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# K-Book Trends

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



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## TREND

|                         |   |
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## TOPIC

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## Observing the Stature of K-Literature Through Foreign Literary Awards

Written by Kwak Hyeon-Ju  
(Translation Education Director of Literature Translation Institute of Korea)

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Korean literature was first introduced to foreign countries in the late 19th century. However, it wasn't until after works of Korean literature started receiving literary awards abroad that they were translated and published full-scale in foreign countries, attracting foreign readers and grabbing the interest of major publishers and publishing agencies in foreign countries.

Some awards have been given to works of Korean literature since the early 2000s, but ever since *Please Look After Mom* by Shin Kyung-Sook received the Man Asian Literary Prize, works of Korean literature have continuously been winning literary prizes, and the number of those prizes have been increasing as well.

Since 2012, when *Castella* by Park Min-Gyu received the Japan Translation Award in 2015, and *The Vegetarian* by Han Gang

was the winner of the Man Booker International Prize in 2016, interest in Korean literature has grown. After these works received literary awards, foreign media have actively started providing reports on Korean literary works and Korean authors. Also, an increasing number of readers have been showing interest in Korean literature ever since.

This naturally led to Korean literary works of various genres getting translated into many different languages and published in lots of foreign countries. It also led to the establishment of foreign publishing agencies and foreign publishers. Moreover, there has been an increasing number of foreigners who receive educational training at the translating academy of the Literature Translation Institute of Korea to go on and work as professional translators in the field, due to their interest in translating Korean literature that is something more than the kind of interest a foreign reader of Korean literature displays.

The following shows works of Korean literature that have received literary awards and those works that have been published in other countries since after 2012.

## Korean Works That Received Foreign Literary Awards After 2012



### Man Asian Literary Prize (2012)

*Please Look After Mom* by Kyung-sook Shin (Changbi Publishers)

Translator Kim Chi-Young

Foreign Publisher Alfred A. Knopf

Countries Published in Under Literature Translation Institute of Korea in 14 countries



### Prix de l'inaperçu Award (2014)

*Run, Pop, Run!* by Kim Ae-ran (Changbi Publishers)

Translator Kim Hye-Gyeong, Jean-Claude de Crescenzo

Foreign Publisher Decrescenzo Éditeurs

Countries Published in Under Literature Translation Institute of Korea in 7 countries



### Best Translation Award, Japan (2015)

*Castella* by Park Min-Gyu (Munhakdongne Publishing Corp.)

Translator Saito Mariko (ヒョン・ジェフン)

Foreign Publisher CRANE

Countries Published in Under Literature Translation Institute of Korea in 8 countries



### The Man Booker International Prize (2016)

*The Vegetarian* by Han Kang (Changbi Publishers)

Translator Deborah Smith

Foreign Publisher Portobello Books

Countries Published in Under Literature Translation Institute of Korea in 22 countries



### Premio Malaparte Award (2017)

*Human Acts: A Novel* by Han Kang (Changbi Publishers)

Translator Milena Zemira Ciccimarra

Foreign Publisher Adelphi Edizioni

Countries Published in Under Literature Translation Institute of Korea in 17 countries

## Korean Works That Received Foreign Literary Awards After 2012



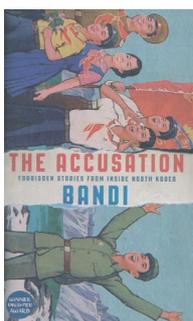
### Premio Selezione Bancarella Award (2017)

*Investigation* by Lee Jung-Myung (EunHaengNaMu Publishing)

Translator Benedetta Merlini

Foreign Publisher Sellerio

Countries Published in Under Literature Translation Institute of Korea in 1 countries



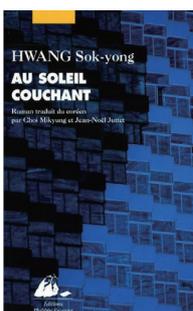
### Pen Translates Award (2017)

*The Accusation* by Bandi (Dasan Books)

Translator Deborah Smith

Foreign Publisher Serpent's Tail

Countries Published in Under Literature Translation Institute of Korea in 3 countries



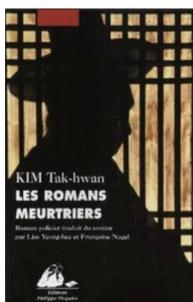
### Emile Gimet Prize for Asian Literature (2018)

*At Dusk* by Hwang Sok-Yong (Munhakdongne Publishing Corp.)

Translator Choi Mikyung

Foreign Publisher Éditions Philippe Picquier

Countries Published in Under Literature Translation Institute of Korea in 5 countries



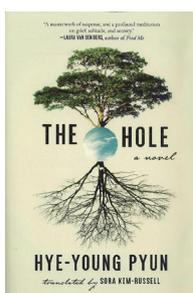
### Prix Cameleon Award (2018)

*Banggakbon Murder* by Kim Tak-Hwan (Minumsa)

Translator Lim Yeong-Hee, Françoise Nagel

Foreign Publisher Éditions Philippe Picquier

Countries Published in Under Literature Translation Institute of Korea in 2 countries



### Shriley Jackson Awards (2018)

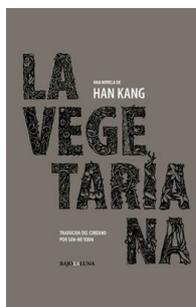
*The Hole* by Pyun Hye-Young (Moonji Books)

Translator Sora Kim-Russell

Foreign Publisher Skyhorsing Publishing

Countries Published in Under Literature Translation Institute of Korea in 7 countries

## Korean Works That Received Foreign Literary Awards After 2012



### Premio Literario San Clemente Rosalía-Abanca Award (2018)

*The Vegetarian* by Han Kang (Changbi Publishers)

Translator Sunme Yoon

Foreign Publisher RATA

Countries Published in Under Literature Translation Institute of Korea in 22 countries



### Best Translation Award, Japan (2018)

*Diary of a Murderer* by Kim Young-Ha (Munhakdongne Publishing Corp.)

Translator Yoshikawa Nagi (吉川 凪)

Foreign Publisher CUON

Countries Published in Under Literature Translation Institute of Korea in 10 countries



### The Griffin Poetry Prize (2019)

### Lucien Stryk Asian Translation Prize (2019)

*Autobiography of Death* by Kim Hye-Soon (Munhak Silhum)

Translator Don Mee Choi

Foreign Publisher New Directions

Countries Published in Under Literature Translation Institute of Korea in 4 countries



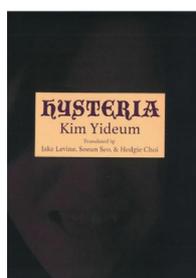
### The Harvey Award (2020)

*Grass* by Keum Suk Gendry-Kim (Bori Book)

Translator Janet Hong

Foreign Publisher Drawn & Quarterly

Countries Published in Under Literature Translation Institute of Korea in 7 countries



### National Translation Award (2020)

### Lucien Stryk Asian Translation Prize (2020)

*Hysteria* by Kim Yi-Deum (Moonji Books)

Translator Jake Levine, Seo So-eun, Hedgie Choi

Foreign Publisher Action Books

Countries Published in Under Literature Translation Institute of Korea in 1 countries

*The Vegetarian* by Han Kang, the 2016 Man Booker International Award award-winner, established a range of foreign readers of Korean literature. The publication rights were sold to 25 countries worldwide, as a sequence novel written from a sensual perspective about a woman who resists violence and eliminates desire amidst destructive lives.

*Diary of a Murderer* by Kim Young-Ha has successively received good reviews from German media. It clearly displays the abyss of a human being through an extreme process of dementia in which memory loss leads to the dissolution of personality. Also, the German news *Frankfurter Allgemeine Zeitung* and radio broadcast, “Deutschlandfunk” both selected the work as the best mystery novel of April, 2020.

The Crime Writer Association Dagger winner, *The Disaster Tourist: A Novel* (Minumsa) by Yoon Go-Eun, was listed as one of 12 recommended books you must read in *Time* in August of 2020. The UK’s *The Guardian* and other foreign media, evaluated it as an interesting eco-thriller that re-examined the relationship between climate change and world capitalism. Also, it is seen as a gloomy satire novel on capitalism that shakes the pandemic generation.

Due to the news of Korean winners of foreign literary awards, other works in Korean literature are getting the spotlight from major foreign press. The recent works that got the spotlight from foreign presses include *Untold Night and Day* by Bae Su-Ah, *Seven Years of Darkness* and *The Good Son* by Jeong You-Jeong,

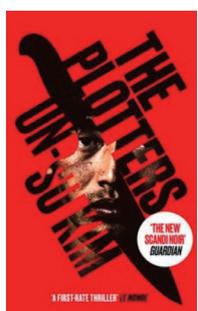
*The Plotters* by Kim Un-Su, *Kim Jiyoung, Born 1982* by Cho Nam-Joo, *ALMOND* by Son Won-Pyeong, etc.

Recent Korean Literary Works Grabbing the Interest of Foreign Press



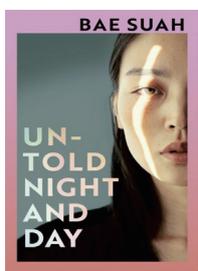
*The Good Son* by Jeong You-Jeong (EunHaengNaMu Publishing)

Translator Kim Chi-Young  
 Foreign Publisher (English-speaking country) Little Brown Book Group UK  
 Year Published Abroad 2018  
 Published Abroad Under the Literature Translation Institute of Korea in 14 countries



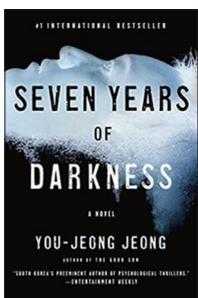
*The Plotters* by Kim Un-Su (Munhakdongne Publishing Corp.)

Translator Sora Kim-Russell  
 Foreign Publisher (English-speaking country) 4th Estate  
 Year Published Abroad 2019  
 Published Abroad Under the Literature Translation Institute of Korea in 11 countries



*Untold Night and Day* by Bae Su-Ah (Jaeum&Moeum Publishing)

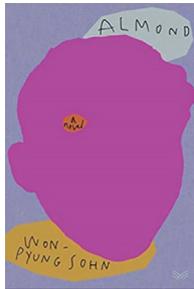
Translator Deborah Smith  
 Foreign Publisher (English-speaking country) Jonathan Cape  
 Year Published Abroad 2020  
 Published Abroad Under the Literature Translation Institute of Korea in 4 countries



*Seven Years of Darkness* by Jeong You-Jeong (EunHaengNaMu Publishing)

Translator Kim Chi-Young  
 Foreign Publisher (English-speaking country) PENGUIN BOOKS  
 Year Published Abroad 2020  
 Published Abroad Under the Literature Translation Institute of Korea in 13 countries

## Recent Korean Literary Works Grabbing the Interest of Foreign Press



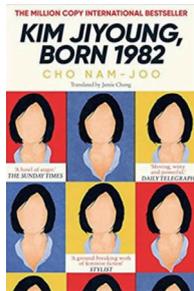
*ALMOND* by Son Won-pyung (Changbi Publishers)

Translator Lee Joo-Sun

Foreign Publisher (English-speaking country) Harpervia

Year Published Abroad 2020

Published Abroad Under the Literature Translation Institute of Korea in 5 countries



*Kim Jiyoung, Born 1982* by Cho Nam-joo (Minumsa)

Translator Jamie Chang

Foreign Publisher (English-speaking country) Scribner UK

Year Published Abroad 2021

Published Abroad Under the Literature Translation Institute of Korea in 14 countries

*The Plotters* by Kim Un-Su has been nominated for the French mystery literature award. A prominent American publisher, Doubleday, paid a large sum of deposit in 2018 to buy the copyright of this novel. Afterward, in 2019, it was selected as the “Best Winter Thriller” by *New York Times* (United States), and its copyright was sold in 20 different countries.

*ALMOND* by Son Won-Pyeong, which sold more than 100,000 copies in Japan, was selected as the Best Book of May 2020 by Amazon (United States). In addition, it was the first out of the Asian countries to receive the Best Translated Book Award given to works in bookstores of Japan.

*Kim Ji-young, Born 1982* by Cho Nam-Joo, portrays the mental scars a woman gets from society’s contempt. It was nominated for France’s Emile Gimet Prize for Asian Literature, published

in 26 countries worldwide, and at least 600,000 copies were sold. Also, it portrays how the issue of discrimination against women and the pain they go through is observed.

Moreover, many works of Korean literature winning literary awards have added the effect of being the starting point in making dramas or movies based on Korean literature.

Not only has there been an increase visibly in the encouragement of Korean literature from a variety of sources in foreign countries, but the political, social, and general topics of humanity have touched the hearts of many people worldwide and show that this connection is gradually expanding.

Thus, one can say that Korean literature is being recognized for its literary value and popular appeal through the awards it's getting from foreign countries. This means that Korean literature now is not merely "Korea's literature," but is being recognized as "a part of world literature."

The Literature Translation Institute of Korea and Arirang International Broadcast are running a program titled "Exploring Korean Literature" starting from August and ending in December. This program aims to provide a chance for people around the world to experience the recently hot trending Korean literary works more closely. This program can be watched on YouTube ([www.youtube.com/c/KltiOrKr](http://www.youtube.com/c/KltiOrKr)), and is expected to comfort the minds of people worldwide, who are facing struggles living in a world with COVID-19.

