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K-Book Trends

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

TREND

Topic	Current Status of Publications for Seniors in Korea
Special Project	A Genre for All Generations: Young Adult
Export Case	Marketing Strategies for <i>Lane 5</i> in the Taiwanese Publishing Market
Book Trip	Wonju, Gangwon-do
One-Liner Quotes	Korean Novelist's Pick

INTERVIEW

Korean Publishers	Kungree Press
Korean Authors	Writer Kim Lily
Korean Authors	Writer Park Yeon-jun
Korean Authors	Writer Yi Hyeon

KNOWLEDGE

Publishing Industry	Reviews, Review Journals, and the New Review Culture
Publishing Policy	Korean Books Seen From a Foreign Blog's View

INFORMATION

New Books	09:47
Best Sellers	1st Week, November 2021
Korean Translator	Seung Joo-Yeoun
#K-Book	#Cooking
Info	KPIPA joined the 2021 Guadalajara International Book Fair

TOPIC

Current Status of Publications for Seniors in Korea

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

Heightened interest in “publications for older readers” ahead of the post-aged society

The United Nations (UN) defines a society where people aged 65 and above account for more than 20% of the population as a "post-aged society." Based on this standard, Korea will be entering the post-aged society in 2025, four years from now, with the aged population accounting for 20.3% of the entire population. As of 2020, the proportion of citizens aged 65 and above was 15.7%. Still, agricultural regions with a higher percentage of the older population (Jeollanam-do, Gyeongsangbuk-do, Jeollabuk-do, and Gangwon-do) are already categorized as post-aged local societies. One of the reasons for Korea's rapid aging is the low birth rate, which is the lowest in the world.

Compared to other major countries in the OECD, the relative poverty rate of Korea's aged population is high. According to the statistics on aged citizens announced by Korea Statistics, 44.0% of senior Koreans were found to be having relatively greater economic difficulties. This is almost twice the figure compared to the US (23.1%) which also has a high figure, let alone France (3.6%) and Germany (10.2%), which have a significantly low relative poverty rate. Therefore, only 25% of Korean seniors say that they are "satisfied with their life." Among the Korean seniors today, who were born around the Korean War (1950-1953) and have been dedicating everything they had for their family and children amidst difficulties, quite a lot of people have not received high school education compared to the national average, and have low levels of interest in reading. According to the "2019 National Reading Survey" conducted by the Ministry of Culture, Sports, and Tourism, the yearly reading rate of populations aged 60 and above was 31.5%, which is not a high score. Meanwhile, reading seniors were found to prefer certain categories of literature, philosophy, ideology, religion, hobbies, and health. Aging people have poorer eyesight with time and have limited access to economic activities and social interactions. Those healthy and economically secure, and those who have a reading habit might be able to use the longer free time to read books. However, those not in such conditions have spend less time reading, which makes it difficult for the publishing market to promote an economy of scale. As books for seniors are the basic

materials that help seniors' daily life, pastime activities, and knowledge, publishing for aged readers is critical. As such books boost self-esteem and quality of life for aged readers and serve as a foundation for various social activities as well, the role of publications for seniors is under the spotlight, as the country enters a post-aged society.



Emblem and poster of "Year of Books for 60+" with the catchphrase "Getting older, reading more."

In particular, the Korean government, publishers, bookstores, libraries, and book-related organizations have designated this year as the "Year of Books for 60+." And they are making various efforts to connect aged readers with books through various projects. Best examples are "Read Books Over the Phone" where volunteers read books on the line for live-alone seniors, "Hundred Years of Life, and My Life Book," which is a book-

recommending video participated in by seniors, "A Book Gift for Dementia Patients" where good books are presented to dementia patients at hospitals or dementia care centers, and "Books for 60+" where the best books for each reader are recommended through Social Media.

Growing publishing market for senior readers

If we look at the current status of the publishing market for senior readers (aged 60 or more) based on the data of Kyobo Bookstore and Yes 24, the biggest bookstore franchise and the largest online bookstore in Korea respectively, readers in their 60s or above accounted for about 5% in the share of purchase by age group in total book sales. Among the customers at Kyobo Bookstore, 3.2% are teens or younger, 18.4% in their 20s, 23.0% in their 30s, 34.8% in their 40s, 15.4% in their 50s, and 5.2% in their 60s and older. Those in their 40s account for a whopping 34.8% (10.8% men and 24.0% women) because the number includes parents buying books for their student children.

The sales percentage of readers in their 60s and above was 2.2% in 2012, which slowly increased to over 5% during the first half of 2021. This is a stagnant increase considering the rapid increase of aged populations. It implies that the low educational level of the generation (completing tertiary education) hindered sturdy sales growth that can lead to significant changes in the publishing market. However, the trend is likely to be totally different from

now, as the older generation is becoming more economically stable with high educational attainment and is interested in reading books.

The most frequently bought genres of senior readers in their 60s and above are literature, business, and money. A majority of them purchased literary books last year on Yes 24 (fiction, poetry, and plays 8.9%, non-fiction 5.9%), followed by business and money (9.3%), humanities (7.8%), religion (7.8%), self-help (5.5%), and society and politics (4.8%). Also, when analyzing the bestseller lists for the past three years based on the sales data of Kyobo Bookstore, the bestselling books of the overall age groups and those of readers aged 60 and above were found to be very similar. Yet, lightweight non-fiction and genre novels, or popular foreign language books preferred by the young generation, were not on the "bestsellers among senior readers." Instead, books about politics and society were found to be particularly strong among them. So, the no.1 bestseller among aged readers was *Anti-Japan Tribalism* (Miraesa) in 2019, *A Country You've Never Experienced Before* (Imagine 1000) in 2020, and *Cho Kuk's Time* (Hangilsa Corp) in 2021, which were unique in that such books that covered politically sensitive topics were mainly popular among senior male readers that have opposite political views.

Books for aged readers are diversifying, ranging from large print books, picture books, and coloring books for seniors

One of the indicators of interest for senior publications in Korea is large print books. We all lose bits of our eyesight as we age, and such books with large fonts can be of great help. According to statistics from Yes 24, an online bookstore, the number of large-print books published after the year 2000 was 1,243. However, the figure recorded 529 last year only, which shows that the readers' interest is growing rapidly. Kyobo Bookstore has also seen a drastic jump in relevant sales, from 10% in 2019 to 223% in 2020. Such a record is supported by public libraries' efforts to install shelves reserved for large print books for aged readers, which eventually drove sales. Also, more publishers producing popular books in large fonts is creating a virtuous cycle that encourages individual purchases.

The Korean Library Association (KLA) has been carrying out projects to produce and distribute large print books in libraries with governmental subsidies since 2009. It suggested unifying different terms used to refer to large print books into one fixed term. On a general basis, the association selects about 20 books each year, provides financial support for publishers to make large print books of them, and distributes them to libraries. It is a fact that the project, which has continued for years now, has improved the social perception about large print books and drew more attention from libraries and the publishing industry.

Top bestsellers in large print used to be the "Bible" in most cases, but it seems that the trend is changing. Genres are diversifying, including fiction, humanities, economics, and business. For example, large print non-fiction and fiction books, as well as those about economics and business, are popular among aged readers, such as *It's Never Too Late in Life, I Want to Age Like This, For the First Time* (Dolbegae), *How to Trade in Stocks: Reminiscences of a Stock Operator*, *Confucius Analects: Enlightening Path for Your Conscience* (Sallim Books), and *Almond* (Changbi Publishers).



Grandma Moses: My Life's History, Mom's Pottery, Never Too Late, and The Present

A more intrinsic change is that books customized for aged readers are heating up. Starting with "Adults' Time," a brand specialized in publications for older readers launched in 2015, more publishers are taking an interest in senior publications. There's a series that is particularly sticking out – the "*Picture Books for Seniors*" series. Publisher "Hundred Blooming Flowers" that aims to become "a specialist in picture books for seniors aged between 50 to 90" has published the 8th volume of the

series, where an aged character appears as the protagonist and talks about worries of seniors from their very own perspective. In the series, there are books such as *Grandma Moses: My Life's History*, a story that features a lonely older woman living alone finding a dream while forming friendships with a housekeeper; *Mom's Pottery*, a story that asks the value of life through the protagonist who lives as a full-time housewife and pours her love into pottery; *Never Too Late*, that features a middle-aged man who retires from work and starts his second life as a bodybuilder; and *Boksun's Dream, Becoming an Actress*, which features an elderly main character who once dreamed of becoming an actor taking on the challenge to become a model for a home shopping channel. These books imply that senior's picture books is an intrinsically different genre from children's picture books. The book, *The Present*, moves the hearts of its readers through the story of a daughter who looks back on her mother's life and drawings of her preparing for her mother's birthday. Also, *Aster Yomena* features the power of love by dealing with the complex psychology of a mother living alone and a daughter announcing her divorce news. Picture books for aged readers with a relatively short script of about 50 pages of 200-character manuscript paper and delicate pictures are a good choice for their gift. They have more pages and letters compared to children's picture books, but they are becoming ever more popular by maintaining their given nature with distinctive pictures.

Coloring books for seniors are also notable. Coloring books

where you color the pictures inside are evolving into "coloring books for aged people." This is quite a different phenomenon from other countries, where puzzle collections or magazines with large fonts are mainly popular among seniors. When we look at *Coloring Book for Seniors: Flowers*, you can easily notice the unique, complex format that includes extra activities such as drawing the outlines, penciling along the lines, solving mazes, and writing thoughts, unlike the typical coloring books that only have empty pictures to color in. Readers can draw along 17 types of fancy flowers, from tulips to peonies. Coloring books have many advantages. Professionals say that they improve brain health, relieve stress, reinforce concentration, and emotional stability, while also contributing to preventing dementia by enhancing memory and cognitive abilities.

Efforts to facilitate the publishing market for seniors

Excluding large print books, not many countries are making books exclusively for seniors. This is because people think that aged people do not have a particularly different taste for books from those for adults in general. Also, some say that senior readers are reluctant to find books that emphasize "seniors," accepting their changed identity as an aged person. However, just like there are books for children, teenagers, and disabled readers, seniors also need books that can satisfy their intellectual curiosity, while meeting their interests that have changed as they

aged. They also need customized practical books that summarize the rapid changes taking place in the world. Also, it is necessary that other types of books, such as for families that are taking care of an aged member or for those working in senior service industries, need to be published on top of books for senior readers.

The problem is the demand in the publishing market. Publishers indeed are interested in this market, but they analyze that it lacks profitability. Therefore, to boost sales in the market, social tasks must be resolved by providing customized content for seniors, developing books in various styles (large print books, audiobooks, e-books), boosting accessibility for such books (bolstering curations both online and offline, improving book subscription plans for seniors and library environments), spreading a book-gift culture, and facilitating senior book clubs.

Unlike other fields, the publishing market for seniors is strongly led by suppliers. This means that it is not a naturally born market. The growth of demand in the market largely relies on customized publications and marketing activities. In Korea, there's a strong culture of filial piety, in which children present healthy foods for their parents' health and immunity. So, if there's a culture where people give a good book as a gift to their aged parents for "the emotional resilience and fun of reading and thinking" or a culture where they buy a book and read it to them, the growth and spread of senior publications and reading culture

will be a doable challenge. Just like how parents communicate with their baby through "Bookstart," where the local community presents a picture book to them as a gift, it would be a great thing to see if aged parents and their children communicate through picture books or storybooks. Besides, it's the role of books and publications, contributing to creating a better life and culture.

SPECIAL PROJECT

A Genre for All Generations: Young Adult

The evolution of fiction, scalable to different media

Written by Kim Young-lhm

The genre of fiction is limitless in its scope. Any source that can be narrated into an interesting story can turn into a novel. A particular genre that brought a new sensation to the publishing market, infusing energy into the fiction market, is YA (young adult). The genre of young adult, which was regarded as an off-mainstream genre in Korea as it did not have a distinct feature, has come to the center of the spotlight with various works. Young adult fiction refers to a type of fiction for all age groups, maximizing the fun of reading and often based on fantastical elements. The greatest charm of the genre is that it embraces all generations as well as its primary readership (teenagers). As a type of genre literature or a mixture of its elements, young adult fiction can be categorized by its fast flow and strong power to

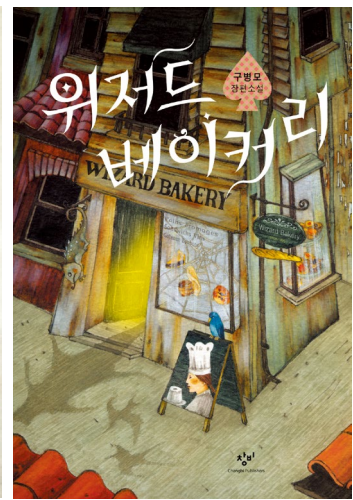
engage, portraying the growth of the main character through stories of hardship, adventure, and love. As a result, the genre has emerged as an important part of the publishing market, which can be reflected in the creation of a “Genre Literature Award for Young Adult Fiction” and the production of popular young adult titles.

The birth of a fiction that embraces the sympathy and diversity of generations

The mainstream of young adult fiction in the US or UK, where the craze preceded Korea, was romance fantasy that transcends reality or enabled characters to escape from it. However, the recent trend in the genre has changed to stories in which the teenage protagonists stand at the harsh crossroads of life and death. The best young adult fiction series that turned into Hollywood movies, receiving much love from the audiences in Korea, include *The Twilight Saga*, *The Hunger Games*, and *Maze Runner*.

