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K-Book Trends

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

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TOPIC

A Retirement-encouraging Society in the Era of a 100-year Life Expectancy

Written by Yeo Jason (Director of Tropix Studio)

While working at a large corporation, person ‘A’ started investing in real estate in 2014. Through ‘gap investment (a type of investment in Korea where the house owner leverages the money provided by lump-sum housing lease to purchase a house with a small amount of capital),’ ‘A’ started buying houses near the metropolitan area. After six years, by 2020, his asset amounted to 2.5 billion won. He could not imagine his wealth to grow to such an extent.

Based on his experience, ‘A’ opened a podcast channel on real estate investment and saw a rapid increase in subscribers. After listening to ‘A’s’ podcast, a publishing

company representative contacted 'A,' asking if he would like to publish a book about his experiences. 'A' decides to write a book and concludes a contract with the publisher. The next day, 'A' handed his resignation letter to the company he worked for. Finally, in early 2021, 'A' collected the stories shared through his podcast and published a book.

A college student 'B' majoring in science and engineering started investing in cryptocurrency in 2017 as he learned about bitcoin. Seed money he accumulated through tutoring, 5 million won, became 30 million. But not to overly invest, 'B' decided to change all the coins he had to cash as he was enlisted. After being discharged from his duties, he reinitiated his investment in cryptocurrencies in 2019. As he kept on investing the money he saved through his part-time jobs, 'B' s proceeds from the investment became 2.2 billion won in early 2021.

'B' decided not to work for a company after graduating from college. Instead, he created his YouTube channel to talk about his experience in cryptocurrency investment. By the end of 2021, 'B' published a book accumulating his know-how on cryptocurrency investment and saw high sales in his book thanks to his popularity on YouTube.

A government official 'C' started investing in stocks in 2007. The following year, he lost almost all of his money due to the subprime mortgage crisis and gave up on buying stocks for some time. Then, in 2011, he started studying the market and went on to reinvest. When COVID-19 broke out in 2020, 'C' borrowed money against his apartment and opened up an overdraft account to invest more in stocks. He invested 550 million won, composed of his own 250 million won and a loan of 300 million won. His investment turned into 3 billion won by early 2021.

'C' quit his job and became a full-time investor. To keep track of his investment experience, 'C' started running a blog in 2017, and many read his investment stories on the blog. At the end of 2021, 'C' released a book on stock investment with a publisher which wanted to make a book from the posts.

Many books released in the Korean book market are like those described above. For example, *Gift Giving Santa's Secrets to Stock Investment* (Business Books), *How to Retire Rich on a Normal Person's Income* (RH Korea), *The Humanities of Wealth* (Open Mind), *Retiring at 30 with Bitcoin* (Kugil) are some of the renowned books on investment in the market. Saving and

investment, success in investment, and early retirement based on financial success are the stories written in diverse styles of books on the bestselling bookshelf.

Ironically, a different theme was popular in Korea a few years back. Many books were on YOLO (You Only Live Once) then. At that time, best-selling books had a contemplative attitude, embraced the tiring world, and gave a sense of consolation. Essays, like *I want to Die, but I Also Want to Eat Tteokppokki* (Heun), *I Decided to Live as Me* (Clay House), *I Almost Lived Diligently* (Woongjin Thinkbig), and essays written from the character's view, such as *I'm Glad You Lived Like Bono Bono* (Nol), used to be popular.

The core message of popular books in the mid-2010s was a witty stance as one contemplates finding a true self. The popular books at that time were honest and self-retrospective familiar stories. For example, the stories were about a person who was still proud after failing to lose weight, a new worker who went against his boss knowingly, and a middle-aged boomer who did not stop forcing his ideas on others.

Now, books on financial investment are everywhere. A trend starts from destroying the hegemony. Often, new themes that go entirely against the current trend tend to be welcomed by the public. Even when considering that, the recent change is strikingly drastic.

The common theme of recently released books is an escape from reality. Unfortunately, life has never been easy. If the

best-selling books used to show witty but cold smiles towards reality, the recent best-sellers would talk about actively changing the situation one faces. Early resignation, a recent social phenomenon, is at the forefront of such efforts.



How to Retire Rich on a Normal Person's Income, Retiring at 30 with Bitcoin, I Decided to Live as Me, I Almost Lived Diligently

How did it become a trend? To understand the situation, we first must learn about Gen MZ (MZ Generation), the generation leading consumption, early resignation, and retirement. Also, it is essential to check their social status and environment.

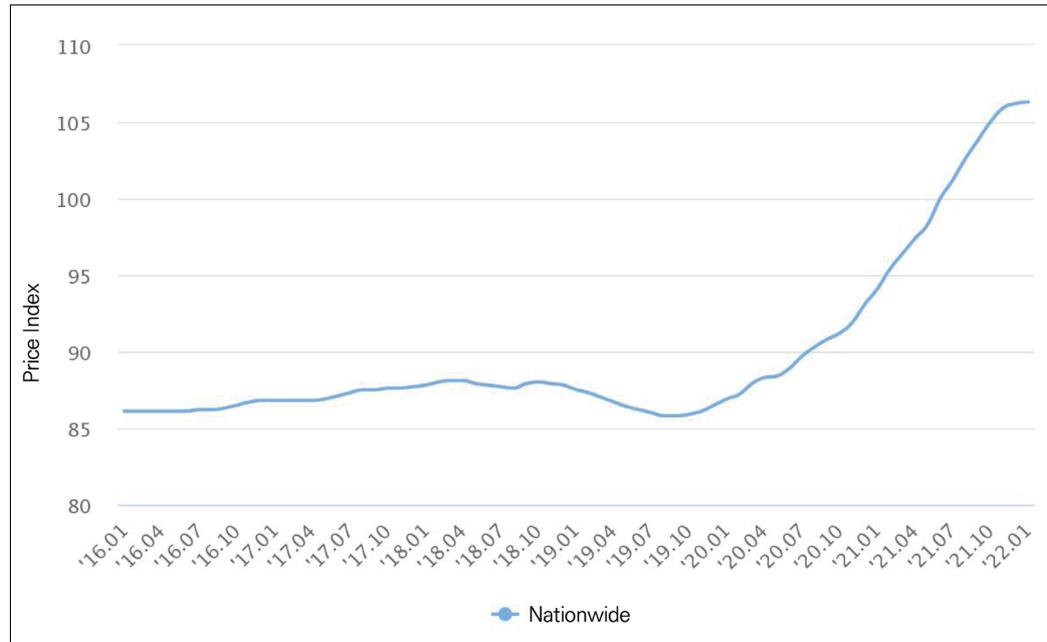
Gen MZ is going against the definition of economic activity and career. While Gen MZ was in school, the first ten years of the 2000s were a booming time for Asian economies. Gen MZ saw Korea hosting the World Cup and people going on the streets to cheer for the match, and Korea's companies showed stellar growth thanks to China's rapid economic advancement. Nevertheless, the subprime mortgage crisis broke out when Gen MZ just started working.

For the next ten years or more, sluggish growth made the whole

world suffer, and Korea was hit hard for being heavily dependent on exports. As a result, while there were more college graduates in the job market, the number of quality workplaces declined continuously. Gen MZ was more educated than their parents, accumulated more professional experiences, obtained more licenses, and scored better in English tests. Still, getting a decent job was far more challenging for Gen MZ than its previous generations. It was a camel through a needle's eye and putting an elephant in a fridge. The harder it was to get a quality job, Gen MZ was more disappointed about the work. The corporate cultures felt too strict and controlled for Gen MZ, whose individual characteristics are essential. The sense of betrayal was deep as they were desperate about it. Thus, Gen MZ became quite cynical about work life.

On the one hand, economic activities also saw structural changes. It was common for people to get a job, follow the rules of the organization they belonged to, and live with a monthly wage. However, the typical way of living is changing. With the advancement of social media, there are more and more ways to live without belonging to a company. Who knew that YouTuber would be considered a job? There are also more individual business owners running online shopping malls. Venture investment is increasing, and startups with flexible working environments are emerging. Alternatives to working in companies are becoming diverse. Oil was spilled on the fiery structural changes in economic activities, called Asset

Skyrocketing, near 2020. Real estate, cryptocurrency, stocks, and most investments recorded a sharp rise for many different reasons.



Apartment Sales Price Index (Source: Korea Real Estate Board)

A long sustained low-interest rate worked positively for leveraged investments regarding real estate, leading to an increase in new investors. However, the Moon administration initiated policies to suppress speculation in the real estate market, which backfired and accelerated the price increase by attracting more demand to the market.



Bitcoin Market Trend (Source: Bitsome)

Cryptocurrency created a boom in 2017 but then nosedived. However, it continued to rise from 2019 again and created the crypto-rich. Even after some downward adjustments made in 2021, the volume of cryptocurrency still amounts to a whopping 55 trillion won in Korea.



KOSPI Index (Source: Naver Stocks)

The stock market plunged near the level of the 2008 financial crisis due to COVID-19. As a result, KOSPI dropped to the 1400s in March 2020, nearly half of what it used to be in Jan 2018, 2,600s. Ironically, the significant decrease was the opportunity many new investors took. Since then, KOSPI has shown a V-shaped recovery and recorded the highest point.

The steep increase in asset values stated above naturally became an escape for Gen MZ. Their proceeds from investment felt far larger than their monthly income from work. In the case of North America, due to the rise of the S&P 500, many young workers exited jobs after seeing growth in their assets, becoming the so-called FIRE (Financial Independence, Retire Early) generation. Also, The Great Resignation rose as a reaction to the government's COVID-19 subsidy. Similar phenomena are happening in Korea though the background and timing might differ.

Consequently, the bookshelf filled with best-sellers reflects the current society's changes. Unique experiences that gain social consensus create a trend in the publishing industry. The uniqueness of Korea in this era is being driven by experiences of a rapid rise in assets and early resignation.

Freedom is a philosophically meaningful word with diverse distinctive meanings. Nowadays, in Korea, freedom presumably means money. Financial freedom, finding ways to minimize labor in sustaining economic activities, is the common interest of

the Korean general public.

While life expectancy is longer than ever, how should we view this unprecedented early resignation of the young? Is it right for publishers to explicitly reflect the trend? The bitter and sour side of Korea's pursuit of wealth, which excludes humanistic aspects in viewing a social phenomenon, seems to have been exposed.

Yet, there is no need to consider the recent changes in the young generation only as an adverse circumstance. Korea reacts sensitively to trends. Trend changes and the general public's interest flow along with the shift in social directions. A specific area of interest tends to dominate the general public of that era. Korea's book industry clearly shows the dominant trend of the time. It is not that everyone turned into a cold-hearted person whose sole interest lies in money. People are merely focusing more on accumulating wealth now. Not everyone wants to leave their workplace. It is just that there are lots of people who quit their jobs coincidentally.

Considering all the factors, we can infer how the future would unfold. The new trends are born to destroy the shadows of previous trends. It is no coincidence that YOLO was the dominant trend in the market before the current era's early resignation and materialism. The new trend is like finding pleasure in dryness. In other words, it is about securing the future by denying the perks of enjoying the moment and not forgetting about tomorrow.

