the feelings singer Lucid Fall, beloved for his beautiful lyrics, had when he would think about water. Water is a free traveler that can become anything and go wherever it wants in the laws of nature – the raindrops become a stream and then a river that leads to the vast ocean. The author used watercolors to delicately express the energetic but calm and strong but soft image of water, letting readers feel warmth and comfort while reading the book. The QR code in the book is connected to the original song. With the original song playing on guitar in the background, you will be able to take away a whole other impression from the book, different from a mere visual experience.

“If we look at the globe, our earth is round.
But I don’t understand why all its components are square.
Perhaps it’s *nemo* (meaning “square” in Korean)’s dream.”

The song “Dream of a Square” made by Yoo Young-Seok, a singer-song writer who won the “Beautiful Lyrics Award” at the Golden Disc Awards in 1991, has been reborn as a picture book titled *Dream of a Square* (Changbi). The world seen by the child in the book is all square. He wakes up from a square bed, opens square windows and square doors, sits on a square table, wears a square bag, hops on a square bus, and goes to the square school. However, adults in the square world teach the kids to live a round life. The book *Dream of*

a Square directs a humorous but profound question at our society while looking into the round and pure hearts of children.



A Balloon, Dream of Becoming Water, Dream of a Square

Talking about the preciousness of our daily lives

“I realized how precious the ordinary days we’ve had were.
Let’s smile until the day when we hugged and
loved each other returns.”

One day, COVID-19 appeared and engulfed the entire world, disrupting our normal daily lives. Our lives have changed dramatically after the outbreak, and the changed lives have given us depression, but also an opportunity to realize how precious our daily lives were at the same time. Hit-song maker Lee Juck’s *Things We Took For Granted* (Woongjin Thinkbig) is a book made with the hope that someday the disease will be gone and an end will be brought to the complicated minds of all. The book begins with a letter, which is sent to all those living in a changing world due to the pandemic. Moments from the past are displayed before our eyes as we open it. The beautiful experiences and memories from the past

console us and give hope that we will be able to go back to those days together someday.

“The money you can save by not buying clothes for a month would be worth five goats on the opposite side of the planet. Let’s send the goats to the children there as presents so that they can go to school in Africa.”

Meanwhile, the book *A Goat for 40,000 Won* (Green Book) is a book that is mainly based on what Rooftop Moonlight (a female duo in Korea) experienced while volunteering in Zambia, Africa, in 2012, and promotes the “Red Goat” campaign. The book contrasts the different daily lives of Korean and African children with different techniques and colors. The goat tied with a red string sent from the left page travels to the right page and becomes the seed of hope for African children. The kids in Africa smile as they receive the goat, and put on a bag to go to school instead of walking a long distance to draw water. Only 40,000 won can present an ordinary life to children on the other side of the world, just like the kids living in Korea.



Things We Took For Granted, A Goat for 40,000 Won

A message for you, a valuable being

“Study. No, actually, that might be a little too cliché.
Be diligent. No, even I was not that diligent either.
Love. No, to love is too difficult. Then, just live your own life!”

Is there be a bond that is as strong as the relationship between a mother and her daughter? Yang Hee-Eun’s song “Mother to Daughter,” which has touched the hearts of the public, has been published as a picture book. The book *Mother to Daughter* (Wisdom House) begins with the mom’s monologue where she talks to her grown-up daughter. She gives affectionate advice to her daughter, hoping for her happiness such as “study, be diligent, and love,” but the daughter thinks her mother is just nagging. The daughter’s monologue begins after her mom’s. Regardless of how much she wants to be nice to her mother, the girl going through puberty just has so many complaints and refuses to open her heart to her mom. The book drew the space where the mom and daughter candidly talk to each other as the “vast universe” and expressed how they resolve the complicated feelings they have for each other. Any female reader would be able to sympathize with the story as they are someone’s daughter or mother.

“The splendidly shining young days of your mom,
a woman with many dreams, bloomed the flower of you.
I dreamed the dream of you.”

The book *A Song To My Daughter* (Changbi) was made by composer Yoo Hee-Yeol for his wife and daughter. After another day of hard

work, dad returns home and sits by the baby, asleep under the starlight. Moments from past memories – the smile on his wife’s face when she bought the first pair of shoes for the baby on a warm spring day, the little hand that he held when the baby was born, and the wife and baby waving their hands by the window – are the energy that shines light on dad’s exhausted mind. Dad leaves the last message to the baby he loves - “When days are tough, think of us, your precious family. Remember how lovable a being you are to your dad and mom.” The book *A Song To My Daughter*, is a message of love and blessing for the invaluable child.

“You are beautiful. There’s no flower that has the same look.
Perfect things are not warm. I’m not smiling because I’m happy.
I get happy when I smile.”

There are moments in life when there seems to be no light in the dark tunnel inside you. But that’s how we get stronger. Singer-songwriter Lee Sang-Eun’s “You’re Beautiful” has been turned into a book and is giving a warm hug to its readers. The picture book *You’re Beautiful* (Noran Sangsang) heals the exhausted minds of readers. As perfect things can be cold and unfeeling, and there’s no star in the universe that travels on the same route, the book offers a warm consolation to its readers, telling them to walk their own path no matter what and live their life to the fullest, not comparing themselves with others as there is a reason that we are born in this world. There’s only one me in this world, and I am beautiful for what I am. Don’t pursue beauty on the outside but value the beauty

inside. If you have lost your self-esteem or need a warm pat on your back, how about reading *You're Beautiful* and replenish the energy to encourage yourself?



Mother to Daughter, A Song To My Daughter, You're Beautiful

Korean picture books are proving their value across the world, receiving a positive response from overseas readers. Some of them have won accolades at several famous international book fairs, such as the Bologna Ragazzi Award, the most prominent award in children's books, and the Astrid Lindgren Memorial Award, the greatest literary award for children's and teen books in the world. I hope that picture books with beautiful lyrics in Korean can fly further into the world, promoting cultural exchanges.

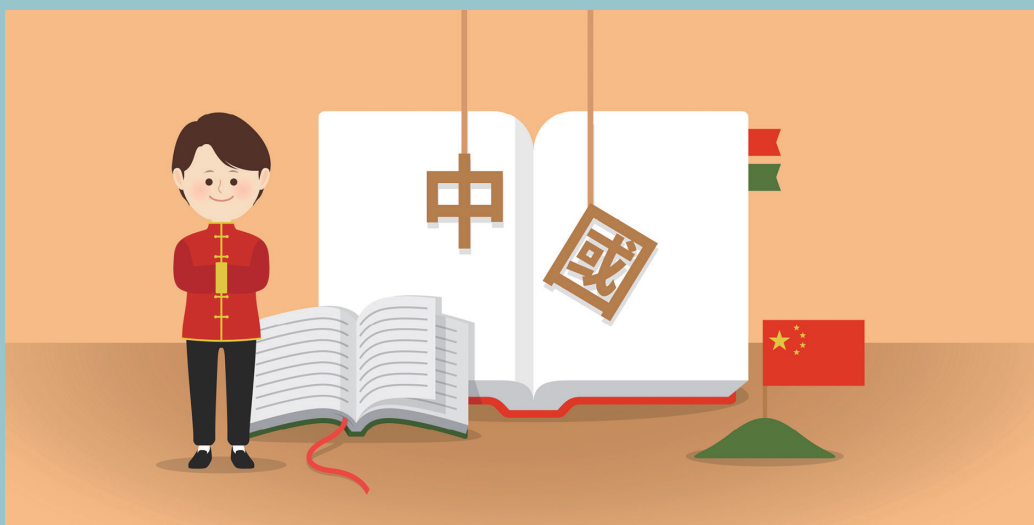
EXPORT CASE

Best Import Cases of Jiangsu Phoenix Education Publishing

The strange story of *Big Kids Math*, which began as an unfamiliar book from another country but soon became the most popular book online

* The Chinese edition of *Big Kids Math* is 神奇的数学 (Magical Math).

Written by Yang Wening (楊文穎), Jiangsu Phoenix Education Publishing



One mathematics book series caught the eyes of parents in 2019. The series gathered more fans with its diverse, fun math games and rich storyline, creating a frenzy for the next two years, after which the series collaborated with multiple personal media and official accounts. It was *Big Kids Math* (Chunjae Education Inc.)

published by Creative Children's Book Publishing Center (创意童书出版中心出版) of Jiangsu Phoenix Education Publishing (江苏凤凰教育出版社). *Big Kids Math* is an educational mathematics series that includes toys, workbooks, handicraft materials, and pictures that tell stories, cultivate behavioral habits, and teach math. It was imported by Chunjae Education Inc., a Korean publisher. The series consists of 11 picture books and 11 workbooks. It is keeping its place among the top 10 bestselling children's books on Dangdang (当当), a Chinese online commerce website. Also, it is number one in the toy book category, with 99% of the reviews positive. Then, how could the *Big Kids Math* series stand out in the fierce children's book market in China?



The lively, bright colors and creative ideas of *Big Kids Math* seized the mind of Jiangsu Phoenix Education Publishing at a book fair in

Korea. The publisher's brand "Creative Children's Book Publishing Center" aims to publish fun and creative books. There were not many educational mathematics books in China with which kids can have a vivid, fun experience while learning math. Hence, the Creative Children's Book Publishing Center thought that this Korean series would be loved by families and children in China for sure if it is well customized to match the Chinese culture. This decision has brought the *Big Kids Math* series into China. The series was full of knowledge necessary for children, and its stories were not only fun and heartwarming, but also included mathematic knowledge. The publisher repeatedly edited and translated the series, always thinking about how to keep the artistic aspects and mathematic knowledge of the original series while helping children stay interested throughout the book at the same time.

But there were so many parts of the series that had to be delicately handled which could only be made by hand. A single mistake would mix up the order of the pages and the story. So, the editors worked hard not to cause such a situation by repeatedly carrying out tests in advance whenever samples were made. After all the efforts, the *Big Kids Math* series was finally ready to become the top-selling series. Still, the road ahead was rough as it was priced ¥798 at that time, which was an extremely high price in the Chinese market with a totally different culture and customs. The initial sales strategy of this series was taking a multidirectional approach to kill two birds with one stone and pursue both the online and offline markets at the same time. Hence, the editors repeatedly told the marketing

team about the series' characteristics, and the team stressed those points and strongly complimented the series during their sales activities. The publisher carried out consignment sales as well, but the consumers at that time did not recognize the values of this “properly made” series – as such, the *Big Kids Math* had to face significant barriers each time. After all the trials and errors, our team realized that the traditional marketing technique was not adequate for this series.