### “Exploring Korean Literature” Scheduled Broadcast

|   |  |
|---|--|
| Episode 1<br>8.13.(Fri.)  | <b>Topic</b> What They’ve Read – <i>One Left</i> by Kim Soom<br><b>Starring</b> Translator Darcy Paquet, Colin Marshall, Architect Simone Carena family            |
| Episode 2<br>8.20.(Fri.)  | <b>Topic</b> What They’ve Read – <i>Kim Jiyoung, Born 1982</i> by Cho Nam-Joo<br><b>Starring</b> 4 foreign influencers residing in Korea                           |
| Episode 3<br>8.27.(Fri.)  | <b>Topic</b> What They’ve Read – <i>Diary of a Murderer</i> by Kim Young-Ha<br><b>Starring</b> Singer Howon (W24)  |
| Episode 4<br>9.3.(Fri.)   | <b>Topic</b> Living to Tell a Story – A Different Perspective of an Author (working title)<br><b>Starring</b> Poet Kim I-Deum, Novelists Kim Cho-Yeop, Kim Yeon-Su |
| Episode 5<br>9.10.(Fri.)  | <b>Topic</b> Living to Tell a Story – The One Who Has Their Language (working title)<br><b>Starring</b> Novelists Yoon Go-Eun, Ha Seong-Ran, Poet Jin Eun-Yeong    |
| Episode 6<br>9.17.(Fri.)  | <b>Topic</b> Living to Tell a Story – The Generation’s Clown or Cassandra (working title)<br><b>Starring</b> Novelist Hwang Sok-yong                               |
| <b>* 9. 24.(Fri.)~10. 29.(Fri.) Episodes 1–6 broadcasted in order</b> |  |
| Episode 7<br>11.5.(Fri.)  | <b>Topic</b> A World Depicted in Stories – Female Poets in Classical Literature  |
| Episode 8<br>11.12.(Fri.)   | <b>Topic</b> A World Depicted in Stories – Makeup Culture  |
| Episode 9<br>11.19.(Fri.)   | <b>Topic</b> A World Depicted in Stories – Wine and Arts   |
| Episode 10<br>11.26.(Fri.)  | <b>Topic</b> A World Depicted in Stories – Tea Ceremony  |
| Episode 11<br>12.3.(Fri.)   | <b>Topic</b> A World Depicted in Stories – Pets  |
| Episode 12<br>12.10.(Fri.)  | <b>Topic</b> A World Depicted in Stories – Literary Discussion Forum   |

## SPECIAL PROJECT

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# Food for Thought on Careers, Truthfully Portrayed in Essays

The Second Character Outshines the Main Character

Written by Kim Young-lhm

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Anyone can dream of many different kinds of life. This is because it's part of human nature to struggle with wholly expressing yourself in just a single way. Recently, there has been a hot trend of second characters (a term referring to a new or different version of yourself) being used by individuals to express each of their unique, respective identities. One of the trending ways of doing this includes essays. This refers to writing and publishing essays that portray the joy, anger, sorrow, and pleasure one feels in the workplace while weaving one's work characteristics clearly into the essays. With the increasing popularity of essays in the publishing market, "career essays" on the truthful experiences and stray thoughts one has in the workplace are also booming. There's a so-called genre of writing, "Jobssay," which is the

compound word for job and essay. This new genre has recently been grabbing the interest of many readers. This writing aims to introduce writers who express their identity as second characters by creating content based on their jobs in the so-called jobssays.

### **The Active Input of Sincere and Everyday People Instead of Success Stories**

These essays grab the interest of readers with sincere stories based on topics we are familiar with. People who have second-character jobs as writers usually write stories that anyone can relate to instead of something grandiose. Today, there is a wider variety of jobs. In the past, most of the essays about jobs would focus on the success stories of doctors, lawyers, or people working jobs that required expertise. However, recent essays are based on stories that anyone can experience in the workplace due to the now broader range of jobs such as paperhangers, manual workers, relic organizers, nude models, police officers, astronomers, translators, and more. Thus, readers can have indirect job experiences and sympathize with the concerns, troubles, accomplishments, and ways of life based on those accomplishments that anyone can experience in the workplace.

In *The Things We Leave Behind* (Chungrim Publishing), Kim Se-Byeol and Jeon Ye-Won, who organize the relics of the deceased, a job that has recently been created due to the social changes, wrote about the things they felt working for 15 years in the field.

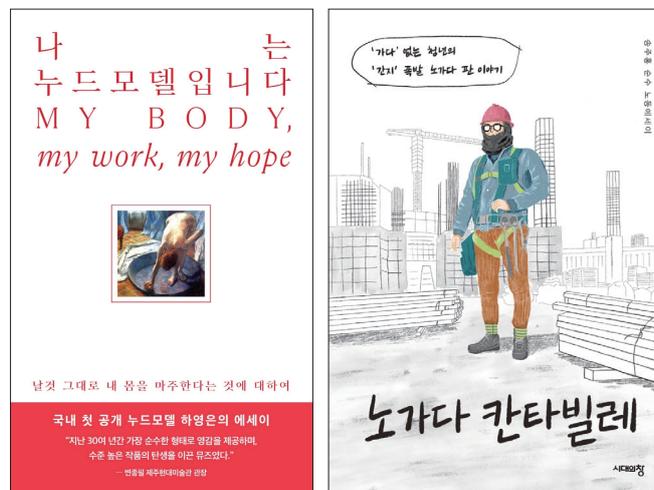
The writers of this essay started taking an interest in “life and death” with the sudden death of their dear friend. They collected the messages of hope they discovered by looking back at life on the basis of death while looking right at death every day to turn into an essay. The writers expressed pride in their job by referring to themselves as “people who help others make their last move to heaven.”



*The Things We Leave Behind, The Story of a Young Paperhanger*

There is also an essay that contains the many concerns of the younger generation in terms of career paths. *The Story of the Young Paperhanger* (Kungree Press) by Bae Yoon-Seul is one of them. The writer just wrote her truthful story of working as a young paperhanger, just the way it is, like the title suggests. She initially got a job in a seniors’ welfare center to make use of her major in a prestigious university. Then, after 2 years, she started fresh as a paperhanger. *The Story of a Young Paperhanger* makes us think about why we choose our jobs with the many concerns

of the writer who probably had to make a tough decision. A paperhanger isn't a common job, and society views it as a job that mostly men do. Especially considering that the writer graduated from a prestigious university, the stories she tells about working for 2 years in the field as a paperhanger are indeed interesting to read about.



*My Body, My Work, My Hope, Hard Labor Cantabile*

In *My Body, My Work, My Hope* (Lagom), Ha Young-Eun makes us realize that there's so much more than just posing for art classes when you work as a nude model, including practices for nurse school students, a display to explain the ideal type of body in the field of cosmetic surgery, sketches for costume designers, modeling for underwear sold in home shopping channels, and more. *Hard Labor Cantabile* (Sidae Books), an essay on living the life of a so-called hard laborer, grabs the interest of readers with a truthful story told by a man in his thirties who quit his job as a reporter and has been working the past four years as a laborer

in construction sites. The author of this story makes us re-think the value of labor by saying, “The outcome depends on how hard you work in the field of labor.”

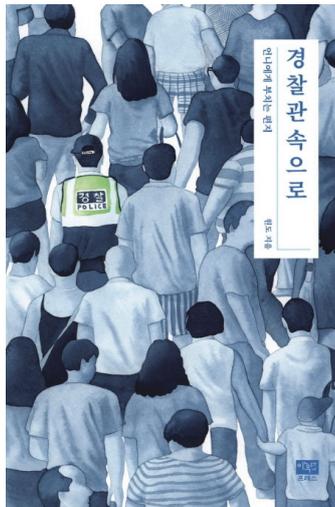
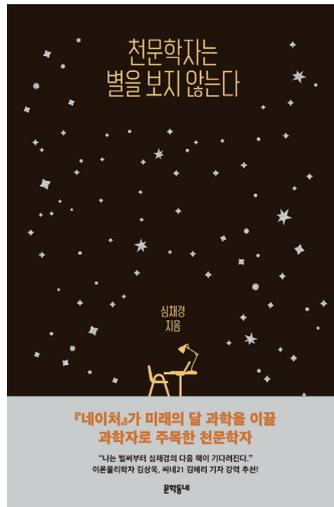
Likewise, the works of second character authors based on their jobs differ from past essays that focus mainly on expertise and success stories. Although these new types of essays also do display a level of professionalism, they present the important roles of everyday people in the workplace through joys and sorrows, work value, and realization.

### **Stepping in as a Writer with New Content: Career**

Essays written by those who work in unfamiliar fields that people are curious to know about are eye-catching as well. *An Astronomer Doesn't Look at Stars* (Munhakdongne), written by Shim Chae-Gyeong, who works as a senior researcher at the Korea Astronomy and Space Science Institute, tells the story of her experiences while working in the field of astronomy that one might be interested in. It's especially impressive because it portrays the passion that the writer, as a female scientist, has for her job. The space-loving writer is very professional as she was chosen as a next-generation moon scientist by Nature, but she doesn't know much about constellations. She tells her story about astronomy in a fun and easy way to understand so that readers can be more familiar with the subject of astronomy, which can seem complicated and vague.

Also, *Into the Life of a Police Officer* (2huzine Press), written by someone with the pen name, Window, grabs readers' attention with the career story of a young and active police officer in her twenties who works in the field. It's an essay that captures the vivid voice of a current police officer and has sold over 5,000 independent copies in an independent bookstore in the spring of 2019. The writer tells a story about meeting many people in the process of going through many cases as a police officer and getting hurt as a human being in the process, in the form of a letter to her sister that she couldn't tell before.

You can also read an essay about the life of a translator that anyone could have dreamed of once in their lives. *A Job Worth Doing Alone* (Woods of Mind's Books), written by a full-time translator, Kwon Nam-Hee, tells a cheery and warm life story of someone who has become an essay writer who writes works worth reading from a trustworthy translator. Kwon Nam-Hee has portrayed her daily life as a freelance translator who works 365 days in her essay and says, "I just used my single talent for 30 years since there was nothing else I knew how to do." The writer shows sincerity about her job and says that translating makes her happy and writing brings her joy. She advises future translators in a warm yet realistic way through her experiences working as a translator, saying that being a translator is the perfect job for her and "requires you to be able to sit all day."



*An Astronomer Doesn't Look at Stars, Into the Life of a Police Officer, A Job Worth Doing Alone*

Sometimes work can be exhausting, and at other times, you want to know what it's like to work in another field. No matter what kind of job you have, you may sometimes doubt whether it's right for you or maybe even lose confidence. However, you can only find another value when you love your job more with greater passion and sincerity. With that being said, this might be a good reason why many readers are interested and love reading essays that portray the stories of writers who have completed the development of their second characters based on their jobs and have written warm, touching, sincere stories with the kind of passion mentioned previously.

## EXPORT CASE

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## Many Different Genres of Korean Novels Are Now Selling Abroad

Written by Barbara J. Zitwer (Barbara J. Zitwer Agency)

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Most foreign publishers are very interested in Korean thrillers since the publication of *The Plotters* (Munhakdongne) by Un-Su Kim, *The Good Son* (EunHaeng NaMu) by You-Jeong Jeong, and *The Only Child* (Elixir) by Mi-Ae Seo. *LEMON* (Changbi) by Kwon Yeo-sun will be published this October by Other Press, US, Head of Zeus UK (and has been sold in several other foreign countries) and is garnering astounding reviews. *The Old Woman with the Knife* (Wisdomhouse) by Gu Byeong-Mo, retitled from *Bruised Fruit*, will be published next fall by Hanover Square Press. US, Canongate, UK, Mondadori, Italy, Ullstein, Germany, and many other sales are occurring now. The upcoming publications and pre-pub buzz is getting foreign publishers super excited and desiring more thrillers to acquire for their lists.



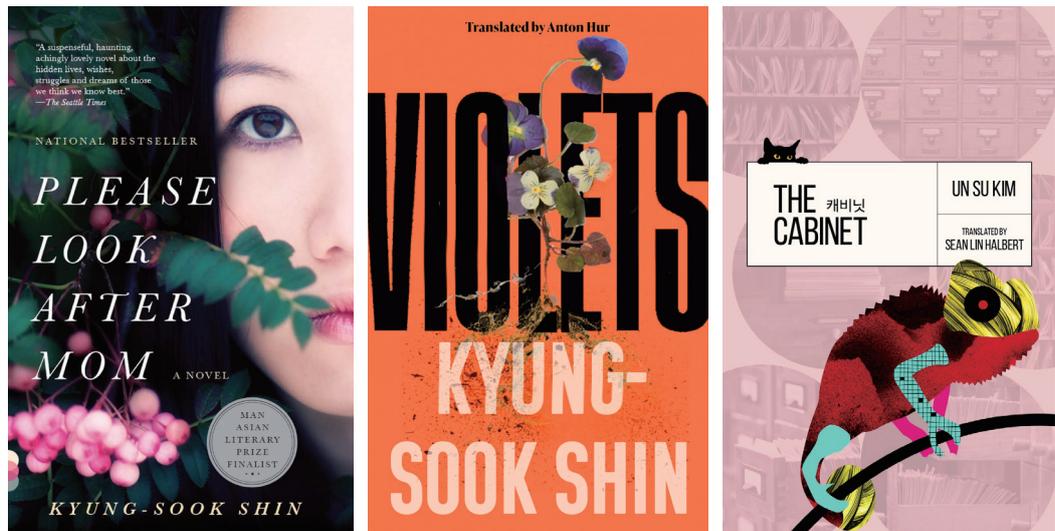
*The Good Son, LEMON, The Old Woman with the Knife*

This month I sold Jung-Myung Lee's *Broken Summer* (EunHaeng NaMu) to Amazon Crossing and *The Consultant* by Sung-soon Lim to Bloomsbury UK. Both publishers acquired world English language deals and are excited to publish the books as lead titles in 2023. Amazon Crossing sees *Broken Summer* as a World Book Day lead title. Bloomsbury thinks that the author Sun-soon-Lim's personal story will be of great interest to the *Guardian*, *NY Times*, and other major newspapers around the world.