What will happen to bestselling authors like 'A', 'B', and 'C'? People live 100 years today. However, people might be able to live

120 years due to the advancement of medical technologies and the evolution of human beings 20 years from now. So, what will people who retired in their 30s do to fill the void for the next 90 years?

One thing is clear. All Koreans will have more time left for themselves than the past generations. Accordingly, people will start a new trend beyond building wealth to leave no regrets for the time left for them.

TOPIC

2022 Hans Christian Andersen Award Winner Suzy Lee's Books

Lee Suzy, Children's Book Artist,
is the winner of the Hans Christian Andersen Award

HANS CHRISTIAN
ANDERSEN AWARD
2022

Illustrator

Suzy Lee

Congratulations!



On March 21, 2022, the winner of the 2022 Hans Christian Andersen Award (HCAA) given by the International Board on Books for Young People (IBBY) was announced at the Bologna Children's Book Fair. Lee Suzy from the Republic of Korea was

the recipient for illustration of this prestigious award.

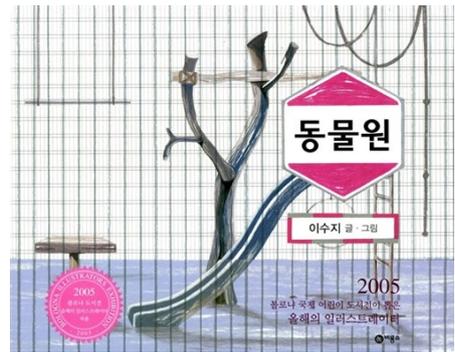
The Hans Christian Andersen Award is the international prize of distinction that is regarded as the Nobel Prize for children's literature. It is the highest international honor given every other year to a living author and an illustrator of children's books whose complete works have made "an important, lasting contribution to children's literature." The criteria used to assess the nominations include aesthetic and literary quality as well as the freshness and innovation of each nominee's work; the ability to see the children's point of view and to cultivate their curiosity; and the continuing relevance of the works to children and young people. The Award recognizes the entire body of works of a lifelong achievement. Sixty-two candidates from thirty-three countries were nominated for the 2022 IBBY Hans Christian Andersen Award. The jury reviewed all these nominations of highly qualified candidates, carefully and thoroughly assessing each one while maintaining carrying on discussions related to the criteria.

Lee Suzy, Iwona Chmielewska, Sydney Smith, Beatrice Alemagna, Ryoji Arai and Gusti, who were candidates of the 2022 shortlist, are known for their innovative styles, are younger in age than previously, and engage in remarkably experimental works, exerting much influence on the younger writers. Lee Jiwone, a member who was part of the 2022 HCAA International jury, described the works of Lee Suzy as follows. "The six final candidates create works of an experimental nature and artistic

merit; in Lee Suzy's books children are always emphasized as being pivotal. She sees them as inscrutable, magical, and mysterious yet full of joy and hope and it is the children who are focal point of her work that the author delineates in her solely unique way. Herein lies the reason why she was highly evaluated. Her entire oeuvre and in light of further development as an author, indicate the level of Lee Suzy's books are consistently outstanding, demonstrating her endless attempt for a new approach; she was thereby viewed as an author who would undoubtedly continue to contribute to the world of children's literature."

Beginning with *Alice in Wonderland* (2002), Lee Suzy has explored the tension in the children's "world of reality and fantasy" with the basis of the material nature of a book, and delving into the universal theme of the connection between people and animals, thereby broadening the expressive scope of children's illustrated books. Through wordless picture books, she experiments with the full potentiality of visual language. One should also note how she usually has female characters as autonomous entities, exploring the world about them. The wordless picture books of Suzy Lee have been recognized as unique literary and aesthetic innovations. The following is the author's statement about wordless picture books. "In wordless picture books, the pictures tell all the stories. Since there aren't any written words, the eye must follow every single picture and listen to what it's saying. The unspoken words are actually stories

derived from my heart. You can read it quietly to yourself or tell them aloud to a friend or younger sibling. I enjoy seeing the readers fill in the gaps and that’s why I like working on wordless picture books.” (BIR Publishing)



Waves, The Zoo



Lines, The Black Bird, Shim Chung

Lee Suzy is the illustrator of the following picture books, *Waves* (BIR Publishing), *Lines* (BIR Publishing), *The Zoo* (BIR Publishing), *The Black Bird* (Gilbut Kids) and *Shim Chung* (Hintoki Press). Central to these works is the free-spirited play of the children. This is what she said about the play of children: “Children can play in all places. When there’s water, they can

play with water; when there's earth, they can play with earth; hence, anything can be a source of play. I want to show the natural world of play that is available to us at all times. Water, in particular, can be found anywhere, is free and formless, connects to everything, is beautiful, and cool—and children love it more than anything.”

The story of Shim Chung is a classic Korean tale that is also performed as pansori and Lee Suzy used it as a motif for her independent publication, *Shim Chung*, to recount the narrative of a fifteen-year-old girl who embraces death before the dark Indangsoo Sea to save her father. The artist focused on the character's mind and its tragic aspect and had the book published independently because of its challenging content and theme. Along with several other children's illustrated book writers, she founded an artist collective called “Vacance Project” with the aim of creating works that reinterpret the traditional Korean stories, expanding the world of children's picture books, and making it richer.

The 2022 Hans Christian Andersen Award Ceremony will be held during the 38th IBBY World Congress with the global children's literature community and dignitaries in attendance and will take place from September 5 to 8, 2022, in Putrajaya, Malaysia. Lee Suzy will take part and give a reading of her work for her readers around the world.

* *K-Book Trends Vol. 37 – Interview with illustrator Lee Suzy*

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=580&page=2&code=interview)

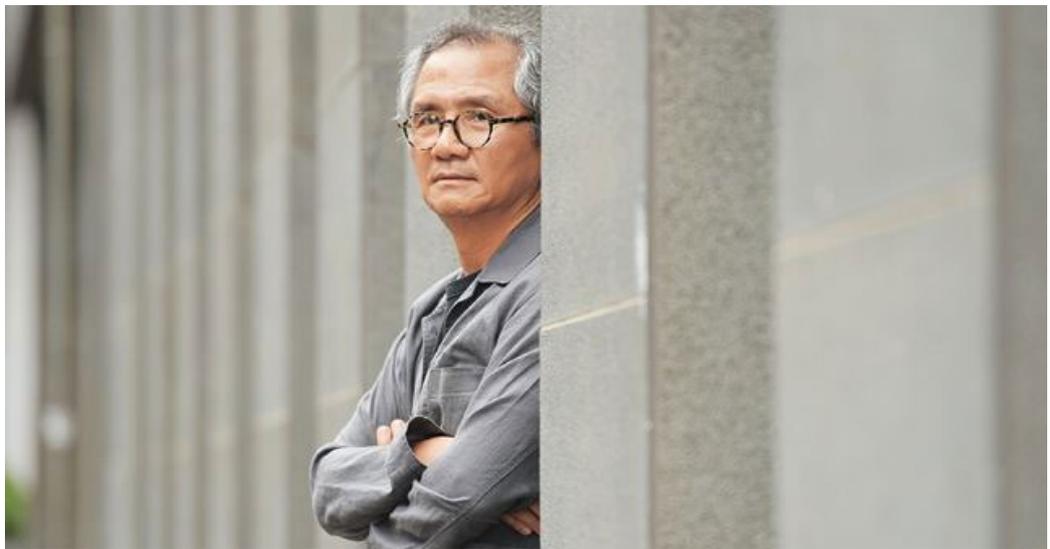
SPECIAL PROJECT

[Korean Scholars ④]

**Professor Lim Jie-Hyun's
Realistic and Reflective View on
Korean History****The New Paradigm is a Nation-state Developing into
a Desirable Society**Written by Kim Young-lhm

History does not stop progressing. It moves forward to the future as it passes through the present. History repeats itself and develops while various factors, situations, and positions of each nation entangle. It is natural for the historical paradigm to become diverse and change as it applies different judgments and value standards. Therefore, the view on history needs to progress in the right direction while embracing diversity and maintaining its realistic attitude. The opinions on history are getting more complicated with globalization. Professor Lim Jie-Hyun leads us to a new range of discussion on history with comprehensive and connective thinking and reasoning as a historian and commentator. His writings, which sharply criticize

historical discourse befitting the era, also consider how society should look and act towards history. From the world history built from the organic relations of countries, history of each nation, to analysis on current issues of Korea, professor Lim suggests a new perspective and approach to the society as we seek answers.



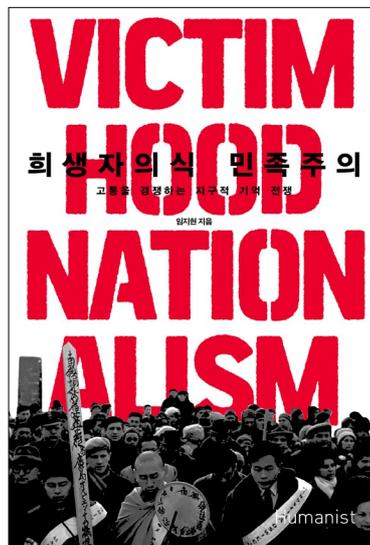
© CGSI (Critical Global Studies Institute)

Search on morality that goes beyond the painful competition stage to reach solidarity

Russia's attack on Ukraine, which made the world tremble at the horrors and chaos of war, makes us question nationalism in this era. In this globalized age, war's impact is not limited to the countries involved but the world. Oil price and the cost of living are rising rapidly, and industries, including the energy sector, are showing high volatility. Who are the perpetrators and victims of the war? The argument on perpetrators and victims in history

has been repeated. Is it right to have a dichotomic view of the world?

Professor Lim, who is also serving as the head of CGSI (Critical Global Studies Institute), first mentioned victimhood nationalism in a column he wrote in 2007. As world peace is at risk due to war now, I believe it is the right time to shed light on professor Lim's book published last year, *Victimhood Nationalism* (published by Humanist Books). In the book, professor Lim discusses the concept of a better victim by looking at cases in Korea, Germany, Poland, and others. He tries to overcome the limitation of the dichotomic view on people, which divides them into perpetrators and victims. Additionally, professor Lim raises an issue out of Korean society for continuing to bring out the traumatic memory of Comfort Women. According to the writer, the approaches stall people from reaching historical reconciliation and let the perpetrators get away without asking for forgiveness. Furthermore, he tries hard to persuade people to pursue more significant values than victimhood nationalism, which gives ethical ground to oneself as it recognizes its people and nation as the victim of history.



Victimhood Nationalism

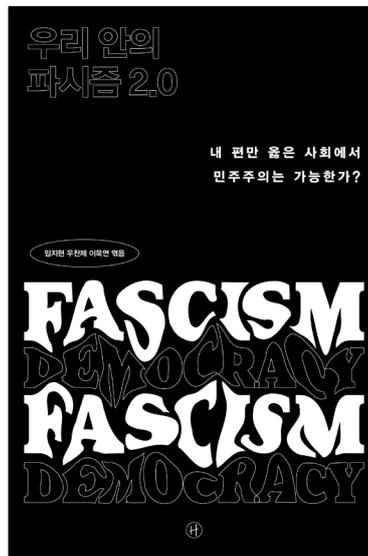
The dichotomic view that one side is right and the other is wrong may be hindering history from growing in a healthy direction. For human beings to thrive and enjoy peace, it is high time that people go beyond nationalism and have a broader view and comprehensive attitude towards their history. The message delivered by professor Lim, who has more insight into history, allows us to have a better and broader glimpse of the world. Through strong arguments in his book, professor Lim enlightens readers that it is an opportunity for the world to advance based on moral values in solidarity.