Then, there was a turning point in 2019. The sales team of Jiangsu Phoenix Education Publishing studied the pros and cons of each sales channel and established a comprehensive marketing strategy for the series. They decided to switch the main focus of promotion and marketing. In short, they figured out the strong points online platforms have that mainly target new media, in which reliable content accounts for the most significant proportion, and their users. As social commerce is highly sensitive to price, it was adequate for the content marketing of new products. It was also a good way of pursuing three goals of boosting brand image,

reputation, and sales at the same time. Even though personal media have been losing profits for the recent several years, they could expect quite an amount of sales recovery by bringing them together through the changed strategy.

What are the characteristics of social commerce and group chats which are the lower-tier alternatives of official accounts? First, social commerce was only at the level of a supplementary channel for selling products as the discount rates were low, regardless of their fast product deliveries and high sales records. Meanwhile, the Weishang (微商) platform that is in the form of group chats relies heavily on the individuals' influences that there's a limitation to target a large audience. Short-clip platforms such as Tiktok (抖音) are known for their short and fast tempo that easily attracts young people. It is, therefore, a good choice for new and curious products. Other new media platforms are more capable of attracting customers, but the big three traditional e-commerce platforms still stand firm with great potential to influence their users. In other words, content-based social platforms were a good choice for boosting sales by making new products go viral among the users, and user-based traditional e-commerce platforms were a good tool for realizing long-term values for general sales. Hence, after thoroughly analyzing the characteristics of each platform, the publisher set up a marketing strategy to spread out *Big Kids Math* rapidly by attracting consumers to Dangdang (当当), a traditional e-commerce platform, with the official account on new media WeChat, meeting the market demands while preserving the

publisher's reputation for children's books.



The publisher first took control of the series' price on all online channels attempting exclusive sales. After confirming with Dangdang (当当) on the exclusive right of sales, the sales team started to control its price on other online platforms. They removed the series from other platforms that offered discounts and focused on sales, getting rid of any price-related noises in the market. They planned to check the inventory at all times and replenish them in time. As it took a relatively long time to publish this picture book series as its pictures were so delicately drawn, there had to be plan Bs in advance. In other words, the team had to keep an eye on the sales predictions, monitor the market on a real-time basis, and start printing out more once the stock falls below 2,000 copies. Then, they had to be communicative with each part. They steadily talked with the management team of Dangdang (当当), the official channel collaborating with the publisher, about the prime time for sale and the best price of the series. Online sources, product data,

event discount codes, and give-away distributions had to arrive on time. Checking the overall sources they had in hand once again, they planned to precisely carry out the marketing activity and promote sales, encouraging positive reviews. And they kept the flow going by continuously drawing consumers' interest, using the event schedule of major book discount events in China such as 618 Midyear Shopping Festival, Dangdang (當當) Annual Ceremony, and Singles' Day and controlling the price range on other channels. Here, the team could take advantage of the new media's strengths that they have already developed. They let the relevant industry and power-bloggers access the *Big Kids Math* series by continuously exposing it on platforms such as Xiaohongshu (小紅書) and Tiktok (抖 音). Also, for better communication with channels, the marketing project manager stayed close to the channel whenever we were working on major products. With such efforts, *Big Kids Math* could keep a steady flow for over a year, where numerous personal media volunteered to promote the series, requesting the publisher for joint sales. At the same time, the series settled as a bestseller ranking within the top 20 on major e-commerce platforms, recognized by many professionals and personnel in charge of book promotions. This enabled it to expand its influence in both online and offline channels along with the promotions and become a bestselling picture book series on each website.

How bizarre is *Big Kids Math*, which began as an unfamiliar book from another country but became the most popular book after making brilliant efforts to turn the tide? Perhaps, it was a little

flame that had been waiting for the moment to burst out after days of meticulous preparations.

BOOK TRIP

Ganghwa-gun, Incheon Metropolitan City

Part of the beginning and history of peace
on the Korean peninsula

Written by Lee Ji-Hyeon



Ganghwado Island is an island where the history of the Korean peninsula began. It was a meaningful area for the foundation and history of “*Gojoseon*”, the first country established in Korea, according to the “*Dangun Wanggeom*” folklore. It is an island with high research value and bountiful historical records, such as

“Ganghwa Bugeunri Jiseokmyo” (Dolmen Site) which is designated as a UNESCO World Heritage site, and relics and remains from the Bronze Age have been found in parts of the island. Ganghwado Island, with its name meaning “the beautiful village below the river,” is the fifth biggest island in Korea as well. As it is located at the center of the Korean peninsula, 486km to the peak of South Korea’s Hallasan Mountain and 499km to the peak of North Korea’s Baekdusan Mountain, the island has been an important gateway in the ocean for foreign exchanges. It neighbors Gimpo, Gyeonggi-do, to the east, and faces North Korea to the north with the Han River in between. The tourist industry began to be developed rapidly on the island as Ganghwa Bridge and Choji Bridge were built in 1997 and 2002 respectively that connected Gimpo and the island.

Unlike how the number of independent bookstores is decreasing in other regions, the number in Ganghwado Island has been on the rise. Following is the introduction of some independent bookstores that continue today’s history in Ganghwado, the island where bookstores have a uniquely relaxing atmosphere and classic beauty.

A safe house in the forest that you want to keep a secret: Woogong Books

Located in the middle of Goryeosan Mountain, Woogong Books serves as a bookstore, workshop venue, and lodging for people who want to read books and stay for the night. Regardless of its location in the mountain, the well-paved road allows anyone to reach it within 10 minutes by car from Ganghwa-eup. The bookstore’s name

“Woogong” derived from “愚公移山 (*Woo-Gong-Yi-San*”, meaning “The Foolish Old Man Removes the Mountains”)” in *Liezi*, a Daoist text in China. Meaning that you will be able to accomplish your goal if you stick to it until the end, no matter if others may think you’re stupid, the name of the bookstore implies the bookstore manager couple’s belief of “Let’s not lose the mindset we had in the beginning” and “Let’s push forward what we’ve been doing.” The couple tries hard to save energy when they can take a break and treat their customers with an unchanging attitude so that they can relax and enjoy the books in ease. This is why many customers revisit the bookstore. While Woogong Books is a perfect place to read books and chill, people can feel the small, delicate care that makes them think as if they are at home. The best example is that the bookstore asks its visitors whether they will be having dinner when they stay for the night. This is the bookstore managers’ special care for the visitors to enjoy the stay more comfortably by saving the time consumed to go back and forth to have food at a restaurant. There were even people who came to Woogong Books mistaking it as a restaurant by the photos of the couple’s carefully made dishes but soon got to enrich their mind with books.



View of Woogong Books (left) and “Mungdang,” where visitors can chill and relax (right)

The managers pick “*Mungdang*” as the must-go place in Woogong Books. “*Mung*” in Korean refers to a state where you have no response to an outer stimulus. When you sit down on a camping chair out in the backyard and feel the freshness of nature, you will be able to forget about the worries from urban life and enjoy the refreshing time-off soon after. Just like any other neighborhood bookstores, Woogong Books well-serves the role of a cultural gathering place in the village. It hosts poetry-reading events and debates with invited authors and poets and turns into a place where the neighbors can come around to have a cup of tea and chat. This is a good representation of the bookstore managers’ will of making it “a place where stories naturally emerge.” Meanwhile, you can barely find new bestsellers on the shelves. Instead, you will see books that have unchanging values chosen by the bookstore managers. There are books that the couple found impressive and those that are sold out or out of print. The managers say that it is the reality of independent bookstores that only selling books is not enough to buy the next books. Hence, they have constantly been making efforts to keep the bookstore and workshop running, including writing manuscripts and making billboards at the workshop for sale.



Views inside Woogong Books

Making your soul healthy with knowledge:

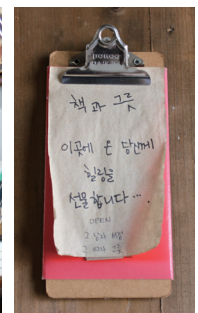
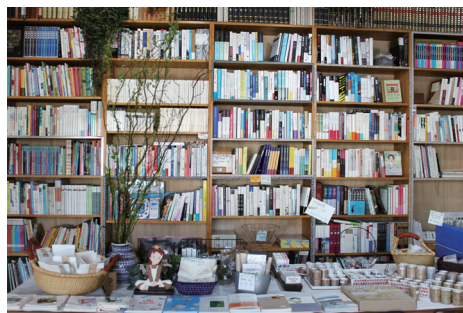
Salt n Light Bookstore

In 2018, two shops appeared in one old house with 100+ years of history: Salt n Light Bookstore run by the bookstore manager and Yurim Sanghoi (“*Sanghoi*” means shop in Korean) run by his wife. With the catchphrase “The man’s bookstore, the woman’s bowls,” he, the bookstore manager, sells books while his wife sells Polish bowls. He changed the bookstore’s name to today’s “Salt n Light bookstore” as he moved to the new location, from “*Gamangbulmang* (meaning ‘You might forget his/her face, but you shall never forget his/her mind’),” which was the first independent bookstore in Ganghwado Island he opened in 2012. The meaning of the name is “become the bookstore that is the light and salt of the world,” which the pastor of the church the manager goes to made from a phrase in the bible. As the name implies, Salt n Light Bookstore is based on the Christian bible. There are various selections of general books as well, but in that the bookstore has a strong religious color with a majority of its books being Christian, it can be greatly distinguished from other independent bookstores in Ganghwado Island.



View of Salt n Light Bookstore (left) and its billboard (right)

Salt n Light Bookstore is located in a beautiful old house that embraces the traditional beauty of Korea. Unlike its Korean-style exterior, its interior is rather Western-style. Such a fun twist is a good mixture of the East and the West. The unique interior made the producers of the Korean TV drama “The King: Eternal Monarch” choose the place as one of the backgrounds, and it is now a popular tourist destination for visitors. Nonetheless, the financial reality was harsh. When the bookstore was newly opened, people around the manager joked that “it will even be a challenging mission for Steve Jobs to run a bookstore in Ganghwado.” It was an expected challenge. When people prefer videos over texts these days, competing against online bookstores was a more difficult thing. However, the bookstore manager had a firm belief that he wants to “contribute to the development of regional culture and spread out the good influence of salt and light,” and said he would persist with an indomitable spirit. He is currently studying what direction the bookstore has to take by reading business and economics books. The bible states that the intellectual realm and spiritual realm have a close relationship. How about having time to cure and rest your soul with good books at Salt n Light Bookstore?



