

2022.05

vol. **46**

K-Book Trends

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to those in the global publishing industry.



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TOPIC

Korea's Publishing Trend - The World Literature Complete Collection

Written by Han So-Beom (Journalist at *Hankookilbo*)

At the end of a recently finished drama, “Our Beloved Summer,” a book titled *I Like Early Summer* written by Lee Na-Eun, was shown. The book does not exist in reality since it was a prop. The name Lee Na-Eun was the name of the drama's screenwriter. The book continuously shows itself as one of the key items connecting the main characters. It revealed itself in the last episode as a gift to viewers.

Many viewers would have noticed that the book is similar to Minumsa Publishing Company's *World Literature Series*. The upper half is filled with a drawing, and the lower half is covered with a white background and a single-colored title. The cover's structure is a symbol of Minumsa's collection. The fact that people recognized the book by its cover shows how much

Koreans are familiar with the collection.



In the drama, "Our Beloved Summer," a book that imitated the cover of Minumsa's *World Literature Series* was shown as a prop.
© Captured scene from "Our Beloved Summer."

Minumsa's *World Literature Series* is the first collection to exceed 400 volumes

Minumsa's World Literature Series was a special edition released as it met its 30th year since its establishment in 1995. The edition's motto was "New Edition, New Translation, and New Redactions." Minumsa's chairman Park Maeng-Ho had a firm belief that "for the future generation to have world-class competitiveness, they have to read world literature" and that "Classics translated into Korean are not merely translations, but part of Korean literature and unique literary experiences." In other words, translation to Korean that sticks to the original context was its emphasis, and the company invented a new

plate to improve the readability of the classics. After three years, *Metamorphoses* (translated by Lee Yoon-Gi) by Ovidius was the first book published in the collection in 1998. Since then, Minumsa's *World Literature Series* contributed to letting Korean readers learn about diverse world literature for the next 25 years. Last February, the series was the 1st to exceed 400 volumes for a Korean world literature collection. Many publishers released the world literature series before Minumsa did, but it was the first time for a series to go over 400 volumes. The 400th volume was on Korea's famous poet Kim Su-Young's (1921-1968) poem *Spit, Poetry!*



Minumsa's *World Literature Series* surpassed 400 volumes

If the published books are stacked vertically, it reaches around 400km, 45 times higher than Mount Everest. If all the series are put horizontally to make a road, its length will be approximately 4,400km. Until now, Minumsa's world literature series introduced 318 pieces written by 175 authors from 35 countries. Among the writings, 74 are ones written by 30 Nobel Prize in Literature awardees. The works range from classics written by Shakespeare or Dante to modern literature's virtuosos Herman Hesse, Milan Kundera, Alber Camus, and J.D. Salinger. In addition, English, European, and third world literature, Korean classics, including *The Cloud Dream of the Nine*, *Chunhyangjeon*, *The Tale of Hong Gildong*, and Asian classics, are all included in the series. Cumulatively, the series recorded around 11,000 prints and 20 million copies.

Eulyoo Publishing Company, which introduced the first Korean world literature collection

Likewise, the representative world literature series is that of Minumsa nowadays, but it was Eulyoo's before Minumsa. Eulyoo was one of the first publishers to release a world literature collection along with Jeongumsa (a publishing house) in 1959. *Eulyoo World Literature Complete Collection*, which consists of 100 books, was a necessity for elites.



Eulyoo World Literature Complete Collection published in 1959 © Seoul Historiography Institute

To understand how *Eulyoo World Literature Complete Collection* was born, one needs to understand modern Korean history first. Up until 1945, Joseon was colonized by Japanese imperialism. Then, it was liberated and went through the Korean War. After the war, while Korea was rebuilding itself, Korea's publishing industry was able to stand on its feet in the late 1950s. Before that time, the industry was reliant on imperial Japan and financial aid from the US. Along with the complete collection, periodicals, like dictionaries or annals, which require large-scale capital, writing, and editors, were published. World literature with luxurious covers was considered part of Western civilization.

With the history in mind, *Eulyoo World Literature Complete Collection* was published in 1959 and was finished in 1975. The series led the complete collection trend until the 1970s. Other

than the series, Shingu Publishing Company published *Post-war World Popular Literature Selection* and *Modern World Literature Collection* in the 1960s. Samjungdang Books, Dongsuh Publishers, and Samsung Publishing released world literature series in the 1970s. World literature collections enjoyed their peak in the 1960~70s in the publishing industry's history. Many other books, like children's literature, encyclopedias, and collections of books, were released as complete collections, following the trend. During this time, salespeople visited houses to sell books. They played a pivotal role in supplying world literature collections to households and companies.

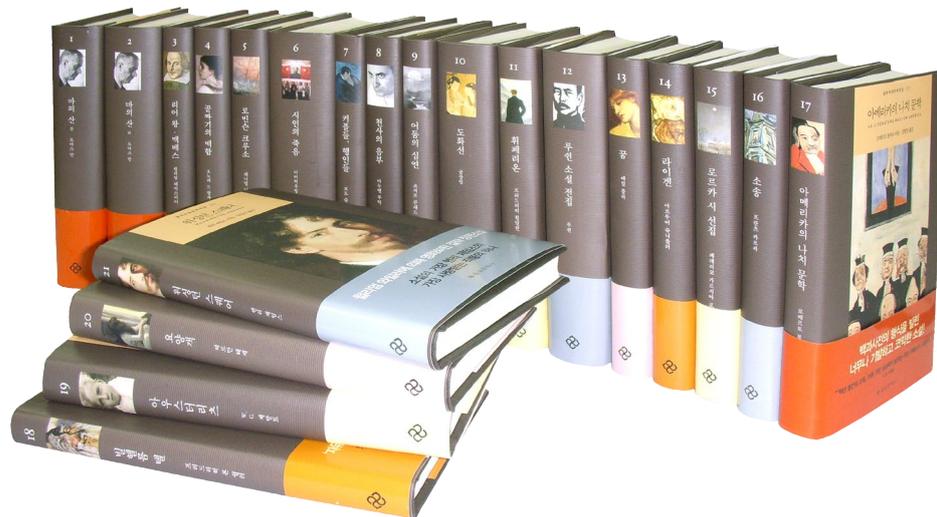
Followers' (Munhakdongne, Open Books) Success

However, as horizontal writing became a trend in the 1980s, complete collections with vertical writing lost their popularity. Also, as door-to-door sales dwindled in the 1990s, the publishing industry's trend naturally moved to independent volumes from the complete collection.

The world literature collection market, which was declining, was reactivated in 1998 as Minumsa published its *World Literature Series*. Promoting that world literature series can help students prepare for college entrance essay tests, Minumsa targeted parents with middle and high school students as their children. In addition to bookstore sales, the company expanded its sales channel to home shopping and opened up new markets for

world literature collections.

Looking at the success of Minumsa, other publishers also jumped into the collection market. In 2001, Moonji Publishing released *Daesan World Literature Collection*, and Penguin Books released *Penguin Classics* in 2008. As The Open Books Company and Munhakdonge Publishing Corporation joined forces in 2009, the world literature series market started to form a triangular fight. Open Books, which started as a publisher of Russian literature, published *Crime and Punishment* by Fyodor Dostoevsky in 2009 as part of its complete collection. In the same year, Munhakdonge introduced a world literature series composed of 10 books, including *Anna Karenina* and *The Great Gatsby*, after 5 years of preparation.



Eulyoo World Literature Complete Collection that launched anew in 2009

Open Books and Munhakdonge each sold more than 200 complete series in 2012 and 2021. The early trendsetter of world

literature collections, Eulyoo re-initiated its world literature series project, starting with the re-translated *Mountain Magic* by Thomas Mann in 2009. Eulyoo sold more than 100 copies in 2020, meeting its 10th year after the initial release.

A new trend in world literature series: Females and genre literature

Though the popularity of the series is not as much as it was at the peak, many publishers are still planning to launch new world literature collections. The followers strengthened their competitiveness by differentiating their book lists. They increased the share of female writers' works and embraced genre literature, like detective horror novels—even Southeast Asian literature, unpopular in Korea, is included.

EunHaengNaMu Publishing Company launched a monthly world literature series named *ESSE*. As seen from its name *ESSE*, meaning existence in Latin, the publisher focused on female and genre literature, often excluded from world literature.

Starting with Virginia Woolf's *To the Lighthouse* in January, EunHaengNaMu plans to release 12 books every month. The series is only composed of pieces written by female authors. Except for *To the Lighthouse*, the other 11 books in the series, including Ann Radcliffe's *The Mysteries of Udolpho*, a novel from the Gothic canon, Joyce Carol Oates' thriller *Night, Neon*, and Edith Wharton's *Twilight Sleep*, are the ones to be translated and

released for the first time in Korea. It is also the first time for a publisher to release a complete collection exclusively written by female writers.

Humanist Books' *World Literature Series*, officially launched in early February, also consists of only female authors. On a seasonal 4-month basis, the publisher plans to release five books every season, releasing 15 books per year. *Season 1*'s theme is Female and Fear. Except for Mary Shelley's *Frankenstein*, it is the first time for the four books in *Season 1* to be translated and published in Korea: Edith Wharton's *Pomegranate Seed*, Vernon Lee's *A Wicked Voice*, Dorothy Macardle's *The Uninvited*, and Elizabeth Gaskell's *The Grey Woman*.



EunHaengNaMu *World Literature Series*, Humanist *World Literature Series*

The common characteristic of the two publishers is that they both hired female translators. Except for *To the Lighthouse* from EunHaengNaMu, the rest from EunHaengNaMu and Humanist are translated by female translators. Furthermore, both publishers went out of their way to form their complete collections away from the canonical stereotypical literature:

the Western male authors' pure literature. In other words, the publishers showed their intention through their world literature series.

Southeast Asian literature, which used to be on the margin of world literature, is rising. In January, Hansae Yes24 Foundation simultaneously released three series under the *Southeast Asian Literature Collection*, which is the first Southeast Asian complete collection to be published in Korea. The collection only includes Southeast Asian modern and contemporary literature. Vietnamese novel *Chúa Đất* (2015), Indonesian novel *Tenggelamnya Kapal Van Der Wijck* (1939), and Thai novel *Lakorn Haeng Chiwit* (1929) were the first to be introduced. The series will continue to present 10 Southeast Asian countries' literary pieces.

The reason the same literary works are translated into different versions of the complete collection

Since many publishers release world literature collections competitively, repeated works are included in different series. As classics do not have copyrights, it is easy to publish those. Thus, it is inevitable to see duplications, which sometimes cause readers to feel tired. That is why publishers try to differentiate in their translations. For example, Eulyoo published Emily Bronte's *Wuthering Heights* (폭풍의 언덕) under a different name (reads the same in English), *Wuthering Heights* (위더링 하이츠), because

the former focuses only on Heathcliff's love story and fails to fully portray the tragic biography of the two houses surrounding the hill. To prevent *The Sorrows of Young Werther* (젊은 베르테르의 슬픔) from only being interpreted with a romantic feeling, Eulyoo made a bold attempt to release the same novel under a different title, *The Pains of Young Werther* (젊은 베르테르의 고통). Even if publishers do not differentiate in their translations, publishers' identity is often reflected in the series. For example, as Open Books started as a Russian literature publisher, its strong suit is in Russian writers. The publisher released the Dostoevsky Complete Collection three times in different bindings and versions. It also includes genre literature in its collection, such as Sci-Fi or detective novel, namely *The Bishop Murder Case* or one of the Sherlock Holmes series, *The Hound of the Baskervilles*. Since Munhakdonge was established relatively later than other publishers, it mainly owned writers' copyrights after the 1990s. Moonji's *Daesan World Literature Collection* has a higher share of poems than other collections and focuses on introducing newly translated pieces than well-known ones. As the *Penguin Classics* series do not necessarily identify itself as literature in the title, the collection includes diverse types of literary arts. That is why the 1st book of the series contains poetics, *The Prince*, *Great Learning*, *Doctrine of the Mean*, and *Utopia*.



Open Books' World Literature Collection, Munhakdongne's World Literature Collection

Thus, it is natural for publishers to have different favorites loved by their readers. The best-selling book from Minumsa is J.D Salinger's *The Catcher in the Rye*, released in 2001. Almost 570,000 copies of the book have been sold over the past 20 years. Additionally, Herman Hesse's *Demian*, George Orwell's *Animal Farm*, have recorded more than 100 prints. The publisher has around 40 books that sold more than 100,000 copies. Munhakdongne's best and second-best sellers are *Anne Karenina* and Scott Fitzgerald's *The Great Gatsby in Series 1*. The two were coincidentally both introduced and translated by a renowned Korean novelist, Kim, Young-Ha. The third bestseller is a representative piece of Nobel Literature Prize winner Patrick Modiano's *Missing Person*. *Zorba the Greek*, *Crime and Punishment*, and *The Name of the Rose* respectively ranked from the 1st to 3rd from Open Books.

Various trials to let people know about world literature through YouTube or Audiobooks

The ways publishers advertise world literature collections became diverse. From 2020, Minumsa has made its world literature series into audiobooks and now provides around 100 world literature books in audiobooks. The publisher also runs World Literature Bookclub Research Center, supports a reading group that reads world literature, and introduces world literature series on YouTube. Munhakdongne uploads videos of experts giving lectures on famous titles in its world literature series, serving as a guide to readers. To meet the needs of young readers who are familiar with the subscription economy, publishers even differentiate launch dates. EunghaengNaMu and Humanist say that they will launch monthly and seasonal world literature series.