It's been a while since young adult fiction started in Korea. The best examples are *Wandeuk* (Changbi) and *Elegant Lies* (Changbi), written by Kim Ryeo-Ryeong, familiar works to Koreans which also turned into films. Another example is *The Wizard Bakery* (Changbi), written by Gu Byeong-Mo. With teenagers as main characters, these books feature social pains and many stories they experience as they grow up. Also, *Wandeuk* and *Elegant Lies* have a common point in that they

showed the influence of the young adult genre as the popularity of their novels led to films. The characteristic of young adult fiction is that it can evolve into other fields with unique fun and the compelling story is another competitiveness of the genre. As it is recognized as a literary genre that accepts the generational characteristic in which people pursue new things and yearn to experience various cultures, more readers are interested in young adult fiction. With multiple titles announced one after another, young adult as a genre has become a superstar in the publishing market.



Wandeuk, Elegant Lies, The Wizard Bakery

Young adult fiction broadens the scope of K-content

The representative book that is recently leading the young adult market is *Almond* (Changbi), the acclaimed young adult fiction written by Sohn Won-Pyung. The book, which sold 800 thousand copies since its publication in 2017, won the 10th Changbi Prize

for Young Adult Fiction. It features a special coming-of-age story of a boy who has become indifferent to others' emotions, unable to feel empathy. The book intriguingly describes the stories taking place among Seon Yoon-Jae, a 16-year-old boy having trouble with feeling emotions, Goni, who has a deep pain in his heart, Dora, who has a crystal clear sensibility in contrast, and Dr. Shim, who wants to help Yoon-Jae. It features how Seon Yoon-Jae, who cannot properly feel anger or even horror due to the small amygdala called "almond," meets Goni, whose emotions got crushed after a terrible accident that took away his family on his 16th birthday and Christmas eve, and changes by questioning his own feelings and empathizing with people. The book lets readers think once again how difficult it is to understand others' feelings but how precious it is at the same time. The book *Almond* has been a hit in overseas markets, translated and published in 20 countries across the world up to date. It underwent a 20th printing in Japan, and a 5th print run was also made in Spain.

The *Cat Moon* (Attibom) series written by Park Young-Joo and illustrated by Kim Da-Hye cannot be left out when discussing young adult fiction. The series has been beloved by not only teenagers but also adults for 8 years since the first edition in 2013. It is a coming-of-age fantasy adventure about a boy that goes on an adventure to search for the cat moon that vanishes all of a sudden. The book features stories about the cat moon in the night sky which was the only place Noah could rely on

when he would feel frustrated by being unable to achieve his dreams while he helps others achieve theirs. Noah and a girl with the eyes of the cat moon he met under the cat moon hill share moments both happy and sad as they look at the cat moon, becoming friends, lovers, and a family. However, one day she disappears into thin air, and Noah wanders throughout the universe searching for her. The intriguing storyline surrounding Noah's adventure triggers readers' imagination.



Almond, Dollagoot Dream Department Store, Snowball

The popularity of *Dollagoot Dream Department Store* (Sam & Parkers) published in a physical book after the mega-hit record of its e-book published through a new crowdfunding strategy continues to soar. As a full-length novel written by newly debuted writer Lee Mi-Ye, it is a representative young adult fiction that continues to be praised by teenagers and those in their 20s. It is a compelling fantasy featuring the stories of the main character Penny, who works at Dollagoot Dream Department Store,

managing a dream inventory and moving bottles filled with emotions in the dream storage.

Full-length novel *Snowball* (Changbi), written by Park So-Young, who won the grand prize at the 1st Changbi X KakaoPage Young Adult Genre Literature Award, has drawn a sensational reaction from readers as soon as it was published. The award has been news as it was co-hosted by Changbi, the front runner of young adult fiction in Korea, and KakaoPage, a no.1 genre literature platform. The story takes place from the viewpoint of Jeon Cho-Bam, an ordinary 16-year-old boy who works at a human resource center, living outside the “Snowball.” In a world with an average temperature of minus 41 degrees Celsius, the warm dome “Snowball” is a place of envy for all. The book *Snowball* describes teenagers striving to keep their human nature and ego through the main character Jeon Cho-Bam who walks step by step towards his dream in life. The book, which excellently expresses the troubles and conflicts of young adult fiction, gives sympathy to many people.

Young adult fiction captivates the minds of adults, let alone teenagers, immersing them into the fun of reading books through imaginative stories that you cannot experience in daily life. It also provides profound insight and enlightenment to teenagers and adults who still need to grow. Also, through consolation and encouragement, it is steadily expanding its spectrum by filling the emotions of all people who suffer from growing pains with the themes of dreams, growth, and adventure.

EXPORT CASE

Marketing Strategies for *Lane 5* in the Taiwanese Publishing Market

Written by The Editing Team of Hsiao Lu Publishing Co., Ltd.

Publishing background of a grand-prize-winner fiction

Publishing company Hsiao Lu, which has been in business for over 35 years, was the first publisher to present a John Newberry Medal recipient in Taiwan. Also, it opened a window for Taiwanese readers to embrace creative literature – excellent grand prize winners – from across the world by steadily importing them. For Korean fiction, *Lane 5* (Munhakdongne Publishing Group) was the first Korean young adult fiction to enter the Taiwanese publishing market.

This book is a coming-of-age fiction that features the stories of the 13-year-old main character Xiaojin (Taiwanese translation of "Naru") and his friends taking place in an elementary school swim team. Eun So-Hol, the book's author, is new in the literary

world, but her works present new topics, a perfect structure, beautiful sentences, and profound meanings. With charming characters and captivating storytelling, she won the grand prize for the "Munhakdongne Children's Literature Award", making her a highly anticipated writer. Therefore, we decided to import her book after discovering such great potential in her. Regarding the marketing for *Lane 5*, publishing company Hsiao Lu has been making various efforts, including Facebook uploads, review videos, cooperation with e-commerce platforms and newspaper and media outlets, not to mention online book talks.



Covers of *Lane 5*, Taiwanese edition



Sales rank from a Taiwanese online bookstore

Promotion Strategy 1: Leverage the Tokyo Olympics Boom - Upload Posts and Videos

All types of sports were the focus of public attention in Taiwan during the Tokyo Olympics. Publishing company Hsiao Lu used this atmosphere and concentrated on uploading promotional posts on the Facebook fan page. First, we categorized major topics from *Lane 5*, connected the athletes' performance and what the games imply, and made a series of posts. They recorded more than 1,000 views.



Promotional video of *Lane 5* posted on the Facebook fan page

As *Lane 5* is a self-help coming-of-age fiction about swimming, we invited readers who are actually in a swim team at an elementary school just like Xiaojin (Naru). We made videos and

shared their thoughts on the book online. Four videos were uploaded on the fan page, and each episode recorded much more than 1,000 views.

Also, publisher Hsiao Lu is making efforts in reinforcing cooperation with e-commerce platforms while boosting exposure effects for this book in online bookstores, receiving many reviews from readers on various platforms.



Lane 5 registered on an e-commerce platform

Promotion Strategy 2: Utilizing newspapers and broadcasting media outlets

While the Olympics were receiving attention at its peak, publisher Hsiao Lu requested Xie Hong Won (children's literature writer) to write a review of *Lane 5* and posted it on *The Mandarin Daily News*, a children's newspaper. The editors also shared with the public rich literary implications and the main theme of *Lane 5* by doing interviews with a radio station.



Article posted on *The Mandarin Daily News*

Promotion Strategy 3: Hosting online book talks

The Taiwanese edition of *Lane 5* was released in June 2021, with COVID-19 at its worst in Taiwan. As a result, we had to modify our plan to host the online book talk based on evolving marketing strategies in this time of the pandemic. During the online book talk, one teacher - the leader - first read the book. Then she picked some agendas from the story and encouraged readers to share their opinions and thoughts.

Publisher Hsiao Lu cooperated with the teachers in charge of promoting books to invite readers from across the country to participate in the book talk online, which had no participation

limit. The majority of participants were children, parents, teachers, book promoters, and children's literature enthusiasts. The editors could also feel their lively response and the power of the book through the talk.



Participants in the online book talk

Throughout the three talk sessions, we could have talks with Zhang Jingyi (researcher of children's literature), who wrote the reading guide for *Lane 5*, and reviewer Wu Yaoyu, a swimming coach. They shared their different perspectives on the storyline, starting with their experience of learning how to swim with the readers.

The purpose of the book talk was to help readers have a more in-depth understanding of *Lane 5* while encouraging them to do their best in their own situation by sharing the belief and the

mindset of the protagonist, "Everyone loses sometime. Perhaps how you lose is more important than winning."

* Promotional video based on children athletes' reviews of *Lane 5*

Xiang'an Elementary School, Lin Zhuxuan – youtu.be/-EmmChUtQhc

Xiang'an Elementary School, Chen Huanyu – youtu.be/NunACQG_sXA

Xiang'an Elementary School, Xie Zhen'an – youtu.be/Ve7tUWK4kgs

Nanxing Middle School Hong Jieyun – youtu.be/XKqQkbbFF4Y

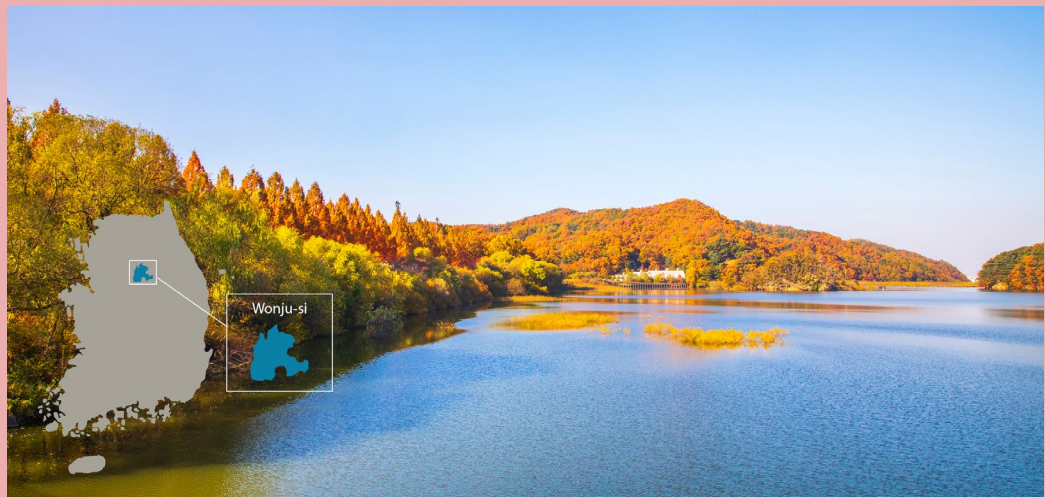
Translated by Shin Sun-Hang (Arui SHIN Agency)

BOOK TRIP

Wonju, Gangwon-do

Filled with Pride as the UNESCO City of Literature

Written by Kim Young-lhm



Boasting well-preserved exquisite natural scenery, Wonju is home to a number of temples, including Sangwonsa and Guryongsa, Chiaksan Mountain with a marvelous mountainous landscape, and great tourist sites such as rail bikes in the Ganhyeon Tourist

Area and the Sogeumgang Valley Suspension Bridge. The region also has literary elements that make it more proud. Pak Kyong-Ni, the master of modern Korean literature and the writer of the *Toji* series, a steady bestseller, completed the series and spent the rest of her life in Wonju. Her house is still preserved, and the surrounding region is organized around the Pak Kyongni House. This makes it enough to call Wonju the home of literature. UNESCO has also recognized such literary resources of Wonju. The UCCN (UNESCO Creative Cities Network), a global platform under UNESCO, selects cities with creativity and potential every 2 years by evaluating seven categories – literature, music, folkcraft, design, film, media, and cuisine, and Wonju was chosen in 2019. With this background, Wonju has set out the foundation to leap as a city of literature, and small and big independent bookstores run on different concepts play a role of their own, creating new cultural content.

Establishing a Platform Where People Walk Towards Their Goal in Life Through Books: Tudeukgol Bookshop

If you can have a nice encounter with good books, you would willingly go on long road trips and join in searching for the right direction in life through them. It is never easy to do, but there's a bookstore that is actually practicing it – Tudeukgol Bookshop. The name is derived from "*tudeukhada* (to master)" in Korean, reflecting the bookstore manager's hope to learn many things

from books and be enlightened. Located in an area far from the downtown of Wonju, Tudeukgol Bookshop was opened in 2016 by a married couple. The husband, who used to work at a publishing company, and the wife, who is a children's book writer, hoped to create a new way of life with nature and built the bookstore so that many people can empathize with each other through books, which were a familiar topic for the couple. The book *The Onya Tree* (Worm Hole), written by Lee Hyo-Dam, the wife, includes things that the couple ultimately wants to achieve through Tudeukgol Bookshop. The book encourages readers to find their path in life at Tudeukgol Bookshop and find the courage to overcome fear. The bookstore managers are running Tudeukgol Bookshop with the belief that books should be at the center of that journey, hoping that the bookstore can be a school of books, and a school of life.



Tudeukgol Bookshop is also an independent publishing company. It published *Weed Recipe*, *Forest Ecological Garden*, and recently *Samyag-Drishti* written by meditator Kim Yeon-

Soo. Also, the bookstore is making efforts to create educational and cultural content for the region, such as literary programs for children and programs that combine play with books, and special lectures of poets. Beginning as a bookstore, Tudeukgol Bookshop, which mainly covers picture books for children and books for grownups from which they can learn alternative skills in life, hopes to become the hub of the region by creating various social infrastructure and content. As good books move people's minds, helping them mature, Tudeukgol Bookshop aims to establish a "School Library of Books" based on the independent bookstore. As the role of independent bookstores is expanding day by day, the manager couple hopes to take Tudeukgol Bookshop as the stepping stone for making the place a more dynamic place for learning. Seeking new possibilities for an independent bookstore, Tudeukgol Bookshop is progressing step by step to realize its dreams.



