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# K-Book Trends

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

## TREND

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## **TOPIC**

# The Comeback of Best-selling Books is Thanks to Youtube

“Try this.”

It's not some random street vendor tempting tourists to try Dalgona using Squid Game's popularity. Winter Bookstore, one of the most popular BookTubers (Book + Youtuber) with 230K subscribers, posted a video introducing a book. Her influence is truly colossal.

The book she introduced was *Why Fish Don't Exist*, a non-fiction book written by US science journalist Lulu Miller. Let's go back to the starting point to see how it became popular. The book was published on December 17, 2021, and it did not gain much popularity in Korea at first. Lulu Miller was a new science journalist and a writer just introduced to Korean readers. Though

the book contains excellent writing and exciting stories, the one-person publisher, Gom Books, did not have the marketing power to make the book popular. *Why Fish Don't Exist* was reviewed in major newspapers several times, but the public did not show much interest in the book at first, as if it was a storm in a teacup. Then, at the end of December, the Youtube channel Winter Bookstore introduced the book during its live-streaming. It was a regular real-time stream, and the book was presented at the end of the stream without any notice. Let me cite the line Winter Bookstore introduced the book:

“There are two or three turning points in this book. The meaning of the book title is revealed in the latter part of the book. You will have an ‘aha!’ moment as you read.

The book is an essay written by a science journalist who talks about a scientist’s life story and tries to find direction in life through those stories.

My description of the book is not enough to show its true value. It was one of the best books I read this year.”

It was an unconventional compliment for Winter Bookstore to make. Starting from the next day, subscribers and fans of the channel began to buy the book one by one, and it soon became a best seller in science. Winter Bookstore officially posted a video on this book one week after talking about it during her live stream. That video hit 60K views in a week. Soon, the book

became the weekly best-seller in science in large book stores in Korea, including Kyobo Bookstore, Aladin, and Yes 24. It even took 1st place in Aladin in all fields, which was the first time in 2 years for a science book to be the #1 seller in weekly sales count since the 4th week of January 2020.



BookTuber Winter Bookstore

*Why Fish Don't Exist* follows the footsteps of 19th-century scientist David Starr Jordan, and the writer makes a holistic view on biology and philosophy, and goes on a search for a soul. The book was famous for criticizing the life of David Starr Jordan, an ichthyologist and the founding president of Stanford University, and for its intense twists. One interesting part of the Youtube stream was that Winter Bookstore strived not to talk about the book's ending while strongly recommending its subscribers to read it.

According to sales statistics from a large book store, the majority

of the science books are read by men. However, against the common practice, a whopping 56.7% of the book's purchasers were women in their 20s and 30s. Youtube draws female readers to read a science book. Gom Books says its sales increased 7- to 8-fold after Winter Bookstore recommended the book during her live stream. The publisher states that "The sales trend of the book cannot be explained when excluding Winter Bookstore's recommendation as it was neither advertised on a large scale nor promoted through marketing activities."

So far, we have looked at how Youtube sellers are born by looking at the case of how *Why Fish Don't Exist* became a best seller. Also, there are cases where some books come back as best-sellers a few years after publication due to being introduced on Youtube channels. Even when a BookTube does not present a book, a simple introduction on Youtube channels helps the books become a best seller. Those books are called Youtube Sellers in the publishing industry.

In 2021, many books became popular after being introduced by some Youtubers. At least three books out of Top 10 Best Sellers of 2021 are Youtube Sellers: #2 *The 77 Most Important Questions for Novice Stock Investors* (written by Yeom Seung-Hwan, published by One & One Contents Group Publishing Corporation), #5 *The Socrates Express* (written by Eric Weiner), and #7 *2030* (written by Mauro F. Guillen).

*The Socrates Express* is an exceptional case. The book gained sudden popularity after one of the most popular novelists, Kim

Young-Ha, recommended the book on his Instagram, Kim Young-ha Book Club (@youngha\_writer). Though Eric Weiner was renowned for his writings, the book did not see much reaction in Korea. However, the book suddenly rose as a best-seller after Kim Young-Ha's recommendation, which led to readers posting book reviews on their own Youtube channels. From the case of *The Socrates Express*, we can see that Youtube serves as a space for readers to communicate.



*The 77 Most Important Questions for Novice Stock Investors*

*The 77 Most Important Questions for Novice Stock Investors* is a book written by Yeom Seung-Hwan, who became a mentor for people in their 20s and 30s, called *donghakgaemi* (meaning 'Donghak ant,' referring to individual investors in the stock market), who devoted themselves to stock investment last year. The book is a compilation of what a popular Youtube cast member responsible for broadcasting every morning on 3% TV, an influential Youtube channel with 1.9 million subscribers,

has emphasized for a long time. The writer said he decided to write a book on stock investment to prevent novice investors from seeing a major loss in the cold, merciless stock market. The popularity of the book shows the trend in the publishing market. A cast member on a popular Youtube channel can help boost sales as much as a celebrity, and the demand for books on finance, business management, and personal finance is growing exponentially.

Books on finance and business management ranked 1st in sales share among the books sold by Kyobo Bookstore in 2021. It was the first time in 41 years for books on finance and business management to take 1st place in sales share since Kyobo Bookstore started its business in 1980. According to a 2021 report released by Kyobo Bookstore named 2021 Annual Bestselling Book List, the sales share of books on finance and business management marked 8.5%. Books on finance and business management showed stellar growth considering that last year's sales share was 7.5%, taking 3rd place after books on children (8.3%) and humanity (7.8%). Based on statistics collected by Kyobo Bookstore, The age of people who purchase books on personal finance is high among readers in their 30s and 40s. Specifically, the share was 36% for people in their 30s, 27% for 40s, and 16.5% for 20s. Therefore, as the primary readers of the market choose to read books on personal finance, the influence of Youtube is likely to grow as books on finance and business management can come back as best-sellers.

While books on finance and business management are taking top places in the list, some novels gained popularity too. *Dollagoot Dream Department Store* (written by Lee Mi-Ye, published by Sam & Parkers), the no.1 best seller in 2021, became a million-seller by selling more than 1 million prints with volume 1 and 2 integrated. This book was first published as an e-book and took over the publishing market by word of mouth. It is a novel with a fantastic setting enough to be evaluated as opening a new genre of Korean fantasy. Among the secrets of the book's popularity, Youtube's influence was significant. It is not the case that the author appeared on Youtube, but there are many review videos left after reading this book on Youtube.

The second-popular novel was *Almonds* (written by Sohn Won-Pyung, published by Changbi Publishers), a #11 best-seller. Several hundred thousand copies of the book were sold overseas, leading the Korean Wave in the international publishing industry. The book is soon to mark its 1 million copies in Korea alone. It was awarded The Changbi Prize for Young Adult Fiction and was selected as a must-read for the youth. The book has been selling steadily every year. In February 2020, the book trailer in the form of an animation uploaded from Folding the Book's End recorded more than 120,000 views. The animation book trailer helped the book become popular. The eye-catching title of the animation was *I Don't Feel Anything Even When My Mom's Dying – Am I Weird?* It spans around 3 minutes and summarizes the plot of the book.

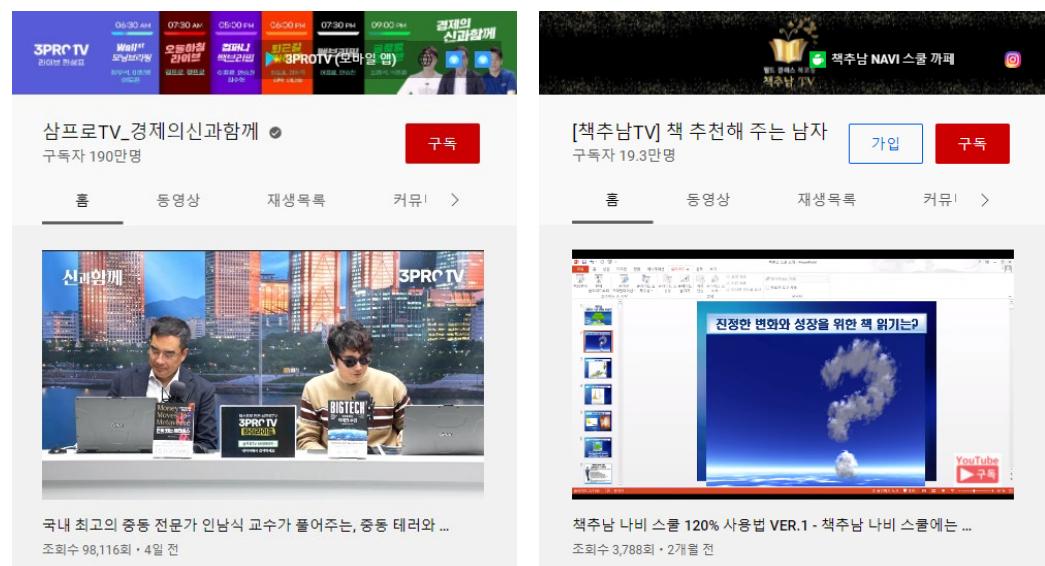


DOLLAGOOT DREAM DEPARTMENT STORE, DOLLAGOOT DREAM DEPARTMENT STORE 2,  
Almonds

A classic introduced in 3% TV, which gave birth to a famous writer Yeom Seung-Hwan, came back as a best seller. *Kunst, über Geld nachzudenken* (written by Andre Kostolany) was released in 2015 in Korea, but it became the 23rd most sold book in Kyobo Bookstore in the last week of February. Andre Kostolany is called the “great legacy” of the European securities industry. The books summarized his investment history before his death in Paris on 14 Sep 1999. The video on the book from 3% TV recorded more than 250K views, and the stream was the starting point of the book sales increase.

Recently, *Rich Dad Poor Dad* (written by Rober T. Kiyosaki) reclaimed its place as a best seller due to Youtubers’ reviews of the book. In its 20th year, a revised version was released. There are more than a dozen review videos on Youtube. A BookTuber called Chaekchunam TV (Booktuber TV) posted a book review video called “Schools do not teach what the rich

know” and marked around 90K views. Youtubers focusing on personal finance often review this classic book. *Rich Dad Poor Dad* became the 16th best-selling book in the list of best sellers of Kyobo Bookstore in the last week of February, marking the highest rank among books on personal finance.



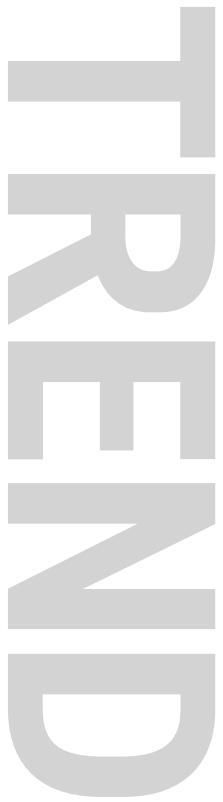
3% TV, Chaekchunam TV

There is a reason that the tail – Youtube – is wagging the body – bookstores. The book market is shrinking while video content is growing in presence due to the change in the era. Netflix and Youtube have become the new titans in terms of influence for some time now, and the young generation is more accustomed to videos than texts. Ten years ago, people read reviews in movie magazines or newspapers before going to the movies. Nowadays, people often look for review videos or summary videos on Youtube before going to the movies. It is natural for Youtube to have a bigger influence on the MZ generation to recommend

books since they are accustomed to gathering information through videos. Influencers with hundreds of thousands and millions of subscribers are as popular and influential as celebrities. They have a formidable marketing power for books and fashion, food and beverages, and consumer electronics. Influencers create content and communicate with their fans for a long time, forming a strong fandom. The books recommended by influencers are also like a souvenir to remind subscribers of the precious memories they built together. Influencers' influence is likely to grow stronger in the future.

However, there are also concerns over the era of Youtube sellers. Whenever publishers print out new books, they run to influencers to advertise on Youtube. Popular self-development Youtube channels, including MK Kim TV, are renowned best-seller makers among the publishers. They get paid between 5 to 10 million won per advertising a book in an episode. When channels with more than 1 million subscribers introduce a book, hundreds of copies are sold after a single episode. To be specific, MK Kim TV made dozens of books best sellers in bookstores, including *How Philosophy Becomes a Weapon of Life* (written by Yamaguchi Shu). The problem is that putting up book advertisements on influencers channels significantly impacts short-term sales. When a weekly sales count is around 2000 copies, the books become the no.1 best-seller in large Korean bookstores. When those books rank in the entire best-seller list and go up for sales in offline stores as best-sellers, people who

believe in the ranks of best-sellers tend to believe in the quality of the books on the list. This means investing a few million won can generate sales of ten thousand copies of books. This is a shadow cast by the era of Youtube Sellers. Thus, the readers would have to gain an insight into selecting quality books while not being swayed by Youtube Sellers.