Inclusive growth is the right step towards democracy

Korean society is relatively ungenerous about embracing difference. Unfortunately, this tendency creates conflict and makes the community stand hostile against one another, leading to the degeneration of democracy. Another issue that professor Lim

focuses on is recognizing and overcoming fascist-like problems of Korean society.

Even if society keeps on developing through time, the benefits of growth are not evenly distributed to its members. Industry and history all share the same aspect. If the fruits of development are not fairly given among the members who contributed to growth, how far will its effectiveness be recognized? Also, why is this happening? After the colonization and war, Korea became an economically advanced country in a short period, but its democracy cannot be said to have progressed as much. This is the point professor Lim harshly criticizes. He argues that social development is only meaningful when it changes the culture to recreate daily lives. Political and systematic innovation is not as important as transforming the culture. Nationalistic ideology, hierarchy, gender discrimination, patriarchal system, community first, and many other attitudes are deeply rooted in Korean society. Such a fascist-like mindset is something Koreans can never be free from, which blocks Korean culture from advancing. Entrenched but unnoticed fascism in Korea creates extreme collectivism, disregards multicultural society, and causes hatred in politics, religion, social classes, and gender. The fascist-like factors plague Korean democracy, making it retreat. Professor Lim argues that ingrained fascism in Korean society harms the advancement of democracy. He also says that we have to work harder to embrace dissimilarity and share achievements with the community members.



Fascism in Us 2.0

The absolute majority only makes positive evaluations on Korean society and says external factors cause nationwide problems and conflicts. Against the majority, professor Lim claims that we should harmonize, accept diversity, and advance democracy with moral justice. His views on Korean society are well reflected in *Fascism in Us 2.0* (published by Humanist Books), which was written in collaboration with other writers. In the book, professor Lim points out that Korean society is not facing diverse problems and issues for being caught up in linear time consciousness and that we need to escape the world filled with potential violence.

As Korea joins globalization, it should settle in a fair society and advance while embracing diversity. We need to seek new answers in a transnational view while overcoming a sense of inferiority from considering ourselves as victims of wars. Also, we need to transcend the boundaries of a nation and people. What about

listening to messages from professor Lim as he suggests solutions and alternatives through his writings, lectures, columns, and research?

EXPORT CASE

K-BOOK Import Case in Germany

The start of a new story

Written by Desirée Schön (Europa Verlage GmbH, Germany)

In 2017, when a colleague at our publishing house came across the title *The Things You Can Only See When You Slow Down* (Suo Books) by Haemin Sunim and suggested we buy the German rights, no one thought that this would be the beginning of a new era. Of course, we assumed that the book would sell well – why else would we want to publish it? Nevertheless, we were surprised how quickly the first edition sold out. In the meantime, over 40,000 copies have crossed the counter and the 7th edition has just been printed. One reason for the great success in Germany was certainly Haemin Sunim's reading tour, which we organised in 2018, as well as his activity on social media, where he has millions of followers. Another is that Korean culture has become increasingly visible in Europe in recent years and interest in Korean literature has also grown in this country.



Laacher Forum – Haemin Sunim

Since we house three imprints under the Europa Verlage umbrella, we are able to meet this trend in terms of a wide range of genres. The Scorpio imprint, with its books on spirituality, health, and better living, publishes two of Korea's most successful spiritual authors, Haemin Sunim (four titles by now) and Shiva Ryu (the third title will be released in autumn 2022). The imprint Europa, which specialises in up-market fiction, also has some high-profile bestselling authors under contract. Kim Un-su won several literary awards and his first thriller *The Plotters* (Munhakdongne) became an instant bestseller and sold in 20 countries. The most prestigious of our Korean authors is certainly Hwang Sok-yong. Winner of numerous national and international literary prizes, he is considered South Korea's most promising and worthy candidate for the Nobel Prize. The imprint

Golkonda publishes science fiction and fantasy novels by, among others, Lee Mi-ye and Cheon Seon-ran, two high-flyers on the Korean literary scene, as well as Eo Danbi and Kim Ho-yeon, whose latest book is currently being made into a film.



German edition of Haemin Sunim's books

All this would not be possible without the excellent cooperation with Korean agencies and publishers as well as institutions such as the KPIPA (Publication Industry Promotion Agency of Korea) and the LTI (Literature Translation Institute of Korea), which offer numerous useful services for foreign licensees – including the possibility to apply for funding for selected projects. Communication (in English) with our Korean partners is always effortless, efficient and fast. Questions, requests for information, etc. are answered promptly; negotiations are uncomplicated. Thanks to the rights catalogues from agencies sent to us regularly, we are always up to date on new releases on the Korean book market. If a title arouses our interest, we have an external employee who is a Korean native speaker read the entire manuscript before we make the final decision on whether

to make an offer for the German rights or not.

The only bottleneck in publishing Korean literature is that there are (still) too few good translators from Korean into German, which means that it is not always possible to meet the original target publication dates. In addition, translations from Korean are significantly more expensive than from, for example, European languages. We have therefore had some titles translated from the English or French version, but the risk of losing content is of course greater than with a direct translation from the original language.



From the left, German edition of Kim Un-su, Shiva Ryu, Hwang Sok-yong's books

Apart from that, the Corona pandemic has of course greatly restricted marketing. Reading tours, visits to the Frankfurt Book Fair (the most important book fair in the German-speaking world) have not been possible in the last two years. To make up for these lost opportunities we have greatly expanded our in-house activities on social media and recently started an online

sequel novel on our Golkonda website (golkonda-verlag.com/buecher/). In addition, we rely on regular campaigns with one of the largest German-language social book networks. There, people interested in literature can read books together, exchange views on them, write reviews, take part in competitions and pass on and receive recommendations.

Naturally, not all titles can go through the roof when it comes to sales figures. There are too many new books on the market every year and the competition is becoming bigger and bigger. For that reason like every publishing house, we also make a mixed calculation. In this way, successful titles like those by Haemin Sunim and Shiva Ryu with about 75,000 sold copies in total co-finance less successful (but still good and important) ones like for example Kim Un-su with about 6,000 sold copies.

The fact is: the number of readers who appreciate the fresh, imaginative and always profound content of Korean books is increasing. So far, we have not regretted occupying this niche and hope for further good cooperation with our Korean partners.

BOOK TRIP

[Beautiful Library in Korea ③]

Gangseo Miracle Library, Busan

**A Memoir of Happy Days
When Books, Nature, and People Harmonized**

Written by Kim Young-lhm

The biggest port city of Korea, Busan, which embraces the blue sea, is known to be the best vacation spot for people. Busan is filled with attractions like wide-open sea, time-engraved historical sites, and impressive places you can discover like you find hidden objects from a picture. Those places give you a sense of relief from daily lives and room to rest and recharge. To pick the best way to enjoy peace during a vacation is to read books as if there is nothing one has to do. Is that why Busan has many public libraries and boasts a high usage rate? Out of numerous libraries, Gangseo Miracle Library, which was built as part of the Miracle Library project (Children's library construction project that has been promoted in various regions across the country), recorded the highest utilization rate among public libraries in

Busan in 2021. Making the most out of its position as a place that harmonizes with its natural environment, one can see a tall nettle tree from anywhere in the library. It also has spaces where people can feel comfortable as they read books, making the library part of people's lives. Today, I would like to introduce Gangseo Miracle Library, where happy readers and nature that gives people a warm embrace, coexist.



Book reading place that grows as fast as a tree

Virtuous impact tends to create more significant results as a butterfly effect does. A project named Exclamation Mark, Let's Read Books, run by a media outlet in the early 2000s, led Gangseo Miracle Library to be built. The Miracle Library project is still ongoing. Gangseo Miracle Library, which opened in 2018, is the 13th library built from the project, receiving a donation for the design from Book Culture Foundation, which runs the Miracle

Library project. The library won 1st place in Busan Construction Awards in 2019 and was under the theme 'tree.' All spaces in Gangseo Miracle Library, a two-floor building, have tree names. For example, the Sprout room is the name of a reference library for preschoolers, while the Dream Tree room is for children. The Dream Fruit room is for young adults, and the Aleumdeuli room is designed for adults.

In the library's backyard, a huge nettle tree is deeply rooted and can be seen from anywhere in the library. The view of the tree was included from the initial design stage. It was intended to help people feel closer to nature as they read books and grow as trees. A park is located on the opposite side of the library, and a wide plain is on the backside of the building. The library, park, and plane create a space that harmonizes well with its natural environment. Children can learn the reading culture and feel the changes in nature as they see changes in flowers, trees, and birds (sometimes even frogs and geckos) with the seasonal changes. This completes the library as a nature-friendly one. Also, Gangseo Miracle Library has a multi-purpose room under the theme Hanok, a traditional Korean house: nursing room, book cafe, and Nulibomgong-gan, as well as club room to let more people use spaces called Haengbog-eoullim, and Saeng-gagdudeulim. The library enables people to create cultures and form communities through books.



1st floor: Reference library for preschoolers



2nd floor: Reference library for children (left), reference library for young adults (right)

A reading space in daily life

Gangseo Miracle Library has continued to make various efforts to settle a culture where the residents use libraries freely. Libraries and books were made friendly to children from a young age through book-reading programs. It led to all the family members visiting the library to read books. Thanks to such efforts, Gangseo Miracle Library had the honor to become a public library with the highest utilization rate in Busan. Its regional characteristic is that it is located in a newly formed area, which tend to have families with young children and show high interest in nurturing

children. Visitor-tailored programs also helped the library see more visitors. Compared to other local public libraries, the share of books for children in the library is higher, and it includes a specific corner for child-rearing books. The library also runs the Book Start Movement competition, gives a book pack to winners, and trains parents.

There are also considerations hiding in plain sight made to make the space not difficult but rather comfortable for children. Unlike other libraries, all the spaces in Gangseo Miracle Library can be accessed with shoes off. Children can feel like they are at home instead of being in a cold and unfriendly space. The library was built to let children spend time reading, walking, running with books to create a space where reading comes naturally. It is a well-known fact that people are highly affected by their surroundings. Therefore, Gangseo Miracle Library provided a space for people to enjoy their daily lives and books, increasing utilization.



Interior/exterior of Gangseo Miracle Library

Improved satisfaction level of visitors with user-tailored books

Gangseo Miracle Library is operated in a user-friendly manner. There are few foreign visitors yet, so no foreigner-specific programs or services are provided now. However, English books and children's storybooks for multi-cultural families are provided to give a visitor-friendly environment for both domestic and foreign users.