A Book Plant that Makes Necessary Cultural Content for Local Residents: Sihongseoga



Independent bookstores generally play the role of creating a book-reading culture in the region, encouraging residents to communicate through books, and ultimately forming a new culture. Sihongseoga was opened last August, is eager to serve such a role, hoping to create a culture where local residents get together and become one through books. Located on the first floor of Sihonghun, the name "*Sihongseoga*" means "a house with ripening red cilantro." It also has other meanings such as "ripening persimmon tree, time, and poetry." The bookstore was founded with the hope of the owner, who has been dedicated to teaching students for a long time, to create a space where neighbors can happily come around and share various cultures through books. She believes that once a bookstore opens in town it can play multiple roles – it gathers people, after which they read books together, have talks, lectures, and even little music concerts. Most importantly, she has endeavored to make

Sihongseoga take root in the region as a meaningful space by participating in the poetry magazine of the region and publishing poem collections herself. In addition, she is thinking of making teenagers proud of their region by cultivating the region's cultural features and providing them a space where they can receive educational help even outside school. Once Sihongseoga settles in playing a pivotal role as a local community, it will be able to produce more various content and programs. And Wonju's new visions will update along with the bookstore's advancement.



While Sihongseoga covers a wide variety of books, it also has many books on the subject of aging, books related to or books written by authors from Gangwon-do, including Wonju, independent publications that will steadily grow in size, and books about children and teenagers that provide an opportunity for inter-generational communication. As such genres have a link with the operational philosophy of the owner, Sihongseoga hopes to continue being a space where people can meet good books in those fields.

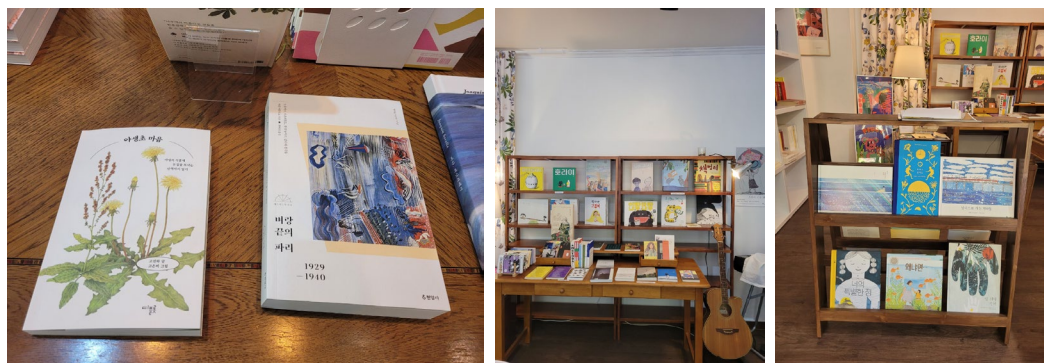
A Bookstore that Walks Slowly, Cultivating the Region and Culture: Slow Mihak



Neighborhood bookstores play more roles than we think when attracting visitors. Slow Mihak ("Mihak" in Korean, which means beauty) is one example, which is an independent bookstore – and a book-cafe – located in a quiet neighborhood in Wonju. It began as a personal workshop of the owner, but then she brought in books as she began to be fond of them. Then, as she liked tea, she wanted to share it with people. This is how the bookstore became how it is today. Slow Mihak was named after the owner's hope to give a moment of pause to the busy and fast-living modern people.

The bookstore manager, who has a notably greater affection for the region more than anything, aims to promote books about the area such as *Beside People*, *Everyone's Bike*, *On the Way of a Long Trip*, and *Academy Theater*, and advertise relevant activities. It is because the culture of a region can grow once interested people come around and read books, then spread

word of mouth to more people, and learn about what kinds of books there are and what content is made through them. It is particularly important as local residents can have more fun and feel greater empathy with books about their region, ultimately encouraging them to participate in activities to foster their regional culture. The philosophy of the bookstore owner who believes that the role of an independent bookstore in town is making books permeate into the regional livelihood and bring about new changes, not letting them stay in print. She has been practicing her belief through the space called Slow Mihak. Slow Mihak hopes to grow as a bookstore that talks about the lives of local residents by having more interactions with them, as there are so many people doing their job in different cultural genres in the region. It is an ambitious bookstore that wants to prove that slow steps can take you a far distance.



Encounter with Novelist and Human Kyong-Ni: The Pak Kyongni House



Pak Kyong-Ni wrote her series *Toji* for 26 years. Among the 5 parts of the series, she finished parts 4 and 5 in Wonju. Ever since she moved to Wonju in 1980 and completed *Toji*, she spent the rest of her life there, taking care of her garden. Her love for Wonju was extraordinary. She even said, "That I love Wonju means I love the mountains and streams." In Dangu-dong, Wonju-si, you can find her house well-preserved even long after her death. The Pak Kyongni House stands next to it, where you can reflect on her life and works. The Pak Kyongni House has become one of the biggest prides of Wonju that is leaping forward as a city of culture, over the city of literature, and the cultural hub, by setting up a rich cultural infrastructure. The Pak Kyongni House is the cradle of her literary works. As it consists of the exhibition hall, book cafe, old house, and literary park (Pyeongsa-ri Madang, Hongi Dongsan, and Yongdure), visitors

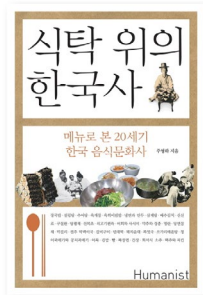
can have a nice time indulging in reminiscences of *Toji*, and absorbed into the literary sensibility by having an overall look through her life and works.

On the second floor of the Pak Kyongni House, photos and belongings of the writer are displayed. The third floor is used as a space to study her life and works, along with various videos related to *Toji*. It offers a chance to have a proper understanding of her literature. Piles of her handwritten manuscripts and items related to her works imply how fiercely she lived her life dedicated to literature, making visitors pay tribute. Also, the life of Pak Kyong-Ni, who lived as an ordinary country woman throughout her life, is humble as it is, which makes her more familiar. By solely focusing on writer Pak Kyong-Ni, The Pak Kyongni House is a special space where people can have time to meet the writer who left a grand masterpiece.

ONE-LINER QUOTES

Korean Novelist's Pick

Written by Odysseus Dada (Poet, Novelist)



The Korean History on the Table

Joo Young-Ha, Humanist

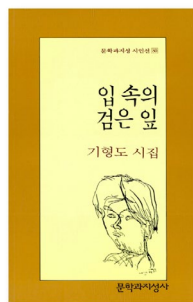


"Some foods involve profound political relationships and economic backgrounds. Even accidentally invented foods have inherent socio-cultural conditions surrounding them."

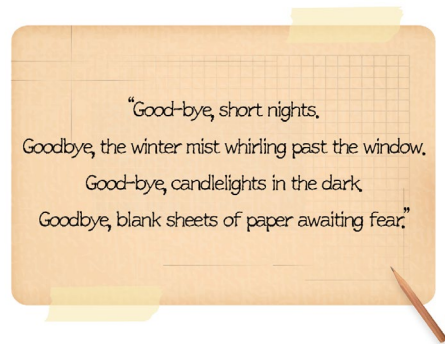
The Korean History on the Table (Humanist), written by Joo Young-Ha with a sub-title "The 20th Century Cultural History of Korean Food," is an encyclopedia of various menus that represent Korean food, from food for common people such as "Seolleongtang (ox bone soup)", "Yukgaejang (spicy beef soup)", and "Chueotang (loach soup)", to traditional court foods

such as “*Sinseollo* (royal hot pot)”, “*Gujeolpan* (nine different ingredients assorted on a wooden plate in an octagon shape)”, and “*Tangpyeongchae* (mung bean jelly salad).” It also talks about stories about bars downtown where people used to enjoy food and high-grade Korean restaurants where people of high social status went. However, this is not the main topic of the book. The book helps readers understand the turbulent modern history of Korea. Symbolic foods have appeared in all moments of Korean history, from the port-opening period when stopped being a closed kingdom and opened its gates to bring in various advanced products; to the Japanese occupation period when people lost their country under the ruling of the Japanese; becoming a divided nation due to foreign powers such as the Soviet Union and the US at the end of World War II; followed by lives of devastation after three years of Korean War, and then the redevelopment miracle on the Han River. Inside the macroscopic discourse of the astonishing and dynamic modern Korean history described in the book, we can witness the challenging lives of the general public living through those periods and how they are delicately interwoven with foods and restaurants. This book consists of 5 parts. The first part talks about various foreign foods imported as the country opened its gates, and the second part focuses on “*Gukbab* (rice soup)” places. Part three talks about “*Joseon Yori-ok*”, a premium restaurant during the Joseon Dynasty. Part four features bars, and part five touches upon the different mixtures of cuisines and globalization of restaurants.

This table of contents shows that the spatial composition is juxtaposed under the temporal composition of Korea's last dynasty, from the end of the 19th century to the mid/late 20th century. As such, in the book, writer Joo Young-Ha talks about the culture and tradition that are at the center of ethnicity through discourses on cuisine.



Black Leaf in My Mouth
Gi Hyung-Do, Moonji publishing



The name "Gi Hyung-Do" is an iconic symbol for the Korean youth living in the 2000s. He passed away at the young age of 28 at a night theater. His death became a legend not because it came so early and suddenly. It's because his death came when his poems had just begun to open a new path for Korean contemporary poetry with a unique sensibility and perspective. He lost his life after sending this book's manuscript to the publisher, and it was published as *Black Leaf in My Mouth* (Moonji publishing) three months after. His poems, express the "psychological structure of oppression and horror embedded in daily life by taking a reminiscent method," and are universal and relatable to the general public regardless of the high literary

stylings. His warm and soft viewpoint towards the world and human beings creates beautiful poems transcending desperate lives through a strict attitude towards language and delicate senses. The poems of Gi Hyung-Do seem as if they are expressing the poor days during his childhood, loss of love, unreasonable reality, and the lives of urban people, but they are just the appearance. Literary critic Kim Hyeon said, "His poems do not aim for the beauty of changing realistic things or transcending them, nor the beauty in the contrast of ugliness. They aim for the beauty of knowing yourself." As such, Gi Hyung-Do's poems focus on intrinsic things rather than those phenomenal. This helps people assume that his poems are not only valid for the youth living in the Korean society in the 2000s, but can rather have a longer influence. He is gone, and his death has put a period to his poetry world, but his poems transcend finite life and challenge eternity. New generations can still find the possibility of on-going life from his poems.

KOREAN PUBLISHERS

Kungree Press

Exploring a Beautiful Journey with Readers

Organized by Kim Young-lhm



Logo of Kungree Press

It is fundamental to pursue a future through genuine learning and deliberation in order to cultivate values. This is especially true for making books that greatly influence people's lives. Kungree Press, a Korean publishing company with a long-standing foothold in the field and expertise in human science, arts, and literature, is exploring the role of books and the way forward for publication by broadening the horizon of books to offer more quality reading. The publishing company is leading

the future of the publishing industry with multiple awards and support from readers by publishing outstanding books after deliberation. For Kungree Press, tomorrow is more enriching than today.

Please introduce what Kungree Press does to those in the overseas publishing industry. Also, what is the meaning of “*Kungree*” from the company name?

The name “*Kungree*” means “nothing is more important than deliberating to learn and master knowledge, and the value of deliberation should lie in reading.” It originates from The Zhuzi yulei, a medieval Chinese text containing discussions between neo-Confucian scholar Zhu Xi and his disciples. According to Kim Dong-Kwang, a sociologist of science who named the publishing company, “*Gwahag*” (meaning science) took its original name from “Kungree scholar” and was called “*Kungree*” before it was later called “*Gwahag*” by the Japanese. In its early days, Kungree Press published books mainly in natural science. Today, it releases books in more diverse fields after expanding its scope to the humanities, arts, and literature.

Kungree Press has many notable achievements, such as expanding to diverse fields after the initial focus on natural science. Over 150 books of its own were designated as excellent books by the Ministry of Culture, Sports, and Tourism. So, where does its strength come from, and what is the competitive edge of Kungree Press?

We think that we are more into long-lived steady seller books rather than focusing on short-lived bestselling books. So, we are seeking to publish books that can live long with us. Our readers are mostly teenagers, reading our books in science and mathematics. So we work to seek their thoughts on what subjects they learn and what stories and voices they want. If I have to point out what we value at these bad times, it is to publish books that make the voices of those left behind heard, which have long been unattended.

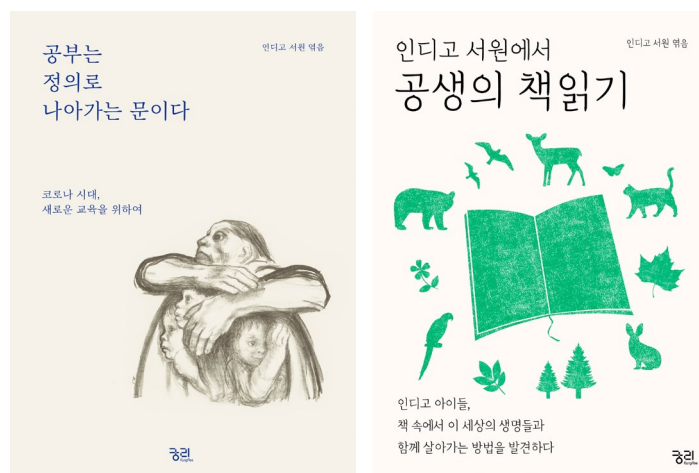
As Kungree Press is expanding to diverse genres, it must have many thoughts about its identity as a publishing company. Of course, it's not ideal for a publishing company to focus too much on one field. But, while expanding into diverse fields, there must have been worries about its direction and expertise. How did you settle this matter?