For Kyung-Sook Shin, 2022-23 will be a renaissance in WEL (World English Language) and foreign publishing. Kyung-Sook Shin's novel *VIOLETS* (Munhakdongne) that she wrote twenty-one years ago and is considered a feminist book, will be published for the first time in English by Feminist Press and Weidenfeld & Nicolson. I strategized for Shin's renaissance in 2022, 2023 because of the upcoming 10th anniversary of the English language publication of *Please Look After Mom*

(Changbi), to sell *VIOLETS* and her latest book, *I WENT TO MY FATHER* (Changbi). Because of the interest in Shin and her great achievement of *Please Look After Mom*, which won the Man Asian Prize in 2014 and has been a hot book since, publishers were excited to build and publish her two new books around this anniversary celebration time. Using the Mom celebration and press attention will bring more press and PR to Shin's new publications. I was after a significant publicity, publication event for Shin's new books and was able to achieve those goals for Shin.

I always try to use a special strategy to present a Korean book to foreign publishers and make a book stand out. For Un-Su Kim's *The Cabinet* (Munhakdongne), his debut novel, *Angry Robot*, in the UK, was intrigued by his only non-thriller and felt the brilliant and different novel would stand out and appeal to their sci-fi, fantasy readers. They will publish it as a lead title this October. After publishing both Un-Su Kim's books in France, Calm Matin published *The Cabinet* just this summer. Although Kim is known as a thriller writer, his witty, ironic sci-fi satire breaks him out of his genre, and foreign publishers were happy to acquire it. I felt that the sci-fi market, with a huge and dedicated fan base, if they were able to read *The Cabinet*, would be devoted Un-Su Kim fans and discover his thrillers also. I strategized to break Un-Su Kim out of his thriller genre category and expand into sci-fi to give him a great number of potential readers and books buyers who will be excited about this brilliant Korean author.



*Please Look After Mom, VIOLETS, The Cabinet*

Historical women’s stories are showing a real resonance with World English language editors, and I just sold two in a row to Forge Press and Scribe Publishers. *Aloha My Mothers* retitled *The Picture Bride* (Changbi) and *Can I Go?* (Sakyejul) by Lee Geum-yi. It is unusual these days to sell a second book by an author before the first book is published, but the editor has a keen eye for what he knows will work and what he loves. *The Picture Bride* captured the hearts of everyone at Forge, so when I obtained *Can I GO?* I instantly submitted it to him. The strategy of knowing an editor well and what they like and are passionate about helped in this situation to now position the author for the coming years with two books.

The genre of women’s historical novels are super popular especially WW II historicals. Still, not many foreign readers know much about Korean history and how women fared during past times. These historical women's stories have special meaning

for readers, I think, because we are discovering them for the first time, and we can identify with the struggles of the women depicted and learn about the history of Korea in captivating ways. Therefore, I think this is a genre that will be more and more popular in the future.

We are currently developing a YA list, and it comprises YA and sci-fi titles to start with. The reason being that it is not as easy to break into the YA publishing world with Korean literature because most editors are not familiar with working with translations. Therefore we chose very commercial, hot sci-fi titles that would appeal to the market like *Hunger Games*, *Harry Potter*, etc. We sold our first Korean YA book called *SNOWGLOBE* (Changbi) by So-Young Park to Random House YA for World English and are now presenting it at the upcoming Frankfurt Book Fair. We chose the most commercial, topical books to present as YA titles first.



*The Picture Bride, Can I GO?, SNOWGLOBE*

The strategies I create for each book and author are tailored for that particular book. I create sales and marketing pamphlets and mock-up covers, create social media outreach and help English language editors market and sell the books to their sales forces and marketing teams. A big part of my job is helping to market and sell a book. We can help sway the trends and tastes of readers and foreign publishers by sharing the marketing, social media, praise, attention, and information about a book and an author. One country's press and information is definitely beneficial to help another country's publication. Pre-publication buzz can help sell a book around the world. Movie and TV deals also help sell a book. And as much as I strategize for a book and make a plan, I change it, too. One needs to be flexible and do whatever it takes to get attention and spotlight a book and author that deserve to be read by readers all over the world.

## BOOK TRIP

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# Gumi, Gyeongsangbuk-do

Rapid Transition from an Industrialised City to a Cultural City

Written by Kim Young-lhm

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The city of Gumi, or Gumi-si, lies in the interior of Gyeongsangbuk-do and is the birthplace of Korean industrialization. It has developed into a rapidly growing industrial city. However, with stagnant growth today, Gumi

is looking to construct a new picture. It is preparing to leap forward as a cultural city, freeing itself from its existing image. The so-called Geumridan-gil is rising with workshops of different sizes, cafes with unique concepts, and distinctive independent bookstores, based on the urban regeneration project that started in the old town around Geumosan Mountain, the long-time landmark and the resting place for Gumi citizens. The Geumosan Provincial Park, as wide as 976m, is a representative tourist spot in Gumi, which boasts various trails around the lush forest by the entrance, hiking courses, and *Chaemijeong*, which was built to honor the fidelity and studies of *Gil Jae* (Korean scholar-official of Goryeo). Furthermore, the bookstores of Gumi add joy to a more colorful journey by supporting the image of the city as a cultural city.

### **A Cultural Space that Connects People and Books: Samilbooks**

Samilbooks (“*sam*” which means three, and “*il*” which means one) was named to symbolize the trinity of company, staff members, and society while embodying the meaning of the March 1st Independent Movement in Korea to exhibit its identity as an independent bookstore. As a cultural space representative of the region, it has been just five years since its opening. Yet, the reason behind the bookstore becoming the best place in Gumi for the residents to become friends with books at ease is the particular efforts of the manager. While Samilbooks put up the motto of “connecting people and books,” it hoped to provide

a chance for people to become friendlier with books and use them to find their path in life. Through its book spaces and various book curations, the bookstore has endeavored to become a bookstore that sympathizes with residents and offers various programs for them.



Samilbooks' efforts to best serve its role as a complex cultural space instead of a store that simply displays and sells books have borne fruit, rejuvenating the regional economy. As more people came to Samilbooks for the opportunities it offers them to get closer with books through various curations that stimulate curiosity as well as book-based experience programs, the old town that was losing steam began to gain energy again, which after all led the local government to come up with an urban regeneration project. Thus, the dream of the bookstore, which pursued the sustainable growth of books and people, has begun to become a reality.

In particular, Samilbooks receives sponsors from local companies, and hosts a book festival with other small independent bookstores in town every year. This festival

encourages local residents' participation by running programs that show distinctive features of each independent bookstore and invites authors for lectures. Even though the size has been cut down due to the pandemic, the bookstore aims to make it a national festival once things get better. Apart from this, Samilbooks fulfilled its role in the region, hosting various programs to become the cultural center. It runs programs about humanity by cooperating with universities in the region, collaborates with the nearby police station to develop a way to use books to guide juvenile delinquents, and steadily opens writing or poetry-reading meetings.



It is the objective of Samilbooks to develop as a place that stimulates the sentiment and intelligence of people, being the center of diversity. Its thoughts about what the readers can experience at the bookstore, and efforts to become the place that offers such experiences, drawing a better path in life for them, are ripening even now.

## A Place where People Lead a Life Through Books: Chaegbom

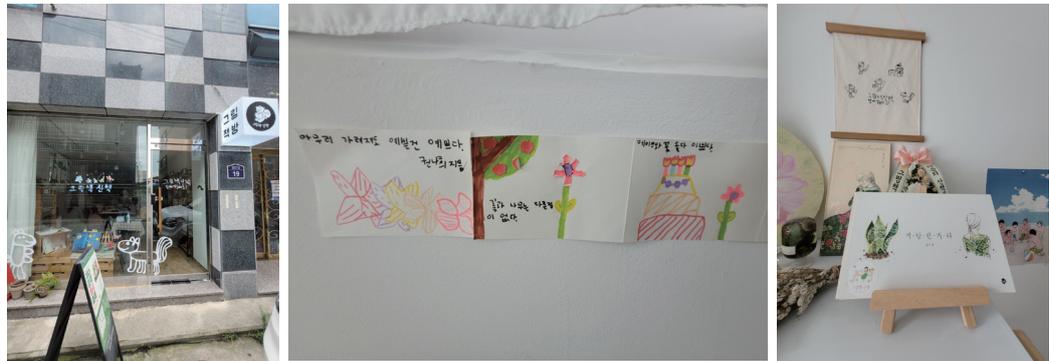


The bookstore's name "Chaegbom" is a compound word of "chaeg" which means books, and "bom" which means to read in Korean. It also means "bookstore in spring," where beautiful cherry blossoms bloom near the bookstore, as "bom" also means spring in Korean. Showing the clear preference of the manager, a majority of books exhibited in Chaegbom are on the environment and animals. The bookstore is filled with books chosen by the manager, who is said to have taken an interest in animals, the environment, and earth, after beginning to live with a stray cat. It's also fun for visitors to enjoy discovering books that can hardly be found in other places, such as *Flight Log of Random Days (Go Around)*, *Breathe In, Breathe Out (Siwaseo)*, *The Era of Elegant Poverty (Unusual)*, and *The Paper Menagerie and Other Stories (Goldenbough)*.



On top of the uniqueness of its genres, the books displayed in Chaegbom are different in size, shape, and texture, which offer a good visual tour in the bookstore. Most of them are those the manager likes or is interested in or those published by single-person publishers or individuals. Thus, both visitors and the manager share a lot in common in terms of preference. They get closer through meetings such as book talks and say hi to each other when coming across each other in town. As neighbors, they hike, jog, or even contribute to the environment by *plugging* (picking up trash + jogging). As the bookstore provides a book subscription service, they also have debates on animals and the environment. This, in short, means that Chaegbom has become a hub in the neighborhood through books. Chaegbom's manager hopes to show the competitiveness of independent bookstores by selling many books, while it mainly covers books that can only be found in Chaegbom or those that are not mainstream. I hope that someday Chaegbom's dream will come true, where bookstores and writers are economically abundant and where readers have more joy.

## Where Children and Adults Find Happiness in Books: Walk Picturebook



Located in a small, friendly alley named Geumridan-gil, Walk Picturebook was named after the hope of the manager, where she wanted people to have a healing time by reading books just like having a good walk. Walk Picturebook started with a mom's wish to read better picture books to her child. While she was looking for good picture books, she encountered many of those that were for adults. And as she was participating in programs that read picture books for adults at Chaegbom, she decided to open the bookstore to promote picture books at full scale. At Walk Picturebook, you can feel like having a walk inside picture books just by looking around inside, as beautiful pictures and quotes are decorated in parts of the bookstore as if they popped out of picture books. By reading picture books together in Walk Picturebook, children have dreams, and adults heal their spirits. It is the space where picture books make people happy.



Walk Picturebook is a bookstore specializing in picture books that delivers the message that anyone, no matter their age, can enjoy reading picture books. Children grow up here reading books together, watching picture books in video format, and making picture books based on their ideas. Adults open picture books they have been away from for a long time and heal their minds, once again getting closer to the books. Founded in 2018, Walk Picturebook has been providing a special time for everyone just like that, sending them on a walk inside picture books. Also, it has been hosting lectures for children and adults to befriend picture books by inviting writers, opening various events with workshops in the alley, and running a “culture day.” I wonder what Walk Picturebook will do next, as it hopes to seek ways to coexist with other stores in the alley while turning into a cultural space that does small but meaningful activities related to picture books.

## ONE-LINER QUOTES

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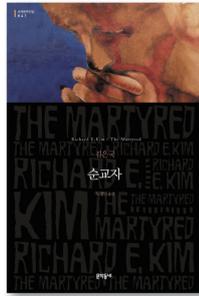
### Book-tuber's Picks

Two ways of looking at hope:

Kim Eun-Kook's *The Martyred*, Park Ji-Won's *The Jehol Diary*

Written by Jung Seung-Min (Writer and host of book-tube channel <Ildangbaek> (meaning 100 books to read in your lifetime))

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*The Martyred*

Kim Eun-Kook, Munhakdongne Publishing Co.



I have decided that the promises of God  
are more valuable than the truth.  
We must have hope against despair.

The novel *The Martyred* (Munhakdongne Publishing Co.) depicts human beings that didn't let go of hope even in the midst of war. Koreans had to undergo the Korean War, which was a skirmish of the Cold War in the 20th century, only five years after the country was liberated from Japanese occupation. All human beliefs are shattered on the battlefield, where minutes or even

seconds determine life and death: evil flourishes, and good dies. Falsehood becomes truth, and truth becomes falsehood – the end of absurdity takes place. The “alternative truth” is common in extreme circumstances such as war. Writer Kim Eun-Kook who immigrated to the United States after participating in the Korean War as an officer, elevates the story of a young man who agonizes as he traces the true and the false to a religious level. The story takes place in Pyongyang, the capital city of North Korea, which has been occupied by South Korean soldiers. Just before the troops retreat because of Chinese intervention, Captain Lee – the protagonist – is tasked with getting to the root of the pastor massacre committed by the communist regime. Two of the 14 detained pastors survived, but one became insane, and another closed his mouth. It was the moment when the martyrs and apostates were clearly divided, but as Captain Lee digs in, the truth behind it seems to be different from expectation. The storyline of this detective fiction unfolds with twists one after another, and the profound message about the relationship between human beings and God breathes life into the book. Why did the priest who did not have faith in God give testimony of him? “As I watched human beings become animals when hope and justice vanished in war, I decided that God’s promises are more valuable than the truth. We must have hope against despair.”



*The Jehol Diary*  
Park Ji-Won, Dolbegae

If the law is good and  
the system is beautiful,  
we should learn from them,  
let them be barbarians.

