

2022.01

vol. **42**

K-Book Trends

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to those in the global publishing industry.



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TOPIC

Korean Publishing Industry Current Trends in 2021 and Projections in 2022

Written by Lee Eun-Ho
(Kyobo Book Centre's eBook division, Doctor of Science)

Current Trends of the Korean Publishing Industry in 2021

The coronavirus pandemic has created unprecedented changes in every aspect of life. It has led to increased dependence on online and digital technology. The publishing industry that accounts for the largest part of the content industry, has also been affected by the changes under COVID-19. To understand better, let us look at what changes the Korean publishing industry went through in 2021.

Sympathy/Comfort, Investing/Personal Finance, Rediscovery of Originals

Online book sales have increased with social distancing rules in place since the pandemic. As a result, total book sales

have increased by 6.6% compared to the same period of last year, according to Trends and Sales of Best-selling Books of 2021 by YES24, an online bookstore. The most sold book in 2021 is *Dollagoot Dream Department Store* (Sam & Parkers), a heartwarming fantasy story written by Lee Mi-Ye. In 2020, the best-selling book was *The Having* (Suo Books), a book about ways to attract luck and money written by Lee Seo-Yun and Hong Ju-Yeon. In 2019, it was *The Reason Why We Travel* (Munhakdongne), a travel journal written by Kim Yeong-Ha.



Dollagoot Dream Department Store, The Having, and The Reason Why We Travel

When we look at the genres of the top 100 best-selling books in 2021, they can be generally summarized under three trends. First, sales of investing and personal finance books have significantly increased due to growing economic uncertainties. The books that have become popular include *The 77 Most Important Questions for Novice Stock Investors* (One & One Contents Group

Publishing), which introduces what novice stock investors should know before investing, *Trend Korea 2022* (Miraebook), which talks about the future of economies and industry trends, *2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything*, and *Metaverse* (PlanB Design). Second, books that bring readers comfort and hope have gained popularity under COVID-19. Fantasy and heartfelt stories such as *Dollagoot Dream Department Store* and *Dollagoot Dream Department Store #2* (Sam & Parkers) by Lee Mi-Ye and *The Midnight Library* by Matt Haig have been highly popular. Korean novels such as *ALMOND* (Changbi Publishers, Inc.) by Sohn Won-Pyung and *Perfect Happiness* (EunHaengNaMu) by Jung Yu-Jung have been loved by many readers. Third, books that have been made into films or OTT content have gained a lot of attention. These films and OTT content have become popular on social media platforms, TVs, and OTT platforms. SBS drama, *Hongcheongi* is based on a novel titled *Hongcheongi* (Paran Media), and tvN drama, *Navillera*, loved by viewers, is based on a novel titled *Navillera* (Wisdomhouse). The novel *Navillera* is an adaptation of a webtoon. These novels have also gained a lot of attention. *Dune*, a science fiction film by Denis Villeneuve, was released in October and sparked popularity. Along with this, Frank Herbert's sci-fi novel of the same title has sold well in the market. Webtoon *DP Dog Day* (Cine21books), on which Netflix Original *D.P.* is based, saw its sales grow by 677.8% after the drama's release in August. *Hellbound* (Munhakdongnae), on which the Netflix

drama Hellbound is based, also witnessed its sales increase by 445.3% after the drama's release in November.

Genres of the top 100 Best-Selling Books by YES24

Genres	2021	2020	YoY
Economy/Business Management	20%	13%	7%
Fiction/Poetry/Play	17%	14%	3%
Kids' Books	17%	21%	-4%
Korean/Foreign Language Dictionary	9%	9%	0%
Essays	9%	8%	1%
Self-Help	6%	9%	-3%
Humanities	4%	10%	-6%
Test Preparation	3%	2%	1%
Teenager	3%	4%	-1%
Home Management	3%	5%	-2%
Science	2%	2%	0%
Social Politics	2%	0%	2%
Comic Book/Light Novel	2%	0%	2%
Children's Books	1%	1%	0%
History	1%	1%	0%
Art	1%	1%	0%
Total	100%	100%	-

Source: *Channelyes* (<http://ch.yes24.com/Article/View/46497>)

Growth of Digital Content Market

Consumption patterns and ways of using content have significantly changed. We are seeing a growing digital content consumption with the growth of new media such as smartphones

and the emergence of a digital native generation accustomed to digital life. The publishing industry is also witnessing growing sales of eBooks, audiobooks, chatbooks, and web fiction.

According to Current Trends of the Publishing Industry 2020 by the Publication Industry Promotion Agency of Korea, the revenues of eBook distribution are estimated to be around KRW 419.8 billion in 2019. However, the figures don't include numbers from telecommunication and portal businesses. Accounting for the missed figures, I expect the number to be around KRW 530 to 580 billion. When we look at the genres, the revenues of genre fiction (Romance, Fantasy, Martial arts) recorded KRW 112.5 billion (26.8%), with general genres at KRW 65.1 billion (15.5%), and web fiction at KRW 242 billion (57.7%). Web fiction recorded the largest growth among all genres.

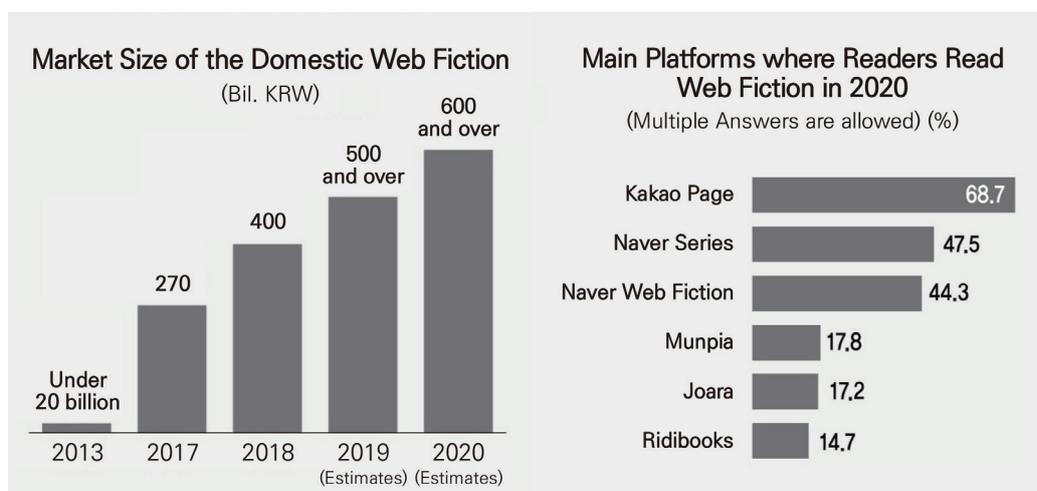
Revenues of e-Book Distributor

(KRW 1 Million)

Categories	2015	2016	2017	2018	2019	YOY Growth	Annual Average Growth
Genre fiction (Except web fiction)	57,385	62,185	71,954	81,216	112,591	38.6%	18.4%
General genre	35,126	41,382	47,875	53,579	65,192	21.7%	16.7%
Web fiction	33,312	53,218	99,522	135,407	242,038	78.7%	64.2%
Total	125,823	156,785	219,351	270,202	419,821	55.4%	35.2%

Source: Current Trends of the Publishing Industry 2020 by Publication Industry Promotion Agency of Korea, 2021.6.

More and more people have become interested in audiobooks with the development of digital environments and technology, along with increasing visual fatigue. People can read easily using audiobooks in a busy daily life. While the domestic market size of audiobooks is estimated to be around KRW 30 billion, the figure is expected to grow to KRW 108 billion. Since January, Millie's Library, a book subscription platform, has opened DIY audiobook services where readers can make and sell their own audiobooks. It has created a DIY environment for audiobooks where prosumers become the main participants in the platform. Genie Music, one of the third largest music online stores, acquired 38.6% of the shares in Millie's Library by investing KRW 46.4 billion in September, making it the largest shareholder of Millie's Library. In October, it launched Story G, an AI audiobook service, which provides consumers with various audio content, including audiobooks, audio entertainment shows, and audio soap operas.



Source: *Sedaily*, <https://www.sedaily.com/NewsVlew/22H87GEGPL>

K-content has gained global popularity, with Korean content such as Parasite, D.P., Squid Game, and Hellbound having achieved global success. In the meantime, Naver and Kakao, South Korea's two portal giants, have acquired domestic and global web fiction businesses to increase their influence on intellectual property (IP). Naver has completed its acquisition of Wattpad, an online social reading platform in North America, in a transaction valued at USD \$600 million in May. In addition, the company has gained ownership rights over Munpia, a domestic platform, by acquiring 56.26% shares in the company in a transaction valued at KRW 170 billion. Kakao has acquired Radish, an online social reading platform in North America, in a deal valued at KRW 500 billion in May. More investments will be made as well-made IP can generate large revenues via various channels.

The decline of Retail Stores

More publishers are in the market than bookstores in South Korea. Therefore, publishers have to distribute new books to as many bookstores as possible. However, it is difficult for publishers to use direct distribution to many bookstores across the country. So, they use direct distribution mainly with online bookstores, with a small amount going to retail stores. Interpark Song-in Books, the second-largest retailer, went bankrupt in May. Song-in Books filed for corporate rehabilitation in 2017 after failing to repay KRW 10 billion bill due to financial difficulties. After that, they were acquired by Interpark. Four years later,

Interpark Song-in Books suffered financial difficulties again due to COVID-19 and a shrinking number of readers. It filed a corporate rehabilitation in June 2020 and went bankrupt after the rehabilitation failed in May 2021.



Photos of Song-in Books, Bandinlunis, Bulkwang Bookstore, Books & Day and Night from the upper-left corner in a clockwise direction (Sources: Google)

Bookstores where readers discover new books also suffered financial difficulties. Shrinking demand for books and COVID-19 have caused offline bookstores to close their businesses. Seoul Bookstore, the third-largest bookstore in South Korea, went bankrupt in June (Kyobo Book Centre being the largest, followed by Youngpoong Bookstore). Founded in 1988, Seoul Bookstore ran Bandinlunis but failed to repay promissory notes nearing maturity after years of financial difficulties. This made

it go bankrupt. Bulkwang Bookstore, a gathering place for neighborhoods, also closed its business after having operated for 25 years in Eunpyeong-gu, Seoul. This can be attributable to an increasing number of large bookstores' branches and more online book sales. Independent bookstores are also faced with difficulties. Books & Day and Night in Mapo, Seoul sells coffee and alcoholic beverages allowing visitors to read books while drinking. Korean actor Park Jung-Min opened the bookstore in 2019, gaining a lot of popularity. In the bookstore, recommended books are listed on a menu, and customers can keep books they read in the bar. All these made the customer have fun. However, it closed its businesses after having experienced financial difficulties.

People working in the publishing industry have gone through hard times after middle-and-small sized bookstores, as well as independent bookstores and large bookstores, closed their businesses, which negatively affected middle-and-small sized publishers.

Several types of legislation are being revised

The Ministry of Culture, Sports and Tourism made an official announcement of revisions in some standard contracts in 2018 after having revised standard contracts in seven different culture/art fields from 2013 to 2017. However, some publishing organizations opposed the revisions as they were using their own standard forms under the principle of freedom of publishing

contract. As a result, the Ministry drafted six different contracts that reflected changing environments for the publishing industry and four different standard contracts for the creation and transaction of audiobooks in 2020. As a result, the Ministry made an official announcement of the finalized 10 types of standard contracts in February 2021.

10 Types of Standard Contracts for the Publishing Industry

Categories	Name of Standard Contracts
Standard contracts for the publishing industry	Publishing rights agreement
	Exclusive publication agreement for electronic publication
	Electronic publishing exclusive publication right and publishing right agreement
	Copyright transfer agreement
	Publication use agreement (for domestic use)
	Publication use agreement (for overseas use)
Contracts for the creation and distribution of audiobooks	Audiobook exclusive publishing right agreement
	Audiobook Distribution agreement
	Audiobook production agreement
	Audiobook Copyright License Agreement

Google's Play Store fees have been a heated debate topic. The mobile app market is continuously growing with more use of smartphones. Under this circumstance, app store providers have enforced fees from in-app purchases. An in-app purchase is something you buy when using an app on your computer or mobile device. This purchase is made by providers' own payment systems. In the global app market, Google and Apple have

become rule setters leading the digital economy. However, even after having lowered fees, they are faced with antitrust lawsuits brought by global companies.

Google, unlike Apple, has enforced in-app purchase fees only from game apps. However, Google announced a policy to take 30% of in-app purchases for some providers in July 2020, which led to a controversy. If in-app purchases become mandatory, the publishing industry has no choice but to increase prices for electronic publications. Therefore, many publishers strongly opposed the policy and submitted a petition to the Korea Communications Commission. As a result, the Fair Trade Commission started an investigation into unfair trade practices in app markets and mobile operating system markets. In addition to this, the assembly proposed a Partial amendment to the Telecommunications Business Act to prevent app market providers from undermining unfair competition. This has led to the world's first legislation that prevents Google from making in-app purchases mandatory after the bill has passed the National Assembly on August 31st, 2021. This has contributed to more antitrust laws globally for app markets.

Projections for the Korean Publishing Industry in 2022

While we have experienced unexpected change during COVID-19 with the rapid growth of online and digital technology, we will have more freedom of choice and see accelerated expansion.

I believe that the publishing industry should be prepared for digital thinking and digital-centered transformation away from the conventional way of thinking. That way, the industry can broaden its customer base and have the opportunity for further growth under changing environments. The industry needs more diversity for it to cope with diverse external environments. It can help minimize barriers that prevent the industry from accepting new changes.