Many readers still see us as a publishing company specialized in science and mathematics. But, nowadays, some think that we are publishing books with a theme of "plant." We are working hard to make better books by reflecting on reader's feedback and

regularly publishing books in new fields to impress our readers.



The Pi Maze, Euler Paradox, Discovering Gardening



Indigo Seowon – *Study is the door to justice, Reading of co-existence in Indigo Seowon*

There are many books designated as excellent books by the Ministry of Culture, Sports, and Tourism. Among them, which one Kungree Press would like to recommend and why?

If we have to choose books revealing our identity, we might choose science classics such as *Double Helix*, *Chance and Necessity*, *What is Life*, and mathematical fictions like *The*

Pi Maze and *Euler Paradox* written by mathematics teacher Kim Sang-Mi. Also, we'd pick various liberal arts books for teenagers written by "Indigo Seowon," a humanities bookstore for teenagers, and *Discovering Gardening, Discovering of Plant Design*, written by garden designer Oh Kyung-Ah. We are working to make sought-after books while regularly publishing books on a specific topic to create a synergy effect.

Kungree Press's recent books, including *Young Paperhanger Story*, *Discovering of Plant Design*, are gaining a lot of attention. As a publishing company acknowledged in artistic quality and popularity, please share with us what Kungree Press values most in publishing.

Young Paperhanger Story was received well as a book redefining work and life. And, the author got a lot of invitations for speeches about career guidance, especially from middle and high schools. The author Bae Yoon-Seul is busy advising teenagers while taking time out of a tight work schedule. Oh Kyung-Ah, author of the book *Discovering of Plant Design*, was credited with ushering in a world of gardening, and she is also offering help after the coronavirus. As proven in these examples, Kungree Press seeks to find a subject to raise questions about a new topic (agenda) to our society and listen to those exploring uncharted territory.

The author of *Young Paperhanger Story*, Bae Yoon-Seul, recently got a lot of attention after appearing on a famous TV show. Would you please share more about the author and the book?

In recent years, professional essays written by young people have been steadily published. Among them is *Young Paperhanger Story* that shares the author's hands-on experience as a paperhanger. While working in a social welfare center for 2 years after college, she deeply felt skeptical towards the irrationality of organization, which made her decide to quit the job and started exploring her genuine job that enables her to support herself and family and that she can endure for a long time. The author Bae Yoon-Seul consistently wrote for two years how she worked as a woman in "papering," a field that is familiar but little known to many of us. The book was also well received by teenagers.



Young Paperhanger Story, Discovering of Plant Design

Kungree Press is known for giving a lot of thought to its social and cultural responsibility. It is assumed that such thoughts eventually lead to its philosophy and thus affect its direction in publishing books. So what does Kungree Press want to pursue in future?

We intend to deliver to our readers more stories of those not heard and left behind, many of which are hidden behind the bright side of society, relating to education, family, and coming of age. But, the intention is not always easy to materialize. However, we believe that our attempts will eventually create small changes forming a wavelength just like the butterfly effect.

Kungree Press is apparently publishing various books to the extent of invigorating the publishing market, and its attempts are getting attention. However, what kind of effort is Kungree Press making to strengthen its foothold overseas, and how does the overseas market react?

In recent years, when our new book was published, many agencies sent us e-mails requesting sample books. But, we have yet to achieve tangible outcomes, which motivates us to do more.

We're looking forward to the next step of Kungree Press. What kind of goals does Kungree Press plan to walk toward, and what kind of growth does it intend to fulfill?

The publishing industry is indeed in the middle of a sudden change. And, the content industry entered the era of infinite competition quite a while ago. We will continue to try to imagine in various ways whether there is a way to further utilize the unique characteristics of the book, and what kind of derivative this book can be reborn as while it is being made. In this context, we will continue to explore various ways to revitalize the property of 'book' and what can be derived from publishing books.

KOREAN AUTHORS

Writer Kim Lily

* 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).



Please introduce yourself to our readers.

Hello. My name is Kim Lily, a children's author as well as a rice cake shop owner who wrote *My d'Artagnan* (Changbi), *Puff Snacks*

are Here (Munhakdongne), and *Manbok's Rice Cake Shop Series* (BIR).

Did the memories from your childhood influence your works?

When I was young, I was a skinny, not pretty to look at, and not a bright girl. I think that is why I went through some difficult times. But whenever those times hit me, I survived by imagining things. At the time I remember desperately wishing for my wishes to come true. I do write many stories about wishes by reminiscing on those days.

Why did you dream of becoming a children's book author?

I had this idea that a children's book author is someone who 'grows the flower garden of the imagination'. Since I had many siblings, I was sent to the countryside alone and spent my childhood in my grandparents' house. At the time, I suffered from extreme loneliness, being separated from my family. However, back then, my grandfather had a beautiful flower garden filled with flowers. Whenever I had been scolded by my grandparents, I would let my imagination fly freely whilst playing in the flower garden and could often mend my wounded heart and find comfort. I think that is how I overcame those difficult times. This is why that flower garden is the space of hope for myself, and I started thinking that the world needs such a space right now. I wanted children's stories

to become a space not only enjoyed by children but also a place where adults can find happiness and dream of hope. That is why I resolved that I would become a children's book author.

Do you have your own way of selecting content for your book?

I am very interested in the concerns of children. I listen to their concerns and put a lot of effort into alleviating their desperation in the form of stories. I find my themes there. As for content, I try to find content from Korean folktales and traditions. I think that is how I can write a unique fantasy stories distinct to Korea and different from foreign fantasy stories. This is why I write stories using materials and characters from Korean traditions and folktales.



Wish Rice Cake Shop (BIR), Manbok's Rice Cake Shop

Is there a specific reason why you use '*tteock* (rice cake)' as a theme in many of your works?

One of the questions children ask me is “Ms. Kim! There are cakes, breads, cookies, and so many delicious foods out there, but why did you choose tteock?” However, tteok represents many meanings that other foods lack. It drives bad luck away, it holds wishes against bad things from happening, it means to wish for luck, it also holds the idea of thankfulness. Since the past, tteok was made to be shared with neighbors rather than to be eaten alone. I could not find any other food with so many good meanings. That is why I decided to use tteok in my stories.

Is there a specific attitude to life you pursue as a children's book author?

I put a lot of effort into being happy. It is because my writing tends to become depressive if I feel depressed. In order to become a children's book author, one needs to be able to play with children in stories. To do so, one needs a large amount of energy. I try to make myself happy so that I can lead a happier life and write stories to instill hope in children.

What kind of stories do you want to write?

I would like to write stories that can relieve children of their desperation, with joy and imagination. I have been wanting to write something like that for a while for now.

Kim Lily's One Line Reading - *Wish Rice Cake Shop*

"This tteok might be the one for me."

The little mouse carefully took some tteok from the basket.

It could feel the warmth of the fresh tteok.

It held the tteok in its paws and nibbled at it, little by little.

When it ate the flat tteok,

it could feel its loneliness and sadness fading away.

The taste of flat tteok was that of big happiness.

I chose to read this part because I want to stand beside children and write stories that can mend their wounds and give them comfort as well as provide them with happiness and hope.

* youtu.be/eOrPxZ789hQ

KOREAN AUTHORS

Writer Park Yeon-jun

* 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).



Please introduce yourself to our readers.

Hello, my name is Park Yeon-jun. I write poems and prose, and now I am writing novels, too.

Why did you decide to become a writer?

I think I have always loved stories since I was young. That is why I was interested in writing, reading, and listening to others. Among those, I found that reading interested me the most and I think that led me to become a writer.

What do you think is the most important thing when you write?

The reason empathy is vital is that you need to think from the perspective of a chair when you are writing a poem. Not how men would view an ordinary chair. The sadness and the form of the chair from its perspective; the people who stay for a while and leave the chair must think about various ideas like how the chair would feel. Even things in this studio, these small cables, lights, three of you sitting here, can be the content. And I like to write by starting from such very small things.

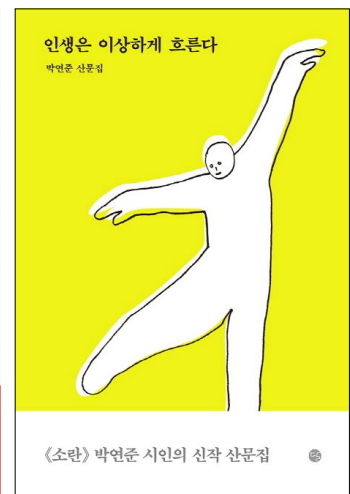
Is there a reason for your fondness for ballet?

Words used in real life differ from those used in poems. We continuously seek different expressions and try to let the words float in the air and find more beautiful words. The same goes for ballet. The poses one sees in ballet are not those from our everyday lives. The two fields bear many similarities. I felt as though these two fields have similar styles. I find it somewhat

entertaining and it provides a lot of inspiration.

Why do you write?

"Why do we need to write?" I don't think I know the answer to that. I think it's a certain desire. A desire to speak. But in a different way. When people read a certain book, they are able to empathize, feeling as if they have actually experienced something that has not really happened to them. I think the reason is that the author has been able to convey the story in such a way that the readers feel involved. I think I want to do something like that, through which I can convey certain stories in my mind to the readers as well.



Disturbance (Nanda), Certain Month Certain Day (Munhakdongne), Life Takes a Strange Flow (Dal)

What kind of writer do you aspire to be?

I do have an idea. I want to be a writer who finds happiness in writing something, and not someone who is having a hard time because of writing. 'Ah, I am so happy that I am writing something.' I want to be a writer who thinks like this. That is what I have in my mind.

Yeon-jun Park's One Line Reading - *Certain Month Certain Day*

If life consists of 1% radiance and 99% platitude,
I have decided to love the 99%.
The quince let me know that any day
where tiny pieces of mystery is mine.
That my life is the quince of a certain month and certain day.

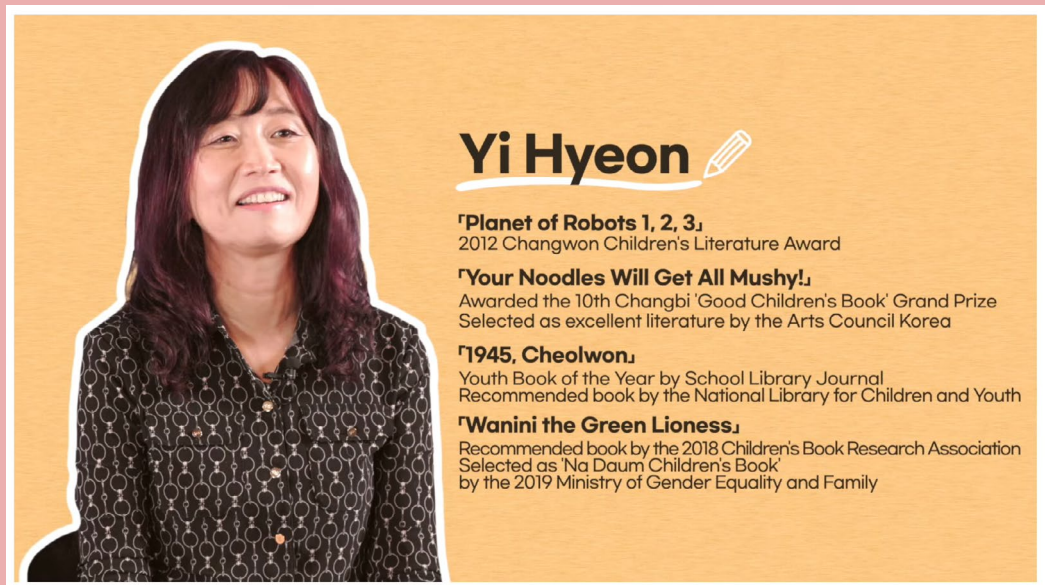
I didn't write this because of Covid-19, but we are living in such times. Since we are not able to enjoy the ordinary days that we used to take for granted. I recommend that those who miss such days read this book once.

* youtu.be/mWcjJloZxiM

KOREAN AUTHORS

Writer Yi Hyeon

* 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).



Please introduce yourself to our readers.

Hello, My name is Yi Hyeon, author of children's books and youth novels. Nice to meet you.

Why do you write youth novels?

People often talk about middle schoolers' 'puberty', 'youth', and 'the young generation' as if they were disorders, and always look at the young in such a way. Also, there seems to be a tendency to generalize about young people. Such is the world of youth. So, I wanted to write youth's stories. That's also why I have recently been meeting with some students.

Do you remember any young adults?

I heard the “dating story” of a child in the third year of high school. It was a love story that hadn't yet started. I listened and I was thrilled. And through his concerns he showed different thoughts. It was very nice to see the way he is being nurtured and developed.

How do you decide the story for your work?

When I see something interesting to me or an impressive thing, I think, 'I want to tell the children about this.' For *Wanini the Green Lioness* (Changbi Publishers, Inc.), I fell for the charm of the lioness and the Serengeti. Rather than having any special purpose. There are things that I just don't forget. Then I think those things eventually become stories.



Wanini the Green Lioness series

What did you think of when you went to the Serengeti?

I felt as though I had witnessed the whole world. The different species living in very diverse ways seemed right to me. When I came back, I thought about this. Like this, a species called humanity absolutely dominates this place and I thought “Is this space a strange place?” So what I felt the most for the world we live in was, “Living together is right.”

Another thing I felt is that the Serengeti is set in the very beautiful nature of Africa, and it has a very painful history and painful reality. I think I felt it so closely. But then, because of the itinerary, I wasn’t able to experience Africa as a whole – just the Serengeti. Although I regretted that, it was also such an amazing experience, the place I dreamed about and admired while writing Wanini.