Gangseo Miracle Library set its identity as a library for children, filling 70% of its bookplates with books for children (30% is for young adults and adults). Also, there are various corners in operation to make the library feel comfortable to visitors. New books and user-requested books are located in the 1st-floor reference library's New Books corner. On the 1st-floor corridor, the Recommended Books corner was set to curate books recommended by institutions and librarians as well as award-winning books. The library put a Pop-up Book corner in the preschooler reference library so that pop-up books and flap books, which are generally hard to find in general households, can be read freely by its young visitors. There is a car-shaped Big Book bookshelf in the same room to put large books, which is popular among children and their guardians. Child-rearing relevant books are separately collected in a How to Become a Good Parent corner to help find relevant books easily. Public libraries in Busan define specific topics and run corners for relevant books. Other than the corners mentioned above, on the entry of the 1st

floor, picture books and book drawings by children are displayed, forming a participatory space for visitors.



Picture-book display (left), Institution-recommended books (right)



Big-book bookshelf

Since most of Gangseo Miracle library's visitors are children, the library might not be as quiet as other libraries. However, the sound of children is the sound of their dreams growing together as they laugh and read books. Gangseo Miracle Library is nurtured by new miracles, soaking up the nutrients of the library through understanding and consideration for each other. If you are visiting Busan to take some time off from your daily lives and recharge, it might be good to see how Gangseo Miracle Library

nurtures positive energy as people rest reading books.

A short interview with Gangseo Miracle Library

1. Is there any specific program or corner that might be of use when visiting Gangseo Miracle Library?

Reading books at a bookshelf on a sunny staircase or a book cafe where a large tree and green leaves are seen well or finding interesting big books from a car-shaped bookshelf are some of the features that can only be found at Gangseo Miracle Library. In addition, you can listen to orally narrated fairy tales if it's Saturday. We recommend that you register for various programs and participate.

2. Among the books Gangseo Miracle Libray owns, are there any particular books you would like to recommend to foreigners?

I would strongly recommend reading picture books as anyone can understand them, regardless of their age, gender, and language. Many Korean writers won awards in other countries. As the main features of picture books are drawings, not writings, it is easy for people to understand the contents, making it natural for people to learn about Korean culture.

3. Please tell us about your pride as a library frequently visited and the services you provide for your users.

We are always grateful for users visiting Gangseo Miracle Library. We feel pride that we fill the needs of people to visit a beautiful and free library. We will make sure not to lose our identity. Please visit us any time. Our doors are always open for you.

Gangseo Miracle Library, Busan

Homepage: library.bsgangseo.go.kr/gmlib/

Contact: +82-51-970-2317

Address: 80 Myeongji Ocean City 10-ro, Gangseo-gu, Busan

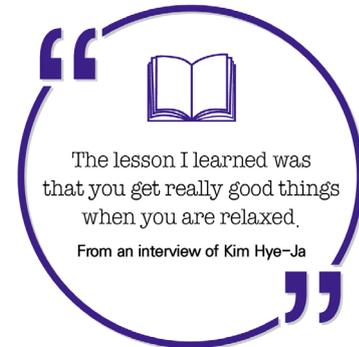
ONE-LINER QUOTES

Korean Book Designer's Pick

Written by Sukyoony (Designer)

*Self-respect Persons*

Written by Kim Ji-Soo, published by Eotteonchaeg



The book *Self-respect Persons* (Eotteonchaeg) is the second title by Kim Ji-Soo after, *The Philosophers of Their Own Lives* (Eotteonchaeg), which was the first interview collection of “Kim Ji-Soo’s Interstellar,” an interview series read by more than 2 million people since 2015.

As a designer, I receive book design requests pretty often. I get

to meet books of various fields, and most of the time, I am the first to take a look at the raw manuscript as I have to make a design that best suits the story. I know that a rough look through the book and reading the story thoroughly are different, but sometimes I feel like the story is mine even though I lightly flip through the pages during the designing process. And the book that gave me the feeling the most and the book that I indulged in reading and made it mine was *Self-respect Persons*. The depth of the interviews and the answers drawn from natural conversations made me smile. It was the first time in a long time that I wanted to underline sentences in a book. Looking at myself reading until the end of the book, leaving the design work behind, made me realize that I am ready to listen to the life advice from those that lived before me. So, I picked this book because I thought that people whose age might be that of an adult but are yet in the course of becoming a “real” adult might find it helpful.

The answers for the common question of “How are you going to live your life while protecting yourself?” come from actress Kim Hye-Ja, psychiatrist Lee Geun-Hoo, choreographer Lia Kim, baseball player Lee Seung-Yup, actor Shin Gu, designer Alessandro Mendini, picture book author Shinsuke Yoshitake, singer Lee Juck, artist Hwang Kyu-Baik, designer Ji Chun-Hee, comedian Jeon Yu-Seong, psychologist Jens Weidner, psychiatrist Jung Hye-Shin, Catholic priest Choi Dae-Hwan, former homeless writer Lim Sang-Chul, forensic scientist Yoo Sung-Ho, and literary critic Lee O-Young.

There were many memorable phrases, but to pick some,
 “The lesson I learned was that you get really good things when you are relaxed.” “Use the most out of the time given to you right now. There’s nothing as fair as time.” - Kim Hye-Ja
 “Success is about the width, rather than the height.” - Lia Kim
 “The thing I hate the most is pretending to be busy. I try to look composed regardless of the busy schedule.” - Ji Chun-Hee
 “Don’t look at the challenge when you have the chance. Focus on the opportunity whenever you face the challenge.” - Jens Weidner.



Memento Mori

Written by Lee O-Young, compiled by Kim Tae-Wan,
 published by Yolimwon Publishing Group

This planet Earth I'm breathing on is the miracle.
 What other miracle can there be?



I really like fantasy or detective novels where I get to imagine the scenes. But somehow, doctor Lee O-Young’s books recently caught my attention, so I read two of them. In the long, dark tunnel called the future which the pandemic has taken light away from, many people might be looking for a reason to live, and I, too, have been thinking about it in a part of my mind, not in my head. I think that questioning some kind of origin

influences having a positive mindset. It's because when you ask "Why" many times and get answers, you find yourself immersed in those things even without noticing. It's like, the more chaotic the surrounding situation, the more questions about "Why" and "Why we should have hope."

The book *Memento Mori* (Yolimwon) contains the late president of Samsung Lee Byung-Cheol's 24 questions about religion and god, asked when he was facing death, and answers from doctor Lee O-Young when he was fighting against cancer in 2021. This is said to be the first volume of the "Lee O-Young's Dialogue" series, which is planned to consist of 20 volumes. You might find the book hard to understand at first, but you will soon be able to enjoy it with doctor Lee's humorous way of using metaphors and the book's magnificent editing.

"People keep on looking for miracles, but if you go to the Moon, there's not a single blade of grass or a flower. This planet Earth I'm breathing on is the miracle. What other miracle can there be? ... I don't believe in those talking about miracles. Why do you believe in other miracles when you are already living in the miracle of God? It's a miracle to be living today, and particularly for patients like me, we are thankful for being able to wake up in the morning, surviving another day. If I died yesterday, I would never see the sun today. This is what you call a miracle." - p.228

* *K-Book Trends Vol. 43 – Article on professor Lee O-Young*

www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=952&page=1&code=trend

KOREAN PUBLISHERS

JECHEOLSO Publishing House

A place where stories beneficial to our lives are born in the right season



Logo of JECHEOLSO Publishing House

“Just right” means that there is something that is neither too much nor too little of a certain standard, condition, or degree. So, being “just right” in a way that satisfies these conditions is a difficult and knotty challenge. The name JECHEOLSO Publishing House, introduced in this interview, means “just the right

season” in Korea. Like seasonal food is good for your health; this publisher hopes to deliver good stories of the “right season” to its readers. Following is an interview with Kim Tae-Hyung, head of JECHEOLSO Publishing House, a single-person publishing company that vividly shows its own color and goes beyond the limitations of its kind with the power of solidarity.

Please introduce JECHEOLSO Publishing House to people in the overseas publishing market.

JECHEOLSO Publishing House opened in the late fall of 2015. It is a small publishing company run by the editor, myself. It has been making various books, mainly of literature and art; the essay series titled *Anyway*, which chooses and talks about one topic that makes you happy by just thinking about it, and the interview collection *The Working Heart*, a series that talks about the stories of people working in different fields, are steadily published.

It has become the era of single-person publishers, and as a result, books of unique, various colors are being born in this world. So what is the particular field representing the unique color of JECHEOLSO Publishing House?

For single-person publishers, I think the preference or field of interest of that “one person” largely determines the direction of

projects. For JECHEOLSO, it is play/drama. So, the first book was a play collection as well. In fact, choosing a play collection as the first book was like a challenge and adventure, because it is not an area with a strong readership in the publishing market. Still, I wanted to present plays with excellent literary quality to the “readers,” not the “audience.” So, including *Your Lost Things*, a serial play collection of young Korean playwrights, JECHEOLSO has published 5 Korean play collections until today. I’m planning to publish two more of them this year. In the longer term, I’m also thinking of making a play series with good foreign plays that are not well known in Korea.



Your Lost Things

Among the books of JECHEOLSO, what would you like to recommend to our readers?

First of all, *The Publishing Heart*. This is the first book of *The Working Heart* series, an interview collection. From writers and translators to editors, designers, producers, marketers, and bookstore MDs, the book talks about the hearts of those involved in publishing books. I'm particularly attached to this book as it is the first outcome of the series project. The joy of having a project that started in the editor's head go through several processes and come out as a book is still vivid. If you are interested in the publishing culture in Korea, the book will be of great help. Also, I recommend reading *The Translating Heart*, the most recent title added to the series. It contains stories of those working in the interpretation and translation industry, covering areas from publication to film, sign language, law, and the military.

Also, *Anyway, Alcohol*, one of the *Anyway* series, is the book that made "essayist Kim Hon-Bi" known to the public. It was particularly loved by readers among other books of JECHEOLSO. You might be able to fall into the charm of essays that have both fun and implications.

Lastly, I would like to recommend reading *Women Don't Cry*, an anthological play collection of women playwrights in Korea. There are four act plays that depict the life of a three-dimensional and multifaceted woman in her own language, breaking away from the stereotypes of existing plays that objectify or stereotype

female figures. In addition, it will be an opportunity to think deeply about various issues surrounding women living in Korean society, such as sexual violence, emotional labor, pregnancy, marriage, singles and old age, etc.



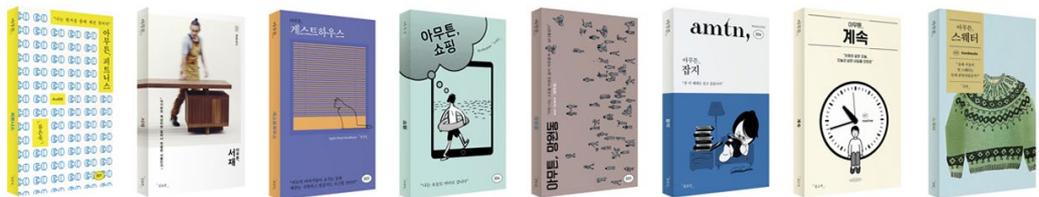
The Publishing Heart, The Translating Heart, Anyway, Alcohol, Women Don't Cry

JECHEOLSO received much attention from readers when it published the *Anyway* series with publishers Conanpress and Hugo Books. Can you introduce to us the series and how the three publishers got together for the project?