The 5th Promotional Plan for the Publishing and Culture Industry (2022~2026) starts from 2022. I hope the year 2022 will provide the industry with an opportunity to increase its market presence. In line with this, I would like to look into a few projections for the industry. First, content publishing platforms will become more sophisticated and popular. We're seeing an increasing number of platforms where people freely express and post their ideas. However, what we need are safety measures that help avoid copyright infringement and a community for an interested party as the quality of content is not that high. This will be a stepping stone for the creation of different content. Second, digital marketing based on new media will become more popular as it is a good tool to attract young customers. We should be cautious in using social media based on video content as it is highly effective in viral marketing. With the emergence of a Virtual Native generation, more participation is expected in utilizing virtual spaces such as the metaverse. Third, people will read books using various tools such as smart

media with the growth of digital content. E-books will become more popular, especially for educational purposes. We will see a growing market for audiobooks next year. This will lead to more reading using smart media for various generations. In particular, this tool can be used effectively for older adults having problems with reading. Fourth, the amount of original content will increase with a growth of hybrid curation as more people start to use subscription services. While demand for content is rising, people prefer subscriptions to lower costs. With fierce competition between subscription providers, it is important for a provider to create original content to keep ahead of the competition. We might face a filter bubble if we depend too much on AI technology in providing personalized curation as we enter a so-called nano society beyond hyper-personalization. Therefore, human curation will be added to the existing curation services. Fifth, horizontal expansion will be accelerated to adjacent businesses. While it is important to go beyond the traditional boundaries of publishers, distributors, and libraries in the publishing industry, what's more important is the accelerated expansion to adjacent industries. This will help businesses attract more readers.

SPECIAL PROJECT

[Korean Scholars ①]

The Life of Dr. Park Moon-Ho and the Journey to Finding the Origin of Thought

The Fruits of humanity and the ongoing evolution of our brain
that created them all

Written by Kim Young-lhm

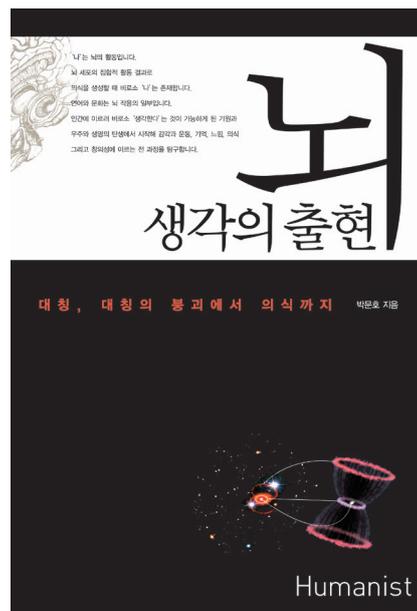
Our brain gives humanity the most curious proposition and infinite task to be solved. Scientists have been taking on countless challenges and attempts to solve this tangled, complex problem, showing various results to humanity through hopeful explorations. Dr. Park Moon-Ho is one of the best brain scientists in Korea, and he has been focused on studying the brain through various attempts combining his rich scientific knowledge and liberal arts. The profound and in-depth stories about our brain narrated by Dr. Park, a natural scientist, provide an opportunity to boost understanding about brain science. The marvelous story of brain science takes an intellectual perspective to track the traits of humanity.

The intellectual leading the scientific development of the public spreads a message about our “brain”

What stance should the public take when approaching science? Even though parts of our daily life are already related to science, “science” as a subject is still a difficult and distant topic for the general public. Many scientists mull over ways for people to have easier access to it, but no one is sure what the answer is. In this situation, there is an author who is making an innovative contribution to the brain science genre by steadily publishing books about the brain based on research and from the perspective of a natural scientist. Dr. Park Moon-Ho says that the most urgent task is not translating science with soft, easy-to-understand language but is raising the public’s level of scientific knowledge through strict and accurate education. For this, Dr. Park has been leading a class, composed of the general public, with a motto of “scientific development of the public,” while writing popular books about brain science.

The sensation brought about by Dr. Park Moon-Ho, one of the best intellectuals in the science world, first hit society in 2008, when he published *The Brain: The Emergence of Thoughts* (Humanist). The book unravels the story about brain science, which was deemed a difficult and complex subject by the general public, through easy-to-understand sentences. It takes the readers on an intriguing exploration crossing 380 million years of time and space, from the birth of the universe and life

to movement and senses, memory, feeling, consciousness, and creativity. It covers the thoughts of neurophilosophers, those of postmodern philosophy, and scientific thinking (biology, particle physics, quantum mechanics, relativity, etc.). It finds the origin of what made it possible for humans to “think.” Through this book, Dr. Park Moon-Ho unraveled the long journey of life, which he realized while studying the brain, and the history of the evolution of vertebrates to adapt to environmental changes from the perspective of life and cells.



The Brain: The Emergence of Thoughts

The creation of a new dimension with the insights from a guru in the field of brain science

Dr. Park also published a book that helped more readers accumulate scientific knowledge by boosting the delivery and

message through pictures. *Brain Science in Pictures: A to Z* (Humanist) features human consciousness and behavior based on functions and mechanisms of our brain through 600 pictures. A compact book of 5-years-worth of lectures on brain science, it talks about the broad scope of our brain from its structure and functions, to evolution, memory, dream, consciousness, language, and neurotheology, through pictures. The book offers a time for readers to have a deep exploration of our brain through various facts, such as “One neuron is connected to other neurons through thousands to tens of thousands of synapses, and the evolution of the central nervous system can be divided into the instinctive brain of reptiles, the emotional brain of mammals, and the rapidly evolving neocortical brain in humans.” It is a giant book with 784 pages, but with pictures, it lessens the burden of reading and guides the readers to utilize it as a chance to understand our brain.



Brain Science in Pictures: A to Z, Dr. Park Moon-Ho's Brain Science Class, Mechanism of Life

Meanwhile, *Dr. Park Moon-Ho's Brain Science Class* (Kimmyoung), which helps readers understand the structure and functions of the brain through 240 illustrations showing its mechanism, is also a high-quality book that offers an opportunity to study the brain more deeply. The writer, one of the top experts in brain science, explains the anatomical mechanism of brain functions in detail and introduces how the readers can have a good understanding of them. The book is composed of dense contents ranging from the brain science study methodology to the philosophical level discussion on consciousness and memory. It is not an exaggeration to say that all knowledge of brain science has been compiled into a book that allows you to dig up and understand the brain with a scientific perspective and approach step by step as if exploring the brain.

The brain is evidence of human survival. It talks about life. Dr. Park Moon-Ho also wrote *Mechanism of Life* (Kimmyoung), where he talks about life phenomena, which are deeply related to the brain. This book also provides “decisive knowledge” with 236 pictures drawn, synthesized, transformed, or invented by the doctor. He describes important mechanisms of life events at the molecular level, from respiration and metabolism, breakdown and synthesis of glucose molecules, ATP synthesis, the mitochondrial TCA cycle, cytoplasmic glycolysis, and the emergence of life to growth, aging, death, and inheritance.



Dr. Park Moon-Ho

Dr. Park Moon-Ho, who is working hard on science education with the public, was a co-chair of the “Reading Community – 100 Books,” where the members read books together and communicate, while continuously publishing books. He is currently running “Park Moon-Ho’s World of Natural Science (www.mhpark.co.kr),” a community where he delivers broader knowledge on science and talks with the members. As an opinion leader expert in natural science, Dr. Park Moon-Ho contributes to making Korea a competitive country. The influential publications of Dr. Park, who is preparing a way for everyone to learn accurate knowledge and use it in society – not limiting science to academic research, are becoming the drivers that lead our society to make positive evolutions.

EXPORT CASE

The Korean Book Importing Success Story of AST, a Russian Publisher

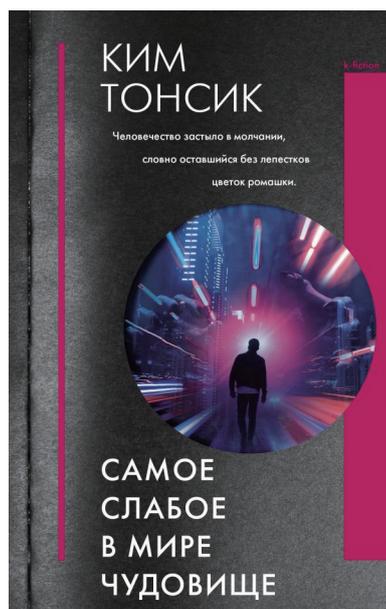
The Weakest Spirit in the World by Kim Dong-sik

Written by Kirill Ignatiev
(Editor-in-Chief @Lingua, AST Publishers, Russia)

The story behind the Russian edition of *The Weakest Spirit in the World* (Yodabooks) by Kim Dong-sik is not very common for a commercial publisher. Still, I hope it could help small and niche imprints that prefer building long-lasting relations with their readers to a hit-and-run strategy.

At *Lingua*, we predominantly publish textbooks, dictionaries, etc., for those learning foreign languages. In late 2016, our first Korean textbook came out to test our hypothesis and became a huge success, so we devised a concise publication strategy for this language. To our great surprise, few Korean literary translations were published at the time. We decided to exert ourselves as learning the language also means learning the culture, and literature is its pinnacle. Since then, we have

published many Korean literary translations and brought several Korean authors to Moscow, which earned us a good reputation in the community of learners and teachers of Korean and those interested in Korean content in general.



Cover of *The Weakest Spirit in the World*, Russian edition

The idea of publishing Kim Dong-sik's works was suggested by our dearest author and translator Ms. Jeong Insoon in October 2019, and we were very indecisive at first. Mr. Kim writes short stories, which proved not to be so sought-after by Russian readers. However, our team fell in love with them at first sight. Mr. Kim's stories are cute but spot-on and, most importantly, very easy on the reader linguistically-wise. That seemed like a perfect choice for our series of Korean bilingual graded readers, so we contacted the proprietor and acquired rights for some of the stories that seemed most suitable for the series.

The lockdown of 2020 in Russia interfered with our plans, and we published the first book only in November 2020. Half of the initial print-run sold by the end of the year, which we were content with, so in February 2021, we released another graded reader of Kim's stories and then, in September 2021, one more.

It was unfair to the author that we published the pieces as graded readers because we mixed stories from different original editions to meet educational goals and neglected the original composition.

Fortunately, we had a chance to revisit. When the first two graded readers with Kim's stories came out, we noticed that they caused a great buzz on the Internet. People were recommending the books not only as a study aid but also as a pleasant read. We saw an opportunity in this and decided to publish the first original collection, *The Weakest Spirit in the World*, as part of our series of contemporary Korean fiction.

At *Lingua*, we nurture our relations with the readers and strive to provide them with complete experiences. Every year since our first literary translation in 2017 (with a single and obvious exception of 2020), we have been inviting Korean authors to Moscow for promotional events. It is always a pricey endeavor, and the sales often do not cover the costs, but as luck would have it, our old partner *Korea Foundation* in Moscow shared our love towards Mr. Kim's artistic merit and the expenses.

For Mr. Kim's visit in September 2021, we had several activities planned so that every stratum of his readers could have an event

to their taste.

First, Mr. Kim presented his book in one of the oldest and biggest bookshops in Moscow, which happened to be like-named and situated in the very heart of the city. The hall was full of people despite the fact it was Mr. Kim's first event and also happened on a weekday.

Second, Mr. Kim had a live broadcast with AST's subscribers on his book and career as an author. The broadcast was viewed by 56k people, who were very engaged in the comments.

Third, Mr. Kim participated in a panel discussion on modern literature and shared his way into the literary scene in Maksimilian Voloshin's public library, which holds an extensive collection of East Asian authors. On the panel alongside Mr. Kim, we gathered some of the most well-known experts on Korean literature and the art of translation in Russia: Ms. Jeong Insoon, who I have mentioned earlier, Ms. Irina Kasatkina, the head of the Korean language department at Moscow State University, and Ms. Luydmila Mikhaesku, a highly influential independent translator.

Last but not least, Mr. Kim gave a lecture on how to pursue a literary career to the students of Moscow State University.



Kim Dong-sik presented his book in one of Moscow's oldest and biggest bookshops.
© www.moscowbooks.ru/news/10012/



Kim Dong-sik participated in a panel discussion on modern literature and shared his way into the literary scene in Maksimilian Voloshin's public library.
© cbasco.ru/multimedia/fotogalereya/events-gallery/item/kim-tonsik

During Mr. Kim's stay, our PR team managed to schedule 3 interviews with the local press: one with *Knizhnaya Industriya*, a major Russian trade paper, one with *Koryo Saram*, the main

paper of the Korean diaspora in Russia, and one with an media website on Korean pop-culture, *Ottoke*.

Direct receipts from book sales over such a short period and given a relatively modest print-run would not cover the travelling and accommodation expenses if it were not for the sponsor, but it was never the plan. As I said at the beginning of this article, we believe in investing in long-lasting relations with our readers. Such events help us strengthen our presence and make marketing upcoming books by our authors easier. We have plans to publish Kim Dong-sik's next two collections of short stories over 2022 and are certain his visit in the past will boost pre-orders and organic mentions for the new titles.

BOOK TRIP

Pohang, Gyeongsangbuk-do

A once steel city now emerging as a cultural powerhouse with filming sites

Written by Kim Young-lhm



An industrial complex gives off heat along the Hyeongsan river, the first impression of Pohang. But that is just a part of the city. If one aspect of a city leaves too strong an impression, the rest becomes invisible. Pohang is home to many tourist attractions

such as Homigot Sunrise Plaza, a famous venue for the sunrise, and Guryongpo, a Japanese old traditional house street where a K-drama called "When The Camellia Blooms" was filmed years ago, exuding an exotic atmosphere, and Cheongha-myeon and Cheongha market as filming locations for "Hometown Cha-Cha-Cha," a popular Korean drama, in addition to Sabang Memorial Park, Botanical Garden of Gyengsangbuk-do and more. The stunning landscape of Naeyeon Mountain and Bogyungsa Temple are the tourist spots you must visit there. Most of all, Pohang city is seeking a transition towards a cultural powerhouse from an industrial city since it emerged as a leading filming site for various dramas. Behind the move is the power of independent bookstores that engage in diverse activities while protecting their neighborhoods.