Minumsa's *World Literature Series* Audiobook,
Minumsa introducing *World Literature Series* on YouTube



Munhakdongne *World Literature Collection* Online Lecture

SPECIAL PROJECT

[Korean Scholars ⑤]

Brain Engineer Jeong Jae-Seung Seeks Innovative Disciplinary Convergence

The rise of an ingenious scientist, who contributed to promoting a science-friendly environment through constant interaction with the public

Written by Kim Young-lhm

A world increasingly driven by Artificial Intelligence (A.I.) has arrived much earlier than expected. A.I., something usually depicted in science fiction movies and novels, has begun to take shape in many parts of our lives. In step with the trend, more researchers are studying the human brain and approaches to mutual prosperity with A.I. Amid such shift is a man facilitating the transition. He is Jeong Jae-Seung, a brain engineer, who has been explaining scientific concepts in a plain, but intriguing way to the public through many TV shows and books, helping people overcome their fear of science and build a wealth of knowledge. The ingenious engineer applies his large store of knowledge to various academic fields to make people more curious about

science while making science look easy. His outside-the-box approach is pioneering a new world of science.



Playing a central role in bringing people closer to science

Science has become indispensable to modern society, impacting nearly every aspect of life. However, people still find science overwhelming when trying to understand it as an academic discipline. Mr. Jeong, provides a clear solution to the dilemma. He is a professor in the Bio and Brain Engineering Department at Korea Advanced Institute of Science and Technology (KAIST) and a renowned scientist beloved by Koreans. As artificial intelligence technology has become more prevalent, people have increasingly focused on the human brain. Professor Jeong, noting the growing

interest, has been sharing exciting and informative science knowledge with a broad audience by using the brain to converge different academic fields, such as humanities, anthropology, and psychology.

It was not long ago that he gained popularity as a brain engineer. However, he was already established as a promising scholar in academia many years ago. In fact, he was selected as a "Young Global Leader" at the World Economic Forum in 2009. He published a paper on Eye Movement Desensitization and Reprocessing (EMDR), one of the treatments for Post Traumatic Stress Disorder (PTSD), in the academic journal *Nature*. In addition, the professor has also been publishing popular science books that are easily digestible. Furthermore, he is giving engaging lectures to remove barriers to learning science and sharing his insights on the brain through many media outlets.

Mr. Jeong, also known as an avid reader, has been spending much of his time writing books while engaging in various activities as a professor. His works include *Science Concert* (ACROSS), *Twelve Walks : Adventures of Thought into the Forest of Intelligence Leading to a World Not on a Map* (ACROSS), *Physicists See Science in Movies* (ACROSS), and *Brain Engineers See Mankind in Movies* (ACROSS). His publications reflect how he applies science in observing everyday life through the prism of humanities and links science to various segments of society. In addition, he co-authored with specialists from different fields : *Cross* (Woongjin Jisik House) with Jin Jung-Kwon, a critic, and

Do Not Hesitate to Apologize (ACROSS) with Kim Ho, Cialdini Method Certified Trainer (CMCT) and workshop facilitator.



Science Concert, Physicists See Science in Movies, Brain Engineers See Mankind in Movies

It is his profound knowledge of not only science but art and humanities that contributed to such extensive works. In other words, he is an iconic intellectual of our time, with scientific competence, ingenuity, and an ability to make connections between different academic disciplines. He triggers people's curiosity about science by providing solutions to approachable and fascinating scientific questions. Thanks to this approach, his books are consistently among the best-selling popular science books. The growing popularity of science literature means people get increasingly used to scientific thinking and research, leading to a more progressive community. What Mr. Jeong has been doing is innovating and integrating Korean society in the most intelligent way.

Science algorithms explained by a brain engineer

Mr. Jeong also remains committed to faithfully fulfilling his responsibilities as a brain engineer, his profession. He describes himself as a physicist studying the question, "How does the human brain make decisions?" That is to say; he is a physicist researching the brain and associated fields, including decision making neuroscience, brain engineering, and brain-inspired A.I. His book *Twelve Walks* shows his comprehensive research on the human brain.



Twelve Walks

Twelve Walks is a lecture-style book in which he gives a fascinating presentation on the field of brain engineering from the perspective of a scholar. The author also touches upon A.I., one of the most hotly debated topics these days, saying that our fears of the technology are mostly groundless, although there are

indeed some challenges to be tackled. Science is an ever-evolving field, which sets it apart from other genres that people have loved and read over generations. Nonetheless, *Twelve Walks* has been well-received for its timely, insightful, and interesting content, joining the ranks of the top steady sellers. In the book, he tells us how the brain works when we make decisions and how to overcome indecisiveness. Further, he explores the universe of the brain and the future of human intelligence in an A.I.-driven world. In short, the book revolves around explaining challenges and issues that humanity faces in relation to the human brain.

He applies humanities even when telling in-depth science stories while elaborating on unfamiliar scientific terms from a philosophical point of view. For instance, he quotes Aristotle to walk the readers through how the brains of creative people are formed, making scientific observations more comprehensible in his own colors. He is trying to bring ordinary readers closer to science, as they might find the academic domain overwhelming in addition to having ungrounded fears of A.I. Mr. Jeong once said his motto is "use his head for intriguing thoughts." The readers, too, would be able to find a way to use their heads for intriguing thoughts while reading the book, which is what Mr. Jeong has long been pursuing.

Brain Engineering is a neuroscientific study that analyzes how the human brain works when making crucial decisions. He argues that science must be accepted as an integral part of

our everyday lives. I wonder what path he would pave towards humanity, human civilization, and the future, with his insight into science, coupled with his immense interest in pure art, including film, art, and literature. How would his fascinating story on science unfold? I hope his unconventional approach to science arrives at a conclusion that is as ground-breaking as many other scientific developments and encourages you to join his journey to explore science.

EXPORT CASE

Dollagoot Dream Department Store in the Taiwanese Publishing Market

Written by ChengHsiaoWei (鄭曉薇) (Solo Press (寂寞出版社))



Taiwanese cover of *Dollagoot Dream Department Store*

The motive for publishing a Korean book

Solo Press (寂寞出版社), which published *Dollagoot Dream Department Store* (Sam & Parkers) in Taiwan, was established in

2008. We have been introducing fresh and new works covering unique subjects from around the world in the vast ocean of literature for Taiwanese readers. Also, we have published global bestsellers such as *The Millennium Series*, *The Girl on the Train*, and *S.* This was not the first time that the Eurasian Press Publishing Group, a mother company of Solo Press, introduced Korean fiction to Taiwanese readers. Before *Dollagoot Dream Department Store*, it has translated and published *Please Look After Mom* (Changbi) by Shin Kyung-Sook in Taiwan as well.

When we first came across *Dollagoot Dream Department Store*, we got interested in the episodes and the author's background. This book takes the eyes of "Penny," a new worker at Dollagoot Dream Department Store, which only asleep people can visit, and features episodes about the relationship between dreams and people through warm sentences. Also, even though writer Lee Mi-Ye has newly debuted, she recorded a target achievement rate of 1,812% through crowdfunding, enabling her to publish the book successfully. Writer Lee Mi-Ye quit working for a large company to focus on writing, and became a rising star in the literary world drawing much attention. The book also received high expectations as it had been discussed in Korean culture communities¹ in Taiwan even before it was officially published.

黑馬作家！她從三星電子辭職寫小說，第一本書就狂賣30萬本大獲成功

生活 2021年1月26日 星期二16:24 Sani



A website screenshot of one of the Korean culture communities in Taiwan

Three months before the publication of *Dollagoot Dream Department Store*, Solo Press uploaded posts introducing the work to Taiwanese readers. Also, we planned marketing strategies targeting the entire course of preparation to official publication, such as book design package, bookstore distribution partnership, readers' review, and interview requests. In addition, we directly interacted with readers through the official community platform of the publisher on Facebook and Instagram. Thanks to these efforts, *Dollagoot Dream Department Store* received focused attention in Taiwan, which later ranked 1st on the list of translated bestsellers of each major bookstore. Furthermore, it was listed among the yearly bestsellers as well. Recording 25 prints in only 6 months of publication selling 300 thousand copies, this was literally the “best-selling” book in recent years.



When *Dollagoot Dream Department Store* ranked 1st on the comprehensive bestsellers' list.

Promotion Strategy 1: Books Design and Editing

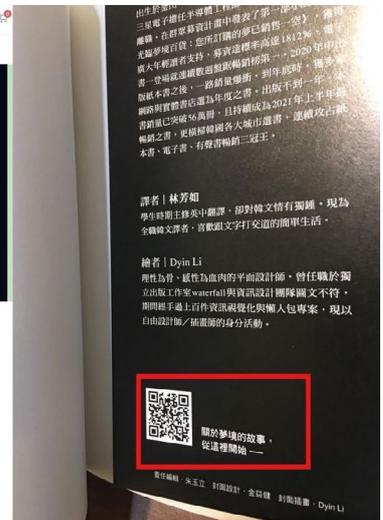
To express the fantasy mood of the book and the dreamy department store, we specially requested Dyin Li, a famous designer in Taiwan who won the Red Dot Design Award. Many readers shared their impressions regarding the cover design with various details, such as, "I chose this book because I was drawn to the wonderful cover design" and "I read the book while imagining the cover." The Korean publisher also greatly complemented the unique cover.

The book's editor once even wrote a feature article about an interesting episode related to the book, such as Lee Mi-Ye's story and how the publisher pursues to design books. This article was added to the cover as a QR code². There's this phrase in the article that goes, "Are we really losing confidence in novels? Or,

are readers lost because they couldn't find a novel they want to read?" Many novel lovers agreed with this phrase.



Book designer's design



Feature article (left) and the QR code on the cover (right)

Promotion Strategy 2: Partnership with online, offline bookstores, and e-book platforms in Taiwan

After the official publication, Solo Press exposed the book through various channels and built its awareness in the market.

1. The biggest sales channel in the Taiwanese book market: Books.com.tw (博客來)

We invited Taiwanese singer Ball to the “7th Edition: Sidok (試讀; like a preview for books, where a publisher gives a dummy book to a number of readers and receives feedback or advice on promotion after a certain period, and gather around together to discuss the book),”³ a collaborative literary fiction event. In only 2 weeks, the book gathered 30 reviews⁴ and 20 thousand views, which was the biggest number of views reached in the series.



首頁 > 博客來獨書報 > 試讀偵探 | 無劇透閱讀

博客來選書 | 年度百大 | 獨厚心得 | 閱讀特輯 | 創作獨白 | 動漫編輯私推薦 | 電子書 | 有聲書 | 試讀偵探 | 無劇透閱讀

試讀偵探 | 無劇透閱讀

試讀偵探 | 7月號—還記得昨晚的夢嗎? 你需要的安慰、靈感與答案, 都已在那裏全部解答—《歡迎光臨夢境百貨》

作者: 李美芮 (이미예) / 2021-07-22 瀏覽次數(18132)

Sidok (July edition)

2. Eslite Bookstore, the Assembly Area for Art and Humanities as a large offline franchise bookstore in Taiwan

The book *Dollagoot Dream Department Store* was published in Taiwan in August 2021. It was around the time when

the COVID-19 situation was easing. Therefore, we signed a partnership with Eslite Bookstore and displayed promotional materials and the book for people who go out more frequently. Backed by the cooperation with Eslite Bookstore and promotions, the book received much love from people, ranking 1st for 7 weeks and becoming a bestseller for 32 consecutive weeks.



Dollagoot Dream Department Store displayed in Eslite Bookstore

3. Readmoo, the biggest e-book platform in Taiwan

This book simultaneously recorded three best-sellers in Korea's paper book, e-book, and audio book categories. In Taiwan, the book was invited to a special author's interview⁵ hosted by Readmoo, the biggest e-book platform in Taiwan, and had time to share creative and imaginative stories about the book.

Promotion Strategy 3: Exposure to news and TV media

Around that time, the sequel of *Dollagoot Dream Department Store* was published in Korea, and the rising popularity of the book in Korea could be felt in Taiwan as well through the cover of the central news outlet⁶. And the book could get closer to Taiwanese readers as we shared the author's ideas and image of Taiwan. Also, Hsieh Che-ching (謝哲青), a writer and MC who got famous through the Taiwanese TV program "Youth Loves Reading," and psychologist Lee Wai Hong (李偉康) carried out debates⁷ on the "dreamy world" with high school students, expanding the readership.

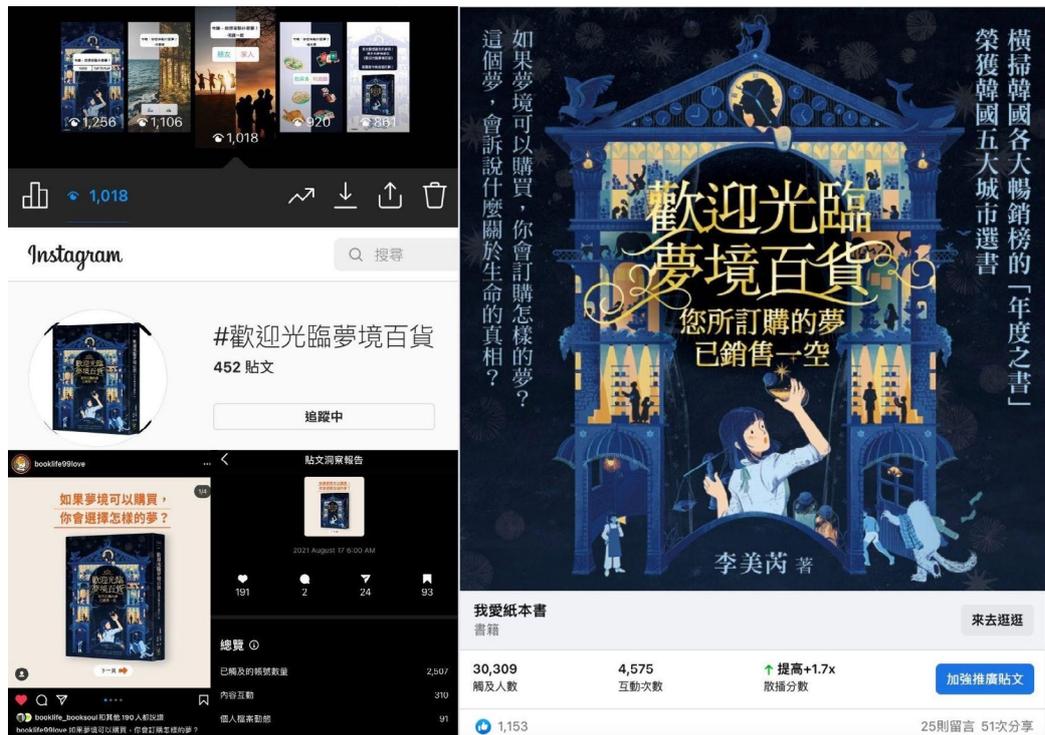
Promotion Strategy 4: Going viral in communities

Apart from readers who like reading literature, more Taiwanese began to take an interest in Korean pop culture. So, using this trend as a strategy, we plan to make a list of idol singers in Korea who recommended reading *Dollagoot Dream Department Store*, and cooperate with news communities on the Korean Wave, to expand the readership.