The *Anyway* series began with the question, “Do you have one thing that makes you feel good by just thinking about it?” This is an essay series that talks about one thing you don’t want to miss in an era where cost-effectiveness determines consumption, and where there is no time to have even a little fun in daily life due to long hours of work.

I and the heads of Conanpress and Hugo Books met as editors at a publisher in the past. We set up our own publisher around the same time, and as single-person publishers have limitations

to an extent, we agreed to make a series that the three of us can continue working on. The concept and the target audience were clear from the planning stage. Also, as the three publishers had different characteristics and accessible readership, we had faith that we would be able to fill the series with abundant colors. When we launched the series, we made a promise—to not have strict standards within the large boundary of the idea “anyway” and make the best out of our characteristics when planning new volumes. I think that this loose solidarity is the biggest power that has been supporting the *Anyway* series until today.



The *Anyway* series

JECHEOLSO Publishing House also has *The Working Heart* series other than the *Anyway* series. Can you introduce to us that series and how you planned it?

The Working Heart is a series of interview collections where the interviewer meets people working in certain fields, observes how they work, and examines how the work is connected to individual lives and society. Beginning with *The Publishing Heart* in 2018, I published *The Literary Heart*, *The Documentary Heart*, *The Artistic Heart*, *The Traveling Heart*, and *The Translating*

Heart. I'm preparing to publish *The Architectural Heart* and *The Drama Heart* in 2023 as well.

This was the first series that I planned as I was preparing to launch a publishing company. I wanted to have that one series that first comes to mind when people think of JECHEOLSO Publishing House. I believe that there is an attitude or a perspective that only those who worked for a long time in a single field can have, and I wanted to talk about it through books. I personally like reading interviews as well.

Why do you think that many readers love the series mentioned above?

Since the outbreak of COVID-19, I think people have begun to pay more attention to taking care of themselves. They started to look for things that give a little joy in their tough lives. And if you truly want to know what you like and what makes you feel accomplished, you have to listen to the stories of those like-minded. We lost so many things due to the pandemic, but I also believe that there are things we earned, too. Wondering about others' lives is one thing. And like you said, I think this is what makes the two series receive much love from the readers.

What is the direction JECHEOLSO pursues, and what are the future plans?

I don't have a grandiose plan. I just hope to publish books over a long time under the name JECHEOLSO. I don't believe that a book can change the world. But I do believe that it can make little changes in someone's life, just like it did for me. I think that books have their own voice. I hope the world is filled with various voices. And I hope JECHEOLSO's books are a small voice among them.

Any last comments for our readers?

As I sit in front of the proof sheet of the book soon to be published, I imagine the faces of readers opening the book. With those faces in mind, JECHEOLSO will continue to endeavor to put stories of the "right season" beneficial to our lives, not those with flashy popularity, in a bowl called books.

KOREAN AUTHORS

Writer Jang Ryu-Jin

A Writer of Sympathy-evoking Hyper-realistic Stories

Writer Jang Ryu-Jin made her debut by winning the 21st Changbi Prize for New Figures in Literature with her short novel *The Pleasures and Sorrows of Work* in 2018. In October the same year, the book was available for free online, recording 400 thousand views and going viral on Social Media. The popularity continued with her short story collection *The Pleasures and Sorrows of Work* (Changbi Publishers), published in 2019, and *Moonbound* (Changbi Publishers), published in January this year. With a historic record of making the 4th printing in less than 2 months since the initial printing, readers commented that the realistic background and settings were a perfect replica of their “own stories.” Following is an interview with writer Jang Ryu-Jin, who has captured the minds of the MZ Generation by telling the story of 2030 with empathy and hyper-realism.



Please introduce yourself to our readers.

Hi, I'm Jang Ryu-Jin, a novelist in Korea. I majored in Sociology at university and worked as a product manager at an IT company. I began writing novels when I was taking writing classes at a culture center. I was working at the company then. Then, I chose to go to a graduate school to study more about writing, and I completed a graduate degree in Korean Literature. I made my debut as a writer in 2018 when I won the Changbi Prize for New Figures in Literature with *The Pleasures and Sorrows of Work*, and I have been writing stories in earnest since then.



The Pleasures and Sorrows of Work

You have received much attention from the young generation by drawing empathy from them with your new title, *Moonbound*. What do you think is the reason for the popularity?

Well, I'm not sure. I don't think it's something a writer can say for sure decisively. But I think I write sentences and stories in a style that I like as a reader. So perhaps that style, my preference, is universal.

Where do you usually get inspiration and key sources for stories? Also, if there is an element that impacts your writing, what is it?

I often fall into my imaginary world, thinking about useless things (or those that 'look' useless). And that's where I usually get the sources for my stories. I named this "imagination that doesn't go far." It's literally an imagination that does not go far off the

daily life, only by a little bit. To take some examples, I imagine “What if this kind of person was put in a situation like this? How would he/she act?” or “What if I said something differently? Would it change the flow in the conversation?” in common situations or dialogues I have in daily life.



Moonbound

You worked at an IT company for 9 years before choosing to become a full-time author writing fiction. What motivated you to make that decision?

While majoring in sociology at university for 4 years, I used to write my thoughts in logically, though they were not something literary. Then after graduation, I got to join an IT company amidst a national unemployment crisis. The job itself was quite satisfying, it suited my aptitude, but there was always one thing on my mind – the strong desire to “write.” I had almost

no opportunity to write something of my own at the company (except emails or proposals). So, I personally looked for writing classes, and there I came across a fiction-writing class held at a culture center. That was the moment of destiny. There were many other writing classes too, but as I was so into reading short novels written by contemporary Korean writers at that time, I chose the fiction-writing classes.

I still worked at the company for a year before I chose to be a full-time writer after making my debut with my short novel. And I could hang onto two jobs as I mainly released short novels during that year. But soon, I felt it hard to do the two jobs together as I would run out of time. So, as I was planning to publish a full-length novel the following year, I decided I should quit working at the IT company and become a full-time writer, focusing on the writing. I also had several contracts to publish novel collections and full-length novels in the following years, which made me think of quitting as “changing jobs.” If I hadn’t had those contracts, I wouldn’t have made that decision to become a full-time writer, as I’m quite a realistic person.

What is the biggest difference between the life of an office worker and the life of a writer?

If you only think about the “writing novels” part, the biggest difference is that I work alone. It’s because, at a company, any other person can do the job you were doing and make similar, or

sometimes exactly the same, outcomes. But novels, it is only you that can finish them. That originality is the biggest difference. It's mostly good, but sometimes it's what makes writing hard and burdensome.

Is there a writer that you particularly like or a writer that impacted your art world? If you had one, how were you affected by him/her?

I began writing fiction after reading short novels of active contemporary novelists in Korea. In the time frame, the works would range from the 2000s to today. So, I rather couldn't read old classical literature. Among English-American writers, I like Gabriel Jevin, Joyce Carroll Oates, and Raymond Carver.

What is the thing that you prioritize the most when writing novels?

I try to be punctual. I try not to pass the midnight of the deadline date, and if I think I might be later than that, I tell the person in charge and set a new date in advance.

What message do you want to tell the world through your books?

Well, I think my writings are not a "message" but a "story." When I write, I know that the message I want to deliver is in myself. But it is very dim and indistinct. So, just with the idea that "it is there, though not vivid and standing out," I begin writing stories.

I think the message melts into the story as I write without even noticing it.

Please tell us about your future plans.

I'm planning to announce short novels in literary magazines. I will also continue writing stories, making full-length novels as well.

PUBLISHING INDUSTRY

Korean Book Publishers Eye Webnovels and Webtoons

Why is Dasan Books starting an entertainment business?

Written by Seo Dae-Jin
(Director of the Entertainment Business Division at Dasan Books)

With the global mega-hit of “Squid Game” on Netflix in 2021, the world began to take a greater interest in Korean content. Other webtoon-based dramas, including “Hellbound” and “We Are All Dead,” are seeing good records as well, and Korean webtoon platforms such as Piccoma, Line Manga, and Tapas are rapidly growing in the global market. Now webtoons are rising as the next driver of Korean content, or K-content, which has been represented by K-pop.

Korean book publishers are also greatly interested in webtoons and webnovels. General publishers such as Woongjin Thinkbig, Dasan Books, and Wisdom House have shown a clear movement in this regard. It also seems that those that have not yet started a relevant business are paying heed to the webnovel and webtoon business, the newly emerging field in the content industry.

Current status of book publishers' digital content business

The digital content business of Korean book publishers has been focused on e-books until today. Korea's e-book market has been steadily growing, particularly since 2008, and has been paying much attention to the audiobook market from 2-3 years ago. Audiobook-specialized platforms such as Welaaa and Millie have received focused investment, and more audiobooks have entered the market. Storytel, a global audiobook platform, joined the Korean market as well. If e-books and audiobooks shifted publishers' content into digital format to diversify sales strategies, webnovels and webtoons are more suited to mobile devices.

The traditional way of publishing books was to take paper books as the basic sales item, then write, edit, produce, distribute, and market them. However, the emergence of a new market gave the publishing industry the important task of reengineering the way of producing, distributing, and selling content.



Covers of *The Story of Yeonhwa* webnovel version (left) and webtoon version (right)

Dasan Books have been experimenting with adapting to the digital content business. Digital-only content such as *Living as a BJ* (Broadcasting Jockey), published in 2014, was the first attempt. It was an e-book about online BJs such as popular Twitch streamers and Youtubers in Korea. The experiment we did was rapidly making content with a short runtime and selling it to the fandoms at a low price. The e-book became a bestseller and went viral among fans of the influencers mentioned in the book, but it was hard to go beyond that. So, Dasan Books re-established the direction of the digital content business with “story content.” We focused on publishing webnovels that had a strong genre, such as romance and fantasy. At the same time, we continued to make attempts to expand the webnovels’ category. We tried to “webnovel-ize” detective, mystery, and thriller fiction by collaborating with Kakaopage and CJ E&M through “Mobile Novel Contest” and “Chumith (combination of ‘*churi*’ meaning detective, ‘*mi*’ from mystery, and ‘*th*’ from thriller),” respectively. Dasan Books published a number of titles, but I particularly remember the webnovel *The Story of Yeonhwa* the best. We also did PR for this title at the Asia Content & Film Market held at the Busan International Film Festival (BIFF). As a result, *Living as a BJ* was made into a webtoon to be published in Korea and abroad, and is scheduled to be produced as a drama as well.

Dasan Books have published more than 500 webnovels by setting up labels for digital content only - “Blossom” for feminine fiction, “Monster” for masculine fiction, and “Labien” for BL (Boy’s Love)

fiction. And we launched a webtoon business in 2019, creating a comics label called “Dasan Comics.” Dasan Comics’ role is to turn original novels into webtoons to “present the impressive wonders of the original story once again,” and service them in the global market. It is currently serializing 6 webtoons and is planning to produce more than 15 titles in the future. Webtoons serialized by Dasan Comics – *The Stairway of Time*, *Sentence of Love*, *Wanna Live Sweet*, *It Was All a Mistake*, *I Wasn’t the Cinderella*, and *This Wolf Won’t Bite* recorded more than 50 export cases in 9 countries, signing contracts for overseas serialization. Also, they have been receiving good feedback from the global market, as can be seen from the record of ranking 1st on webtoon platforms such as Piccoma (Japan) and Tapas (US).