A travelogue written by a member of the diplomatic delegation to China (Qing Dynasty) 170 years before *The Martyred is The Jehol Diary* (Dolbegae) written by Park Ji-Won. The writer believed that the Joseon Dynasty of the late 18th century was in a “degenerate age.” The governing power of the Joseon Dynasty at that time was absorbed into the justification theory of Neo-Confucianism, which worshipped the fallen Ming Dynasty as legitimate China and despised the Qing Dynasty who took over the continent as barbarians. As a result, the ruling power didn’t pay much attention to cultivating the commerce industry, which was vital to national development. It turned a blind eye to the improvement of institutions that would ease the livelihoods of their people. Instead, they only waged political battles about the vain theory of conquering into the north. The book *The Jehol Diary* broke the armchair argument of the time, which can be easily seen from how he chooses “broken roof tiles” and “night soil” as the most interesting things to see in China. This is because the walls decorated with fragments of roof tiles make beautiful scenery,

and the manure stacked for fertilizer shows the advancement of civilization.

In the book *The Jehol Diary*, Park Ji-Won believes that “if the law is good and the system is beautiful, we should learn from them, let them be barbarians.” His practical idea that “there’s no reason to not follow the legislation and convention useful for the nation and the people while even the enemies make whatever that’s useful for their country theirs” represents the people who lost hope due to the governing power’s seizure and exploitation. Although written in the form of a travelogue, it is also interesting to see how he analyzes the international situation through months of field observation in China and presents foreign strategies for the Joseon Dynasty. What’s more, it lets readers take a glimpse at the inner world of an elite who lived in the dark period with endless introspection while striving to criticize society and suggest alternatives. The book *The Jehol Diary*, which warned of the country’s decline and called for innovation, could not be published until the 20th century as it was hated by the powerful. Now that the oppressive power is gone, the book is read and shall continue to be read in the future.

## KOREAN PUBLISHERS

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### Tabi Books

Delicious Books that Satisfy Your Curiosity about Food with Culinary Delights

Organized by Kim Young-Ihm

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Logo of publisher Tabi Books

Food is one of the areas that is receiving much attention in various media today. Stories of food, which is an inescapable topic for all, are fun. They are mystically charming, too, as it opens up a new world that inspires curiosity. The name of the publisher “Tabi” comes from an agricultural tool. Since

food began in agriculture, it has become the publisher's name because it makes humanitarian books on food. Starting with the first book, *The Empire of Taste*, in 2010, publisher Tabi Books has been publishing books about food covering various and broadly relevant topics, telling stories about food that we must know or enjoy. Here's a tasty interview with publisher Tabi Books.

Please introduce Tabi Books to overseas publishers.

Publishing the first book, *The Empire of Taste*, in 2010, Tabi Books has been mainly interested in culinary culture and Korean society. We look at what Koreans eat and how, and how Korean society and food are interrelated. As people and food are knitted like a grid made of history and the world, we are also interested in the food cultures of the world, including our neighboring countries, and how they have changed as well. We're also interested in agriculture because this is where food started. So, we've been publishing about food, agriculture, culinary culture, and the food industry.

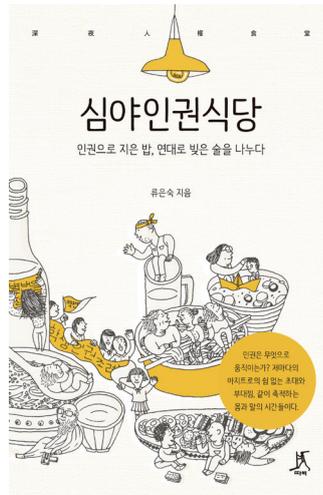
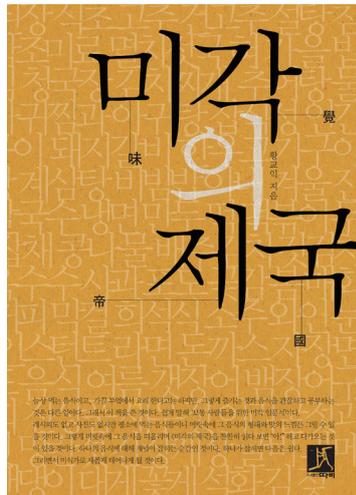
Why did Tabi Books choose to become a food-specialized publisher?

There is a common saying in Korea - "It's all about eating and living after all." Eating is life, in a word. We thought that we could well explain how people live their lives through food. We believe that there is a part about food in travel programs on

television because food is the mirror that best reflects the nature and culture of society. Our goal is to look at the world in which we live through books.

Food is fundamentally linked to people's lives. Food can be linked to many subjects, from satisfying pleasure and health to cultural and environmental issues worldwide. While Tabi Books covered different genres in this regard, what is the implication behind each book you published?

Our first book, *The Empire of Taste*, focused on expressing the taste of various foods. And *Food Inc.* covers environmental issues and inequality surrounding food. Furthermore, *Night Restaurant of Human Rights* talks about human rights through people whom a human rights activist met during meals. *The Story of Chicken in Korea* takes a broad look at issues in Korean society, such as the vertical integration of agriculture and the part-time jobs with fried chicken – which Koreans' love – as the motif. Tabi Books also takes a serious approach to the environment and unequal capital issues through agriculture. The best example is *Planting Seeds on Asphalt*, which talks about the reality of Korea's agricultural industry and peasant movements through the story of Baek Nam-Gi, who passed away during a demonstration.



*The Empire of Taste, Night Restaurant of Human Rights, Planting Seeds on Asphalt*

Tabi Books has recently published *Dumplings: Cultural History of Dumplings and Jiaozi in Korea, China, and Japan*. Can you briefly tell us about this book and talk about other countries' culinary culture? And how is Tabi Books doing globally?

*Dumplings: Cultural History of Dumplings and Jiaozi in Korea, China, and Japan* talks about how dumplings in the three countries are different and similar and how dumplings, enjoyed across the world, were born. The representative book which presents foreign foods is *Conquering the Ruler's Taste*. Through world history, it introduces the cases and stories of how colonial food became the representative food of the ruling country, such as couscous, borscht, curry, goulash, satay, and salted pollack roe. This book is scheduled to be published in Taiwan as well. In addition, *Retro Okinawa* talks about the food that originated in the history of Okinawa. As for the books that were introduced abroad, we want to choose *History of Korea's Culinary Culture*.

Published in Taiwan, it showcases 100 representative Korean dishes in an easy and fun manner.

Publisher Tabi Books has been making various books about food ranging from those familiar to us like fried chicken and ramen to those about social issues related to rice prices and farmers - not to mention a food encyclopedia. So what is the most important thing when it comes to choosing a topic?

The thing we put the highest priority on when we plan a book is food and our lives. Food is inseparable from our lives. There is a culture created by food, and food created by culture. We look at both together. The reason Tabi Books publishes books about agriculture is because food started with agriculture. Since we believe that human sustainability depends on sustainable agriculture, we pay attention to the sustainable lives of people in agriculture and fishing, as well as farmers.

Food attracts curiosity because it is a familiar subject to all, but it could be tricky to discuss it. So what would be the ways to read and use Tabi Books' books in a more interesting and helpful way?

As we have food every day, it is not difficult to approach it. First, if you have food that you like or are interested in, you may look for books about it. Good examples are *The Empire of Taste* and *History of Korea's Culinary Culture*, written by taste columnist

Hwang Gyo-Ik. They are short in length, and in which you can easily read about the history and characteristics of food that Koreans enjoy. What's more, *The Story of Chicken in Korea*, *Rediscovery of Ramen*, and *Epicures of Joseon* would be good introductory books to learn history and society through food. You may also feel like going on a journey through the food while reading *Tasting Kyushu*, *Retro Okinawa*, or *Spicy India*. They would be a good choice for you as they are not limited to introducing nice restaurants, but rather add some talks about their society's history, which is good for traveling or building knowledge.

We also hope that people will find Tabi Books' books useful as they reflect on the significance of our daily food. We think it's important to know how the food we love and appreciate is produced and how it comes to our table. Every food in the world is produced, supplied, and cooked by someone. No food is exceptional in this world. Also, we can take a glimpse at how our community works through food, where there are often uncomfortable truths. Then, we should try to improve upon those frustrating truths. In short, having a good knowledge of the food we eat could be the first step toward changing the world.



*History of Korea's Culinary Culture, The Story of Chicken in Korea, Rediscovery of Ramen, Epicures of Joseon*

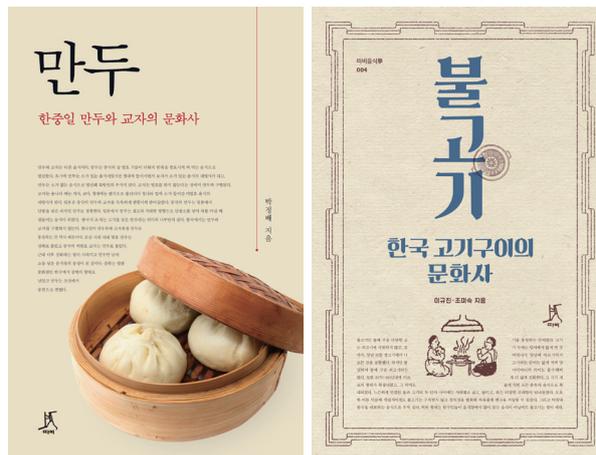
What are some popular books that Tabi Books can confidently recommend?

As explained earlier, *The Story of Chicken in Korea*, a book about Koreans' favorite fried chicken, has been a steady-seller among readers. Fried chicken has become the #1 Korean food the world likes, and we hope the book can promote more food throughout the world. Meanwhile, *Rediscovery of Ramen* features Korean ramen that is currently at the center of the K-food frenzy. It talks about how instant noodles developed in Japan came into Korea and what ramen means for Koreans. It also introduces stories about Korean ramen, which is popular around the world today.

What are your recently published works? Can you introduce them to us?

They are *Dumplings: Cultural History of Dumplings and Jiaozi in Korea, China, and Japan* mentioned earlier and *Bulgogi: Cultural*

*History of Grilled Meat in Korea.* The latter one talks about how *bulgogi*, one of the most popular Korean foods in the world, along with *kimchi*, was born and settled into society. To make *bulgogi*, people put a grill on the table and cook it directly for dining. And the book discusses how this has settled down as the first image that comes to mind when you think about *bulgogi*. We're thinking of covering stories about rice that Koreans eat daily and the drinking culture in the future.



*Dumplings: Cultural History of Dumplings and Jiaozi in Korea, China, and Japan,*  
*Bulgogi: Cultural History of Grilled Meat in Korea*

**What is Tabi Books doing for promotion abroad, and what is the response from local markets?**

We have not made any special efforts in that regard, but there have been inquiries on exporting copyright from Taiwan and China. We have been responding quickly to such requests from foreign publishers. We believe that there would be better results if we made better books than now about the food we enjoy.

### What is Tabi Books' future plans?

We will keep reading the world and people through the books like now. We also plan to approach the food that is valued worldwide as well, not being limited to Korean food. And we plan to introduce world dishes to Koreans by translating and publishing good foreign books. Thank you.

## KOREAN AUTHORS

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### Writer Lee Seula

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).

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Please introduce yourself to our readers.

Hello, I'm Lee Seula, the writer. I publish *Dailee-sulla*, I also run the Hey Uhm publishing house. I was born in 1992. I write diligently.

\* *K-Book Trends* Vol. 20 – Interview with Hey Uhm publishing house

### How was your childhood?

When I was a child, I was so shy that my talking wasn't great. I think one whose speech isn't good can write well. People who are good at talking can communicate so well that they won't have any regrets because they say everything they want to. But those who are not good at talking go home with regrets. Those with regrets have a high probability of writing a diary. In that respect, I think I was a child who wrote a diary full of regrets. In my youth, I also wrote a lot of diaries back then.

### I heard that there was one particular teacher who helped you become a writer.

I attended an alternative school. There were a lot of activities there that made me write. That school respected the students. I remember that there was a class that asked good questions. Questions were more likely to be exchanged between adults about their world view or values. I had a teacher who was polite and respected each individual's writing personality. I think it was a fun class. For example, when I turned in an assignment, the teacher mixed up the assignments and covered the names so nobody knew who had written what. But even if you cover the name, you know. Because of the style. A person's unique writing style. In that respect, I had a teacher who analyzed and encouraged me for my own personality and style.



*Diligent Love* (Munhakdongne), *Every Time I Cry, I Have My Mother's Face* (Munhakdongne), *You Are Waiting To Be Reborn* (Haeem publishing house)

### Is there any reason you expressed your writing as 'diligent love'?

If I didn't write, there would be so many problems that I would never have thought about regarding people or events. I could have spoken about them much more harshly or made simple judgements if I didn't write. But as I write, I keep contemplating. Most of all, I think from someone else's position. I mean, I can't help but think again. I thought that process was a work of diligent love, and because writing is a very hard labor it made me diligent in life. Because it made me diligent inside and outside. I expressed it like that.

### Did you have any difficulties while publishing *Dailee-sulla*?

It was hard to have to show someone what I wrote every day. I don't have an intermediate medium. So when I write, I get a lot of feedback the next day. For example, the post yesterday was

fun, or there are some people who say that made them cry, it wasn't fun, or ask me why I wrote that way. Because there are many bad reviews, I think responding to subscribers is hard. It's like working in a call center. I think it's a similar kind of work. Because I have to sit in front of the computer to deal with someone. At first, it was the most difficult thing.



*Dailee-sulla*

**What do you want to hear from your readers?**

Even though I've heard it often, the one I still like the most is "It's fun. Your writing is so fun." It's the same now. Even now, I like to hear it was fun to read. So I'm still trying to hear that my writing is fun to read. That's why I'm writing. Because making it fun is the most important and difficult thing.