## SPECIAL PROJECT

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[Korean Scholars ③]

# The Warmth of Science and Life by Professor Choi Jae-Cheon

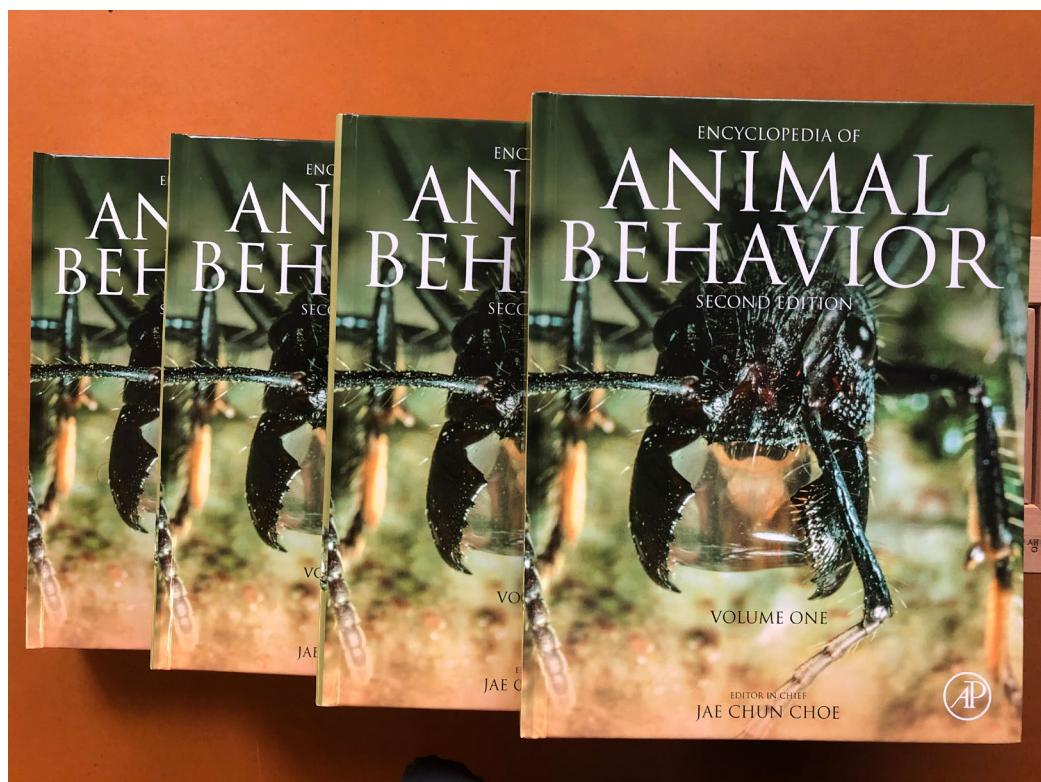
Touching ecosystem of human sustenance, reasoning,  
and coexistence

Written by Kang Chan-Hwi

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From the time the world was built till now, the life forms on Earth have coexisted with human beings. Animals and diverse creatures have breathed the same air as humans and created an ecosystem on the Earth. Many scientists have studied society and its patterns formed by natural beings. In many cases, the traits and features of the natural ecosystem became inspirations to people. Professor Choi Jae-Cheon is one of the few Korean researchers who is active internationally in this field of work. He is recognized in Korea and the world for his studies on diverse types of animals and quality columns published in renowned media outlets. He even worked as an Editor-in-chief for the *Encyclopedia of Animal Behavior* published in 2019, an animal

encyclopedia composed of 4 books and 3,000 pages written by 600 esteemed animal experts worldwide. Professor Choi, who connects animals and humans through his writings, has recently worked at Naver Knowledge IN and YouTube. He fills the intellectual need of the young generation and helps them widen their world. Professor Choi's story on life science has the power to connect our lives with the natural environment and make humans live the way they should.



*Encyclopedia of Animal Behavior*

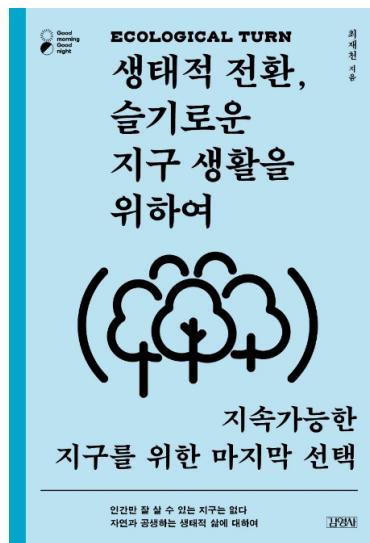
## The power of life connected through communication and reasoning

Science is all around us, but we are often unaware of it. The vast volume of information and its challenging image are what pushes people away from science. One good news is that we have a writer who breaks down the barrier of science and communicates with the young generation. Professor Choi started writing his books in 1999 as he published his first book, *Secret Lives of Ants* (Sciencbooks). He is now renowned for his publications and columns on life science as a researcher and writer.

To promote science, professor Choi took an unconventional path to communicate with the public, which is Naver Knowledge IN (a knowledge-sharing platform for Naver users). The answers he suggests are based on his broad knowledge of subjects and a pinch of humor to move the young generation's hearts. Professor Choi answers diverse questions with intelligence and quick wits to deliver the right information on science. He mixes general terms and jargon well in his answers. making them understandable to even a person without any scientific background. Life on lessons showing his experience is a bonus to the answer he provides.

According to professor Choi, life science is about both philosophy and biology. In other words, it's a lens to life. Philosophy's power comes from reasoning. Professor Choi contemplates how to look at both science and life from a diverse perspective. Due to his

approach, the science he shows is not something authoritative, but rather a lubricant in connecting with the world. The very reason professor Choi was able to communicate well with the young generation on Naver Knowledge IN is the strength of reasoning from philosophy. Not only does he deliver scientific knowledge, but he also infers their questions. That is how his answers are applicable and interesting to readers regardless of whether the subject is about science or life.



*Ecological Turn, How to Live a Wise Life on Earth*

In that sense, *Ecological Turn, How to Live a Wise Life on Earth* (Gimm-Young Publishers) is worth reading. The Earth's ecosystem is constantly changing, as we can see from how COVID-19 changed our daily life, and natural disasters, such as large wildfires in Australia and the long rainy season in Korea, shape the world. At this time, Professor Choi, who has studied nature and ecology, recognizes the earth's various living things as

subjective beings that humans must coexist with. He also looks closely at the climate crisis, the decline in wildlife populations, and the ongoing pandemic crisis. He says there is no world where only humans can survive as a dominant species. He also points out that the way to coexist with the diverse life forms of nature is the way to a sustainable society. He saw nature not as an object to be exploited for technological advancement, success, and abundance, but rather as an object to live and coexist with. How philosophical is professor Choi's life science?

### The door to the future for coexistence

Professor Choi does not stop here. He suggests living harmoniously with all living things on the Earth rather than competing in a world of constant competition and savagery in his book *Homo Symbious* (Eumbooks). Through the example of nature, he explains that competition is an inevitable factor. Still, we can achieve greater progress by focusing on cooperation rather than competition. Cooperation here includes collaborative efforts among men and collaboration between man and nature. Nature is no longer a treasure box with infinite gifts. It shall be emptied one day. There are countless things that we have already revealed. Therefore, if nature is not protected, the survival of humankind will be threatened. Professor Choi also points out that various plants and animals are closely connected as they enjoy life in their own positions in the natural ecosystem, which

encompasses a multifaceted perspective on the global ecosystem. Therefore, he suggests living in symbiosis with nature, being a true *Homo symbius*.



*Homo Symbius, The More Diverse It Is, Life: the more you learn, the more you love*

In an era of surviving fierce competition, he emphasizes the importance of symbiosis through the value of diversity found in nature in his book *The More Diverse It Is* (Arte). This book also reminds the reader that nature and humans need to live together. It may seem like a light essay, but it contains intelligence and observation as a biologist, and sensitivity as a human being. By reading this book, the reader sympathizes with the ecosystem and becomes interested. In addition, illustrations that match the content of the text have been added, making it easier for readers to understand. The book includes Professor Choi's original and simple thoughts, such as the meaning of life to an evolutionary biologist and everyday life for a scientist.

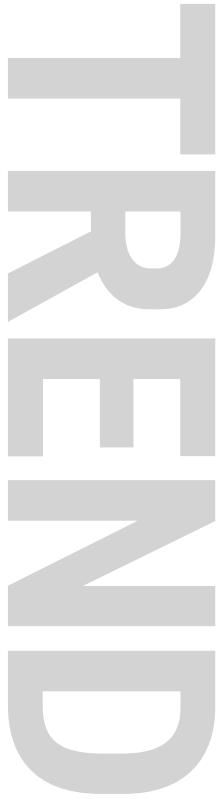
There are also books that teach the importance of life to

children. *Life: the more you learn, the more you love* (The Bigger Child) expresses the beauty and preciousness of life to children. In the book, Professor Choi says that if we treat all living things as equal to humans, we will enjoy a happier life. Nature is beautiful because of its diversity in life forms. From bacteria to microbes, flowers, grass, trees, animals, and insects, everything is connected to create the Earth we live in. Therefore, there is no life that is not precious. For that matter, we humans should live together with a humble attitude rather than using nature destructively. A part of this book is cited in elementary school textbooks to help broaden children's horizons.



In addition to writings, Professor Choi is also actively showing his presence on YouTube through his channel “최재천의 아마존

(meaning Professor Choi's Amazon, [www.youtube.com/channel/UCLcfz3EIgDw01VtRLZmrxDQ/videos](http://www.youtube.com/channel/UCLcfz3EIgDw01VtRLZmrxDQ/videos))." You can listen to stories related to life and science and learn about his wisdom on life. It is especially impressive that he actively communicates with the young generation. He lowers the barrier to science through communication and shows the right path for the future. While he shows the power and importance of science in various ways, Professor Choi is keeping our lives based on diversity and coexistence.



## EXPORT CASE

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# Successful Import Case of Korean Literature in Japan

Publishing status of translated Korean literature

Written by IDE Satoshi (Hayakawa Publishing)

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Hayakawa Publishing has been translating and publishing original novels of Korean dramas that succeeded in Japan since the mid-2000s. For example, we published *Physician Janggeum* (Greenboat Magics) by Kim Sang-Hyeon in 2004 and *Seodongyo* (Knowledge Smith) by Jung Jae-In and Kim Young-Hyun in 2006. We have been selling novels of successful Korean history and romance dramas in Japan to Japanese K-drama fans.

Then, the mega-hit of *Kim Jiyoung, Born 1982* (Minumsa Publishing) by Cho Nam-Joo in 2018, and *Almonds* (Changbi Publishers) of Sohn Won-Pyung in 2019 worked as a game-changer in the overseas literature market in Japan, transforming and expanding it. These two books were also massively popular in Korea and highly appraised, with fun storylines. So, the reason

behind their popularity in Japan can be largely put to two as below.

First, the situation in Japan has changed a lot during the past 20 years. As Korean dramas and films, let alone K-pop, spread across the world, more Japanese people became fans of Korean culture and began to learn Korean. This trend laid out a good groundwork for introducing Korean culture to Japan. Second, these two books cover topics such as the “#MeToo Movement” that aims to protect women’s rights, SDGs (Sustainable Development Goals), respecting human rights, and the establishment of a “diversity” culture to root out discrimination against minorities. In short, they are books written by authors of the new generation that approach topics that are global hot potatoes. We believe that these books could spread among the general readership in Japan, let alone people interested in Korean culture as such topics – universal and multidimensional – stimulate sympathy among people.

Hayakawa Publishing has also published genre fiction such as Sci-Fi, mystery, and fantasy. We have been recently paying attention to Korean genre fiction, where the critical mind of the new generation mentioned above has readily taken root. For example, our mystery label published *The Good Son* (EunHaengNaMu Publishing) by Jeong You-Jeong in 2019, *If We Cannot Move at the Speed of Light* (East-Asia Publishing) by Kim Cho-Yeop in 2020, and Sci-Fi fiction *A Thousand Blues* (East-Asia

Publishing) by Cheon Seon-Ran in 2021, which all were positively reviewed by Japanese readers.

In particular, when we were planning to publish *A Thousand Blues*, we chose not to use sharp images that remind us of cutting-edge technologies or mechanics that commonly appear on the cover page of Sci-Fi titles. Instead, we used an abstract illustrative image that softly touched the book's characters or motif, which is a similar strategy taken for general literary novels. Maybe that's why young and female readers showed more reaction to the book, not male readers aged in their 30s and above, who were traditionally the main readership of Sci-Fi in Japan.



Korean (left) and Japanese (right) covers of *A Thousand Blues*

Now, let us introduce other publishing cases of Hayakawa Publishing, taking *If We Cannot Move at the Speed of Light* as an example, which was published in December 2020.

This book is a short-story collection containing the grand prize winner and runner-ups of the 4th Korean Science Literature Award. The fact that this book sold 170 thousand copies in Korea with great love from not only Sci-Fi fans but also general readers and that it includes the story for the next production of film director Kim Bo-Ra (the news was announced while the book was being translated) was enough to make the book appealing to readers other than Sci-Fi fans in Japan.

So, after careful discussions on “appealing to female readers who like foreign literature,” “making readers know that the book includes non-daily elements like science, future, and space,” and “making sure that it clearly receives attention from the existing Sci-Fi fans,” we chose the illustrator that will take charge of the book’s cover.

As a result, we requested illustrator Kashiwai (カシワイ), who has a bit of a mystery element and mood that is between a painterly touch and a cartoon character style, to draw the cover page. And as we expected, Kashiwai drew a lyrical cover that matches the book’s content. As a result, this cover received quite a good review from Japanese readers and was posted on books or websites that introduce book designs of published books a number of times.



Korean (left) and Japanese (right) cover of *If We Cannot Move at the Speed of Light*

Also, we asked the Korean publisher several things in advance, including if they could share with us an analysis of the Korean readership and what kind of books the readers of this book are reading, and got a reply. The gender ratio was 2(male):8(female), and the major age groups were the 20s-40s (mainly the 20s and 30s). So, we added flesh to the catchphrase based on this data. Regarding the promotion, as we thought that advertising using Social Media would be more effective to fans of foreign literature and Sci-Fi rather than using newspapers or magazines, we put more effort into such channels.

In Japanese bookstores, if a good staff member thinks a book is fun, he/she makes a POP (B6-sized mini-billboard) of the book him/herself or writes an introduction of the book on paper. Such an example of “If your bookstore becomes the starting point of advertisement, draw attention, and bring about a nationwide sensation, success is yours” can be found commonly in the market. The recent development of Social Media has

added fuel to this trend. So, making staff members learn the fun of *If We Cannot Move at the Speed of Light*, who then sent us encouragement even before the book was published, was a highly effective marketing strategy. We could also boost sales by letting staff members that love foreign literature read the revised edition in advance of the publication.

In addition, we opened one of the stories on our website for free after receiving permission from the Korean publisher. And, we made and sent a booklet including one of the stories to renowned critics that have been serializing reviews on a magazine or newspaper. We also sent it to celebrities and people in the cultural circle known to be book-lovers.

In Japan, a group of publishers that publish many Korean literary books hosts “Publishers’ Joint Korean Literature Fair (出版社合同韓国文学フェア)” together at a bookstore during a set period. Unfortunately, we couldn’t do it on a large scale for the recent two years due to the pandemic, but instead, we have put more effort into carrying out an online event titled “K-Book Festival in Japan (K-BOOK フェスティバル in Japan, k-bookfes.com).” We have been hosting other online events as well, such as the one where the sales managers of each publisher promotes books they would like to recommend. Hayakawa Publishing has also reaped fruition by raising awareness of *If We Cannot Move at the Speed of Light* by participating in online events.