Reborn & Ribbon: A Strong Driver of Reviving Used Books to Build a New Culture



Inside and outside view of Reborn & Ribbon

A book doesn't end its life because it is old. Instead, books are reborn when they meet another reader. Such a virtuous cycle of books might be the most valuable thing. Reborn & Ribbon, which started as a second-hand bookstore with used books donated from individuals, has enabled used books to be reborn without being thrown away. As such, the role that Reborn & Ribbon pursues is found in its name, implying "reborn" and "connect" (pronounced as "*Ribbon*"). The bookstore owner has been running the place by giving a coupon to exchange donated books for other books on sale so that more books can be read. After a year of running, the owner felt the need to bring in new books and decided to start an independent bookstore. Now, the bookstore took its place as an independent bookstore exhibiting a variety of books and as a cultural space hosting various book-themed events. It went through a tough time after it opened in June 2020 at the peak of the pandemic. Nevertheless, it has become a leading independent bookstore in Pohang, largely thanks to its regular activities that drive engagement and communication with locals.



Various cultural events organized by Reborn & Ribbon

Since it changed to an independent bookstore, Reborn & Ribbon has continuously held cultural events connecting people via books, including a youth book club and another book club to read literature and humanities. Also, there is a "Late Night Book Club" with a different theme every month. As a result, various books, including *Dead Poet Society*, *One-Page Art for 365 Days* (BIG FISH BOOKS), and *A Dream Where I Wouldn't be Scolded for Loving* (Changbi), were read together throughout the second half of the last year by designating a book that can engage with music, drawing, calligraphy, and picture. Also, there was some time to write as an extension of reading. An online writing class themed "My everyday life becomes a story: Everyday Writer" was organized where participants individually learned how to write step-by-step beyond writing together, and they co-produced publications. In addition, they shared their feelings after watching a movie together through a program called "My Neighborhood Late Night Cinema." All these activities helped Reborn & Ribbon establish itself as a leading cultural space connecting local people, proving the positive influence of books to the fullest. Although it opened not too long ago, the bookstore plans to be a place to share good books, culture, and arts by making it accessible enough for people to come and go easily.

Now Bookstore: Dreaming of a Book-Reading Town



Inside and outside view of Now Bookstore

If a bookstore that you can easily visit at any time comes to your neighborhood, it can change the overall atmosphere and the vibe there. Having opened in August 2020 when the pandemic was robbing our daily lives, Now bookstore was named with the meaning that life comes true here and now, and with the hope that books help find new values and hopes. Rather than being busy selling more books, the bookstore owner hopes that the bookstore will contribute to changing the neighborhood that was once a wasteland of books into a book-reading town and that people open their lives through books here. This is because a lot of changes can materialize when life meets books. The books exhibited contain a lot of how the store owner sees the world. As it is a neighborhood bookstore, the shop exhibits books released by small publishers or written by authors who are not well known but look promising, and the bookstore works to find and introduce publishers with such a prospect.



Various events held in Now Bookstore along with "Now: Flogging"

What is noticeable in Now bookstore is a witty space dedicated to "Bora Book Curation" that exhibits books with a purple-colored book jacket, signaling "(Please) See books ("Bora" in Korean has two meanings: 'see' and 'purple')." The curation is the part of an effort to make a book a friendly object, not to leave a feeling of obligation to read, and send a message to people to "read, enjoy, write, feel and savor books now." The idea to open your life through books also resulted in social activities. It's been 10 months since the bookstore started an activity called "Now: Flogging" and voluntarily accepted participants at famous attractions such as Pohang Beach, Guryongpo, Po Eun Bridge, and Oeosa Temple whenever there was time. Although the activity started not too long ago, Now bookstore is driving small movements and changes. And the place has set a goal to help people grow together by making it a space for children to enjoy the act of reading for growth and adults to lightheartedly read books like drinking a cup of coffee.

Snail Books & Tea: A Place Cultivating Local Stories via Books



Inside and outside view of Snail Books & Tea

Snail Books & Tea pioneered an independent bookstore in Pohang has been paving the way for and established the culture of reading since its start in 2014. As the name of "snail" implies that paper books and reading books present the meaning of slow life, Snail Books & Tea is pursuing a slow but meaningful change through the time to read together. After making slow but steady steps, Snail Books & Tea established a position as a community space for various cultural activities through books. It became the first to bring in the new culture that the community was longing for as if a welcome rain fell amid a drought. The bookstore deals with books about humanities and independent publications, enabling diverse reading experiences, and also offers a tea room (café) serving black tea to get familiar with books.



Diverse activities held by Snail Books & Tea

The most important thing is that Snail Books & Tea has been organizing an active reading club for 8 years, engaging locals in various book-themed activities like a club to study modern and contemporary world history, poetry club, drawing book club, English book reading club, and more. These activities bring fresh changes to participants slowly, although invisibly, serving as a driver to change the neighborhood atmosphere. Driven by these movements, Snail Books & Tea engaged in exhibitions, book talk shows, one-day classes and even published its newspaper *Snail Tribune*, drawing attention to local independent publishers and local bookstores. Snail Books & Tea, which aims to be a bookstore that ripens with people who cherish it through various community activities, is seeking to keep going while producing independent publications about local stories.

Guryongpo: Retro Themed Travel with a Glance at Old Days

As the primary filming location of the drama "When the Camellia Blooms," Guryongpo, drew attention for its rustic yet quiet

neighborhood atmosphere and the exotic scenery of the Jeoksan Gaok, Japanese-style houses built during the Japanese colonial era. Of which there are quite a few houses left. With the attention gained from Korean dramas and the rise of the Retro trend, Guryongpo is catching on as a tourist attraction to enjoy an exotic atmosphere after some of these houses were renovated into cafés or restaurants. There are diverse travel inspirations like beautiful scenery when climbing the stairs with a panoramic view of the sea in Guryongpo and a cultural experience of life in a harbor as Guryongpo is a special zone for Gwamegi, or pacific herring.



Filming locations for "When The Camellia Blooms"

Cheongha-myeon and Cheongha market: Unfolding The Most Ordinary Day

Even though it is exciting to have an unusual and special experience during travel, encountering a scene unfolding like everyday life can be a meaningful time to reflect on our lives. Cheongha-myeon and Cheongha market, once a quiet

and somewhat outdated place, became filming locations for "Hometown Cha-Cha-Cha," emerging as famous tourist spots. In fact, there is not much to see when you go there, but some of the scenes in the drama are brought to life, making you feel as if you are seeing hidden pictures. A glance at the ordinary days of people living there might present a time to think about our own ordinary days which are just a step away.



Filming locations for "Hometown Cha-Cha-Cha" copyrighted by Pohang City Hall

ONE-LINER QUOTES

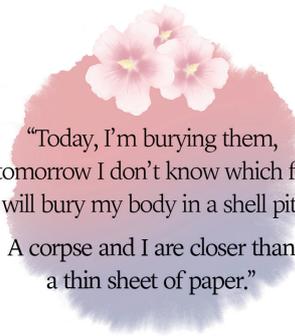
Movie Critic's Pick

Written by Oh Dong-Jin
(Movie Critic, Wildflower Film Awards President of the Organizing Committee, Busan International Film Festival Market Co-President of the Organizing Committee)



North and South

Hong Sung-won, Moonji Publishing Company



“Today, I’m burying them,
but tomorrow I don’t know which friend
will bury my body in a shell pit.
A corpse and I are closer than
a thin sheet of paper.”

Though Korean literature never won a Nobel Prize (I believe it is not a big deal), there are countless great pieces. Many literary works will deliver globally appealing stories as Koreans have gone through overwhelming events. Modern Korean history is full of incidents and has been written into works of literature thanks to the writers' efforts to reflect their experience of

overcoming catastrophic events. Koreans experienced war, poverty, dictatorship, and the democratic movement in a short period. Hence, it is only natural for novelists to capture the times in their works.

North and South (Moonji Publishing Company), written by Hong Sung-won, is one of the masterpieces that the world would recognize. This saga was written in 1977 and showed the Korean war, the horrific fall of humans as a species, and the tenacious vitality that regenerates life as characters overcome the hardships in life. Hong Sung-won is often considered an anti-communist writer, but readers have to understand the limited freedom of expression in the 1970s, near the end of Yushin (the Fourth Republic).

As if the author himself recognized such limits, he published a revised edition in 2000 that changed how the author describes the characters and their relations, eight years before he passed away. The author wanted to express the cruelty of the war and the aspiration to recover humanism rather than criticizing South Korea or North Korea for waging war or suggest the standard of good and evil to refer to a particular side for being more immoral. Fortunately, many of the readers in the 1970s and 80s did not read the *North and South* to show the author's black and white thinking. This surprised me as the readers' understanding of the piece clearly shows how incredible collective intelligence is.

North and South describes situations from when the war started

to when the armistice was concluded. Many characters are featured in the scenes, being entangled in relations with each other in the process. Men in the book are sometimes brave, show cowardly behaviors, fight for the truth and justice, lie, and show hypocrisy. People throw a net of betrayal, and many get affected. Ladies in the book sacrifice themselves to save their father or brother, overcoming every violence in the middle of the war. All the descriptions in the novel feel quite real, making the readers travel back to the 1950s through *North and South*. The novel shows the power of literature which moves people's hearts while transcending time and space and demonstrates the value of diachrony and universality. Hong Sung-won's *North and South* is classic Korean modern literature as well as one of the greatest feats of the author.



A Detailed Record of Grey Club
(posted on a Collection of Korea Post-War Problematic Literature)
Choi In-hun, Shingu Publishing Company



“... From the beginning of the creation of man, male and female were the same animal. I believe it is very foolish to see the essence of human beings only by superficial phenomena, such as social position.”

I also should not forget to mention Choi In-hun's works, considering how high in quality his novels are. His most well-known piece would be *The Square*, but we should not forget to

mention *A Dream of Nine Clouds*, *One Day in the Life of Kubo the Novelist*, and *A Grey Man*. It is not that well-known to people, but the most unique writing of his is *A Detailed Record of Grey Club* (*Collection of Korea Post-War Problematic Literature / Shingu Publishing Company*). It is no exaggeration to say that this novel represents the era as it shows all the characteristics of literary works after the Korean war.

The writer Choi In-hun is someone one would compare to the German writer Erich Maria Remarque. Both writers best express the intellectual desire to be freed from pain and suffering through post-war nihilism and deviance in their works. The two writers had their works reinterpreted to movies or plays while they were alive: Choi In-hun's *The Square* and Erich Maria Remarque's *Arch of Triumph*.

A Detailed Record of Grey Club was written in 1959. Korea was devastated after the war, and people lost their sense of life. The society was chaotic, and President Syngman Rhee's dictatorship was near its end. It was also a time when the foreshadowing of the 5.16 coup was hovering in every corner of society.

The characters of *A Detailed Record of Grey Club* were a writer, a painter, and a music enthusiast who would gather at the Grey Club. In other words, they were dilettantes. To fulfill their artistic desire, the three let a muse join the club. This is where the courtship of the men for this woman begins. Interestingly, the way the characters show their love is provocative for people in the 1950s, showing a *décadent*-like aspect.

This work offers a glimpse into an aspect of the Beat Generation, angry young men in Korea who longed for a new era and wanted to break free from the restrictions and hypocrisy of the older generation. Whether it is the past or now, Korea is a country created by the Dadaism and dynamic energy of young people. *A Detailed Record of Grey Club* shows the starting point of Korean society's direction.

Choi In-hun's *A Detailed Record of Grey Club* is also a novel that transcends decades of time and space that captures people's emotions.

KOREAN PUBLISHERS

Picturebook Gongjackso

A Picture Book Envisioning a Better World

Organized by Kim Young-Ihm



Logo of Picturebook Gongjackso

Picture books, which are easy to open and read, have abundant stories inside, making us ponder their usefulness. Picture books intended for adults are recently doing as well as the ones for children because people who learn their usefulness gain power to take positive turns in life through the emotion and wisdom learned from books. For this reason, a lot of support

is being given to Picturebook Gongjackso, which is committed to 'a picture book that is embracing and changing the world' while having established its position as a leading picture book publisher for 7 years.

Please introduce what Picturebook Gongjackso does to those in overseas publishing. Also, why was the company named so?

As the logo shows, Picturebook Gongjackso is a publisher created with a wall made of a brush and pen and a roof made of an opened book. I founded the publishing house in 2014 with the motto "a picture book that is embracing and changing the world." As a one-person picture book publisher with 36 books published so far, I'm striving to make picture books that strike a chord with readers of all ages. The English name of 'Picturebook Gongjackso' means a picturebook studio (Atelier). Just like a fastball, not a breaking ball, I named it so that anyone can intuitively know what kind of book I am publishing. In addition, the determination to make only picture books was engraved on the name.

So, it is a publisher specializing in picture books. So then, what made you interested in picture books, and what are the specialty and competitiveness of Picturebook Gongjackso in relation to publishing picture books?

We think of a book with abundant affection towards the world and profound meaning as a good book. I, myself, am often impressed by such books. When reading poetry, I dreamed of becoming a poet, and when I read novels, I wanted to be a novelist. That led me to major in Korean literature, and when I was about to graduate, I was surprised by cartoons made by Fernand Léger, the French painter. How the message is conveyed not by text, but by image seems attractive and quite impressive. Since then, I have been interested in cartoons, picture books, and graphic novels. After all, inspiring books such as *Black Leaf in My Mouth* by Gi Hyung-Do (published by Moonji Publishing) or *Primitive Man* by Fernand Léger, motivated me to become a picture book publisher.

Making a book can never have any right answer or formula like science or math, it only aims to play a meaningful role to the author, reader, and the world. As a one-person publisher, I cannot boast the best teamwork, organizational capability, and financial power. Still, the 20 years long experience of devotion to picture books has a special meaning for me. In making books, experiences serve as the constellations to navigate a vast ocean without a compass. You need good sense and intuition to

make books, and they are mostly in proportion to experiences. Working alone requires a fierce work ethic, and as such, my hard work and experiences are the special competitiveness for Picturebook Gongjackso.

What is really important in picture books is the balance between pictures and texts. Only then will the intended message be delivered well, making the book more complete. What kind of efforts are you making to best express drawings and texts?