View inside Salt n Light Boo5kstore

Joyful bookstore with writings and pictures: Ttalgi Books

In 2018, Ttalgi Books (*“ttalgi”* means strawberry in Korean) opened a bookstore specialized in picture books and a publisher with the same name under the motto of “joyful bookstore with writings and pictures.” Ttalgi Books sells books with texts and pictures such as board books for toddlers and young children, picture books for children and adults, and comics and graphic novels for adults. The bookstore chooses to display and sell classic books the manager likes in which the meaning embedded within does not change over time. While the talk-of-the-town books or those recommended by other authors or bookstore managers are available as well, if they do not meet the manager’s standards, they can never return to the shelf. Meanwhile, for books that the manager thinks are classic, they are displayed on the shelf regardless of the limited area and their sales record. Picture books have a very high purity as the authors have to express the story with limited topics and pages. It is the charming point of picture books that they can be enjoyed by all age groups from 0 to 100-year-old readers, and can be interpreted in their own way. As picture books have become mainstream in our society, the readership’s age groups have been enlarged as well. In particular, more senior readers are looking for picture books as they can remember and concentrate for a shorter time and have difficulty reading books with small letters.



View outside Ttalgi Books (left) and its billboard (right)

The bookstore manager couple had been working at a publisher specialized in children's books for about 30 years before they came to Ganghwado Island. Based on that experience, the couple is making picture books that can be enjoyed across all generations; the husband writes stories, and the wife designs the books. Twenty books published during the past four years are sowing touching seeds in the hearts of their readers, settling as recommended books. This has helped the bookstore's books to be sold constantly. The profit from such publications flows into operating and maintaining Ttalgi Books, as only selling books is not enough to run the bookstore. The bookstore manager says Ttalgi Books' survival strategy as a regional bookstore is "doing things with consistency." The bookstore offers things that online bookstores cannot, such as sharing cultural art experiences through music concerts and holding meet & greets with authors, and enjoying and sharing culture through programs such as picture book workshops where residents can try making their own picture book. The bookstore manager hopes Ttalgi Books to become the regional hub for picture

book culture. While Ttalgi Books is eager to continue making picture books as they are captivated by their charm, readers highly anticipate what kind of dreamy imagination they will present next.

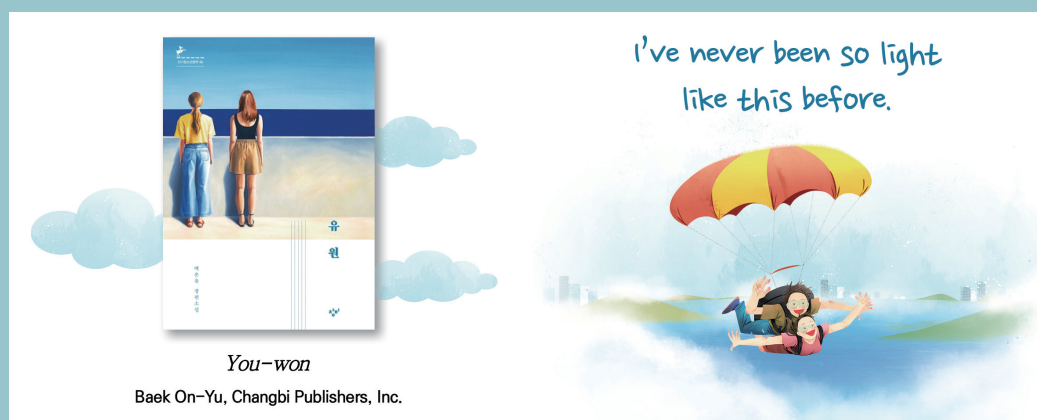


Views inside Ttalgi Books

ONE-LINER QUOTES

Bookstore Manager's Pick: Books for Teens

Written by Lee Sook-Hee (Head of Dream Book Shop)



“Mom, I like this book so much! Is there another book written by this author?” My daughter, second-grade in middle school, exclaimed, “I’m gonna be her fan from now on!” as she flipped over the last page of *You-won* (Changbi Publishers, Inc.) written by author Baek On-Yu. She said the author’s style of writing sentences was particularly attractive. Not so long after, my daughter heard the news that the writer had won the “Author of the Day Award,” and

she cheered as if she herself was the winner. Even though it is my job to recommend books to people, I was especially happy to see how much my daughter loved the book that I had recommended to her.

You-won, the winner of the 2020 Changbi Prize for Young Adult Fiction, is a novel about the life of high-schooler You-Won, who survived a tragic fire that happened when she was young. Imagine the situation that your sister sacrificed her life, someone got hurt to save you, your family collapsed, and the news articles and the comments about the accident remain forever on the Internet. Would you be able to live a normal life? Would you be able to overcome the pain and suffering from the past that will follow you for the rest of your life?

The author depicts the mind of You-Won with keen observations and engaging descriptions as she searches for her “true life” amidst human relationships that are full of contradictions. Readers watch in nervous anticipation as the feelings of guilt, self-pity, self-loathing, and indebtedness that were heavily weighing You-Won down turn into the courage to express anger, independence, and self-love. One day, You-Won, who couldn’t even look down from a high place due to trauma, finally tries paragliding with the help of her friend Soo-Hyun. Readers will cheer when she flies high into the sky saying, “I’ve never been so light like this before,” and realize that they have been so deeply immersed in this 18-year-old girl’s emotions that they read the book from start to finish without stopping.



Aloha, My Moms

Lee Geumi, Changbi Publishers, Inc.



Just like the waves that will last as long as
there's the ocean, waves of life will keep on
splashing in as long as you are alive.

A rainbow would appear
whenever the waves made sprays.

While the times and places are different in *Aloha, My Moms* (Changbi Publishers, Inc.), it is also a story about women that carved out their lives at the age of 18. The conversations in the Gyeongsang-do dialect may read odd at first, but you will soon find yourself absorbed in the story without noticing. The author said that a photo from the *Pictorial Book of Korean Immigration to the U.S.A* (Korean American United Foundation, 2002) motivated her to write the book. It is a fun and meaningful story based on historical facts that are not well-known.

120 years ago, picture brides Beo-Deul, Hong-Ju, and Song-Hwa immigrate to Hawaii from “Joseon” (Korea’s historical dynastic kingdom) holding photos of their husbands-to-be. As they were women, whether from aristocrat families or otherwise, they could not speak out. They leave their homes with a dream to live their own lives in an unfamiliar country. However, the reality they encounter is different from what they imagined and they suffer loss and hardships. The three friends with different values and stories fight and fall out over both small and significant experiences, but come back together and help each other. The bonds and friendship

of those left behind, the weak, and lonely shine in different colors which bind together and make the reader think of a rainbow. As we have relationships with other people and go through conflicts and encourage each other, we come to realize that such relationships may also exist among our friends and neighbors.

“Just like the waves that will last as long as there’s the ocean, waves of life will keep on splashing in as long as you are alive. ... They, who left Joseon together, will live on, walk through the waves fervently, may there be pain and joy. A rainbow would appear whenever the waves made sprays.”

KOREAN PUBLISHERS

Hanbit Media

Publishing professional and practical books that are worth it

Organized by Lee Ji-Hyeon



What defines a good book? Everyone has their own yardstick for selecting good books, but one thing in common would be that “good books” have all been a good teacher that provided insights and lessons. In this aspect, Hanbit Media is a publisher that makes good books. It not only offers answers to questions but also enables the readers to make use of them. Hanbit Media, mainly specialized in the IT field, was established in 1993 when computers began to spread out across the country, and computers and PC communication were anticipated as one of the bright future industries. Almost 30-years-old today, Hanbit Media has become a

mid-sized publisher in Korea. We asked CEO Kim Tae-Heon about the path Hanbit Media – which actively tries to identify and reflect readers' needs – will walk in the future.

Please introduce Hanbit Media to overseas publishers.

Established in 1993, Hanbit Media is a publisher that pursues three core values of “We dream of the future and work with passion,” “We aim to become a publisher that is trusted by readers,” and “We seek sustainable and balanced growth,” under the vision of “A publishing hub of Asia that delivers a better tomorrow and a better world.” IT had been our main field in the early days, but now we have expanded our scope of publication to encompass various fields, including business, economics, self-help, leisure, hobby, parenting, and college textbooks.

What is the standard or value Hanbit Media pursues when it comes to choosing authors or works?

There's one principle that Hanbit Media has been trying to stick to ever since its establishment. It is “to become a publisher trusted by readers.” This is also because Hanbit Media mainly publishes practical books. We are aiming to publish books that satisfy readers' needs, and which the readers feel were meaningful or worth reading. And when we are choosing authors, we tend to prefer authors that can be our long-lasting partners, steadily publishing works over time.

Why did Hanbit Media choose to specialize in IT among other fields, and what do you think is the compelling point of IT books?

The year 1993 – when Hanbit Media was established – was when computers began to be distributed across the nation, and PC communication services such as Chollian and Hitel were newly born, heightening anticipation for computers and communication to be the next industry in Korea. So, we thought that ICT will be the infrastructure of new industries, just like automobiles and railways and that the general public and developers will be in continuous need of IT applications and expertise. Well, I was not that greatly specialized in literature or liberal arts, and maybe this was also one of the reasons, but I'd rather say that Hanbit Media joined the big trend in the publishing market.

The IT industry grew exponentially starting from the early 1990s. IT was adopted in all industries, and new technologies are pouring out day by day. Now, rather than the vague instinct of the editors, rational projects that are based on readers' needs are prioritized. I think this is the biggest charming point of IT books.

It's almost 30 years into Hanbit Media's establishment. How do you feel?

They say that only 30% of startup companies in Korea manage to survive for 5 years. This means that 7 out of 10 companies shut down in 5 years. I am so thankful for our readers, authors, and our

staff that enabled Hanbit Media to observe its 30th year amidst such a business environment. There are even four staff members that have worked for more than 20 years at our company. All companies have hard times. I myself also faced a tough time, the Asian Financial Crisis, not so long after I set up Hanbit Media. It was actually the time I experienced how risky promissory note transactions are. (laughs) And I faced another challenge in 2002 when the bubble in the IT industry burst. But at the same time, I feel proud that Hanbit Media grew step by step along with the staff members. And I also feel a sense of accomplishment that it can continue to contribute to Korea's publishing industry with readers as a mid-sized publisher in Korea.

Please recommend some of Hanbit Media's books to our readers.

I am a Programmer / Written by Lim Baek-Jun and 6 others

This is a collection of essays written by 7 authors, who are referred to as "role models" in several IT fields, where they talk about their lives as programmer, sharing their values, philosophy, work, and struggles. It will be a good book for those trying to become a programmer and those that are already one. As the book was published in 2004, the IT environment would have changed greatly ever since then. I personally think the book is highly meaningful as it's about the lives and stories of developers during those years.