It clearly seems that the book *If We Cannot Move at the Speed of Light* is selling well among Sci-Fi fans, too, seeing how it ranks 4th in the international version of “Best SF 2021,” which is posted on *I Want to Read SF! (SFが読みたい！)*, Sci-Fi fiction rankings we publish every year.

*A Thousand Blues*, published a year after *If We Cannot Move at the Speed of Light*, is also a winner of the Korean Science Literature Award. In addition, we learned from the Korean publisher that this book's Korean readership is not that different from *If We Cannot Move at the Speed of Light*. So, as we used the same promotion strategies, we felt that *A Thousand Blues* was also well-read among Japanese readers (we didn't do prerelease on the website or make a booklet as it was a full-length novel).

We ask for your continued interest in Hayakawa Publishing, as we will continue publishing Korean novels. We would also like to thank the Literature Translation Institute of Korea (LTI) for supporting us in translating and publishing Korean books in Japan.

## BOOK TRIP

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[Beautiful Library in Korea ②]

# Anyang Pavilion (Books on Contemporary Public Art)

A Heavenly Harmony of Rest, Nature, and Global Art Pieces

Written by Lee Ji-Hyeon

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View of Anyang Pavilion

Anyang-si, Gyeonggi-do, is a city of art. It hosts Anyang Public Art Project (APAP) every 3 years, which is the only public art festival in Korea, with Anyang-si as background. The APAP is a project

where the city cooperates with artists from around the world to interpret and turn the changing context and environment of a modern city like Anyang, including its history, culture, landscape, and development, into various public artworks such as pure art, sculpture, structure, design, and performance. It also turns the city itself into a gallery so that the citizens can enjoy art in daily life. Anyang Pavilion, is the only library specialized in public art in Korea, being a special cultural complex that serves as both a library and an art exhibition hall. Let's meet Anyang Pavilion, a library that delivers the very meaning of things within, from the building to the props inside.

### **The only library specialized in public art in Korea**

Anyang Pavilion was built as a part of the “Public Art Shelf in a Public Library Project,” the fourth APAP, aiming to transform the dead Anyang amusement park into an art park in 2005.

First opened as the “Alvaro Siza Hall,” carrying the name of architect Álvaro Joaquim de Melo Siza Vieira in 2005, it had been used as a gallery for exhibitions and forums. Then in October 2013, it changed its name to Anyang Pavilion, and went through a makeover to a library specialized in public art, the only one of its type in Korea. After that, the building has been used as a hub for utilizing and exhibiting numerous works and records from the APAPs carried out since 2005 and sharing the outcomes with citizens. Also, as Anyang Pavilion is located inside Anyang Art

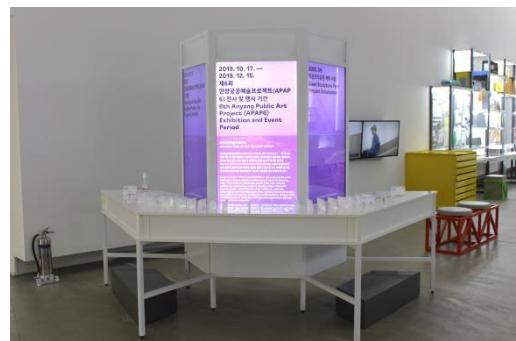
Park, a resting place for Anyang citizens, anyone can visit the library and quench their curiosity for art. Many think that art is reserved for special people, but literally anyone, from children to adults, and art professionals, can enjoy art and lead a cultural life at Anyang Pavilion. This is why Anyang Pavilion is picked as one of the desired libraries for art students, being a resting place for citizens and a space where people can have an in-depth and full experience of artworks, unlike other libraries.

Designing the first-ever public art library involved a series of creative decisions. Different knowledge and much research were needed to design the interior, choose the direction the library would pursue, and make it a convenient space for future users. Here, case studies of many libraries at home and abroad and opinions from experts and the general public helped make this possible. As valuable records of the APAP and artworks that are generally inaccessible were open to the public, people began to take more interest in the APAP, which became a trigger for shedding light on architecture, sculpture, and contemporary art as public art once again. Also, as the production process of artworks was archived for preservation and utilization, the archive itself earned value as a separate artwork. In addition, as Anyang Pavilion previously conserves even trivial materials, including reference photographs, interviews, and email histories of authors involved in the production of their works, people can guess what kind of mind the artists had at that time and under what circumstances they made the work. They are also open

online through the digitalization process as well.



(Left) APAP Archive Library, (Right) 3D Archive – SEOUL MODEL SHOP, 2019, APAP6



APAP Archive Media

## Everywhere you step is art

If you walk along the path in Anyang Art Park, where various artworks of famous artists around the world are displayed, you will soon be able to reach Anyang Pavilion, a beautiful white building. Anyang Pavilion was the first atypical structure designed by globally renowned Portuguese architect Álvaro Joaquim de Melo Siza Vieira in Asia. The building was designed as a unique spatial structure with no pillars, wavy curves, and semicircular lines elongated to the side, so that they are not in the same shape from any angle.

If you walk into the building, you will meet various works made by artists from across the world.

The first work that catches your eyes will be “Oasis” by Korean architect Shin Hae-Won. It is a giant, round chair made with paper, and it won the 4th APAP with the theme “The Spatialization of Programs.” As it offers good rest for visitors with the best backrest angle for reading, it is usually picked as the signature work of Anyang Pavilion by the visitors.

The second work is “The Gateless Gate” by Choi Jeong-Hwa, which is used as a shelf at Anyang Pavilion today. This structure is a combination of a bookshelf and storage box that is based on the designs of Korea’s traditional cabinet. It used donated furniture from citizens.

The third work is “Earth Potential (Lizard, Earth)” by Katja Novitskova. It can be found on the left side of the entrance. This was first presented at the 6th APAP themed “Symbiotic City” in 2019. It is a work formed by combining images of the Earth, various planets, and animals and organisms used in biotechnology and genetic research taken from internet sources. On top of these works, there is a computer where you can watch DVDs related to public art, and an archive room where you can see past videos and documents of APAPs held in Anyang-si.



Oasis – Shin Hae-Won, 2013, APAP4



(Left) The Gateless Gate – Choi Jeong-Hwa, 2016, APAP5  
(Right) Earth Potential(Lizard, Earth) – Katja Novitskova, 2019, APAP6

### A hub that conserves art and stores content

Books of Anyang Pavilion are classified into 29 categories based on Korea's decimal system. Unlike ordinary libraries, Anyang Pavilion provides an archiving system where people can view locations and histories of works. Also, books displayed in the library include books about public art, works of authors who participated in APAPs, books about Anyang-si, and various research materials related to art. You can also find art books that went out of print. It's all thanks to the library as it owns about 2,000 books, the least.

Also, Anyang Pavilion has about 90 artworks collected from

APAPs and organizes, keeps, and exhibits records of artists that participated. In addition, it has recently added new books published in Korea and abroad that are written on the past, present, and future of public art, materials owned by Anyang-si, and a section for children's books and materials. It also held a special book curation, a total of six public art projects over three sessions, each with a related topic.

## APAP6 → SPECIAL BOOK CURATION 2019 READ PUBLIC ART IN BOOKS 특별 북큐레이션 —→ 책으로 공공예술 읽기

APAP6 Book Curation



Books displayed in Anyang Pavilion

On the shelves of Anyang Pavilion, you can find publications and videos about opinions and intentions of the many artists, planners, researchers, creators, and actors that participated in APAP since the first one started in 2005, and one-line explanations and drawings that help understand works. These all aim to provide different views on the works created throughout

APAPs by looking at the participants' backgrounds, sharing works under production, and offering materials for various talks about public art.

At the opening of the 4th APAP in October 2013, Anyang Pavilion first introduced the monographs of 10 authors involved in it (Álvaro Siza, Honoré Daumier, Suzanne Lacy, Rick Lowe, Lee Bul, Hong Myung-Seop, and others), which followed by further studies to be opened in a series throughout the open hours of the park library.

Anyang Pavilion also offers a special service for its users – full-time docents and an audio platform that can be seen at art galleries and museums. So, visitors can listen to explanations of works displayed at the art park through the application on their mobile phones.

If you still feel that art is too far away, how about visiting Anyang Pavilion – a place of good rest, nature, and global artworks that you can see, hear, touch, and feel? You will definitely fall into a satisfying art world.

## A short interview with Anyang Pavilion

### 1. What is the “exhibition point” of Anyang Pavilion?

The APAP is like a fusion of global artists’ individual thoughts on a city called Anyang. So, the audience can look at Anyang wearing “global glasses,” with context and material of the authors globally different. Also, while people generally pay attention to the visual elements on-site when appreciating works, Anyang Pavilion helps visitors in that manner as it provides information about the authors’ intention and background of each work.

### 2. What kind of library do you want Anyang Pavilion to become for citizens in Korea?

The building itself is the first artwork of Anyang Pavilion that started out as the first step of the public art project. We hope Anyang Pavilion becomes a library with a low barrier so that people can walk through art freely, just like unconstrained libraries. Also, we hope it becomes a library where the citizens of Anyang and the Korean citizens who live in this contemporary era can see, touch, and feel the world and works of global artists.

### 3. What are the future plans of Anyang Pavilion?

In time for the 7th Anyang Public Art Project (APAP7) to be held in 2023, we plan to bring in more content suitable for public art libraries. In addition, as Anyang Pavilion is also a cultural complex for citizens while introducing public art and APAP, we are planning to make it a space filled with a greater variety of contents such as artworks, real materials, videos, audios, and exhibitions.

#### Anyang Pavilion

\* APAP ARCHIVE EXHIBITION is open now! (2021.10~)

Website: [www.apap.or.kr:446](http://www.apap.or.kr:446)

Contact: +82-31-687-0548

Address: 180 Art Park-ro, Manan-gu, Anyang-si, Gyeonggi-do

Ticket: Free

## ONE-LINER QUOTES

# Music Braille Transcriber's Pick

### A Consolation Trip with Books

Written by Yang Min-Jung (Music braille transcriber and director of a music braille transcription team at the Siloam Center for the Blind)



**It's Okay, It Does Not Bother Me**  
Eun Jin-Seul, The Tree of Thoughts

We should practice embracing the difference more generously, naturally, and often at least from now on because we are only different, not wrong.



“What’s your job?” “I am a music braille transcriber.” “Sorry?” “Music braille transcriber.” “Music what?” “Braille transcriber.” “I’m sorry I couldn’t catch it. What do you do for a living?” “Braille transcription. Braille is a form of written language for blind people, and transcription is to put something into written or printed form.” “Oh, I see now. What is it about specifically?”

Swanist. A newly coined term meaning a jobless female was first used in a scene describing the writer Eun Jin-Seul's job. Is it a coincidence that episodes of me trying to explain my job came to my mind as I read through?

As a music braille transcriber, the book *It's Okay, It Does Not Bother Me*, published by The Tree of Thoughts and written by a blind pianist, is interesting enough to draw my attention. Also, something else touched my heart as I read through the book. Even a person who cannot connect with a person with visual disabilities, this book would help all the people living life. *It's Okay, It Does Not Bother Me* opens up a heavy bag filled with life stories, lets people talk about whose bag is heavier and who had more challenges in life. One would feel pride in overcoming all such challenges and think how miserable life was at the same time. In the midst of all that, the book gives us the energy to live another day by telling us how one's life is as one struggles.

“We should practice embracing the *difference* more generously, naturally, and often at least from now on because we are only *different*, not *wrong*.

Then, when a society is mature enough to respect and listen to individual differences and unique ideas, and when every class of people can harmonize within the society, it will be like a symphony with coordinated and beautiful harmony.”

Most of the book plainly describes hardships a person with visual impairment faces as she lives her life. These outspoken descriptions become a medium of positive change in perspectives for people, helping them see that disability is not something wrong but rather something different. Even when disregarding such perspective change, when the society evolves into a one where people can understand each other being different through the book, I believe the world would become a better place where people would hold hands together rather than cross swords against each other. I repeated the phrase several times as it helped me look back on values forgotten due to the value being something too natural even to recognize.

‘That might be the case,’ ‘I guess that’s how people perceive that,’ or ‘Didn’t know that this could be that uncomfortable’ are the possible perspective changes enabled by the book. It takes you on a delightful journey that gets you to use the hidden side of your brain that you have not used for a long time.



*Le Voyage Quotidien*  
Kim Min-Cheol, The Book Life

'여행(yeo-haeng; traveling)'  
is an acronym for  
'여(yeo)기서 행(haeng) 복할 것(enjoying the moment).'



In the fall of 2019, as I got as sensitive as a string soon to break, I had to take a day off and visit Coffee Laon Library nearby. That's where I first met the book *Le Voyage Quotidien* published by The Book Life.

The writer decides to travel to Tokyo for a month while his friends are busy going to school. Reading how freely the author goes around the world. I thought, "Wow, it's impressive that he went on a trip by himself." It also reminded me of my one-and-a-half-month trip to the US in my mid-20s. I asked around when I couldn't find the direction and was daring enough to ask a police officer to take me to certain places. After reading the book, I also felt sorrow, thinking, "Where did that adventurous young girl go?"

The book has a phrase, saying “여행” (yeo-haeng; traveling)’ is an acronym for ‘여 (yeo) 기서 행 (haeng) 복할 것 (enjoying the moment).”

I do not know why that line made me cry. Why was a woman in her 40s reading a book at the corner of a cafe early in the

morning crying her heart out?

Before the COVID-19 pandemic broke out, I had a hard time pulling myself together to stop my racing heart from thinking of going on an unplanned trip as the writer did. Two years after the pandemic, each letter of the book gave me a lump in my heart, pity, longing, and hope that someday I could go on a trip like the author in the book.

Seeing that my reviews on both the first and second book finish with imagining myself being on a trip, I guess I was yearning for some travel. When it is hard to go on a short trip due to COVID-19, you can have a great time as you follow the writers' footsteps through books.

**KOREAN PUBLISHERS****Changbi Publishers**

The Unfathomable Depth of Beauty



Changbi Publishers

We all have our own stories that have made us who we are today. Here, Changbi Publishers has a long-established history and tradition, and the publisher has become the way it is now through countless transitions. As it always rose amid severe government oppression, Changbi Publishers was able to keep expanding the spectrum of publishing in the country through endless attempts. The publishing house is actively playing on the global stage, regardless of the genre, from children's books

and literature with touching stories to books containing various knowledge of intellectuals. Also, by using online platforms, it seeks to get closer to readers. Therefore, it is a great time to introduce Changbi Publishers, who are committed to enriching communication with readers by engaging with global trends.