Webnovels published on “Blossom,” “Monster,” and “Labien” (from left)

Woongjin Thinkbig also launched a webnovel label named “Fennec Fox,” and Wisdom House set up a webnovel & webtoon platform called “Justoon” (Justoon later merged with Comico,

NHN's webtoon platform). And Golden Bough has developed and is operating "Brit G," an online novel platform.

Advancing from digital content to entertainment

The role of the content industry is expanding day by day. Publishers have begun to produce content by directly signing contracts with the creators on platforms, taking an interest in webnovels and webtoons. In addition, authentic music producers/entertainment companies starting with Hive started to produce webnovels and webtoons through separate businesses, and game companies are preparing to launch a music business based on "virtual humans." As such, you can see that various industries have launched IP businesses covering diverse genres and media.

So, it is time for the publishing industry to expand into the entertainment business as well, going beyond the content business. We need to broaden our viewpoint – from books to content, readers to customers, and writers to creators. We should strive to do more than just selling books. We should lay out our content business in various formats and invite more people to enjoy our content.

Meanwhile, the digital business sector at Dasan Books has changed its name to Entertainment Business Division on January 1st this year, restructuring the organization by specializing teams in each business field. If the company has been in the digital

content business such as e-books, webnovels, and webtoons so far, the next goal is to expand into a global entertainment business centered on webnovels and webtoon IPs.

Then, why is Dasan Books preparing to leap forward into the entertainment business?

First, we are consolidating the webnovel business that we have been running well. Then, if we focused on the romance and fantasy genre in consideration of “webtoon-ization” last year, we plan to expand to the BL genre this year. Also, in the case of the romance genre, we are focusing on the development of IP that can be expanded into dramas. We are also preparing a project to develop webnovels, webtoons, and dramas at the same time by collaborating with drama production companies from the planning stage.

Second, we are expanding our webtoon business in earnest. We are expanding the team in charge and workforce so that we can serialize more than 50 types of titles within three years. We are also considering opening a webtoon studio so that we can develop higher-quality works. So, if we ran the webtoon business by cooperating with authors before, now we are planning to recruit authors directly and advance the production process to provide more immersive webtoons to readers. Also, we are closely communicating with local platforms in each country by hiring members talented in the overseas webtoon business.



Dasan Comic's *Sentence of Love*, *Wanna Live Sweet*, *I Wasn't the Cinderella*, and *This Wolf Won't Bite*

Third, we are expanding our new media business. For example, our Youtube channel “Smartmandoo (www.youtube.com/c/smartmandoo/featured)” is a knowledge-oriented entertainment brand that aims for a B-class liberal arts channel. We started it to make various topics that stimulate intellectual curiosity into original character animations and cover them in an easy and fun way. Within only two years of opening the channel, the number of subscribers exceeded 620 thousand, and the cumulative number of views reached 120 million. Smartmandoo currently aims to reach 1 million subscribers, and is preparing to expand the scope of its IP business, including books, merchandise, and webtoons.

Fourth, we are trying out the music business. In 2021, Dasan Books made an attempt to produce webtoon OSTs and distribute them itself; we directly invested in and produced 5 OSTs for the webtoon *Staircase of Time*. As a result, there were meaningful outcomes, too – the songs “At the End of Time (www.youtube.com/watch?v=n4qVr4X6D_k)” and “Last Trip,” each produced

in collaboration with Eunha of Gfriend and Kim Nam-Joo of Apink, entered the rankings chart of music platforms. Through the songs, we could again convey the touching impression of the original works to the fans in a musical form. There were also good outcomes in the global market as well. We verified that overseas fans of the singers took an interest in the original works through the songs. At the moment, Dasan Books' songs are serviced on Spotify, Apple Music, and Youtube Music.

Now, Dasan Books plans to produce various OSTs for webnovels and webtoons, including the song. *It was All a Mistake*, which is currently under production. We aim to position webtoon OST as a new K-pop genre by merging the fandom of Korean webtoons and music. Also, going beyond simply producing and distributing music, we plan to gradually expand into a music entertainment business based on virtual humans.



Staircase of Time and It was All a Mistake

Fifth, Dasan Books is diversifying products of webnovels and webtoons. If we focused on selling digital content such as webnovels and webtoons before, we are now planning to launch various products, including books, merchandise, clothes, and food. We have established a team that will be in charge of this, and they are endeavoring to develop fine products today.

Lastly, we will continuously be carrying out research and various experiments on metaverse and NFT. Currently, the whole world is at the beginning of a vast change called the metaverse. Dasan Books is preparing to respond to this change, though it is yet hard to offer details of our plan.

To sum up, Dasan Books aims to expand the business into the entertainment sector based on content's IP. We aim to secure IPs that can earn the hearts of global citizens' hearts and turn into a worldwide content franchise with powerful fandoms by expanding into various media, merchandise, and businesses. We imagine becoming a place where all the people from the world visit by creating stories that make them feel touched, entertained, and relatable, thus restructuring them into an entertainment world based on metaverse. And to realize this imagination, our dream, we are taking steps forward. However, fundamentally, the greatest desire is to create and deliver masterpieces that leave people all over the world with deep emotions, that make people think once again, that make people around the world forget about their tiring daily life for a while, that make the hearts of

people pound, and that make people shed tears. Personally, my heart is racing right now as I know that throughout this year, I will be working hard with my colleagues to complete the mission of Dasan Books - “Deliver the joy of story to people all over the world.”

Meanwhile, we hope Korean publishers take more interest and join us in such a move. We should not just watch webnovels and webtoons growing in the global market. The publishing industry should not fear facing changes and take on challenges in search of opportunity. Readers, creators, and the way content is produced are changing. Now it is our turn to change.

Publishing Policy

PLATFORM P

An Open Space for Creators and Readers

PLATFORM P



What is PLATFORM P?

PLATFORM P is a creative space designed to support

various creators in the publishing industry, including small-sized publishers taking their first steps.



From curations and project exhibitions for readers,



to various programs and rental areas for creators!

PLATFORM P

connects those writing, making, and reading books **in various ways!**



PLATFORM P _ Spaces



Neighborhood bookstore curations



Book & Lounge



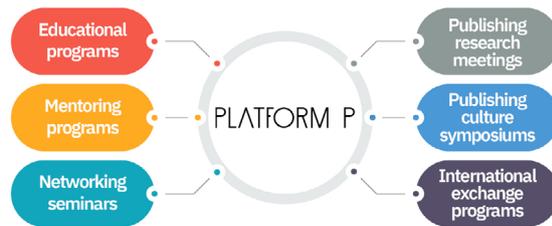
Book culture exhibitions



Work spaces

* Photos by Tabial, provided by PLATFORM P

PLATFORM P _ Programs



Also many other various programs are held!

The one and only space
PLATFORM P

where people share knowledge and experience with each other and talk about creation and sustainability.



Curious about
this **unique**
publishing space
in Korea?

PLATFORM P

A place where people gather
to make synergy effects!

A 2-3F, 19, Sinchon-ro 2-gil, Mapo-gu,
Seoul, Republic of Korea

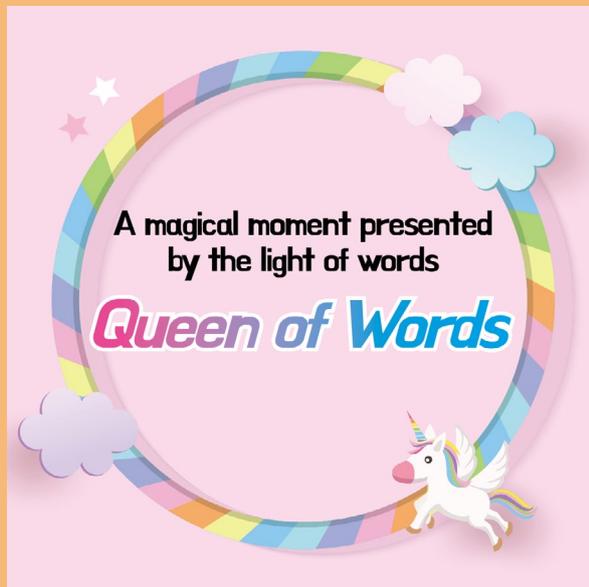
T +82-2-332-4626

E info@platform-p.org

H platform-p.org

NEW BOOKS

Queen of Words



After learning words in class,
I fell asleep among the many words
I had learned.
And, I discovered their secret.

Some words shed light.



The word 'puzzling' is a light
to brighten the path to the ocean.

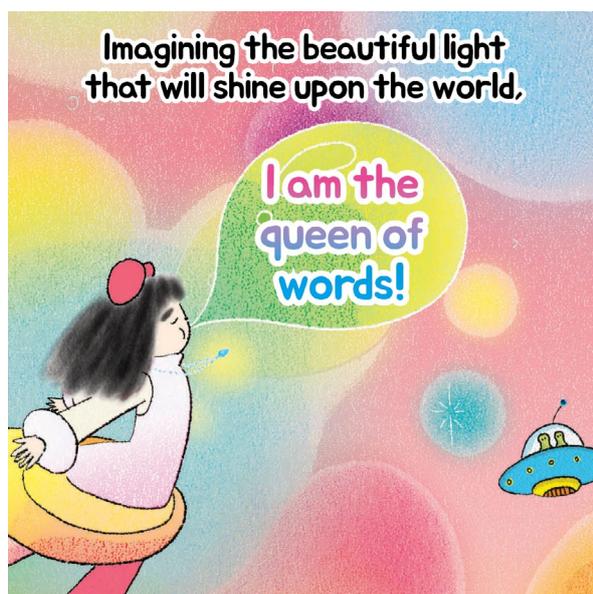
The word 'tranquility' is a light
to live in the shadow.

And the word 'moonlight' is a light
for us to live together.



Once we embrace the words in our hearts
with a bright and warm mind,
they begin to shine.

Their light has a mysterious power,
and I believe in it.



Imagining the beautiful light
that will shine upon the world,

I am the
queen of
words!

The different light of words
brightens the heart of
a small, lonely child.

Though the reality might be
challenging and lonely,
the little girl begins to draw
the light of hope with her imagination.



A beautiful and
special book for children,
full of unforgettable stories
with words and poems.

Winner of the 27th Golden Goblin Award



Queen of Words

Written by Shin So-Yeong
Illustrated by Mo Ye-Jin
Published by BIR

BEST SELLERS

2nd Week, March 2022**Bestseller Trends in the Four Biggest Online Bookstores in Korea**

March in Korea also means “a new start” to many. New season spring comes in March, and the new semester begins in March, too. So, most Koreans clean up and make changes to parts of their houses and organize the winter clothes piled up in the closet. The publishing industry saw changes as well, just like how nature changed its clothes from white snow to green sprouts, popular books that have made makeover changes to the cover page catch our eyes on the bestsellers’ list for this month. The cherry blossom edition specially produced to mark the sales record of 400 thousand copies of the book *Uncanny Convenience Store* by Kim Ho-Yeon – a beloved writer among Korean readers – grasped readers’ attention. Also, *I am Thankful for Myself*, an essay published in 2016, went through a total makeover of its cover page and content. Meanwhile, *Wealthinking*, a book about

the writer's ideas (thinking) on wealth, met the readers with its limited-edition made to celebrate 100 thousand copies sold. As such, the "re-covered" versions of such popular books give readers that read them for the first time an image of a new book and a desire to own them for their existing readers, both leading to increased sales.

