

2022.06

vol. **47**

K-Book Trends

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



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TOPIC

On the 100th Anniversary of Children's Day, How Did the Korean Publishing Industry Spend the Day?

Written by Kim Hye-Gyeong (Journalist at *Readernews*)

Many say, “The greater discovery than finding a new continent or inventing electricity is coining the concept, children.” Before the concept was recognized, children were merely toys for their parents or tools to use as a means. The discovery of the concept of children is the biggest for *Chosun* as it did not know the existence of young people.

– Bang Jeong-Hwan, *A historical study of the Joseon juvenile movement*,
The Chosun Ilbo, 1929/1/4.

The year 2022 is the 100th anniversary of Children's Day in Korea. The Children's Day Declaration, announced by Bang Jeong-Hwan in 1922, is recognized as the world's first children's

human rights declaration announced even before the Geneva Declaration of the Rights of the Child (the Geneva Declaration) in 1924, which was adopted by the League of Nations (the current UN). Bang Jeong-Hwan, who always felt pitiful that there were not enough cultural activities for children to engage in, published a translated children's book collection, *A Gift of Love*, in 1922 and drove the publication of Korea's children's literature magazine *Eorinnie* (meaning children in Korean) the following year. The magazine found and nurtured many children's literature writers. It changed the landscape of children's literature of the era when translated children's literature was dominant.



The cover of the magazine, *Eorinnie* 1st edition ©Korea Bang Jeong-Hwan Foundation

One hundred years have passed since Children's Day was established, and Korean children's literature is striding into the world. In 2020, Baek Hee-Na's *Cloud Bread* (Hansol Education)

won the Astrid Lindgren Memorial Award, a representative children's literature award. This year, Lee Suzy's *Summer* (BIR Publishing) won the Hans Christian Andersen Awards for the first time as a Korean writer. The award is known as the Nobel prize for children's literature. In addition, Choi Deok-Kyu's *Father's Big Hands* (YUN Edition) won a world-renowned children's book award, the Bologna Ragazzi Award, in fiction. Shin Sun-Mi's *The Ant Fairy in the Middle of the Night* (Changbi Publishers), which is full of Korean colors, also won the Japan Sankei Children's Publishing Culture Award for Best Translation.

The Korean publishing industry held many events to commemorate the monumental 100th anniversary of Children's Day. There were also books published to reflect on the meaning of Children's Day. As it is near the end of May, the month for family, now is the time to look back on the history and the social roles of children's books.

An Event Commemorating the 100th Anniversary of Children's Day

2022 Children's Literature Week

The Ministry of Culture, Sports, and Tourism and the Arts Council Korea hosted Children's Literature Week all through May with six relevant institutions and organizations. During the eve of the opening ceremony for the week held on April 30th, performances based on Bang Jeong-Hwan's pieces were held: a

recital of the children's story, *The Last Night of April*, and Bang Jeong-Hwan's musical, *A Gift of Love*.



2022 Children's Literature Week eve of the opening ceremony: 'The Last Night of April' and the musical Bang Jeong-Hwan's *A Gift of Love* ©Arts Council Korea



The exhibition: The 100th year of Korean Children's Literature commemorating the 100th anniversary of Children's Day ©Arts Council Korea

From Children's Day (May 5th) to May 26th, the Central Temple of *Cheondogyo*, which set May 5th as Children's Day 100 years ago, hosted an exhibition named The 100th Anniversary for Children's Day and Korean Children's Story. It was an exhibition showing 100 masterpieces of children's literature nominated by

the magazine *Eorinnie* and the Child Book Organization. The exhibition reviewed children's stories, and writers of each era introduced historical materials on Korean children's stories and books selected by children.

The most loved children's story writers of the current era held a Literature Concert for Children. The best-selling authors met 50 teams of children and their parents: Cho Young-Geul, who wrote a picture book *Truly Truly Not a Lie!* (Spring Sunshine) and *Kim Cheol-Su Bread* (Spring Sunshine) on May 5th, and story writer Kim Riri who wrote a famous creative children's story series *Manbok's Rice Cake Shop* (BIR Publishing), which was published in the 3rd graders' textbooks, on May 7th.



Literature Concert for Children illustrator Cho Young-Geul, story writer Kim Ri-Ri
©Korea Arts Council

Throughout May, libraries and local bookstores nationwide ran programs on children's literature targeting all ages under the name Children's Literature Stage, integrating experience, The Best Children's Literary Books exhibition, and performance.

The 20th Paju Book City Book Festival for Children

Korea's largest children's knowledge festival, the Paju Book City Book Festival for Children, was held for four days from May 5th to 8th near Paju Book City. Since the event started in 2003, Paju Book City has held diverse programs every year to develop children's reading culture to become a City resembling Children.



The opening ceremony of The 20th Paju Book City Book Festival for Children ©Paju Book City

This year, the festival was held under an environmental theme, exhibited 30 children's books selected by the Ministry of Environment, and was decorated with exhibits celebrating Children's Day. For the four days during the festival, Paju Book City Center ran a book market where around 30 publishers and bookstores could meet readers. In addition, many events were held around the city, including performances, such as a solo act

and puppet show based on picture books, lectures by writers, and artist fairs.

The Big Event Celebrating the 100th Anniversary of Children's Day

Korea's representative children's library, National Library for Children and Young Adults, hosted a big event celebrating the 100th anniversary of Children's Day. From May 5th to 7th, the library decorated its space under the theme of Children's Day and prepared performances and experience programs.



The exhibition Children's Dream, Adults' Dream, Children's Dream, Adults' Dream 18
©National Library for Children and Young Adults

Also, as part of a celebration of the anniversary, an exhibition named Children's Dream, Adults' Dream 18 is held from May 5th to August 31st. In the show, visitors can see renowned art pieces

based on children and an AI-based celebratory message from Bang Jeong-Hwan, which reenacted voice and figure.

Books Published Celebrating Children's Day



The Last Night of April, Naughty Boy, Singing of Children, The World of Children, and Talking to a Crying Child

The Last Night of April (Published by Gilbut Kid) – Written by Bang Jeong-Hwan, commented by Jang Jung-Hee, and illustrated by Heo Gu

The book added images to the children's story written by Bang Jeong-Hwan. The story expresses the thrill and excitement of children waiting for Children's Day through the personification of flowers and animals. Artist Heo Gu, who participated as an illustrator, used watercolors and *hanji* (Korean paper) in the form of collages, showing the mood of the 1920s when old and modern lifestyles coexisted. Unlike the dark and silent night scenery, the animals prepare for a festival briskly in the story. It shows people's minds preparing for Children's Day even under the harsh reality of the era of Japanese colonialism. The commentary of Dr. Jang Jung-Hee, the director of the Bang Jeong-Hwan Research Institute, helps understand the writing.

Naughty Boy (Book Bank Books) – Written by Kim Chang-Wan and illustrated by Lee Jeoung-Yeon

Kim Chang-Wan, who was loved as a singer-songwriter of the band Sanulrim, an actor, an MC, and an essay writer, released his famous children's song *Naughty Boy* in a picture book. The book's cover shows children in various colors and shapes. The album jacket of his children's song collection was released in 1979. Children in the book run around alleys, play all day long, go back as their mom takes them home, promise to meet again, and talk in their sleep when they fail to visit places they planned to visit. The story is ordinary and simple as it was based on lyrics like, "*Play around. Jump around and kick some balls. (...) Sweats on our foreheads. Flower buds in our hearts. Climb the tree. Fly the sky.*" Nevertheless, the story states that children are independent beings with desires and feelings like adults.

Singing of Children (Media Changbi) – Written by Do Jong-Hwan

The book *Singing of Children* sheds light on the life story of children's songwriter Jeong Sun-Cheol who lived in the same era as Bang Jeong-Hwan. Jeong Sun-Cheol is a grandchild of Choi Si-Hyeong, the 2nd leader of Donghak. Jeong Sun-Cheol devoted himself to the children's rights movement as he bore his grandfather's words to his heart: "Don't hit children, and don't make them cry. Even a child served the Hanul (天, equivalent to God), so beating a child is the same as hitting the Hanul."

He made children's songs loved by Korean citizens but was not recognized enough due to the division between North and South Korea. Therefore, the book brings the main actors of the children's rights movement from a hundred years ago, who were relatively unknown.

The World of Children (Sakyejul) – Written by Kim So-Young

Recently, among the storybooks that talked about children in Korea, the best-sellers with the most significant impact were released as a new special edition in *The World of Children*. The writer Kim So-Young worked as an editor of children's books for around ten years. He runs a children's book club now. The writer looks back on how society treated children through episodes children directly experienced. The book was introduced in a section of *Sakyejul 40, The Book·People·Nature*, in the 40th-anniversary exhibition of Sakyejul Publishing. It gained positive responses from many readers and led to a meaningful discussion on children. The royalties generated from sales of the special edition will all be donated to the rehabilitation of children with disabilities.

Talking to a Crying Child (Arles) – Written by Byeon Jin-Kyung

A reporter of *Sisa IN* looked deeply into issues that threaten children and teens' lives and livelihoods and the hidden stories lying under "accidents and numbers shown to the public."

The stories were written in the book *Talking to a Crying Child*. Korean society, seen from the view of the writer figured through several years of new collection activities, was “a harsh world for children.” Adults establish laws and systems and vote for the short-term profit than the children’s future. Children’s voices have been muted for a long time. The book reveals the reality children face while being put on the margin of human rights: child abuse, traffic accidents happening in and out of School Zones, children’s dirt-covered meals (meals of a low-income family), education gap from COVID-19, the reality of child labor as a child YouTuber, hatred towards children of prisoners and refugees. The book also shows clues to resolving issues through discussions with children’s rights protection specialists in and out of Korea.

Why We Need to Read Children’s Books Now

Children’s Day has been around us for the past century, but children’s rights in Korea have a long distance to walk. According to the Ministry of Health and Welfare’s Comprehensive Surveys on Actual Conditions of Children (2018), Korea ranked the lowest among the OECD member states on the life satisfaction level of children and teenagers. No Kids Zone, which limits children’s access to restaurants, and words that look down on children, such as Syllables+*Rinnie* (a word depicting a premature person as a child) or *Jamminie* (a buzzword belittling children), show how

Koreans recognize children as beings without the same rights as adults. Save the Children, an international children's rights NGO, analyzed law-making activities of the National Assembly and found out that laws and regulations proposed by the 21st National Assembly in 1 year for children only accounted for 5.4%. The ratio is only one-third of the children's population ratio in Korea, 15%.

For that matter, Save the Children ran a campaign requesting the national assembly as it is the organization that builds the foundation of Korea. Furthermore, save the Children asked them to show interest in children's lives as Korea meets its Children's Day. The campaign Picture Book Reading National Assembly consisted of activities, including 300 of the 21st National Assembly members reading picture books on children's rights and posting videos promising legislative activities for children on social media. In addition, 9 publishers (Dourei Books, Moonji Publishing, Munhakdongne, BIR Publishing, Book Bank Books, Sakyejul Publishing, Iyagikot Publishing, Changbi Publishers, Hyeonamsa Publishing) participated, and children's literature critic Kim Ji-Eun selected 16 picture books under diverse themes: child abuse and domestic violence, sexual discrimination and violence, war and conflict, climate risk, attitude towards children, inequality (poverty), alternative child rearing (adoption), children with disabilities, and refugees.