What kind of writer do you want to be in the future?

There is no perfect work, so I can never promise myself or my readers that I will write a perfect piece. But I will always do my best to write books that I am not ashamed of. My goal is to write for as long as I can.

Read a line by Yi Hyeon - *Wanini the Green Lioness*

There was nothing useless in the meadow.
Insignificant prey, bare puddles, rotten tree stumps,
disgusting grass, injured and exhausted wandering lions.
All the things Madiva thought of as useless have saved,
protected, and nurtured Wanini.
It let me know that nothing is useless.

The reason I chose this part is that this fact made me decide to write a lion story in the Serengeti. So, if we think of a lion in an ecosystem we think of it as a predator at the top. Difficult days always come, even for a lion. Various things that seem useless help lions to live and allow us to live, as well. That's why I like this phrase the most in *Wanini the Green Lioness*.

* youtu.be/A-XqlhpyiHQ

PUBLISHING INDUSTRY

Reviews, Review Journals, and the New Review Culture

Written by Jang Dong-Seok (Head of Department of Cultural Projects at Bookcity Culture Foundation, Publication Critic)

More than 80,000 books are published each year. It means that about 200 books are released in the market every day. Some become bestsellers, and some vanish from the shelves in a few days. People that are "sincere" about reading books lose their way in the piles of new books, trying to figure out which book is good to read. Some people wait for the book column in a newspaper, some listen to book introductions on TV or radio, and some nod their head to the fancy wordplay of book-tubers on YouTube. However, as there is no appropriate or trustable guide, many readers feel as if they are trapped in Daedalus' Maze. Besides, there are voices arguing that there's actually no book to read, for there's no water to drink in a flood.

Cool Reviews Become News: *Seoul Review of Books*

Books come to life with their own intrinsic value. Finding that value is up to the readers with sharp eyes, but readers lost in countless books need a small helping hand. Here, one of the helping hands is "review." The public has become familiar with reviews. The number of lectures and books on writing has increased gradually compared to not so long ago, and now there are review-writing classes and books, too. As books are for the readers, reviews written by keen readers are valuable as well. Reviews for readers, by readers, and for readers play a significant role in developing the book ecosystem.

However, for that to happen, the review-writing culture of "professionals" needs to spread beyond the level of those written by readers. Various types of reviews, such as those that help books about learning to communicate with the world, those that awaken classical books asleep in the old world, and those that read the flows in our society through common self-help books, are an important part in the book ecosystem, making it flourish. The problem is that no review plays this role in the best possible way.

Until recently, Korea did not have a decent review journal. Several newspapers declared that they would create a healthy reviewing culture by sparing a part of their newspaper for books, but they fell to merely introducing new titles, and some even opened the space for advertisement, on the pretext of introducing

new books. Today, the book sections of newspapers are at their smallest size. Programs about books cannot be found on TV, and radio programs that would continue covering books closed one after another. How about book-tubes? As you may well know, apart from channels that are run by book-lovers, some book-tubers are doubted for making undisclosed advertisements of books.



Vol. 1-3, *Seoul Review of Books*

It was then that a review journal was born. Starting with its premiere issue last year, *Seoul Review of Books* has published its 3rd issue in September. Created by 13 editors working in various sectors such as philosophy, history, literature, politics, and natural science, *Seoul Review of Books* was resolved to "devote everything they have to set up a trustworthy intellectual tradition and a new review culture in the Korean society," as can be seen on their preparatory issue. Thus, *Seoul Review of Books*, from its name already, pursues the path *New York Review of Books*

(launched in 1963) and *London Review of Books* (launched in 1979) have been walking.

In fact, the *New York Review of Books* was a hot potato since its charter issue. The 100,000 copies sold out, and it was praised by *The New Yorker*, "Truly the best premiere issue among all others in history," and by *Esquire*, "The best literary magazine written in English." Magazine *London Review of Books*, more famous for its eco-bags in Korea, is also a seasoned magazine. It has been beloved by European intellectuals, touching various topics from literature, history, philosophy, art, politics, science, and technology.

Seoul Review of Books hoped to walk in the footsteps of the two magazines, as they "played a role of turning the books they covered into the milestone of intellectual history through reviews with an in-depth analysis and sophisticated texts." The magazine has been meeting readers in a new outfit, changing its title and design from its second issue. Yet, it seems that *Seoul Review of Books* still has a long way to go. It said it dreamed of "a world where awesome reviews become news as much as books," but no such thing has happened yet.

A Review Journal Crossing the Boundaries: *Gyocha*

It seems like it was only a few days ago that we talked about the end of magazines, but now, the magazine market is almost like the "contentions of a hundred schools of thought," to

exaggerate. While the golden age of independent magazines has come, another review journal was born. It is *Gyocha*, issued by publisher Itta last October. It seems that *Gyocha* decided to stick with one genre – academic books. The table of contents in its first issue makes it clear. Let alone classics such as *Discourse on Inequality* written by Jean-Jacques Rousseau, and *For the Mourning of Mourning* (Greenbee Books) by Jin Tae-Won, research professor at Sungkonghoe University, the journal covered books that were not even translated yet, such as *Le monde des salons. Sociabilité et mondanité à Paris au XVIIIe siècle* (Antoine Lilti, Fayard, 2005), *Gender, Health, and Healing, 1250-1550* (Sara Ritchey, Sharon Strocchia ed., De Gruyter, 2020), and *Reassembling the Social: An Introduction to Actor-Network Theory* (Bruno Latour, Oxford University Press, 2005).

In the preface of the premiere issue titled "From one crossroads to another," Park Dong-Su, a planning committee member, said, "*Gyocha* pursues to be a communal space where unfamiliar books come and go." He added, "It aims to stir curiosity about books that have crossed the boundaries and fields, present the coincidental experience of meeting charming books you didn't know, and provide another possibility of knowledge through in-depth reviews about classics that you have only heard of their titles."



Premiere issue of *Gyocho*

The will to focus on academic books can be clearly shown in the premiere issue of *Gyocho*. The topic of its first issue was "Society of knowledge, knowledge of society," which unravels profound ideas "about knowledge, society, and the relationship between knowledge and society." It's different from its length compared to the reviews of new books which are about 10 manuscript papers long. Most reviews in the first issue of *Gyocho* range from as little as 80 manuscript pages to as much as 120 pages long. Longer reviews do not guarantee their quality, but they certainly distinguish themselves from other reviews, which can only include brief summaries and short comments.

The writers are interesting, too. If the members of the planning committee and writers of the *Seoul Review of Books* were mainly renowned figures, major writers of *Gyocho* are relatively young doctoral researchers in their 30s and 40s. Of course, not all young

are the same. Still, they may feel a little less burdened to criticize a book by "crossing the boundaries from an individual's story to intellectual contemplation, from contemporary atmosphere to serious academic issues." "If we show the course of an individual digesting a book, rather than an impressionistic criticism, readers who eagerly read books will be able to show similar reactions," said Kim Hyeon-Woo, president of Itta, in an interview with *Hankook Ilbo*. And for that, having young researchers as writers might not be a right and beautiful thing, but it is still a timely decision.

Of course, *Gyocha* has clear limitations. It releases a new issue every half a year. Even though it concentrates on academic books, it might be difficult to meet readers' needs with two issues a year, no matter how much academic books have fallen. To become a magazine that helps "one to walk from one crossroads to another," it seems that some measures, if not special, should be taken.

For the New Review Culture to Arrive

The launch of the *Seoul Review of Books* and *Gyocha* is indeed welcoming. However, it is too early to expect these magazines to take Korea's review culture to the next level. It's not about them lacking quality. It's just that the publishing market is undergoing an unprecedented slump – some say that it's the first time after the big bang, and it's for no one to know how much review

journals that question the value and meaning of books can advance in the market. The fact that the past movements in the publishing and media industries to launch a review journal have all come to fail is stark proof of it.

Also, as books have even become volatile on Social Media today, nobody knows how far and how the heaviness of a review journal will reach among readers. However, we should not let go of the little hope waiting for a new review culture to arrive led by review journals. If reviews and review journals can play their given roles, they will be able to give new life to the dignity of books, the direction of society, and a brighter future for humanity.

Publishing Policy

Korean Books Seen From a Foreign Blog's View

Written by Kim Young-lhm

Korean content, or K-content, is making outstanding progress in parts of the world in various fields. Korean books are not an exception. While they are spreading their influence in the international market, blogs in other countries that introduce various Korean books are also actively making posts about them. Foreign blogs that criticize and empathize with Korean books in a different style from the domestic market promote Korean books with fresh insights. They not only spark interest but also provide high-quality interpretation and approach. Following are some of the blogs that contribute to the spread of Korean books' reputation worldwide by covering a wide range of Korean books.

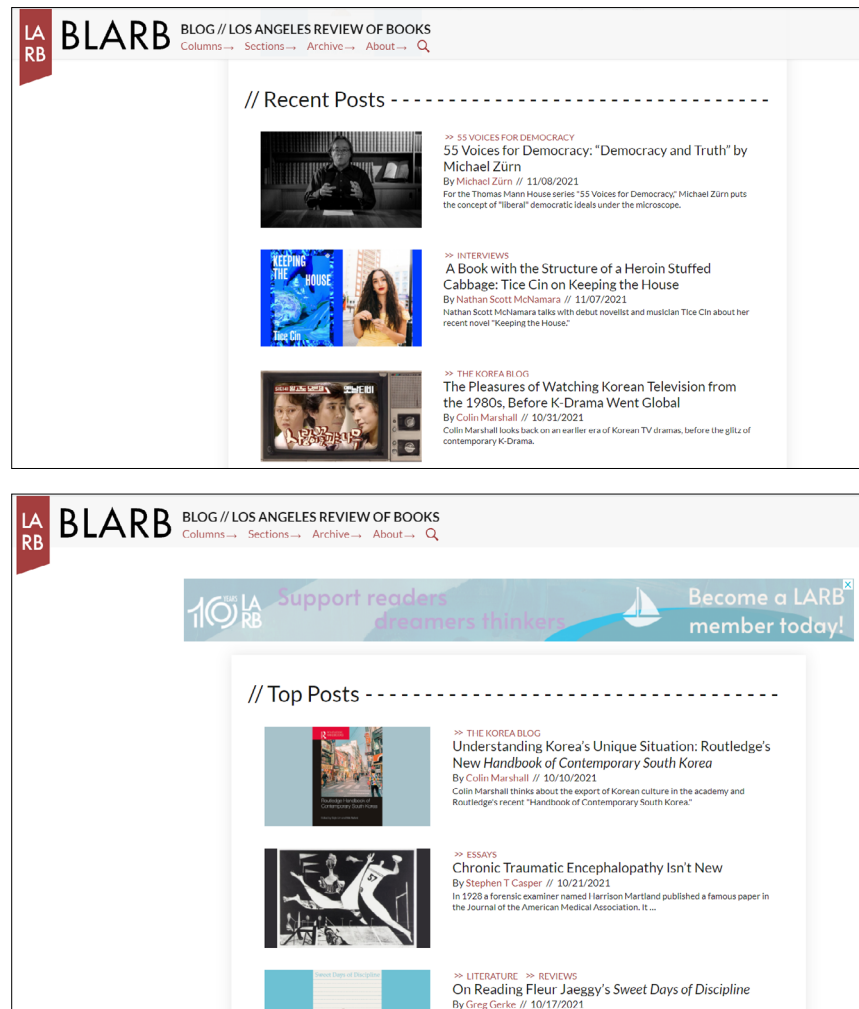
Warm but keen evaluation of Korean books

A variety of content drives empathy from the generation living in this globalized era transcending time and space. Korea's various cultures are captivating the minds of global citizens in the name of "K-Culture," exhibiting its high popularity and influence. It has come to a level where everyone has experienced and empathized with diverse content produced in Korea at least once.

Books are not an exception. Poet Ko Un was mentioned several times as a nominee for the Nobel Prize in Literature, and Han Kang's novel *The Vegetarian* (Changbi) won the Man Booker International Prize. These worked as a trigger that boosted interest in Korean books and literature, which were only regarded as something for certain groups, with a specific interest. Reflecting such a trend, more and more blogs overseas are introducing Korean books. They cover Korean books and books from across the world, making an in-depth analysis of Korean books based on their sense and knowledge of books above a certain level. They look at Korean books from a warm but sharp view, helping understand Korean literature while contributing to Korean books' advancement into overseas markets at the same time.