* *K-Book Trends Vol. 44 – Interview of writer Kim Ho-Yeon*

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&code=interview&category=66

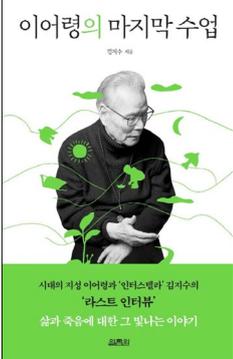
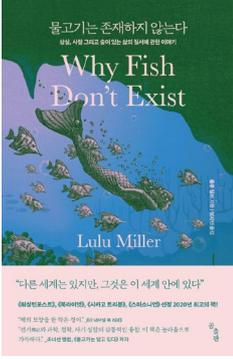
While there were books that met the readers in new clothes, some books have been popular with a new title in their series. For example, the *Seol Min-Seok's Korean History Adventure* series, which has settled its position as the best history book series for children in Korea, selling 5 million books since the first volume in 2017, has published a new volume, the 20th in the series, continuing to time travel through history. Also, *Tin Tin Tinkle!*, a book with cute, distinctive characters, published the second volume receiving explosive love on Social Media. The story of the main characters, Tinkle and Tin Tin, brings up school memories for grown-ups and elicits empathy from children, consoling their minds.

Among the bestselling travel books for the second week of March, a number of books introducing tourist spots in Korea caught readers' eyes, as they are limited from going abroad due to COVID-19. For example, *Foodie Hur Young-Man's Food Trip Set* is a comic that introduces nice restaurants picked by cartoonist Hur Young-Man, famous for his *Foodie* (Korean title: *Sikgaek*)

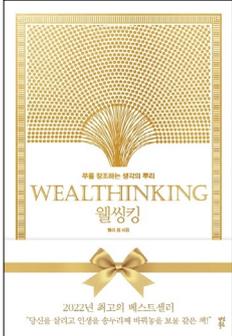
(Gimmyoung). The series talks about 400 restaurants in Korea the writer has been to in two books, with tasty critiques selecting “the best of the best” among them. Also, *I Think I Should Go Somewhere by Myself One Day*, written by travel writer Jang Eun-Jung recommends about 30 tourist spots in Korea categorized by seasons, themes, and preferences. We hope that these books with rich information about good tourist destinations in Korea refresh the hearts of readers frustrated by the prolonged pandemic.

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

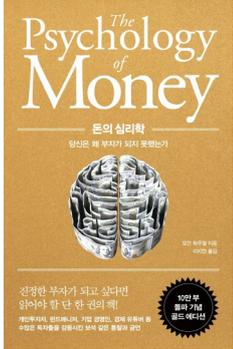
Top 10 Bestsellers for the 2nd Week of March

<p>1</p>		<p><u>Uncanny Convenience Store</u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p>
<p>2</p>		<p><u>The Last Lesson of Lee O-Young</u></p> <p>Author Kim Ji-Su, Lee O-Young Publisher Yolimwon Publishing Group Genre Humanities</p>
<p>3</p>		<p><u>Why Fish Don't Exist</u></p> <p>Author Lulu Miller Publisher Gom Books Genre Science</p>
<p>4</p>		<p><u>I am Thankful for Myself</u></p> <p>Author Jeon Seung-Hwan Publisher Book Romance Genre Non-fiction</p>

Top 10 Bestsellers for the 2nd Week of March

<p>5</p>		<p><u>Wealthinking</u></p> <p>Author Kelly Choi Publisher Dasan Books Genre Self-help</p>
<p>6</p>		<p><u>Semantic Error: Photo Essay</u></p> <p>Author Watcha, Raemongraein Publisher Orange D Genre Non-fiction</p>
<p>7</p>		<p><u>Seol Min-Seok's Korean History Adventure 20</u></p> <p>Author Seol Min-Seok, Storybox Publisher I-Human Genre Children's Comics</p>
<p>8</p>		<p><u>Welcome to Bookstore Hyunamdong</u></p> <p>Author Hwang Bo-Reum Publisher Clay House Genre Fiction</p>

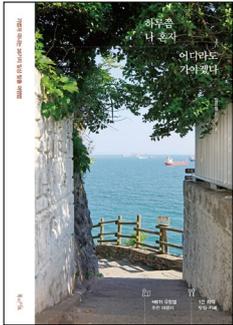
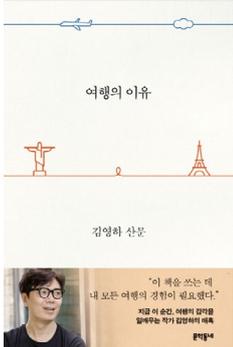
Top 10 Bestsellers for the 2nd Week of March

8		<p><i>The Psychology of Money</i></p> <p>Author Morgan Housel Publisher Influential Genre Business</p>
10		<p><i>Tin Tin Tinkle! 2</i></p> <p>Author NAN Publisher Joongang Books Genre Comics</p>

Top 5 Travel Books for the 2nd Week of March

1		<p><i>Let Me Try Living on My Own as I Want</i></p> <p>Author Lee Won-Ji Publisher Sangsang Publishing</p>
2		<p><i>Foodie Hur Young-Man's Food Trip Set (Vol. 1, 2)</i></p> <p>Author Hur Young-Man Publisher Guardian</p>

Top 5 Travel Books for the 2nd Week of March

3		<p><u>Eiden's National Travel Guide 2022-2023</u></p> <p>Author Tabula rasa Editors, Lee Jung-Gi Publisher Tabula rasa</p>
4		<p><u>Accidentally, Wes Anderson</u></p> <p>Author Wally Koval Publisher Woongjin Thinkbig</p>
5		<p><u>I Think I Should Go Somewhere by Myself One Day</u></p> <p>Author Jang Eun-Jung Publisher Book Life</p>
5		<p><u>Reason for Traveling</u></p> <p>Author Kim Young-Ha Publisher Munhakhdongne</p>

KOREAN TRANSLATOR

Gi Jang

Profile

Born in China, Gi Jang is Han Chinese who has an expert user level of Korean. She has a strong theoretical foundation as she has completed the master's and doctoral programs at the Graduate School of Interpretation and Translation (GSIT) and the General Graduate School at Hankuk University of Foreign Studies, respectively. Ever since she graduated from GSIT in 2004, she has worked on numerous interpretations and translations (movie/drama translation, IT translation, novel/comics translation, etc.). And after she began to teach at a university in 2005, she has been steadily having classes (Chinese, interpretation & translation, understanding Korean culture, etc.) while carrying out research (on topics of Chinese, Chinese education, interpretation & translation) and publishing textbooks (general textbooks,

authorized textbooks, materials for interpretation & translation). As she also has an IELTS score of 7.5 with each band 7+, she is capable of translating English into Chinese. Gi Jang currently is working as a freelance interpreter and translator.

- Email: qiqi21c@hanmail.net

Career

- Currently a freelance interpreter and translator
- Assistant professor at the Liberal Arts Department of Far East University
- Assistant professor at the Chinese Department of Kyung Hee University

Educational Background

- Ph.D. in Chinese Linguistics, General Graduate School, Hankuk University of Foreign Studies
- Master's degree in Korean-Chinese Interpretation and Translation, Graduate School of Interpretation and Translation, Hankuk University of Foreign Studies
- Bachelor of Korean Language and Literature, Jilin University, China

Translated Books

- 2021, *济始的故事 (Ji Shi's Story)*, 江苏人民出版社 (Jiangsu People's Publishing House)
- 2009, *Contradictions* (written by Yang Gui-Ja with support from the Literature Translation Institute of Korea), 上海文艺出版社 (Write Publishing Co.)
- 2019, *My Chinese Project*, Siwon School
- 2006, *Expression Guide for Writing Diary in Chinese*, Nexus Chinese
- 2004, *15 Best Korean Speeches*, Nexus Chinese



Translation Career

- 2022, King Sejong Institute Textbook Translation Project
- 2021, Korea Tourism Organization – DMZ Peace Road (narration)
- 2021, *From the Hand of an Artist to the Touch of a Scientist* (Thinking Power Books)
- 2020.08, Promotional material introducing dental treatments in Korea

- 2019.10, Welcome speech of the president of the Publication Industry Promotion Agency of Korea (KPIPA) on 2019 Publication Rights Exchange Meeting
- 2019, Scenario of movies "Snow Cloud (*seolwoon*)" and "Model Prisoner"
- 2019, Webtoons and comics including *The Nerd's Girl*
- 2018, Numerous children's songs of Samsung Publishing
- 2018, Episode 30 of "Journey to the West," an animation produced by Little Fox
- 2018, Introduction of tourist spots in Seoul (about 70)
- 2017, Entire script of the TV drama "Fight For My Way"
- 2016, Screenplay of the movie "Daddy You, Daughter Me"
- 2015, The entire script used at the Samsung Digital Exhibition Hall
- 2015, *Flowery Days* (Changbi Publishing) by Gong Sun-Ok (selected for the translation grants project of the Literature Publication Institute of Korea (LTI))
- 2014, Translated weekly series of 8 webtoons on Naver (including *The Sound of Your Heart*)
- 2012, Translated "Naver Global Phrase" on Naver

#K-BOOK

#K-Webtoon Fantasy

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

Tower of God

1. Publication Details

Title | Tower of God
Author | SIU
Publisher | YOUNG COM Co.,Ltd
Publication Date | 2019-11-12
ISBN | 791190153171
No. of pages | 288
Dimensions | 145 * 200

2. Copyright Contact

Name | NAVER WEBTOON Ltd.
Email | dl_webtoonpub@webtooncorp.com
Phone | +82-31-784-1193

3. Book Intro

This is *Tower of God*, a web comic serialized on Naver Webtoon since 2010, published in book form. A boy named Bam sets off on an adventure to find someone precious to him, but he is tested with increasingly intense challenges in a mysterious tower where he simply cannot stop. This epic narrative is full of characters with strong personalities, outrageous strategies, twists, and splendid action, presenting readers with incredible immersion thanks to a solid story and excellent direction.

* k-book.or.kr/user/books/books_view?idx=4815



SWEET HOME

1. Publication Details

Title | SWEET HOME

Author | Kim Carnby, Hwang Yeong-chan

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2020-02-28

ISBN | 9791190630269

No. of pages | 1864

Dimensions | 148 * 210

2. Copyright Contact

Name | NAVER WEBTOON Ltd.

Email | dl_webtoonpub@webtooncorp.com

Phone | +82-31-784-1193



3. Book Intro

Sweet Home tells a story about a fierce struggle between survivors in an enclosed space and bizarre monsters that have changed to reflect their inner desires. Cha Hyeon-su, a reclusive loner who plans to commit suicide, is suddenly faced with a situation in which humans turn into monsters. The eerie monsters, slave to their simple cravings, attack Hyeon-su. His life is saved, however, thanks to the help of survivors from the apartment complex Green Home. Will Hyeon-su and the others from Green Home be able to survive the monsters?