Please introduce Changbi Publishers to those involved in overseas publishing. Also, please tell us the meaning of the name “Changbi.”

Changbi Publishers is a comprehensive publishing house that has continuously offered books in various genres such as literature, humanities, liberal arts, children, and young adult fiction since it first printed publications in 1974. As many as over 3,000 different books have been published so far, and around 270 books are offered every year. Changbi Publishers is widely known as one of the most trusted publishers in South Korea.

Changbi, a combination of Korean words “*changjag* (creation)” and “*bipyeong* (criticism),” originated from a quarterly magazine *Creation and Criticism* that was launched in January 1966. At that time, it printed books with a different publisher name. The publisher would grab readers’ attention with refreshing content that took the Korean literary sphere and many intellectuals by storm. Even though the publisher once faced many challenges, such as a restriction banning the sale of its magazine under a military government, discontinuation of publishing, and denial of registration as a publisher, the support from its readers remained

solid, making it a leading book publisher today in Korea.



The 2021 edition of *Creation and Criticism*

Changbi Publishers is printing books in various genres, including domestic literature. What values is it pursuing in the book planning stage?

We are actively printing a variety of books, ranging from inspiring children's books that infuse children with hope while fostering emotional development and literature with touching stories to books containing knowledge of intellectuals at home and abroad who are exploring new civilizations. Changbi Publishers has a great deal of pride in publishing high-quality content that it handpicks.

Changbi Publishers is a publishing house that has maintained its position for over 40 years. What do you think is the driving force behind its long-term existence as a publisher?

Our motto is a four-character idiom “*beobgochangsin* (法古創新),” meaning “Be consistent but always new.” Changbi Publishers has always taken on new challenges, not resting on its laurels just as it never gave up on publishing socially critical writings when it was under political oppression and courageously pioneered children’s literature and young adult fiction when the genre was rarely known to Korean publishers. Such a determination has dramatically driven the growth of Changbi Publishers.

As one of the leading book publishers in Korea, Changbi Publishers owns various books. What are the three most well-known books among them?

It is quite difficult to choose as Changbi Publishers has been in the literature industry for a very long time while publishing many books. But, if we have to choose, we’d pick the beloved book *My Exploration of Cultural Heritage* by Yu Hong-June, *Please Look After Mom* by Shin Kyung-Sook, and a long children’s story, *Children of Kwaeng-I-Bu-Ri Village* by Kim Jung-Mi.



*My Exploration of Cultural Heritage*



*Please Look After Mom, Children of Kwaeng-I-Bu-Ri Village,  
D.H. Lawrence, A Western Gaebyeok Thinker*

Is there any book to recommend to our subscribers? Please explain along with the reason.

Paik Nak-chung, founder of the magazine *Creation and Criticism* and Changbi Publishers, is a great scholar, representing the

Korean intellectual sphere. One of his leading works, *D.H. Lawrence, A Western Gaebyeok Thinker*, is an unmatched literary work that associated the Gaebyeok ideology of the Korean Peninsula into Lawrence's attempt to overcome the limitations of Western philosophical history. We'd like to recommend the book to readers worldwide.

Changbi Publishers has been publishing young adult fiction books that grabbed readers' attention, such as *Almonds*, *Paint*, and *The Picture Bride*. What do you think made young adult fiction so popular in recent years? And please explain along with the motto for Changbi Publishers when making these books.

We are seeking to make books that leave teenagers a meaningful impression, so much so that they would think, "It's a blessing that I read the book before growing up." Teenagers experience high-intensity emotions, making the period the perfect time to embrace diverse perspectives, including science fiction or fantasy genres. Also, today's teenagers are a group of readers with a refined taste as they naturally engage with new media platforms like webtoon or web fiction. If teenagers have fun when reading, we believe that they could dive into the breadth and depth of reading in adulthood. In that sense, we strive to offer stories that are fun, inspiring, universal, and high quality.



*Almonds, Paint, and The Picture Bride*



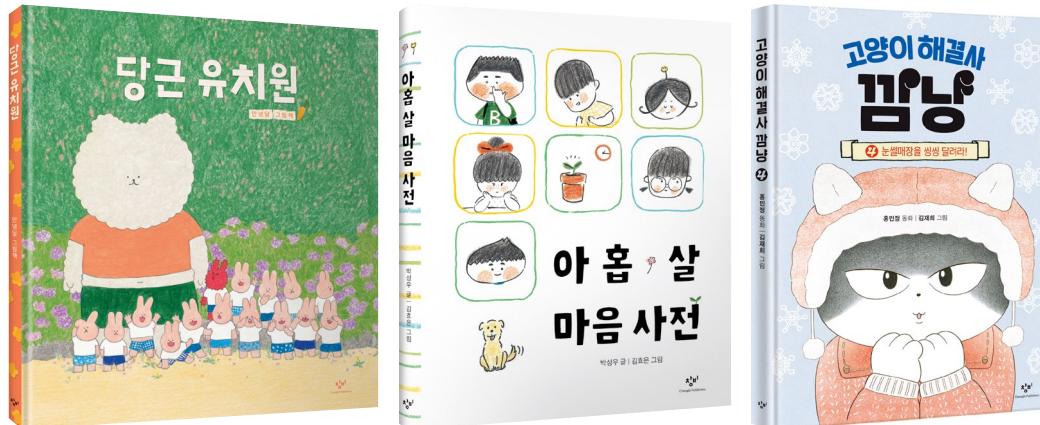
*Snowglobe, and Yuwon*

In particular, *Almonds* made a successful debut in overseas markets. So what kind of efforts is Changbi Publishers putting in, and what role does it play to help good books successfully enter overseas markets?

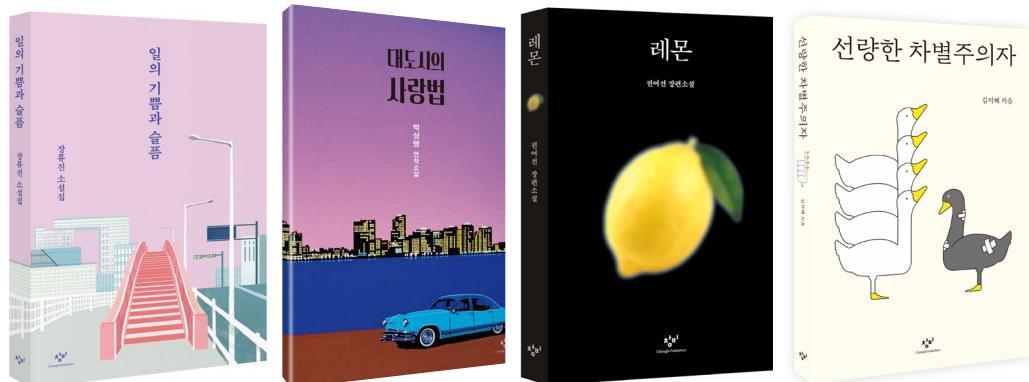
*Almonds* is the most successful case in recent years as we contracted with many foreign publishers across 21 languages. The demand from overseas publishers has been steady for a long

time. Still, over the past three or four years, overseas attention for the book has risen significantly, leading to an increase in actual contracts and publication in other languages. A lot of attention has been drawn to young adult novels like *Almonds*, such as *Snowglobe*, *Paint*, *Yuwon*, *The Picture Bride*, or children's books like *Carrot Kindergarten*, *A Dictionary of Nine-year-old's Hearts*, *Black Cat Ggamnyang*, *the Problem Solver*. Also, adult books, such as *The Joy and Sorrows of Work*, *The Love in the Big City*, *Lemon*, and *The Good Discriminator*, won the hearts of leading foreign publishers.

These literary works, of course, have a captivating story as they were first recognized and beloved by Korean readers. In addition to its content, what drove the overseas expansion of these books was the effort to enthusiastically promote the works to overseas publishers and those involved in the industry. Changbi Publishers has a member in charge of managing the copyrights of the books, enabling a more active and targeted overseas promotion and export activities. For example, the publisher gives updates on most of its new literary works, right after their publication, to foreign publishing houses and agents by regularly sending English newsletters, in addition to its active response to inquiries related to copyrights or materials offered.



*Carrot Kindergarten, A Dictionary of Nine-year-old's Hearts,  
and Black Cat Ggamnyang, the Problem Solver*



*The Joy and Sorrows of Work, The Love in the Big City, Lemon, and The Good Discriminator*

Last year, Changbi Publishers launched a comprehensive reading experience platform, “Switch (Story with Changbi).” Please tell us about the platform and what do you expect from it?

Switch is a comprehensive reading experience platform that provides users with all-around experiences, such as online book clubs, reading serialized publications, opportunities to join lectures and book reviewing groups. The platform is available on the website ([switch.changbi.com](http://switch.changbi.com)) and Android and iOS apps.

There are various book clubs with different themes, including

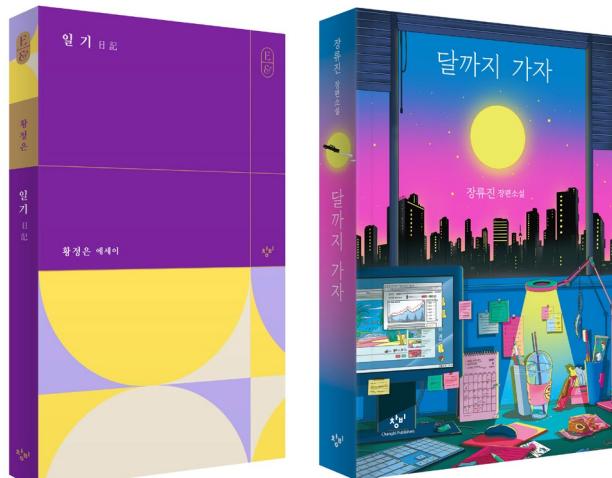
one, “Club Creation and Criticism,” where members read the quarterly magazine Creation and Criticism, and another club that aims to fully read a book every month. The Club Creation and Criticism boasts a high re-registration rate, and thus it currently has sixth-generation members. The clubs in Switch have various themes, such as transcribing poems every day for 3 weeks and reading and watching SF movies and novels together. In some clubs, authors present a reading mission and encourage members to read with cheerful comments. As a result, the program is receiving positive feedback.

In the serialized publication section, you can read new literary works of famous writers before publication for free. Several books, such as *To the Moon* by Jang Ryu-Jin and *Diary* by Hwang Jung-Eun were printed on paper after they were first published and got popular in Switch. Currently, new novels written by Kim Keum-Hee and Jeong Yi-Hyun and poems by Park Yeon-Jun are being serialized on the platform.

Also, Switch offers various experience programs, such as pre-publication book reviews or a book talk show that gives the author’s lectures online.

The reading platform is growing as a platform that offers a fulfilling reading experience by closely connecting authors and readers. As it is directly run by Changbi Publishers, the platform is capable of providing a variety of reading experiences to readers, which is one of its benefits. Readers can experience reading more deeply by first meeting literary works that are

serialized on Switch before publishing, and attending a book club lecture with authors after their books are published. Also, by running online book clubs and events, the platform meets the needs of readers who had a thirst for offline events, which were reduced due to the extended coronavirus pandemic and readers who live outside the metropolitan area and have difficulty joining them. Most authors have found the platform satisfactory as they can communicate more closely with readers and see their feedback fast through serialization, book clubs, lecture, etc.



*Diary, and To the Moon*

Looking at Changbi's significant footprints, we are very much looking forward to its future. We wonder what is the direction and future plan for Changbi Publisher?

All the members of Changbi Publishers said that they feel most motivated when readers say that they don't hesitate to read books published by Changbi Publishers, as it is reliable as a publisher.

Changbi Publisher will keep publishing books full of insights and delight for readers while actively engaging with global trends.

## KOREAN AUTHORS

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# Writer Kim Ho-Yeon

An All-Round Storyteller Who Makes Everyday Stories Special

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The grand prize winner of the 1st Bucheon Cartoon Story Contest in 2005, the excellence prize winner of the 9th World Literary Award in 2013, the winner of Book of the Year Award of Yes 24, and the No.1 Audiobook of the Year chosen by Millie in 2021 – these are the titles representing writer Kim Ho-Yeon. He has even become a writer of steady-sellers this year. Writer Kim has been an all-round storyteller, going from films to comics and novels. So then, what is the reason that so many people are enthusiastic about his works? One plausible idea is that his works are so akin to our lives. Following is an interview of writer Kim Ho-Yeon, an all-round storyteller who gives deep insights and touches our hearts through ordinary daily life stories of charming and dynamic characters that might exist around us.



Please introduce yourself to our readers.

Hello, good to see you all. I'm Kim Ho-Yeon, a novelist and screenwriter. I've been wanting to meet you!

As you work across various media, what do you think is the most appealing media for storytelling?

I'm a storyteller who has been working as a scriptwriter and a novelist for a long time, ceaselessly writing stories that the public might like. I believe that novels are a medium that can maximize readers' imagination and draw dramatic engagement. The fact that so many movies and dramas in the world are based on novels today is good proof of it.



*Mangwondong Brothers*

The characters in your first work, *Mangwondong Brothers* (Namu Bench), are so fresh and impressive. What is the thing that you take most seriously when writing a work?

First, characters. Second, characters. And third? Characters. The plot is like a playground for the characters, and the structure is just a timetable for them. So, we need to study the characters and write about their human nature.