Self-Learning Python / Written by Yoon In-Sung

This book focuses on practicality so that beginners who are thinking of learning a programming language, or Python, for the first time can properly take away “must-learn” things when studying by themselves. It is a private tutor that kindly points out the most important parts, resolving the puzzled mind of the beginners who do not even know “what” and “how” to study a programming language. Verified by and made with 27 beta-readers, the book is a perfect introductory book for self-taught people. It is also one of the *Self-Learning* series, which is a successful introductory series about programming developed after multiple tryouts.

Mom's Talking Practice / Written by Park Jae-Yeun

Suppose mom can continue having conversations with her child, boosting their self-esteem by wisely hugging their minds in numerous situations they face. In that case, parenting will become a bit more convenient. To make that possible, moms should be able to look into themselves first. This book introduces some ways for moms who have lost themselves due to the tough days of parenting to understand and sympathize with themselves. It includes conversation training cases the author conducted with parents and teachers for a long period and episodes introduced on Mom's Radio, in which readers can get practical tips applicable to various situations in life. This book is particularly impressive as we exported its copyright to several countries.



I am a Programmer, Self-Learning Python, Mom's Talking Practice

Hanbit Media has recently published 3 titles. Please introduce them to us.

Actually, I wanted to be loved / Written by Park Jae-Yeon

This book is a conversation guide that helps readers talk with those that make them suffer, express their true feelings such as gratitude and apology, and improve human relationships. It is also a conversation guide for those that have agony inside their heart for not being able to respond to people spitting out absurd things, those that feel it hard to say sorry or thank you, thinking it hurts their pride, and those that think they have lost because they couldn't say what they should say. As the book provides step-by-step introductions to expressing your feelings calmly and properly carrying out conversations with pictures, readers will be able to warm up their hearts and build courage through the book.

Sweet Design Photoshop & Illustrator CC 2021 / Written by Park Junga

You will be able to easily learn about Adobe Photoshop and Illustrator that are the must-learn tools for graphic designs. There's no burden in learning as it only contains the essence, and you can more effectively learn how to use the two programs. It fully responds to the latest version, CC 2021, helping readers quickly learn new functions. And as it includes practical examples optimized for learning various functions, readers can quickly pick up basic and core functions. It is also one of the bestselling *Sweet Design* series.

Self-Learning Machine Learning & Deep Learning / Written by Park Hae-Sun

This book is for self-taught people tired from machine learning and deep learning books heavily packed with formulas and theories to accurately learn the most important parts. The author, a Google ML expert, understands the dead-end feelings of beginners who have no idea “what” and “how” to study through his experiences of teaching machine learning and deep learning to beginners, translating, and writing. He clearly points out must-learn parts in the book, like a private tutor. This book is also one of the *Self-Learning* series.



Actually, I wanted to be loved, Sweet Design Photoshop & Illustrator CC 2021, Self-Learning Machine Learning & Deep Learning

Hanbit Publishing Network has many other brands other than Hanbit Media. Could you please introduce each of the brands to us?

Hanbit Media is the mother company established in 1993, an IT specialist publishing books about programming and computer engineering for IT developers and OA (Office Automation), graphics, and social media for the general public. Meanwhile, Hanbit Academy makes college textbooks, and Hanbit Biz produces business, economics, self-help, and liberal arts books. Also, Hanbit Life mainly publishes books in categories such as life, hobby, parenting, travel, and children, where readers can discover a happiness in ordinary daily life. Hanbit Life is the youngest brand of all.

You have been elected as the 12th president of the Korea Publishers Society. How do you feel?

The first two ideas that came to my mind were “Am I capable enough to be in such a position?” and “Is it about time?” Past presidents of the Korea Publishers Society were from companies which publish liberal arts or literature books. So, I wondered if I am the right person to be in that position as I was from the tech / practical field.

Many people say that publishing is a cultural industry. But as this could reflect the changes made in the publishing environment, I accepted the position, thinking that it would be meaningful to look at the industry from an industrial and practical perspective. It would be great if I could make small contributions to the Korea Publishers Society and the publishing industry by working together with the executives, gathering various opinions from member companies and the industry.

What kind of publisher does Hanbit Media aim to become, and what are your future plans?

There is a saying that people make books and books make people. With that saying in mind, Hanbit Media wants to become a publisher that plans and publishes each and every book with sincerity. People say that the publishing industry is a matured, or stagnant, industry but as books (content) are the bowls that

keep the knowledge, wisdom, and values that humanity has been cumulating, their roles and values will persist regardless of their form, whether it be paper books or e-books.

In the world of IT that we are ushering in, Hanbit Media hopes to be a publisher that digitally transforms, actively catching up with newly developed IT technologies and infrastructure. And Hanbit Media also hopes to be a publisher that walks into the better world – and the better future – with our staff members.

Website www.hanbit.co.kr

Facebook www.facebook.com/hanbitmedia

KOREAN AUTHORS

Writer Cho Won-Jae

A more in-depth and wide-ranging discussion about art

Organized by Lee Ji-Hyeon



Under the motto “Art is a fun and easy toy for anyone to play with,” Cho Won-Jae wrote *An Art Museum in the Corner of a Room 1* (Bacdoci Co., Ltd.) and the book became a bestseller shortly after publication in 2018 in the art category. Also, *An Art Museum in*

the Corner of a Room 2 (Bacdoci Co., Ltd.) published in November last year, which talks about Korean art, also became a bestseller, making writer Cho an undoubted steady-seller writer of art. While art was thought to be reserved for the elegant and noble, he talks about artworks and the life and spirit of artists embedded in them through his unique, hilarious way of telling stories. Following is an interview with writer Cho Won-Jae, who has become a missionary of art as he fell in love with it. Let's listen to his story of art, which starts simply but becomes increasingly captivating.

Please introduce yourself to our subscribers.

Hello, I'm Cho Won-Jae. I wrote the *An Art Museum in the Corner of a Room* series, and am currently running a podcast (online radio broadcast) with the same title.

Your fans call you "*Minam*." Do you like that nickname?

Yes, when it was me that made that nickname, how can I not like it? (laughs) When I first began writing *An Art Museum in the Corner of a Room* in 2016, I chose my pen name to be "*Minam*", which was an abbreviation of "a man in front of an art museum (translator's opinion: in Korean, art museum is "*misulgwan*" and man is "*namja*". The nickname "*Minam*" is a combination of "*mi*" and "*nam*" from each word)." Those that like listening to my podcast naturally call me "*Minam*" but my readers call me "Writer Cho Won-Jae." I like both, by the way.

What motivated you to write books about art?

As I've fallen in love with artworks and enjoyed them, I realized that art has precious values that you cannot get from anything else. In the course of studying art and systematizing what I've learned, I got to build my own opinion towards art and wanted to share it with many others. So, I mulled over how to make more people access art more easily, and a sentence came up in my head - "an artwork is born inside the life of the artist." Artists are human beings just like us. They have their life. Artists think and feel certain things as they live their life. And the physical representation of such ideas and feelings is the artwork. As we track how an artwork is born in their life, we will naturally have the chance to realize the nature and values of art. What's more, in the course of following the traits of artists' sincere life and philosophy, we can get inspiration for questions such as which life is sincere and which life pursues nature. This led to starting the podcast in 2016 – to deliver what I've realized to many others. And as I got connected to many people in the industry across the world, I could write *An Art Museum in the Corner of a Room 1*.

What is the author and artwork that you remember the most after visiting numerous art museums in Europe?

In my 20s, when I had many dreams, I went on a working holiday to Germany as I wanted to go to art museums across Europe. I

can still vividly remember “Seated Man Nude” by Egon Schiele in Leopold Museum in Vienna, Austria. It looks like a thin man with red eyes sitting on a chair with his legs and arms cut, looking at a bug. You might be able to think of it as a self-portrait of the artist. But when you look at the work with your own eyes, it is not that fun nor beautiful that it won’t be able to be called beautiful from a normal person’s perspective.

I felt as if my body was paralyzed as I wandered around the art piece for more than two hours. It was the first feeling I had as I’ve been appreciating so many artworks. It gave me many thoughts and feelings. The first novel that came up to me was *The Metamorphosis* by Franz Kafka. It begins with the sentence, “As Gregor Samsa awoke one morning from uneasy dreams, he found himself transformed in his bed into an enormous insect.” I thought that if the novel could be turned into a picture, it would be like “Seated Man Nude.” And I grew to think that the artwork is a resemblance of myself. I could figure out what personality I have, what situation I am put into, and what emotions I have through the picture. To put my feelings into words, it was like “being unable to do something.” It was as if the art piece was a representation of myself where no matter how much passion and enthusiasm I had in my 20s, I could not do anything in reality.



The *An Art Museum in the Corner of a Room* series

Your *An Art Museum in the Corner of a Room* books have ranked no. 1 and 2 on the bestsellers list in the art category. How do you feel?

The *An Art Museum in the Corner of a Room* series is a written archive of my experiences and values toward art. It's been four years since their publication in 2018. While many books rise and fall soon after they are published, my books have been steadily enjoyed by readers for four years. I am thankful to be able to present my sincerely-made works to the world and exchange minds with many readers through them. So, I guess I can describe my feelings in two words – “happy” and “thankful.” I think it gives me a strong feeling of responsibility that I should have straightforward ideas and behaviors and continue writing sincere sentences and stories.

For readers to enjoy *An Art Museum in the Corner of a Room 2* to the fullest, what would you suggest?

Well, the best way would be to visit the museum. The concept of the *An Art Museum in the Corner of a Room* series is based on the narrative that began with the insight “artworks are born from the life of the artists.” Here, you may have a misunderstanding that you must learn about the artists’ life in order to appreciate an artwork. But what I’ve just told you is one of the ways to access and enjoy art more at ease. As it is important to meet the artworks in person, you should go to an art museum and look at the works yourself. It’s okay to either read the book after looking at the artwork or read it before you go to the museum. Yet, I hope you are fully indulged in appreciating the works when you go to the museum. I want you to focus on what the works are telling you and what emotions arise in your heart as you enjoy them.

I also recommend overseas publishers to come to Korea and look at the artworks as well. You will be able to enjoy exhibitions of Korean artists anytime you like at not only famous art museums like Whanki Museum, National Museum of Modern and Contemporary Art, and Seoul Museum of Art, but also at art museums run by local governments. If my book can help you soft-land into the world of art as you meet and have conversations with artworks, I would be very happy and thankful as the writer.