Translation review of Korean books on Social Media

Lastly, Solo Press has been providing real-time information on the latest sales performance and publishing through the official community on Facebook and Instagram. We successfully drew attention from people through the event “What dream do you want to have?,” ranking 1st in readers’ book reviews. There are more than 450 posts with hashtags about *Dollagoot Dream Department Store* (#歡迎光臨夢境百貨) on Instagram, and the number is increasing even at this moment.



Advertisement on Social Media

Dollagoot Dream Department Store 2 is scheduled to be published in Taiwan in April 2022. As we created an Instagram account only for the series (@dreamstore.tw), we are looking forward to having closer and more effective communication with readers.

<Reference>

- 1 Dark Horse Writer! Novelist who quit Samsung Electronics succeeded with her first book selling 300,000 copies
<https://www.koreastardaily.com/tc/news/133286>
 A famous drama producer in Korea publishes the Chinese edition of *Dollagoot Dream Department Store*, the novel of the year set to be made into a drama
<https://www.koreastardaily.com/tc/news/136903>
- 2 Shall I dream a little tonight? The dream I had after leaving Samsung Electronics – *Dollagoot Dream Department Store*
<https://www.booklife.com.tw/baike-detail/5/1609>

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- 4 <https://okapi.books.com.tw/article/14795>
- 5 “This dream is still very vivid.” – Feature article on writer Lee Mi-Ye of *Dollagoot Dream Department Store*
<https://news.readmoo.com/2021/08/25/selling-dreams/>
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<https://www.cna.com.tw/news/firstnews/202108140043.aspx>
- 7 Public TV program “Youth Loves Reading” 20211226 – What is the essence of dreams? Is a dream just a fantasy created by our subconsciousness? “*Dollagoot Dream Department Store: The Dream You Ordered is Sold Out*”
<https://www.youtube.com/watch?v=WnlZCwDrzHM>

BOOK TRIP

[Beautiful Library in Korea ④]

Goyang Aram Nuri Library

Intellectual and Artistic Inspiration Created in a Pile of Books

Written by Kim Young-lhm

Ilsan-gu, Goyang-si, one of the 1st generation of New Towns in the Seoul Metropolitan Area, was conceived and developed as a planned city and has constantly improved over time. In particular, Ilsan Lake Park is considered an important element of most Ilsan residents' everyday lives. They frequent the park for various exhibitions and events, and for picnics and strolls. In addition, Ilsan boasts a convenient and rich residential infrastructure, exhibiting diverse cultural aspects. Ilsan is also home to artists from different fields, including writers, and is packed with libraries and spaces for promoting culture and art. Of special note, libraries that feature unique local characteristics can be found easily across the district. Hence, the residents, wherever they live, can find one without trouble to read books

and enjoy an array of programs. At the center of those libraries is the Goyang Aram Nuri Library. Located adjacent to the Aram Theater, the Aram Art Museum, and the trails of Jeongbal Mountain, the library acts as a hub for culture in Goyang through books. Following is a detailed description of the Goyang Aram Nuri Library that has created a virtuous cycle of books, art, and life.



A Library Specializing in Art that Boasts Rich Cultural Content

Libraries are the standard for assessing the level of cultural development in a region. That explains why people expect especially much from a library if it is surrounded by diverse cultural spaces in a giant art-specialized area. As the people of Goyang have great interest in libraries, there are 19 municipal libraries and 16 small libraries used by a half-million local

residents. This makes Goyang a city of refinement in which the practice of reading books and enjoying cultural and art activities is widespread. Each of the libraries has a unique feature in its operations to meet the high expectations of the people.

The Goyang Aram Nuri Library, which dates back to June 2007, is at the center of a triangular region connected by Ilsan Lake Park, Mt. Jeongbal, and the Goyang Aram Nuri Arts Center, which are the landmark attractions of Goyang. Outside the library is a road to the Aram Theater, the Aram Art Museum, and the trails of Jeongbal Mountain. They create an ambience where nature, culture, and art flourish together. In particular, the Aram Nuri Library, which specializes in art, has an art collection archive and over 22,000 art publications. In addition, the concept of the library is well aligned with that of the Aram Nuri Arts Center, a flagship culture and art institution of Goyang, in that it shows an intensive focus on art at all levels.



Gallery Bitddle

The library has been steadily planning cultural reading programs and curations associated with art performances at the Aram Theater or exhibitions at the Aram Art Museum so that local

residents can enjoy the abundant cultural resources and have pride in them. For instance, in March, the lecture "Ingenious Painters Who Led the Italian Renaissance" was organized in conjunction with the "3D-based Special Exhibition on the 3 Greatest Artists in the Renaissance" held in the Aram Art Museum. In addition to hosting book curations and lectures, the library provides local amateur artists with Gallery Bitddle for exhibitions and runs thematic book clubs on art, offering a fertile ground for local artists.

Establishment of an Intellectual Community Based upon a Practice of Reading

The Aram Nuri Library consists of one basement floor and three ground floors. On the basement floor, there are classrooms, rooms for clubs, Gallery Bitddle, Book Café 1M1M, an archive for preserving old books, and the "Chaek-nuri" office (in charge of interlibrary loans). In addition, on the 1st floor, users can find collections for people with disabilities, collections for children, and an archive for serial publications after passing through an exhibition hall in the lobby. The general archive and the art collection archive are located on the 2nd floor. The 3rd floor is primarily used for keeping digital collections. After establishing the "Environment Resource Archive" on the 2nd and 3rd floors lobbies in 2021, the library has been providing monthly book curations on the environment and climate issues throughout the

year to draw people's attention to the issues while encouraging them to take counteractions. On top of that, there is an exhibition corner titled, "Writer of This Season" in the lobby on the 1st floor. It utilizes the network of local writers and other artists in Goyang and serves as a small literature exhibition. A selected writer exhibits his or her collections and works, and gives book talks and lectures at this place.



Environment Resource Archive (3rd floor)



"Writer of This Season" corner (1st floor)

The Aram Nuri Library values communicating and sharing with the citizens, thus reflecting the opinions of both citizens and librarians in its collections. Users file a purchase request for a book, and the librarians try their best to purchase the book. In sum, 30% of the collections are books requested by the users,

while the remaining 70% are selected by the librarians. The library continues its efforts to reach out to local residents as well. There are many library information services and cultural reading programs intended to satisfy the citizens' different interests and thirst for knowledge, and the citizens organize clubs as a follow-up to the programs. The library offers training and active support to encourage the activities of such book clubs. Thanks to such endeavors, the library could host a program jointly with the Goyang Writers' Club and was praised for taking the education of the library to the next level. The Aram Nuri Library's multifaceted efforts and policies eventually lead to a grand project that contributes to establishing a culture of intellectual community by leveraging books. By providing a concrete example of the ideal role of a library in society, and the culture it can create, the Aram Nuri Library continues to make successful strides.

An Inclusive Library for All

The Aram Nuri Library provides extensive support to suit the convenience of all citizens without leaving anyone behind. It is the only library in Goyang that has collections for people with disabilities with over 3000 braille books and sign language videos. The library is also equipped with various facilities and assistive devices such as height-adjustable desks for wheelchair users, magnifiers and reading services for the visually impaired, as well as voice amplifiers for the hearing impaired. On top of

that, people with disabilities can borrow books using the library's parcel delivery service. Since 2008, the Aram Nuri Library has been offering reading tutor programs to children from multi-cultured families and low-income families, which reflects the library's efforts to promote an inclusive society. In addition, the elderly can receive training from the library to become reading tutors and visit institutions for people with disabilities and local childcare centers to provide tutoring services. In response to the aging population, the library also runs programs to help the elderly frequent the library and read more books, such as "Write Your Own Autobiography," "Illustrated Journal Class," and "Movie Class for Senior Citizens."

The library is working hard to make the facilities easily accessible for foreigners as well. Before the Aram Nuri Library specialized in art, there was an archive for international resources, which is why it still keeps an ample number of foreign books. It is widely known for keeping one of the largest collections devoted to international resources among public libraries in Korea. Furthermore, the library will further expand its efforts to lower the barriers for foreigners by providing multicultural programs at least five times a year. As a result, more foreign citizens are expected to join cultural programs as lecturers or participants. All in all, I can see the Aram Nuri Library's endeavors to open the facilities and to ensure unfettered access to all, thereby strengthening the library's value.



Archive of collections for people with disabilities



Pictures of the lobby (1st floor) and the art collection archive (2nd floor)

If there is something people can join, discuss, enjoy and experience together, a synergy effect will be created by the people involved, achieving better-than-expected outcomes. The Goyang Aram Nuri Library gives rise to a greater culture through books, while maintaining its concept as a library specializing in art. As the library allows people to read more, enjoy more culture, and provide new opportunities, it plays a pivotal role in enhancing Goyang's reputation as a city with rich culture. The Aram Nuri Library is indeed becoming a pioneer that seeks and paves the way for other libraries.

A short interview with Goyang Aram Nuri Library

1. What are some tips for enjoying the Goyang Aram Nuri Library or some of its useful programs?

First, I would like to introduce the "Write Your Own Autobiography" project, which will be launched in May. As a part of the project, the "Thank You, My Life" program, sponsored by three libraries in Goyang, will be implemented to help senior citizens record, organize, and publish their autobiographies. The program aims to share and preserve the lives of citizens in the form of a book. In addition, people can write their autobiography in a poem by participating in the "School for Autobiographical Poem," a program that published three poetry books, *Clovers are Everywhere, but Where are the Rabbits?* (2018), *Thank you, My Life* (2019), and *The Heart is in My Possession* (2021). I am looking forward to the talented citizens that the program will discover, as well as the poems they write.

2. What books do you recommend to foreign visitors, in particular?

I recommend *The Cartoon Guide to the Story of Goyang*. It is a cartoon on the age-old folktales passed down in Goyang. Each story in the book is very fascinating, and there is also a brief explanation of the background of

the tale and relevant historical facts. As the book targets children, foreigners who are not proficient in Korean will not have much trouble understanding the stories.

3. Is there a flagship service provided to users that reflect the library's distinctive use of facilities and concept?

On one side of the wall of the first basement floor, there are numerous framed autographs of authors who visited the Aram Nuri Library, as well as a display of signed books kept by the library. We try to help citizens visiting the library feel closer to authors and fulfill their desire for culture. Moreover, the central gallery Bitddle, located on the same floor, draws attention to local artists and their works discovered by the library. The gallery is therefore very popular among local artists. Bitddle does not merely use a corner of the library, but is an exclusive area for an exhibition that is 130 m² wide. Bitddle is available to artists and visitors for free. Currently, artists have to submit their works and win the fierce competition to be showcased at Bitddle.

Goyang Aram Nuri Library

Website: www.goyanglib.or.kr/MF/index.do

Contact: +82-31-8075-9038

Address: 1286 Jungang-ro, Ilsan-dong, Goyang-si (Madu-dong)

ONE-LINER QUOTES

Secondhand Bookstore Manager's Pick

Written by Yoon Sung-Keun (Writer and head of bookstore "2sangbook")

Before I began to work at a secondhand bookstore, I used to visit Japan and have chats with people working at used bookstores. They were mostly on the books, but sometimes we moved on to talking about the language itself. If you think of a secondhand bookstore in Tokyo, the first regions that come to mind would be Jinbocho or Kanda. But after discovering that there are unique used bookstores around the central subway line, I traveled to the suburbs of Tokyo.

Then, one day, a worker at a secondhand bookstore near the central subway asked me to recommend him a Korean book. The bookstore he was at was a popular spot for foreign students studying at nearby universities, most of whom are from different countries and are great fans of Korean dramas. So, taking this as

a chance, he created a group with some like-minded customers to study the Korean language and wanted me to recommend any fine Korean books to read at group meetings.

And as I couldn't give clear answers then, I returned to Korea, selected some books, and sent them to Japan. There were points I thought important when choosing them. First, sentences should not be complicated and easily written with words that are not so difficult. Second, they should be a good representation of Korean culture. And third, their content or writing style should be general, meaning they shouldn't be following any kind of social trend so that they can be read over a long period of time. So, I have selected about a dozen books based on this criteria, and I would like to introduce two of them that I particularly liked.



Making Ramen
Kim Hoon, Munhakdongne



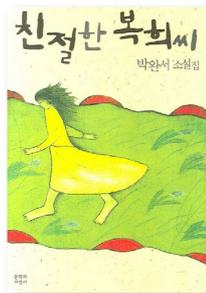
Who is it, sitting by that shore with a fishing rod,
hooking me up from the water?

It is me.