The balance between pictures and texts is directly related to the perfection of picture books. However, the completeness for each should come first. I have a habit of looking at texts and drawings separately when reviewing foreign books or works by domestic authors. When you identify whether each component fulfills its role, assessing the synergy between the two becomes much easier. I always make sure the purpose and concept of publishing when actually making books after signing on a contract. Only then will the editing (texts) and design (pictures) enhance the perfection of the message.

Since the company was founded in 2014, Picturebook Gongjackso has established its position as a leading picture book publisher by publishing books that reveal their uniqueness. Most of all, as a one-person publisher, Picturebook Gongjackso is well-known for its good quality books. What difficulties do you face, what are your strengths, and when do you feel a sense of accomplishment while operating as a one-person publisher?

As I was making picture books for a long time, I got to think that I wanted to be free from any restrictions while making books at some point. The only way was to become a publisher, so I started my own publishing house. At first, I was so ambitious as an editor that I made 7-8 books a year. It was overwhelming to do everything alone, but I worked until I could say that I did my best. Apart from the pleasure of making books, physical fatigue and psychological anxiety about running the company were growing. After I looked back on the past 7 years, what frustrated me most was the fact that I was alone. A one-person publisher who thinks, decides, and takes responsibility for everything feels like you stand alone amid the wilderness. My life and business as a publisher came to a halt in 2018 when a car accident occurred. The fact that there is no substitute for 'me' is probably the biggest anxiety factor for all one-person publishers.

Ironically, benefits also come from the fact that you are alone. You can make every decision fast and independently, allowing the uniqueness and color of the publisher to be naturally

revealed in books. As my perspective and view of the world are reflected in everything from planning, editing, design, producing, and promotion, consistency can be preserved in the direction of the message and my tastes in books. Also, I feel a sense of achievement in various ways, such as when authors and foreign copyright companies are satisfied with my work or when encountering the readers' touching reviews in social media or other press media. And I am filled with joy when an agency suggests a book saying it fits my style or when my readers figure out the hidden intention behind the publishing date or Easter egg that I hid while editing.

You are pursuing to be "a picture book publisher that is embracing and changing the world." Now picture books have become a genre that is read not only by children but also by adults. How do you think picture books affect people?

Picture books encourage us to dream of a better world. It catches my eyes when children are running and laughing with their friends in an alley or park. Although small and weak, the children who aren't afraid of the dark clouds in the sky or the worries in the world are all pure and courageous. Picture books are the only books that, along with these children, adults who were once children can cry, laugh, and empathize with. I believe that good picture books can make adults pure and beautiful like children and dream of a better world like magic.

All the trees are different was selected as a recommended book by the Publication Industry Promotion Agency in October. Would you please tell us about the book, and, among books published by Picturebook Gongsackso, which one would you like to recommend?

All the trees are different is a nonfiction picture book that warmheartedly tells us about our uniqueness and identity through different trees. The flowers and leaves look similar, so you might think it's the same tree at first, but if you look at them with a little affection, you'll notice that each tree has different scents and shades. Reading this book will make you realize that we are all unique and precious. And I'd like to recommend *My Mother* by Kang Kyung-Soo, the winner of the Bologna Ragazzi Award. The book published in 5 countries tells the story of a great love given by mother, the first person we meet when we are born through one word, "Mom." The book is outstanding with genre-specific characteristics such as the harmony between texts and drawings and a message to be completed by readers. I'd also like to recommend *My Father* that tells the story of a father's love. Last but not least, there is *Crocodile Caesar*, a picture book seeking a change to society through crocodile Caesar, a ruling power in the forest.

* *K-Book Trends* Vol. 17 – Interview of author Kang Kyung-Soo
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=711&code=interview&category=66



All the trees are different, My Mother, My Father, Crocodile Caesar



LA PLAGES, Com o tempo

Picturebook Gongjacks was also shortlisted in the 2021 Bologna Children's Book Fair (BCBF) in the Asian region. In particular, it has a great connection with BCBF. Would you please tell us how you feel after having been selected and what aspect of it do you think is highly appreciated?

When I was first heard of that news, I couldn't believe it. Bologna Children's Book Fair chooses five candidate publishers for the "Best Children's Publishers of the Year" in each region. And it was a great honor to be nominated among hundreds of picture book publishers in Korea alone and thousands in Asia. I visited BCBF in 2017 alone, but that cannot be a reason for the nomination. It is probably thanks to my own choice and concentration strategy

that I have honed through collaboration with world-class picture book publishers.

Picturebook Gongjackso reviewed mostly European picture books that I personally prefer and are less well-known to Korean people compared to Japanese or American picture books. I collaborated with Lemmiskaat, a Dutch publisher, and Planeta Tangerina and Pato Logico, Portuguese publishers, many times so that I can keep in touch with them, and also worked with Lagrume or Rue de Monde, French publishers. They are all leading picture publishers in their own country and are well recognized globally, with most of their books published in various languages, including English. And Picturebook Gongjackso introduced some of these good-quality picture books to Korea, which is why the BCBF paid attention to it. *LA PLAGÉ*, published by Lagrume with whom I signed a contract in the fall of 2017, was awarded a prize in Bologna Children's Book Fair 2018, and *Com o tempo* published by Planeta Tangerina, whom I contracted with in 2015, was nominated as the Best Children's Book of the year in 2016, which I believe a great fortune.

What kind of books are you working on this year and, would there be any changes or a special focus in major themes or publication direction?

Among the 36 picture books published so far, only 12 were “creative stories (picture books where a single author does

both writing and illustrating, or those purely made in Korea).” As they are a small share, I plan to focus on more these type of writer-illustrator created story picture books. Foreign books have advantages like a high degree of completeness and predicting market reaction when published, but there are limits to what I can do to intervene and change a book's message and composition. So, I want to open up all the possibilities and discuss with authors to make a meaningful and original picture book with a creative story. Also, I'm working on a new label with messages and compositions dedicated to adult readers. As it took me several years to ponder and determine the label, I plan to present innovative books. To be sure, I will continue making picture books this year as well.

Picturebook Gongjackso is well known overseas, and its books are well-received as well. What kind of efforts are you making to enhance its global footprint, and how is the overseas market reacting?

Among published books, *My Mother* was printed in China, Chile, Mexico, Taiwan, and Japan, and *My Father* was published in China and Taiwan. Also, *I will dance*, *A Terrible Spider*, and *Babiana: Happy Family* were printed in Taiwan, and *Can't Stand It!* was printed in Taiwan and China, with a total of 6 books exported to 12 countries so far. Among them are 12 picture books with a creative story, which seems satisfactory. But, there is no special effort to appeal to overseas markets to export book copyrights.

As with other publishers, all I do is send an English-written list of books or promote our books on social media. If there is something a little different, I do a lot of communication with foreign authors or publishers through an agency or emails or social media. I do my best to make a book as I started my career as an editor. While reviewing and making books, I often have to ask authors or copyright companies when questions arise. This is the only way to figure out and exactly send the book's meaning to readers. Such communication helps to make me feel confident and make authors or copyright holders satisfied with the book to publish. During communication, trust naturally grew, and the more we worked together, the more solid the relationship became. Such a partnership seems to be slowly solidifying the global footprint of Picturebook Gongjackso.



From left are covers of *My Mother* published in China, Japan, Taiwan, and Chile, and Mexico



From left are Taiwanese book covers of *I will dance*, *A Terrible Spider*, *Babiana: Happy Family*, and *Can't Stand It!*

Please tell us about how Picturebook Gongjackso plans to move forward.

As I entered my 7th year as a one-person publisher, I often thought about why I make picture books and for whom Picturebook Gongjackso exists as if a baby who always cried turned 7 and looked at the mirror and his surroundings. For children and for all, I'd like to play a more desirable role as a picture book publisher going forward. And I want to clearly play a social role by donating my talent in relation to picture books or donating more profits exceeding what is needed for running the publisher to humanitarian organizations for children than now. When I was about to start a publishing house, all my acquaintances dissuaded me, saying it is never easy to run a picture book publishing in Korea. At that time, I was like, 'it's okay to fail! I'm going to make a picture book that I like no matter what.' After enduring 7 years in this field, I wanted to make meaningful picture books in Picturebook Gongjackso until I died. I hope that my publishing house will continue, not as a

label making picture books for a large publisher, but as a picture book publisher that makes meaningful picture books to all by presenting 100 or 200 picture books from the beginning. As I feel grateful for the great luck and blessings of living every day by doing what I love as a profession, I will continue with picture books.

KOREAN AUTHORS

Writer Kim Sang-Wook

A recommendation for a science book that all can enjoy, while retaining its essence

Organized by Kim Young-Ihm

Regardless of the sector, it is meaningful to lower the entry barrier to make it more accessible and give a sense of closeness to the general public. Books are great enablers in those efforts. It goes the same for science, which people often find challenging to approach. Let's suppose science is made more accessible and friendly through writings that take different approaches, closing the distance. In that case, people will find it fun to read science books. This is what writer Kim Sang-Wook tried as he broadens the horizon of science books based on his public awareness.



Would you please introduce yourself to the readers?

Hi, I am Kim Sang-Wook, a physicist. It is an honor to get an interview with *K-Book Trends*. I saw it as an excellent opportunity to let readers in other countries learn about Korean writers.

As a physicist, how did you come to write books, and what changed since you started writing?

The first book I wrote is out of print now. It was a book published in 2013, titled *Cinema and Science*. I came across an opportunity to serialize science editorials at a newspaper. A year's worth of articles was collected and published as *Cinema and Science*. I came to be noticed as a writer because more people loved my next book, *Kim Sang-Wook's Study of Science* (EAST-ASIA),

more than the first one. My true career as a writer started when one publisher asked me to write a book on the world from a physicist's viewpoint with a humanistic lens. Writing books is quite different from writing papers, which led me to become more aware as a writer as I got more feedback from my readers. I was able to hear people's opinions on my books. It is important to discover unknown facts through research as a scientist, but sharing the results of studies is equally significant. I learned that writing books helped me share the results of studies, and people seemed to be fond of learning what scientists found. What's more, I turned out to be talented at writing, and I even found the work itself to be meaningful. So, I have been communicating with the public more and more through my books.

What is the most important part of your writings?

I wanted to show people that science is something you need in your life. People often say science is hard to comprehend, but so are philosophy or business management. People read difficult books out of their needs to be cultured, but science is often excluded from the list of books to read. It's not a matter of how easy or hard it is to understand. Science is something one should know. People would try to read science books once they find it necessary. I believe reading science books is similar to playing challenging games. Some things need to be done, even if they are tough. The need to read science books is determined by whether

the knowledge is of help to society, not practicality. One may think that science is pointless, but all social issues, such as COVID-19, AI, or fine dust, are connected to science. Even national agendas are deeply linked to science. I try to show how science can contribute to society and its necessity in my writings.

Your primary job is not a writer, but you wrote plenty books. Do you have a book you like in particular and why?

Kim Sang-Wook's Study of Quantum Mechanics (Sciencebooks) is my favorite. I became a professor in 2004 and wanted to teach quantum mechanics to the public as a professor. I studied physics because I got interested in quantum mechanics after reading a book on the subject. I wrote books because I wanted to show quantum mechanics is something easy and exciting. I made plans to publish books after I started writing in a monthly science magazine, *Donga Science*. Before *Kim Sang-Wook's Study of Quantum Mechanics*, books on quantum mechanics were either about the history of the subject or too complex for non-experts to understand. No books touched the essence of quantum mechanics. I tried to describe quantum mechanics how I would explain verbally. I refined the expressions to make my words clear even to people without basic scientific knowledge. I spent a lot of time and effort writing *Kim Sang-Wook's Study of Quantum Mechanics*, which I would call my favorite book.



Kim Sang-wook's Study of Science, Kim Sang-wook's Study of Quantum Mechanics

You are writing about science, which might be hard for the general public to grasp. What kind of influence do you expect your books to have?

Science is about attitude. Some have a prejudice that science consists of laws and principles. You will find that science has more uncertainties and unclear parts than your expectations. Scientific knowledge is valuable, but it is more important to know that science is a study based on a single methodology. Its attitude is about "making a decision based on physical evidence," unlike many studies in the 17th century. This might not be much of a surprise. Still, people in that era used to find answers from scriptures, religious literature, the *Analects of Confucius*, words of *Mencius*, or the *Book of Changes*. In contrast, scientists sought physical evidence to explain the universe. If a person suggests a piece of solid physical evidence, his/her words will prove right in science.

The authority of a person making an argument is not considered in science. Physical evidence is of the utmost importance, and no conclusion is drawn without data. This attitude came from learning that something one does not know happens. Before science, theology and philosophy did not concede to ignorance. In contrast, science requires evidence, meaning that there are grey areas without clear cues. In other words, science is the first study to proclaim its lack of knowledge. From the scientific perspective, one can only explain a certain phenomenon with evidence. As I think that many lack the understanding of the essential characteristics of science, I want science books to help the readers learn the scientific attitude. Science embraces uncertainties, but it is about knowing the boundary of the uncertainties. This is something essential to our society. I hope society and its members do not believe in something unconditionally, seek evidence, and have no problem saying what one does not know. I hope people understand why science books sound formal and use particular terminologies.

We heard the news that you are to publish a book in other countries. Please tell us about the book. Feel free to recommend a different book if you have any.

Three of my books are currently undergoing translation, and will be published in China next year. The books are *Kim Sang-Wook's Study of Quantum Mechanics, Tremolo and Echo* (EAST-ASIA),

and a children's book, *Start a Big Bang Tour!: Physics Beginning with Big History* (AJA Publishing). I was not considering publishing my books in other countries. Hence, it is incredible that my books will be written in languages other than Korean. Since I favor my book *Kim Sang-Wook's Study of Quantum Mechanics* over others, I wonder what people in other countries would say about it. Other than that, I would like to recommend reading *Newton's Atelier* (Minumsa Publishing), which combines science and art to tell fascinating stories. I consider the book to be interesting and is something worth spending time on.