Interest in books leads to a wide range of cultural content

BLARB (blog.lareviewofbooks.org)

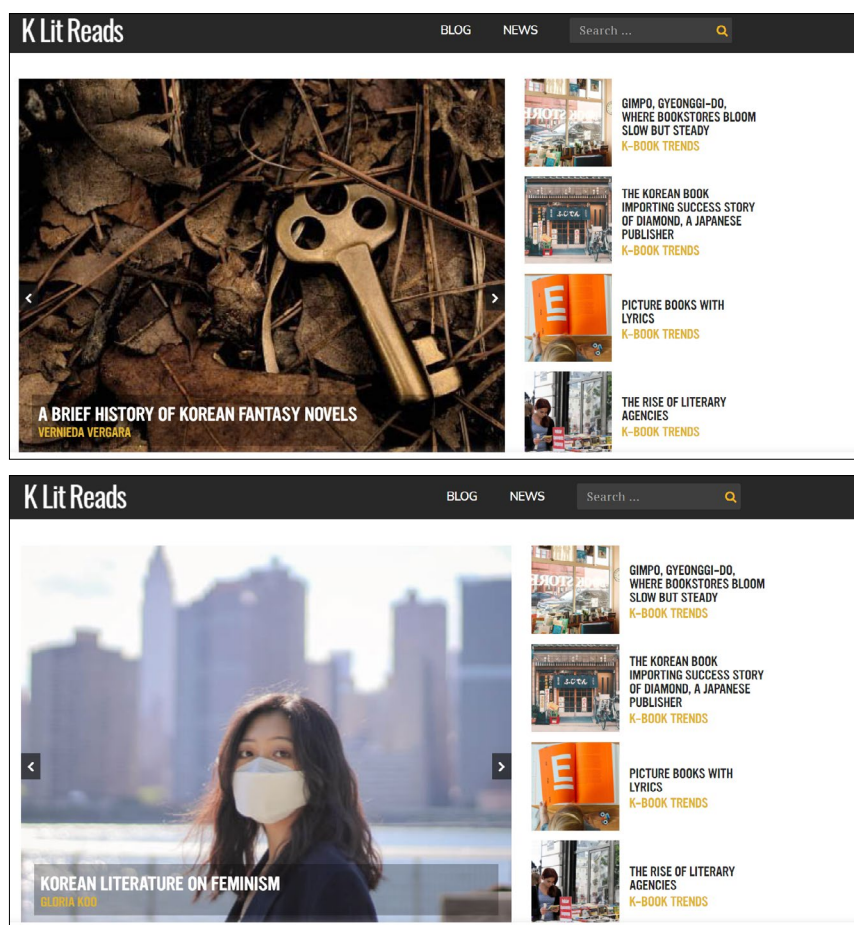


Screenshot of BLARB

The representative foreign blog that introduces Korean books is BLARB. BLARB, a reviewer of books from Los Angeles, covers a wide range of Korean content from the overall literature, including books, social trends, TV shows, tourist sites including cities, K-Pop, and Korean bloggers doing various activities. Besides, BLARB also features old Korean TV shows produced so long ago that they have even been forgotten by Koreans, and

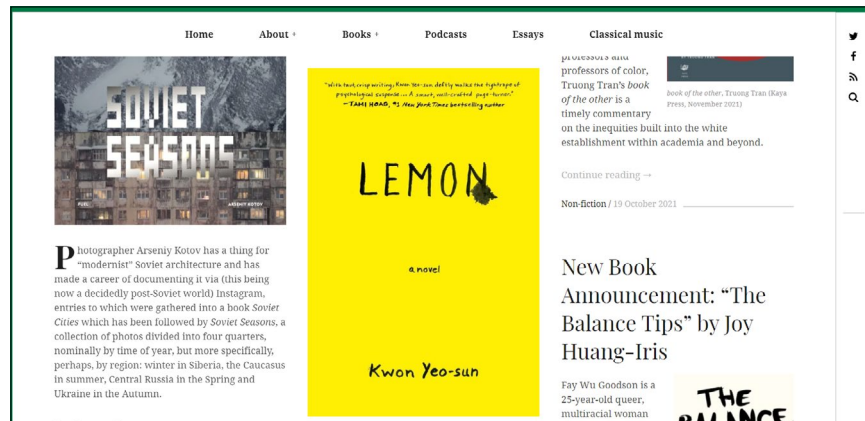
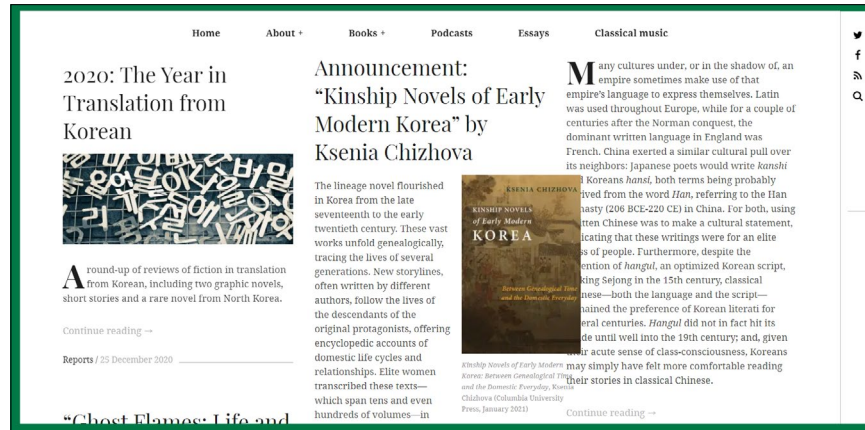
covers things that are unique even to Koreans. The particularly impressive thing about BLARB is that it not only provides summaries of various Korean books, categorizing them by topics but also offers a brief review of them. Thus, it has a strange power that makes readers take an interest and want to try the book with the summaries while keeping its role as a book guide. As such, BLARB is playing a critical role in broadening the horizon of Korean literature, introducing varieties of books published in Korea.

KLit Readers (klitreads.com)



Screenshot of KLit Readers

We cannot leave out KLit Readers as well. KLit Readers is a blog that offers a detailed introduction to Korean books, covering a huge amount of Korean bestsellers. It is hard to believe it is a foreign blog. It has been promoting Korean literature to readers across the world who have been sending much love and support, mesmerized by Korea's literary works. KLit Readers makes recommendations of Korean literature such as poetry and fiction for different seasons and times, and regularly updates the introduction of overall Korean literature. Such delicately chosen books provide a chance for readers to have a richer experience of Korean books, inducing them to complete the whole series of them. In short, KLit Readers encourages people to read Korean books regularly, rather than a one-time-only encounter. Thanks to its efforts, anyone reading a Korean book series along with the recommendations of KLit Readers, can end up reading a considerable amount of Korean books so easily. Another charming point is that the blog offers a high-quality list of recommendations, making you wonder what the next series would be. What's more, you can find the information you want to know almost instantly as the blog has a news search function about Korean literature. It is, therefore, a useful blog that helps visitors have a deeper understanding of Korean literature overall.



Screenshot of Asian Review of Books

Some blogs have solidified their position as a provider of general literary content from Asia. For example, the Asian Review of Books introduces various books that cannot easily be found in Korea as a blog that recommends a wide range of books published in Asian countries, just like its name. You can meet several Korean books in the Asian Review of Books as well, as it makes a good mixture of books published in each Asian country, helping readers learn the publishing trends and books in Asia. Korean books selected through the keen insight of the blogger

shows a different aspect comparable to the Korean market, thereby letting Korean readers embrace the fun of meeting new books. Various genres of Korean books are also introduced, to the point that we can feel their heightened reputation as they rub shoulders with various books from other Asian countries. Asian Review of Books not only introduces books from an in-depth perspective but also provides classical music and a variety of additional information, doubling the interest.

While there are diversified channels in which you can meet and purchase books, blogs with unique colors are forming an important pillar that rediscovers the value of books and leads it to the creation of a market. The rapid progress of blogs, which introduce various books in a more accessible, and more profound manner, will promote the growth of books and the publishing market, strengthening their position.

NEW BOOKS

09:47



Regardless of the environmental crisis
that struck Earth,
the protagonist's family goes on a trip.



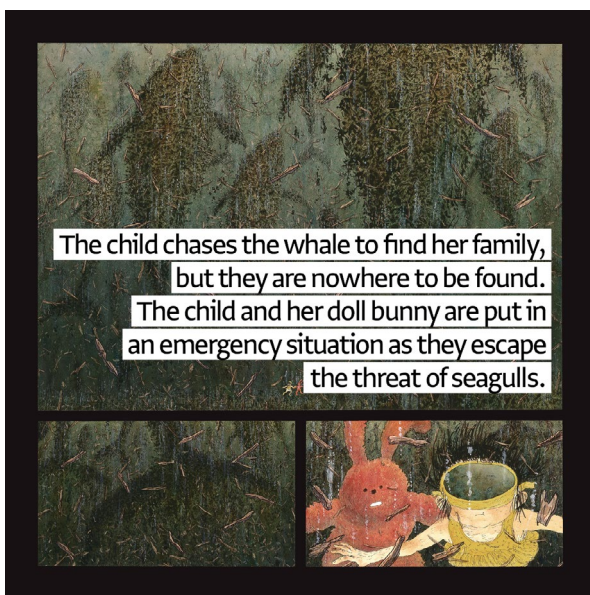


From 8:40, when the family hops on a ship to head to Bijindo Island, the clock starts ticking,

and when it strikes **09:41**
the child comes out from the bathroom, all wet.



Then the clock stops at 12 o'clock. The whale that was carrying the island on its back awakes and cries – turning the island into chaos.



The child chases the whale to find her family,
but they are nowhere to be found.
The child and her doll bunny are put in
an emergency situation as they escape
the threat of seagulls.



She swims desperately toward Bijindo Island and succeeds in boarding the boat she had been on with her family. When the child leaves the bathroom soaked with water and meets her mother, the clock is again at

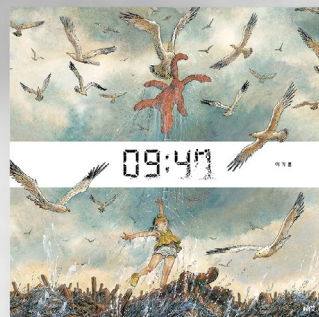
09:47

How about we take a closer look at the environmental crisis,

go on a dynamic adventure and look for hope for humanity and warnings about the global environment?



The endless interplay between reality and imagination



09:47

LEE, Gihun | Gloyeon

BEST SELLERS

1st Week, November 2021

Bestseller Trends in the Four Biggest Online Bookstores in Korea

It's the first week of November, and we're just one step ahead of the end of the year. And there's one book that has ranked first along with *Trend Korea 2022*, which has not conceded its place since last month – *World History Read Backwards*, written by Rhyu Si-Min, a bestseller writer. Since its first edition published in 1988, it has been a frequent favorite of Korean readers. This revised edition includes a complete change. The book *World History Read Backwards*, which has gone through a comprehensive revision since its first publication in the past century, contains events of the 20th century that could not be covered in the previous edition. As the "first edition" was created by writer Rhyu Si-Min who has "the power of story" that captivated a million readers, *World History Read Backwards* is still touching the hearts of Korean readers from 33 years ago until now.

In 2021, Korea was flooded with books on business and money. New books of this type were published on the market each month, and the bestselling books selected by readers changed each time after a fierce competition against each other. In the first week of November, new books on business and money went on the list as well. For example, *Absolute Principles of Stock Investment* is a book that contains the writer's secrets to investment, who has achieved a return of about 4,500 times. Writer Park Young-Ok, who is known to be a successful investor that has made hundreds of billions of won by only investing in Korean stock, talks about principles of investment that he wants to share with the readers. Meanwhile, *Don't Just Do It! Your Every Move is the Message* covers the last 10 years and the next 10 years from the perspective of a data analyst – the writer. It looks at large parts of the upcoming future through the past and the present, and is currently receiving much love from readers by unraveling the story through big data which he analyzed for about 20 years.

Among the top five humanities books, books written by a young man and a middle-aged man draw our attention. The book *I Decided to Live as Me*, written by Sohn Him-Chan, which came up three years after his *I'll Take a Break Today* (Studio Odr) advises readers to live their own life, in a stronger voice than his first book. As a person with dual nationalities, Korea and Japan, experiencing confusion of identity, he convinces young readers

that "you can understand others and the world when you are capable of living your own life." Meanwhile, *The Analects of Confucius Read at the Age of 50* is a book written for middle-aged readers who have reached the mid-point in their life running non-stop to be strong and not waver. The author points out that direction is as important as speed in life, through the teachings of Confucius and the wisdom of Confucian analects.

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

Top 10 Bestsellers for the 1st week of November

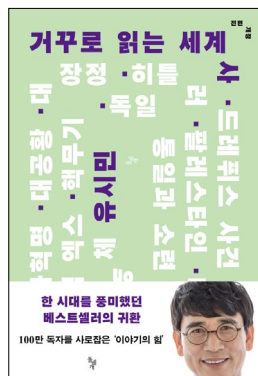
1



Trend Korea 2022

Author | Kim Nan-Do, Jeon Mi-Young,
Choi Ji-Hye, Lee Hyang-Eun, Lee Joon-Young,
Lee Su-Jin, Seo Yu-Hyun, Kwon Jeong-Yoon,
Han Da-Hye, Lee Hye-Won
Publisher | Miraebok
Genre | Business & Money

1



World History Read Backwards

Author | Rhyu Si-Min
Publisher | Dolbegae
Genre | History

3



Absolute Principles of Stock Investment

Author | Park Young-Ok
Publisher | Sensio
Genre | Business

4



Don't Just Do It! Your Every Move is the Message

Author | Song Gil-Young
Publisher | Book Stone
Genre | Business

Top 10 Bestsellers for the 1st week of November

5



Dollagoot Dream Department Store 2

Author | Lee Mi-Ye
Publisher | Sam & Parkers
Genre | Novel

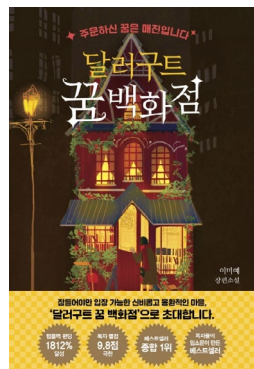
6



Masterpiece Art Daily Pad Calendar (365 Days)

Author | Kim Young-Sook
Publisher | Big Fish
Genre | Art/Pop Culture

7



Dollagoot Dream Department Store

Author | Lee Mi-Ye
Publisher | Sam & Parkers
Genre | Novel

8



Children of the Rune Illustration Book

Author | Yukei Nakagawa
Publisher | Elixir
Genre | Art/Pop Culture

Top 10 Bestsellers for the 1st week of November

9



The World That I Just Left

Author | Kim Cho-Yeop
Publisher | Hanibook
Genre | Fiction

9



I am a Shining, Little Star
(Limited Edition Commemorating the Sales Record of 100 Thousand Copies)