Kim Hoon's prose collection *Making Ramen* (Munhakdongne) covers deep topics, but is written in concise, easy-to-read sentences. Perhaps this is because the writer worked as a journalist for a long time before he began to write novels. While

his sentences are not particularly flashy, they make the readers relax just as well presented food that stimulates appetite. In the author's note, Kim Hoon called the phrases "low and soft." In his opinion, words should not have a higher place than readers. It is not necessary that they be provocative to attract attention. If writing can open somebody's heart with soft words, it is well written.

In the prose titled *Rice*, there's a sentence that says, "All rice has a fishing hook inside. When we swallow rice, we take it in together. The gill, hooked, is pulled down towards the rice. Who is it, sitting by that shore with a fishing rod, hooking me up from the water? It is me." Reading this, which says that only by being dragged towards rice can we earn a living again, I got to engrave the deep meaning of "rice" and "life" in my heart.



Kind Mrs. Bokhee
Park Wan-Seo, Munji Books



In all human relations, hypocrisy comes into play, and this is unavoidable. It is a necessary lubricant.



Novelist Park Wan-Seo is skilled at unravelling the story of our lives, which is full of profound meaning, in simple sentences. Just look at *Kind Mrs. Bokhee* (Munji Books), her last a short story

collection. The people in each story are very different from the characters in the novel. People say that writing a novel is “creating a story that is likely to happen,” but it is rather surprising that the fiction in Park Wan-Seo's novel has no embellishment.

Later in her life, Park wrote a book by compiling several novels whose protagonist was an older character. Except for the age of the characters – middle-aged or older, the settings all vary. Well, it's obvious. Since nobody on Earth was born the same, living the same life, everyone on this planet is like a different novel.

Readers read these books and take the time to look into themselves. Perhaps, this is the attitude towards life that we need the most. If you want people to understand you, you first have to understand yourself, and if you look at your life with beautiful eyes, you can discover beautiful flowers blossoming within you.

As such, how wonderful would it be if everyone in the world could live with beautiful eyes? Because it is difficult to be realistic, we live in conflict every day. The author gives us a warm pat on the back with indifferent sentences borrowing the mouths of the characters in her stories. "In all human relations, hypocrisy comes into play, and this is unavoidable. It is a necessary lubricant."

Kim Hoon's *Making Ramen* and Park Wan-Seo's *Kind Mrs. Bokhee* are books that I open up frequently whenever I'm stuck writing stories. While I'm working in a bookstore, I also have a second job as a writer, so I sometimes wonder what good

sentences are. Then, I stop thinking and start reading these books out loud, slowly. Then I realize, that all the good things in this world – not just books – are not in high, fancy places. Unlike what you think, the beauty of life is not hidden, but is always in a simple and accessible place.

KOREAN PUBLISHERS

Woongjin ThinkBig

Publishing Spectrum Expanding with High-Quality Content



Logo of Woongjin ThinkBig

In every social aspect, we talk about role theory. Faithfully fulfilling a role appropriate for each position positively impacts society as a whole or the entire field, and will inevitably be exerted as a power to seek opportunities to grow together. Woongjin ThinkBig's Book Business Headquarters, which plays a leading role as a genuine general publishing house, has published books of various kinds throughout a long history. Furthermore,

in the rapidly changing publishing market, new businesses that can chart a plan for the future are expanding. Following is an interview with Woongjin ThinkBig's Book Business Headquarters, which is actively responding to the development of new markets in the publishing industry by publishing books that meet the needs of the times and expanding the scope of the publishing market.

Please introduce Woongjin Thinkbig to people in the overseas publishing market.

The Woongjin ThinkBig Book Business Headquarters in charge of publishing books is a brand of Woongjin ThinkBig, an education leader in Korea. Woongjin ThinkBig is an education company established in 1980, which since then has been publishing numerous books and bestsellers in all fields, including humanities, business, self-help, science, non-fiction, literature, practical books, and junior books.

Woongjin ThinkBig has published books of various genres ranging from those for children to adults. So, it is presumed that there is a certain direction or set of values that Woongjin ThinkBig pursues from the planning stage. Can you tell us more about this?

As Woongjin ThinkBig's Book Business Headquarters belongs to Woongjin ThinkBig, an education company, we prioritize

whether the book includes rightful values. Also, as “publishing” is a business that spreads ideas valuable enough to be engraved in history through books, we pursue to publish valuable books that the readers can take as a medium to look into our lives and the world. Woongjin ThinkBig aims to spread ideas that right-minded people can share, rather than static knowledge stuck in thesis papers or laboratories.

Woongjin ThinkBig has been communicating with readers through various publications for a long time, enough to call itself “the publisher that meets the most readers.” So, what was the potential and competitiveness that enabled Woongjin ThinkBig to maintain its position as a leading publishing company in Korea for such a long time?

It’s “breathing with the times” and “perseverance towards content.” One of our early bestsellers – *Children’s Village* – received a quite positive response in the children's book market, which was then dominated by foreign translations, with its high-quality content depicting the children as they are. Woongjin ThinkBig’s Book Business Headquarters also tries not to miss the needs of readers living in this era and strives to meet those needs with the best content.



Representative brands of Woongjin ThinkBig – Woongjin Junior (left), Woongjin Jisik House (center), and Leader's Book (right)

Woongjin ThinkBig has a variety of brands specialized for each genre in the publishing industry. What is the reason for this branding strategy, and what are the characteristics of each brand?

Woongjin ThinkBig introduced the “imprint system” in 2005 for the first time in Korea. This was to ensure various projects for editors, while integrating systematic management and advanced marketing strategies. In the process, over 30 imprints were born. Representative brands are Woongjin Junior, which publishes children's books; Woongjin Jisik House which mainly publishes books on humanities, society, and science, and Leader's Book, which mainly publishes business books; and Penguin Classics Korea that is a sole publisher of the Penguin Classics.

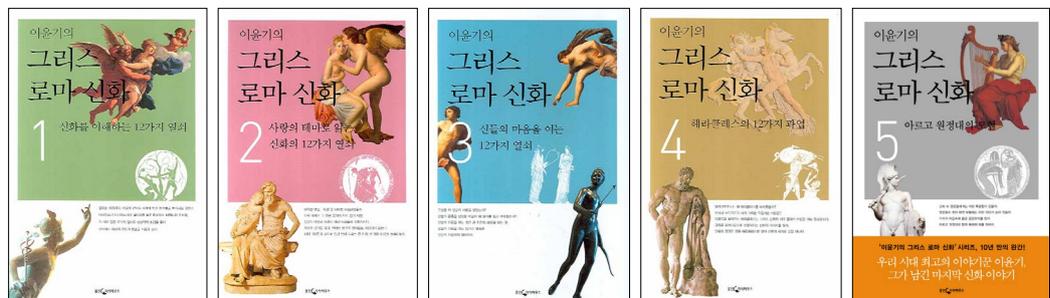
As one of the largest publishing houses in Korea, Woongjin ThinkBig publishes various kinds of books, and there are many books to be proud of. So, what are the three most popular books?

To pick three, they would be *Seven Tech* (Kim Mi-Kyung and 7 others) which kindly introduces 7 cutting-edge technologies from A.I. to the metaverse, *Youth's Reading* (Rhyu Si-Min) which is composed of stories about classics that were like a beacon in

the early wandering days in life such as *Crime and Punishment* and *What is History?*, and *Greek and Roman Mythology* (all 5 volumes) which we can proudly say surpasses the works of Thomas Bulfinch.



Seven Tech, Youth's Reading, and Korean History in Reverse



Greek and Roman Mythology

What books would you recommend to our overseas readers?

We would like to recommend *Korean History in Reversal*, written by Ahn Jung-Jun, which came out recently. The world these days is in a complex conflict structure, as can be seen in the Russia-Ukraine war and the US-China conflict, to name a couple. The

Korean History in Reversal is a cultural history book that collects and unravels very interesting and ironic events in the history of ancient China and the ancient Korean Peninsula. It's a series of humorous and bizarre events, making it hard to believe that a university professor wrote it. By reading this book, you will understand that there are no permanent enemies or permanent friends in diplomacy between nations, and the butterfly effect caused by a leader's wrong decisions can lead to catastrophe. We think this book is a must-read for all leaders around the world. (laughs)

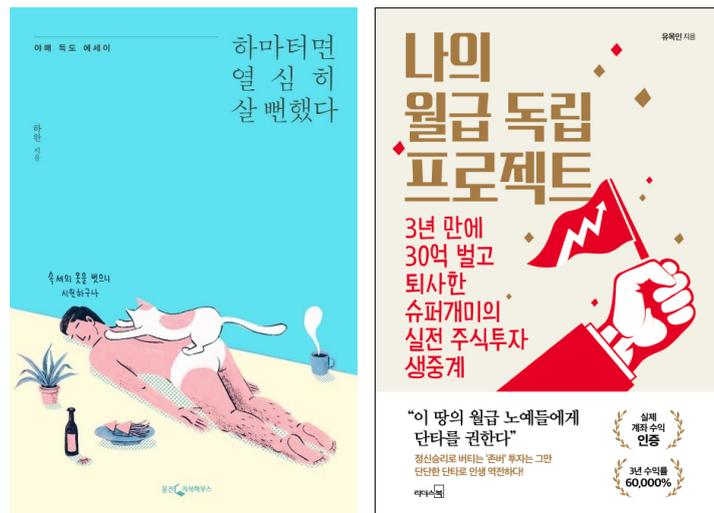
It is known that Woongjin ThinkBig is also active in developing overseas markets. What books have been particularly successful in terms of overseas response and evaluations?

I Almost Lived Diligently by Hawann, which was the best of bestsellers in Korea in 2018, was exported to Japan with a high down payment, which later became the hottest ticket in Japan, selling over 100 thousand copies. It was particularly meaningful for us as, at that time, Japanese people had just begun taking an interest in Korea.

* [K-Book Trends Vol. 36 – Successful export case of *I Almost Lived Diligently* by a Japanese publisher](http://www.kbook-eng.or.kr/sub/trend.php?ptype=list&code=trend&category=62&code_page=trend&pos=#contents)
www.kbook-eng.or.kr/sub/trend.php?ptype=list&code=trend&category=62&code_page=trend&pos=#contents

Another surprising thing was that *My Salary Independent Project* (Nomad), which was published in 2019 and ranked first in the

domestic stock category, was exported to Taiwan and became a bestseller in the financial sector. It was a rare case for a Korean book to succeed in Taiwan, as the stock market environment is quite different in the two countries.



I Almost Lived Diligently and My Salary Independent Project

As Woongjin ThinkBig has a variety of platforms for publishing, it is presumed that it will be able to make more diverse attempts in overseas markets in the future. If there is a strategy or competitive edge that differentiates you from other publishers, what would it be?

There is a separate team called the Content Business Team that publishes web-novels and webtoons within our book business headquarters. It currently consists of 12 people and is growing rapidly. It is rare for a Korean book publisher to engage in both web-novel and webtoon businesses at the same time other than just focusing on the e-book business. We are also exporting web-novel and webtoon content overseas through this team.

Currently, Woongjin ThinkBig's Book Business Headquarters has strengths in children's books and adult non-fiction, but it is weak in literature, to be honest. In the future, we plan to overcome weaknesses in the literature field and actively advance into overseas markets through our web-novel and webtoon business.

Even if it is a trend that publishers take different forms and styles, there must be a path and a role for large publishers so that others can follow. So, we look forward to Woongjin ThinkBig's future, which has built a long history in books of various genres. Please tell us about the publisher's future plans and vision as a large publisher.

As mentioned earlier, our short-term goal is to solidify our position as a leading general publishing company in name and reality by succeeding in the web-novel and webtoon business that can be called today's popular literature. Woongjin ThinkBig is currently the overwhelming leader in Korea's attempt to combine IT with education. Striving to mirror the mother company's innovation, our book business division will not stop trying to capture the new desires of readers by always finding new authors and new media. We believe that it is the duty and joy of a large publisher to try bold media experiments that are difficult for small publishers to make.

KOREAN AUTHORS

Dr. Oh Eun-Young

Korea's favorite mentor, helping everyone grow with her warm messages

Dr. Oh Eun-Young, a psychiatrist who gives magically fitting solutions to a situation, is often referred to as Korea's favorite mentor nowadays. Dr. Oh is also an active writer. Since her books can help people get clear answers when not able to consult directly, Dr. Oh's writings are valuable to many. Dr. Oh's books are effective prescriptions to people living in the current era as she sometimes blatantly denounces and other times gives words of comfort when people ask for advice on everyday worries and issues. Dr. Oh writes books to give people a helping hand to grow mature as they walk the long and weary life journey. We had a chance to interview her.



Please say hello and introduce yourself to the readers.

Hi everyone. I am Dr. Oh Eun-Young. From golden children (*geumjjogi*, a name used to call children that need her help) to adults, I have spent a lot of my time with people nationwide. People call me an Internet mom or Korea's favorite mentor due to my work on TV shows. It is a great honor that I have such nicknames.

Dr. Oh is a renowned psychiatrist who suggests high-quality solutions to people and is an active writer. Why do you write books, and what messages would you like to deliver through your writings?

I have liked writing since I was young. I won a few awards while I was attending elementary school for writing. Since I won prizes

and got compliments for doing something I liked, writing was always an exciting thing to do. I continued publishing articles in magazines as my positive impression of writing did not fade away. I became a managing editor for my middle school's school paper and editor-in-chief for a medical magazine published by a doctors' association as I became a professor at a medical school. From 2005 to 2016, I joined a program named "My Child Has Changed" hosted by SBS and realized that TV was a great medium to deliver good content to the public for its ripple effect. It is easy for some to obtain information through media like TV. Still, some people prefer to read, think, and share information obtained from books as I do. So, that's how I came to write my first book, *Dr. Oh's Parenting A to Z: Everything You Should Know about Your Little One* (published by JoongAng Books), which is similar to an encyclopedia.