* k-book.or.kr/user/books/books_view?idx=4855

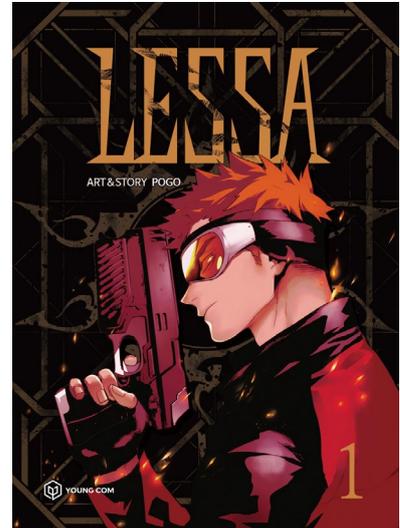
LESSA

1. Publication Details

Title | LESSA
Author | POGO
Publisher | YOUNG COM Co.,Ltd
Publication Date | 2019-08-21
ISBN | 9791190153058
No. of pages | 256
Dimensions | 145 * 200

2. Copyright Contact

Name | NAVER WEBTOON Ltd.
Email | dl_webtoonpub@webtooncorp.com
Phone | +82-31-784-1193



3. Book Intro

This is a fantasy web comic that deals with the definition of good and evil and conflicting values through people who want to realize their own justice. The first part focuses on Rano as he looks for his sister who disappeared following an attack by a *deman*, or demon-human hybrid. He meets the *deman*'s father, Lessa, and becomes increasingly involved in the incident, encountering a world beyond imagination. The story of Lessa, the god of night and death, also unfolds at the same time as Rano's own story. Lessa's agony deepens in this chaotic world, wondering what role he can play as a god. A human, a *deman*, and a god. Just what kind of world do they want to realize?

* k-book.or.kr/user/books/books_view?idx=4816

Gurdians of the Video Games

1. Publication Details

Title | Gurdians of the Video Games
Author | Gasfard
Publisher | Woongjin ThinkBig Co., Ltd.
Publication Date | 2015-07-08
ISBN | 9788901203966
No. of pages | 1800
Dimensions | 128 * 188

2. Copyright Contact

Name | NAVER WEBTOON Ltd.
Email | dl_webtoonpub@webtooncorp.com
Phone | +82-31-784-1193



3. Book Intro

Guardians of the Video Game is a secret company. The Guardians manage a video game from behind the scenes so that it runs smoothly until gamers see the ending or lose all their available lives. If gamers discover that the game is running smoothly because of the Guardians, the Guardians lose the meaning of their existence. One day, the identity of a patch manager who was promoted as the youngest person to head the mobile games department is discovered as a result of someone's intervention...

* k-book.or.kr/user/books/books_view?idx=4840

MOONYOU

1. Publication Details

Title | MOONYOU
Subtitle | The Earth Perished in 2050. And I'm Alone on the Moon.
Author | Jo Seok
Publisher | Wisdomhouse Mediagroup Inc.
Publication Date | 2017-10-10
ISBN | 9788960867086
No. of pages | 1156
Dimensions | 156 * 237

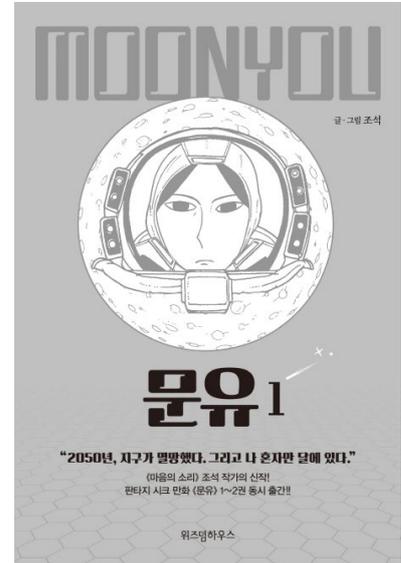
2. Copyright Contact

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

3. Book Intro

A new work by Jo Seok, a webtoonist who rose to fame with *The Sound of Your Heart*. It's a story about humanity and the universe that the author has been fond of since childhood, sprinkled with a comedic element he calls "fantasy chic." The story is full of opposing elements, such as experiencing loneliness but having to stay optimistic, being alone yet being loved, and having everything but having nothing meaningful.

* k-book.or.kr/user/books/books_view?idx=4854



White Blood

1. Publication Details

Title | White Blood
Subtitle | Unholy Blood
Author | Im Lina
Publisher | YOUNG COM Co.,Ltd
Publication Date | 2020-12-15
ISBN | 9791190153577
No. of pages | 304
Dimensions | 145 * 200

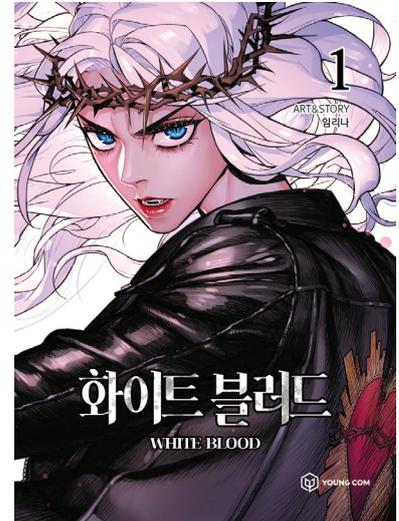
2. Copyright Contact

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

3. Book Intro

This is the Naver Webtoon series *White Blood* published in book form. A fantasy web comic set in Korea that applies the concept of pure- and mixed-blood vampires, this story leaves a strong impression on readers through powerful action scenes and battles that put the strengths of vampires to the test.

* k-book.or.kr/user/books/books_view?idx=4817



Noblesse (Vol. 1-21)

1. Publication Details

Title | *Noblesse* (Vol. 1-21)

Author | Son Je-ho, Lee Kwang-su

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2018-12-21

ISBN | 9791162209820

No. of pages | 7790

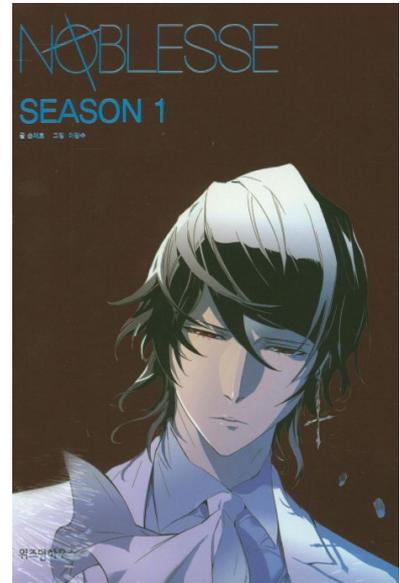
Dimensions | 154 * 230

2. Copyright Contact

Name | NAVER WEBTOON Ltd.

Email | dl_webtoonpub@webtooncorp.com

Phone | +82-31-784-1193



3. Book Intro

This is the long-spanning Naver Webtoon series *Noblesse* (2007-2018) published in book form. This legendary series boasted more than 3 million views per episode at the time of publishing and captivated readers through famous lines by the protagonist Cadis Etrama di Raizel such as “Kneel, for that is your level.”

* k-book.or.kr/user/books/books_view?idx=4858

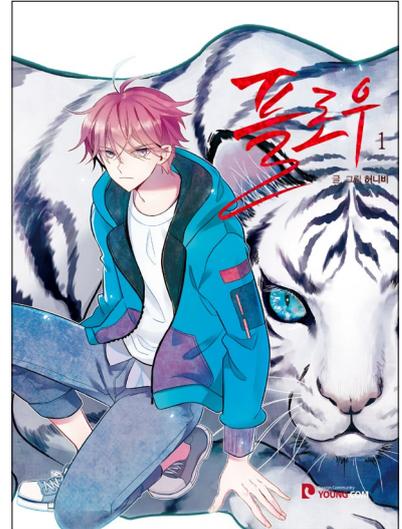
Flow

1. Publication Details

Title | Flow
Author | Honey B
Publisher | YOUNG COM Co.,Ltd
Publication Date | 2018-09-28
ISBN | 9791162790267
No. of pages | 312
Dimensions | 145 * 200

2. Copyright Contact

Name | NAVER WEBTOON Ltd.
Email | dl_webtoonpub@webtooncorp.com
Phone | +82-31-784-1193



3. Book Intro

This is the Naver Webtoon series *Flow* published in book form. It was beloved by fans all over the world thanks to its memorable story and unique subject matter dealing with a world in which people are divided by the strong and the meek according to their animal god.

* k-book.or.kr/user/books/books_view?idx=4819

Moving (Complete Series, Vol. 1-5)

1. Publication Details

Title | Moving (Complete Series, Vol. 1-5)

Subtitle | Kang Full's Action Comic

Author | Kang Full

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2016-04-25

ISBN | 9788960869264

No. of pages | 1640

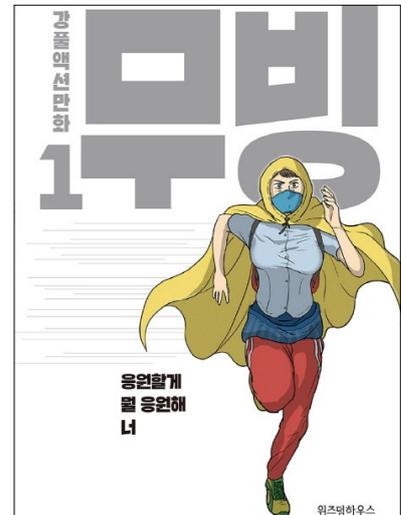
Dimensions | 148 * 210

2. Copyright Contact

Name | Julia Kwon

Email | ohappyday@wisdomhouse.co.kr

Phone | +82-31-936-4199



3. Book Intro

This is the twelfth work by Kang Full, a cartoonist who releases new material every year and who is also a pioneer of the current webtoon culture. Kang says that he wanted to write a more absurd and carefree story before he got older. That desire gave birth to *Moving*, a story about people with superpowers that's more than just a mere action comic. *Moving* is about a boy who cheers for his friend's dream, and it's also about an agent who conceals himself from greater powers to protect himself. It's a historical comic that portrays the tears of "monsters" who have suffered the pain of division, and it's also a comic for all parents who must be infinitely strong in front of their children.

* k-book.or.kr/user/books/books_view?idx=4551

Myojinjeon

1. Publication Details

Title | Myojinjeon
Author | Jellybin
Publisher | YOUNG COM Co.,Ltd
Publication Date | 2014-07-29
ISBN | 9791185193106
No. of pages | 260
Dimensions | 145 * 200

2. Copyright Contact

Name | Jellybin
Email | toon@iyoungcom.com
Phone | +82-2-6741-1756



3. Book Intro

This is a story about Myojin, a god who fell from the sky, and three other protagonists whose lives become entangled. It's a solid story based on Korean folk tales and mythology, illustrated in the style of ink-and-wash paintings.

* k-book.or.kr/user/books/books_view?idx=4835