Author | Soyo
Publisher | Book Romance
Genre | Essay

9

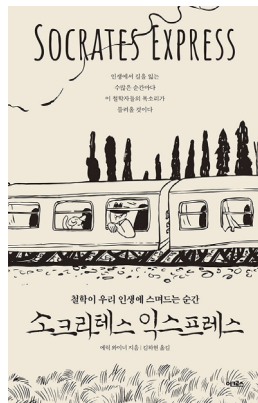


Seol Min-Seok's Korean History Adventure 18

Author | Seol Min-Seok, Storybox
Publisher | I-Human
Genre | Children's Comics

Top 5 Humanities books for the 1st week of November

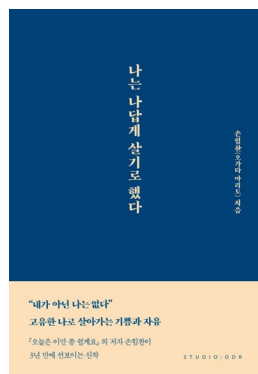
1



The Socrates Express

Author | Eric Weiner
Publisher | Across

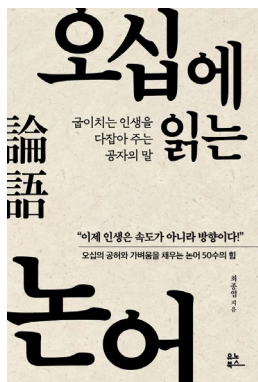
2



I Decided to Live as Me

Author | Sohn Him-Chan
Publisher | Studio Odr

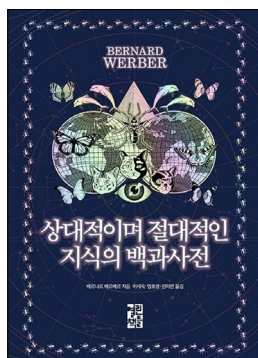
3



The Analects of Confucius Read at the Age of 50

Author | Choi Jong-Yeop
Publisher | Uknow Books

4



The Encyclopedia of Absolute and Relative Knowledge

Author | Bernard Werber
Publisher | Open Books

Top 5 Humanities books for the 1st week of November

4



2022 Daily Pad Calendar of Life

Author | Minumsa Editing Team
Publisher | Minumsa

KOREAN TRANSLATOR

Seung Joo-Yeoun



Profile

- E-mail: krasibaya@daum.net
- Profile registered on the Russian Book Union
bookunion.ru/news/chts_my_znaem_o_koree_i_chto_v_koree_znayut_o_nas_/

- Seung Joo-Yeoun, author on Brunch

brunch.co.kr/@krasibaya

- Link to Seung Joo-Yeoun's profile on Naver

search.naver.com/search.naver?sm=tab_hyt.top&where=nexearch&query=%EC%8A%B9%EC%A3%BC%EC%97%B0+%&oquery=kbs+%EA%B5%AD%EC%A0%9C%EB%B0%A9%EC%86%A1&tqi=hhiRdp0Jy0ssBTglYlssssssBV-131972

Seung Joo-Yeoun graduated from Jinmyung Girls' High School in 1999 and graduated from Anyang University's Department of Russian Language in 1999. In 2004, she received a master's degree in Russian language linguistics from Saint Petersburg State University, Russia. Then, from 2005 to the present, she has been teaching Russian at Pushkin House, a specialized center for Russian, filming online lectures such as "The Road to Russia 1, 2," "Basic Questions for TORFL (Pushkin House)," and "First Step to Reading Russian (Siwon School)." She has also published an *Official Commentary for TORFL level 2* and *Seung's 119 Russian*. She has also provided training and lectures for employees of Citibank, KOTRA, Hanwha Group, DSME Construction Co., Ltd., Woori Bank, On&On, Korea Gas Corporation, Samsung SDS, Hyundai Engineering, and Global Engineering. Then, since 2006, she has been translating and publishing Korean books in Russia with a translation aid from the Literature Translation Institute of Korea (LTI) under the Ministry of Culture, Sports, and Tourism, such as *My Sister Bongsoon* (Hainaim) by Gong Ji-Young, *Mouthwatering* (Munji Books) and *My Palpitating Life* (Changbi) by Kim Ae-Ran, *My Sweet City* (Munji Books) by Jeong Ihyeon,

Nobody Knows What Happened (Bokbokseoga) by Kim Young-Ha, *Aging Family* (Munhakdongne) by Cheon Myung-Kwan, *The House That Opens Tomorrow* (Changbi) by Bang Hyun-Seok, and *The River of Fire* (Munji Books) by Oh Jeong-Hee. Also, she has translated *The Ghost* (Hyundae Munhak) and *Why? Science – Bacteria and Virus* (YeaRimDang) by Jeong Yong-Jun into Russian with translation support from the Publication Industry Promotion Agency of Korea (KPIPA). In 2017, she won the 15th LTI Korea Translation Award for Aspiring Translators from the LTI with the translation of *Nobody Knows What Happened* written by Kim Young-Ha.

She has been translating Russian books into Korean and publishing them since 2015. In 2016, she translated and published *A Book for Child Librarians* with translation aid from the National Library for Children and Young Adults. In addition, she translated the script and subtitles of a Russian opera, "Boris Godunov," performed by the Korea National Opera in 2017, instructed the diction for actors and actresses, and interpreted the music director's interview. In 2022 she translated subtitles of symphony No. 14 (Shostakovich), performed by the Ensemble TIMF. In 2018, her translation of *One of Many*, written by Viktoriya Tokareva, was published, followed by *Offended Sensibilities* written by Alisa Ganieva in 2019 and *The Aviator* by Eugene Vodolazkin in 2021. In 2020, her translation of *Offended Sensibilities* was nominated for the 'Short List' of the 5th Read Russia Award for "Works published after 1990." In the first half

of 2023, *Big Green Tent* (tentative title, authored by Lyudmila Ulitskaya) and *My Children* (tentative title, authored by Guzel Yakhina) will be published.

In 2020, she organized a book talk event inviting readers in cooperation with a library in Saint Petersburg, Russia, specializing in Asian literature, as part of an official event hosted by the Russian Book Union. She has been planning and participating in various official events of the Russian Book Union and the Seoul International Book Fair since 2019. In October 2021, she gave a lecture titled "A story of 20th-century Russian literature shared on a deep autumn night," a part of the global humanities lecture series organized by Suwon City Library and Suwon International Center sponsored by the Ministry of Culture, Sports, and Tourism. She is currently working at BillionRE, an asset management company, in charge of Russian content.



My Sister Bongsoon, Mouthwatering, My Palpitating Life, My Sweet City, Nobody Knows



What Happened, Aging Family, The House That Opens Tomorrow, The River of Fire, One of Many, Offended Sensibilities, The Aviator

Appearances on shows

Appeared on "Brown Bear Drinking Vodka,"
a podcast channel specializing in Russian topics

- Episode 21 – Translators (Part 1)
www.podbbang.com/channels/9456/episodes/21830177
- Episode 22 – Translators (Part 2)
www.podbbang.com/channels/9456/episodes/21834778
- Episode 30 – [Language] TORFL: Grammar, Reading, Listening
(Supervisor Seung Joo-Yeoun)
www.podbbang.com/channels/9456/episodes/21888702

- Episode 31 – [Language] TORFL: Writing, Speaking (Supervisor Seung Joo-Yeoun)

www.podbbang.com/channels/9456/episodes/21892995

- Episode 165 – Russian modern literature and *Offended Sensibilities* (Translator Seung Joo-Yeoun)

www.podbbang.com/channels/9456/episodes/23064582

- Episode 178 – Bestselling Russian modern literature read in Korean, *One of Many* (Translator Seung Joo-Yeoun)

www.podbbang.com/channels/9456/episodes/23497968

Appeared on "Joyful Classic," a podcast channel of Chang Il-Bum

- Episode 66 – Russian fiction written by Tokareva, *One of Many* (Translator Seung Joo-Yeoun)

www.podbbang.com/channels/17561/episodes/23589350

Interviews

- Interview with KBS World 1

world.kbs.co.kr/service/contents_view.htm?lang=r&menu_cate=people&id=&board_seq=389560

- Interview with KBS World 2

world.kbs.co.kr/service/contents_view.htm?lang=r&menu_cate=people&id=&board_seq=396960

- Interview with KBS World 3

world.kbs.co.kr/service/contents_view.htm?lang=r&menu_cate=people&id=&board_seq=367128

- Interview with KBS World 4

world.kbs.co.kr/service/contents_view.htm?lang=r&menu_cate=people&id=&board_seq=7353

- Documentary of Seung Joo-Yeoun (Produced by a documentary film director from Uzbekistan)

www.youtube.com/watch?v=dEol9SjP-ec

- Interview of "Translator Seung Joo-Yeoun" organized by a bookstore in Saint Petersburg specializing in Asian literature

www.youtube.com/watch?v=ABMd5B5w89Q

- Interview posted on Russkiymir, a Russian foundation

russkiymir.ru/publications/285583/

- Interview article on Platum

platum.kr/archives/16636

Contribution

- Contribution on *Arts & Culture*, a monthly magazine on culture and art

www.artsnculture.com/news/articleList.html

#K-BOOK

#Cooking

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

*Baek Jong-won's Solo Dining Menu***1. Publication Details**

Title | Baek Jong-won's Solo Dining Menu
 Author | Baek Jongwon
 Publisher | Seoul Cultural Publishers, Inc.
 Publication Date | 2018-08-03
 ISBN | 9788926366219
 No. of pages | 136
 Dimensions | 190 * 260

2. Copyright Contact

Name | Shin Sukyoung
 Email | sukyoung@seoulmedia.co.kr
 Phone | +82-10-8903-3610

3. Book Intro

This book features quick and easy recipes for people who dine alone at home. Included are ten recipes for ramen noodles, the staple of solo diners, as well as other tasty noodle dishes that don't require special ingredients, and rice-bowl and stir-fry dishes that are perfect even without any side dishes. The book also features a variety of bread-based recipes, another favorite item for solo diners. Delicious bread-based recipes include an elegant brunch menu made with plain white bread, desserts made from frozen left-over bread, and other dishes that can be substituted for a meal. The recipes don't start and end with solo meals,



however. Just because people enjoy eating alone, it doesn't mean they're always eating alone. The book includes recipes that are ideal for two to three diners, whether you're eating with family, friends, or a lover, from a spicy tteok-bokki recipe to lighter dishes that are a perfect match for alcoholic beverages. Even beginner cooks can prepare dishes like a professional chef with a little help from Baek Jong-won.

* k-book.or.kr/user/books/books_view?idx=865

I ALSO COOK SOMETIMES

1. Publication Details

Title | I ALSO COOK SOMETIMES
Subtitle | BONO THE PAINTER'S HOME COOKING
Author | Yana
Publisher | Hansol Soobook publishing.co.
Publication Date | 2020-09-29
ISBN | 9791170286943
No. of pages | 296
Dimensions | 120 * 185

2. Copyright Contact

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Email | hikerpum@gmail.com
Phone | +82-2-2001-5822



3. Book Intro

Mr. Bono is a painter, but he also loves cooking. He cooks simple meals depending on the day's weather or his mood, and his cooking is as creative as his painting. This book is a special easy-to-follow home cooking recipes that reflect the ideas of the artist, while at the same time a collection of essays about friendly and warm-hearted people that he'd met. While reading this book, readers will feel like they've just been served a bowl of meal that is packed with memories about people and places.

* k-book.or.kr/user/books/books_view?idx=5031

Hello Salad! From Dressing

1. Publication Details

Title | Hello Salad! From Dressing

Author | Jeong Lena

Publisher | SIGONGSA Co., Ltd.

Publication Date | 2020-07-14

ISBN | 9791165791001

No. of pages | 200

Dimensions | 170 * 240

2. Copyright Contact

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Email | hml@sigongsa.com

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3. Book Intro

Salads are always loved, sometimes as a simple meal, sometimes as a side dish on a bountiful table. When making a salad, the most important thing is the dressing. If you have good ingredients and a dressing to go with them, you can complete a fabulous table. All you need is this one book, full of easy and exciting recipes and beautiful pictures, and you can make a dressing and salad fit for any occasion.

Salads are closer to our lives than most people think. When you order delivery or eat out at a restaurant, if a salad is not included, you feel like something is missing. These days, you can easily find stores that only sell salads, and their menus are so specialized that it's possible to customize the salad to your taste. In addition to people who want to lose weight or who are interested in eating healthy, there are more people looking for salads simply because they taste good. Salads are simple. All you have to do is sprinkle a dressing that fits your taste on leafy vegetables with their own unique flavors and finish it off with a topping that can enhance the flavor of the salad. Here, it is the dressing that is most crucial in determining the taste. Just as the clothes a person wears can determine the mood or image of that person, the taste and flavors of the vegetables can greatly differ depending on what dressing you mix them with. The dressing adds a complex taste and flavor to a salad that might otherwise be boring. Why not create a salad that pleases your taste buds with a unique dressing of your own that fits the ingredients and the occasion?

This book explains how to make dressings by dividing them into vinaigrettes and creamy dressings. First it introduces the ingredients and basic proportions for vinaigrettes along with ways to apply the dressings and salads that go well with them. It also includes a lot of information on the basic ingredients, so readers

can create their own dressings according to their taste. It also includes a table of ingredients and their proportions, along with ingredients to pair them with, personally organized by the writer, Jung Lena. So, as long as you have this one book, there's no need to panic. You will be able to make dressings that go with any ingredients.