The core message I want to deliver through consultations and books is the same. Consultation is about focusing on a person who visits me. A Book is about concentrating on us, a group of every individual reader. If consultation or diagnosis is a process of discussing, improving, treating, and changing an individual, a book is a process that can be applied to all readers. However, one person's worry is often everyone's concern that they could not share freely. Overall, the fundamental message I want to deliver through consultations and books is the same.



Dr. Oh's Parenting A to Z: Everything You Should Know about Your Little One

How effective are books for people who need consultations? What is the difference between a direct consultation and a book, and what kind of help can readers expect from your books?

Whether the person is a reader or a TV viewer, they are all unspecific general public. The essence of consulting and treating an individual and dealing with the unspecific general public is the same. Everyone has their characteristics, suffers sometimes, and has to learn to understand others. Of course, when the issue requires professional and medical attention, a befitting approach has to be taken. However, the main theme of either consultation or books is on people. Counseling or books all show what kind of concept or attitude one should bear in mind to understand others. If a person is to gain insights on people based on direct experience through a 1:1 consultation, books deliver insights from a broad view based on indirect experience. In that sense,

we dwell on a certain phrase or cry as we feel touched while reading books. Even if it is a small piece of advice, one can see that the message shares a common theme about people once readers apply the advice to their lives or minds.

Subjects of your books include symptoms people commonly suffer from in the current era. Since your books are categorized as technical text, the selection process must have been thorough. Are there any specific standards you follow?

Every time I select a theme for a new book, I consider the long journey one has to walk from birth to death. The journey of life is the direction of my books. The first book I published was on dealing with children in their infancy. Then, I wrote a book on juvenile children and their parents. The next book was about helping the youth. My future books will be about one's inside; something people worry as they live, a common concern people ponder upon from birth till death. The order of my publications might be different, but the theme tracks the lifelong journey people take rather than about the hot potatoes of the time.

To be honest, I put stages of life in the books' themes because I want people to walk the path together, for it is too long and exhausting to walk alone. I hope both readers and I grow and mature together. My books show my desperate wish that 'We should grow together!'



See *What They Mean, Say What You Mean*, and *Reconciliation* by Oh Eun-Young

Dr. Oh, you are one of the best-selling authors in childrearing and psychological consultation. We would like you to pick one of your books to recommend to readers overseas, and please do tell us the reason as well.

I want to recommend reading every book I wrote, but if I am to pick one or two, I suggest reading *See What They Mean, Say What You Mean*, published by Gimm-Young Publishers, and *Reconciliation by Oh Eun-Young*, published by Korea.com.

The words I put in *See What They Mean, Say What You Mean* may sound like something one must mention to their children. However, they are what everyone wants to hear from their special someone. Therefore, husbands or friends can replace children as the target of words in the book. I believe that is how one should treat others as rightful human beings. The book talks about how one should treat others, how one becomes happy by treating close ones, and how one should address if one is to have

or get a positive impact from others. Thus, the book is applicable regardless of race and country.

* *K-Book Trends Vol.30* – Card-news introducing *See What They Mean, Say What You Mean*

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=488&page=1&code=info&category=69

Reconciliation by Oh Eun-Young is a book on parents and children. Parents are the most important and precious figures to children. That is what makes it more complicated. Parents love their children, but often they find it challenging to deal with their children. Parents and children's relationship is a cherishable one. Each other receives love and seeks love from one another in the relationship. At the same time, the relationship makes life miserable. Some feel more love and others feel more pain from the relationship. Some feel confused about feeling both love and pain. The relationship between parents and children is something a person has to learn well. It becomes the foundation for learning about one's current self. Thus, *Reconciliation by Oh Eun-Young* is a book that delivers an important message regardless of the cultural context one belongs to.

Every book you wrote must hold a special place in your heart, but is there one specific book that has an unusual meaning to you? Please share your story related to the book with us.

That one book that I cherish more than others is *See What They Mean, Say What You Mean*. Cases of parents and children

I consulted appears the most in this book, and it had the most responses from parents saying that the book helped them navigate the childrearing process. One parent said that she suffered every time she brought her children out. She was doubtful that the book would work after getting no results applying the methods suggested in other books on childrearing. She thought, 'Even if I follow directions in *See What They Mean, Say What You Mean*, it will not work. But I was surprised when I found out that the guidance in the book works.' I got a lot of letters like the one I just mentioned. As an author, I believe there is nothing as meaningful and joyful as the time when the reader sees practical improvements in one's life.

There were also some interesting episodes related to *See What They Mean, Say What You Mean*. Books in a similar category normally target parents as their readers. However, more children read the book than expected. After reading the book, children themselves show the book to their parents when issues arise and say, "Dad, Dr. Oh recommends speaking this way. Come here and read this." Aren't they so cute? I even feel proud of them for saying that. After seeing how their children react, parents try to change their attitude and treat their children more respectfully and adequately. I feel grateful and pleased for what parents try.

What does it personally mean for you to be an author?

Many have helped me become who I am as a writer. More than anything, my parents' love helped me grow as a stable person. Many teachers taught me precious lessons. Not only that, countless people protected me from harmful environments and people. For that matter, I have a sense of responsibility and desire to help others by doing what I can do in earnest and returning the favor I got from many throughout my life. So, writing is like homework to me. The busier I become, the longer it takes to write a book. It feels like I am not doing what I must do when I am not working on my book.

In many cases, it takes around 2 to 3 years for me to accumulate and publish a book that reflects knowledge, theory, experience, and philosophy on a sector or a theme. I use all my heart, passion, knowledge, value, and philosophy as I write. It feels like I am giving birth after ten months of prenatal care, a healthy diet, and health care but to a book instead of a child. The process may be tiring but is meaningful and fulfilling.

I 'dare' to leave a book to be read for generations. I sincerely hope my books shed light on people's lives. I go on to TV shows, write columns in newspapers, and run a blog and a YouTube channel for the same reason. I only use diverse platforms because every individual has different ways of understanding things. I hope my writings help people think, share concerns, and touch their hearts.

What are your future plans, and what message do you want to deliver to your readers?

I communicate with many through TV shows, and books are another way I interact with others. Communication starts the moment a reader picks up a book and opens the first page. As long as my health allows, I will do my best to do what I can do. I will consider what I can best do today and keep up the good work.

The message I want to deliver to my readers is that the past two years must have been a tiring and stressful time for many. One had to do more and take on the burden to stay afloat. Everyone is worthy of their efforts during the time. You did what you could best do. You are capable enough to withstand the chaotic time and have what it takes to endure. You are excellent to have survived.

Small but precious moments of happiness are what keep us from breaking down. It may feel instant but remember the heartwarming feeling. You are special not because you are good at something but because you are who you are. Please keep that in mind.

PUBLISHING INDUSTRY

Types of Korean Magazines based on Keywords

Written by Ku Dool-Rae (Journalist at *Hankyoreh 21*)

"The child plays because it plays. Reason does not exist in its play. (The editor-in-chief of *Magazine B Tiktok*)." This is a quote from Heidegger. Unlike books, magazines are like amusement parks as it is hard to expect what will unfold in the following pages. That is why it is okay to replace the word magazine with play from Heidegger's quote. A brand magazine *Magazine B* quoted Heidegger. The gap is the fun in magazines. Magazines neutralize the differences and show the unexpected of the world unpredictably.

I used to work at a weekly magazine publisher. Once, I heard the president of a magazine publisher say, "You refer to books the most as you write one." So, likewise, magazines are what you refer to as you write one.

The ones who visit The Magazine Club, a magazine bookstore located in Hapjeong-dong, Mapo-gu, Seoul, are primarily editors. The co-founder of The Magazine Club, Mr. Lee Seok, used to write magazine articles at a media outlet. He liked reading magazines back in the day and spent more than 1 million Won per year subscribing to diverse magazines. He was often called a person with excellent planning ability. He recommends juniors read a lot of magazines. "While working for a company, I directed two of my juniors to plan an article under a theme. The project proposals from the two were almost identical." Project proposals made from reading and collecting materials from the Internet are predictable. He said that magazines stay between books and the Internet. Magazines absorb the strengths of the two. The internet is fast, and books are slow. The internet is shallow, but books are deep. Meanwhile, magazines are trendy and deep in content.

The word depth can be confusing. The term 雜 (miscellaneous) from the magazine stands for something mixed and insignificant. It shows that magazines are something to skim through. Nevertheless, magazines of the contemporary era do not follow the word's original meaning. Some are deeper than other writings. Magazines not only categorize lifestyle into interior design, female, male, and fashion but also deep-dives into themes. Today, let us look at magazines in 2022 that deep-dives into the keywords: books, environment, and science.

#Books



Chaeg 2022 April Edition, *Seoul Review of Books* 1-Year Special Edition, *Crossover* The 1st Edition

Chaeg is a monthly magazine launched in November 2014 that covers anything about books. The magazine releases ten monthly editions, except for the bi-monthly editions, combining January & February and July & August. 2022 April Edition's theme is The Possibility Called Friendship, and it wrote *Us Being Together* on its cover. On the inside, Yoo Anjin's poem *On Friendship* is quoted and shows other sayings on friendship, such as the one from *The Kite Runner* by Khaled Hosseini or "I made you take care of me, and you made me take care of me. That's why" from *Of Mice and Men* by John Steinbeck. Elaborately collected phrases in the magazine are good to use on certain occasions. The magazine made reading easier than books by actively using pictures and images. The index that shows a list of books released during the past month is a hand-made list that shows the significance of listed books and reviews written by editors,

which might be helpful to readers.

Seoul Review of Books is a relatively new magazine that just released its 1-Year Special Edition (The 5th Edition, 2022 Spring Edition) but showed its reproductivity by regularly publishing its editions from 0 to 5. Writer Kim Young-Min, who wrote *A Reminder the Humans Are Mortal* (published by Across Publishing Company), joined the *Meokkul Noire* series and gained attention from the public. This series shows a firm intention that editors will not play the role of an old and stubborn generation even if they consist of professors, people so-called Meokmul. The magazine clearly shows the theme and naming style of Kim Young-Min as seen in *All Trips Leave Three Times* (3rd edition) and *What Are Medicines to Us* (2nd edition). The magazine collects themes that seem irrelevant (regardless of the writer's major) in one place. For example, an astronomer Shim Chae-Kyung reads *Mule* by Tony D'Souza and *The Snow Angel* by Kanzi Kawai, and a Korean language professor Kwon Bo-deurae reads *Serotonin* by Michel Houellebecq. The magazine writes articles as if professors or experts found a new continent of jobs called book review. In its 5th edition, the magazine focuses on brick-like books as it meets its 1st anniversary.

Publisher Itta's *Crossover* (read as *Gyocha* in Korean), which released its first volume in October last year, designs topics in a palindrome style. The topic of the first volume was "Society of Knowledge, Knowledge of Society." Through book reviews and books on humanities, such as the classic *Discourse on Inequality*

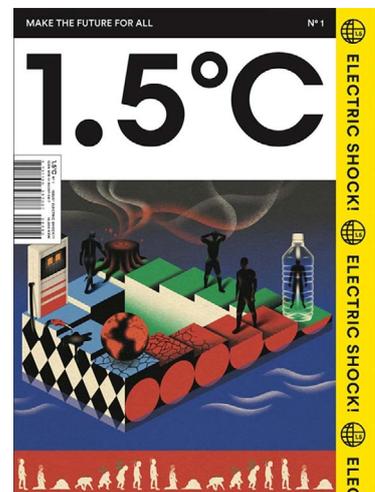
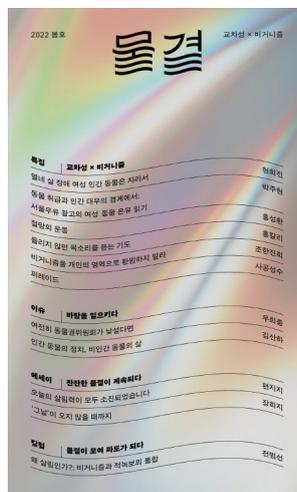
by Jean-Jacques Rousseau and the young classic *Le Monde des Salons*, it conveys the major point of dispute in academia ('Can Korean intellectuals be independent from the West'). In the biannual journal *Crossover*, readers can feel a strong sense that the editors in charge of humanities "study together," encouraging readers to join hands in challenging themselves through tough texts.

#Environment

Wind and Water, published by Kang Won Young Foundation, is a magazine being published for the limited time of 3 years. Starting with its 2021 Summer Edition, its life ends with its 2024 Spring Edition. Authors of the magazine are diverse: a member of congress Jang Hye-Yeong, a full-time expert member of Green Korea United Seo Jae-Cheol, journalists, researchers, and activists. The 1st Edition's theme was The Climate and Heart, 2nd was Harmless Waste, 3rd was Running Forest, and 4th was The Definition of Caring. It may be because the magazine aims to be an environmental movement platform. The themes are expressed in diverse forms, including novels, comics, and drawings, but the magazine fails to convey the central theme. On the other hand, there is a quarterly magazine on veganism named *Wave*, which Donghaemul and Dooroom Books publish together. In its 2022 Spring Edition, the magazine described the point where activists in other fields meet with veganism under

the theme Intersectionality × Veganism.

1.5°C is a magazine published by the renewable energy company Soul Energy and creative impact company Bold Period. Unlike other environmental magazines, the magazine uses glossy paper instead of recycled paper and makes a bold choice of vivid colors. The color red is the theme color used in the magazine. In its 1st edition, just like the title of the article, "How to talk about the climate crisis in an attractive way (an excerpt of an interview with the artist Olafur Eliasson)," it seems to have answered that charm is how one delivers message efficiently. Even the studio photos taken by high school climate activists are glossy. The photos high schoolers took may be the best ones in their lives.