Tremolo and Echo, Start a Big Bang Tour!, Newton's Atelier

Please introduce a book you are writing, if you have one.

I just finished working on a book this mid-November. I got the idea from the "Big History." Human history starts with civilization, while the Big History starts with the Big Bang. Most describe history based on time, but I wanted to write it from a

space perspective, from a quark particle to human culture. The book shows the world as physicists see, from nuclear reactors to molecules, all existing life forms, and the brain and culture of human beings, a species called homo sapiens. It also talks about what kind of frame physicists would use to interpret human history.

What is your plan for the future?

Since I have been publishing books every year, I believe it is time to slow the pace down. I have been taking some rest after the serial science editorial I had been writing ended. So, I am going to take some time to enhance my writing ability for my new books. I am listing what I want to write about to make writing enjoyable. I want to branch out from physics, but there are some risks related to it. Thus, I am taking my time to ponder upon the idea. I want to write something that is challenging to me.

* youtu.be/uZtEj8NHwDo

KOREAN AUTHORS

Writer So-yeon Park

* 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 So-yeon Park. I write and offer lectures for people who work. I have written various books including *High*

Performers Know How to Stay Simple: Working Habits of Top Performers (GILBUT Publishers) and I am also the CEO of Mentor Grace.

Why did you become a writer?

I came to a turning point and asked myself whether I would like to move forward after 12 years of working for a company. My answer to the question previously would have been to stay at work without question, but when I was given the choice, I started to feel that I didn't want to be doing this for the next 5, 10, 20 years. So I wondered what kind of business I would be able to start without any capital, and then I thought that writing something and giving lectures based on the content would work out fairly well - that is why I became a writer.

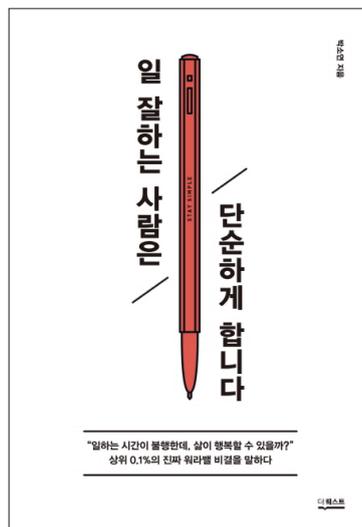
Do you have a specific hobby you currently enjoy?

I might sound like a boring person if I put it this way, but writing is my hobby at the moment. Until now, most of my work has involved self-development, economics, and business management, but right now I am writing a novel. It is a completely different type of writing. I feel like I can build on my writing skills and that is why I am trying out this new genre. I also have stories that I have been keeping in my mind and have been wanting to write about. I would like to become a writer who

has a wide range and who can grow continuously, and that is why I started writing a novel.

Why are you fond of classics?

The reason behind my love of classics is that it considerably decreases the resources required for finding a good book. I mean there are so many books, and it is difficult for us to figure out which of them are good or bad. That is why we resort to bestseller lists or those that are recommended by other people. In the case of classics, these are works that already have positive reviews established by many people, which means a lower chance of failure.



High Performers Know How to Stay Simple: Working Habits of Top Performers

Is there something you would like to say to those who work?

What I would like to tell people who work is that I really do support them. It is an amazing thing when someone is capable of fending for themselves. Those who are financially capable of providing good things for those who they love. It is an absolutely amazing thing when someone is able to fend for himself or herself despite the vicissitudes of life. That is why I want them to grow more in their field and not let other people or the company sway them. I hope they grow the strength to work as they stand firmly on the ground.

What is your plan for the future?

For the first half of the year I have a book of short stories that I have been working on and my goal is to finish this and publish it. For the latter half of the year I am planning to publish my next book, and I have been researching very hard since I can't write about the same story. This is why I would like to focus on writing on the topic of how senior leaders in companies can manage tasks and projects better. That is my goal for the latter half of the year.

**So-yeon Park's One Line Reading -
*High Performers Know How to Stay Simple:
Working Habits of Top Performers***

**You don't have to become a corporate type of person
but the skills we develop through work become our own.**

So do nurture your skills.

It is due to your skills that us normal people benefit.

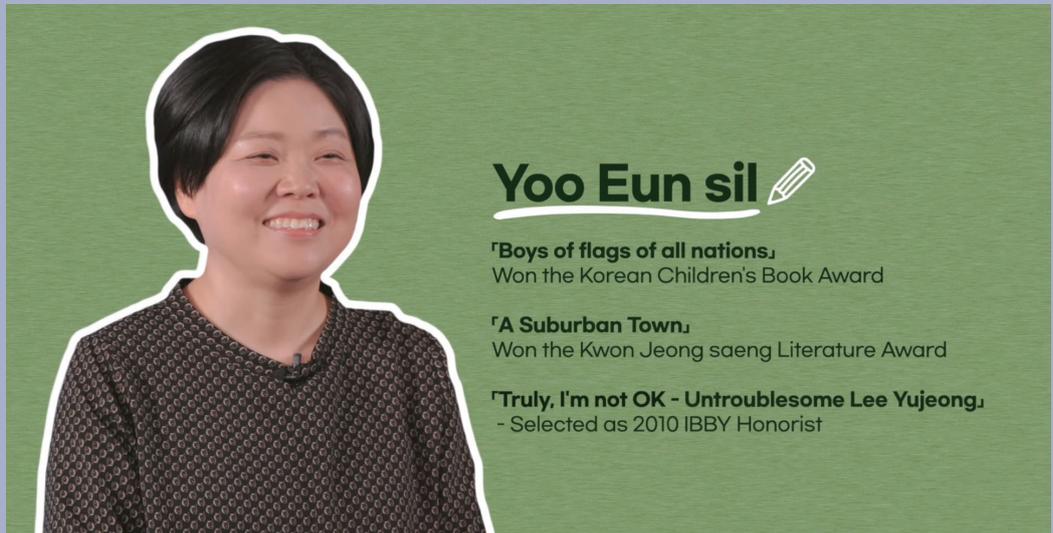
I love this line a lot. I think the line conveys my attitude of deciding to start writing for the working population. Although we do identify ourselves as a part of the working population, we don't necessarily have to become a corporate type of person. Nonetheless, the ordinary skills possessed by each one of us provide help to creating a better world for others. So I hope we can all develop our skills a bit more.

* youtu.be/_P9sl2a2SPo

KOREAN AUTHORS

Writer Yoo Eun sil

* 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).

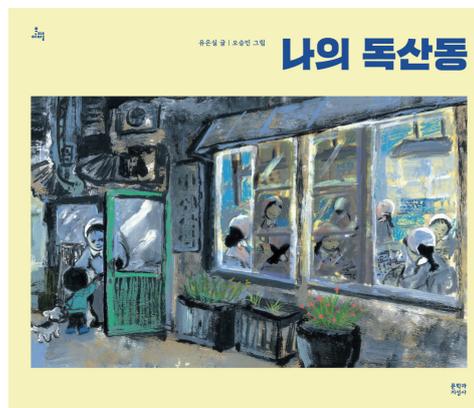


Please introduce yourself to our readers.

Hello, this is Yoo Eun sil, a children's book writer. I am forty eight this year. It's been 23 years since I started writing books. It's been 16 years since I published my first book.

What do you think children's book writers are?

"They should be on the children's side." I don't think children's book writers should be neutral. For example, there are writers that talk about the difficulties of parenting. They submit those books for competition. Being in a position to complain about the grievances of adults - I don't think it's children's literature.



My Doksan-dong

How was your childhood?

I lived on the outskirts of Seoul in the 1980s, in Doksan-dong. There were small businesses between residential areas. That was my neighborhood. My friends' parents were workers at those factories, where work and life were fused. It was like an alley parenting community.

I took a social studies exam when I was in the first grade of elementary school. "Q. How is living with many factories in your neighborhood? 1. Very convenient, 2. Quiet and good air, 3. It's

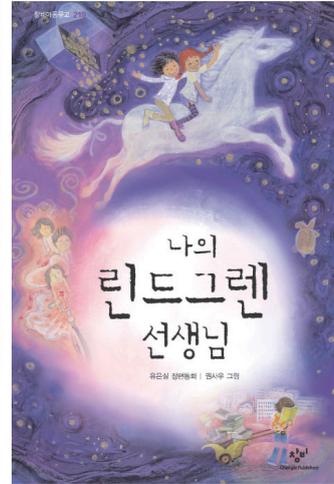
noisy and it's bad to live there" It was multiple-choice. What if there was a factory near your house? The answer was that it's noisy and it's bad to live there. But I picked "very convenient." I got that wrong. So I told my parents that. They said I know our neighborhood best. And they told me to hold onto the test until I was grown up. I really kept that test. With that story, the book I wrote in 2018 was *My Doksan-dong* (Moonji publishing co.,Ltd.).

Why did you start writing about the socially underprivileged?

I think literature is on the side of the weak. I look for the weak inside me. First, I'm not white, I am a woman, I grew up on the outskirts. And my father has been a disabled person in a wheelchair since I was a kid. The weakness in me was created by my environment. I think things like that intrigued me.

What is your search term?

"Happy-sad." This term didn't exist when I debuted. I'm a realist. Even if I'm a children's book writer, my work is based on realism. If I just use this raw as it is, I think children will get hurt. Whenever I write any sad story, I use the cushion of humor.



SOON RYE HOUSE, My teacher Lindgren (Changbi)

What kind of writer would you like to be in the future?

The book *SOON RYE HOUSE* says this and I think it can be an answer to this question. I wish the *SOON RYE HOUSE* to become a place like Albergue for young pilgrims. A small town on the pilgrimage route in Santiago. If my writing could be remembered like Albergue where those with a tired mind and body can relax. I will be absolutely happy.

Read a line By Yoo Eun sil - *My teacher Lindgren*

I also wanted to dance together.
I wanted to draw a circle on the ice.
But as Lindgren said,
There are times in the world where I have to just look.
That time was one of those.

I want children to be people who just watch someone, who are waiting from a distance. Those who raise children seem to have to stop and just look at them.

* www.youtube.com/watch?v=-byllGFil1g

PUBLISHING INDUSTRY

Korean Publishing Industry's Crisis And Its Future

Written by Do Jin-Ho (President of Jino Press)

The Korean publishing industry seems to be facing one of its biggest crises as the new year 2022 approaches. Last year, Korea's 2nd largest book wholesale distributor, Interpark Songin, proceeded with insolvency, and the 3rd largest bookstore Bandi & Luni's (Seoul Book Center), is to be under corporate rehabilitation. Seoul Book Center was expected to go through the procedure considering its unhealthy financial status. Nevertheless, the expectation being realized brought chaos to many partnered publishing companies. From a macro view, how should we interpret the situation faced by the publishing industry? Before we think about the current situation, let's see how big players Interpark Songin and Seoul Book Center came to crumble.

June 2020, Korea's 2nd largest book wholesale distributor, Interpark Songin, applied for court receivership to Seoul Bankruptcy Court as it stopped its business operation. In January 2017, Songin went bankrupt due to a growing operating loss and was acquired by Interpark after the creditor's committee filed for court receivership. After the M&A was complete, Interpark changed its company name to Interpark Songin and reopened the business operation in 2018 as a separate corporation from Interpark. Nevertheless, the company filed for corporate rehabilitation again only three years after it restarted its business. While the parent company faced a serious challenge due to its primary business of ticketing and tourism being struck by COVID-19, Interpark Songin came to follow the same path as Songin as it had not been generating much profit for Interpark. After all, Interpark even had to sell off its key business.

I worked in the creditor's committee when Songin went bankrupt in 2017. It was challenging to acquire Songin, considering its debt structure and business operation. However, the committee had no choice but to file for court receivership and seek an acquirer to minimize Songin's bankruptcy's negative impact on the publishing industry. In the end, Interpark acquired Songin in 2018, but the hardship was foreshadowed as many of Korea's representative publishing companies decided not to work with Interpark Songin. The revenue increased as Interpark injected funds and normalized Interpark Songin's business operation, but COVID-19 came unexpectedly, worsening the situation. Interpark

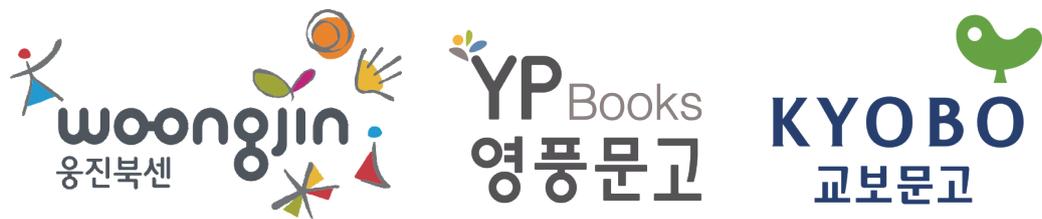
Songin stopped issuing bills, had neither bond nor contingent liability except for the debt paid by its parent company Interpark instead of Songin. Interpark Songin could have normalized its business from 2021 had it not been for COVID-19 in 2020. Interpark and the committee tried to run M&A while minimizing its impact on publishers but failed and went bankrupt.



Logos of Interpark Songin and Bandi & Luni's

Seoul Book Center became insolvent in June 2021. A year after Interpark Songin filed for court receivership, the 3rd largest bookstore in Korea followed suit. Its bankruptcy was only a matter of time as everyone in the industry saw this happening sometime in the future. People have known that Seoul Book Center's financial health has been bad for the past few years. It was also evident that the company was trying to stay afloat by aggressively closing its branches. Therefore, when I heard the news that Seoul Book Center got loans while putting revenue generated from credit cards as collateral, I figured that Seoul Book Center was soon to see its demise. The financial debt volume of Seoul Book Center was far more significant than that of the company's balance. Therefore, no publishing company would have acquired Seoul Book Center even if much of its debt disappeared. When Interpark merged with Songin, the publishers

decided not to convert much of their equity, but the company still went bankrupt soon again. Therefore, the acquisition was not likely to happen unless the acquirer spent a considerable amount of money to acquire with conditions that the publishing industry does not collect Seoul Book Center's debt.