The campaign, Picture Book Reading National Assembly ©Save the Children

Books selected by the “Picture Book Reading National Assembly”

<p>Child Abuse and Domestic Violence</p>	<p><i>Because of Me</i> (Written by Park Hyeon-Ju, published by Iyagikot Publishing) <i>Moonlit Night</i> (Written by Jeon Mi-Hwa, published by Changbi Publishers) <i>The Queen of Lego Land</i> (Written by Kim Gae-Mi and illustrated by Kim Jeong-Eun, published by Changbi Publishers)</p>
<p>Sexual Discrimination and Violence</p>	<p><i>The Big Bad Wolf in My House</i> (Written by Valerie Fontaine and others, published by Dourei Books) <i>Shoot! I am the Soccer Champion</i> (Written by Heo A-Seoung, published by BIR Publishing)</p>
<p>War and Conflict</p>	<p><i>The Cat Man of Aleppo</i> (Written by Irene Lathom, Karim Shamsi-Basha, and others, published by BIR Publishing) <i>Corn</i> (Written by Kwon Jeong-Saeng and illustrated by Kim Hwan-Young, published by Sakyajul Publishing)</p>
<p>Climate Risk</p>	<p><i>Red Muffler</i> (Written by Sen Woo, published by BIR Publishing) <i>Snow Storm</i> (Written by Kang Kyung-Su, published by Changbi Publishers)</p>

Attitude towards Children	<i>The Tomato Standards</i> (Written by Kim Jun-Hyeon and illustrated by Song Seon-Ok, published by Munhakdongne) <i>Look at Me</i> (Written by Choi Min-Ji, published by Changbi Publishers)
Inequality (Poverty)	<i>Next Month</i> (Written by Jeon Mi-Hwa, published by Sakeyjul Publishing) <i>My Home</i> (Written by Cho Won-Hui, published by Iyagikot Publishing)
Alternative Nurturing (Adoption)	<i>Today's Sunshine</i> (Written by Yun Seul and illustrated by Keuk Ji-Seung, published by Moonji Publishing)
Children with Disabilities	<i>Look Up!</i> (Written by Jung Jun-Ho, published by Hyeonamsa Publishing)
Refugees	<i>What Is a Refugee?</i> (Written by Elise Gravel, published by Book Bank Books)

The nominated books on each theme are as shown above. The books are worth reading as people look back on the spirit of Bang Jeong-Hwan, who believed that the future of a nation lies in children on the 100th anniversary of Children's Day.

SPECIAL PROJECT

[Korean Scholars ⑥]

**103-Year-Old Philosopher
Kim Hyung-Seok****A Song of Happiness and Hope by a Sage in His 100s**Written by Kim Young-lhm

Living up to 100 years has become common in modern society. We are now preparing for a world in which people live even longer than 100 years. However, a 100-year life might not always be a blessing or joyful experience since how well we spend those years matters as well. This is an overwhelming task since we don't have any established guidelines on how to prepare for the time when life expectancy exceeds 100. That is probably why we turn to Professor Kim Hyung-Seok, who is leading a successful life in his 100s as an intellectual and a "true grown-up." Let us explore the inspiring life of Mr. Kim, who is enjoying longevity in his own productive way and teaching us what it is like to lead a happy life as a responsible adult.



A Contemplation on the Journey towards Dying-Well Through Aging-Well

A Korean independence activist Kim Gu (1876-1949) (pen name: Baekbeom), once said, “The path that I take today is a milestone for followers tomorrow,” which highlights the importance of making the most of every moment in life and leading by example. Although his remark makes perfect sense, it is apparently easier said than done. This is especially true when we discuss the path that we have never taken, and we all feel the same, as getting ready for a centenarian’s life is completely new to us. Therefore, we are suddenly left with a challenge to figure out how to spend those years well while we have no idea what it is like to be a centenarian.

Against this backdrop, it is all the more grateful and relieving that we have a wise grown-up who can give tips on how to address the challenge. He is Professor Kim Hyung-Seok, the “103-year-old Philosopher”, who still leads a healthy and organized life and shares his life-long insights and lessons with younger generations. Mr. Kim is considered the epitome of aging well. The professor adheres to his daily routine by starting the day at a fixed time and having simple meals, and never neglects reading and writing, which deserves utmost respect and applause.

Professor Kim is Korea’s 1st generation philosopher and has written a number of best-selling books, including *After Living 100 Years* (Denstory), *The Diary of a Centenarian* (Gimm-Young Publishers), *Kim Hyung-Seok’s Answers to Questions About Life* (Miryubook), *Let’s Be Happy* (Gimm-Young Publishers) and *For My Remaining Days* (Gimm-Young Publishers). He said, “The key to staying healthy and happy while aging is a sense of mission that drives you to finish the marathon of life.” Mr. Kim is still an active lecturer and writer despite his age. Of particular note, he introduces his approach to happiness in life as a philosopher in his essays that compile his reflections on life. As such, the essays contain the lifelong wisdom that he has steadily built along with his silent but faithful and wonderful journey through a century.



*After Living 100 Years, The Diary of a Centenarian,
Kim Hyung-Seok's Answers to Questions About Life, For My Remaining Days*

Professor Kim, who is enjoying a centenarian's life that everyone aspires to, shares his thoughts on happiness in his essays. He defines happiness as “a sense of accomplishment from fulfilling responsibilities assigned during a life of dignity,” “a state where one can pursue his or her dreams and the outcome achieved from doing the best to realize them,” and “something that we can enjoy only when the values we cherish drive our lives.”

Further, the centenarian describes death as “finishing the marathon of life” and “returning to where we originally came from.” His works demonstrate his content life where he practices aging-well and dying-well without worrying about death. Professor Kim's ideas on life contained in the essays gently move and resonate with the readers.

A Role Model Paving the Way Towards the Blissful Life of Centenarians

Professor Kim passes down his wisdom and lessons through philosophical reasoning based on his sharp insight that

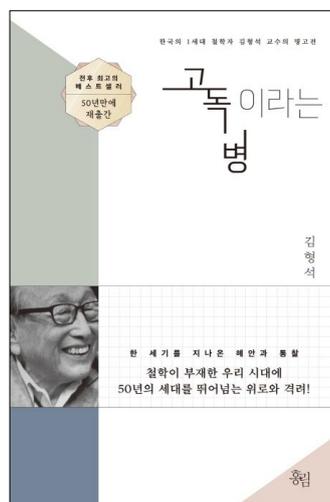
sometimes touches the heart. As an intellectual of our time, he now demonstrates that age is only a number. In his essays, he shares his lifelong experience and knowledge with readers while conveying encouraging and heart-touching messages of happiness to those who remain anxious and clueless before the new norm of longevity. The messages from his works always boil down to leading a “blissful life.”

Mr. Kim devoted much of his career to educating younger students as a professor in the Philosophy Department at Yonsei University. He published several textbooks on philosophy over his tenure. The publications provide a broader understanding of philosophy and self-development, and are must-read books for readers with great curiosity in philosophy as well as philosophy majors. Professor Kim’s textbooks, including *Introduction to Philosophy*, *Philosophy 101*, and *Understanding Religion Through Philosophical Perspectives*, are similar to his essays in that they all discuss the essence of life. However, in the books and essays, his greatest focus is cultivating a life that is filled with happiness.

In many of his essays that deal with happiness, Mr. Kim acknowledges that “happiness comes in multiple forms, as it is a subjective value” while pointing out that “the correlation between success and happiness” is not always true. He also offers a piece of advice that “people in the middle class with a mentality of the upper class are more likely to stay happy and contribute to their community.” That is to say, in order to achieve “genuine

happiness,” people should pursue not only individual happiness but the well-being of the overall society. This is a resounding message to those living in a highly advanced society but opt for an individual and fragmented lifestyle.

Moreover, Professor Kim believes that people should continue to work and read in order to make progress even after they turn 60. He also explains that constant reading, learning, working, and enjoying hobbies are some of the keys to staying happy, and he is indeed putting his money where his mouth is. In this regard, it is safe to say that Kim is a man filled with happiness, who is enjoying a centenarian’s life that is happier and healthier than anybody else and that everyone aspires. His lifelong journey toward intelligence and happiness is well described in many of his essays, starting from his first publication, *The Illness of Solitude* (Hongrim). Most of his books were selected as best sellers, praised as masterpieces of essay literature, and lighthouses on the voyage of life.



The Illness of Solitude

We all want to live a happy life and make wise decisions along the way. As we grow older, we want our remaining days to be happy and healthy, and to live long. Conveying a resonating message of “let’s be happy,” which happens to be the title of one of his essays, Professor Kim tells us from the heart that “my life has always been full of happiness.” Then, in a calm and grave voice, he offers his life lessons, which give us a chance to ponder how to lead a beautiful and motivating life as future centenarians.

EXPORT CASE

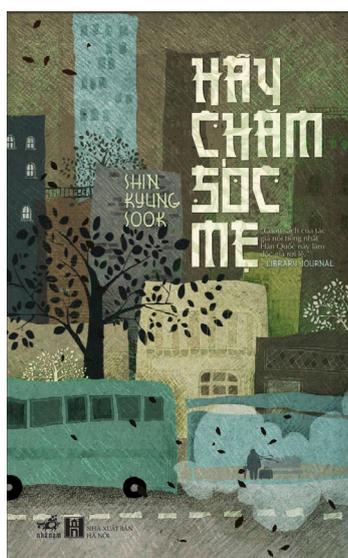
**12 Years of Publishing
Korean Books in Vietnam**

Written by Nguyen Xuan Minh
(Rights manager, Nha Nam publishing company, Vietnam)

Nha Nam is one of the leading literary book publishing companies in Vietnam, and one of our main goals is to introduce the world's literary works to Vietnamese readers. Since our founding in 2005, Nha Nam has purchased the rights to many works from the UK, France, USA, Germany, Canada, China, and Japan and accomplished certain achievements. However, at the time, although we were keen to publish Korean books, we had quite a few difficulties finding books and contacting Korean copyright owners. Moreover, we did not have much information about Korean literature, nor did we have editors who could read and translate Korean. We could only refer to information through other languages such as English, French or Chinese. At that time, although not many Korean literary books were published,

Korean dramas were widely known in Vietnam, so we decided to experiment with the book that had been adapted into the drama *Coffee Prince* (EyeNHeart), which was very popular with Vietnamese audiences. However, we could not publish the book because the proprietor demanded a much higher royalty than we could afford for the average book in the Vietnamese market.

It wasn't until 2009 that a representative of Nha Nam attended the Beijing Book Fair and was fortunate to meet Imprima (Korean agency) Korea's representative, Mr. Joseph Lee (the founder of the KL Management agency). Mr. Lee is knowledgeable about Korean literature as well as the Korean book market, and introduced us to numerous well-written and interesting books. After that meeting in Beijing, with Mr. Lee's help, we acquired the rights to two greatly valuable literary works, Shin Kyung Sook's *Please Look After Mom* (Changbi) and Kim Yong Ha's *I Have the Right to Destroy Myself* (Munhakdongne).



Vietnamese cover of *Please Look After Mom*

After meeting with Joseph Lee, it became much easier and more convenient to communicate with Korean copyright owners. Through working with Korean copyright agencies such as KL Management, and Eric Yang etc. we are continuously updated with new titles that stand out in the Korean market. In addition, we are provided with a basic summary of the content and information about the author in English and, if necessary, sample books or PDF copies for review as soon as required. We also receive information about publishing sponsorship and copyright owners. All of these are extremely useful sources of information for us to choose the right books for Vietnamese readers. Moreover, working with agencies that are familiar with Vietnam's book market helps us purchase the translation rights of Korean books for a more reasonable fee.