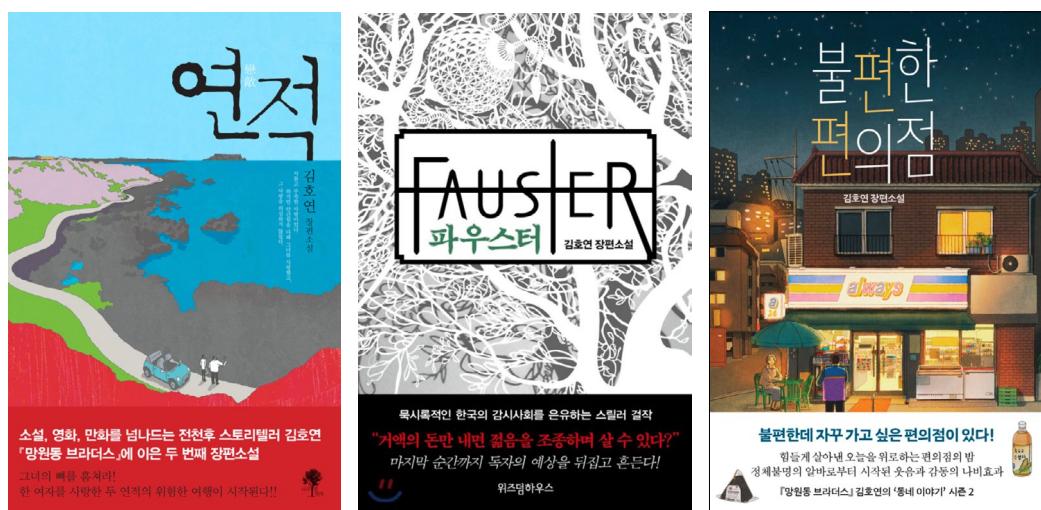
What are some of your works you want to recommend to overseas readers?

Well, I would like to recommend my second novel, *Rivals in Love* (Namu Bench) and fourth novel *Fauster* (Wisdomhouse Mediagroup Inc.), and my recent title *Uncanny Convenience Store* (Namu Bench).

Book *Rivals in Love* is like a road movie of two men and one woman going on a deeply moving journey. Its publication rights were exported to Thailand, and I'm waiting for publication at the moment.

Next, *Fauster* is an action-thriller that got its motive from *Faust* of Johann Wolfgang von Goethe. The book was praised for unraveling the secret desires of humans with ingenious imagination, and it's been receiving good feedback from German readers since it was published in Germany last year.

Also, *Uncanny Convenience Store* is my representative work, which has been an all-time bestseller from last year to today, greatly loved by Korean readers. It's a bizarre but heartwarming story of a homeless man working as a night-shift part-timer at a 24-hour convenience store in Seoul. The publication rights were sold to Japan, China, Thailand, Taiwan, Indonesia, and Vietnam, and it is currently under drama production.



*Rivals in Love*, *Fauster*, and *Uncanny Convenience Store*

**When writing your works, was there a particularly memorable sentence?**

"A convenience store is where people come frequently, whether they are customers or staff. It's like a gas station where people come to 'charge' stuff or money. She knew it so right.

At this gas station, I didn't just fill the tank.

I fixed the car. Leave, take the road with your fixed car

– I felt as if she was whispering to me."

- *Uncanny Convenience Store*, page 243

That's the paragraph added late to *Uncanny Convenience Store* when I was doing the last polishing. As I could define the "convenience store" that I was writing about as I reached the final phase of writing, it has a special significance to me. It also reminded me of a truth a writer learns from his/her work while writing.

**Is there a title that you feel particularly attached to among all your novels?**

At the moment, it's *Fauster*. I mapped it for a long time, and I had to take care of a cervical disc problem. It was my first thriller, and my first novel to be released overseas. Before writing it, I was curious to know how a writer can write a story more than 500 pages long. And now, I am happy to understand their

mind, as I completed this book (*Fauster* is a brick-like book 544 pages long). Thus, this book pushed me to the end, but it is also a charming book that received a good response from readers. This is why I picked it as the work that I feel most attached to. But since *Uncanny Convenience Store* is climbing the ranks at an exponential rate, my number one choice could change soon (laughs).



*I Write It Everyday, Rewrite It, and Write It to the End*

Through your book *I Write It Everyday, Rewrite It, and Write It to the End* (Hangseong B), you shared secret writing techniques and know-how for winning contests. So, what are the secret writing techniques?

*I Write It Everyday, Rewrite It, and Write It to the End*, is my first memoir and a desperate but humorous “survival story” as I’ve been making a living by just writing for 20 years. Rather than writing secrets, it contains more stories about attitudes to

writing. And, yes, there are many useful tips, but I'm not opening it here because if I reveal everything, that might cut my throat (laughs). But, as you all know, the answer is in the title: write everyday, rewrite it, and write it to the end.

*Uncanny Convenience Store* became a steady-seller, going beyond just a bestseller. How do you feel?

First of all, it's amazing. I also feel humble and thankful for readers' love. I'm happy as well. It allowed me to write my next story in a better condition.

What are your future plans? Also, please leave your last words to those reading this interview.

For the past 20 years, I've been writing stories across various genres and media as a storyteller. Before my fifth novel, *Uncanny Convenience Store* became a bestseller, I had already published four novels and one memoir. I've been steadily writing stories. My hope is that overseas readers have more opportunities to read my various works. I'm currently writing my next title, in return for the support and love from my readers. I'm writing today, to become a writer who writes sincere stories that move the hearts of people. Thank you.

## PUBLISHING INDUSTRY

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# The Era of the Metaverse: Will It Allow Authors and the Publishing Industry to Coexist?

Written by Kim Dong-Hwan (*Hankyung* columnist)

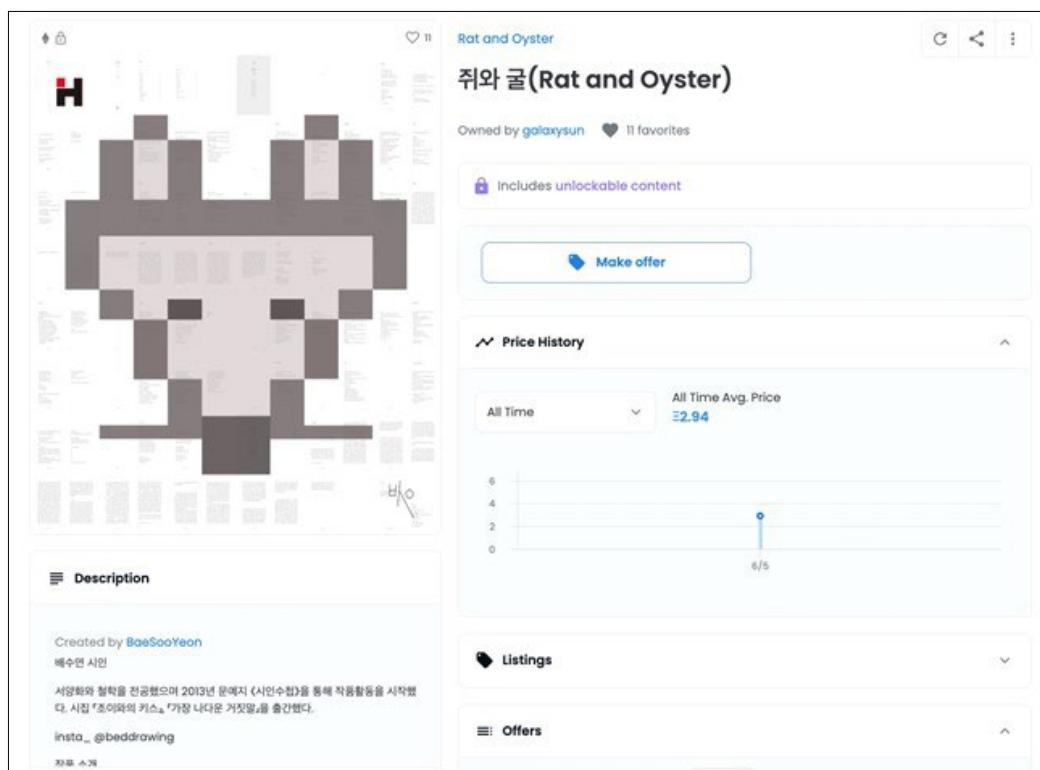
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- \* Metaverse: Metaverse is a term consisting of “meta,” meaning “virtual” and “transcendent,” and “universe,” meaning space. It refers to a three-dimensional virtual world where social, economic, and cultural activities take place just like reality.
- \* NFT: Meaning “Non-Fungible Token,” NFT refers to a token that represents rare digital assets.

Transition to an era where we can own a famous writer's poem

On June 5, 2021, the third poem collection *Rat and Oyster* (Hyundai Munhak) of writer Bae Soo-Yeon was published in the form of an NFT, sold at 2.94 Ethereum on Opensea, an online NFT marketplace. The momentary currency of 2.94 Ethereum was approximately 9 million won, which today costs about 10 million. If we think that a poem collection usually costs about

9 thousand won, the purchase was made at a price 1,000 times higher. Also, considering that there was no intermediary in the purchasing process as it was a direct trade between the writer and the buyer, the purchase has actually brought the writer more than 1,000 times profit. Writer Bae says she will donate the entire profit to an organization advocating the democratization of Myanmar.

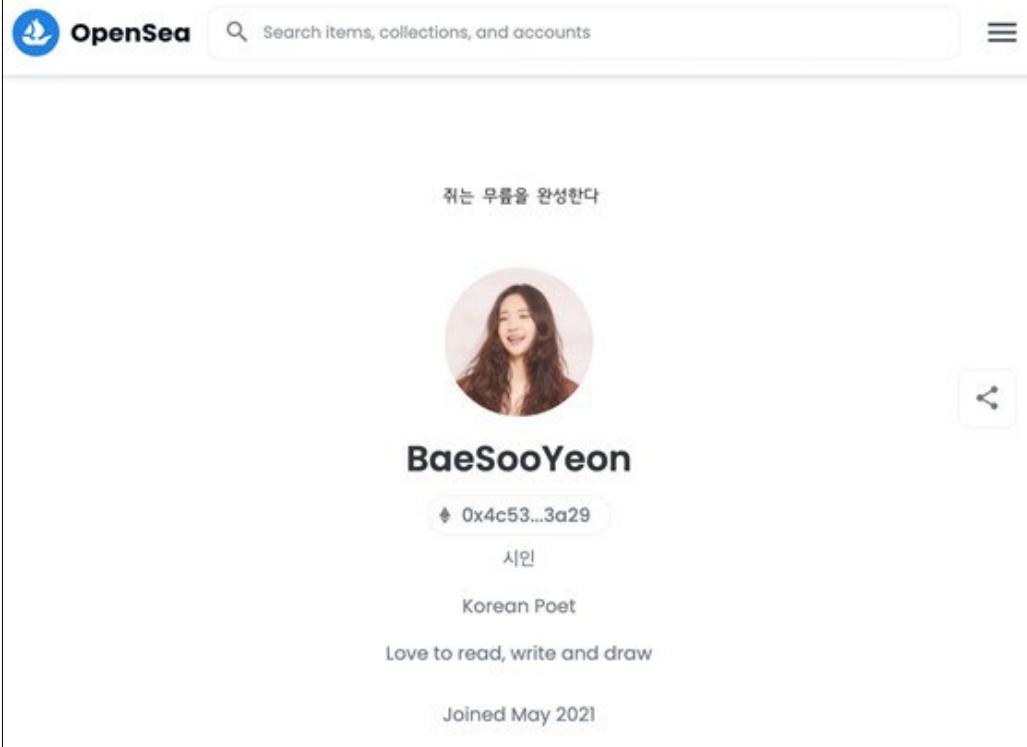


An online NFT marketplace “Opensea” where the NFT work of writer Bae Soo-Yeon’s *Rat and Oyster* was registered  
([opensea.io/assets/0x495f947276749ce646f68ac8c248420045cb7b5e/34522892632756766764653243278613732703025603911530128546381731073504005062657](https://opensea.io/assets/0x495f947276749ce646f68ac8c248420045cb7b5e/34522892632756766764653243278613732703025603911530128546381731073504005062657))

| Event    | Price | From        | To         | Date                                  |
|----------|-------|-------------|------------|---------------------------------------|
| Transfer |       | BaeSooYeon  | galaxysun  | June 5 2021, 6:51 am                  |
| Sale     | 2.94  | BaeSooYeon  | galaxysun  | 8 months ago                          |
| Minted   |       | NullAddress | BaeSooYeon | 9 months ago<br>Opens in a new window |

The production and purchase record of *Rat and Oyster* written in the blockchain  
 (opensea.io/assets/0x495f947276749ce646f68ac8c248420045cb7b5e/  
 34522892632756766764653243278613732703025603911530128546381731073504005062657)

The screenshot above shows the production and purchase record of the NFT *Rat and Oyster* written in the Ethereum blockchain, and how the work was transferred. As such, the data recorded in blockchain is open to the public, and nobody is authorized to modify or delete the record.



The screenshot shows the OpenSea profile page for the user "BaeSooYeon". The profile picture is a portrait of a woman with long dark hair. The username "BaeSooYeon" is displayed prominently below the picture. To the right of the name is a share icon. Below the name, the Ethereum address "0x4c53...3a29" is listed, followed by the Korean term "시인" (Poet) and the English term "Korean Poet". A short bio states "Love to read, write and draw". At the bottom of the profile card, it says "Joined May 2021".

The profile of writer Bae Soo-Yeon registered on Opensea  
 (opensea.io/BaeSooYeon)

Above is the profile of writer Bae Soo-Yeon registered on Opensea, the biggest NFT marketplace. If we search “0x4c54…3a29,” which is her Ethereum address, we can easily find out her NFT production history, sold price, and transfer record. In addition, anyone can see who currently owns her NFT, and if the NFT has been resold to another person. And these all have the unique characteristics of the blockchain, where no records can be modified or removed.