Logos of Booxen, Youngpoong Books, and Kyobo Book Center

As we saw the fall of Interpark Songin and Seoul Book Center, it is high time that we think about its impact on the industry. The absolute number of books the publishers could distribute as new books decreased. When Interpark Songin and Seoul Book Center were still in the market, publishing companies had an alternative, namely Interpark Songin, to Korea's largest book wholesale company Booxen if they could not distribute as much as needed. Except for Kyobo Book Center, publishers who do not trade with Youngpoong Bookstore used to send new editions to Seoul Book Center, which is no longer an option. Kyobo Book Center started its business as a wholesale distributor, but other general publishers could not find local book retailers to deliver new books as most are members of Kyobo Book Center. Once a publisher releases new books, it commonly concludes a credit contract with the bookseller engaging in the trade. However,

Kyobo Book Center pays retailers in cash. Thus, publishers cannot find partners to trade with as they cannot rotate cash as Kyobo does. There are more than 1,500 bookstores around Korea, but the only place publishers can sell their new books now is Booxen. It became challenging to distribute books to offline stores nationwide unless the publisher directly sold a newly released book. Furthermore, the publishing company's trade conditions are likely to get only worse. New publishers that recently entered the market will see more trade conditions that are hard to meet. It will be harder to introduce books unless they are best sellers.

Local offline bookstores seem to have stabilized their business since Fixed Book Price took effect. As of now, offline bookstores are benefitting from the low distribution fee deriving from competition between Booxen and Kyobo Book Center, which recently jumped into the wholesale market after Interpark Songin was out of the market. Nevertheless, what would happen once Booxen or Kyobo Book Center wins over its competitor? The situation is clear to see. If Kyobo Book Center dominates even wholesale distribution, local bookstores would have to be distributed from large offline retailers. When we look at Taiwan's case, which has a similar distribution structure after being ruled by Japan, there is no wholesale distributor there because a large book retailer Eslite Bookstore took over the offline book market. As a result, old local bookstores are disappearing, and branches of Eslite Bookstore are replacing them in Taiwan.

Online store Coupang has been showing stellar growth since the outbreak of COVID-19 last year. Unlike other countries, Korea's domestic Internet bookstores, such as Yes24, Aladdin, and Internet Kyobo, were competing against each other, and Amazon was not in the picture. But the recent rise of Coupang seems to have startled the market. Of course, most of Coupang's customers buy books while purchasing daily necessities. For example, children's books show a steep increase in Coupang's revenue. Moreover, Coupang has its logistical process and does not follow conventional trade conditions of the publishing industry. Only publishers who can meet Coupang's requirements with the distribution system are trading with Coupang. The market was in a similar situation when Interpark entered the market, but we would have to wait and see how Coupang would impact the domestic online book market. I bet no one predicted Coupang to work as a variable to change Korea's Online book market, not Amazon.



Logo of Coupang

Korea's domestic book market will continue to change. Losing a major distributor with okay financial health, such as Interpark Songin, will affect the industry and bookstores. Also, large publishers that only seek more benefit than the goodwill stir

the book distribution market. Large bookstores can fall anytime without unique features like Seoul Book Center did if the company only focuses on expanding business.

Except for Western countries, Korea seems to be going through the most drastic changes in its book distribution market since companies started selling books online. In the midst of the 2002 World Cup, Jongno Books went bankrupt and offline stores that amounted to 6,000 decreased to 1,500. If it were not for the current Fixed Book Price, much more offline stores would have closed their business. Aside from bookstores, the bigger problem for the industry is that people do not read books as much as they used to before. It is because there are so many alternatives to books, including smartphones, OTT, and games, which take time away from reading books. In other words, the absolute amount of time people who like reading books spent reading reduced. Publishers have to write and publish diverse types of books under various themes to meet the change in the readers. The younger generation would have to be trained to find joy in reading books, and bookstores will have to find ways to keep readers interested in reading books. Publishers and books stores have to diversify partners to respond to long-term changes in the market and against sudden changes.

I believe that books will be eternal text contents. Since people started writing, much of the information was recorded and understood in text. The most commonly viewed contents on smartphones are text contents. Korea's book market started

to produce various literary works and branch out overseas in the recent ten years. K-Wave, driven by K-POP, K-Drama, and K-movie, is a major global trend now. I hope that readers do not forget that the foundation of K-Wave lies in Korean publishing companies.

Publishing Policy

K-Book Promotion and Exchange Event

K-BOOK Promotion and Exchange Event



The K-Book Promotion and Exchange Event was held in 12 Cultural Centers and 2 Culture and Information Officers to spread the values of Korean books and boost public awareness.





In Hong Kong

The Korean Cultural Center in Hong Kong ran a Korean booth at the "2021 Hong Kong Book Fair," the biggest fair in Hong Kong, promoting outstanding Korean books and culture.



In Turkey

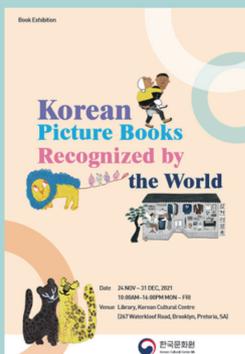
The Korean Cultural Center in Turkey screened the animation "The Hen Who Dreamed She Could Fly" and hosted a Meet & Greet session with writer Hwang Sun-Mi.



Hwang
Seon-mi "Uçabileceğini
Hayal Eden
Tavuk"



film
gösterimi



In South Africa

The Korean Cultural Center in South Africa held a K-Book Book Fair inside the center.

In Sweden

The Korean Cultural Center in Sweden opened an exhibition of picture books, illustrations, and videos, with the theme "Konst för Barn – Art as a form of children's book."



In the UK

The Korean Cultural Center in the UK hosted an exhibition aiming to expand the scope of literary exchange between Korea and the UK, as a part of the "FOYLES: Korean Cultural Month at Foyles."



We look forward to your continued support and interest in overseas promotion and exchange events of Korean books in 2022.

We will continue to make every endeavor to Globalize K-books and hold various cultural events.

For inquiries, please contact KPIPA's Export Support Team.
kbook@kpiipa.or.kr

NEW BOOKS

NINE

What if you fall into a confusing situation where you can hear what plants say, all of a sudden?

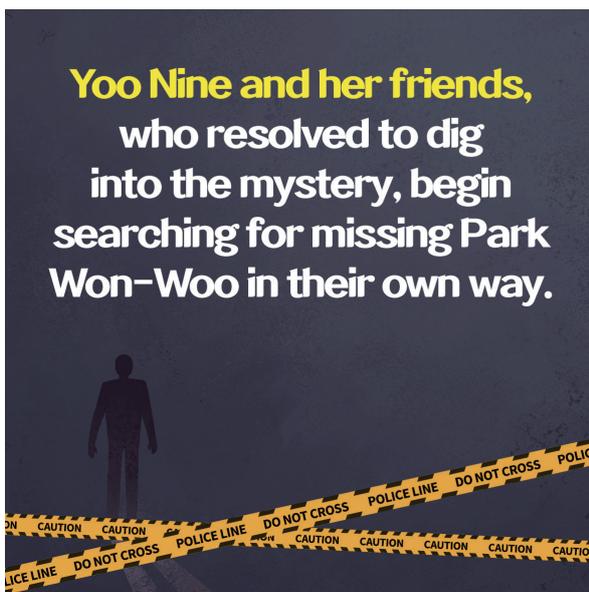
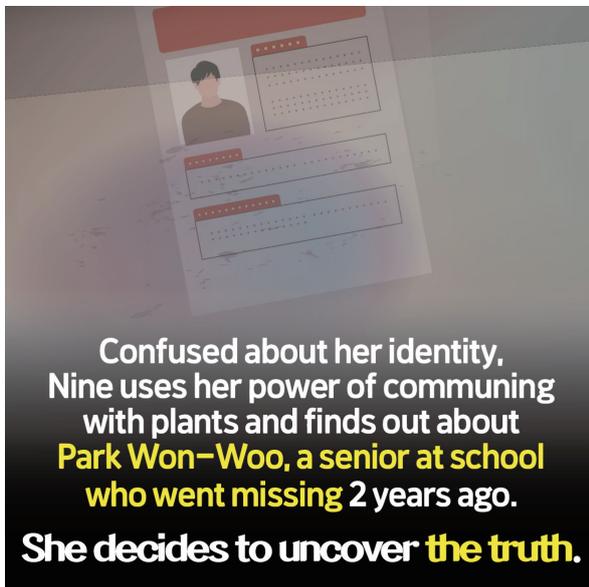
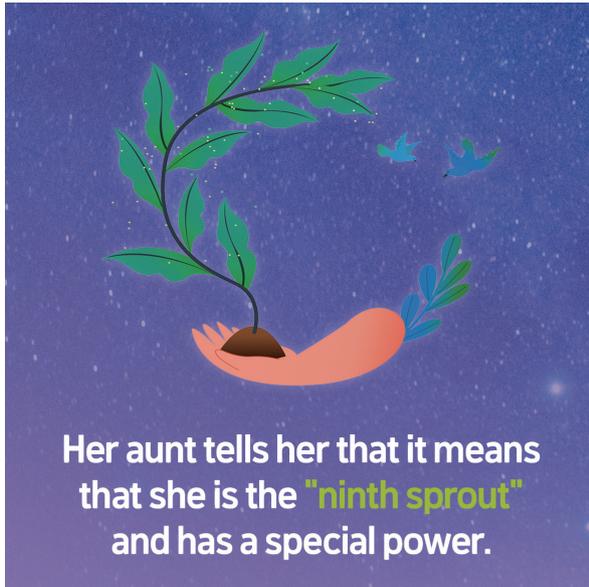
NINE



"Yoo Nine," an ordinary 17-year-old girl lives with her aunt.

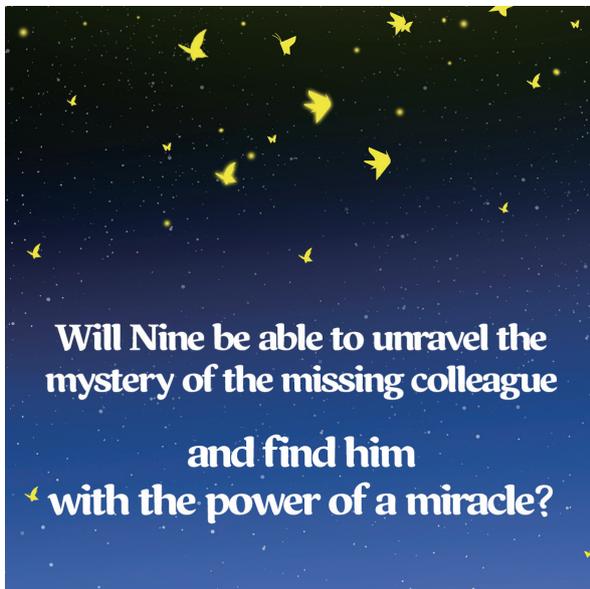
But all of a sudden, she begins to hear **plants' voices** and grows **sprouts** on her fingernails.



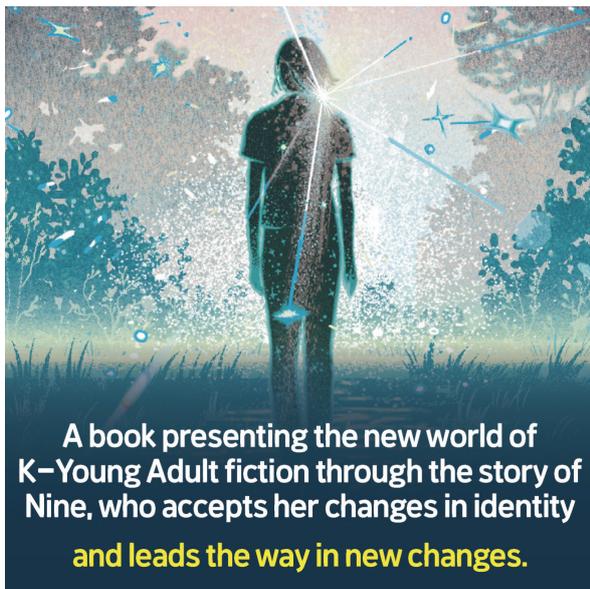




The ninth sprout –
the last sprout to spring among other sprouts...
– **Nine, the miraculous sprout.**



**Will Nine be able to unravel the
mystery of the missing colleague
and find him
with the power of a miracle?**



**A book presenting the new world of
K-Young Adult fiction through the story of
Nine, who accepts her changes in identity
and leads the way in new changes.**

The Grand Prize Winner of
the 4th Korean Science Literature Award



NINE

Cheon Seon-Ran
Changbi Publishers

BEST SELLERS

1st Week, December 2021**Bestseller Trends in the Four Biggest Online Bookstores in Korea**

It's already the first week of December, when winter vacation and Christmas are just around the corner. Three books from the children's genre joined the top 10 bestsellers list announced by four major online bookstores in Korea. The first one, *Dalkong's Rice Cake Shop*, is the fifth story of writer Kim Ri-Ri's *Manbok's Rice Cake Shop* series. This series has been included in a Korean language textbook for 3rd grades in elementary school and is writing a new record of children's books for elementary graders by selling more than 800 thousand copies. Also, two new books written by Hunhan Nammae (meaning "common siblings"), popular creators on YouTube with 2.26 million subscribers, put their names on the list as well. The book *Common Siblings #9* features 12 episodes uploaded on YouTube through cartoons. Also, the book *Common Siblings and the Winter Night Trouble*

presents a warm winter to its children readers with a comic book full of special winter stories, a Christmas tree DIY kit, and postcards.