Korean Books Published by Nha Nam
*Almond (Changbi), Youth, It's Painful (Sam & Parkers),
You Must Be Shaken a Thousand Times to Become an Adult (OUA)*



Korean Books Published by Nha Nam

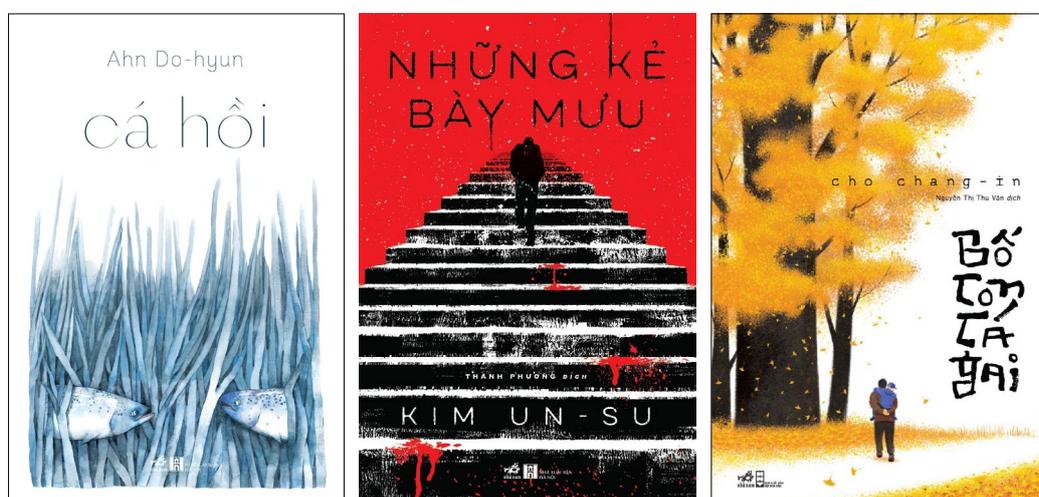
Dear Youth (Risu), *The Tunnel* (Jackkawabipyeng), *The Girl Who Writes Loneliness* (Munhakdongne)

Since 2012, we have been participating in the Seoul Book Fair, meeting directly with Korean publishing partners. As a result, we have begun to pay more attention to genres of books other than literary ones. Since then, Nha Nam has attended the Seoul Book Fair almost every year to meet with new partners and update more publishing trends as well as the newest and most highlighted books in Korea.

Also, Korean publishing partners are highly active. They regularly come to Vietnam to get to know the market, meet with Vietnamese publishers and organize seminars to introduce their latest books. In addition to the meetings in Seoul and Hanoi, Nha Nam and our Korean publishing partners also had meetings at the Frankfurt Book Fair, the London Book Fair, and the Bologna Book Fair etc.

Thanks to the continuous efforts of both sides, along with the enthusiastic support of Korean cultural agencies such as KPIPA

(Publication Industry Promotion Agency of Korea), Paju Book City, and the Daesan Foundation etc. we have increased the number of copyrighted books from Korea through the years, and expanded our interest in various genres such as educational books, comics, romance novels, essays, business books, self-help books, children's books, picture books, coloring books etc. Nha Nam has become one of the biggest publishers of translated Korean books in Vietnam. Due to the Covid 19 pandemic, we have had to reduce the number of books published in the last two years. However, in 2022, we expect to publish 10-12 new Korean books and will increase this number to 20-30 in the next few years.

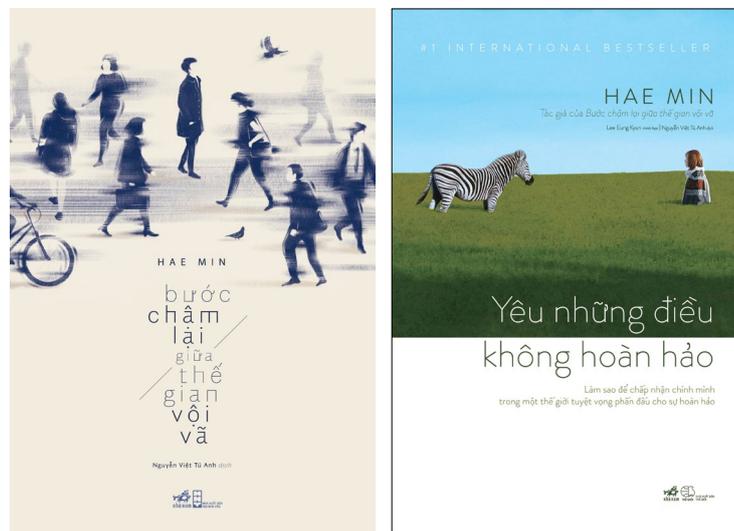


Vietnamese cover of *Salmon*, *The Plotters*, *I Will Always Love You*

In the literary book category, after *Please Look After Mom* and *I Have the Right to Destroy My Self*, we acquired the rights to more Korean literary books, such as Ahn Do-hyeon's *Salmon* (Munhakdongne), Gong Ji-young's *Mackerel* (Hainaim), Han

Kang's *Human Acts* (Changbi), Pyun Hye Young's *Ashes and Red* (Changbi), Kim Un-su's *The Plotters* (Munhakdongne), Jeong You-Jeong's *28* (EunHaeng NaMu), Jo Chang-in's *I Will Always Love You* (Sanjibook) etc.

In addition to our knack for literature, as mentioned above, we have also introduced to Vietnamese readers the children's literary works of Hwang Sunmi, Kim Yunjung, picture books by Lee Rury, and inspirational books by Kim Rando, Haemin Sumim, Pomnyun Sunim. In particular, Haemin Sunim's two books (*The Things You Can Only See When You Are Slow Down* (Suo Books) and *Love for Imperfect Things* (Suo Books)) are very popular with Vietnamese readers and are two of our best sellers.



Vietnamese cover of *The Things You Can Only See When You Are Slow Down* and *Love for Imperfect Things*

Korean books have not yet had a strong impact on Vietnamese readers like Korean dramas and K-Pop have done, but they have indeed left a deep impression. We often receive a lot of

thoughtful and touching reviews about Korean literary works in Nha Nam Reading Club, a reading group with nearly 150.000 members that Nha Nam founded. We also often receive letters and messages from readers, introducing Korean books and asking Nha Nam to buy the copyright and publish a book that they love in Vietnamese. This shows that more and more Vietnamese people are interested in Korean books, as in the past, we often only received similar demands for English, Chinese, and Japanese books.

However, despite receiving a lot of valuable support both in finance and introductions to Korean translators, our biggest difficulty today is lacking people who are competent in both Korean and Vietnamese to translate literary works into Vietnamese. We hope that this situation will change, as currently, the number of students learning Korean has increased significantly compared to the time we started searching and buying Korean book rights.

BOOK TRIP

[Korean Libraries with Themes ①]

The Factory of Contemporary Arts in Palbok, Poplar Tree Picture Book Library

Children's Dream Factory Growing with Picture Books under Fully Blossomed Poplar Trees

Written by Kim Young-lhm

It is no exaggeration to say that Jeonju, the city represented by its old-fashioned Hanok village, is the center of Korean culture. The city embraces diverse cultures and is even called the city of *Yehyang* (芸郷: a town full of artists). Moreover, as the center of K-content, the city boasts its relish as a place to experience and enjoy the diverse Korean cultures and values. Also, Jeonju has unique libraries under different themes all over the city, stimulating the urge to fill one's needs for intelligent and cultural experiences. Recently, through urban regeneration projects, old and archaic places are enlivened as creative areas for people to visit as the city widens its horizon as an artistic city. One of the representative places is the Factory of Contemporary Arts in Palbok, which consists of rooms reserved for creative activities,

displays, and culture and arts education facilities. A picture book is the foundation of art education there. The characters are well reflected in the Poplar Tree Picture Book Library, which creates a variety of contents as a multicultural space filled with artistic energy.



Reborn as a Children's Dream Factory like a Poplar Tree Blossoms

The factory complex in Palbok-dong enjoyed the high time of the manufacturing industry until the early 1990s as a region full of cassette tape factories. The site symbolizes the prosperous era Jeonju enjoyed as an industrial city. However, with the rapid digitalization, cassette tapes disappeared along with history, and so did the factories. A factory that operated briskly during the era was left in ruins for 25 years. Then in 2016, the space was recreated as one that befits Jeonju, the city of Yehyang. The factory was reborn as a space for culture and art where

exhibitions, creative arts, and cafes harmonize. In addition, the Picture Book World for young children opened in 2021. The name the Poplar Tree Picture Book Library derives from a poplar tree colony, which blossoms every spring like the way popcorns pop.

The library, which opened in April 2021, owns many different pop-up books. Like its books, the library's exterior is three-dimensional, like a page from a pop-up book, stimulating children's curiosity. The library put a wide exhibition table to help visitors freely read pop-up books and enjoy three-dimensional picture books. The library adopted a system that shows videos on how one can read books displayed in acrylic boxes. The books were put into boxes to prevent them from being destroyed. One of the most eye-catching characteristics of the Poplar Tree Picture Book Library is its variable use of space. Rather than limiting children's activities through rules, the areas lead children to be inspired by books and engage in diverse artistic activities. At regular times, the spaces are used for display and browsing. When there are book-linked programs, the exhibition table is moved to the side to give room for a workshop or stage. The space is made to serve diverse roles based on situations.



The Poplar Tree Picture Book Library Opening Ceremony



Picture book activities – Making Pop-up Books (Left), Building Chairs for Reading (Right)

There are additional features in the space. To enter the library, one has to cross the container bridge outside the Factory of Contemporary Arts in Palbok. The overall landscape can be seen at a glance once a person is on the bridge. To let people fill the scenery with their favorite images, the library put coloring postcards which were made through collaboration with the illustrator Nana Kim, who is actively working in Jeonju.

The Library Embraces Diversity, like the Way It Owns Various Genres of Picture Books

The Poplar Tree Picture Book Library, the library with diverse picture books, aims to be a fun artsy playground disguised as a library. The library wants to become a place where any visitor can feel the charms of picture books. A picture book is an art piece as well as a play toy. Though the size is not big, the library runs exhibitions under themes. It collects relevant books to build its identity as a picture book library. One of the library's features is its exhibitions. Instead of buying a collection of books and putting them on the bookshelf, the library runs exhibitions under a theme for at least six months. Then, it changes the composition of the space to show new picture books. Themed exhibition is a way to induce curiosity about picture books. To highlight its characteristics, the Poplar Tree Picture Book Library builds a list of books to display after consulting with experts from institutions, like the Publication Industry Promotion Agency of Korea, owners of local independent publishers, writers, publishers, book curators, and members of a bookstore network.



The inside of the library

Thanks to the hard work of the Poplar Tree Picture Book Library, visitors are delighted with the library for having picture book sections with different languages, Korean books, Bologna world children's books, Bratislava illustration biennale, and many others. It shows the strong commitment of local institutions to provide joyful experiences to their residents. Especially, visitors highly commend Korean picture books in the library. The books are translated into various languages while reflecting cultures to help show the prowess of Korean picture books and printing culture. In addition, visitors can compare the translated versions in the library with the original version and see how the text changes as it reflects different cultures in the country to be exported.

Also, there are many foreign visitors thanks to the collection of diverse picture books from different countries. Picture books in libraries are understandable without text, which helps people access them without worries as it lowers the language barrier. The visitors range from illiterate children and foreigners to adults who like taking creative views of children. The library became the space where barriers from language and age crumble under picture books.