How would you like your *An Art Museum in the Corner of a Room* to be introduced to overseas readers?

An Art Museum in the Corner of a Room 1 features Western artists that lived from the mid-19th century to the early 20th century, which is right before modernism was born. Therefore, the first edition talks about the life and works of well-known foreign artists such as Édouard Manet, Claude Monet, Paul Cézanne, Vincent van Gogh, Pablo Picasso, and Marcel Duchamp. As it takes a different perspective from other existing books, for overseas readers, reading my book holds a significant meaning.

Meanwhile, *An Art Museum in the Corner of a Room 2* features Korean artists. It talks about the stories of artists in the 20th century whose drawings were influenced by the Western artists discussed in *An Art Museum in the Corner of a Room 1*. However, they didn't just imitate the trend and style of the imported Western art. They created a distinctive art world nowhere to be found in the world, exquisitely fusing Western art and the unique aesthetics and spirit of Korea. There would be no other book in the world, including Korea, that introduced Korea's modern and contemporary artists through the same concept as me. Thus, I hope that overseas readers could have much interest in the works of Korean artists along with already famous overseas artists, and see what kind of artists there are in Korea, how they produced marvelous works, and how sincere their lives were. And I hope they can feel new senses that they've never experienced before. Yes, I

hope *An Art Museum in the Corner of a Room 2* could be widely enjoyed by readers across the world.

Also, my personal hope is for *An Art Museum in the Corner of a Room* series to be translated and published in France, which had been the main stage of artists introduced in *An Art Museum in the Corner of a Room 1*. As *An Art Museum in the Corner of a Room 2* is about Korean artists in the 20th century who were influenced by artists that drew pictures in Paris in the 19th and 20th century, I hope readers in Paris, France, could read it as well.

Was there a standard when choosing artists for An Art Museum in the Corner of a Room 2: Korea?

The *An Art Museum in the Corner of a Room* series prioritizes popularity, in the sense that it should be able to appeal to the public. This is why I chose artists that represent Korea. Representative artists here mean those that have greatly influenced Korea's art history by inspiring future artists with their creativity. Creativity is what only individuals express in their inner identity and characteristics. All the artists I've chosen for my book have such creativity. Hence, they take a great proportion in the flow of art history, greatly affecting contemporary and future artists. This has made them hugely popular among the public as well.

Who was the most impressive artist when you were writing the *An Art Museum in the Corner of a Room* series?

They were artists Lee Eung-No and Lee Woo-Hwan. The word “belief” can be used to explain the background of their works and their biggest difference. Artist Lee Eung-No is a man of a firm belief who was born in the early 20th century, learned Eastern art, and drew the Four Gracious Plants. When Western art came into Korea through the modernization period, many artists turned to make artworks that imitated and followed their style. However, artist Lee Eung-No had a conviction that he must “protect the beauty unique to Korea.” Hence, while accepting the basic format of Western painting, artist Lee Eung-No mulled over how to modernize Korean art. And at last, at the age of 60, he created “abstract letters (an art where letters are disjointed or transformed in an abstract style),” a formative art world exclusive to himself that blended the aesthetics of the East and the West. In other words, he brought in the other world’s art style based on his clear belief but reflected the calligraphy spirit of the Eastern world at the same time.

On the other hand, artist Lee Woo-Hwan says he “doesn’t want to have a belief.” He was born during the Japanese occupation of Korea when ruler-based imperialism dominated the country. After Korea was liberated, ideological conflicts between the left and the right aroused severe sociopolitical disputes. It was the time when people were hostile and exclusive toward those that had the opposite belief. In such a background, artist Lee Woo-Hwan

became skeptical about the idea that “it is right to have certain beliefs.” This is why he says he does not want to have any belief at all.

The two artists’ different perspectives towards “belief” are clearly shown in their artworks. As artist Lee Eung-No creates works based on his firm belief, you can feel the clear boundary within his works and see how he reflected his belief and philosophy in them. Meanwhile, artist Lee Woo-Hwan’s artworks do not have a clear boundary and are open to the entire space, just like how water smoothly flows over a pebbled field, and the wind blows through a dense forest without any difficulty. As such, how the artist looks and represents their “belief” completely changes the nuance of their artworks. I’m sure that your reading experience would be richer if you take into consideration what I’ve mentioned when reading parts about the two artists in *An Art Museum in the Corner of a Room*.

What does “art” mean to you?

To me, art is infinite. I would like to say that it is a “friend that shows you the unknown world.” Just as Isaac Newton said, “I do not know what I may appear to the world, but to myself, I seem to have been only like a boy playing on the seashore, and diverting myself in now and then finding a smoother pebble or a prettier shell than ordinary, whilst the great ocean of truth lay all undiscovered before me,” I feel like the things I know and realize

are only a tiny little part in the vast world of art as I enjoy them more. There are countless things in the world that I haven't yet felt and realized with my brain, ego, and body. Also, I came to realize that artistic stimulus and intellectual stimulus do not have an end as I appreciate artworks.

The reason I am writing and speaking is to deliver what I've learned through art to others. And its beginning was the *An Art Museum in the Corner of a Room* series. As a fine artist makes fine works, I will continue to be a writer that deeply thinks about how to express things inside myself and describe them in letters.

* youtu.be/dQHAb3SBs3g

Publishing Industry

The Rise of Literary Agencies

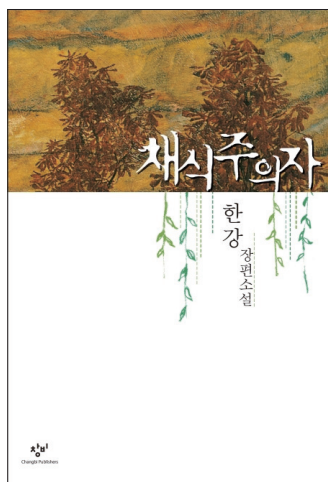
Written by Jang Eun-Soo (Head of Editing Culture Laboratory)



There are not many literary agencies in Korea. Most of the publishers prefer working directly with authors over cooperating with agencies. It was common for publishers to think that it is safer to pay more of an advance to overseas writers who have already

finished writing their manuscript or are expected to finish them soon rather than domestic writers who have not yet completed their manuscript.

The most significant characteristic of the Korean publishing industry would be “diversity.” The system in which up to 6 thousand small- and medium-sized publishers make more than 80 thousand physical titles each year has greatly diversified the types of books published in Korea, but the limited average sales of each title was an expected outcome. In such an environment, it is difficult to invest a sufficient amount of development fee for each title. Hence, even though the literary agent succeeded in discovering fine manuscripts or outstanding authors, it was hard to make profits up to the anticipated level as they could not expect high advances or good sales performance. The adaptation rights market was not facilitated several years ago. The market size was not big enough in Korea, and overseas publication rights export was not actively carried out either. It was impossible for the agencies to discover and manage authors and keep the copyright intermediary business running with only a small amount of commission fee. Hence, most of the literary agencies made a profit through commission by introducing exclusive rights of publication of foreign books to domestic publishers.



The Vegetarian

Ever since Lee Gu-Yong established KL Management in 2004 - a literary agency specialized in exporting Korean literary works - after working for a long time at a copyright agency, he has exported approximately 1,000 titles, supporting literary agencies to root down as one of the publishing fields that target domestic writers. In particular, as K-Pop went crazy across the world, Korean TV dramas and films were also brought to the center of attention, bringing Korean literature, the original source, into the limelight. In particular, after Han Kang's *The Vegetarian* (Changbi) won the International Booker Prize and became a bestseller in Great Britain and the US in 2016, Korean literature began to be actively exported across the world. Responding to the new trend, major publishers in Korea expanded their business by turning their eyes to publication rights export and adaptation rights sales, placing personnel in charge of copyright management. So, it's been about five years that the cultivation and management of authors has separated from publishers' editing work to a certain extent and became an

independent business.

Meanwhile, we also cannot neglect the changes that took place across the overall content business since the 2000s. Businesses in the hyper-connected society have all changed to connected businesses that are based on content. In short, customers are looking for stories, not products. The changes in the content industry are taking place more rapidly. As music albums, TV dramas, movies, and cartoons went “digital” one by one; they also became “free of charge” as well. Hence, as singers make profits with concerts, events, and advertisements rather than selling albums, businesses that use content to make money rather than sell it have begun to settle as a new business model. The publishing industry was slow in response but could not avoid the trend at all – they have also turned their eyes to businesses that connect authors and readers, and books and human beings.

Lecture businesses that utilize authors have begun to gain strength since 2008. New businesses such as Influential and MICIMPACT, which utilize bestseller authors and send them as professional lecturers to all kinds of places such as companies, local governments, and schools, have surfaced. Following this, the number of publishers that run promotions for authors while establishing academies that benchmark them for their own lecture businesses has increased rapidly since 2010. Minum Academy and Changbi Hakdang would be the best examples.

Entering 2010, a mobile revolution took place that gave birth to various content platforms such as web-comics, web-novels,

podcasts, web-dramas, and Youtube. As the number of OTT (Over-the-Top) businesses grew after 2015, utilization of content has also diversified exponentially. In other words, it was the beginning of the OSMU (One-Source-Multi-Use) era where one content is used in multiple fields. Meanwhile, this has made sales and management of adaptation rights one of the major issues in the publishing industry, particularly in the fields of movies, TV dramas, and games.

The literary agent system in which the agencies take care of contracts and payments while authors only focus on works has rapidly settled in areas of web-novels and web-comics where payment methods are extremely complex depending on the platform. Also, scriptwriters of TV dramas and programs have moved to use the agency system where creating works and management are separated. Relevant discussions took place in the publishing industry sporadically, until Blossom Entertainment established Blossom Creative in 2014 and signed a contract with popular writers including Kim Young-Ha, Kim Yeon-Soo, Kim Joong-Hyuk, Pyeon Hye-Young, Bae Myung-Hoon, Kim Geum-Hee, and Kim Young-Tak, starting to manage their events such as appearances on TV shows or lectures, not to mention their adaptation rights. Publishers have rolled their sleeves up as well, with attempts to add businesses such as author managements to their copyright contracts. Also, conflicts surrounding the utilization scope of books are increasing in multiple publishing fields such as e-books and audiobooks.