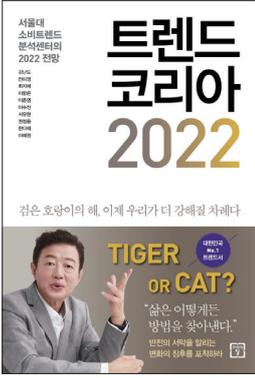
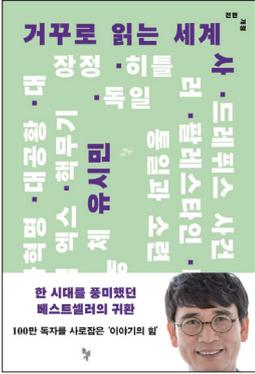
Will we be more economically abundant next year? The hope of Korean readers, which started amidst the pandemic's economic downturn, is well reflected in the bestsellers' rank. For example, *The Giant's Portfolio* is a book about investment tips of the writer who quit his job at the age of 38. With the sub-title "23 Strategies for Attaining Economic Freedom with Your Monthly Wage," a QR code is included in the book, which leads readers to a YouTube video, helping them better understand the content. Meanwhile, the book *Wealthinking* written by Kelly Choi, one of the richest people on Earth, talks about how the writer, once a poor girl, could become the CEO of a global company. The book is a life pathfinder for those who want to be rich, offering advice that anyone can live an unwavering life if the roots of "wealth-thinking" are firm enough.

In the fiction category, the new *Dollagoot Dream Department Store* series written by Lee Mi-Ye, who is writing history each month, and *Uncanny Convenience Store* written by Kim Ho-Yeon, which has already sold more than 150 thousand copies since its publication in April topped the list. The book *Uncanny Convenience Store* features the joy and sorrow of our neighbors' lives warmly and humorously, against the background of a little

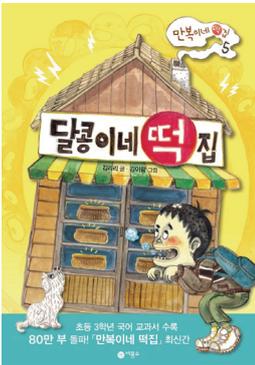
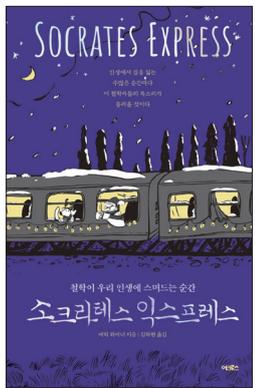
convenience store by the corner of an alley. Also, the book *The Red Sleeve*, ranked 5th on the list, is a historical romance novel about the reformed monarch of Joseon, Jeongjo, and the woman he loved. Recently, a drama of the same name based on this novel is being aired and is popular, creating a synergy effect with the book.

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

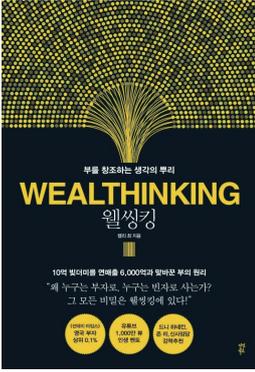
Top 10 Bestsellers for the 1st week of December

1		<p><i>Trend Korea 2022</i></p> <p>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 Miraebook Genre Business & Money</p>
2		<p><i>World History Read Backwards</i></p> <p>Author Rhyu Si-Min Publisher Dolbegae Genre History</p>
3		<p><i>Interview Tips from Teachers 2022</i></p> <p>Author Ryu Eun-Jin, Yang Wang-Kyung, Lee Gwang-Han, Lee Ji-Hye Publisher Miraegachi Genre Liberal Arts</p>
4		<p><i>Common Siblings #9</i></p> <p>Author Hunhan Nammae (original story), Baek Nan-Do Publisher Mirae N (I-Seum) Genre Children</p>

Top 10 Bestsellers for the 1st week of December

5		<p><i>The Giant's Portfolio</i></p> <p>Author Kang Hwan-Guk Publisher Page 2 Books Genre Business</p>
6		<p><i>Dalkong's Rice Cake Shop</i></p> <p>Author Written by Kim Ri-Ri, illustrated by Kim I-Rang Publisher BIR Genre Children</p>
6		<p><i>Common Siblings and the Winter Night Trouble</i></p> <p>Author Hunhan Nammae (original story), Han Bari Publisher Mirae N (I-Seum) Genre Children</p>
6		<p><i>The Socrates Express (Winter edition commemorating 200 thousand copies sold)</i></p> <p>Author Eric Weiner Publisher Across Genre Liberal Arts</p>

Top 10 Bestsellers for the 1st week of December

<p>9</p>		<p><i><u>Wealthinking</u></i></p> <p>Author Kelly Choi Publisher Dasan Books Genre Self-help</p>
<p>10</p>		<p><i><u>A BRIEF ETERNITY: Philosophy of Longevity</u></i></p> <p>Author Pascal Bruckner Publisher Influential Genre Liberal Arts</p>

Top 5 Fiction for the 1st week of December

1		<p><u>Dollagoot Dream Department Store #2</u></p> <p>Author Lee Mi-Ye Publisher Sam & Parkers</p>
2		<p><u>Uncanny Convenience Store (Winter edition commemorating 150 thousand copies sold)</u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench</p>
3		<p><u>The Midnight Library</u></p> <p>Author Matt Haig Publisher Influential</p>
4		<p><u>Dollagoot Dream Department Store</u></p> <p>Author Lee Mi-Ye Publisher Sam & Parkers</p>

Top 5 Fiction for the 1st week of December

5



The Red Sleeve (2-Volume Set)

Author | Kang Mi-Gang
Publisher | Chungeoram

5



The Christmas Pig

Author | J.K. Rowling
Publisher | Moonhak Soochup

KOREAN TRANSLATOR

Amber Hyun Jung Kim

Profile

Amber Hyun Jung Kim is a freelance Korean-English conference interpreter and translator based in Seoul, Korea. She earned her B.A. in political science at Seoul National University and graduated from the Hankuk University of Foreign Studies Graduate School for Interpretation and Translation with a degree in conference interpretation.

Amber has interpreted in over 1,500 international conferences and meetings for both public and private sector clients in subject areas ranging from policy, legal action, business and finance, IT, energy, trade, and others.

For nearly 20 years, Amber has been translating fiction and literary works; she has received the 2014 Korea Times Modern Literature Translation Award Commendation Prize in Fiction as well as multiple Literature Translation Institute of Korea grants.

Amber is a regularly contributing translator for institutions such as LTI Korea and the Publication Industry Promotion Agency of Korea. She continues to pursue her twin passions of conference interpreting and literary translation.

- Contact: kim.amber@gmail.com



The translator at the 2014 London Book Fair with the author Kim Young-ha Kim. South Korea was spotlighted at the 2014 Fair and Amber served as interpreter for several press events and roundtables for the Korean delegation.

EDUCATION

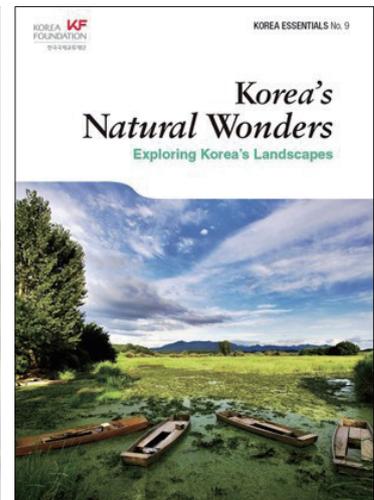
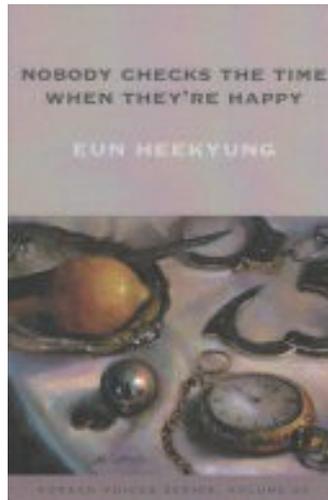
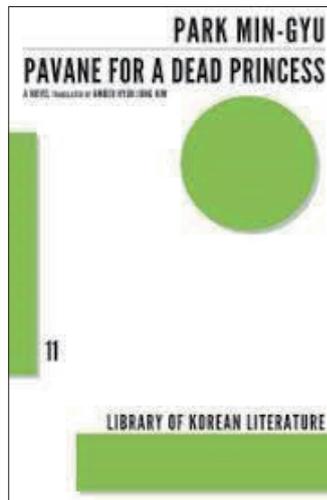
- B.A. in International Relations, Seoul National University, March 2007
- M.A. in Korean/English Conference Interpreting, Graduate School of Interpretation and Translation, Hankuk University of Foreign Studies, February 2009

EMPLOYMENT / HONORS

- Freelance conference interpreter/translator, 2009-current
- ACI Interpreter, European Parliament, 2010-current
- Lecturer, Graduate School of Interpretation and Translation, Hankuk University of Foreign Studies, 2011-2017
- Instructor, Visual Media Translation, Hankyoreh Culture Center
- Grant Recipient, Literature Translation Institute of Korea
- Recipient, Commendation Prize in Fiction, the 45th Korea Times Translation Awards

SELECTED PUBLISHED TRANSLATIONS

- Park Min-gyu's *Pavane for a Dead Princess* (Dalkey Archive Press, 2014) (reviewed by *The New Yorker*)
www.newyorker.com/magazine/2015/10/19/sorry-not-sorry
- Eun Hee-kyung's *Nobody Checks the Time When They're Happy* (White Pine Press, 2017)
- *Korea's Natural Wonders: Exploring Korea's Landscapes*
www.spdbooks.org/Products/9788997639045/koreas-natural-wonders-exploring-koreas-landscapes.aspx



OTHER TRANSLATIONS (short stories, excerpts, and others)

- Sim Sangdae, *Beauty*

www.wordswithoutborders.org/article/beauty

- Pyun Hye-young, *Aoi Garden*

koreanliteraturenow.com/fiction/excerpts/pyun-hye-young-aoi-garden

- Ji Hyuck Moon, *Elementary Korean*

koreanliteraturenow.com/fiction/fiction/ji-hyuck-moon-elementary-korean

- Yuri Lee, *Broccoli Punch*

koreanliteraturenow.com/fiction/excerpts/yuri-lee-audiobook-broccoli-punch

OTHER LINKS

- The translator interpreting for President Moon Jae-in in his keynote address to the World Health Assembly in May 2020.

www.c-span.org/video/?472254-1/south-korean-president-moon-addresses-world-health-assembly

- The translator interpreting for Yi Mun-yol at the 2014 London Book Fair.

www.youtube.com/watch?v=bEpKY-N3tNA



The translator preparing ahead of the 2018 ASEM Summit.

#K-BOOK

#K-Drama

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

Dokkaebi, Vol. 1 & 2

1. Publication Details

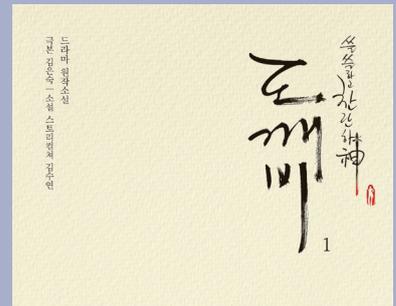
Title | Dokkaebi, Vol. 1 & 2
 Author | Kim Eun-sook, Kim Su-yeon
 Publisher | RH KOREA.CO.,LTD
 Publication Date | 2017-01-31
 ISBN | 9788925560960
 No. of pages | 288
 Dimensions | 128 * 188

2. Copyright Contact

Name | Jeannie Hwang
 Email | jeanniehwang@rhk.co.kr
 Phone | +82-2-6443-8915

3. Book Intro

Dokkaebi, tvN's widely-acclaimed television drama, has been published as a novel, containing all of its heart-breaking story, unexpected twists, warm messages, and heart-wrenching dialogue. The show was hailed by many for its dense, charming narrative and an extensive cast of characters, encompassing the birth of Dokkaebi, the historical background of his birth, the previous and present life of Dokkaebi, Dokkaebi's bride, and the angel of death. Furthermore, it told a multi-layer story of relationships, fate, will, choice, and life and death. This novelization tells screenwriter Kim Eun-sook's original story over two



volumes. The novel features untold stories of characters from the hit television drama and adds Kim's unique sense of emotionally-charged dialogue and vivid character depictions. This new take on *Dokkaebi's* multi-dimensional story gives readers a different perspective on the drama, as well as the pleasure of sitting down to read an engaging novel.

* k-book.or.kr/user/books/books_view?idx=881

SKY Castle

1. Publication Details

Title | SKY Castle

Author | Yu Hyeon-mi

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2019-03-13

ISBN | 9791189709822

No. of pages | 484

Dimensions | 148 * 210

2. Copyright Contact

Name | Julia Kwon

Email | ohappyday@wisdomhouse.co.kr

Phone | +82-31-936-4199



3. Book Intro

This is the unabridged screenplay for *SKY Castle*, the K-drama that was selected as the number-one favorite TV program among Koreans in January 2019. *SKY Castle* was not only recognized for its topicality, quality, and popularity but also successfully incorporated messages of social criticism, realistically portrayed the desires of upper-class women living in posh homes, and blurred the boundaries between fact and fiction. The screenplay by Yu Hyeon-mi, a writer with a keen sensibility for tension and humor, is contained in its entirety in this book. Also included are scenes that did not make air, adding to the joy of reading the complete story directly from the writer's mind.

* k-book.or.kr/user/books/books_view?idx=4545

The Descendants of the Sun

1. Publication Details

Title | The Descendants of the Sun

Author | Son Hyunkyung

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2016-07-07

ISBN | 9788959130320

No. of pages | 260

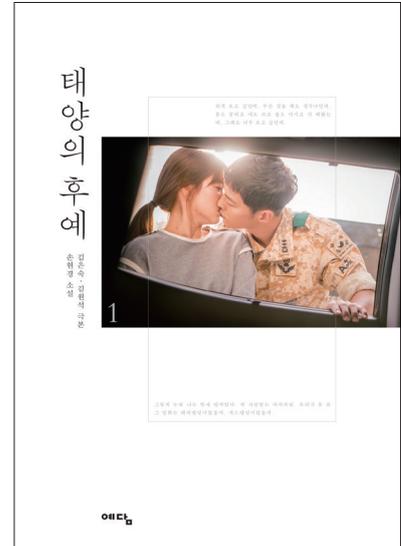
Dimensions | 147 * 210

2. Copyright Contact

Name | Julia Kwon

Email | ohappyday@wisdomhouse.co.kr

Phone | +82-31-936-4199



3. Book Intro

The drama “Descendants of the Sun,” the winner of the 52nd Baeksang Arts Awards which has gained widespread popularity not only in South Korea but also across Asia, has been made into a novel.