Double the Joy in Reading Books by Organically Combining Books with a Wide Range of Art Genres

Another pride of the Poplar Tree Picture Book Library is that the library runs exhibitions throughout the year as a place befitting its location in culture and art space. The exhibition named the Korean Picture Books Loved by the World is held until the end of June. The collection shows both Korean and translated versions of picture books exported to the world and got many visitors. Publication Industry Promotion Agency of Korea and Jeonju Cultural Foundation co-hosted the event. You can find 154 volumes of 75 editions sorted under different themes exported to France, the US, and Spain. So, consider visiting.

Afterward, the library plans to become a children's library for art activities using picture books. Picture books' traits, such as being playful, artistic, and literary, are used in planning programs applicable to toddlers, children, juveniles, and adults. Projects

will help create more creative art activities for kids based on the warmth and art provided by the space. Also, the library plans to change exhibition projects so that picture books can organically integrate with a wide range of arts. It will run a program that links an exhibition and diverse arts to make the library more than a place to read books. It aspires to break down barriers and widen the horizon to create a culture and art space where one can experience culture and arts through creative activities.



Exhibition poster that shows collaboration with the illustrator Nana Kim, "Korean Picture Books Loved by the World"



Exhibition "Korean Picture Books Loved by the World"

Jeonju, the cultural city of books, strengthens its position by building libraries under different themes. Among those libraries, the Poplar Tree Picture Book Library plays its full role as a growth plate that helps children grow their emotions and dream big through books. Moreover, the Poplar Tree Picture Book Library is a place that promises a prosperous future to children.

A short interview with the Factory of Contemporary Arts in Palbok, the Poplar Tree Picture Book Library

1. Are there any tips or beneficial programs for using the Factory of Contemporary Arts in Palbok, the Poplar Tree Picture Book Library?

The Sunny Cafe has a small room for picture books in Building A. You can drink whatever you want at the cafe and read books recommended by the Jeonju bookstore network, the Bookstore Keeper, and picture books sorted under themes.

2. Is there anything you would like to show about the Factory of Contemporary Arts in Palbok, the Poplar Tree Picture Book Library?

The pride of our library is a project that links art activities for kids and librarians, the manager of the library. Libraries are not simply operated as facilities. The content filling the space needs continuous care and love. Also, employees in charge of art education manage areas and plan projects, not librarians. This form of operation differentiates the Poplar Tree Picture Book Library from others. In other words, the Poplar Tree Picture Book Library boasts art activities for kids linked to projects planned and run by librarians who greet visitors at the library entrance.

3. Please tell us more about the pride of a library with differentiated concepts and special services for visitors.

It is hard to find signs that say to be quiet or not run in the library. We hope children visiting the library can find joy in reading picture books, express their impressions freely, and gain artistic inspiration from art activities for kids through picture books. You can sign up for book programs for children on the Factory of Contemporary Arts in Palbok homepage to join. We hope you visit, rest, play, and be happy at the library!

The Factory of Contemporary Arts in Palbok, the Poplar Tree Picture Book Library

Homepage: palbokart.kr

Phone: +82-63-211-0288

Address: 46 Guretdeul 1-gil, Deokjin-gu, Jeonju-si, Jeollabuk-do

ONE-LINER QUOTES

A Korean Literary Translator's Pick

Written by Anton Hur (Korean Literary Translator)



**The Earth Is Fine:
It's the Humans Who're Doomed**

Kwak Jae-sik, Across Books



I don't believe in interpreting climate change as some legend of a Biblical deluge.

Climate change doesn't destroy the planet itself but brings about drought, floods, heat waves, and freezing colds, affecting the most disenfranchised among us.

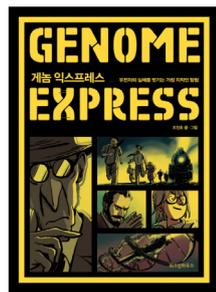
When was the last time you read a book about environmental issues that wasn't written by an American or a European? Calling South Korea a part of the Global South or the Global Majority would be a bit of a stretch at this point in history, but we still have a unique perspective to contribute to world environmental discourse as the first country in modern history to transition into

an international donor nation. There are still millions of Koreans who remember what it was like to starve and have to prioritize economic growth over environmental sustainability. South Korea will always have something interesting to say in any economic growth discourse, and this book, a science bestseller in a nation full of scientists, is our latest hope for a consensus that will save the planet.

The Earth Is Fine: It's the Humans Who're Doomed (Across Books) is by renowned science fiction author Kwak Jae-sik whose legendary prolific output makes us forget that he is actually an environmental scientist during the day. Kwak is a certified genius and graduate of KAIST, one of the world's most prestigious STEM universities, where he studied Nuclear Physics, Particle Physics, and Chemistry. This book is written for a general audience and deals with the tyranny of climate change and how it affects humanity, and more importantly, how we can change things for the better.

In the first part, he lays the groundwork: what exactly do we mean by climate change, and what do environmentalists mean when they say Earth is doomed (hint: it's not, it's humanity that's doomed). In the second, he discusses the various technologies such as alternative energy sources that we are utilizing to mitigate our energy consumption's effects on our environment, such as hydroelectric power, the hydrogen economy, and why we can't keep drilling into Earth's crust for geothermal power (it causes earthquakes). In the third, he lays out a fascinating plan

to save humanity from destroying itself, such as transitioning into 100% electric infrastructure and unleashing the power of the hydrogen atom.



Genome Express
A Most Intellectual Journey in Revealing the Truth of Genes
Cho Jin-ho, Wisdom House

There are still those who believe DNA is all there is to genetics, that genes themselves are a completely material substance.



But our journey into the world of genetics has come to a point where we're beginning to suspect whether genes are, indeed, only material.

While we're on this science theme, why not also look at *Genome Express: A Most Intellectual Journey in Revealing the Truth of Genes* (Wisdom House) by Cho Jin-ho. OK, so a graphic novel on genetics is perhaps something you've already seen before, but this book really is different from other educational graphic novels! It brings together different scientists across space and time to explain how the genetic model came about: what is DNA, how did we discover it, how did we know where to look and what to look for, how does DNA “turn into” a human being, and what exactly happens in a zygote that creates cell division and specialization.

I was especially fascinated by Schrödinger (of the Schrödinger's cat experiment fame) postulating on the existence of an

“aperiodic crystal” as the true genetic material. This speculation would lead to scientists eliminating different components of the chromosome until they’ve successfully zeroed in on deoxyribonucleic acid (DNA) as the location of all our genes. But this is where it gets dicey: does DNA truly contain all the information necessary to create a living being from scratch? If not (and the answer, spoiler alert, is that it doesn’t), what more does an organism need to pass on genetic information to the next generation? And dare we call such vectors “genes” as well?

This book is an extremely well-written and illustrated philosophical treatise on the science of genetics, so full of surprising twists and turns and extreme close-ups of proteins and other molecules that it is clear, even to a mere literary translator who works mostly with fiction and poetry, why this story could only be told in graphic novel form.

KOREAN PUBLISHERS

A Thousand Hopes

The Butterfly Effect: the Wind of Reading Sows Hope in Children



Logo of A Thousand Hopes

One of the good habits parents should help their children build is reading. Reading develops a child's thinking abilities and creativity, which serves as stepping stones to leap towards a greater future. Therefore, it is very important to help children read good books and build a reading habit. A Thousand Hopes is a publisher specializing in children's books, which has been publishing books with the hope that children will develop the

habit of reading and enjoying books. And it has been creating a butterfly effect, where the wind of reading it arouses opens the path for children's growth full of hope. Following is an interview with Choi Jin, CEO of A Thousand Hopes, which has been a good book friend for children, expanding the horizon of children's books.

Please introduce to the readers overseas what kind of publisher A Thousand Hopes is. Also, please tell us the meaning of the name "A Thousand Hopes."

A Thousand Hopes is a publisher of children's books established in January 2011. In Korean, *baram* (the publisher's name is read as *Cheongaeui* (meaning thousand) *Baram*) has two meanings - "wind" and "hope." The name was made to mean "a thousand hopes for our children." We make books with light hopes such as "Hope you have many friends" and "Hope you like nature." Nowadays, we go further and hope that "a thousand dreams of children toward the world" are put in each book we make. The world we pursue is where there are a thousand children and a thousand dreams.

What was the reason A Thousand Hopes chose to mainly target children and teenagers?

Before I set up A Thousand Hopes, I worked as a marketer for children's books at a publisher for a long time. Then I started my own business, choosing a field I was particularly familiar with. But the reason A Thousand Hopes continued to be a children's book publisher for 12 years is because we love children's books. It is not common for children's books to receive a spotlight like those for aged readers or become bestsellers, but I believe that it's a genre that ought to be recognized if you publish good content with consistency. It is also a great delight to watch our readers grow. So A Thousand Hopes will keep on focusing on children's books so that our books can help them grow.

Your books cover a variety of topics. What is the standard you have for choosing a manuscript?

Any publisher will have similar answers to that. First, we think about whether it is a topic for children. Then, we see if it is fun enough to read to the end, as it enables children to empathize with the story and learn something from it. It's the same for all the other genres, whether literary, humanities, practical, or young adults. As childhood is an important period in life, we try to catch two rabbits at once – entertainment and growth. If we were to add one more thing, it is the perspective on the topic. Too

biased manuscripts or unverified arguments cannot be included in the books we make.

A Thousand Hopes is also famous for its excellent, colorful picture books. What do you prioritize when publishing picture books in particular?

As we publish picture books that we are lured to, it is hard to decide clearly how we choose one for publication. But the first thing we look at is whether our young readers can understand the book and enjoy the pictures and the story together. It would be even better if the book includes a social message or viewpoint based on needs and diversity.

Also, picture books we pursue are “books read and empathized with by the guardians and children together,” and for that, we need the books to be understandable for the young readers. Also, as they are picture “books,” both pictures and stories should reach a certain level of quality. And we hope that picture books made through such efforts are read by children around the world, helping them create their own stories while reading them again and again.

They say that the type of books children and teenagers read and how they build the reading habit have a great influence on living a life close to books. Therefore, A Thousand Hopes might feel more responsible in this aspect, and must be more careful and strict about publishing books. What do you think about this?

We have a mission to make “books that befriend children’s healthy growth.” We believe that there is a realm that can only be reached by books and cannot be replaced by other content. As growing children have no set values in their life yet, they might be more susceptible to each of the books they read. So, we would like to make books that provide and teach more important things than school grades, such as having a moment to think, the attitude to look at the minds of myself and others, and the power to learn by oneself.

A Thousand Hopes recently hosted a children’s poetry contest and has been steadily opening special classes related to picture books. It is also known that you support all sorts of library events, such as the “100th Children’s Day Celebration.” What do you think is the effect of running various book-related programs on readers or publishers?

A Thousand Hopes is famous for running many events. We go if anyone calls us. The reason is simple. It is fun. Readers feel the “joy of doing activities themselves,” and we are reinvigorated by their response.

We recently hosted a children's poem contest titled "Tina's Paper House" under the slogan of "Find a Child Poet," and received such a good response from the participants. It was where the children read the children's poem collection *Tina's Paper House* and expressed their feelings through the poems they wrote. After the contest, we received many messages from the participants, thanking us for setting the stage for children to build on their dreams and respecting them as "child poets." When we host events at libraries on Children's Day, we get feedback that our support at the exhibition of original pictures and images at the photo zone helped the guests enjoy the program. It is always a joyful experience to communicate with readers in person and exchange each other's minds.