**Do you have any topic you would like to write about in the future?**

In this era of climate disaster, I want to write about how we will live. In fact, from an environmental perspective, it will be very

desperate. In the coming climate disaster, I think it's probably going to be harder for the poor. In such a world, I want to explore love and dreams and what it's like to joke. I want the lives of LGBTQ people, my handicapped friends, queer friends, gay friends, transgender friends, non-binary friends, in my writing in a very healthy and cheerful world. And I want to talk about animal rights, too. All these are very serious topics. My goal is to write those attractively so that people read to the end.

**What are your personal goals?**

My personal goal is to become a grandmother. I want to live long. I want to have a long life as a writer.

\* [youtu.be/jd3ArB9NecU](https://youtu.be/jd3ArB9NecU)

## KOREAN AUTHORS

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# Author-illustrator Kim Dong Su

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).

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Please introduce yourself to our readers.

In my case, it's about "coexistence". I think it's a story about coexistence. Hi, I am Kim Dong Su, an illustrated book writer.

### How was your childhood?

I was just an ordinary kid. I like to draw so I attended an art academy on and off. My dream was also to become a painter.

### What motivated you to become a full-time writer?

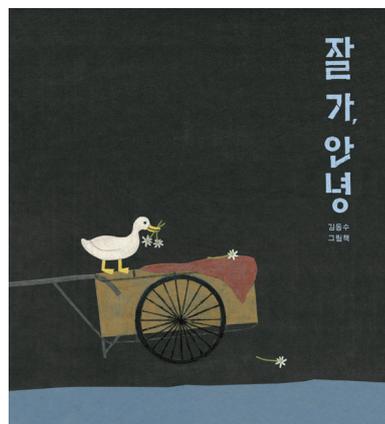
I majored in Western painting at college. There was a magazine called *Monthly Illustration*. Seeing that, I thought I also wanted to do something like that too. In that magazine there was a contest that often appeared. I entered the contest called the Korea Publishing Art Competition and I won the grand prize. That made me wonder whether I could do this as a full-time job. There was the Borim Creative Picture Book Contest in which I received an excellence award. They publish the book when you receive an award, so that is how I got my first book published. That's how I started.

### What's your favorite hobby?

As you can tell. I like comic books and graphic novels. I read them when I have time. And if you look over there, they are made of beads. When I have time, I make things like that. Or I sometimes make mobiles like this.

### How do you usually get ideas?

When I was in college, I had a friend sitting next to me in the lab. We were close friends. He drew a cross-sectional view of a duck down jacket cut with a knife. One day, I suddenly remembered the picture by my friend. Oh, how about a child goes out in that duck down jacket and meets the ducks? That's how I started in my book *Goodbye* (BORIM PRESS). When I was in my second year of middle school a kitten got killed in the road. I looked very closely at that. I think those memories are the source of my ideas.



*Goodbye*

### What is the most rewarding moment as a writer?

While working I tend to work alone, isolated. 'What am I doing now?', 'Can I do this?' In my case, although I started early, I haven't completed many works, so sometimes I feel like my choice was wrong. There are times when I feel like that. I started

on social media in June of last year. I get a lot of feedback there – and then that makes me think that my choice was not wrong after all. I thought about it for a moment. Getting reactions from them is very rewarding as a writer.

**Is there any writing work you want to do in the future?**

I have an older brother. I also had another brother older than him. He passed away when I was four because he had a heart disease. I never even got to meet him. As I got older, I kept thinking of him. So I hope he can rest comfortably in heaven. What kind of place would that be? By expanding the range would children who left because of accidents or abuse live there? I thought they would live comfortably there. That's the reason.

**What are your dreams for the future?**

I hope that the work I am doing can be published as a book. That's my dream. And I hope I'll be healthy in the future. I have those two goals.

\* [youtu.be/XropTRq0jmo](https://youtu.be/XropTRq0jmo)

## KOREAN AUTHORS

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### Writer Song Mikyoung

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).

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Please introduce yourself to our readers.

Hello, I'm Song Mikyoung, a children's book writer. I also work on illustrated books. and I have written play and a youth novel.

### What was your childhood like?

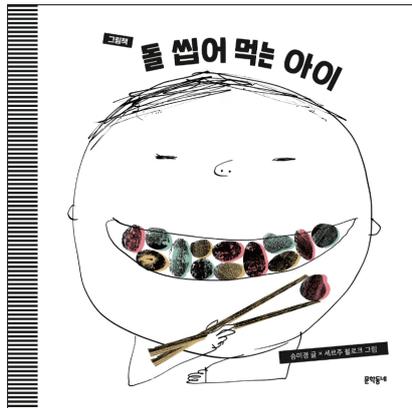
I have dyslexia. But when I was young I didn't know I had dyslexia. I felt like a child who was slow at studying, and since I was a kid, I really liked drawing. I was a child who drew all the time. I also loved books. That's why I wanted to write. In fact, I never thought about becoming a writer. I think the people around me didn't think about it either.

### What books did you read often when you were young?

Instead of books with only text, I think I preferred ones with images. I grew up in my grandma's house and there was a study room. If you look at art brochures, you can see the title of the year under the picture. It was really fun to look at those. And my second favorite was comics. Back then, romance comics were popular. I liked comics. I think those influenced me. That made me choose what's suitable for me.

### What motivated you to become a writer?

I have three children, and while having a conversation with my eldest, I suddenly thought of a story. I was carrying the youngest at that time. I sat in front of the computer and wrote while holding the youngest. I was so immersed in the story that I continued writing it until the next day. That was my first one. I debuted with it as a writer.



*A child chewing stones* (Munhakdongne), *Some kid lived here and other stories* (SIGONGSA), *SPRINGTIME BEAR* (Munhakdongne)

### Where do you find subjects and material?

If I have a question, I keep thinking about it. I check how I see it and what answers I am thinking about. I constantly think about them again and again. I think about material later. I think about why I am curious, what I want to talk about. When I think about those things they become solid, and then I find the material afterwards.

### What do you think children's books are?

I think children's books help to rebuild broken things. People live without knowing what's broken inside of themselves. I think children's books tell them what to rebuild. I think they make us feel and understand what needs to be rebuilt. Kids' books tell them they are the best. That's why I think children's books are powerful tools for both kids and adults.

### What are your search terms?

Today's chair. I've been taking a lot of photos of chairs. I keep collecting them. I'm preparing a book. I think one thing people throw away often when they move is chairs. And in fact, unlike other items you cannot use a chair without a seat or when a leg is broken. When my kids were very young, whenever funny-looking chairs were thrown away, they called me to take a picture. So in their memories I am a person who takes pictures of chairs. And sometimes people send me pictures of unique chairs. They take the pictures of them. I thank them. So I think my search term is "chair".

### Why do you write?

I think I would have written a lot even if I wasn't a writer. I wrote diaries a lot. There are too many diaries to keep. I have a lot of thoughts and ideas. But I tend to forget what I wrote. Sometimes, when I get an urgent request for writing. I go through my notes to find sources. But regardless of whether I'm good at writing or not. I like the act of writing itself. I think I like creating something like this. I like writing tools too. So writing is a natural thing for me. It's like I'm just living today. It's like a part of my routine, wake up in the morning, wash and eat. I think it's just natural for me.

\* [youtu.be/6b0OGQgWpdQ](https://youtu.be/6b0OGQgWpdQ)

## PUBLISHING INDUSTRY

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# The Current State of Subscription-Based Services of Korea's Published Content

Written by Ryu Young-Ho  
(General Manager of KYOBO BOOK Centre Co.,Ltd,  
Digital Transformation Division)

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Mobile phones provide convenience as they can be used to write or read while on the move. There have been quite a lot of changes in how books, music, movies, dramas, games, and other content are created and consumed. There has also been an increase in the different types of content distribution models that use a variety of smart devices and social network systems. The major examples of this would be short-form content, which you can use for a short period, and subscriptions for sale, through which you can have unlimited access to content depending on the subscription period.

The content industry is quickly transferring from a generation of “owning” to “consuming” worldwide. With the rapid increase of consumers of many contents due to the COVID-19 pandemic,

renting content and subscribing to content has successfully settled as popular mass content distribution models. As a result, consumers can freely access various services with a set subscription fee, and service providers can experience the effect of consumer lock-in by receiving a constant income from subscription fees. This is why subscription-type service models are becoming common in nearly every content industry.

According to the “Global Subscription Economy and Our Corporate Business Strategy,” announced by KITA, predictions are that the scale of the market for subscription-based electronic commerce worldwide will increase by nearly 70%, from 13.2 billion dollars in 2018 to 478.2 billion dollars in 2025. The business of subscription-based economies has grown mainly because each individual can have customized services to meet one’s taste based on consumer data, and mostly the MZ Generation (Millennial + Z generation, those born from 1980-2004) are the primary consumers of many types of subscription-based services.

Subscription-based service models of Korea’s publication industry are being expanded, mainly based on digital content, including e-books and audiobooks. According to the result of years of surveys and various statistics, a monthly fee brings the positive effect of being the cause of consuming content, evaluated as such by users. Like this, the popularity of subscription-based economies should be seen as a sign that asks for an innovative establishment in the relationship with readers.

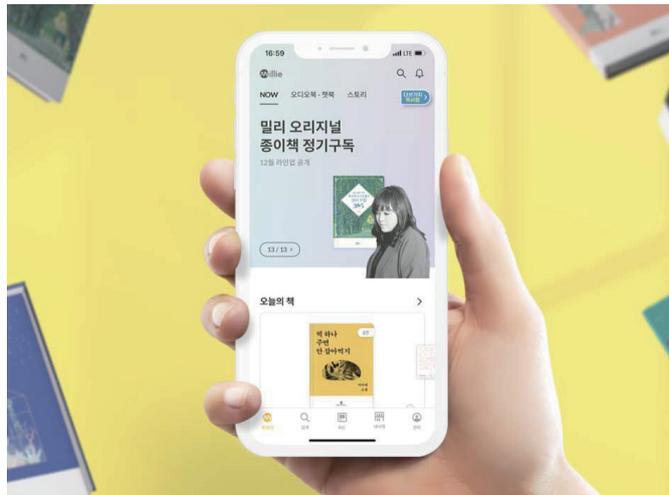
A systematic policy and a business strategy should be established by expanding the range of digital-based content in the publishing industry instead of focusing on paper books.

The subscription-based market for e-books, based on a digital platform, has been growing and has received positive reviews from users. According to the “survey on reading for citizens,” (done every 2 years) conducted by the Ministry of Culture, Sports and Tourism, the percentage of e-books being read increased from 10.2% in 2015 to 16.5% in 2019. Due to the COVID-19 pandemic that started in early 2020, most of the indicators, such as the percentage of e-books being read and the number of users of subscription-based service platforms, have been increasing. It has been analyzed that one of the factors of growth includes individuals using e-book subscription-based services for a longer period as a leisure activity to overcome having to stay indoors. Also, another factor includes the increase in companies that provide subscription-based services as a welfare benefit due to the rise in working from home and a non-face-to-face workload.

### **The Current State of Korea’s Subscription-based Services for E-Books and Audiobooks**

Major subscription-based services for e-books include Kyobo Books’ sam, RIDI Select, Millie, and YES 24 Bookclub. Sam of Kyobo Books started in February of 2013 and has over 4,000 partner publishers with more than 150,000 types of subscription-

based services. Volumes of humanities, business, and practical e-books and romance, fantasy, heroism novels take up most of the services titles. RIDI Select that started in July of 2018 provides regular books and premium articles that include columns written by experts of different subjects and content provided by other experts. Millie that started in October of 2017, provides new digital reading experiences by introducing services such as “Chat Book” that summarizes the main content through a dialogue, a tracking function that allows you to turn the page with your eyes, a “My Own Audiobook” service based on Artificial Intelligence technology (AI). In addition, users can use the original paperback service by paying an extra 6,000 won to the monthly payment of 9,900 won for subscribing to e-book services. YES24 Bookclub started in November of 2018 and sells a total of three types of membership (standard/premium/bookclub FLO). Bookclub FLO99 grants users access to unlimited music and works with Storytel, an audiobook streaming service, to provide over 10,000 e-books provided by the YES24 Bookclub for 36,540 won (3 months) and provides unlimited access to more than 50,000 audiobooks owned by Storytel.



Millie original paperback regular subscription banner



Welaaa "Brunch book audiobook publishing project" banner

Subscription services for audiobooks are popular in addition to e-books. Storytel was the first in the world to provide a mobile audiobook service in 2005 and established a branch in Korea in November of 2019. It has been providing an unlimited service based on complete audiobooks for a monthly payment of 11,900 won. Recently, the company has been providing exclusive audiobooks for the original noble series, *Disney's Villains*, in which Disney's villains are the main characters for original content. It is planning to keep investing in publishing audiobooks

based on global entertainment content IP that the whole family can enjoy.

Welaaa, a content platform of an influential publisher that started as a company specializing in lectures, is also leading the market for subscription-based audiobooks. Users can read about 20,000 audiobooks of their choice for a monthly payment of 9,900 won after downloading the application. The application exceeded a million downloads in June of 2020 after it started its beta service in April of 2018. Now, it has surpassed 2.2 million downloads. The total of accumulated members equals about 1.8 million, and investment funds are at 46 billion won. It offers a variety of genres, including best-selling novels and economy and business management books. Moreover, you can use the unlimited service for 9,900 won a month. To secure original IP, Welaaa partnered with Brunch, a content publishing platform of Kakao, to go into a “Brunch book audiobook publishing project.”