The novel is about the love between Yoo Sijin, the captain of a South Korean Special Forces unit, and the lovely medical doctor Kang Moyeon, as well as the love between Sergeant major Seo Daeyoung, who loves only one person, and First Lieutenant Yoon Myungju, who dedicates herself to her lover. The four characters show love that overcomes the most extreme situations and goes beyond the limits of the world. The faithfulness of soldiers who protect the country and the humane efforts of doctors who save lives are also one of the attractive features of “Descendants of the Sun.”

Son Hyunkyung, who has transformed several dramas such as *Lovers in Prague*, *My Princess*, and *Secret Garden* into novels, has produced a more appealing story with her delicate touch. In the novel, the backstories and emotions of the characters that could not be expressed in the drama are portrayed in detail. Thus, readers will be able to find a different kind of pleasure.

*k-book.or.kr/user/books/books_view?idx=255

Are You Human?: Scripts

1. Publication Details

Title | Are You Human?: Scripts
Author | Jo Jungjoo
Publisher | RH KOREA.CO.,LTD
Publication Date | 2018-08-17
ISBN | 9788925564388
No. of pages | 450
Dimensions | 153 * 225

2. Copyright Contact

Name | Bak Seongah
Email | sabak@rhk.co.kr
Phone | +82-2-6443-8845



3. Book Intro

This is the unabridged screenplay for *Are You Human?*, the K-drama with a sharp and direct title that asks the question, “What is humanity?” and reveals the rock bottom of human beings filled with greed and selfishness. This screenplay fully captures all the twists that unexpectedly shocked and thrilled viewers with each episode, where all the predictions deduced after watching trailers for the following episode turned out to be wrong. The writer's unique sentence structures and unedited emotional lines come alive on the pages, and readers will be able to grasp the psychological conflicts between characters that were not seen on the screen.

* k-book.or.kr/user/books/books_view?idx=4305

Romance Is a Bonus Book: Scripts

1. Publication Details

Title | Romance Is a Bonus Book: Scripts

Author | Jung Hyunjung

Publisher | RH KOREA.CO.,LTD

Publication Date | 2019-04-22

ISBN | 9788925566146

No. of pages | 420

Dimensions | 152 * 224

2. Copyright Contact

Name | Bak Seongah

Email | sabak@rhk.co.kr

Phone | +82-2-6443-8845



3. Book Intro

This is the unabridged screenplay for the K-drama *Romance Is a Bonus Book*, which tells the story of publishers who fight fiercely to bring new books into the world.

This is the complete screenplay for this special K-drama. Thanks to emotional lines that are vividly conveyed through the writer's unique sensibilities, readers can dive deeper into the show that moved their hearts and get a different sense of fun than watching the show.

* k-book.or.kr/user/books/books_view?idx=4303

Hot Stove League - Screenplay Set Collection

1. Publication Details

Title | Hot Stove League – Screenplay Set Collection

Author | Lee Shin-hwa

Publisher | Gimm-Young Publishers, Inc.

Publication Date | 2020-02-28

ISBN | 9788934900184

No. of pages | 488

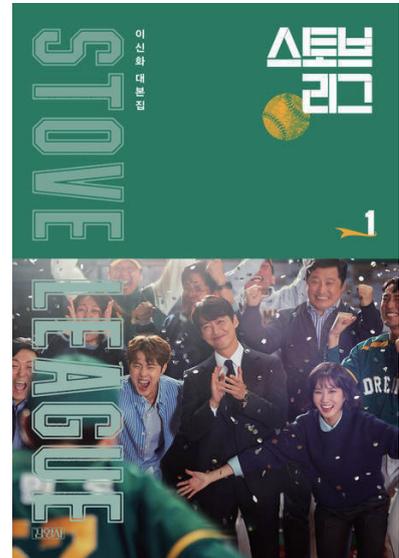
Dimensions | 152 * 225

2. Copyright Contact

Name | Lim Heekang

Email | lim@gimmyoung.com

Phone | +82-2-3668-3286



3. Book Intro

K-drama *Hot Stove League* tells the story of Baek Seung-su, who is hired to manage the Dreams, a baseball team with the worst record in the league. The show recorded 16.5% national viewership after three weeks of airing, breaking the stereotype that sports-based dramas are doomed to fail. The show was lauded for dealing with conflicts and growth in human relationships. The book is a complete rendition of the show's screenplay, featuring solid composition and excellent dialogue.

* k-book.or.kr/user/books/books_view?idx=4439

Angel's Last Mission: Love - Screenplay Book (1~2, SET)

1. Publication Details

Title | Angel's Last Mission: Love – Screenplay Book (1~2, SET)

Author | Choi Yunkyo

Publisher | Gimm-Young Publishers, Inc.

Publication Date | 2019-07-17

ISBN | 9788934996781

No. of pages | 410

Dimensions | 152 * 225

2. Copyright Contact

Name | Lim Heekang

Email | lim@gimmyoung.com

Phone | +82-2-3668-3286



3. Book Intro

This is the screenplay for the K-drama *Angel's Last Mission: Love*, famed for its emotionally-charged fantasy story. The show garnered much praise from viewers thanks to Shin Hye-sun who took the role of a ballerina with a cold but tender heart, and Kim Myung-soo in the role of a lovely angel. This book features lines from extra scenes that did not air on the show, allowing readers a glimpse into a more complete version of the story.

* k-book.or.kr/user/books/books_view?idx=4440

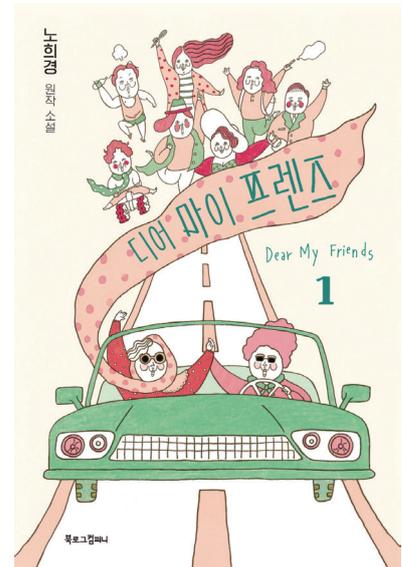
My Dear Friends

1. Publication Details

Title | My Dear Friends
Author | Noh Heekyung
Publisher | Booklog company
Publication Date | 2016-07-22
ISBN | 9791187292265
No. of pages | 400
Dimensions | 127 * 188

2. Copyright Contact

Name | Kim Okja
Email | blc2009@hanmail.net
Phone | +82-2-738-0214



3. Book Intro

This book is the original work of the drama “My Dear Friends.” It looks into the real lives of our parents and the older people today, which have been hardly dealt with in any drama or novel, gaining huge popularity and praise from all generations.

Wan, the writer in the story, portrays the stories of her mother and her mother’s friends in a forthright, detailed, and somewhat straightforward manner, shifting from the first-person perspective to the third-person perspective. Wan’s descriptions on the other characters are not only pleasurable to read, but also allow readers to get a grasp of their untold stories and emotions

In the beginning of the book, Wan feels that her mother and her mother’s friends are just old folks who are rigid, inflexible, audacious, and selfish. She feels like they are incomprehensible and does not feel like trying to understand them. However, she gradually realizes that those in their 60s and 70s have similar wounds and concerns as she does.

Life is hard for everyone, and the value of life lies in the fact that if we stick together through thick and thin, we can learn the importance of the family and friends with whom we will live the rest of our lives.

Many people might think that, once they get old, they will have no regrets about anything. There will be nothing to be concerned about, to argue about, and to struggle with except for declining health. So being old means that you are no longer the main character of your life and just have to step back, confine yourself in the back room, and live in silence with your mouth shut. These things may be what most of us have thought.

However, writer Noh Heekyung has broken this stereotype and brought these “older people” into the roles of the main characters. These characters say, “I’m the hero of my life! My life is mine, so I’ll live however I want!” They declare, “I’m gonna fly

freely like birds before I die on the street,” rather than waiting to die confined in a hospital or nursing home. They storm out of the house because they “feel like having a bottle of dark beer without caring about others.”

Their stories touch the hearts of not only the older generation but also the younger one because, as Noh said, the path they have followed is the one we will take.

* k-book.or.kr/user/books/books_view?idx=369

Romance Playlist

1. Publication Details

Title | Romance Playlist
Author | Antoi, Dew
Publisher | Daewon C.I. Inc.
Publication Date | 2019-06-30
ISBN | 9791164129546
No. of pages | 216
Dimensions | 130 * 188

2. Copyright Contact

Name | Lee Hanbyeol
Email | hblee@dwci.co.kr
Phone | +82-2-2071-2160



3. Book Intro

“Romance Playlist,” which recorded a total of four hundred million views and resulted in a “pink syndrome” in the website drama zone, is published as a novel. The lively campus romance of youth in their twenties and the five characters’ loves and friendships are presented in a novel with a more emotionally stirring sensibility.

The different themes of *When friendship turns into love*, *A friend who comes into your life, like a gift*, *Parting with someone you love*, and *Seeing again someone you parted from* are common and universal; hence, almost anyone can relate to it. The novel captured a more realistic aspect in a more thorough way and was much beloved my many people.

* k-book.or.kr/user/books/books_view?idx=2748

Temperature of Love: Scripts

1. Publication Details

Title | Temperature of Love: Scripts

Author | Ha Myunghee

Publisher | RH KOREA.CO.,LTD

Publication Date | 2017-12-28

ISBN | 9788925562902

No. of pages | 444

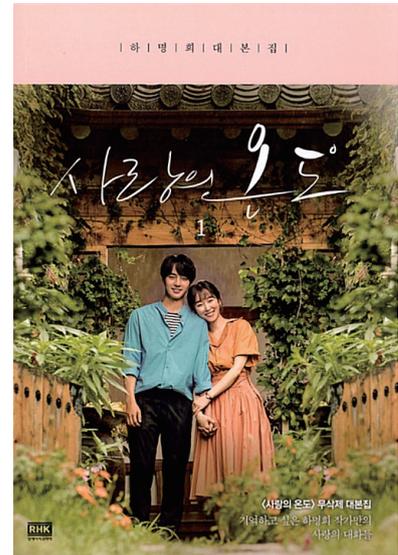
Dimensions | 154 * 226

2. Copyright Contact

Name | Bak Seongah

Email | sabak@rhk.co.kr

Phone | +82-2-6443-8845



3. Book Intro

Although Ha Myunghee has written novels and essays, this marks the first time that she has published a screenplay. As a writer famous for screenplays that convey emotions, Ha Myunghee chose *Temperature of Love* for her first publication because she wanted to convey the words and various emotions of the characters that did not make it on air.

"Ha Myunghee's scripts are delicate. The emotions are challenging to convey on screen, but I knew I wanted to express every detail," said actress Seo Hyun-jin. Actress Lee Mi-sook even said, "Ha Myunghee's lines can't be properly delivered if your head is not in the game."

What makes the publication of Ha Myunghee's screenplay special is that this is the perfect opportunity to see the stage directions and emotions contained in the lines that even the actors had difficulty fully expressing. The words of love from the heart of Ha that couldn't be delivered on the show can now be read unabridged.

* k-book.or.kr/user/books/books_view?idx=4304

INFO

2022 Overseas Publication Grants



Overview of grants

Qualification

- Overseas publishers who have imported or are planning to import Korean publication copyrights
 - Books that have been published or are to be published in

local markets, beginning November 1st, 2021 to October 31st, 2022.

- Such books must be published in the time period and submitted to the Publication Industry Promotion Agency of Korea by November 11th, 2022.

Scope of selection

- Around 40 books will be selected, and grants will be provided in amounts varying by region
 - Europe and North America: USD3,000
 - China and Japan: USD2,500
 - Other countries: USD2,000

Application method

Application period

- February 9th (Wed) ~ April 29th (Fri), 2022 (12 weeks) (Not fixed yet)

Application documents (required)

- Application form (KPIPA format, “Application Form for 2022 Overseas Publication Grants”)

Application method: Apply and submit online (via e-mail)

- Submit applications to kbook@kpipa.or.kr

Selection criteria

Evaluation Items	Details	Ratio
Qualitative superiority of the book	<ul style="list-style-type: none"> • Book maturity and quality of content • Genre and numbers of page 	30%
Appropriateness for overseas market	<ul style="list-style-type: none"> • Target export countries * in accordance with KPIPA policy, preferential support will be given to regions with insufficient exports • Content and its pertinence to the country of export 	30%
Capability of publisher	<ul style="list-style-type: none"> • Market dominance and reliability of local publishers • Experience of publishing company in K-BOOK publishing • Specificity of publication planning 	40%

Notes

- Submitted documents and works will not be returned.
- Books without a formal Overseas Publishing Contract may be excluded from selection and the publisher is responsible for any and all problems that may arise in relation to such books.
- Books that have already received or are awaiting the receipt of a grant from another Korean agency, such as the Literature Translation Institute of Korea or the Korea Creative Content Agency, are not eligible for this grant. If a single book is found to have received grants from multiple agencies, sanctions may be taken, such as the cancellation of the agreement and retrieval of grant funds, regardless of whether the agreement has been signed.

- Books selected for grants may be used for non-profit purposes by KPIPA, such as the promotion of KPIPA's business.
- If the publication or submission of a book is delayed without justifiable reasons, or if the content of the publication report is deemed unsatisfactory, the grant may not be paid.
- The agency may amend the above notice as and when circumstances warrant.

For inquiries, please contact KPIPA's Export Support Team

E-mail: kbook@kpiipa.or.kr