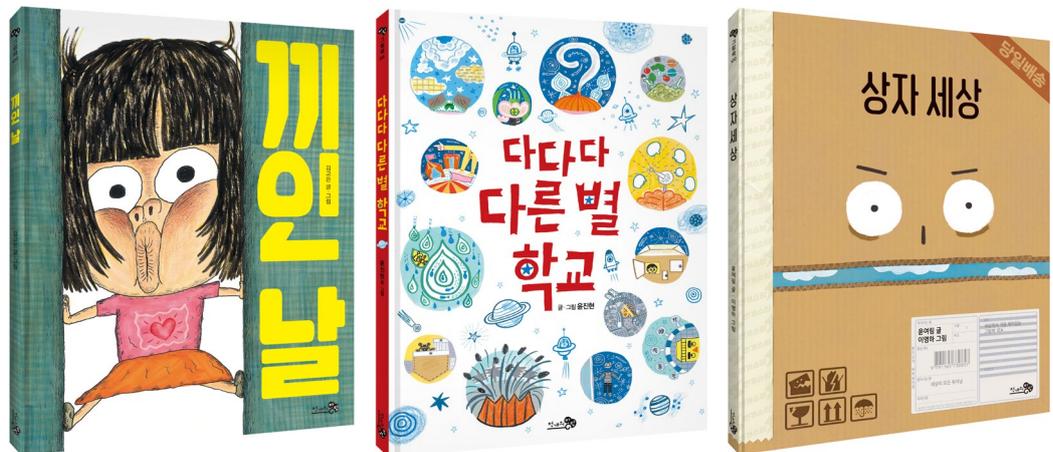
What are some of the popular books that A Thousand Hopes can proudly recommend?

Let us introduce one picture book for each age. For toddlers, we recommend reading *Stuck*, a widely loved picture book for its compelling cover and witty story. Children feel emotions and build their thinking power through their daily life in relationships with their family and friends. It would be nice for them to think about having happy relationships as they read the book.

* Go to the book trailer of *Stuck*
youtu.be/qq8hVV7FWTY

For the first graders, we recommend *We are All From Different Planets*. All the friends in class have different looks, as if they were from different planets. Knowing which planet you came from is a chance to understand yourself and feel proud. Also, you will be able to respect the different looks of your friends.

Lastly, for all ages, try reading *Box World*. As we pursue convenience, garbage piles up, devastating the environment. It is realistically impossible to resolve the issue right away, but wouldn't it be a good start to protecting the environment by being aware of how serious the situation is? While environmental issues are arising across the world, the book has brought about a fresh, good wind to think about them.



Stuck, We are All From Different Planets, and Box World

Could you please introduce to our readers some of your newest titles?

A Thousand Hopes has been making new attempts, which can be found in the following two books. The first one is *Will Long*

and Pong Become Earthlings? which is a picture book merged with comics. It vividly depicts the dark sides of our society that are commonly seen, such as fighting for sides based on various yardsticks, hate comments, and unhesitatingly spoken discriminative speech. As such, there are many topics to talk about in the book, such as diversity, discrimination, and media. It is recommended for all age groups, from children to adolescents, and even adults.

The second book is the picture book *A Lot of Things*. This book talks about many stories through pictures. It tells readers who struggle, thinking how insignificant and trivial they are, that we can be together because we are one of the many things. The world where we are together is quite fun. You can hear the voice from your heart through beautiful pictures that open your eyes wide.

* Go to the book trailer of *A Lot of Things*
youtu.be/6tmpwrNZAT0



Will Long and Pong Become Earthlings? and *A Lot of Things*

What efforts are you making to strengthen your position in the overseas market, and what kind of books have you published internationally until today? How did the local readers respond to them?

We participate in book fairs at home and abroad, either by ourselves or through commissions. And as the opportunity to meet face-to-face has decreased recently due to COVID-19, we have been actively participating in online video conferences. We are continuously making efforts to promote outstanding content created by Korean authors to the world, such as distributing book trailers with both Korean and English subtitles and English portfolios.

Picture books on various topics have been exported, but we would like to introduce the *Pongpongi* series, which was exported to the biggest number of languages. It is a picture book series composed of two volumes – *Pongpongi's Heart*, which describes the vast world piglet Pongpongi met and his feelings, and *Pongpongi's Smile*, which talks about the power of a smile that defeats bad things. As the series has lovable characters, clear watercolor pictures, and rich emotions, it has been widely loved in various cultures.

* Go to the book trailer of the *Pongpongi* series
youtu.be/PQrfV_CtmP8



Pongpongi's Heart and Pongpongi's Smile

What are your future plans? Tell us how A Thousand Hopes plans to grow in the future.

We have a simple but profound goal. It is to make better books reach more children to reduce the number of children marginalized in the blind spot of reading. It is our goal to help those children meet good content and build just an average level of literacy, social skills, and language. We will continue to publish children's books only, and expand the coverage to all the children's books. One other hope is to make comics for children and teenage readers – just ordinary comics, not those educational or online comics.

KOREAN AUTHORS

Writer Bora Chung

A Creative and Fun Storyteller Who Mesmerized the World

While Korean content – or so-called K-content – is at the center of global attention these days, K-publishing has joined the hot wave. Led by works that have won international prizes, various Korean publications are being globally recognized with rising interest and popularity. Also, Korea’s publishing industry is once again receiving much attention as *Cursed Bunny* (Arzak), a short-story collection written by Bora Chung, was nominated for the Booker Prize, a prestigious literary award. Author Bora Chung writes stories with the maximum charms of SF fiction using her abundant imagination and fresh topics. Following is an interview with Bora Chung, who expressed her works as “fiction that explores the border between reality and virtual reality.”



©Arzak

Please introduce yourself to our subscribers.

Hello, I'm Bora Chung, and I'm a novelist, a translator, and the head of the Science Fiction Writers Union of Korea (SFWUK).

Your book *Cursed Bunny* has been at the center of global attention as it was nominated for the Booker Prize. How do you feel about the nomination, and what does it feel like to receive focused attention?

I still feel like I'm dreaming. But I'm very happy that I could promote Korean genre literature to the world. I didn't even imagine that I'd be nominated for the prize. As the co-presidents

of Honford Star, the publisher that published *Cursed Bunny* in the UK, would often make hopeful jokes such as “If *Cursed Bunny* wins the Booker Prize...” and “If it makes it to the final nomination...,” I first thought that they were still joking even after I saw that the book was on the list of final nominees. I’m very thankful for the heightened attention, which eventually led to increased sales, but I think it will vanish soon if another writer wins the prize. (So, I’m working really hard to sell the printed stock before the final announcement is made!)



Korean and English covers of *Cursed Bunny*

You have been giving lectures, writing stories, and even translating. While it must be hard to multitask, how are you keeping the balance? Also, what does each mean to you, and how are you managing to write stories amidst your busy schedule?

I no longer give lectures as I quit school at the end of February 2022, but when I used to teach students, I read books necessary

for my class, and translated Russian or English materials used for class or research into Korean. In that process, I got to translate works that I took an interest in, which made me think about writing stories. Also, as I also studied literary theories, I could organize my thoughts about writing fiction. Giving lectures, doing research, translating, and writing stories were organically connected to each other, but as I no longer teach nor do research, I think I might have more time for writing and translation.

When I translate, I learn many things as I meet complete, verified works of other writers who write much better than myself. Also, as there is a fixed amount of work, I can plan how many pages to translate per day or how many to leave for the next day. I also feel a sense of accomplishment as well. So, if I don't feel like writing, I translate. There, I think about how I will make my story roll, and once the storyline is complete in my head to some extent, I start writing.

You have been mainly writing SF fiction, including *Cursed Bunny*, the nominee for the Booker Prize. What made you write SF fiction, and what do you think is the charm of this genre?

I thought that I wouldn't be able to write SF as it is a difficult field, and I don't have much knowledge about science. But, then, I got to watch a documentary about agriculture and the environment one day and wrote a short story titled *Seed*, which won the excellence prize for short- and medium-length stories

at the 1st SF Award hosted by the Gwacheon National Science Museum in 2014. As I won the literary award, an “SF” literary award, I got to join the Science Fiction Writers Union of Korea (SFWUK) in 2017. So, I’m thankful for becoming an SF writer regardless of my will. I still don’t know much about science technologies or theories, but I think it is the charm of SF that you can look into the many possibilities of science which has become a part of our daily lives in a realistic, logical, and explainable way.

Cursed Bunny is comprised of 10 short stories. What was the message you wanted to deliver as you wrote them, and what do you prioritize the most when writing stories?

The title story *Cursed Bunny* was motivated by the trash dumping incident. Dumplings are born ugly, and they are food made to eat with ingredients cut into small pieces with no quality issues. The victims didn’t do anything wrong, but the news went out differently, which eventually closed the company, hurting the hearts of the family after all. But no one was responsible for the incident. Meanwhile, *Scars*, another short story included in the book, seemingly has a strong fantasy touch, but I actually wrote it thinking of child abuse. I wanted to console those with wounded hearts, but the publisher told me that they wanted to gather similar short stories and edit them under the topic of “revenge.” All ordinary people go through injustice in their lives,

and too many wrongful and unjust things happen in the world. I hope that you will find comfort in reading stories in which the main character somehow manages to get through such a world, and the characters in the novel offer even imaginary revenge. When I write stories, the most important thing is writing a story that I myself find fun to read. And when I discuss a social agenda in the story, I try my best to be careful not to hurt the victims again.

* *Cursed Bunny* by Bora Chung (trans. Anton Hur) trailer ©Honford Star
youtu.be/RpEWLxbxlxc

You are known for mainly covering fresh topics such as poverty, women, disability, minorities, and robots. It seems that you have a great interest in these topics Why is that?

As fantasy literature, SF, and speculative fiction are about finding and presenting new things by their nature, the perspective of a non-mainstream gives birth to a creative story. It is no fun to make stories with the main character with power in mainstream society as it is hard to write new stories with it.

Cursed Bunny was recognized first among overseas readers and began to gain popularity. Did you expect it to be so? Also, have you heard about the response from overseas readers in detail? What does international popularity mean to you as a writer?

I never thought that my novel would be published in other countries in other languages. Translator Anton Hur invited me several times to online promotion events held overseas, such as Hong Kong, Jakarta in Indonesia, and Berkely University in the US, all of which allowed me to see how overseas readers think about my book. I was happy because, curiously, many readers said, “It was appealing” and “It is scary but fun.” Also, about the short story *The Head*, both Korean and overseas readers said they are scared to go to the bathroom after reading it, which was quite a fun response.

Cursed Bunny wasn't a good seller in Korea, but as Honford Star told me that the book went viral through word of mouth, I get to think that perhaps the stories more suit the taste of international readers. To me, Korean readers are first, but I feel relieved and thankful that there are people reading my stories that were hidden in the shadows in Korea.

You turned into a star writer as *Cursed Bunny* became a bestseller. The publication rights were exported to 17 countries, including the UK and India, and other countries such as France and Greece are eyeing the book, and reviewing its publication. How do you feel?

I still can't feel it in my skin, and it sounds like someone else's story, but I think it's a good thing as my agency and publisher are very happy. The last story of *Cursed Bunny*, *Reunion*, has Polish lines as the story takes place in Poland, but as *Cursed Bunny* is scheduled to be translated and published in Poland, I feel a bit embarrassed. So I asked the Polish translator to fix any errors in the Polish lines I wrote in *Reunion*.

How was the chemistry with translator Anton Hur who translated your book, and is there something you would like to tell him about the nomination?

Translator Anton Hur is like a genius translator as he knows my intention better than I do and expresses it more adequately and lucidly. As two of his translations were nominated for the Booker Prize, the capacity of translator Hur has been globally recognized. You are the best, Anton!