* k-book.or.kr/user/books/books_view?idx=3912

Airfryer All-round Recipe Book

1. Publication Details

Title | Airfryer All-round Recipe Book

Subtitle | Way to Use 200% of the
Revolutionary Cooker Airfryer

Author | Kang Ji Hyun

Publisher | Megastudy co., Ltd

Publication Date | 2019-02-01

ISBN | 9791129703620

No. of pages | 180

Dimensions | 152 * 224

2. Copyright Contact

Name | Taru Virgil Mihai

Email | mihai@megastudy.net

Phone | +82-2-6350-8417



3. Book Intro

Published by the popular cooking blogger and author, Winter Strawberry, *Airfryer All-round Recipe Book* is the first book to specialize in airfryer recipes. This book covers how to cook our familiar ingredients, such as sweet potatoes, chicken, pork and other top Internet searches. In particular, recipes that can be made with an airfryer is organized by ingredient, such as meat, vegetable, seafood, and frozen products, along with approximately 400 picture cuts.

The most important thing in airfryer's recipe is temperature and time! The optimal temperature and baking time for each dish are presented in front of the recipe so that they can be checked immediately, and the book even meticulously lists the flipping timing, which often causes confusion for novice cooks. In addition, a tricky basket setting method is presented along with pictures for each dish so that a reader can check how to arrange ingredients in the airfryer basket or how far the ingredients are away from each other at a glance.

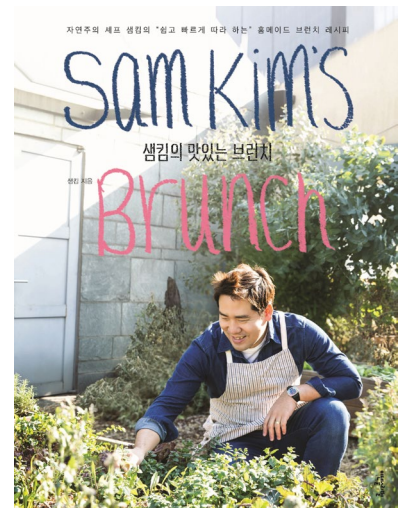
In addition to recipes, the book compares airfryer sizes, the differences of food cooked by a frying pan or an airfryer, airfryer care tips, other tools that can be used together, and even includes a variety of tips to solve questions people often have before buying an airfryer.

* k-book.or.kr/user/books/books_view?idx=2244

Sam Kim's Delicious Brunch

1. Publication Details

Title | Sam Kim's Delicious Brunch
Subtitle | Naturalistic Chef's 53 Homemade Bruch Recipes
Author | Sam Kim
Publisher | Eat&SleepWell
Publication Date | 2016-05-03
ISBN | 9788991310902
No. of pages | 228
Dimensions | 216 * 276



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3. Book Intro

Sam Kim, one of the celebrity chefs, shares some brunch recipes taken out of his recipe notes that are easy for everyone to follow. Instead of what we'd normally expect to see at brunch restaurants, such as grilled sausages, fried eggs, pancakes and toast, Sam Kim's recipes make healthy and homemade brunch dishes. The author uploads pictures of what he cooks for his family every weekend and keeps detailed notes of his cooking methods and tips, which are revealed in full in this book. In particular, Sam Kim notes what rules must be followed in the kitchen and explains how to prepare ingredients, so that even a novice cook can produce delicious dishes.

Sam Kim believes that cooking creates precious stories in our lives and helps us to be happier. He is widely known as a naturalistic chef who cooks every dish as if it's for his loved ones. Not only does he share his healthy brunch recipes in this book, but the book also conveys his cooking philosophy.

Sam Kim avoids complicated dishes that require too many ingredients. Instead, he focuses on 7 tips on how to make delicious and healthy brunch dishes. Some of the dishes may sound unfamiliar, such as cannelloni, bruschetta, and gratin, but they are in fact pretty easy to make. With his simple recipes, we'll be able to make fancy and delicious dishes that will impress everyone.

This book lets us experience 'Sam Kim's food' that has impressed countless people over the years by capturing both taste and style. As an added bonus, we'll be able to enjoy these happy brunch dishes with our loved ones.

* k-book.or.kr/user/books/books_view?idx=232

Kid's Cooking

1. Publication Details

Title | Kid's Cooking
Subtitle | Learning Through Fun and Exciting Cooking
Author | Lee Jieun
Publisher | LEESCOM Publishing Group
Publication Date | 2016-01-04
ISBN | 9791156160861
No. of pages | 136
Dimensions | 210 * 275

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3. Book Intro

This book covers 45 healthy and delicious dishes tailored to the tastes of children. It's also a cookbook for aspiring child chefs and mothers who want to enjoy cooking healthy foods that perfectly suit the palates of children.

A cookbook for children should be easy to follow, and the food should be delicious and healthy. The dishes covered in this book can be completed in no more than four steps, so even first-time child chefs can easily follow along.

Part 1 Let's learn science of cooking: fermentation, oxidation, coagulation, freezing point, etc.

Part 2 Let's learn math by cutting and sticking: fraction, figure, addition, reduction, graph, etc.



Part 3 Let's learn art from cooking: drawing, making, decorating, etc.
Part 4 Let's learn English with cooking: alphabets, antonym, compound

* k-book.or.kr/user/books/books_view?idx=4191

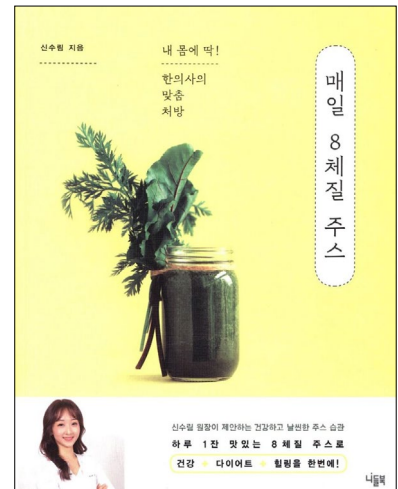
Daily Juice for Eight Body Types

1. Publication Details

Title | Daily Juice for Eight Body Types
Author | Shin Su-rim
Publisher | Daewon C.I. Inc.
Publication Date | 2019-06-28
ISBN | 9791136201928
No. of pages | 240
Dimensions | 170 * 215

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3. Book Intro

In this day and age, a slender and healthy body is everyone's dream. It is praiseworthy to think about a diet in a healthful way but anyone who has actually tried going on a diet knows that taking weight off is easier said than done. Moreover, when your daily life is hectic, regular exercise and strict diet are low on your priority list; for those who want a quick result, many are tempted by the starvation diet. That is the reason why countless people who want an easy solution go back and forth between dieting and yo-yoing conditions. This book will help people who are on 365-day diet to gain health and succeed in their diet with the simple and easy juice recipes that do not require complicated preparation. All that one has to do is blend all the ingredients in a mixer, then carry in a bottle or tumbler when going out. They are not just simple recipes but one devised by an East Asian doctor who came up with the formula in accordance with eight different body types. Readers can assess which body type they are by reading the book and doing the analysis. If it is followed by regular routine of drinking the juice, then the slender and healthy body, not to mention, peace of mind will be the reward.

* k-book.or.kr/user/books/books_view?idx=2744

Chips and Dips

1. Publication Details

Title | Chips and Dips
Author | Young Donghee
Publisher | SIGONGSA Co., Ltd.
Publication Date | 2015-12-20
ISBN | 9788952775337
No. of pages | 168
Dimensions | 190 * 225

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3. Book Intro

In general, people think of a chip as a thin slice of fried food. However, there are actually many ways to make a chip. If you want to eat them immediately, it is good to fry your chips directly in oil or use an air fryer. If you'd like to put them in the pantry and keep them around for a while, you can dry or bake your chips using a food drier or an oven. Chips prepared in this way boast various textures and tastes. You can enjoy chips that are able to become crispy, chewy, light, sour, salty, or sweet according to your own personal tastes.

Chips you have prepared yourself are good for everyday snacks since you can enjoy them without worrying about additives or calories. Chips also make decent snacks for children and adults since it is simple to make chips while condensing the original flavors of the ingredients in chips. In addition, chips can be easily used as salad toppings or sandwich fillings. Just making chips once provides you with advantages that you can make use of for quite a while.

This book introduces various chips that are very popular on social media nowadays as well as recipes for never-before-seen chips and various other kinds of chips. Immerse yourself in a world of various never-before-seen chips, which make great healthy, homemade, and worry-free snacks that you can comfortably enjoy every day.

* k-book.or.kr/user/books/books_view?idx=430

Recipes for a Better Tomorrow

1. Publication Details

Title | Recipes for a Better Tomorrow

Subtitle | The spectrum of daily life 1

Author | Jeon Hyeeyeon

Publisher | SANZINI

Publication Date | 2019-06-04

ISBN | 9788965456025

No. of pages | 168

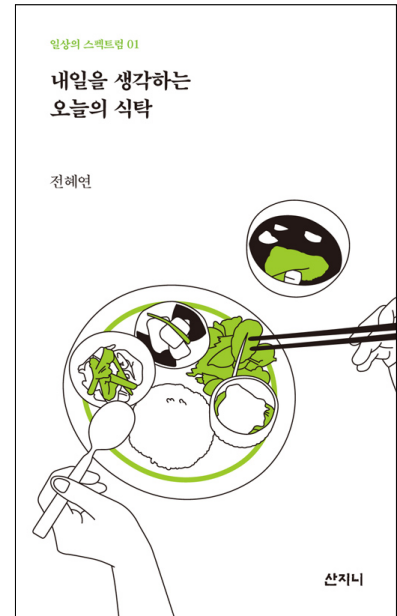
Dimensions | 110 * 178

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3. Book Intro

After finishing her studies in Kyoto, Japan, the author worked at an IT company in Tokyo for six years. Her workaholic lifestyle took a toll on her health, so she took time off from work and started making her own meals to improve her health. While searching the internet for information on food and health, she learned about the macrobiotic diet, which changed her life and gave her health back. The change wasn't just the numbers on her physical exam form. She became healthier in mind and spirit, which brought change to her lifestyle, and now she pursues a life in harmony with nature. She quit her job and decided to learn about the macrobiotic diet more professionally. She completed the highest-level course at Rima Cooking School in Japan, the birthplace of macrobiotic diet. Currently, she creates new recipes and curricula to communicate with more people. Above all, she wishes to share her joy of cooking, communicating with seasonal ingredients and feeling nature with all five senses, and to help people learn about the macrobiotic diet. In this book, she presents her homemade macrobiotic meals and displays her whole kitchen for all to see. The author shares her stories about meals that radiate different colors depending on the season, fresh seasonal ingredients that whet your appetite, living without a microwave or disposable goods, and how she discovered her passion, albeit a bit uncomfortable, back in her life. It is a collection of intriguing tales about macrobiotic life.

* k-book.or.kr/user/books/books_view?idx=2502

Easy and Delicious Baby Food for Teuny

1. Publication Details

Title | Easy and Delicious Baby Food for Teuny
Subtitle | Making three different baby food dishes for nine meals at once using cubes and rice cooker dividers
Author | Jeong Eunhee
Publisher | SEOSAWON
Publication Date | 2019-01-03
ISBN | 9791196533007
No. of pages | 448
Dimensions | 188 * 250



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3. Book Intro

You might think that baby food is made with all the love and care of a mother. But the reality is different. A four-month-old baby does not let its mother have even a short break to relax. Since the baby cries for food, for a diaper change, and whenever it needs a nap, mothers are already overwhelmed. How could they prepare food especially for the baby on top of all that? In the end, a lot of mothers choose to buy pre-packaged baby food. But they do not feel happy about feeding their baby, especially one not yet one year old, with store bought food. Then Korean mothers found a savior, the blog written by Hui, named Hui Life. Her recipes using rice flour, and the cubes and dividers of a rice cooker, opened up a new world, different from the existing baby food recipes that are so difficult to follow. With Hui's recipes, mothers are not afraid to feed their babies with self-cooked baby food in the middle and later stages, when the baby has to be fed two or three times a day. Hui's blog has become a site of pilgrimage for 7 million mothers visiting every day. All her recipes are included in this book.

* The new world of baby food recipes suggested by Korean power blogger Hui! What is the divider of a rice cooker? It might be the first time many Western mothers have heard of such a thing. Originally, it was used for cooking various kinds of rice at once, such as whole grain rice, bean rice, and mixed grain rice. Adapted to cook baby food, however, the "rice cooker divider" became the most amazing invention for mothers that opened up a new world of preparing infant nutrition. Instagram has thousands of postings with hashtags such as #baby

food with rice cooker, #rice cooker divider, #a new world of baby food with rice cooker, and #3 baby food dishes at once. It became a much-appreciated item that rescued mothers from the swamp of cooking baby food. As a result, power blogger Hui became a savior who gifted hundreds of happy hours to mothers and babies with her easy and tasty baby food recipes.

* k-book.or.kr/user/books/books_view?idx=2582

INFO

KPIPA joined the 2021 Guadalajara International Book Fair

Korean Fantasy (Literatura Fantástica Coreana)



The Publication Industry Promotion Agency of Korea (KPIPA) participated in the Guadalajara International Book Fair held from 11.27. (Fri) to 12.5. (Sun) this year

and introduced
Korea's killer content publications.



Illustration Greetings, Bear Books Inc., KIM, Sung-Mi
Where did it go?, Balgeunmirae, Lindsay
The Legend of Friends, Woongjin Thinkbig WJTB, Gee-eun Lee



Books that had been exported to Spanish-speaking countries and sample manuscripts translated into Spanish were also available at HH27 of Guadalajara Expo, Mexico.