Wind and Water 4th Edition, Wave 2022 Spring Edition, 1.5°C 1st Edition

The Map to Saving the Earth is a special 5-article series published in an Ecology-Culture-Environment magazine, *Small Things Are Beautiful's* edition from 270 to 274. Coal, plastic, renewable energy, agriculture, and transportation were the series's themes.

In addition, *The Earthian* is a magazine launched through Tumblebug in December 2021 under the theme, People Living Their Lives Interacting with the Earth.

#Science

Epi is a one-hand-sized small magazine. It is an easily readable quarterly magazine on science. After releasing its 1st edition in September 2017, the magazine released its editions with several themes under the umbrella of science. For example, New Normal (12th edition, June 2020) and Aftermath (18th edition, 2021 Winter) took a scientific view of the era affected by COVID-19, reflecting the reality. There are also Disability (16th edition), Science on Food (13th edition), and Space (19th edition), categorized per each scientific topic. *Epi* also has its special editions, such as EX-HA-LA-TION, cultural FOUN-DA-TION, AN-SI-BLE, and a planned edition FAR-CAST, which all show the characteristics of being a magazine from *Epi*.

Skeptic is a quarterly magazine published by Bada Books. The publisher also releases *Womankind* quarterly and *NewPhilosopher* bi-monthly, releasing a total of 12 books every year. *Womankind* and *NewPhilosopher* are translated versions of Australian magazines, and *Skeptic* is a translated version of an American magazine. The name of the magazine *Skeptic* means being doubtful. The magazine befits the contemporary era where the essential attitude of a scientist, skepticism, is necessary

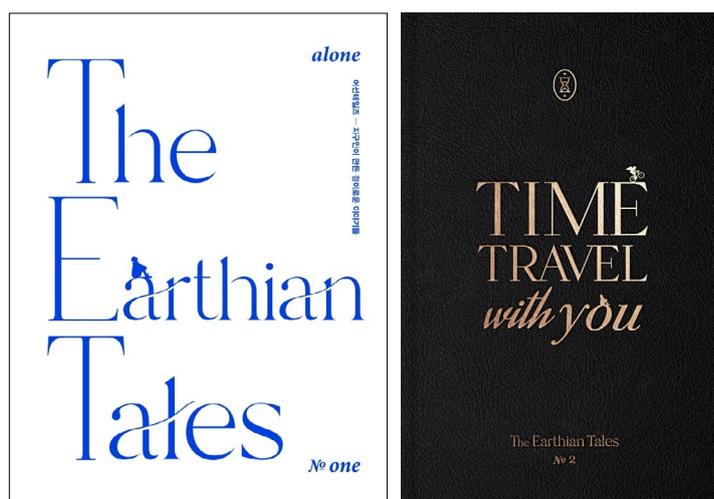
for the general public. While the original American magazine criticizes homeopathy, religion, and pseudo-science, the Korean version mainly discusses science issues in Korea.



Skeptic, Womankind, NewPhilosopher

SEASON is a science book review magazine funded by Science and Technology Promotion Fund and published by Galdar, a science bookstore. As a magazine representing each season, each edition has different traits. For example, the 1st edition targeted senior citizens with its theme, The Long but Cool Life for Homo Hundred. For that matter, the letter size was big. The publisher says that it plans to continue making magazines with different looks. In its 1st edition, one interesting piece of content included an interview between people who know each other well and share a common interest. For example, one interviewee was a psychiatrist, Lee Geun-Hu, and the interviewer was his grandson. Another interviewer was the Weekly Science Books, and the interviewee was a zoologist Choi Jae-Cheon.

If *SEASON*'s keywords can be both 'book' and 'science,' *The Earthian Tales* is a mixture of science and literature. It focuses on science fiction novels. Managing editor Choi Jae-Cheon published a sci-fi novel at a publisher, Arzak. Mr. Choi established a publishing company because he wanted to nurture and promote new sci-fi writers as literary magazines do. So, two-thirds of its content are writings and interviews with the new writers. The magazine's attraction point is its unique, in-depth interview with new authors, like the one with Lee Na-Gyeong, the author of *Only The Rarest of The Dogs* (published by Arzak). Mr. Choi contemplated the physical traits of the magazine as the editor-in-chief who has directed the magazine for a long time. As a science magazine that does not look like one, its first edition had a blue cover on a white hardcover, and its 2nd edition had a gold cover on a black leather binding.



The Earthian Tales edition 1 & 2

Publishing Policy

Newsletter of Korean Publishers



Publishers' Newsletter

Newsletters popular for their high-quality content about books, which has gone beyond the purpose of promoting sales.



Introduction of new titles



Knowledge and information



Editors' stories



Creation of a book community



Two-way communication

If you are a reader,
don't miss out on
fresh news about books!

We introduce you
to the newsletter of
Korean publishers!



Click on each image
to go to the subscription page!

#Minumsa #Hanpyeon

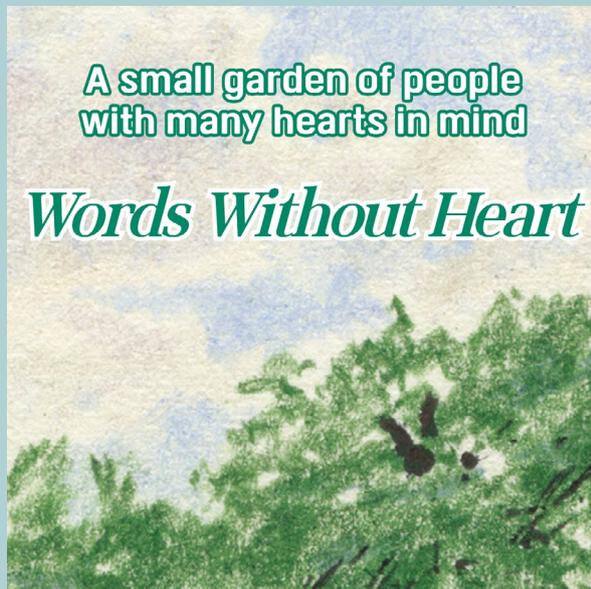
A letter of humanities in everyday life
shorter than booksthan books



* minumsa.com/event/32747/

NEW BOOKS

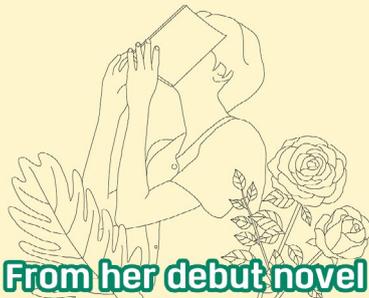
Words Without Heart





A new writer
at the center of the literary circle's
attention - Kim Ji-Yeon.

**Her first
short-story collection is
available right now.**



**From her debut novel
Determination to At a Park and
The Act of Love, the winners of
the Rookie of the Year Award,
Nine carefully-chosen stories
are waiting for readers.**

From the "Author's Note."

To me, these days,
writing is like crying out loud.
If possible, I want to cry
as hard as I can,
so that I can do the rest of
the work with a lighter heart.

And I want to take a moment
to look back and see if anyone is
crying by themselves.

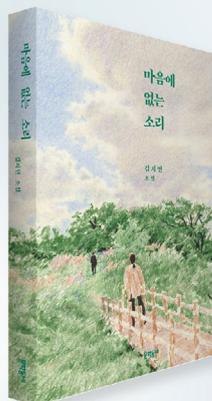
**I hope
there's no one
that cries
with nobody
by their side.**



**Meet stories that
deeply linger in your heart
told in the voices of
nine different versions of "me."**



**Kim Ji-Yeon, the rookie of
the year's first short-story collection**



*Words
Without
Heart*

Kim Ji-Yeon,
Munhakdongne

BEST SELLERS

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

The entire world, not just Korea, has been eyeing a particular work throughout April. It is “Pachinko,” a drama produced by Apple TV+ in the US. Taking a painful moment in history as background, it tells the story of Koreans who immigrated to Japan. The drama is based on an original novel with the same title written by Lee Min-Jin, a Korean living in the US, whose work has become a bestseller chosen by *New York Times* in 2017. The growing popularity of this weekly drama has made the *Pachinko* series rank 1st and 2nd in all four major online bookstores in Korea. Beginning with the sentence, “The history has ruined us all, but it doesn’t matter,” *Pachinko* narrates the lives of Koreans who immigrated to Japan, who could not blend with the locals and belonged nowhere. While the book and the drama have become hot tickets, people around the world have

begun to take an interest in Korea's history and culture. In other words, *Pachinko* is proving the value and power of books.

Meanwhile, in the field of business, books written by authors popular on Youtube ranked high among the bestsellers. For example, *Real Estate Investment that Can Change Your Life* is by Jung Tae-Ik, who is running a Youtube channel called "A man reading real estate (부동산 읽어주는 남자)." In the book, the author – an investment mentor with 820k subscribers – gives investment tips to amateur investors. Books about stock investment have been popular as well; the first book by an investment expert Kim Hyun-Goo who is running a Youtube channel called "Kim Hyun-Goo Investment Champion TV (김현구 주춤 TV)," *Investment Mentor Kim Hyun-Goo's How to Sell and Buy Stock* ranked 8th on the bestsellers' list. Going beyond Youtube, the writer shares the basic principles and know-how about stock investing with the readers.

There are also self-help books that have been popular throughout April, most of which talk about "understanding oneself." For example, *Dasan's Last Question* with the sub-title "Self Enlightenment" is a modern walk-through of Jeong Yak-Yong's unique interpretation of the *Confucian Analects*. In addition, *Reconciliation by Oh Eun-Young*, offers sincere consolation and thirst-quenching advice to the painful, lonely readers wearing a new cover designed to commemorate 200 thousand copies sold.

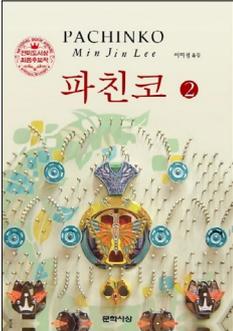
The common point of these two books is that they ask readers how they will love themselves. We hope that Korean self-help books help readers become closer to their true selves through their sometimes realistic but warm advice.

* *K-Book Trends Vol. 46- Interview of Dr. Oh Eun-Young*

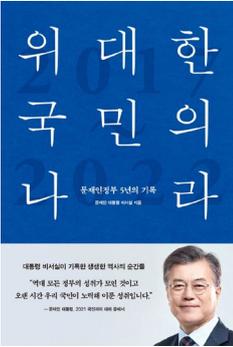
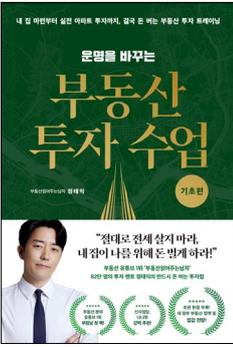
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&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=993&code=interview&category=66)

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

Top 10 Bestsellers for the 2nd Week of April

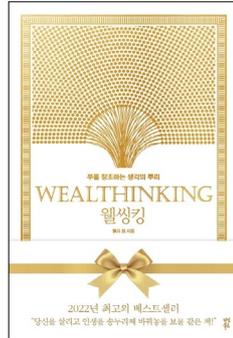
1		<p><u>Pachinko 1</u></p> <p>Author Lee Min-Jin Publisher Literature & Thought Genre Fiction</p>
2		<p><u>Pachinko 2</u></p> <p>Author Lee Min-Jin Publisher Literature & Thought Genre Fiction</p>
3		<p><u>Unfinished Tasks of South Korea as an Advanced Country</u></p> <p>Author Cho Kuk Publisher Medici Media Genre Politics / Society</p>
4		<p><u>Uncanny Convenience Store</u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p>

Top 10 Bestsellers for the 2nd Week of April

<p>5</p>		<p><u>The winning works of the 2022 13th Rookie of the Year Award</u></p> <p>Author Lim Sol-Ah, Kim Mella, Kim Byung-Woon, Kim Ji-Yeon, Kim Hye-Jin, Seo Soo-Jin, Seo I-Je Publisher Munhakdongne Genre Fiction</p>
<p>6</p>		<p><u>A Country of Great People</u></p> <p>Author Office of President Moon Jae-In Publisher Hans Media Genre Politics / Society</p>
<p>7</p>		<p><u>Real Estate Investment that Can Change Your Life: Basics</u></p> <p>Author Jung Tae-Ik Publisher Leaders' Books Genre Business</p>
<p>8</p>		<p><u>Kim Hyun-Goo's How to Sell and Buy Stock</u></p> <p>Author Kelly Choi Publisher Dasan Books Genre Self-help</p>

Top 10 Bestsellers for the 2nd Week of April

9



Wealthinking

Author | Kelly Choi
Publisher | Dasan Books
Genre | Self-help

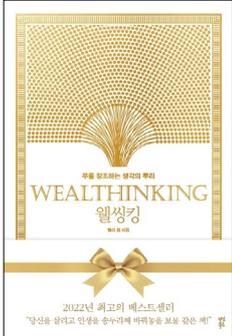
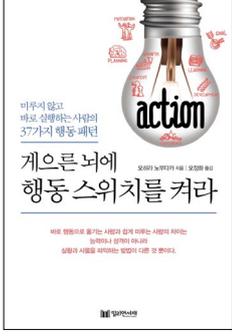
9



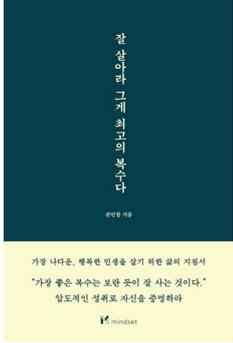
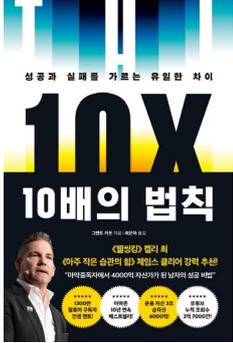
Tokyo Aliens 2