Excluding a few big publishers, most of the publishers in Korea that carry out small-quantity batch production were not ready to respond to such a new business area. Editors temporarily taking charge of managing authors and their works when their books are published would only be a quick fix, unable to cover various additional works. This worsened complaints from authors that request professional management, and apart from their needs, there had to be a professional that will be on the authors' side and take care of negotiations and contract issues related to adaptation rights, publication rights export, lectures, and appearances on TV shows that have recently become lucrative and more complex. In particular, as contents are being utilized in more diverse areas, contracts have become complicated and more conflicts related to copyrights have arisen. This has led to the desperate need for a service that provides legal advice and handles legal procedures. In other words, it was the perfect environment for literary agencies to prosper.

Kyobo Bookstore's Story business kicked off in 2015 in order to actively respond to such environmental changes. It is working to discover new authors and works through story contests, utilizes existing authors and editors to provide a mentoring service, and publishes works by cooperating with publishers, and introduces

works at events such as the Busan International Film Festival so that they draw the attention of TV drama and movie producers. In other words, it was an agency system that took care of the entire process, from discovering new authors to publishing books and making films and TV dramas. It is their aim to develop works where their adaptation rights can be utilized easily in areas such as the film industry, just like world-renowned agency ICM in the US. Publishers' author management and literary agencies' author management are different. Publishers mainly pay attention to the front lists they publish, but literary agencies continuously take care of everything about the authors as the rise of their brand value leads to the agencies' profits. And as they make profits through authors' various activities on top of their works' sales, they steadily pay attention to establishing networks with film and TV drama producers, actively promote the values of their publication rights, and making new lectures. Some agencies even think of selling adaptation rights for films and such when starting to develop works.

The emergence of literary agencies calls for a change in authors' identities. Just like what professor Lee Yoong-Hee at Chungkang University said, "Authors no longer meet the public through books as a writer, but as a complex content creator." There will be authors that are capable of creating content in various fields and those that are yet only used to written texts. It would be better for the former writers to be cared for by literary agencies while the latter should be managed by the existing publishers as they used to be.

Literary agencies indeed have an obvious limitation at the moment. It is related to securing stable profits, but most of the literary agencies today are merely focused on making use of existing bestseller writers, not investing much in discovering new authors or developing their own content like their overseas counterparts. From the viewpoint of the publishers, authors could be seen as cherry pickers that only take away the fruits after they put effort into developing content and raise their values through advertisements. This is why publishers are actively requesting proper profit distributions related to the sales of adaptation rights. It is necessary to remember that agencies are not only in charge of managing contracts but also of creative roles related to fostering authors and developing works in the fields of web-comics and web novels.

Publishing Policy

The Translation Academy of the LTI

Translation Academy

of the Literature Translation Institute of Korea
was established to foster
translation professionals in the next generation!



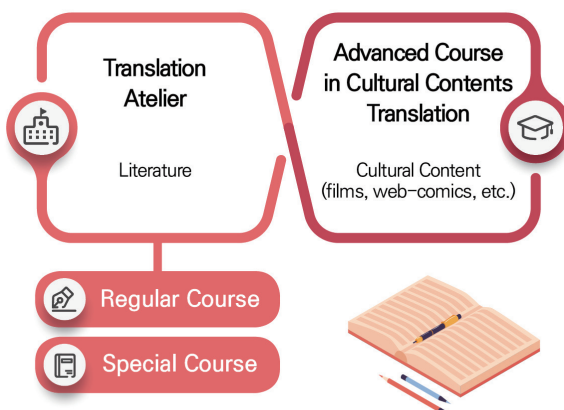
Since its establishment in 2008,
1,100 students have graduated from
the Translation Academy
as of 2020!





A vast majority of them are
currently working in the field of
Korean literature and cultural content.

Courses



Regular Course

Provides lectures on Korean literature and culture, mainly through Korean literature translation classes

Special Course

Offers a retraining opportunity for students to become translators





Translation Atelier

Provides an opportunity for new translators to obtain knowledge and gain experience to work as professional translators



Advanced Course in Cultural Contents Translation

Fosters professional translators of Korean cultural content (films, cartoons (web-comics), TV dramas, animation, etc.)



Translation Academy

is a training school for professional translators in the field of Korean literature and cultural content.

If you are interested in
translating Korean literature,

**Please refer to the website
for more information!**

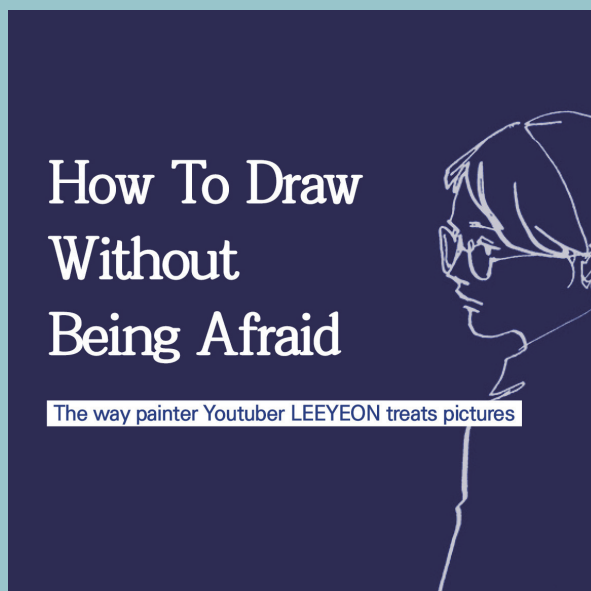


Inquiry: academy@klti.or.kr

www.ltikorea.or.kr/en/contents/business_trai_1_1/view.do

New Books

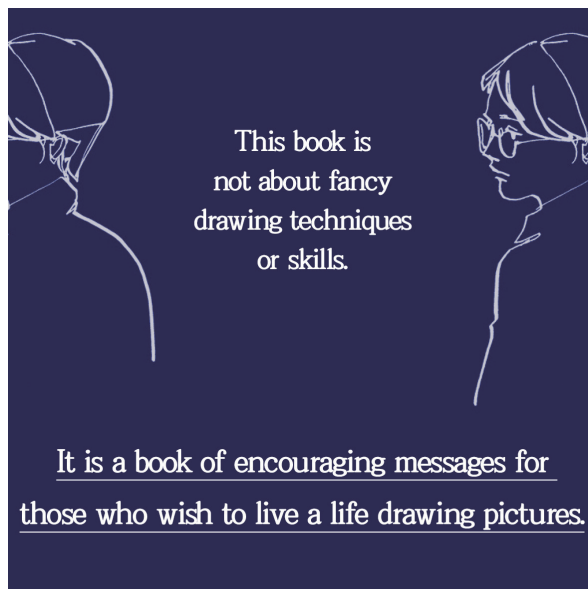
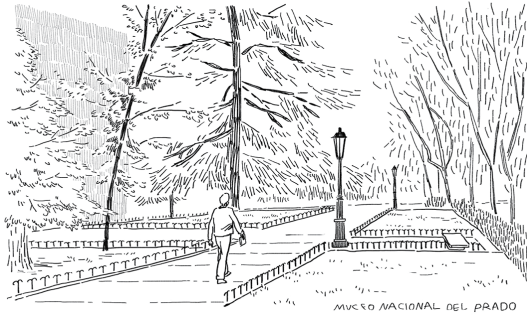
How To Draw Without Being Afraid



*Can I draw pictures...?
What pictures should I draw...?*



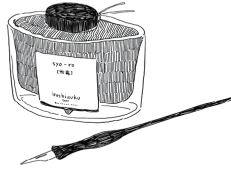
Youtuber LEEYEON answers
these questions by talking about
what attitudes you must have
toward your life.



Simple but heartwarming sentences

will support its readers'
lonely journey of creating artworks.

The toughness of your journey
depends on how much you fear.
You only need to remember one thing.



“I am doing a very
amazing thing right now.”

Youtuber LEEYEON

has presented
a drawing life to her
540 thousand
subscribers.



The truthful messages

she has shared through texts, pictures,
and videos can be found within the book.



The first book of art content creator LEEYEON

How to draw without being afraid

LEEYEON, MISULMUNHWA Publisher

Best Sellers

3rd Week, May 2021

Bestseller Trends in the Four Biggest Online Bookstores in Korea




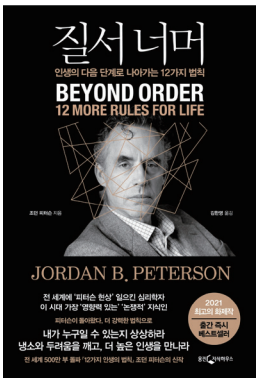
A keyword that can represent the first half of 2021 in Korea would be “money.” As economic uncertainty grew due to the spread of COVID-19, more people jumped into investing in the stock market and real estate. Hence, it is not surprising to see the rising popularity of business and investment books. For example, *Trading* and *Son, You Must Study Money* joined the top 10 bestselling books for the third week of May. *Trading* is a guide book about how to make a profit from buying and selling stocks in certain situations. Meanwhile, as you can guess from the sub-title “5 millionaire Dad’s Realistic Lecture on the Economy,” *Son, You Must Study Money* teaches basic economic principles and knowhow to accumulate wealth. Korean readers’ increased interest in “wealth” is expected to continue, as supported by books in the business and investment category hitting the bestsellers’ list.

On the other hand, some books have been at the center of readers' attention even before their official publication. For example, *Your Daughter is Strong-Minded* is an essay about feminism, which talks about the story of two lively women living without getting married. The two authors, who are currently running a Youtube channel called "Heavytalker" that has 165 thousand subscribers and 8.3 million total views, candidly wrote down the life struggles they had to experience as women. Meanwhile, *Water Up Fire Down: An Energy Principle for Creating Calmness, Clarity, and a Lifetime of Health* is a book in which the author, a meditator, introduces "su (water) – seung (up) – hwa (fire) – kang (down) (水昇火降 in Chinese, meaning 'keep your head cool and your belly warm') as a health principle and underlines the importance of natural cures.



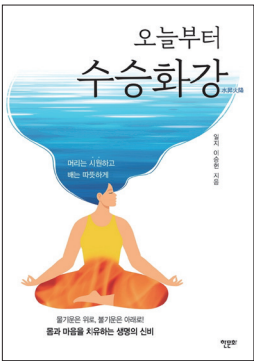

You can also meet some books that offer helpful advice among the top 5 bestselling self-help books. For example, *The Algorithm of Luck* is a well-organized book about "luck and fate" based on the data the author and tarot master, Jung Hoi-Do, collected over 15 years by counseling approximately 15,000 people. Another book in the same category *Free Workers*, is published by "Mobills Group," which runs "Mo Better Works" which made a brand that "talks about work." It was released on May 1, which was International Workers' Day. Readers that have long been contemplating about "work" would be able to find out the working style distinctive to themselves and how to work joyfully.