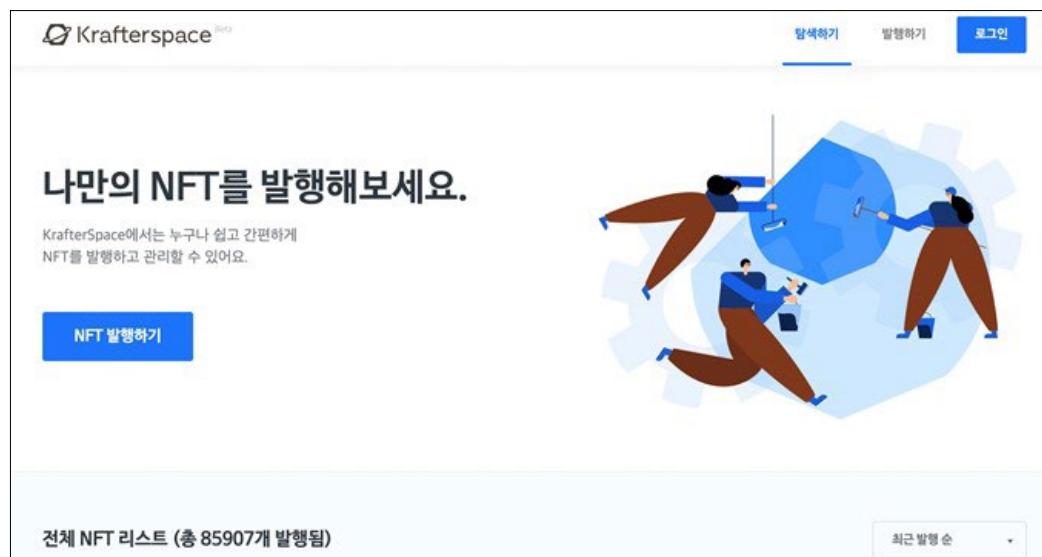
### NFT publishing market and prospects in Korea

Korean NFT markets are expanding, but are currently limited to games and artworks. However, games and works of art also have problems choosing a platform on the NFT market (like a blockchain network such as Ethereum). It is the reality that many authors are having trouble publishing and selling NFTs due to linguistic and technological barriers.

Yet, if we look at Korean NFT markets, growing little by little or having good prospects, an NFT marketplace based on Klaytn developed by Ground X, a subsidiary of Korean conglomerate Kakao, seems to be growing steadily. Klaytn is a blockchain network that works the same as Ethereum, using the open-source Ethereum. As writer Bae Soo-Yeon published her NFT using Ethereum, many other authors will also be able to publish their NFTs through Klaytn. Klaytn’s gas is currently cheaper than Ethereum, and relevant communities are facilitated in Korea. It

is also advantageous for authors as there are websites servicing Korean, enabling them to publish and sell NFTs more easily.

As there's a wallet inside Kakaotalk – the representative messenger app in Korea – where people can use Klaytn, authors and domestic users can have easier access to it. Nevertheless, the market for the production and trade of NFT works based on Klaytn is not facilitated yet in Korea. So, with the market in its infancy, there is a desperate need for a domestic platform where authors can get help producing and selling NFTs like Opensea.



An NFT production platform, “Krafterspace,” based on Klaytn, the representative blockchain in Korea ([www.krafter.space/ko/explore](http://www.krafter.space/ko/explore))

## How can authors and the publishing industry coexist in the metaverse era?

When the Internet was first born, some experts talked about how the future might change. However, it did not directly impact the audience. However, today we are all living with the Internet,

feeling its importance in daily life.

Now, the era of the metaverse is upon us. It has a subtle influence on our lives yet, and a number of experts are setting the stage preparing to jump on the new wave.

We can also have a taste of that groundwork through the “NFT.” It is yet a difficult and unfamiliar topic, but a few early bird authors are using NFTs to sell their works and making new works with the profit. This could be a threat to the traditional intermediaries, but it can also be a good chance for authors if used properly.

The NFT has heralded the emergence of the metaverse era. Now the world has changed, and authors and readers can have direct exchanges of works by means of a new technology called the blockchain. And this trend is expected to develop further with the metaverse.

But there are still many ways for writers and the publishing industry to coexist in the midst of change. For example, many authors are having difficulties publishing and selling NFTs. The publishing industry could play a critical role in supporting their troubles. It could serve as a platform similar to Opensea, the world’s largest NFT market, and further develop its role.

Such a market is still wide open and is becoming a land of possibilities for people seeking new opportunities. The era of the metaverse has already arrived, and if we do not join the generational transition, only regrets will await us.

## Publishing Policy

# 2022 Overseas Publication Grants

## 2022 Overseas Publication Grants



### 01. 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 31th, 2022**
- Such books must be published in the time period and be submitted to the Publication Industry Promotion Agency of Korea ("KPIPA") by November 7th, 2022 (Monday).



## 01. Overview of grants

### • 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

### • Grant-winning work of the <Overseas Publication Grants> awarded 2021

- [Go to K-Book Trends Vol.37 INFO article](#)

click

\* [www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=527&page=1&code=info&category=75](http://www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=527&page=1&code=info&category=75)

## 02. Application method

### • Application period

- January 27th (Thu) ~ April 15th (Fri),  
2022 (11 weeks)



### • Application documents (required)

- Application form  
(KPIPA format, "Application Form for 2022  
Overseas Publication Grants")
- Download and fill out the form from  
the KPIPA website at [www.kpipa.or.kr](http://www.kpipa.or.kr) or  
[k-book.or.kr](http://k-book.or.kr)

click

\* [www.kpipa.or.kr](http://www.kpipa.or.kr)  
\* [k-book.or.kr](http://k-book.or.kr)

## 02. Application method

### • A copy of the Copyright Contract

### • A copy of the Translation Contract

### • Book cover and book with temporary binding

- In PDF format, at least 1/2 of the book must  
be submitted, including the cover



## 02. Application method

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

- Submit applications to [kbook@kippa.or.kr](mailto:kbook@kippa.or.kr)
- If you have any inquiries, contact Jihoon Park, Assistant Manager, Export Support Team, at +82-63-219-2765 / [kbook@kippa.or.kr](mailto:kbook@kippa.or.kr)



## 03. Selection criteria

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

## 04. 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.



#### 04. Notes

- 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.



#### 04. Notes

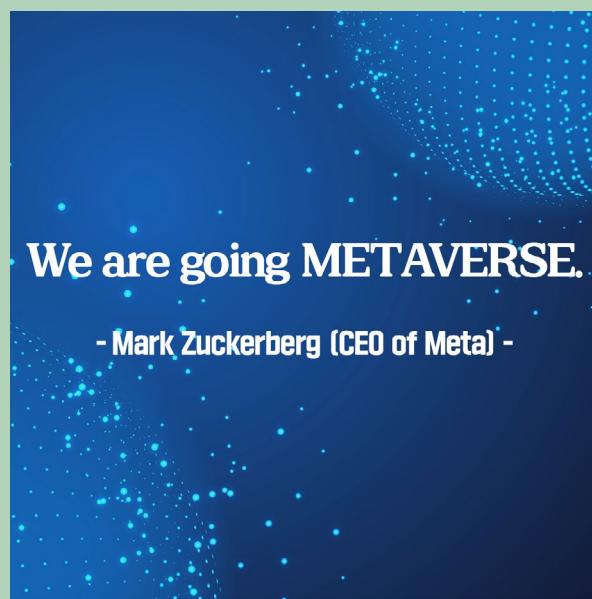
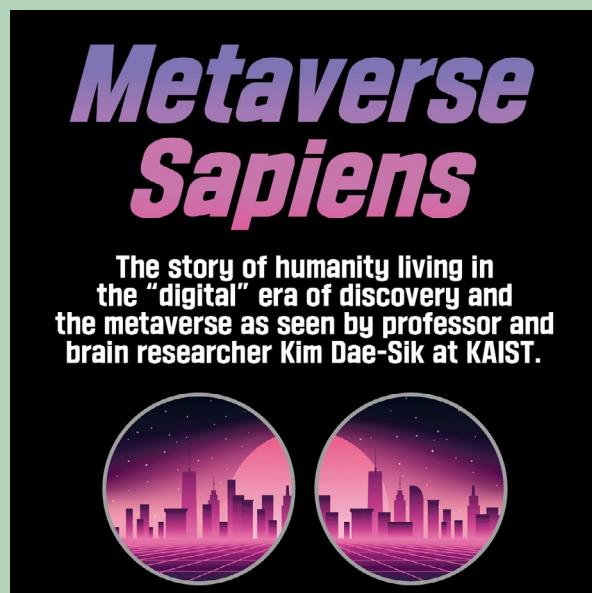
- Books selected for grants may be used for non-profit purposes by KPIPA, such as the promotion of KPIPA's business.
- If the publication or submission of a book is delayed without justifiable reasons, or if the content of the publication report is deemed unsatisfactory, the grant may not be paid.

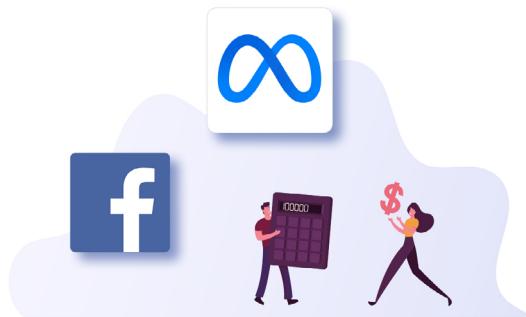


# INTRODUCTION

## NEW BOOKS

### Metaverse Sapiens

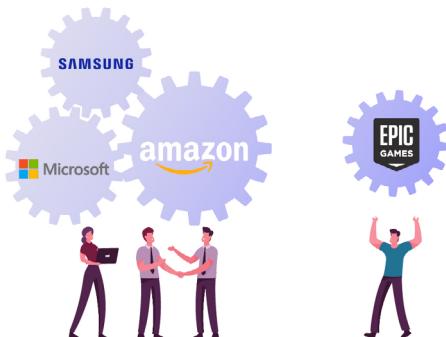




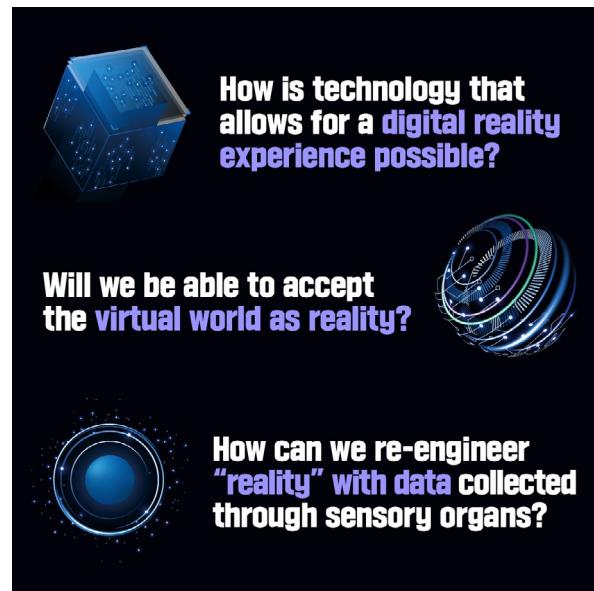
Switching its name to “Meta,”  
Facebook announced its  
**\$10 billion investment plan** in the  
development of metaverse technology.

In addition, the CEOs of Samsung,  
Microsoft, and Amazon held meetings  
last year to discuss **how to co-operate**  
**on next-generation technologies.**

Epic Games also announced  
its **rebirth as a metaverse company.**



**So, why are  
the global giants  
so excited  
about  
the metaverse?**



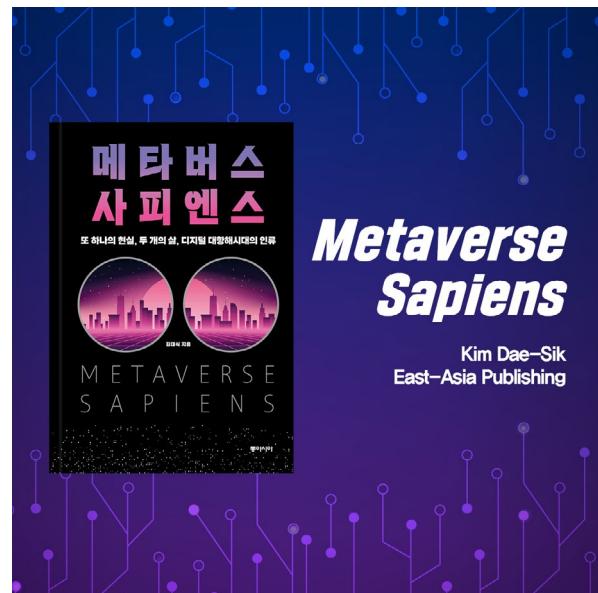
Professor Kim Dae-Sik of KAIST explains the "real reason" behind the new and emerging technology.

**"metaverse."**



Is metaverse a bubble, or a wave?

**It's a tsunami.**



\* [youtu.be/DXj-CDljHGY](https://youtu.be/DXj-CDljHGY)

## BEST SELLERS

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# 2nd Week, February 2022

Bestseller Trends in the Four Biggest Online Bookstores in Korea

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As of February 2022, Korean readers seem to be reading books of various genres, ranging from science to humanities, self-help, and business. Among the top 10 bestsellers jointly announced by four major online bookstores in Korea, three were fiction. The Book *Uncanny Convenience Store* (published in April 2021) and *Dollagoot Dream Department Store* (first volume published in July 2020, second volume published in July 2021) have been chosen by Korean readers ever since their publication. In particular, in the case of *Dollagoot Dream Department Store*, the compilation edition of the two volumes has also become a bestseller, proving its massive popularity. Also, *Welcome to Bookstore Hyunamdong* is a newly published title in January this year, but has been largely appraised by many readers. Moreover, as a winner of the e-book publication project led by Brunch

Book, *Welcome to Bookstore Hyunamdong* became one of the top 10 bestselling e-books, after which it was reborn as a paper book with readers' request.

The one common topic of the three fiction titles mentioned above is “consolation and hope for life.” While heartwarming books are drawing popularity amidst the cold winter, books about “consolation” have also ranked among bestsellers in the fields of humanities and non-fiction. For example, *Psychology Letter to My Daughter*, a psychological book written by a psychoanalyst who has been treating countless patients for the past 40 years, gives messages to all daughters in the world dreaming of living a bold life. Also, the non-fiction title, *I Hope You're Happy*, is a book where the writer talks about the happiness he felt while experiencing love, people, and “myself” in life. If you feel exhausted in life and think happiness is far away from you, how about reading one of these books that warm your heart with sincere sympathy?

Meanwhile, there's a book that has ranked first among children's books in all online bookstores in Korea. It is *Yeonji and Willow Bachelor*, the new book from author Baek Hee-Na, winner of the Astrid Lindgren Memorial Award, the Nobel Prize for children's literature. As a re-interpretation of old Korean folklore with the same title, the story allows readers to take a sneak peek at various writing styles of the writer and feel heightened anticipation for the bright spring, which will return after the cold winter. Also, influenced by her new book, her other books

*Magic Candies* and *The Bath Fairy*, have also become bestsellers. Meanwhile, another children's book that demonstrated the cold winter with cozy imagination, *The Snow Kid*, written by Bonsoir Lune, marvelously depicts how a child and the snow kid build a friendship. The readership of picture books in Korea is expanding from children to adults these days. If you find it hard to spare time to read books, how about falling into the fun of reading stories through pictures?