### **Subscription-based Services Provided by the Education Industry and Large Companies**

Even large education publishers have combined a subscription-based service to the already existing business model to proceed with a new business. Subscription-based educational products are more suitable as subscription-based models since consumers use it from 6 months to a year on average to see learning results. For example, Woonjin Thinkbig launched a monthly audiobook service called “Strawberry Bean” in May of 2021. With a monthly

payment of 9900 won, consumers can have unlimited access to audio content for children's books of about 5,000 types, including the *Anthony Brown* series, a globally popular picture book series, significant works of Korean children's literature authors, and Disney English audiobooks. YBM, an English education company, is attracting more members in the subscription-based education market with its "YBM Readers" program. YBM Readers is a program through which subscribers can freely read around 1,000 different types of English e-books recommended by a well-known American publisher, Houghton Mifflin Harcourt. You can start "Fascinating Hangeul Nara A.I. Subscription" of Hansol Education for a reasonable education fee. For a monthly payment ranging from 10,000 to 19,900, you can use teaching aids, picture books, and the Hangeul Nara application based on A.I. technology that analyzes learning density and state by detecting the learner's expression and BPM.

Large companies have recently been actively investing and going into marketing partnerships with subscription-based platform businesses. In September, the main shareholder of Millie Books changed to Genie music, a media group of KT. Genie music secured 38.6% of Millie Books' share (46.4 billion won) by taking over Millie Books' old share and participating in the new paid-in capital increase. As a result, Millie Books' profit and the number of subscribers have increased by 50% compared to the first half of 2021, with its goal of reaching IPO by 2022. Millie Books is expected to grow more within the media value chain of KT. In

August, SK 7mobile, a resale phone brand of SK Telink, partnered with Kyobo Books and launched a “Kyobo eBook” payment plan. This payment plan includes a “sam unlimited” coupon with which you have unlimited access to 67,000 e-books offered by Kyobo Books for up to 24 months. Due to the increase in demand for book-related products that allow people to spend their time at home wisely due to the enhanced measures of social distancing, both companies agreed on a partnership for marketing.



Kyobo Books' Sam Service Banner



“And Books” Banner

The publishing industry reviews the subscription-based model of published content in multiple ways. There are positive

reviews that say that many subscription-based platforms lower the entrance barrier for reading to the public, and act like a big window to secure potential readers. However, some criticize that authors and publishers make relatively less profit. This is because when they do not sell the most copies for subscription-based models, the profit that comes out is less than when selling a paperback copy.

For the growth of the ecosystem of the publishing industry, subscription-based platforms must provide many types of support and investment for authors and publishers. For example, contest exhibitions for each field to discover new authors and support established ones and promotional support for publications provide a solid basis to content creators to use distribution platforms. As a result, subscription-based service models are greatly influencing the discovery of new readers who have a high level of interest and desire to consume published content. Moreover, the stature of platforms for published content based on smart media will also strengthen.

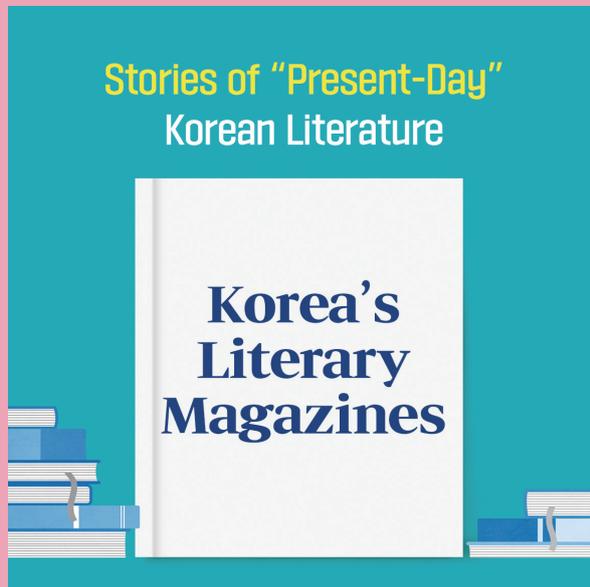
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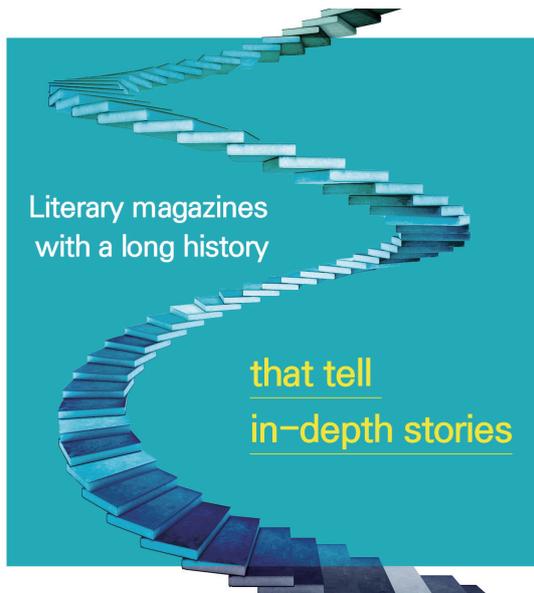
- The Current State of the Subscription-Based Global Economy and Our Business Strategy, Korea International Trade Association (KITA), 2021.02.15.
- A Subscription-Based Economy for the Education Industry, *MBN Money*, 2021.07.01.
- Genie Music Takes Over "Millie's Books," the Number One E-Book Business, for 46.4 billion won, *The Munhwa Il-bo*, 2021.09.10.

Publishing Policy

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# Korea's Literary Magazines





Literary magazines  
with a long history

that tell  
in-depth stories

The wagon wheel of modern  
Korean literature

*Modern  
Literature*



First published in 1955, the monthly *Modern Literature*, the oldest literary magazine in Korea, has introduced writers representing Korea's literary world.

The Cradle of True Literature  
of the People

*Creation  
and Criticism*



First published in 1966, *Creation and Criticism* focuses on providing a wider and deeper range of literature together with notable Korean authors.

Weaving Literary  
Generations Together

## *Literature & Thought*



First published in 1972,  
the monthly *Literature & Thought*  
extends the scope of literature to pursue  
new values and ideas for life.

Literary magazines that awaken  
new sensations and joy that  
come from reading and writing  
many stories and literature



From Fiction to  
Non-Fiction

## *Epic*



*Epic* is a new type of literary magazine  
based on narratives that tell many stories  
without prejudice.

An Axe that Breaks the Frozen Sea  
of Emotions

*Axt*



*Axt* breaks the stereotype  
that literature is dull and creates a forum  
where both readers and writers can  
freely tell their stories.

For “Lits”  
Who Read and Write

*Littor*



*Littor* works to prove that literature  
is something you can continuously read,  
must read, and enjoy reading.

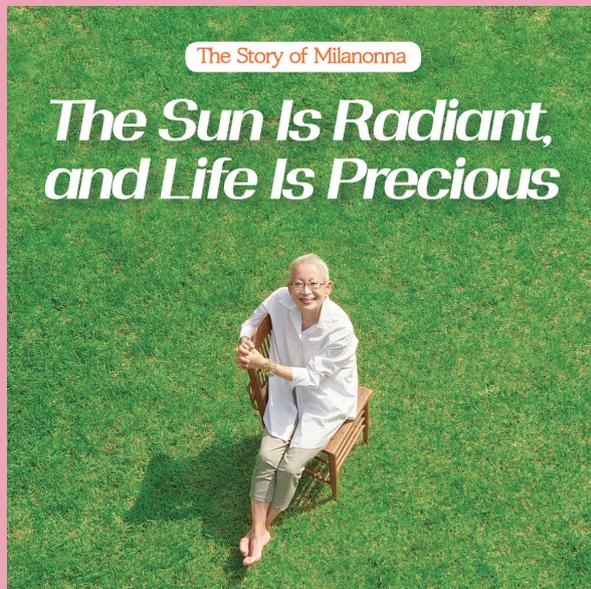


Literary magazines are the path  
for new writers to debut and represent  
the diversity of Korean literature.

We await readers who want to  
read about the “present-day”  
Korean literature!

NEW BOOKS

The Sun Is Radiant, and Life Is Precious



The first Korean to study fashion in Milano  
A YouTuber reaching for a million subscribers  
A good "adult" who wants to be like us

**A Fashionable Granny,  
Milanonna**



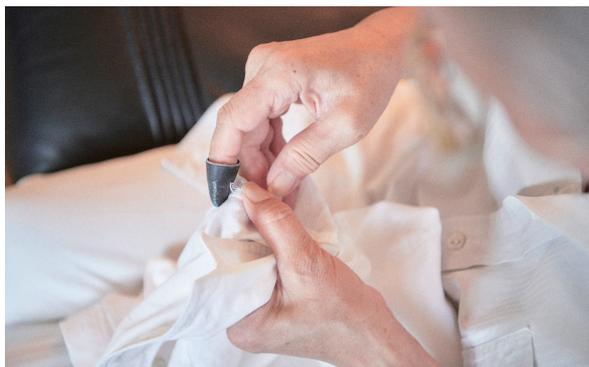
**Growth** over Success,  
**Belief** over Stubbornness.

An essay filled with Milanonna's  
life experiences, wisdom,  
and inner strength.



**“Everyone is a main character.”**

A message of encouragement to readers  
from Milanonna, a YouTuber  
who tries to understand this generation.



### **Self-respect**

Show some respect to the one and only you

### **Devotion**

Devote 24 hours of your time to something meaningful

## Dignity

The less you have, the more comfortable you are

## Responsibility

Try to embrace and understand others



**“Try it if it’s interesting!”**

Stop worrying and just start.



You'll find yourself nodding in agreement  
as you read the story of Milanonna.

Think carefully about Milanonna's message of  
encouragement and think about the real "you."

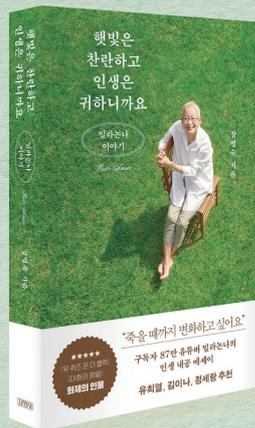
Because,

The Sun Is Radiant,  
and Life Is Precious.

A life in which you respect and love "yourself."  
Isn't that amazing?



A radiant message  
of encouragement from Milanonna



*The Sun Is  
Radiant,  
and Life Is  
Precious*

Chang Myung Sook,  
Gimm-Young Publishers

\* [www.youtube.com/watch?v=ksZWwsEOi6Y](http://www.youtube.com/watch?v=ksZWwsEOi6Y)

**BEST SELLERS**

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**2nd Week, September 2021****Bestseller Trends in the Four Biggest Online Bookstores in Korea**

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It's September in Korea, and the warm sun and the cool breeze put smiles on people's faces. As the traditional book-reading season of autumn approaches, fiction is showing its presence on the integrated list of bestsellers. Along with the continued popularity of the *Dollagoot Dream Department Store* series, which has brought about a fantasy fiction syndrome in Korea, writer Han Kang's *I Do Not Bid Farewell* ranked first on the list. This book is the first new title from Han Kang in five years since she won the International Booker Prize in 2016 with *The Vegetarian* (Changbi) and has been gaining popularity among not only Korean readers but also foreign readers. The story *I Do Not Bid Farewell* depicts the memories of love that make human beings human in poetic sentences against the background of the Jeju April 3 Incident, a painful event in Korean history.

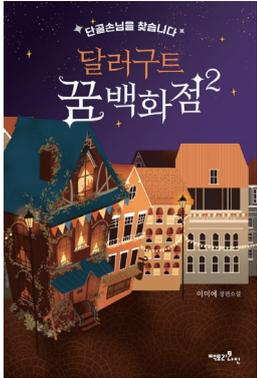
While we are already past mid-year, books that offer advice for living your life wisely have been popular as well. Non-fiction *Life is Real* gives a message that it is important to survive in reality without going bust. It offers hands-on information in areas such as financial management, getting a job, and going to university, as well as wisdom for happiness such as human relationships, love, and friendship. Meanwhile, *Lucky*, a self-help book, introduces seven keywords for success, just like his subtitle "7 Principles to Wake Up Luck in You." It presents ways to draw luck inside you that will help you overcome problems to come into life in a realistic and practical way.

For children's books, *Legend of My Friend*, written by Yi Gee-Eun, who won the Bologna Ragazzi Award in 2021 for comics – ranked third. Her new series after *Legend of the Red Bingsu* (Woongjin Thinkbig) is a story about a tiger notorious for its bad temper and the flower attached to its tail, like destiny. Additionally, a book on Chuseok ranked fifth with the national holiday is just around the corner. The book *Sol's Chuseok Story* is about a family visiting their grandmother for Chuseok. While it's difficult to meet families far away due to the pandemic for this year's Chuseok, I hope children could feel the abundance and warmth of the holiday through the book.