* *K-Book Trends Vol. 37* – Go to the introduction of translator Anton Hur
www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=585&page=1&code=info&category=76

* *K-Book Trends Vol. 47* – Go to the article about Korean books recommended by translator Anton Hur
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1009&code=trend&category=64



Red Sword and To Meet Her

Among other titles than *Cursed Bunny*, which books do you think would be good to be introduced abroad?

As I'm not that proud of my works, I didn't particularly think of introducing my works to overseas readers. Meanwhile, with the efforts of translator Anton Hur, my works *Red Sword* (Arzak) and *To Meet Her* (Arzak) are up for translation, and I particularly hope that *To Meet Her* – the title story of the book *To Meet Her* – encourages and consoles sexual minorities as I wrote it for them.

You must be quite pressured as you stand under the spotlight these days. So how are you preparing for your next title, and what are your future plans?

I haven't been able to indulge in writing my next title. I don't know what to do with what's happening right now. But as people will lose interest in me when another writer wins the Booker

Prize, I think I might just live in peace and write the stories I want to write. Thank you.

PUBLISHING INDUSTRY

The Vulnerability of Production Focused on Paper Books

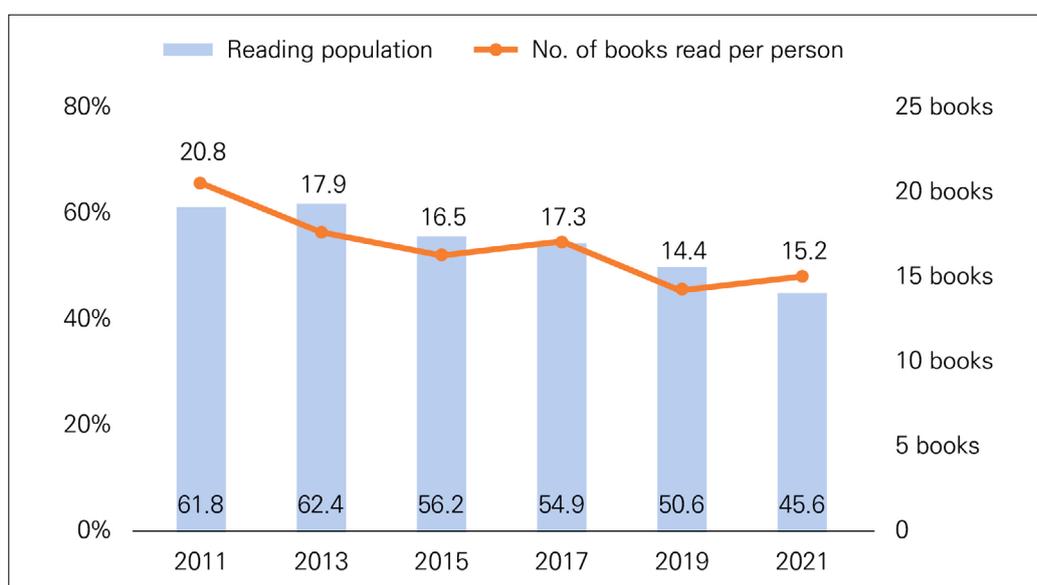
Written by Park Sang-Hyun
(Manufacturing Manager at Gimm-Young Publishers, Inc.,
and a lecturer at the Hankyoreh Publishing Academy)

The advancement of science has brought development to media, including in variety. Also, as an IT powerhouse, Korea provides easier access to all sorts of content, enabling people across all age groups to enjoy visual fun and entertainment through visual content rather than books. The significant drop in public interest in paper books – the analog – can be easily seen in the statistics of the yearly decrease in the reading population.

As you can start a book-publishing business with a relatively small financial basis, the entry barrier is not that high. If you are interested, you can take your first foot in the industry without much difficulty. However, it is at the same time the reality that most of the publishers, excluding some of the major ones, are small in size. The number of publishing companies registered

by the Ministry of Culture, Sports, and Tourism was 67,203 as of late 2020, which annually increased by 6.55% over the past 10 years on average. Of course, not all these publishing companies publish new books, but the number of producers working with these many publishing firms is relatively small in comparison, which is even decreasing each year.

Reading population and the number of books read per person (2011~2021)



* Source: Statistics Korea (11.17.2021), Social Survey Results in 2021

Number of publishers (2011~2020)

(Unit: number, %)

Category	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
No. of publishing companies	38,170	42,157	44,148	46,982	50,178	53,574	55,779	59,306	62,983	67,203
Year-on-year change	7.1	10.4	4.7	6.4	6.8	6.8	4.1	6.3	6.2	6.7

* Source: Publication Industry Promotion Agency of Korea (KPIPA)(2021), *KPIPA Trend in the Publishing Industry (second half of 2020)*

The cultural industry called publishing can be defined as an act of printing out certain works such as writings or pictures. In other words, publishing is a process of commercializing planned content using pictures and letters through a medium of “books.” As such, book production is turning intangible content into tangible books. There is no other country than Korea that puts so much effort into making books. From editing, including font size, space between letters and lines, left and right margins, sentences, and context, to devising a creative book design and making this processed content to be published as planned as possible would be the entire process of publishing a book.

As printing, postprocessing, and binding – works carried out in the last stage of book production – are an important part of complementing the edits and design done earlier and completing the book as intended, one can never let loose until the very last moment of publishing.

In Korea, most of this production process is outsourced. However, the input of facilities and human resources is critical in the manufacturing industry. The birth of a book requires a lot of equipment and much human effort. Therefore, accurate communication in each process is needed for a book to be published as intended. First of all, empathy, communication, and understanding among the editors, designers, marketers, and producers are required within the publishing companies. Then, the book’s planned publishing schedule and details, including specifications about editing, postprocessing, and bookbinding,

should be accurately delivered to the outsourced companies for efficient and effective production.

Then, what factors support an effective and efficient production, and what are those that hinder it?

First, the most basic thing is to prevent accidents from happening. Even though it might be trivial, if it causes rework, it will cost extra time and money. That is why communication between processes as well as workers should be as accurate and prompt as possible. Moreover, it is never enough to emphasize how important the professionalism of people in charge of each process is. As selecting the type of paper, printing, postprocessing, and binding are essential processes when producing paper books, securing professionals in each field becomes the competitiveness and asset of producers.

Qualified and skilled professionals guarantee high quality and work as the last resort that prevents any potential accident from happening. However, the problem is that those experts are aging; recruitment and cultivation of younger talents are yet taking place. Publishing is in a very close relationship with the printing, coating/postprocessing, and bookbinding industries. Yet, the new influx of talent in those manufacturing fields is largely lacking compared to the market size. What's more, while the industry has been struggling with the rising average age of the existing professionals, the COVID-19 pandemic has added fuel to the fire, which led to their departure to other industries. Today, there are publishing companies that close their business due to

not only the difficulty regarding lesser work but also the fall in productivity and sales profit driven by the loss of workforce.

Second, while the publishing companies pursue to cut the production cost through the economy of scale, the size of book production has decreased comparatively due to the fall of the reading population, as mentioned earlier. Also, the industrial change to small quantity batch production has made it hard to realize the economy of scale. Plus, the dampened world economy caused by the pandemic and the war between Russia and Ukraine has increased raw material and labor costs, pushing up the cost of book production at the same time.

The publishing companies might think that these dire situations would get better if they raised the price of books. However, there are limitations to this strategy as competition has become fiercer and the reading population is decreasing. It might contract the publishing market evermore, creating a vicious cycle entangled with other relevant industries. Companies' pursuit of profits and development are important indeed, but at a moment like this, they shall prioritize solidarity and connections. As the worsened market situation will crunch capital flow, eventually pushing the firms to the edge, it is necessary to make efforts to facilitate the market and let the capital flow.

Third, the improvement of quality and productivity is also important. Paper books are made through facilities such as the printer, coating machine, and bookbinding machine. The consistency in quality and improvement of productivity largely

depends on how seamlessly the machines operate. Frequent breakdowns and aging are causes of quality deterioration which also pose a significant influence on the safety of workers. Therefore, each manufacturer strives to prevent these issues in advance by replacing aged facilities or reinforcing them, complementing the shortage of professional labor and boosting productivity.

Books look almost the same across the world. The materialistic limitations of paper books have brought limitations to the facilities as well. Each facility may operate differently, but the fundamentals are about the same. This is why paper books tend to put more effort into design and postprocessing – they seek differentiation from other books. However, the more complex the manufacturing process is, the greater time and cost it causes. So, it is important to carry out various tech R&Ds regarding facilities so that high-quality production becomes possible through the simplest production process.

There are more problems and weaknesses regarding paper book production than those mentioned in this article. This article touched on some of the representative cases that all publishing companies in Korea making paper books in the publishing and cultural industries are experiencing today. These weaknesses would be something that all the publishing companies across the world are struggling with. Individual efforts of each producer may not be enough as such a situation is in close ties with generational and social issues.

Now, I put my pen down with the hope that this article provides you a chance to have a moment to think about solidarity and coexistence with the producers.

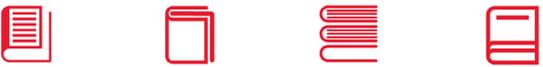
Publishing Policy

Seoul Book Institute (SBI)



A learning space for publishers in Korea where dreams come true -

SBI
Seoul Book Institute



SBI is the representative training organization

in Korea that has been cultivating bookmakers



SBI
Seoul Book Institute



From to-be publishers
**who dream of becoming
professional publishers,**



to those in the publishing industry
**who want to upgrade
their publishing capacity**

**SBI, which produced its first
graduates in 2006,**

has been **strengthening the capacity** of
the Korean publishing industry by
supporting **750 new publishers** and
around **14,000 existing publishers** up to date.



The curriculum at SBI, 2022



SBI runs

various training courses
necessary to become
a publishing expert.

We also put the main focus on
exchanges with **overseas**
publisher training organizations.

The cradle of creative talents who will
lead the future of publishing in Korea,
and a place where the passion of
Korean publishers is truly alive -

Seoul Book Institute



**For more details,
please visit our website!**

sbin.or.kr
+82-2-3142-5808



NEW BOOKS

Today's Jaram

I am a different me everyday, and that difference becomes me, myself.

Today's Jaram



* Chang-geuk: Traditional Korean opera

Lee Jaram
is an all-round artist.

Lee Jaram has transformed into a writer through her first prose collection reflecting her daily life, and her new title is a candidly-written essay collection



From daily singing practice,



To making a nice meal for herself



Each of her essays depicts her many identities, from an ordinary being to an artist

and includes methods of how to fortify one's own world.

I believe in growth,
though unseen.

I know **the strength and
power of accumulation,**
where you grow inch by inch,
though you cannot see it
with your eyes.

- From the book -

Meet the daily essays
written by Lee Jaram
with candor,
which **make you grow
a foot taller** while reading.



An essay collection written
by all-round artist Lee Jaram



**Today's
Jaram**

Lee Jaram
Changbi Publishers, Inc.

BEST SELLERS

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

In May 2022, the five-year term of President Moon Jae-in came to an end. As he took office under nationwide attention, books about him and his term were published, and four of them ranked in the integrated list of bestsellers for the 2nd week of May. For example, *Moon Jae-In's Consolation*, *Top 100 Speeches of President Moon Jae-In*, *Five Years of President Moon Jae-In* (2 volumes), and *The Fate of Moon Jae-In* (2 volumes) are all books that were published after the end of his term. Their ranks show how much Korean readers are interested in their now former president. In particular, *Moon Jae-In's Consolation* is an essay where the former president candidly talks about his feelings going back to an “enlightened citizen” from a president, which ranked first in the integrated list of bestsellers.