\* *K-Book Trends* Vol. 22 – Article about Baek Hee-Na

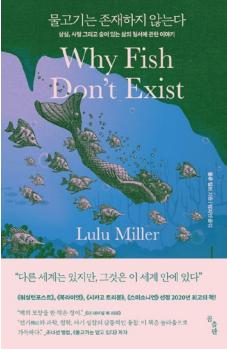
[www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=616&page=2&code=trend&category=60](http://www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=616&page=2&code=trend&category=60)

\* *K-Book Trends* Vol. 42 – Introduction of *Yeoni and Willow Bachelor*

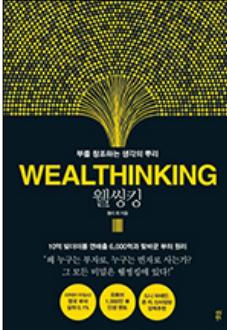
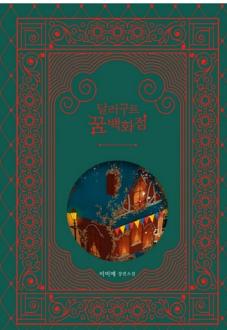
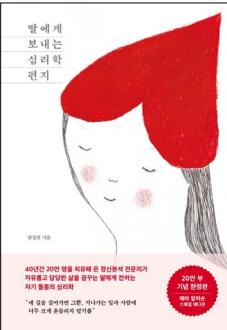
[www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=944&code=info&category=69](http://www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=944&code=info&category=69)

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

## Top 10 Bestsellers for the 2nd Week of February

|  |   |
|--|---|
| <p style="text-align: center;">1</p>    | <p><b><u>Uncanny Convenience Store</u></b><br/> <b>(Winter edition commemorating<br/>150 thousand copies sold)</b></p> <p style="text-align: center;">Author   Kim Ho-Yeon<br/>Publisher   Namu Bench<br/>Genre   Fiction</p>                                       |
| <p style="text-align: center;">2</p>   | <p><b><u>Yoon Seok-Youl X File</u></b></p> <p style="text-align: center;">Author   Yeollin Gonggam TV<br/>Publisher   Yeollin Gonggam TV<br/>Genre   Politics / Society</p>   |
| <p style="text-align: center;">3</p>  | <p><b><u>Why Fish Don't Exist</u></b></p> <p style="text-align: center;">Author   Lulu Miller<br/>Publisher   Gom Books<br/>Genre   Science</p>   |
| <p style="text-align: center;">4</p>  | <p><b><u>Seven Tech</u></b></p> <p style="text-align: center;">Author   Kim Mi-Kyung, Kim Sang-Gyun, Kim Se-Gyu, Kim Seung-Joo, Lee Kyung-Jeon, Lee Han-Joo, Chung Ji-Hoon, Choi Jae-Boong, Han Jae-Kwon<br/>Publisher   Woongjin Thinkbig<br/>Genre   Business</p> |

**Top 10 Bestsellers for the 2nd Week of February**

|   |   |  |
|---|---|--|
| 5 |    | <p><b>Wealthinking</b></p> <p>Author   Kelly Choi<br/>     Publisher   Dasan Books<br/>     Genre   Self-help</p>  |
| 6 |   | <p><b>Dollagoot Dream Department Store<br/>(Compilation commemorating<br/>1 million copies sold: Gift Edition)</b></p> <p>Author   Lee Mi-Ye<br/>     Publisher   Sam &amp; Parkers<br/>     Genre   Fiction</p> |
| 7 |  | <p><b>Psychology Letter to My Daughter</b></p> <p>Author   Han Sung-Hee<br/>     Publisher   Maven<br/>     Genre   Humanities</p>   |
| 8 |  | <p><b>Welcome to Bookstore Hyunamdong</b></p> <p>Author   Hwang Bo-Reum<br/>     Publisher   Clay House<br/>     Genre   Fiction</p>   |

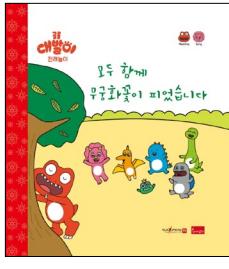
## Top 10 Bestsellers for the 2nd Week of February

|   |  |
|---|--|
| <p style="text-align: center;">9</p>   | <p><b><u>I Hope You're Happy</u></b></p> <p>Author   Park Chan-Wi<br/>Publisher   Highest<br/>Genre   Non-fiction</p>                      |
| <p style="text-align: center;">10</p>  | <p><b><u>No Love Zone – Supplementary Story (Special Package)</u></b></p> <p>Author   Danbi<br/>Publisher   OrangeD<br/>Genre   Comics</p> |

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

|  |  |
|--|--|
| <p style="text-align: center;">1</p>  | <p><b><u>Yeonie and Willow Bachelor</u></b></p> <p>Author   Baek Heena<br/>Publisher   Bear Books Inc.</p> |
| <p style="text-align: center;">2</p>  | <p><b><u>Magic Candies</u></b></p> <p>Author   Baek Heena<br/>Publisher   Bear Books Inc.</p>              |
| <p style="text-align: center;">3</p>  | <p><b><u>The Snow Kid</u></b></p> <p>Author   Bonsoir Lune<br/>Publisher   Changbi Publishing</p>          |

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

|   |   |  |
|---|---|--|
| 4 |    | <p><b><u>The Bath Fairy</u></b></p> <p>Author   Baek Heena<br/>Publisher   Bear Books Inc.</p>   |
| 4 |    | <p><b><u>What Happened to Seojoon's Fingernails?</u></b></p> <p>Author   Han Hye-Sung<br/>Publisher   Small Habit</p>  |
| 4 |  | <p><b><u>Let's Play Red Light Green Light!</u></b></p> <p>Author   Bandi Danbi<br/>Publisher   Bomi Art Books</p>  |
| 4 |  | <p><b><u>Tulip Sound Book (Pink Set)</u></b></p> <p>Author   Written by Kwon Osun and others,<br/>Illustrated by Cho Hwa-Pyung and others<br/>Publisher   YeaRimDang Publishing Co., Ltd</p> |

# KOREAN TRANSLATOR

## KOREAN TRANSLATOR

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### Bae Yang-Soo (裴涼秀)

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#### Profile

- Contact: +82-10-9101-8257 (+82-51-509-5360)
- E-mail: baeys@bufs.ac.kr

## Educational Status

- Feb. 1988. Vietnamese Dept. Hankuk University of Foreign Studies (BA)
- Oct. 1994. Dept. of Linguistics & Literature, Hanoi National Univ. of Education (MA)
- Feb. 2001. Dept. of Linguistics & Literature, Hanoi National Univ. of Education (Ph.D.)

## Career

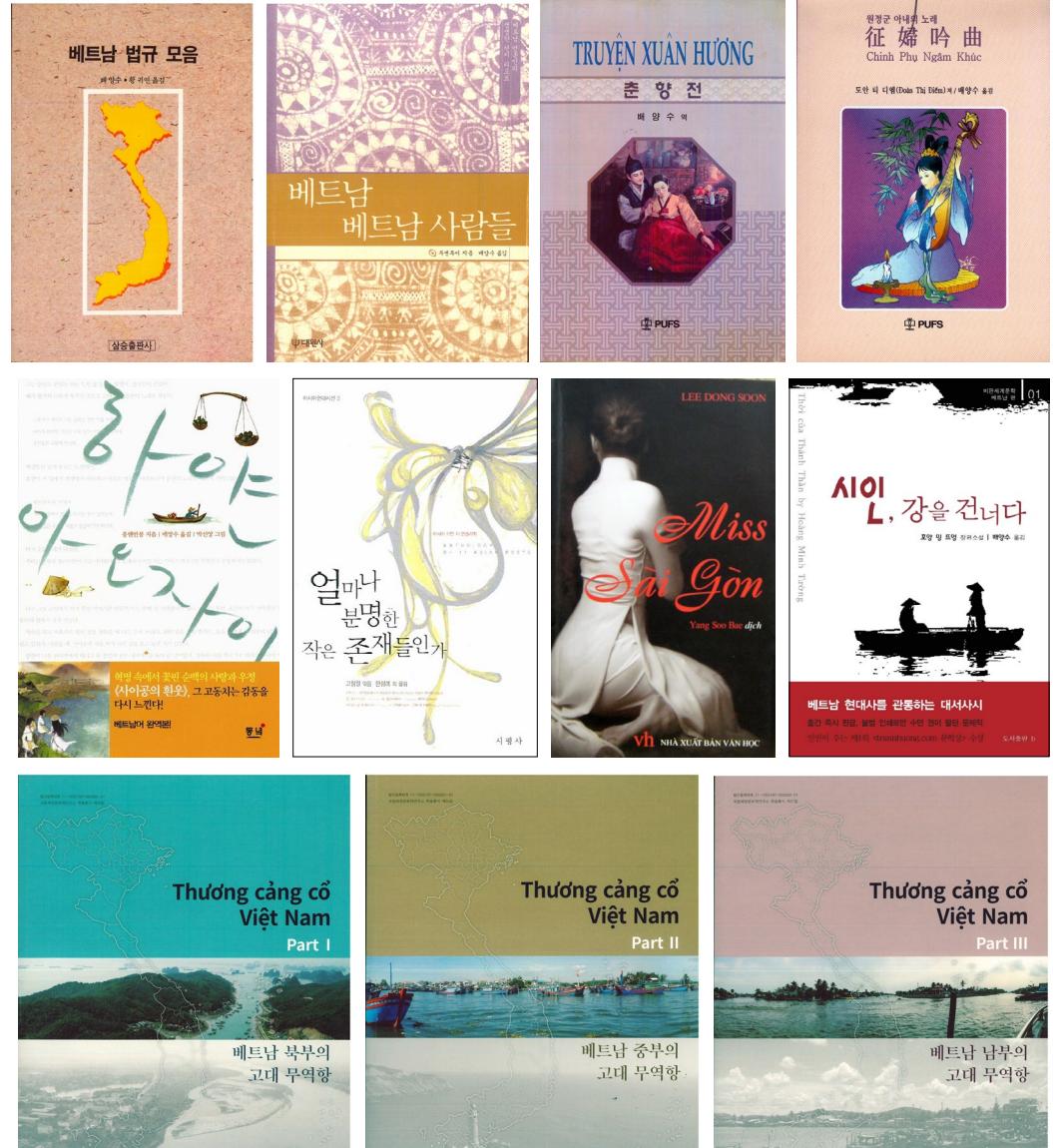
- Mar. 1995~Present: Professor, Head of Vietnamese Dept. Busan University of Foreign Studies (since Mar. 1995)
- Mar. 2018~Present: Director, Institute of Critical Foreign Languages, Busan University of Foreign Studies
- Jan. 2022~Present: President, Korea Association of Vietnamese Studies

## Translated Works

- Chính phủ VN, *Các văn bản pháp luật VN*, NXB. Samseung, Seoul, 1991  
*Regulations in Vietnam*, 1991, Samseung Publishing  
(Co-translated with Hwang Gui-Yeon)
- Vũ Sơn Thùy, *Con người, đất nước VN*, NXB. Daewonsa, Seoul, 2002  
*Vietnam, the Vietnamese*, 2002, Daewonsa

- Khuyết danh, *Truyện Xuân Hương*, NXB. KHXH, Hà Nội, 1994  
*Chunhyangjeon*, 1994, Vietnamese Social Science Publisher
- Khuyết danh, *Truyện Xuân Hương*, NXB. PUFS, Pusan, 1998  
*Chunhyangjeon*, 1998, Busan University of Foreign Studies Publishing (revised edition)
- Đoàn Thị Điểm, *Chinh PhỤ Ngâm khÚc*, NXB. PUFS, Pusan, 2003  
*A Womans' Song: Song of an Expeditionary Army's Wife*, 2003, Busan University of Foreign Studies Publishing
- Nguyễn Văn Bồng, *Áo Trắng*, NXB. Dongnyeok, Seoul, 2006  
*The White Silk Dress*, 2006, Dongnyok Publishers
- Nhiều tác giả, *Hiển nhiên biết bao mọi sự tôn tài nhỏ bé* (tập thơ châu Á) trong đó Thơ của Võ Thùy Linh & Nguyễn Quang Thiệu, NXB. ShiPyong, 2007 (tiếng Hàn), pp.136-171.  
*How Small but Clear They are*, 2007, partially translated, Sipyungsa (pp.136-171)
- Lee Dong Soon, 2009, *Miss Saigon*, NXB. Van hoc.  
*Miss Saigon* (Poem collection of Lee Dong-Soon), 2009, Vietnamese Literature Publisher
- Hoàng Minh Tường, *Thời của thánh thần* (tiểu thuyết), NXB. Bbooks, 2015  
*The Poet Crosses the River*, 2015, B-Books
- Bảo tàng Lịch sử Việt Nam, *Thương cảng cổ Việt Nam* (tập I, tập II, tập III), Viện Nghiên Cứu Văn Hóa Hải Dương Quốc Gia, Mokpo, 2020. (tiếng Hàn, Đồng dịch giả)  
*Ancient Ports in Vietnam* (Northern, Central, Southern), 2019,

2020, Three Volumes, National Research Institute of Maritime  
Cultural Heritage (Co-translated with 2 others)



## #K-BOOK

## #K-Webtoon Slice of Life/Romance

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

*Yumi's Cells***1. Publication Details**

Title | Yumi's Cells

Author | Lee Dong-geon

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2017-11-03

ISBN | 9788959135912

No. of pages | 3160

Dimensions | 154 \* 214

**2. Copyright Contact**

Name | NAVER WEBTOON Ltd.