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

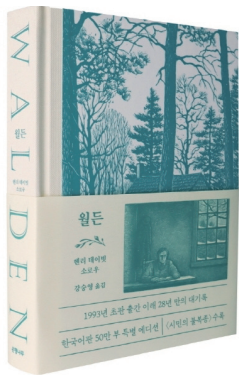



Top 10 Bestsellers for the 3rd Week of May

1		<p><i>The Midnight Library</i></p> <p>Author Matt Haig Publisher Influential Genre Novel</p>
2		<p><i>Trading</i></p> <p>Author Park Byung-Chang Publisher Forest Books Genre Business & Money</p>
3		<p><i>Dollagoot Dream Department Store</i></p> <p>Author Lee Mi-Ye Publisher Sam & Parkers Genre Novel</p>
3		<p><i>Beyond Order</i></p> <p>Author Jordan Peterson Publisher Woongjin Thinkbig Genre Self-help</p>

Top 10 Bestsellers for the 3rd Week of May

5		<p><u><i>Your Daughter is Strong-Minded</i></u></p> <p>Author Heavytalker Publisher Porche Book Genre Non-fiction</p>
5		<p><u><i>I Am A Shining, Little Star</i></u></p> <p>Author Soyo Publisher Book Romance Genre Essay</p>
7		<p><u><i>Water Up Fire Down: An Energy Principle for Creating Calmness, Clarity, and a Lifetime of Health</i></u></p> <p>Author Ilchi Lee Publisher Hanmunhwa Multimedia Genre Health</p>
8		<p><u><i>Chain Saw Man #6</i></u></p> <p>Author Tatsuki Fujimoto Publisher Haksan Publishing Genre Comics</p>

Top 10 Bestsellers for the 3rd Week of May

9		<p><u>Walden</u> <u>(Special Limited Edition)</u> <u>Commemorating 500 Copies Sold</u></p> <p>Author Henry David Thoreau Publisher EunHaengNaMu Publishing Co. Genre Memoir</p>
9		<p><u>When You Trap a Tiger</u></p> <p>Author Tae Keller Publisher Dolbegae Genre Young Adult</p>
9		<p><u>Don't Let Your Feelings Be Your Attitudes</u> <u>(Spring Edition Commemorating 100 Thousand Copies Sold)</u></p> <p>Author Lemon Simni Publisher Galleon (Woongjin Thinkbig) Genre Self-help</p>
9		<p><u>Son, You Must Study Money</u></p> <p>Author Jung Sun-Yong (Jung Story) Publisher RH Korea Genre Business & Money</p>

Top 5 Self-help Books for the 3rd Week of May

1		<p><i><u>The Algorithm of Luck</u></i></p> <p>Author Jung Hoi-Do Publisher Soul Society</p>
2		<p><i><u>Don't Let Your Feelings Be Your Attitudes</u></i> <i><u>(Spring Edition Commemorating 100 Thousand Copies Sold)</u></i></p> <p>Author Lemon Simni Publisher Galleon (Woongjin Thinkbig)</p>
3		<p><i><u>Free Workers</u></i></p> <p>Author Mobills Group Publisher RH Korea</p>
3		<p><i><u>Think Again:</u></i> <i><u>The Power of Knowing What You Don't Know</u></i></p> <p>Author Adam Grant Publisher The Korea Economic Daily</p>

Top 5 Self-help Books for the 3rd Week of May

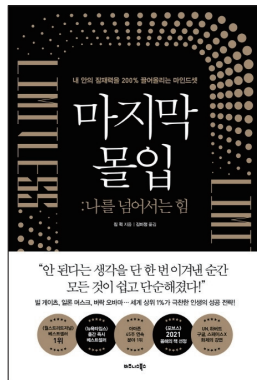
5



The Great Power of Ideas

Author | Lee Kyung-Hee
Publisher | HC Books

5



Limitless:
Upgrade Your Brain, Learn Anything Faster,
and Unlock Your Exceptional Life

Author | Jim Kwik
Publisher | Business Books

#K-Book

#Celebrity's Essay

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

It's Not Over Yet

1. Publication Details

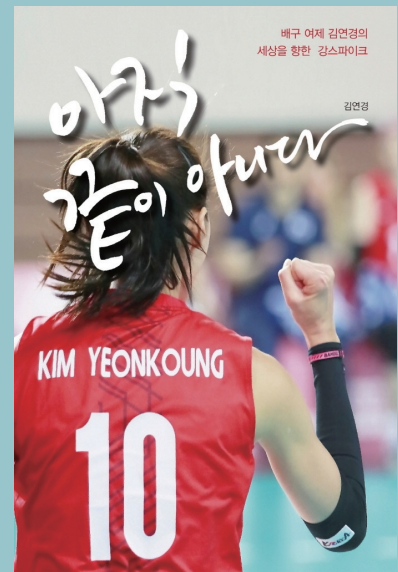
Title | It's Not Over Yet
 Author | Kim Yeonkoungh
 Publisher | kayun
 Publication Date | 2021-03-12
 ISBN | 9788968970870
 No. of pages | 280
 Dimensions | 140 * 210

2. Copyright Contact

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 Phone | +82-2-858-2217

3. Book Intro

A world-class volleyball player whose top-level skills are acknowledged by everyone, Kim Yeon-koung has created a sensation in the Korean volleyball world with her overwhelming performance in attack and defense, which is made possible by her outstanding physical attributes. Kim has captivated people with her witty talk and girlish charm. This book talks about how Kim Yeon-koung has been able to grow into the only global star in the history of Korean women's volleyball. Looking back from the moment she first started playing volleyball, she also tells an honest story about her own path to success.



Kim says that, whatever dreams you have in your heart, you have to challenge yourself. She adds that you have to be confident that you can do what you set your mind to, even when you're faced with countless difficulties and obstacles. Confidence comes from believing in the person you are and trusting your hard work.

* k-book.or.kr/user/books/books_view?idx=3811

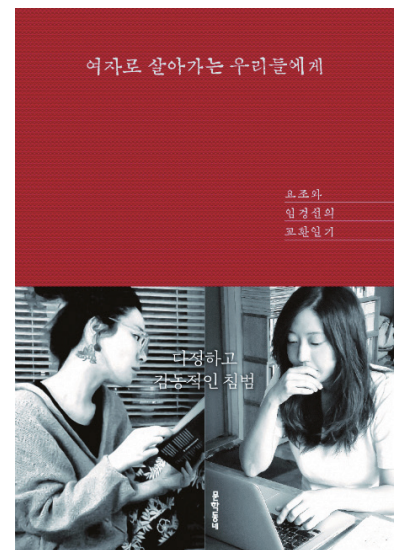
To Us, Who Live as Women

1. Publication Details

Title | To Us, Who Live as Women
Author | Yozoh
Publisher | Munhakdongne Publishing Group
Publication Date | 2019-10-30
ISBN | 978895458355
No. of pages | 288
Dimensions | 124 * 188

2. Copyright Contact

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Phone | +82-31-955-2694



3. Book Intro

Here, there are two very different women like a "Camel" and a "Penguin." One woman is honest and cool. The other woman thinks that she has a lot of pretense about what she says and does externally.

However, these two women are fun and interesting to each other. They start writing an "exchange diary" like young girls with a friendship no one else could invade. The two women who exchanged diaries that recorded everything they saw, felt, and experienced in their lives as female adults, were Yozoh and Lim Kyung-sun.

Lim Kyung-sun, is a veteran "author." She began living as a writer since 2005, and she has published her 20th book including a revised version. And Yozoh, is a woman who connects stories and herself in many ways, ranging from musicians, writers, host of book podcasts, and owner of bookstore "All-Right".

How did these two women's secret stories end up in a book beyond the fence of chatter? What made them continue recording their own chats about 'living as a woman, laughing and crying and laughing again after crying?'

The book started out from a project on Naver Audio Clip called the "EXCHANGE DIARY BETWEEN LIM AND YOZHO," which two writers exchanged and shared their

recording diaries. Recently in Korean publishing industry, audio-book production and distribution are becoming increasingly more active, but the two authors boldly chose to produce audio contents first and then publishing it as a book.

With Lim's low and hard voice and Yozoh's slow and soft voice, they created a dialogue of friendship and sympathy, which gathered many positive responses from women who actively listened to them, even though they didn't have time to read a page during their busy lives.

While the two authors released the series of exchange diary on the Naver Audio Clip, audiences repeatedly asked them to upload a script. There were many good phrases used and it was difficult for listeners to write them all down. Six long texts were added to the 30 recorded files, which finally became a book.

From work to love, life, menstruation, sex, travel, money, freedom and the daily pains and battles they had to endure to get all of these, their writing as women without boundaries finally released to the world.

* k-book.or.kr/user/books/books_view?idx=3594

My Way is the Best

1. Publication Details

Title | My Way is the Best
Author | Mina Sohn
Publisher | HANBIT MEDIA, Inc.
Publication Date | 2019-06-14
ISBN | 9791157843374
No. of pages | 296
Dimensions | 154 * 191

2. Copyright Contact

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Phone | +82-2-2180-8790



3. Book Intro

Traveling writer Mina Sohn, who used to present heart-throbbing tour stories, has returned to her self-improvement book this time. The book contains all the secrets of the author, who made surprising choices on every crossroads of life, including a travel writer, a startup CEO, a Huffpost editor and a life school principal, KBS announcer. There was a time when the author wandered on the road. A good university, a good job as an announcer, a lot of popularity, she constantly retorted on

the road that seemed to be extremely good to others. 'Is this really what I wanted?' And in fact she realized that what she really wanted was something else. So she jumped into a new path. People around her dissuaded her, but she walked to the place where her heart was headed. And she realized that this was the way to find happiness.

* k-book.or.kr/user/books/books_view?idx=3237

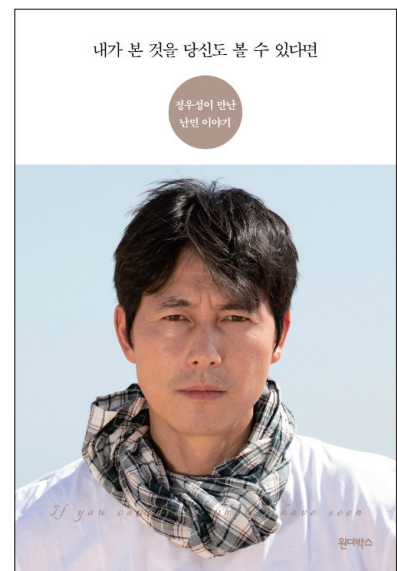
If You Could See What I Have Seen

1. Publication Details

Title | If You Could See What I Have Seen
Subtitle | Actor Jung Woosung meets refugees
Author | Jung Woosung
Publisher | Bulkwang Media
Publication Date | 2019-06-20
ISBN | 9788998602963
No. of pages | 216
Dimensions | 135 * 200

2. Copyright Contact

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3. Book Intro

The story of the actor Jung Woosung as he meets refugees. As a UNHCR Goodwill Ambassador, Jung has visited a refugee settlement at least once a year since 2014 to learn of their plight firsthand and publicize it in Korea. These are a collection of his experiences and thoughts, and the stories of the refugees he has met along the way. He professes that he was moved to write a book about his experiences because "If anyone goes into a refugee settlement and listens to their stories, they will have no doubt as to the need to help these people and the important role the UNHCR plays around the world."