While books about former president Moon Jae-In have taken the most part among the top 10 bestsellers, new books of other genres, including non-fiction, fiction, and business, can also be found on the list. For example, *Manage Your Feelings to Manage Your Life* is a mind-soothing and encouraging essay written by songwriter and author Kim Da-Seul. In the book, writer Kim provides practical advice about managing our feelings that determine how the day will go. Also, *Six Ways to Build Your Capacity for Success* is a business book that introduces the writer's secrets to growth which is "ought to succeed," talking about his experience of running a *kalguksu* (Korean chopped noodles) restaurant that sells 100 bowls every minute, recording 12 billion won of yearly sales after starting with a small clothes shop. A young businessman and writer of the book Kim Seung-Hyun delivers a message to those that aim to open their own store that it is essential to "build the capacity for success."

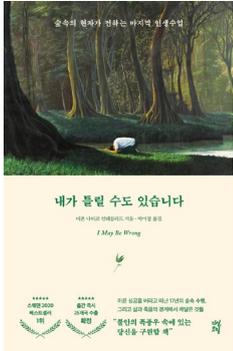
Meanwhile, *Farewell*, a new fiction, ranked 2nd on the integrated list of bestsellers and took 1st place among fiction books. The book *Farewell* is a full-length novel freshly written by Kim Young-Ha 9 years after his globally loved *Diary of a Murderer* (Bokbok Seoga). Taking the not-so-distant future as the background, readers can come across more in-depth thoughts and sharp, sophisticated sentences of Kim Young-Ha, a star writer in Korea. Also, writer Choi Eun-Young's new title *Don't Push Yourself* ranked 4th among bestselling fiction. The book is a short-story

collection that delicately depicts friendship and love among the characters through heartwarming sentences. If you leisurely swim through the short, light stories, you will find yourself in good comfort without even noticing.

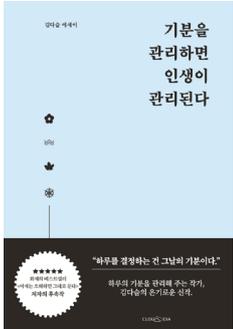
* The rank of bestsellers below was organized after integrating domestic best sellers in the second week of May from the four biggest online bookstores in Korea – Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

Top 10 Bestsellers for the 2nd Week of May		
1		<p><i>Moon Jae-In's Consolation</i></p> <p>Author Moon Jae-In Publisher Deohyumeon Genre Non-fiction</p>
2		<p><i>Farewell</i></p> <p>Author Kim Young-Ha Publisher Bokbok Seoga Genre Fiction</p>
3		<p><i>Top 100 Speeches of President Moon Jae-In</i></p> <p>Author Deohyumeon Editors Publisher Deohyumeon Genre Politics / Society</p>

Top 10 Bestsellers for the 2nd Week of May

<p>4</p>		<p><u>Uncanny Convenience Store</u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p>
<p>5</p>		<p><u>I May Be Wrong</u></p> <p>Author Bjoern Natthiko Lindeblad Publisher Dasan Chodang Genre Humanities</p>
<p>6</p>		<p><u>Five Years of Moon Jae-In (2 volumes)</u></p> <p>Author Deohyumeon Editors Publisher Deohyumeon Genre Politics / Society</p>
<p>7</p>		<p><u>The Fate of Moon Jae-In (2 volumes)</u></p> <p>Author Moon Jae-In Publisher Deohyumeon Genre Politics / Society</p>

Top 10 Bestsellers for the 2nd Week of May

8		<p><u>Tokyo Revengers 25</u></p> <p>Author Ken Wakui Publisher Haksan Publishing Genre Comics</p>
8		<p><u>Q&A a Day: 5-Year Journal (2022 Marigold Edition)</u></p> <p>Author Potter Style Publisher Tornado Genre Self-help</p>
10		<p><u>Manage Your Feelings to Manage Your Life</u></p> <p>Author Kim Da-Seul Publisher Claudia Genre Non-fiction</p>
10		<p><u>Six Ways to Build Your Capacity for Success</u></p> <p>Author Kim Seung-Hyun Publisher & Page Genre Business</p>

Top 5 Fiction for the 2nd Week of May

<p>1</p>		<p><u>Farewell</u></p> <p>Author Kim Young-Ha Publisher Bokbok Seoga</p>
<p>2</p>		<p><u>Uncanny Convenience Store</u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench</p>
<p>3</p>		<p><u>One Day, You Came to My Death</u></p> <p>Author Seika Ryogen Publisher Momo</p>
<p>4</p>		<p><u>Don't Push Yourself</u></p> <p>Author Written by Choi Eun-Young, illustrated by Kim Se-Hee Publisher Woods of Mind's Books</p>

Top 5 Fiction for the 2nd Week of May

5



Welcome to Bookstore Hyunamdong

Author | Hwang Bo-Reum
Publisher | Clay House

5



The Stranger 3

Author | Seonmyeong
Publisher | YOUNGCOM

KOREAN TRANSLATOR

Mi Hyun Kim

Mi Hyun Kim is a seasoned interpreter/translator with ten years of experience, specializing in literature, children's books, military, and history.

After graduating from Ewha Girls' Foreign High School as a French major, she earned her B.A. in both English Language and Literature and Chinese Language and Literature from Korea University and her M.A. in Korean-English interpretation from Ewha Womans University Graduate School of Translation and Interpretation.

She started as a Language Specialist at the United Nations Command Military Armistice Commission, headquartered in South Korea, and was later promoted to the Deputy of the Language Section. After six years, she moved on to the managerial position for the NAVER V LIVE project, in full charge of all subtitle translations—both real-time and pre-recorded—for

live streaming videos of K-pop and K-drama stars such as BTS. For ten years, she has worked on multiple literature translation projects run by the Publication Industry Promotion Agency of Korea (KPIPA). And to follow the latest trends, she has expanded her areas of expertise to include video subtitles, webtoons, and web novels. She now also runs her own translation agency.

- Email: giveme0722@naver.com; midamtrans@naver.com

Translation



Look Up!, The Boomerang Duke, Earth User Manual



Multiple book catalogs/brochures

- *Look Up!* by Jung Jin-Ho (Holiday House, 2018)
- *The Boomerang Duke* by Lellé (Enlit Media, 2022)

- *Earth User Manual* by Korea Federation for Environmental Movements, Korea Environmental Education Center (Hansol Soobook, 2020) – deals under negotiation
- Multiple book catalogs/brochures for the Publication Industry Promotion Agency of Korea and publishing houses
 - *Weizmann BOOKS' Rights Guide* (Weizmann BOOKs, 2019)
 - *Weizmann BOOKS' Rights Guide* (Weizmann BOOKs, 2020)
 - *Miseghy Children's Press Rights Guide* (Miseghy Children's Press, 2020)
 - *Introduction to Multi Use of Intellectual Property of Publications* (KPIPA, 2020)
 - *Introduction to Multi Use of Intellectual Property of Publications* (KPIPA, 2021)
- Multiple PR/marketing materials and press releases for private companies
- Multiple webtoons for Comico, NHN Corps
- Real-time captioning for important celebrities (ex. BTS Honey FM 06.13: Comeback Special)
- Subtitles for videos on Shoot for Love on YouTube

Interpretation

- United Nations Command – South Korea – North Korea trilateral talks in Panmunjeom
(n.news.naver.com/mnews/article/003/0008895922)

- U.S. Defense POW/MIA Accounting Agency – North Korea talks in North Korea
- Multiple United Nations Commander-hosted ceremonies/meetings
- Deputy United Nations Commander (3-star) – Minister of National Defense of the Republic of Korea meeting
(www.yna.co.kr/view/AKR20180924023800014?input=1195m)
- Chief of Staff (2-star) briefing to the acting president of the Republic of Korea on United Nations Command
(n.news.naver.com/mnews/article/001/0008895427)
- Domestic/International VIP visits to the Joint Security Area, such as high-ranking politicians (ministers, National Assembly members, etc.) and celebrities (Arnold Schwarzenegger & Emilia Clarke, etc.)
- Numerous operations/missions in the Demilitarized Zone
- Simultaneous interpreter, United Nations Development Programme 50th anniversary dinner
- Simultaneous interpreter, International CSR Conference

Award/Certificate

- Translation Academy; Literature Translation Institute of Korea
- Achievement Medal for Civilian Service; Department of the Army of the United States
- Korean History Proficiency Test Certificate – Grade 1, advanced

#K-BOOK

#Picture Books

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

The Gift of Ant Fairies

1. Publication Details

Title | The Gift of Ant Fairies
 Author | Shin Sun-mi
 Publisher | Changbi Publishers, Inc.
 Publication Date | 2020-04-20
 ISBN | 9788936455477
 No. of pages | 40
 Dimensions | 237 * 299

2. Copyright Contact

Name | Ally Bang
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3. Book Intro

In the conclusion, mother and grandmother return to a time they miss the most, thanks to the help of the ant fairies, and hug each other tight. The conclusion is described in a beautiful, mystical way. Next to grandmother and mother, who have returned to when grandmother was young and mother was a child, are the ant fairies that travel between reality and the world of imagination as well as the child who is drawn to be the same size as the fairies, thus enriching the overflowing sense of emotions. This picture book is made all the more charming by adding fantasy elements to a heartwarming story that arouses a sense of



nostalgia for childhood and love for family.

The Gift of Ant Fairies is a picture book that tells the story of a longing for the past that is hidden inside our hearts and the warm sense of love among family members, using traditional colored pictures. Just like when we look at a dusty photograph album, the picture book brings back memories of precious moments in the past and those we loved back in those times. The blank space that was created by boldly omitting the background will be filled with precious moments and times that the readers miss and have engraved in their minds.

* k-book.or.kr/user/books/books_view?idx=4610

Concerns of Byungha

1. Publication Details

Title | Concerns of Byungha

Author | Jo Eunsu

Publisher | HanulimKids Publishing Co.

Publication Date | 2017-10-31

ISBN | 9788993143591

No. of pages | 44

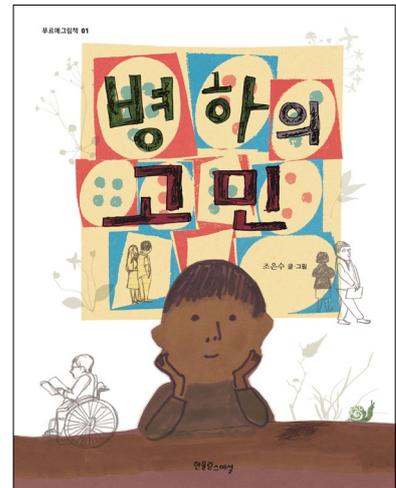
Dimensions | 198 * 253

2. Copyright Contact

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3. Book Intro

People with disability and without disability shine when they are together.

Byungha asked a question while he was in the park for a walk. “Grandma, why did that boy come to this world?” The boy that Byungha pointed to was the one in a wheelchair. Grandmother told Byungha a story that Isaiah wrote 2700 years ago. This is a story about people with disability who look like “a weak sprout and root from a dry land when they are young, which make them look so fragile that even handling their body is risky and often is made fun of by people. People turn their heads away because of their appearance that beauty is nowhere to be found.” The author shows children with disability around us with letters from teachers, friends and mothers. This book features the stories of Mihee who finished her potty training when she was 13, and Kyunghee who is learning how to swim with Cerebral palsy, Nobel laureate Pearl S. Buck’s daughter with disability, Kwon

Jeongsaeng, the children book writer who suffered from poverty and illness, and Helen Keller who suffered from a lifetime of disability with her instructor Anne Sullivan. These stories reveal the everyday lives of people with disabilities where they have to fiercely fight for their lives. *Concerns of Byungha* starts with the Isaiah story who lived 2700 years ago and talks about the everyday lives of people with disabilities around us, hoping for a better world for everyone.