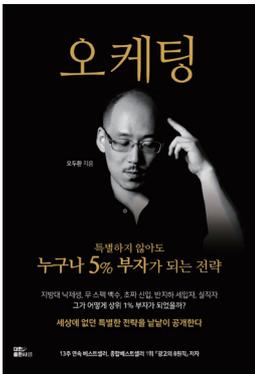
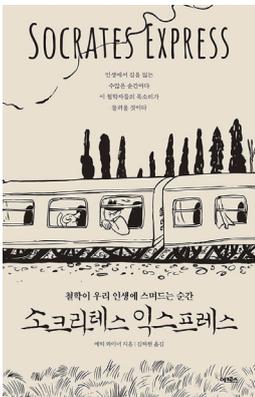
\* *K-Book Trends* Vol. 37 – Interview with writer Yi Gee-Eun

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

Top 10 Bestsellers for the 2nd Week of September

|   |   |  |
|---|---|--|
| 1 |    | <p><b><i><u>I Do Not Bid Farewell</u></i></b></p> <p>Author   Han Kang<br/>           Publisher   Munhakdongne<br/>           Genre   Fiction</p>                  |
| 1 |   | <p><b><i><u>Dollagoot Dream Department Store 2</u></i></b></p> <p>Author   Lee Mi-Ye<br/>           Publisher   Sam &amp; Parkers<br/>           Genre   Novel</p> |
| 3 |  | <p><b><i><u>Dollagoot Dream Department Store</u></i></b></p> <p>Author   Lee Mi-Ye<br/>           Publisher   Sam &amp; Parkers<br/>           Genre   Novel</p>   |
| 4 |  | <p><b><i><u>Life is Real</u></i></b></p> <p>Author   Joo Eon-Gyu, Shin Young-Jun<br/>           Publisher   Sangsang Square<br/>           Genre   Non-fiction</p> |

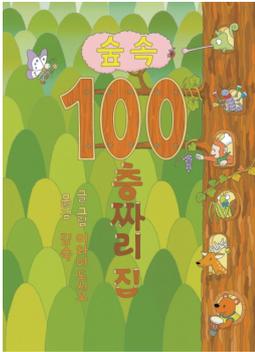
Top 10 Bestsellers for the 2nd Week of September

|          |   |  |
|----------|---|--|
| <p>5</p> |    | <p><b><i>No Matter If Our Love Disappears Tonight In This World</i></b></p> <p>Author   Yichizo Misaki<br/>         Publisher   Momo<br/>         Genre   Fiction</p>                              |
| <p>6</p> |   | <p><b><i>Oketing: You Don't Have to be Special to Become Rich</i></b></p> <p>Author   Oh Doo-Hwan<br/>         Publisher   Daehan Publishing Company<br/>         Genre   Business &amp; Money</p> |
| <p>7</p> |  | <p><b><i>It's Not Over Yet</i></b></p> <p>Author   Kim Yeon-Koung<br/>         Publisher   Kayun<br/>         Genre   Non-fiction</p>  |
| <p>8</p> |  | <p><b><i>The Socrates Express</i></b></p> <p>Author   Eric Weiner<br/>         Publisher   Across<br/>         Genre   Liberal Arts</p>  |

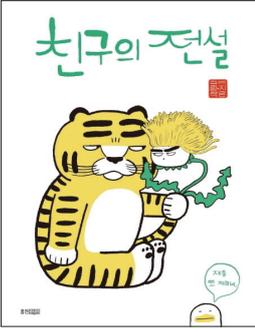
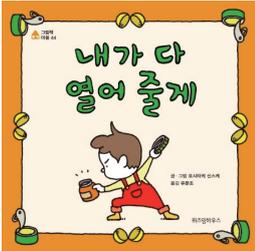
Top 10 Bestsellers for the 2nd Week of September

|           |   |  |
|-----------|---|--|
| <p>8</p>  |  | <p><i>Lucky</i></p> <p>Author   Kim Do-Yoon<br/>         Publisher   Book Romance<br/>         Genre   Self-help</p>                 |
| <p>10</p> |  | <p><i>Form of Sympathy Season 1 Set</i></p> <p>Author   Park No-Deok<br/>         Publisher   Beside<br/>         Genre   Comics</p> |

Top 5 Children's Books for the 2nd Week of September

|          |   |   |
|----------|---|---|
| <p>1</p> |  | <p><i>100-Story Home in the Forest</i></p> <p>Author   Toshio Iwai<br/>         Publisher   Book Bank</p> |
| <p>2</p> |  | <p><i>I Keep Promises</i></p> <p>Author   Masanobu Takahama<br/>         Publisher   FIKA JUNIOR</p>      |

Top 5 Children's Books for the 2nd Week of September

|   |   |   |
|---|---|---|
| 3 |    | <p><b><u>Legend of My Friend</u></b></p> <p>Author   Yi Gee-Eun<br/>         Publisher   Woongjin Thinkbig</p>                              |
| 4 |    | <p><b><u>Disney Pop-up Book for Babies: Peekaboo!</u></b></p> <p>Author   Blue Rabbit Editing Team<br/>         Publisher   Blue Rabbit</p> |
| 5 |  | <p><b><u>Sol's Chuseok Story</u></b></p> <p>Author   Lee Eok-Bae<br/>         Publisher   Gilbut Kids</p>                                   |
| 5 |  | <p><b><u>I'll Open It All</u></b></p> <p>Author   Shinsuke Yoshitake<br/>         Publisher   Wisdom House</p>                              |

**KOREAN TRANSLATOR**

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**WANG TSE YU**

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**Contact**

- E-Mail: [twjnj4679@gmail.com](mailto:twjnj4679@gmail.com)

**Education**

- Master of Chinese Literature, National Kaohsiung Normal University, Taiwan
- Completed Ph.D., Department of Chinese Language and Literature, Korea University, Korea

**Teaching Career**

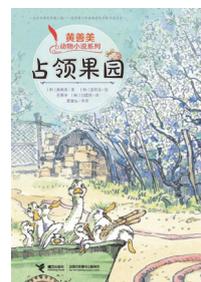
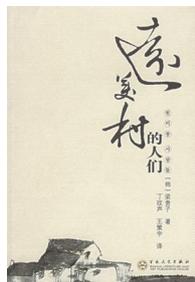
- Lecturer at the Department of Chinese Language and Literature, Korea University
- Lecturer at the Department of Chinese Language and Literature, Hanshin University

- (Currently) Full-time Foreign Lecturer at the Department of Chinese for Tourism Business, Jangan University

## Translated Works (Korean-Chinese)

### Works supported by the Literature Translation Institute of Korea (LTI)

- *A Distant and Beautiful Place*, Yang Gui-Ja (远美村的人们, 天津百花文艺 (Chinese publisher), 2001)
- *The Love of Donhwang*, Yoon Hoo-Myung (敦煌之爱, 天津百花文艺 (Chinese publisher), 2004)
- *His House*, Park Wan-Suh (那个男孩的家, 人民文学 (Chinese publisher), 2005)
- *You Don't Know*, Jung Yi-Hyun (你不懂, not published)
- *Into the Orchard*, Hwang Sun-Mi (占领果园, 接力 (Chinese publisher), 2012)
- *The Man Who Was Left as Nine Pairs of Shoes*, Yun Heung-Gil (化身九双鞋的男人, 浙江大学 (Chinese publisher), 2015)



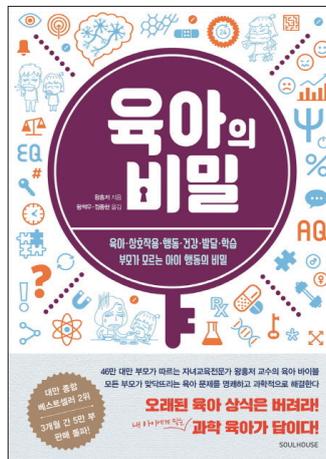
## Other Translations

- *Love for a Thousand Years*, Yang Gui-Ja (千年之愛, 躍昇文化 (Taiwanese publisher), 2001)
- *Pictorial Guides to Myofascial Trigger Points*, Kang Yoon-Gyu (圖解肌筋膜激痛點治療, 合記 (Taiwanese publisher), 2012)



## Translated Works (Chinese-Korean)

- *教養的秘密*, Wang Hong Zhe (王宏哲) (*Secret to Parenting*, Soul House (Korean publisher), 2017)



## Written Works

- 中國十大報應傳奇, 漢藝色研 (Taiwanese publisher), 1996

## Other Translations

- Reviewed the Chinese version of newsletter released by the Literature Translation Institute of Korea (LTI)
- Translated the Chinese edition of *Korean Literature* published by the LTI
- Translated the abstract sample of PR materials for the export of publications produced by the Publication Industry Promotion Agency of Korea (KPIPA)
- Other Korean-Chinese translations of publishers' portfolios

## #K-BOOK

## #Adolescent Literature

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

### *Yujin and Yujin*

#### 1. Publication Details

Title | Yujin and Yujin  
 Author | Lee Geum-yi  
 Publisher | Prooni Books, Inc.  
 Publication Date | 2004-07-10  
 ISBN | 9788957980132  
 No. of pages | 288  
 Dimensions | 128 \* 188

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#### 3. Book Intro

Lee Geum-yi has previously published children's books and novels that contain realistic portrayals of social reality. In *Yujin and Yujin*, she deals with the serious social issue of child sexual abuse.

Through the delicate portrayal of the psychology of Big Yujin and Little Yujin, who were raped together when they were little, Lee follows their daily lives while at the same time exploring the grave subject matter of sexual violence in a mood that is not excessively dark or bleak.

Such narrative devices as the chance meeting between the two namesakes at



middle school and the peculiar psychology of another protagonist who does not remember them at all add to the intrigue of the story. In addition, the interlocking narrative delicately conveys the contrasting inner worlds of the two protagonists and draws us deeper into the story. Lee states In reality, we can only choose one path to follow when we face a forked road, but in this fictional world, I wanted my readers to experience more than two versions of reality through different characters.

Furthermore, one of the book's virtues lies in the insight into the minds of adolescent girls, who can be even more mature than grown-ups sometimes, as they share their interests in the opposite sex and the new media pervading the world and partake in lively conversations.

\* [k-book.or.kr/user/books/books\\_view?idx=25](http://k-book.or.kr/user/books/books_view?idx=25)

## *Do Not Enter*

### 1. Publication Details

Title | Do Not Enter  
Author | Choi Namee  
Publisher | SAKYEJUL PUBLISHING LTD.  
Publication Date | 2019-01-25  
ISBN | 9791160944266  
No. of pages | 182  
Dimensions | 143 \* 225

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### 3. Book Intro

An old lady with a strong character who hates being called “granny” meets a socially withdrawn boy with zero empathy. The story begins with the old lady Jo Yeongbun coming to Seokgyun’s house where he has been isolating himself from the outside world for nearly a year following the sudden passing of his mother. Then one day, Seokgyun receives his mother’s cellphone in a package without any indication as to who sent it. Now Seokgyun is bound to solve this mystery. As readers follow the intricate plot and complicated relationships of characters, they end up with a core question of the book, “What if someone was unintentionally hurt because of me?” The reader embarks on the journey of



Seokgyun, who has been living in his own world and not allowing anyone else in, and eventually reaches the final destination where the answer to this question will be found.

\* [k-book.or.kr/user/books/books\\_view?idx=1301](http://k-book.or.kr/user/books/books_view?idx=1301)

## *The Law of Beauty*

### 1. Publication Details

Title | The Law of Beauty  
Author | Na Yoon-a  
Publisher | Danielstone Publishing  
Publication Date | 2017-07-25  
ISBN | 9788958076537  
No. of pages | 256  
Dimensions | 152 \* 210

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### 3. Book Intro

This book describes the agony of teenagers wanting to belong to somewhere and to be recognized. Park Miin lives a kind of tough life because her name and appearance don't match well. She thinks if she becomes like Jeong Hayan, who has both a beautiful name and appearance, she won't be teased anymore and will find a boyfriend.

Many teenagers get plastic surgery to make them good-looking. Instead of making a quick judgment about plastic surgery or criticizing lookism, the author rather provides a new perspective on the reasons for them getting plastic surgery – that it's not as simple as wanting “a good appearance.” It may be a way of seeking companions and a sense of belonging.

The real reason Park wants plastic surgery is that she wants to belong to a squad. It is part of her attempt to settle in with the same age group. Such attempts to belong somewhere and be recognized can take other forms. Kim Mina and her squad bully Park to reconfirm their solidarity. Kim Seunga walks on eggshells around the Kim Mina squad. She can't decide whether she should support Park or not. Classmates of Park and Kim decide not to stand out because none of them wants to be alone. The author gives a sharp, yet not-so-serious analysis of the

agony of teenagers who want to belong to somewhere and be recognized. Realistic characters and a straightforward writing style unique to the author make the story more interesting.

In the center of the interesting story are the suspicious cafe, “The Law of Beauty,” and its owners, the siblings Baek Yudam and Baek Rokdam. They are not particularly good-looking, but super attractive: they know the importance of living together with others, but they don’t care about gaining popularity; they have a perverse attitude towards wrong trends, and they warmly comfort others when necessary. These attractive characters add a fresh touch to a familiar topic. Spending time with them teaches Park how to be truly beautiful.

After all, this is the message that the author wants to deliver through this book: You feel agony when you can’t love yourself, and therefore you should try to accept your true self and find your own charms. The lesson, “If you lose confidence in yourself, the whole world becomes your enemy,” deeply touches readers’ hearts. Again, the book is a fight song for teenagers striving to get over their complexes.

\* [k-book.or.kr/user/books/books\\_view?idx=1467](http://k-book.or.kr/user/books/books_view?idx=1467)

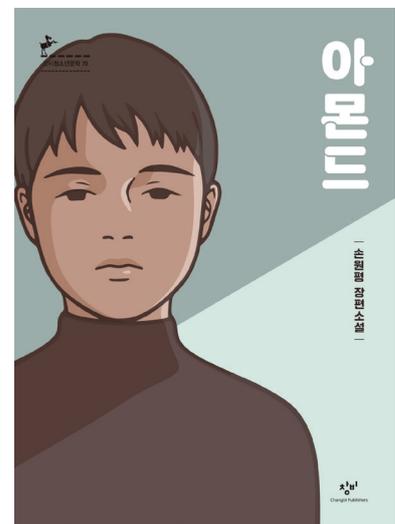
## ALMOND

### 1. Publication Details

Title | ALMOND  
Author | Sohn Won-pyung  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2017-03-31  
ISBN | 9788936456788  
No. of pages | 236

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### 3. Book Intro

Yoonjae, the main character of this story, is a unique character who has difficulty feeling emotions. He can’t read what’s behind people’s behaviors or words and tries his best to just live normally. His mom tells him how to react: Smile when others smile, say “Thank you” when other people do something nice for you. The boy is unable to read anything behind the scenes and is thus called a monster

and left alone after he loses his whole family in a tragic accident. However, just as he feels he has lost everything, new people come into his life. He meets a child named Gonee, who has sad memories, and Dora, who is the complete opposite of Gonee and has a pure and bright mind. Dr. Shim, who wants to help Yoonijae, also comes into his life. Through many different events among the characters, readers can learn how difficult it is to understand each other's feelings while at the same learning the importance of understanding.