* k-book.or.kr/user/books/books_view?idx=2569

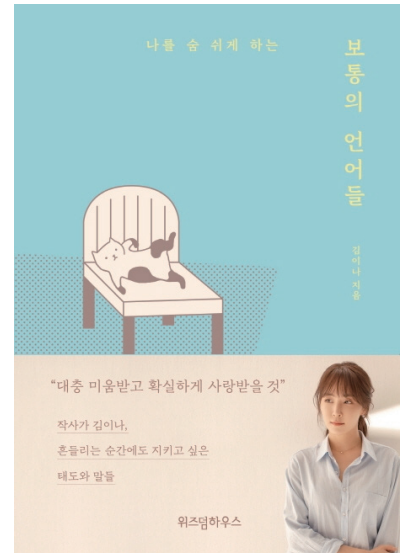
Ordinary Languages

1. Publication Details

Title | Ordinary Languages
Subtitle | Allowing Me to Breathe
Author | Kim Eana
Publisher | Wisdomhouse Mediagroup Inc.
Publication Date | 2020-05-27
ISBN | 9791190786355
No. of pages | 268
Dimensions | 137 * 194

2. Copyright Contact

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Phone | +82-31-936-4199



3. Book Intro

The author, a leading lyricist of Korea, has divided her concept into three “languages.” First, the “language of relationships” tells us that “drawing a line” with others is important and that it is not for distancing but for opening our minds and becoming closer. Second, the “language of emotions” offers a glimpse into her expressive ability to describe the unique emotions behind words. Third, the “language of self-esteem” is filled with words that make us reflect on our attitudes and ways of life. Kim’s success as a lyricist tells the story of the painstaking and harsh process of survival without any unnecessary fluff.

* k-book.or.kr/user/books/books_view?idx=4542

Makrye Park - I Can't Go Just Yet

1. Publication Details

Title | Makrye Park - I Can't Go Just Yet

Author | Park Makrye

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2019-05-31

ISBN | 9791190065672

No. of pages | 344

Dimensions | 140 * 205

2. Copyright Contact

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Phone | +82-31-936-4199



3. Book Intro

Makrye Park- I Can't Go Just Yet is the story of a woman who was named "Makrye" (meaning last in Korean) for being born as the youngest of seven sibling. Starting from the first half of her life, which can't be read without crying, this story becomes ridiculously exciting after she becomes a Youtuber, later meeting the CEOs of Youtube and Google. It also includes behind-the-scenes story of PD Kim Yura, who brought her grandmother's charm from behind the camera, and answers questions of many people interested in YouTube production, including fans of the YouTube channel Korea Grandma.

When you open the book, it begins with the first half of the life of Park Makrye, who was born in 1947. The youngest daughter of a farmer, she grew up doing all the house works and was not allowed to learn to read as a woman. She got married at age 20, but had to raise her three kids by herself as her husband was never home. Starting from hard labor work, she went on to work as a fruit seller, malt seller, flower seller, maid and restaurant worker. She tried her best just to live, somehow, but was scammed twice by the harsh world. After diverse hardships, she opened a small restaurant in Yongin and worked there for 40 years, starting her work every day at 4 a.m. Living hard just to make it to the next day, at 70 years old she thought she would die that way.

One day, Park Makrye was diagnosed with dementia risk at the hospital. Her sisters were all diagnosed with dementia in turn, and she did not know when her time would come. Hearing the news, her granddaughter, Kim Yura, rushed over and nagged her to travel to Australia. She also gave up her job because she couldn't let her grandmother die like that...

Nobody knew that her trip to Australia with her granddaughter would be the beginning of the second phase of her life. "My life has turned upside down, like

flipping a mattress over,” she laughed with mighty guffaw. She never imagined that fans from all over the world would like to her, that she’d be invited to Google I/O and visit Google HQ for 2 consecutive years, or meet one-on-one with Youtube CEO Susan and Google CEO Sundar. Everything in this world may seem like dumb luck, but reading this book, you will see that this 70-year-old’s hard work has finally born fruit.

* k-book.or.kr/user/books/books_view?idx=2249

Montage of Chan-Wook Park

1. Publication Details

Title | Montage of Chan-Wook Park

Author | Park Chanwook

Publisher | Maumsanchaek

Publication Date | 2005-12-10

ISBN | 8989351812

No. of pages | 299

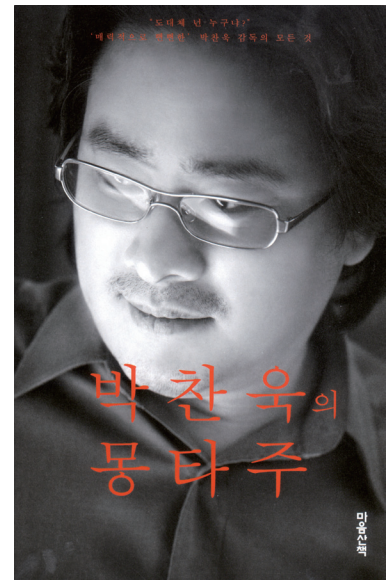
Dimensions | 145 * 225

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3. Book Intro

The term montage usually refers to a composite picture for finding a suspect. It’s also used in filmmaking to refer to a technique in which a number of short shots are sequenced together to condense time and information. This, the first collection of prose by director Park Chan-wook, reveals a side of Park never before seen on the big screen. It forms a montage of Park’s charming impudence using columns, essays, written/self interviews, and production journals. Park’s journey to becoming a globally-known director and the stories that take place between the shots of a film camera are humorously told through the director’s own words.

* k-book.or.kr/user/books/books_view?idx=4466

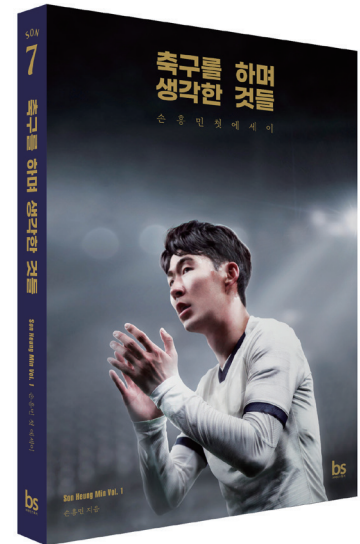
Thoughts on Soccer

1. Publication Details

Title | Thoughts on Soccer
Author | Son Heungmin
Publisher | Brainstore publishing
Publication Date | 2020-08-21
ISBN | 9791188073559
No. of pages | 312
Dimensions | 152 * 225

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3. Book Intro

If one were to ask who history's greatest soccer player in both Korea and all of Asia is, the answer would be the "Son-sational" Son Heungmin. The world-renowned Son is always in the spotlight due to his excellent skills, humanity, and fashion sense. He is indeed a superstar. Despite his fame, he is still an earnest 27-year-old young man who is always wearing his innocent smile.

Readers can hear true stories about Son behind the spotlight: strict training since his childhood by his father, a teacher who was not bound to conventional education; an arduous period during which he overcame the difficulties of living away from home and was a star player on every team he played for in Hamburg, Leverkusen, and London; his supporters and Tottenham; and the personal experiences he had as a member of the South Korean national team.

* k-book.or.kr/user/books/books_view?idx=4363

I Always Turn Barefaced at Art Museums

1. Publication Details

Title | I Always Turn Barefaced at Art Museums

Subtitle | The paintings, artists, and art that enabled me to withstand long nights

Author | Lee Saera

Publisher | Tornado MediaGroup

Publication Date | 2020-07-10

ISBN | 9791158511814

No. of pages | 344

Dimensions | 140 * 205

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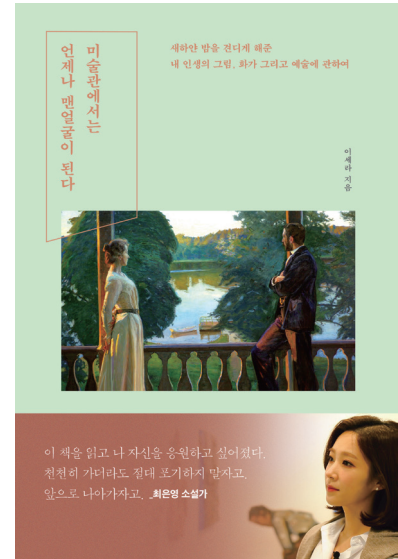
3. Book Intro

The author of this book introduces 31 artists. You may have encountered artists before at the Seoul Arts Center, the Sejong Center for the Performing Arts, and the National Museum of Modern and Contemporary Art, but some artists are probably so unknown to you that you've never even heard their names.

Why and how were these artists and works of art selected by the author? The artists and the works in this book deliver encouragement and consolation to those living through the current reality of COVID-19.

As you read this book, you will realize that these passionate artists who so desperately stayed true to their values are not special people with extraordinary genes. You will find that their works can still make you smile or cry even without requiring any background knowledge. You will see that art doesn't have to be something that is elegant, showy, and tough to understand.

* k-book.or.kr/user/books/books_view?idx=4563



Joking about Wanting to Live

1. Publication Details

Title | Joking about Wanting to Live
Author | Her Jiwoong
Publisher | Woongjin ThinkBig Co., Ltd.
Publication Date | 2020-08-12
ISBN | 9788901244600
No. of pages | 276
Dimensions | 124 * 488

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3. Book Intro

This book contains 25 stories that he wants to tell to those who are tired and don't have a place to rest, as well as those who carry a heavy burden on their shoulders and struggle to remain steadfast. In this book, Her says, "Misfortune is not the villain riding in the front car of the Snowpiercer but the snow that continues to fall outside of the train." He suggests that readers acknowledge unhappiness as an emotion to be embraced in one's life and urges them to examine their lives subjectively.

* k-book.or.kr/user/books/books_view?idx=4843