This book shows us a hope that a better life can be achieved when people with disability and without disability bond. Also, it makes us think why discrimination towards people with disabilities should be eliminated.

* k-book.or.kr/user/books/books_view?idx=566

A Weird Day

1. Publication Details

Title | A Weird Day
Author | Yeonsu
Publisher | BIR Publishing Co., Ltd.
Publication Date | 2019-07-26
ISBN | 9788949102511
No. of pages | 36
Dimensions | 246 * 216

2. Copyright Contact

Name | Claire Yang
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3. Book Intro

The story of this book begins on the cover. A sign, "World's Strangest Sashimi Place," catches the reader's attention. However, the fish tanks in front of the restaurant are calm and quiet. Opening the book, on the first page can be seen a "Closed" sign along with empty fish tanks. Where did the fish go? A flounder hidden between the flowers and the sand of the playground, the crab brothers raising their claws against the gardening scissors, a blowfish hiding its body between white cherry blossoms, and a scallop swimming at the horizon – familiar sights meet the world of imagination in a strange but somehow fitting way. As such, this book presents scenes that attract the readers' attention and guides them through the world of imagination with its story.

* k-book.or.kr/user/books/books_view?idx=1953



A Cleaner Rabbit

1. Publication Details

Title | A Cleaner Rabbit
Author | Han Hojin
Publisher | KINDERLAND/BANDAL
Publication Date | 2015-12-10
ISBN | 9788956186979
No. of pages | 44
Dimensions | 260 * 240



2. Copyright Contact

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3. Book Intro

Rabbits from all over the village worked together to send a rabbit cleaner to the moon. They wanted to clean the Moon. The moonlight had always shined brightly on the rabbit village but suddenly darkened one day. The vegetable gardens withered and dried up, and the rabbits slowly started falling ill. Something had to be done.

So they sent one rabbit to clean the Moon, but it was already clean and tidy. It wasn't dark because the Moon was dirty – it only appeared that way because Earth itself was dirty. After hearing this news, the rabbits began leaving Earth one by one. Earth is becoming an increasingly difficult place for animals to live. If rabbits cannot live on Earth, it will be just as difficult for humans to live here. This is a picture book with a message of hope for a world where all lifeforms can coexist happily.

* k-book.or.kr/user/books/books_view?idx=4268

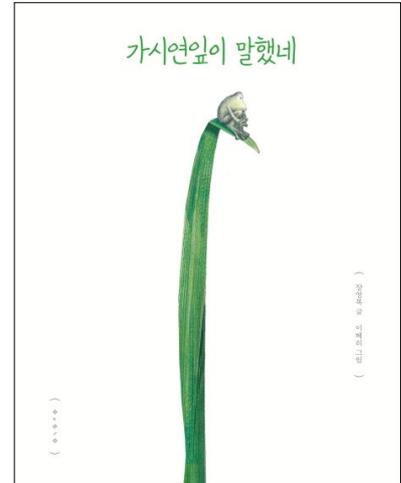
A Lotus Leaf Said

1. Publication Details

Title | A Lotus Leaf Said
Author | Jang Youngbok, Lee Haery
Publisher | BORIM PRESS
Publication Date | 2019-10-25
ISBN | 9788943312381
No. of pages | 40
Dimensions | 240 * 295

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3. Book Intro

A frog hangs on the edge of a leaf intently staring at something. It's a round lotus leaf floating on a tranquil pond under the bright sun. The frog thinks to herself: How great would it be if that huge lotus leaf were a boat, if I could sing and take a look around the pond on a boat? She takes a leap of faith onto the lotus leaf. The leaf gladly takes in the frog and becomes her boat. And so begins an unexpected yet beautiful journey.

* k-book.or.kr/user/books/books_view?idx=2698

New Year's Eve of the lunar year

1. Publication Details

Title | New Year's Eve of the lunar year
Author | Je Sungeun, Lilia
Publisher | GAEAMNAMU
Publication Date | 2020-12-10
ISBN | 9788968306174
No. of pages | 40
Dimensions | 240 * 240



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Phone | +82-2-6207-0605

3. Book Intro

On the night of December 31, two children are seen whispering underneath the bed covers. They are siblings Raon and Gaon. Having read a folk custom about sleeping on the last night of the lunar year, they enter into a bet to see who will manage to fight off sleep till the end. The kids struggle to stay awake so their eyebrows won't turn white by morning. Then they're greeted by an unexpected guest. It's the Jade Rabbit! Jade Rabbit, who has come with a large sack, proposes that he will be the judge of the bet, and the children agree. Will the siblings manage to stay awake all night and protect their eyebrows from turning white?

* k-book.or.kr/user/books/books_view?idx=5770

My House Is on the Hill

1. Publication Details

Title | My House Is on the Hill

Author | Chon Gumja

Publisher | SigongJunior

Publication Date | 2020-06-25

ISBN | 9791165790875

No. of pages | 52

Dimensions | 252 * 203

2. Copyright Contact

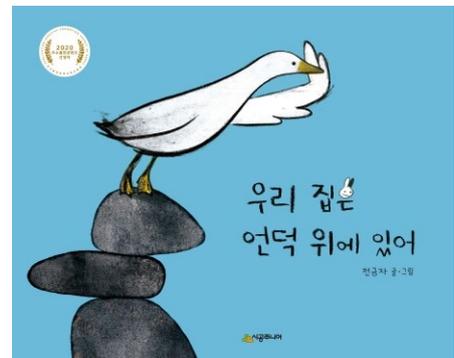
Name | Irene Lee

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3. Book Intro

A duck named Quack-quack receives an invitation from a rabbit. The only clue about who the rabbit is is that her house is on a hill. "The house is on a hill?" Quack-quack leaves in search of the rabbit's house on the hill. Quack-quack is not good with directions, but he doesn't care. For Quack-quack, friends are the most precious thing in the world. He can't wait to meet the rabbit. Quack-quack



puts everything on hold to find the rabbit's house. Quack-quack encounters a lot of hills on the way, from a high hill, to a hill on the water, to a hill with a fountain. However, he cannot find the rabbit on any of the hills. Quite discouraged, Quack-quack thinks that finding the rabbit's house is harder than expected. On top of this, when Quack-quack asks a mole, "Do you know the hill where the rabbit lives?" the mole replies, "Every rabbit lives on a hill," which confuses Quack-quack. Can he find the rabbit's house on the hill? Quack-quack repeatedly fails to find it, but he doesn't give up on his journey to find his friend's home. He doesn't give up because he has a positive spirit and help from many animal friends on the way. A turtle, the first animal that Quack-quack meets, brings him to a hill. Although the hill turns out to be a whale's back, the turtle's warmth towards Quack-quack can be felt by readers. And when Quack-quack asks a duck, a mole, a bird, and a flock of sheep, they don't ignore him; instead, they stop what they're doing to answer Quack-quack.

* k-book.or.kr/user/books/books_view?idx=3882

We Know a Little About You

1. Publication Details

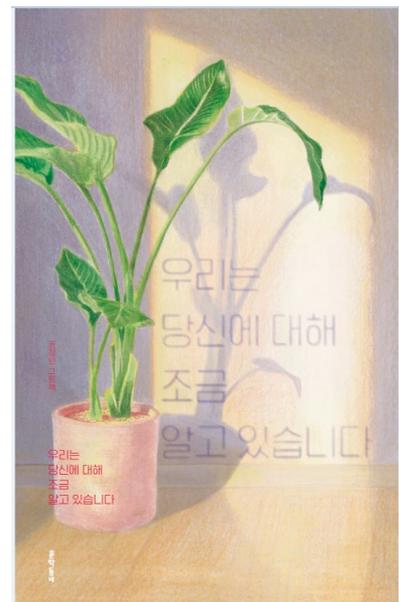
Title | We Know a Little About You
Author | Kwon Jungmin
Publisher | Munhakdongne Publishing Group
Publication Date | 2019-08-01
ISBN | 9788954657187
No. of pages | 44
Dimensions | 185 * 297

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3. Book Intro

You, who have a lot of questions,
who persevere in places that do not match your beliefs
who wants to breathe like us
who sometimes look very exhausted!
We know more about you than you think
It's because we are watching closer than anyone else.



How did they conquer our space?

Take a moment and look around. Regardless of where you are reading this, it won't be difficult to find a few green plants nearby. Has a new plant store opened in the neighborhood? Did your favorite restaurant put in a planter? Are you spending quality time with an old friend looking after plants? What about the explosive feeling of life blooming during spring and summer that you failed to notice before?

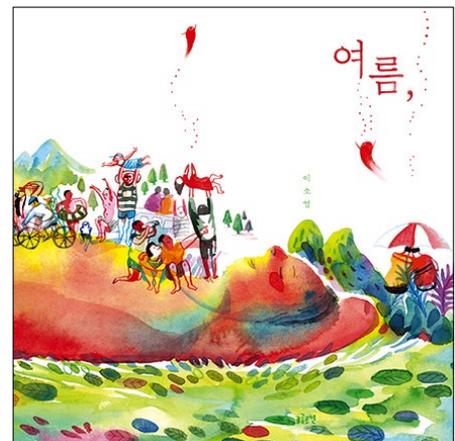
Somehow, they have filled in nearly every corner of the spaces we live in. From physical spaces to mental spaces, we depend on the beauty and generosity of plants. How did they expand throughout the lives of man?

* k-book.or.kr/user/books/books_view?idx=1944

My Summer,

1. Publication Details

Title | My Summer,
Author | Lee So-Young
Publisher | Gloyeon
Publication Date | 2020-06-21
ISBN | 9788992704762
No. of pages | 46
Dimensions | 247 * 248



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3. Book Intro

As spring passes, summer comes around. The heavy heat of summer weighs everyone down. On one side, the heatwaves blur our mind, but on the other, does it not bring much needed relaxation? From another perspective, the summer heat wants to make you stop a moment, and the trees provide a tranquil place to rest. The colors of summer radiating around us, and the lines of rain that connect the sky and earth bring out the memories fading with the heat. As the last of the summer heat ripens the peaches, summer becomes sweet.

* k-book.or.kr/user/books/books_view?idx=3385

A Song in the Vegetable Plot

1. Publication Details

Title | A Song in the Vegetable Plot
Subtitle | Would you like to listen to the song of soil played by the vegetable plot?
Author | Lee Haein, Baek Jihye
Publisher | samtoh Co., Ltd
Publication Date | 2014-07-18
ISBN | 9788946419209
No. of pages | 34
Dimensions | 195 * 260

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3. Book Intro

Plant a thankful heart in your child's mind, appreciating the fields where vegetables and fruits grow.

A Song in the Vegetable Plot is written based on the poem "A Song in the Vegetable Plot" by Korean poet and nun Lee Haein. The poem was selected as one of the favorite children's poems by a children's book writer Jeong Chaebong. The book portrays a variety of vegetables, plants, and insects that can be found in fields. It teaches young readers about how plants and fruits grow while allowing adults to recall the landscape of the fields they saw in their childhood.

Lee Haein has written her poem, wishing for people who live far from the fields to think of the rural landscape and appreciate the preciousness of life in the fields. Baek Jihye's illustrations portray the beauty of the fields and invite readers to the fresh green fields filled with life in the early summer.

* k-book.or.kr/user/books/books_view?idx=863