Email | dl\_webtoonpub@webtoonscorp.com

Phone | +82-31-784-1193

**3. Book Intro**

This is the book version of the popular Naver Webtoon series *Yumi's Cells*, which began publishing in April 2015 and won the Manhwa of the Day Award in 2016. This series depicts the daily life and relationships of Yumi, an ordinary office worker in her early thirties, from the perspective of her bodily cells. The cells come and go each night. Fashion Cells are serving a long-term sentence for having plundered Yumi's wealth, while Sensual Cells spew smut without any sort of filter. These cells, reflecting the author's ingenious imagination, take over the spotlight every time. Readers will find joy in reading everyday stories of work,

crushes, love, friendship, and break-ups from the perspective of Yumi's cells.

\* [k-book.or.kr/user/books/books\\_view?idx=4851](http://k-book.or.kr/user/books/books_view?idx=4851)

## *The Weekday Me*

### 1. Publication Details

Title | The Weekday Me

Author | Eun Bo-ri

Publisher | GOBOOKY BOOKS Co. Ltd.

Publication Date | 2020-04-01

ISBN | 9788966073238

No. of pages | 456

Dimensions | 140 \* 200

### 2. Copyright Contact

Name | Oh Wonyoung

Email | [owy0209@naver.com](mailto:owy0209@naver.com)

Phone | +82-10-4050-2662



### 3. Book Intro

This book portrays the author's newfound daily life after she quit her job. This book lets readers in on the tear-jerking moment she submitted her resignation letter while also offering bits about enjoying the sunlight on a regular weekday, tips for enjoying leisure time, special benefits only available on weekdays, new dreams, dating, and marriage. Her concerns, introspection, attitude, determination, and enlightenment are all conveyed in short episodes. This book contains 44 of the most interesting episodes selected from 300 episodes of Heo Yoon's webtoon series.

\* [k-book.or.kr/user/books/books\\_view?idx=4797](http://k-book.or.kr/user/books/books_view?idx=4797)

## ***The Whale Star (Vol. 1 & 2)***

### **1. Publication Details**

Title | The Whale Star (Vol. 1 & 2)  
Subtitle | The Gyeongseong Mermaid  
Author | Na Yoonhee  
Publisher | RH KOREA.CO.,LTD  
Publication Date | 2020-08-12  
ISBN | 9788925590059  
No. of pages | 336  
Dimensions | 147 \* 211

### **2. Copyright Contact**

Name | NAVER WEBTOON Ltd.  
Email | dl\_webtoonpub@webtoonscorp.com  
Phone | +82-31-784-1193



### **3. Book Intro**

This is the acclaimed Naver Webtoon *The Whale Star* published as a book. The story is about characters living in dark times, the limits of social status that cannot be overcome, and the love the characters continue to share even in the face of adversity.

\* [k-book.or.kr/user/books/books\\_view?idx=4872](http://k-book.or.kr/user/books/books_view?idx=4872)

## **Meow Man 1**

### **1. Publication Details**

Title | Meow Man 1  
Author | olso  
Publisher | GOBOOKY BOOKS Co. Ltd.  
Publication Date | 2020-08-14  
ISBN | 9788966073276  
No. of pages | 212  
Dimensions | 150 \* 210

### **2. Copyright Contact**

Name | NAVER WEBTOON Ltd.  
Email | dl\_webtoonpub@webtoonscorp.com  
Phone | +82-31-784-1193



### **3. Book Intro**

Han Bo-mi, a college student, finds a stray cat. However, this cat is not the one she brought home the night before. Bo-mi wakes up to a bizarre creature in front of her. It looks like a cat but has the body of a human. "I'm Kim Chun-bae, Prince of Catland," says the cat, who tells Bo-mi that he will grant her three wishes for saving him. Befuddled, Bomi tells Mr. Kim to wait a moment, which is understood by the cat to be her first wish. Bomi then wishes for a handsome boyfriend for her second wish, and in response, Kim Chun-bae himself becomes her boyfriend.

\* [k-book.or.kr/user/books/books\\_view?idx=4793](http://k-book.or.kr/user/books/books_view?idx=4793)

## *A Good Day to be a Dog*

### 1. Publication Details

Title | A Good Day to be a Dog  
Author | Lee Hye  
Publisher | Wisdomhouse Mediagroup Inc.  
Publication Date | 2018-11-23  
ISBN | 9791162209134  
No. of pages | 2602  
Dimensions | 149 \* 213

### 2. Copyright Contact

Name | NAVER WEBTOON Ltd.  
Email | dl\_webtoonpub@webtoonscorp.com  
Phone | +82-31-784-1193



### 3. Book Intro

This is the popular Naver Webtoon series *A Good Day to be a Dog* published in book form. This kooky romance story involves a woman who if kissed by a man will turn into a dog, and a man who is scared to death of dogs. Han Hae-na, who's been cursed to transform into a dog when she kisses a man, shares her first kiss with Jin Seo-won, a man who usually avoids her, and turns into a dog every day at dawn. She approaches Seo-won in hopes of ridding herself of the curse, but Seo-won is deathly afraid of dogs. How will this ever get sorted?

\* [k-book.or.kr/user/books/books\\_view?idx=4857](http://k-book.or.kr/user/books/books_view?idx=4857)

## **SARIN**

### **1. Publication Details**

Title | SARIN

Subtitle | Of Daughter-in-law, for Daughter-in-law,  
and by Daughter-in-law

Author | Soo Shinji

Publisher | guul press

Publication Date | 2018-01-22

ISBN | 9791196287801

No. of pages | 469

Dimensions | 152 \* 185



### **2. Copyright Contact**

Name | Soo Shinji

Email | guulpress@daum.net

Phone | +82-10-8980-4196

### **3. Book Intro**

After graduation, college classmates Min Sarin and Mu Guyoung meet by chance, get into a relationship and then get married with many blessings. Sarin experiences blissful mornings with Guyoung, but as a daughter-in-law, there are too many things that she is expected to do. As time goes by, she starts to wonder: she has never wanted to be a good daughter-in-law, so why is she trying so hard to be one.

\* [k-book.or.kr/user/books/books\\_view?idx=2204](http://k-book.or.kr/user/books/books_view?idx=2204)

## Hudult

### 1. Publication Details

Title | Hudult

Subtitle | Our Story – Not Ready to Be Called  
Adults

Author | BOTA

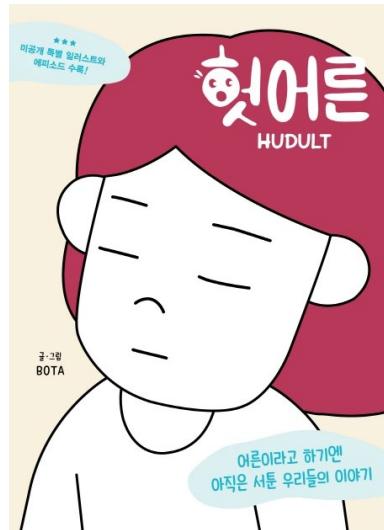
Publisher | GANA Publishing CO., Ltd

Publication Date | 2019-12-09

ISBN | 9788957360262

No. of pages | 272

Dimensions | 136 \* 188



### 2. Copyright Contact

Name | Lee Jungsoon

Email | 94sooni@gmail.com

Phone | +82-70-4398-2221

### 3. Book Intro

Are we mature enough to be called an adult when we turn thirty? But at the same time, isn't age thirty too old to say that we are still young?

A webtoon that people in their thirties can deeply relate to as they go through a tunnel of instability and anxiety.

Hudult, a webtoon posted serially on web portals (Naver, Daum), Facebook and Instagram, is now published as a book. Through characters Hye-seon and Sanggyu, who are around thirty, the book effectively captures problems related to romance, relationships, career, age and life, which people around that age might have, using witty, not-too-exaggerated illustrations and short speeches. As soon as it was published, the comic strip received immense attention and was selected as the “Best Webtoon”.

It's the simple storyline and theme that readers – especially working people in their thirties – welcomed, as it stuck out in the midst of most webtoons that presented provocative and extreme subjects. The book version carries, besides the 200 episodes, additional illustrations describing the in-depth stories of main characters that was difficult to express in a four-panel format, which makes it all the more meaningful to keep it on your shelf.

The book uses a four-panel format to depict in a gentle and sympathetic tone the problems that people around thirty might have, leaving a lingering emotion inside us when we finish the book and making us wonder, “what if this happened to me?” The characters that have similar concerns are another factor that draws readers to the story. People around thirty struggling with their work life, relationships and romance will be able to find the book comforting and relatable.

\* [k-book.or.kr/user/books/books\\_view?idx=2675](http://k-book.or.kr/user/books/books_view?idx=2675)

## ***Transparent Cohabitation (Vol. 1-3)***

### **1. Publication Details**

Title | Transparent Cohabitation (Vol. 1-3)  
Author | Jeong Seo  
Publisher | Wisdomhouse Mediagroup Inc.  
Publication Date | 2017-04-06  
ISBN | 9788960863439  
No. of pages | 1024  
Dimensions | 148 \* 210

### **2. Copyright Contact**

Name | NAVER WEBTOON Ltd.  
Email | dl\_webtoonpub@webtoonscorp.com  
Phone | +82-31-784-1193



### **3. Book Intro**

This is the Naver Webtoon series *Transparent Cohabitation*, extremely popular among women in their twenties, published in book form. This series tells the story of So Yeo-ri, who has the ability to see ghosts, and Go Jun, who became a ghost in a sudden accident at the age of 20, living under one roof. It received tremendous fanfare from readers of romance manhwa who fell in love with the two characters who supported each other through their own painful memories of the past.

\* [k-book.or.kr/user/books/books\\_view?idx=4859](http://k-book.or.kr/user/books/books_view?idx=4859)

## *Subtly Thrilled*

### 1. Publication Details

Title | Subtly Thrilled  
Author | Skye  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2018-09-21  
ISBN | 9788936476786  
No. of pages | 424  
Dimensions | 135 \* 195

### 2. Copyright Contact

Name | Ally Bang  
Email | aerim@changbi.com  
Phone | +82-07-4838-4971



### 3. Book Intro

The story revolves around the protagonist, Eungeun, who starts a romantic relationship, gets a job and grows in the process. Part 1 is about daily life, part 2 is about the romantic relationship and part 3 is about working life. The fact that it depicts the simple lives of women in their 20s and 30s may remind the reader of *Masuda Miri* (ますだみり), but this book is brighter and more positive. The ordinary but precious depictions of daily life show us how to love and care again.

\* [k-book.or.kr/user/books/books\\_view?idx=2377](http://k-book.or.kr/user/books/books_view?idx=2377)

## *Spirit Fingers (Vol. 1-13)*

### 1. Publication Details

Title | Spirit Fingers (Vol. 1-13)  
Author | Han Kyeong-chal  
Publisher | Wisdomhouse Mediagroup Inc.  
Publication Date | 2017-04-01  
ISBN | 9788960863323  
No. of pages | 4016  
Dimensions | 151 \* 225

### 2. Copyright Contact

Name | NAVER WEBTOON Ltd.  
Email | dl\_webtoonpub@webtoonscorp.com  
Phone | +82-31-784-1193



### 3. Book Intro

This is a 13-volume compilation of *Spirit Fingers*, a popular web comic series that was published on Naver Webtoon from May 2015 to August 2018. *Spirit Fingers* is a drama about an ordinary high school girl named U-yeon who discovers her personality and her dreams by joining a drawing club called Spirit Fingers. The work is by Han Kyeong-chal, who debuted in 2009 with *Gogorukiru*.

\* [k-book.or.kr/user/books/books\\_view?idx=4853](http://k-book.or.kr/user/books/books_view?idx=4853)

**INFO**

## 2021 Translation Grants for Publications (Results)

### 2021 Translation Grants for Publications (Results)



The Publication Industry Promotion Agency of Korea (KPIPA) has carried out the **"2021 Translation Grants for Publications"** to lay out the groundwork for the export of Korean publications, providing translation grants necessary for publishing books abroad.



A total of **7 languages** were supported.  
Upon review, **35 publications** suitable for  
the target country and  
the language market were selected.



#### Translation Grants Details

|                     |  |
|---------------------|--|
| Supported Languages | English, Chinese, Spanish, French, Russian, Vietnamese, Thai                     |
| Application Period  | March 28 - April 14, 2021  |
| Screening Result    | 35 in total (30 publishers)  |
| Grants              | Translation costs<br>(up to KRW 15 million per title for translation and review) |

The granted works signed **a copyright export contract** with overseas markets, including France and Vietnam.



We will continue to make  
every endeavor **to globalize K-books**,  
participate in international book fairs,  
**increase copyright sales and  
exchanges.**

For inquiries, please contact  
KPIPA's Export Support Team  
E-mail : [kbook@kippa.or.kr](mailto:kbook@kippa.or.kr)

## INFO

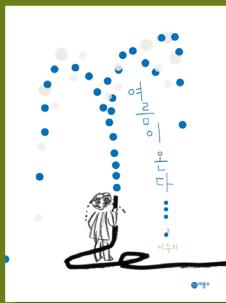
# Winners of the 2022 Bologna Ragazzi Award

*Summer and Father's big hands*



**Two Korean picture books  
were chosen as  
the winners of this year's  
Bologna Ragazzi Award**

in Fiction and Non-Fiction categories  
at the Bologna Children's Book Fair  
scheduled to be held from March 21 to 24.



**Fiction 2022-Special Mention**  
***Summer* (BIR Publishing Co., Ltd.)**  
**by Suzy Lee**

Author Suzy Lee's  
*Summer* (BIR Publishing Co., Ltd.)  
won in the Fiction 2022-  
Special Mention category and  
*THE YULU LINEN* (Bear Books Inc.)  
was claimed the first place  
in the Fiction 2021-  
Special Mention category.

[Go to K-Book Trends Vol. 37 - Interview with writer Lee Suzy](#)

\* [www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=580&page=2&code=interview&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=580&page=2&code=interview&category=66)



Non-Fiction 2022-Special Mention  
*Father's big hands* (YUN Edition)  
by Choi Deok-Kyu

Also, author Choi Deok-Kyu's  
*Father's big hands* (YUN Edition)  
was selected as the winner  
in the Non-Fiction 2022-  
Special Mention category.



## BOLOGNARAGAZZI AWARD ALL THE 2022 WINNERS

\* [www.bolognachildrensbookfair.com/en/awards/bolognaragazzi-award/bolognaragazzi-award-all-the-2022-winners/10903.html](http://www.bolognachildrensbookfair.com/en/awards/bolognaragazzi-award/bolognaragazzi-award-all-the-2022-winners/10903.html)