Author | Naoe
Publisher | Seoul Media Comics
Genre | Comics

Top 5 Self-help Books for the 2nd Week of April

<p>1</p>		<p><u>Wealthinking</u> Author Kelly Choi Publisher Dasan Books</p>
<p>2</p>		<p><u>Dasan's Last Question</u> Author Cho Yoon-Je Publisher Chungrim</p>
<p>3</p>		<p><u>Reconciliation by Oh Eun-Young (re-cover edition)</u> Author Oh Eun-Young Publisher Korea.com</p>
<p>4</p>		<p><u>Turn on the Action Switch in Your Lazy Brain</u> Author Ohira Nobutaka Publisher Million Publisher</p>

Top 5 Self-help Books for the 2nd Week of April

<p>5</p>		<p><i>Live Well, It is the Best Revenge</i></p> <p>Author Kwon Min-Chang Publisher Mindset</p>
<p>5</p>		<p><i>The Ten Times Rule</i></p> <p>Author Grant Cardone Publisher Bookie</p>
<p>5</p>		<p><i>Psychology Answers Anxiety</i></p> <p>Author Hwang Yangming, Jang Rinrin Publisher Mediasup Publishing</p>

KOREAN TRANSLATOR

Jin Jin-Joo

Profile

- Korean-Spanish translator
- Email: jinjoo.jin@gmail.com

Educational Status

- Mar. 2001 – Feb. 2005, Bachelor of Psychology, Seoul National University
- Mar. 2007 – June 2009, Master of Economics-Financial Engineering, Yonsei University
- Mar. 2010 – Today, Ph.D. in Latin American Economics, Hankuk University of Foreign Studies

Literary Translations



Inheritance, Eun Hee-Kyung

Supported/Requested by – The Daesan Foundation, 2013
Co-translator/reviewer – Sebastián Parodi



Beauty Distdains Me, Eun Hee-Kyung

Supported/Requested by – Literature Translation Institute of Korea (LTI), 2013
Co-translator/reviewer – Sebastián Parodi



Like a Fairytale, Kim Kyung-Wook

Supported/Requested by – Literature Translation Institute of Korea (LTI), 2015
Co-translator/reviewer – Sebastián Parodi



Leaving My House, Hyun Gil-Un

Supported/Requested by – The Daesan Foundation, 2015
Co-translator/reviewer – Sebastián Parodi



Private Life of a Nation, Lee Eung-Jun

Supported/Requested by – Literature Translation Institute of Korea (LTI), 2016

Co-translator/reviewer – Sebastián Parodi



Wandeuk, Kim Ryeo-Ryeong

Supported/Requested by – The Daesan Foundation, 2017

Co-translator/reviewer – Sebastián Parodi



Shoko's Smile, Choi Eun-Yung

Supported/Requested by – Literature Translation Institute of Korea (LTI), 2017

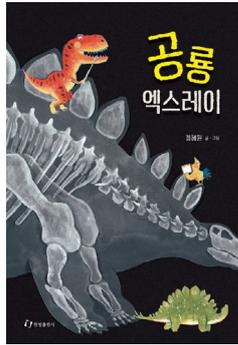
Co-translator/reviewer – Sebastián Parodi



The Crispy Seagulls, Mingle Mingle

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Hollym Corp., Publishers, 2020

Co-translator/reviewer – Sebastián Parodi



Dinosaur X-ray, Kyung Hye-Won

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Hollym Corp., Publishers, 2020
Co-translator/reviewer – IRMA ZYANYA GIL YAÑEZ



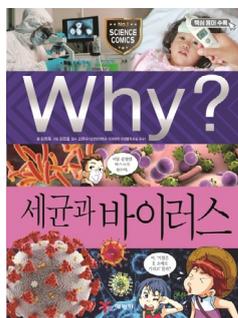
**A Child Underground, a Child Aboveground,
Kim Jeong-Min**

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Hollym Corp., Publishers, 2020
Co-translator/reviewer – IRMA ZYANYA GIL YAÑEZ



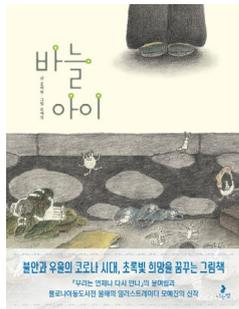
Michaella: Moonlit Dress Heist, Park Esther

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Gorillabox, 2020
Co-translator/reviewer – IRMA ZYANYA GIL YAÑEZ



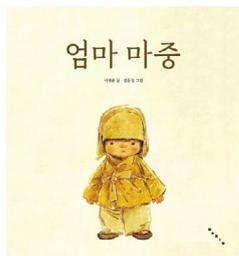
Why? Science – Bacteria and Virus, Kim Jeong-Uk

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), YeaRimDang Publishing Co., Ltd, 2020
Co-translator/reviewer – IRMA ZYANYA GIL YAÑEZ



The Needle, Yoon Yeo-Rim

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), FlyingStar Books, 2021
Co-translator/reviewer – Sebastián Parodi



Waiting for Mom, Lee Tae-Joon

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Borim Press, 2022
Co-translator/reviewer – Sebastián Parodi



Hair Washing Book, Choi Jeong-Sun

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Borim Press, 2022
Co-translator/reviewer – Sebastián Parodi



Guess Who!, Choi Jeong-Sun

Supported/Requested by – Publication Industry Promotion Agency of Korea (KPIPA), Borim Press, 2022
Co-translator/reviewer – Sebastián Parodi

Qualifications/Certificates

- Nov. 2002, DELE Superior (Spanish proficiency test), Instituto Cervantes
- June 2004, DELF A1 & A2 (French proficiency test), Commission Nationale du DELF et DALF
- Dec. 2008, Translation Proficiency Test (TCT) Spanish/Korean Level 1, Korean Society of Translators (KST)/ Translation Proficiency Evaluation Committee
- Dec. 2009, Completed Training Programs for Korean Language Instructors, Yonsei University Language Research and Education Center
- July 2010, Completed Latin America Intensive Course, Institute of Latin American Studies, Seoul National University (SNUILAS)
- Dec. 2011, Completed Special Course at the Translation Academy (Spanish), Literature Translation Institute of Korea (LTI)

#K-BOOK

#Science - Children's Books

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

Is my mind because of the brain?

1. Publication Details

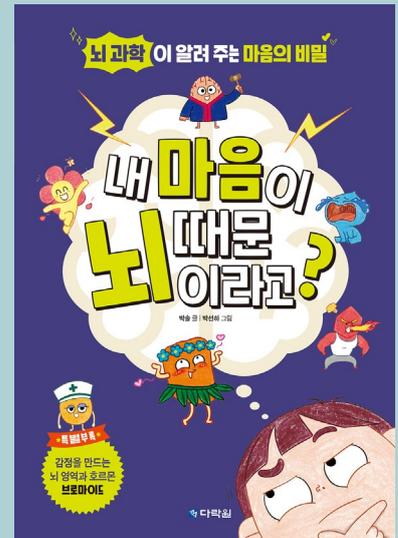
Title | Is my mind because of the brain?
 Subtitle | Secret of our mind that brain science tells!
 Author | Park Sol
 Publisher | DARAKWON, INC.
 Publication Date | 2020-11-30
 ISBN | 9788927747598
 No. of pages | 144
 Dimensions | 170 * 235

2. Copyright Contact

Name | Dongho Lee
 Email | dongho1967@gmail.com
 Phone | +82-70-4712-7440

3. Book Intro

Secret of our mind that brain science tells!
 We can understand other people when we learn mind science.
 How many emotions do we feel in one day? Including jealousy, anger, fear, joy, sadness, various emotions continually appear and disappear again. There are so many emotions that we cannot count one by one. Due to our fickle emotions that change frequently, my mind is unpredictable even today.



Where in my body do these many emotions arise? The answer is, our brain. Our talented brain, in charge of thoughts and memories, makes the emotion of human being. According to signals from brain, various body reactions appear by emotions. Crying, laughing, getting angry, it's all because of the brain. When we realize which emotions arise in certain location and what happens to our brain and body when emotions arise, we can feel our emotions better.

There is no good or bad emotion. Please practice realizing, feeling and correctly expressing many emotions as much as possible from soft-hearted childhood. From understanding mind of yourself, you can learn to understand other people and can be ready to understand our world.

* k-book.or.kr/user/books/books_view?idx=5021

Museum Director Lee Kang-hwan's "Reply Aliens"

1. Publication Details

Title | Museum Director Lee Kang-hwan's "Reply Aliens"

Subtitle | Children's Science X Humanities

Author | Lee Kanghwan, Hong Seongji

Publisher | Woorischool Co.

Publication Date | 2019-06-17

ISBN | 9791187050957

No. of pages | 136

Dimensions | 168 * 228

2. Copyright Contact

Name | Kim Minjeong

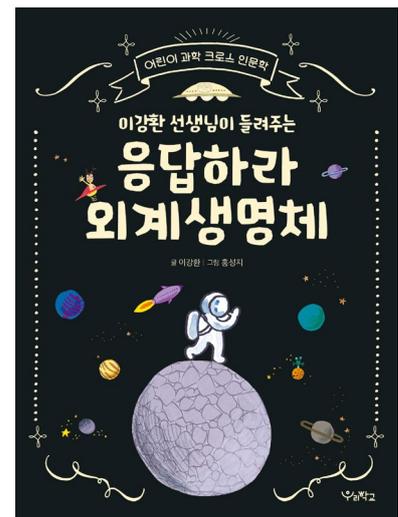
Email | schoolwoori@daum.net

Phone | +82-2-6012-6094

3. Book Intro

We hear a flood of news about the discovery of liquid water on Mars in 2015 or the location of a "Second Earth", or a "Twin Earth." We are living in an era where film "Interstellar" could become real□humans leaving polluted Earth and finding an alien planet that people can settle on. Then at this point, what should children learn and imagine about the universe? This book invites children to a vast horizon toward the space where they can meet wondrous stories about the solar system, universe, the second Earth and possible existence of aliens on it.

The sun is a star. Across the universe, there are more than 100 billion galaxies,



each containing 100 billion stars. These enormous number of stars, which has 22 zeros, each have several alien planets orbiting around them, like Earth orbiting the sun. This means that in space, there are more alien planets than stars, each of which has a possibility of life, just like Earth. The rapid development of astronomy and space telescope has found over 4,000 alien planets already as of June 2019, and Korea is one of the leaders in this field with the world-renowned KMTnet (Korea Microlensing Telescope Network).

However, the extent of knowledge about space among many children still stays in the realm of UFOs or alien bodies kept in secret places. This is why a distinguished astronomist and the Director of Seodaemun Museum of Natural History decided to lay a stepping stone for children move on from this unfortunate reality. What young readers will find in this book is not green aliens with big heads and wide eyes—they will get an opportunity to explore “exobiology.” Also known as Doctor K who teaches science in a fun and interesting way for the public, the author offers a friendly guide to help children dream of the universe based on facts and science, not on superstitions or prejudices, as they are sure to enter the new era of universe. Most importantly, readers will be able to deeply understand that looking for aliens ultimately boils down to finding an answer to who we Earthlings are.

* k-book.or.kr/user/books/books_view?idx=2512

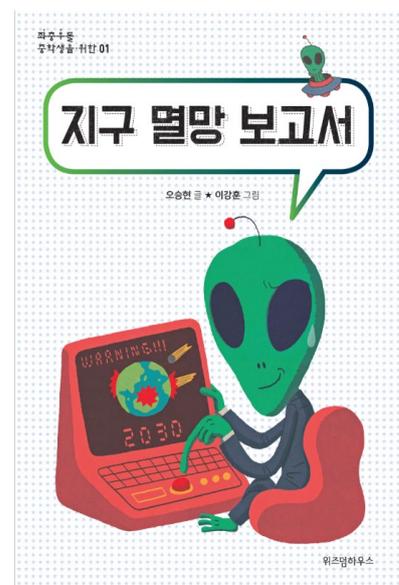
A Report on the Destruction of Earth

1. Publication Details

Title | A Report on the Destruction of Earth
Author | Oh Seung-hyeon
Publisher | Wisdomhouse Mediagroup Inc.
Publication Date | 2017-11-01
ISBN | 9791162201053
No. of pages | 136
Dimensions | 135 * 205

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3. Book Intro

The destruction of Earth -- a popular topic in many science fiction movies -- has now become a real threat. Global warming is rapidly progressing and nuclear war could break out any day. Considering the tragedy of Easter Island or the extinction of the dinosaurs, mankind could also disappear from the face of the Earth.

It is assumed that an alien discovers this beautiful planet called Earth. The alien predicts the future of Earth using a future predictor to see if it is an appropriate planet to move to. That report is this book. Things that will definitely or are highly likely to happen during our lifetime are included in the book. For example, global warming, accidents at nuclear power plants, asteroid collisions, and the dark side of artificial intelligence are all happening now. It's no exaggeration.

We desperately need a sense of awe and modesty in regards to nature. The moment mankind loses this, it will lose its future. We are dashing forward ignoring the numerous warnings that Earth is sending us. This imaginary report on the destruction of Earth was written to get people interested in the planet we are living on and to make them ponder the role of individuals together. There is a famous quote by Antoine de Saint-Exupéry, the author of *The Little Prince*: "We do not inherit the earth from our fathers, we borrow it from our children." We are just borrowing Earth. So we need to return it to our decedents in good condition. Reading this book will enable readers to think about what efforts are needed to return Earth in the same condition we received it.

* k-book.or.kr/user/books/books_view?idx=1643

Science Everywhere!

1. Publication Details

Title | Science Everywhere!