\* [k-book.or.kr/user/books/books\\_view?idx=963](http://k-book.or.kr/user/books/books_view?idx=963)

## *Oh, My Old Friend!*

### 1. Publication Details

Title | Oh, My Old Friend!  
Author | Choi Woogeun  
Publisher | BookGoodCome  
Publication Date | 2018-10-30  
ISBN | 9791189164331  
No. of pages | 216  
Dimensions | 127 \* 185

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### 3. Book Intro

Choi Woogeun, who attracted readers with *The Inventor Next Door* (a collection of plays) and *Good Bye, Mr. Davidoff* (a novel) tells stories of his childhood memories from when he was nine.

Hojin, a 9-year-old boy, happened to move to a new neighborhood and a new school because his dad got a new job. In the new neighborhood, he encountered Byeongho. He was such a weird kid, and poorly dressed. He didn't go to school on Thursday because he thought it was Sunday. On top of that, he knew how to read his name, but he couldn't spell it. At first, Hojin thought Byeongho was stupid. But after watching him for a while, Hojin noticed he was a good painter and a fast runner. So when Byeongho came to him and friendly suggested they play together, he couldn't say no. Hojin taught him how to write his name. They went to school together and played in the neighborhood going here and there.

As such, the two boys became friends and made a lot of memories. The author majored in philosophy at university. After graduation, he worked as a screenwriter for more than 20 years and has written scripts for many documentaries, including *The Agents of the National Police Agency*, and a drama named *The Serious Crime Squad*. *The Inventor Next Door*, the first play he published, in 2007, was performed at a theater located on Daehak-ro Street and loved by audiences. In his new book, Choi Woogeun tells the witty and hilarious story of a truly funny boy named Byeongho. This book reminds young readers of the relationships they have with their friends and adult readers of their pure childhood memories. It is a perfect book with a heart-warming story for people of all generations to read, laugh, and sometimes weep over together.

\* [k-book.or.kr/user/books/books\\_view?idx=1484](http://k-book.or.kr/user/books/books_view?idx=1484)

## *This Post Is Password Protected*

### 1. Publication Details

Title | This Post Is Password Protected  
Author | Hwang Yeongmi  
Publisher | Munhakdongne Publishing Group  
Publication Date | 2019-01-28  
ISBN | 9788954654753  
No. of pages | 200  
Dimensions | 140 \* 205

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### 3. Book Intro

Where can we be accepted as who we really are? This is a story for people who are feeling isolated in their relationships. A journey of fifteen-year-old Dahyeon who overcomes peer pressure and stereotypes and learns to love herself as the person she is.

Where can we be accepted as who we really are? This is a story for people who are feeling isolated in their relationships.

What do people really think of me? What if they don't like me? Everyone has the experience of hiding their true self, afraid of the judging eyes of others. And this is especially true for teens in school who do not want to be picked on or bullied,



and they end up hiding their true selves just to fit in or not stick out. The writer of This Post Is Password Protected received the ninth Munhak Dongnae Award for the best young adult book, and in the book, she has a message she would like to share with many young adult readers:

**Lying is difficult, and living according to the lies is more difficult.**

In the story, friends are everything to Dahyeon. And she was lucky because she became a member of the Five Fingers in the start of her middle school. However, there are things she will never share even with her Five Fingers friends: She likes classical music, not idol boy groups' songs; she likes the freckles on her face; and she always thinks about her dad when she is walking on the street in her neighborhood. She will never talk about these things with her Five Fingers friends because she never wants to be ostracized again. There is nothing scarier than to be called "wiggly bookworm" and to be treated like a spook by everyone. When she feels frustrated or fed up, she checks into her blog. At her private blog called Cherry Shrimp, she can be who she really is.

Dahyeon has been hiding her true self, but she decides to make her blog public and she proudly tells everyone, "Yes, I am a bookworm. So what?" Her words will resonate with everyone hiding their true selves. "So what?" becomes a magic spell for everyone who feels lost in the maze of relationships, a spell to dispel their worries and anxiety and to help them be who they really are without fearing the eyes of the others.

When you accept the person you are, and love who you are, only then can you understand others. A beautiful forest is made of trees who stand tall on their own, and like a tree, each individual has to stand tall and be who they are in order to build the beautiful forest that is our society. As readers follow Dahyeon and her story of self-acceptance and maturity, they too can shed their old selves like a cherry shrimp and take the first step to their own self-discovery.

This work won the Grand Prize at the 9th Munhakdongne YA Literature Award. What do people think of me? How do I look now? What if they hate me? Everyone probably has the experience of hiding my true self because of other people's views. It is especially unfamiliar to show one's true self among youths who need to maintain amicable relations with friends in the closed space of schools and avoid being bullied at all costs. This work delivers words that readers can sympathize with and that root for youths who are probably hiding 'me' to belong to the world of 'us.'

\* [k-book.or.kr/user/books/books\\_view?idx=4619](http://k-book.or.kr/user/books/books_view?idx=4619)

## *Number One's Sidekick*

### 1. Publication Details

Title | Number One's Sidekick  
Author | Kim Sun Hee  
Publisher | sowonnamu  
Publication Date | 2019-05-30  
ISBN | 91186531969  
No. of pages | 232  
Dimensions | 128 \* 188

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### 3. Book Intro

A revolt by sidekicks to live as themselves, not as sidekicks! Inggeol whose parents are a conglomerate executive and famous artist, sits at the top of the class pyramid of the students at H high school, receives all sorts of benefits and freely takes advantage of others. Dongwook, whose father is an alcoholic thinks taking Inggeol's money by doing Inggeol's volunteer work for him is a good deal, but he comes to see that he is living his life as a sidekick. To live his life as himself again, Dongwook decides to hold up a sign that tells the truth about himself in front of the school. Dongwook's revelation shatters the school's class system that seemed like it was set in stone, and students begin to question all the benefits Inggeol had been receiving. The students try to fight against the huge class system that is Inggeol and their school, and in the process find their true selves. The way the kids grow into themselves as the true protagonists of their lives by fighting for equality and fairness, the book shows that what society must hand down to the next generation is not a class system but justice.

\* [k-book.or.kr/user/books/books\\_view?idx=2773](http://k-book.or.kr/user/books/books_view?idx=2773)

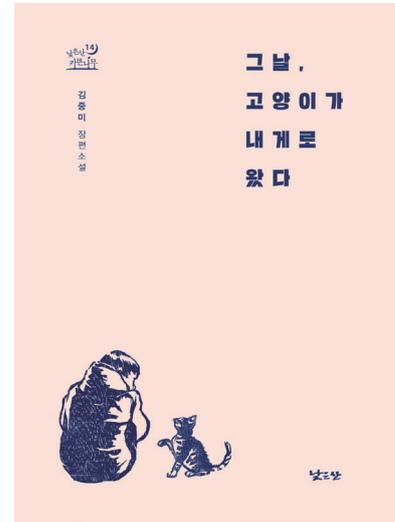
## *That Day, a Cat Came to Me*

### 1. Publication Details

Title | That Day, a Cat Came to Me  
Author | Kim Jung-mi  
Publisher | Little Mountain Publishing Co.  
Publication Date | 2016-11-30  
ISBN | 9791155250716  
No. of pages | 280  
Dimensions | 153 \* 210

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### 3. Book Intro

One day, a cat suddenly lost all of its kittens. Cats have lives filled with hunger, and they are always being chased by people. To stray cats, it is even common to lose their kittens as they become roadkill. However, that doesn't mean that they don't get sad.

Yeonwu lost his mom. She was always busy due to having to work, and as a result she couldn't spend time with her son. The boy couldn't understand why his mother had to die all of a sudden. Yeonwu kept everything to himself and didn't open up to anyone. Enju lost her normal life and the little house that she had lived in for a long time. The redevelopment took her away from the place her parents devoted their lives to building. She fought against the reality that she was faced with because of this redevelopment, but all she got was dissolution of her family and hurt feelings. Is there anything more painful than losing the things you care about the most? Author Kim Jungmi talks about this pain, which we sometimes want to ignore or dismiss because it is too severe. This story gives readers an opportunity to look into the pain and sorrow of others and begin to empathize with them. The story provides a hand to readers to help cheer them up and allow them to cheer up others. While listening to the stories of main characters, readers will be able to realize the power of communication and learn important lessons on how to build relationships.

\* [k-book.or.kr/user/books/books\\_view?idx=642](http://k-book.or.kr/user/books/books_view?idx=642)

## *Addiction to Robots*

### 1. Publication Details

Title | Addiction to Robots  
Author | Lim Eojin  
Publisher | Byeolsoop  
Publication Date | 2018-05-25  
ISBN | 9788997798582  
No. of pages | 176  
Dimensions | 150 \* 220

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### 3. Book Intro

Three junior literature writers have written stories about the AI robots that will emerge in the future considering the issues in current society captured through their own perspectives. Robots were designed to complete the arduous tasks that had been performed by humans. Now, these robots have been replacing humans in various sectors of society with the help of technological advancement. It is expected that robots with AI will become world leaders in the near future. If that really happens, would robots be a blessing or a curse for humans? Can humans and artificial intelligence coexist? In either case, it is obvious that humans will confront AI robots that exceed themselves. And that future society is getting closer. For younger people who will live in a future society, AI robots are not something unrealistic nor merely imaginative. They are concrete beings that will be encountered in everyday life. For these reasons, our attitude towards artificial intelligence is very important. The three stories included in *Addiction to Robots* talk about the way we look at and build relationships with robots. Among them, *Beyond Singularity* by Kim Soyeon illustrates a scene in which an android robot that does not use deep learning competes with human students on test scores, while *Addiction to Robots* by Im Eojin imagines a situation in which a 3D-printed artificial intelligence robots develop abilities and have feelings just like humans, leading humans to rely on robots. *Lying Robots*, written by Jeong Myeongseob, features a story about robots that are used only for the convenience of humans and robots that are made to be capable of lying to test the former ones. All three stories are about AI robots in the appearance of humans, which is the main theme of *Addiction to Robots*. The younger readers will be allowed to meet AI robots who resemble humans and possibly have more humanity while thinking about

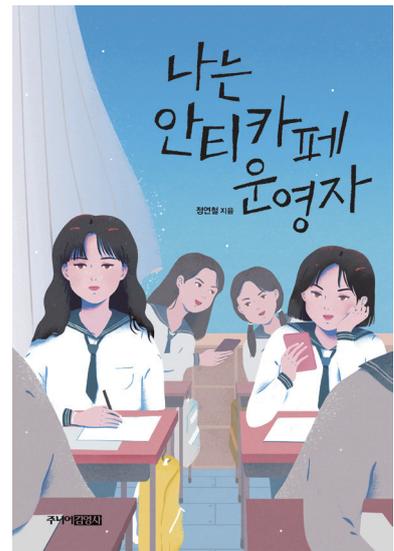
future societies which will be significantly changed under the influence of rapidly progressing science and technology.

\* [k-book.or.kr/user/books/books\\_view?idx=200](http://k-book.or.kr/user/books/books_view?idx=200)

## *I Run an Online Hater Group*

### 1. Publication Details

Title | I Run an Online Hater Group  
Author | Jeong Yeoncheol  
Publisher | Gimm-Young Publishers, Inc.  
Publication Date | 2020-07-23  
ISBN | 9798934990499  
No. of pages | 216  
Dimensions | 145 \* 210



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### 3. Book Intro

Jin Ga-in is in the midst of an unstable adolescence. The angst caused by her daily stress is channeled toward her classmate, Oh Sa-rang. She even created the Oh Sa-rang Hater Group to spread false rumors and post malicious comments. Most of the girls in the class also participate. Just when things are starting to spin out of control, everyone at school finds out and a committee meeting is to be held. However, Jin Ga-in sees herself as the victim and tries to avoid the situation. The truth is revealed bit by bit, from what happened between Jin Ga-in and Oh Sa-rang and who spoke up to Sa-rang and the homeroom teacher to who the most active classmates in the online hater group were.

\* [k-book.or.kr/user/books/books\\_view?idx=4890](http://k-book.or.kr/user/books/books_view?idx=4890)

## INFO

# K-Book Promotion Event



12 Cultural Centers and 2 Culture and Information Officers will be hosting the K-Book Promotion and Exchange Event between August and December

with an aim to spread the values of K-Books and boost public awareness.

| Region  | Country  |
|---------|--|
| Asia    | Vietnam, Indonesia, Japan, China, Hong Kong, Turkey                      |
| Europe  | Belgium, Sweden (Culture and Information Officer), Spain, United Kingdom |
| CIS     | Russia   |
| Africa  | Nigeria, South Africa (Culture and Information Officer)                  |
| Oceania | Australia  |



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Commemorating the 10th anniversary of the Korean Cultural Center - Spain, the puppet play “**Iyagui - The Magic Jar**” was performed at the Conde Duque Cultural Center in Madrid, Spain, in August 2021.



The Korean Cultural Center - Osaka also hosted an **online talk event** about Korean literature titled “**Four Women and Books (女4本<sup>∞</sup>)**” on September 5, 2021.

Authors Kim Hana and Hwang Seonwu of *Two Girls Live Together*, the talk-of-the-town Korean non-fiction translated and published in Japan this year, as well as famous Korean book-tuber Winter Bookstore and Japanese critic Enami Amiko (江南 美子) were invited.



During the event, they had several discussions about their works and modern Korean and Japanese social cultures reflected in Korean literature.

Publication Industry Promotion Agency of Korea (KPIPA)

will continue to make every endeavor to  
**Globalize K-Books and  
hold various cultural events.**

If you have any questions regarding the event,  
please contact KPIPA's Export Support Team.

✉ [kbook@kpiipa.or.kr](mailto:kbook@kpiipa.or.kr)