Author | Kim Hae Bo, Jeong Won Sun, Lee ChangWoo

Publisher | YeaRimDang Publishing Co., Ltd.

Publication Date | 2013-08-20

ISBN | 9788930267939

No. of pages | 184

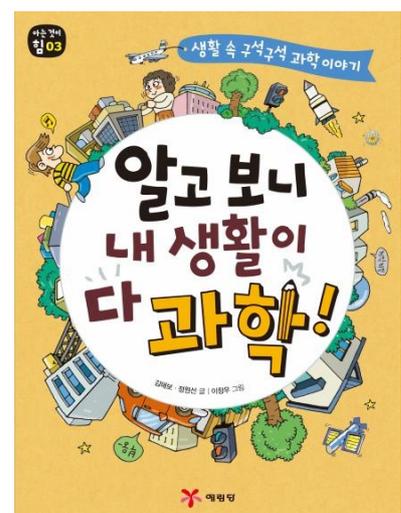
Dimensions | 180 * 240

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3. Book Intro

Fun and amazing scientific principles can be found in a crispy watermelon that cools the summer heat, and in lightbulbs that illuminate our houses. This book helps children to become interested in science and learn about the hidden scientific principles working in our daily lives.

* k-book.or.kr/user/books/books_view?idx=3224

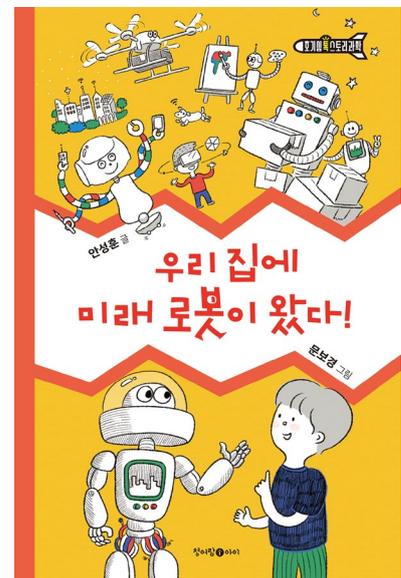
A Future Robot Came to My House

1. Publication Details

Title | A Future Robot Came to My House
Subtitle | Robots and Artificial Intelligence
Author | Ahn Seonghun, Moon Bokyeong
Publisher | ChungARam Media
Publication Date | 2020-01-03
ISBN | 9791158711238
No. of pages | 128
Dimensions | 150 * 225

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3. Book Intro

This book is the first volume in the Curious Talk Story Science series, which delivers everyday science to readers in the form of interesting stories. It's the year 2120, and a scientist named Robot Roro is creating an artificial intelligence robot in commemoration of the 200th anniversary of the birth of robots. However, an explosion happens at his factory and takes him back to the year 2020. Roro appears in the home of Jiwoo, who is doing his vacation homework. Jiwoo decides to find the missing parts for Roro, asking Roro to help with his homework in return. *The book is divided into two parts. Part I deals with robots, and Part II deals with artificial intelligence. Readers can take a closer look at the structure and types of robots, the scientists who developed robots, the history of artificial intelligence, the use of artificial intelligence robots, and future job changes while taking a step closer to the incredible scientific technology that has now become a major part of our lives.

* k-book.or.kr/user/books/books_view?idx=4134

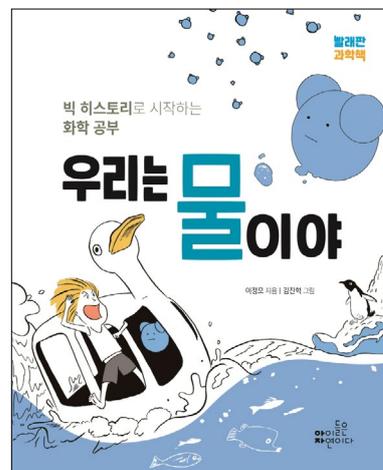
We Are Water

1. Publication Details

Title | We Are Water
Author | Yi Jeongmo, Kim Jinhyeok
Publisher | AJA Publishing
Publication Date | 2020-09-07
ISBN | 9791188236206
No. of pages | 48
Dimensions | 185 * 230

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3. Book Intro

Readers can imagine a water molecule so small it is invisible to the naked eye, and observe the shape of a water molecule discovered mathematically. At the end of the book, Director Yi Jeongmo uses a Q&A format to explain the things children may want to know more about when it comes to chemistry and water. In particular, he introduces the hometown of recently discovered elements, in other words the place where they originated. The home of elements that start from the Big Bang to stars, supernovas and neutron stars, clearly shows that the history of the universe lies inside the periodic table. This will make chemistry fun and guide children in their future study of chemistry before they are required to memorize the periodic table.

There are many adults who, when they think of chemistry, say they remember struggling to memorize the periodic table. It is easy to think of the periodic table as a table listing elements, key in studying chemistry, but the periodic table is the history of the birth of elements and the history of life and the universe. The reason hydrogen is the first element in the periodic table is because it was the first element that was created in the universe. Since it was the first to appear, naturally, it is the smallest and the most abundant in space. This is why we begin to study chemistry with Big History.

When children move onto higher grades and encounter the periodic table and its 118 elements as they start studying chemistry, they are likely to be intimidated or burdened. But if they begin by meeting the elements one by one from the perspective of Big History, the periodic table will feel like a beautiful map orderly displaying the history of life and the universe.

* k-book.or.kr/user/books/books_view?idx=3788

Your Brain Rocks! Brain Explorers! Unlock the Secret 1~2

1. Publication Details

Title | Your Brain Rocks! Brain Explorers!

Unlock the Secret 1~2

Author | Jeong Jaeseung and others

Publisher | BOOK21

Publication Date | 2019-09-18

ISBN | 9788950983079

No. of pages | 172

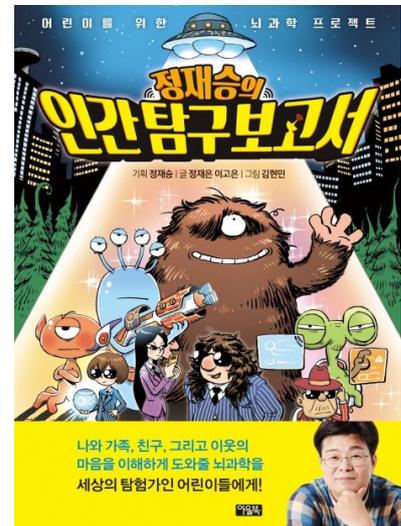
Dimensions | 153 * 210

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3. Book Intro

This book was created by Professor Jeong Jae-seung of the Department of Bio and Brain Engineering of the Korea Advanced Institute of Science and Technology for children and teenagers. He emphasizes that brain science is the 'science of the mind' that can be the key to knowing oneself and understanding others. In this book, aliens from a distant unknown planet observe the daily lives of people on Earth, and then send a report on their study of people on Earth to their own planet. People on Earth are excessively concerned about their outer appearance, don't remember what happened the day before, and are sometimes too emotional. What kind of content will the aliens include in their report? An alien named Rahood first says that people are strange animals that cannot be understood, but steadily becomes to understand people on Earth. Likewise, the author hopes children become to understand themselves and others in the process of creating a 'Research Report on People on Earth' together with the aliens.

* k-book.or.kr/user/books/books_view?idx=4059

A Girl Who Desires Appropriate Technology

1. Publication Details

Title | A Girl Who Desires Appropriate Technology

Author | Jo Seungyeon

Publisher | Danielstone Publishing

Publication Date | 2013-09-25

ISBN | 9788958074656

No. of pages | 190

Dimensions | 145 * 205

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3. Book Intro

Appropriate technology is a hope for the world.

Appropriate technology enables sustainable production and consumption of a local community in the context of its political, cultural, and environmental conditions, eventually contributing to improving the quality of life for humans. Key examples of appropriate technology are: relief products such as the LifeStraw; technology related to agriculture such as the Super MoneyMaker Pump, a manual water supply pump; and educational products such as the XO-1 computer of One Laptop Per Child (OLPC).

Jo Seungyeon, a 14 year-old student, heard about this difficult-to-understand-technology for the first time at a special lecture by professor Jang Suyoung at Pohang University of Science and Technology. She was shocked that only 10% of the world enjoys its technological benefits and determined to become an expert in appropriate technology for the remaining 90%. She didn't neglect her dream. Rather she fed, watered and exercised it so that it could expand. This book includes all the joy, delight and despair she experienced during this process. It also serves as a great introduction to appropriate technology because it includes information that can only be found in professional books like the definition, necessity and precautions of appropriate technology, which are explained in "Knowledge Recharge Station," a part of the book.

It is easy to understand the hard concept since it is written in the words and writings of a teenager and an imaginative dialogue between an imaginary character (acting the role of appropriate technology) and Seungyeon is engaging and fun. The author, a non-professional and pre-novice, explains various aspects of appropriate technology from her level of expertise. Thus, everybody should find the book straightforward

to read. It can be a guide to readers unfamiliar with the concept of appropriate technology.

* k-book.or.kr/user/books/books_view?idx=1424

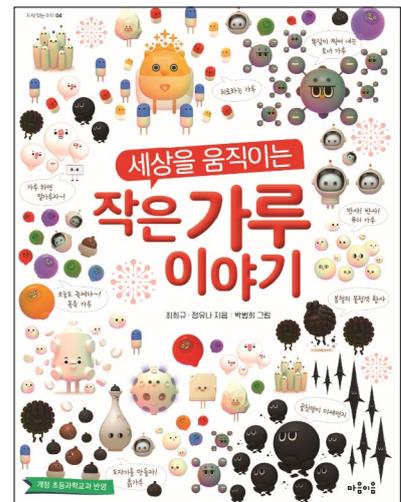
A World-Changing Story of Powder

1. Publication Details

Title | A World-Changing Story of Powder
Author | Choi Huigyu, Jung Yuna, Park Beomhui
Publisher | MIND BRIDGE
Publication Date | 2018-12-15
ISBN | 9791189010041
No. of pages | 116
Dimensions | 188 * 255

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3. Book Intro

Tasty powder, scary powder, fascinating powder!
Listen to the story of powders, from flour to fine dust!

Seventeen powders that we commonly come across in our daily lives are introduced in this book, from flour and sugar to yellow dust, powdered medicine, asbestos powder, toner and sodium bicarbonate. Some are tasty powders, such as flour and sugar, and some are curing powders, such as powdered medicine and micro-capsules, and some are scary powders that harm our bodies like asbestos, yellow dust and fine dust. And others are useful powders like liquid crystals, which are used in mobile phones and televisions, and the powders used in fireworks at festivals.

This book deals with an unfamiliar scientific field, or particle technology. Here powder is the main character, and this powder has a conversation with children, all at a level the child readers can understand. As you talk with the powder, you will be able to learn various characteristics about it as well as gain curiosity about scientific principles and the world around us.

* k-book.or.kr/user/books/books_view?idx=2425

Cooking Science Lab for kids

1. Publication Details

Title | Cooking Science Lab for kids
Subtitle | Awesome Science Experiments in Kitchen
Author | Jeong Juhyeon, Kim Haejin
Publisher | BONUS PUBLISHING CO
Publication Date | 2020-04-10
ISBN | 9788964944318
No. of pages | 144
Dimensions | 210 * 275

2. Copyright Contact

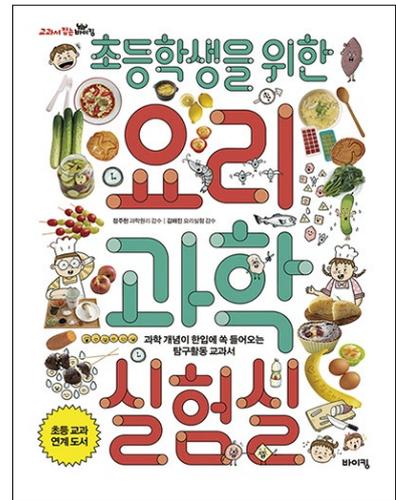
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3. Book Intro

Textbooks filled with difficult scientific terminologies are far from fun. But what would it be like if you could learn science while cooking? Cooking steamed eggs teaches you about “currents,” and making sweet candy Dalgona teaches about the concept of “dissolution.” Cooking delicious foods and sweet desserts will bring children closer to science.

While making dishes with the guidance of an elementary school teacher and cooking expert, children can learn accurate scientific principles.

* k-book.or.kr/user/books/books_view?idx=4387



INFO

Seoul International Book Fair 2022



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One Small Step

**Seoul International
Book Fair 2022**

**With the topic of
"One Small Step",**

we would like to look at the path
we should take with authors who have
made art, putting wisdom in books.

2022 SIBF
Period: 2022.06.01-05
Venue: Hall A, COEX Gangnam-gu, Seoul
Host: KPA Korean Publishers Association
Organizer: SIBF
Sponsors:
MCST Ministry of Culture, Sports, and Tourism
KPIPA Publication Industry Promotion Agency of Korea
and KPF Korean Publishing Foundation

Scheduled Programs

Program	Major content
Main programs on the topic	Book exhibitions, lectures, and seminars
BBDK	Awards ceremony for "Best Book Design from the Republic of Korea (BBDK)" and display of winning works
Digital book fair	Lectures, seminars, and experience programs for readers
Programs with authors	Talks with authors from home and abroad, discussions on bookstores across the world, etc.
SIBF Books	Book exhibitions of new and re-covered titles, and online events
Programs of the participants	Offline markets of participants and live broadcast
International programs	Colombia (guest of honor)'s book exhibitions and events, fellowships, copyright exchange events, etc.

On top of the programs mentioned above, the Seoul International Book Fair 2022 will also have many more book programs to enjoy.

We look forward to your continued interest!

Website of the SIBF 2022



* sibf.or.kr/2022/