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

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TOPIC

Looking Back on the 65th Seoul International Book Fair in 2022

From a *Half Step* to a *Full Step*

Written by Joo Iroo
(Chief Executive Officer of the Seoul International Book Fair)

In January 2020, the world slowly came to a stop. As people stopped moving around for fear of contaminating others with COVID-19, the speed and scale of people's movement dwindled. Of course, that is what it seemed like from the surface. However, all living things never stop moving. *Life* is a vibrant movement. To stay alive, one has to rapidly absorb objects and energy from outside, consume them inside, and release them outside. One stops when not flowing. In other words, it might have seemed that the movement stopped from the outside, but the swirl of power coming from materials and energy grows stronger as the space they move in shrinks. Before that power breaks everything in the way, people must open up a path.

For the past two years, the Seoul International Book Fair has

tried to open up a small path for people who have stopped moving. Physical meetings were limited. New ways of accessing others developed rapidly through technology. The new paths were meant to be built as the ways people met entangled. Under the theme, *Entanglement* (얽힘; *ulkhim*), the 2020 Seoul International Book Fair gathered books on new relations built through COVID-19 and held a venue to discuss. In a community space in Myeong-dong, called *Masil* (마실), where only a small group of people were officially allowed, people met each other while escaping the stifling lockdown. How to share energy with many others from a distance was discussed online. Though the participants were reading books away from each other, they dreamt of solidarity as they shared their stories.

Many believed the pandemic would be gone in a year because it was unprecedented, but the predictions were inaccurate. However, the pandemic did not entirely stop people from moving. The movement was subtle enough to be unnoticed, but it continued. The 2021 Seoul International Book Fair had more space for a physical meeting than in 2020. Under the theme of *Continuity and Discontinuity* (긋낫; *gutnit*), people looked back on the historical flow of books and book fairs. All the participating publishers rented a small space to greet their readers at S-Factory in Seongsu-dong. Though the pandemic was pressuring people to stay away from each other, people had “hopes” and “beliefs” that what the book fair has offered shall be continued without stopping, and readers responded to our calls.



The official poster of the 2022 Seoul International Book Fair

People started 2022 with the hope that the COVID-19 pandemic would be over. Still, there are no signs of its end, even after half of the year has passed. Regardless, the Seoul International Book Fair went back to its large exhibition hall in Coex, prepared, and hosted the event like the time before the pandemic. The book fair organizers dreamt of a grand return but were nervous inside. Finally, the organizers acknowledged that the book fair's step ahead might only be a "half step" from the inevitable stopping point. It was because the direction of the fair was unpredictable. There is a high possibility that the speed of the fair moving forward is very slow as the COVID-19 pandemic did not end yet. Nevertheless, they did not give up. Chinese philosopher Xun Kuang (荀子) once said, "跬步不休 跛鼃千里," which means, "No matter how little one's step can be, if they never stop going forward, it would be even possible for a slow turtle to walk 1,000 *Li* (Chinese mile)." Nature and the physical limitations of human are what bound people's movement. For that matter, the

movement during the pandemic can be tediously slow. However, when layers of time accumulate, it will bring a sea of changes. Neil Armstrong's first step on the moon was only a step, but it was the starting point of great human advancement. Thus, the half step people take now is as meaningful as a complete step. People predict their future similarly to the past, but the difference is that half steps replace the full steps now. Organizers waited for readers, believing the future would be different as it would be brought to people through half steps.



The 2022 Seoul International Book Fair was held in Coex after two years of hiatus, attracting many visitors.

On the first day of this year's book fair, organizers thanked readers and welcomed them as they waited in line to get first-come, first-serve goods. Organizers started without knowing whether the challenging “half step” would take them forward or

backward and without knowing where they were headed while stumbling on the way. Seeing the readers gave organizers a huge comfort. They looked back on the steps they took with readers and found their thoughts and imaginations on the near or far future in books. The preparation against things beyond one's imagination also starts with books. During the fair, readers filled the exhibition hall, authors reflected wisdom in their books, and writers gained inspiration from the knowledge in books. They all gathered in one place. Publishers who joined the event were busy responding to readers' requests for books. Everyone played their roles during the days the book fair was held.

Readers enjoyed seeing the collection of different meanings and intentions during the book fair, which collected books not easily found in bookstores. Articles depicted the event saying, "The line for admission tickets is 500 meters long... Seoul International Book Fair Opens (by *Chosun Ilbo*)", "Hunger for books... More than 20,000 visited on the first day of Seoul International Book Fair (by *Donga Ilbo*)", "Seoul Book Fair, becoming a representative book fair in Asia (by *Kukmin Ilbo*)." Additionally, many left positive reviews of the display, highlighting the meaning of holding the book fair this year. Books and stories about people taking a half step forward while overcoming challenges written by authors draw people's attention.



On-site photos of the 2022 Seoul International Book Fair

After the 65th Seoul International Book Fair, the organizers took a half step forward. From the outside of the book fair, people have to try to reverse the unplanned development that led to infections like COVID-19 and climate change resulting from people's reckless doings. One should never stop endeavoring to build a world filled with efforts to address inequality. People shall gather, embrace each other, and try together. People who cannot join due to their situations and those in remote places will join forces through digital tech. With the shared idea collected online, people will move forward together to build a better world. The organizers' half steps can lead them to fall back and sway them

from left to right, but they will hold hands with readers with their full strength to prepare for the 66th Seoul International Book Fair in 2023.

The half steps cannot satisfy all needs. Since the movement was more unrestrained this year, many readers in Korea were able to visit the exhibition hall. Readers in other countries had limitations in participating due to the COVID-19 pandemic, which the organizers must address in the future. From the main guest country Columbia, many writers participated in programs and shared their writings, traveling a long distance from Latin America. From the beginning until the end of the book fair, Colombian publishers, writers, and the government poured lots of effort into spreading its books and culture. For example, the Colombian side did their best even until the last night of the book fair with a graffiti artwork donation and performance held at the Ttukseom riverside play park's stage. Korea re-discovered its brother nation Columbia, which stood on its side during the Korean War, and the event helped strengthen the bond between the two nations. It is time that people prepare to communicate with more countries.

In the past, fair organizers gave overseas participants many financial benefits to encourage participation. The Seoul International Book Fair's organizers are now trying to change the practice. They cannot pay people from other countries to visit for several reasons. The first reason is that the rental fee for the exhibition hall in Coex rose drastically. Every year, the rental cost

of Coex has increased, and it saw steep growth, more so after the pandemic was over. It may be related to recovering from the loss made during the pandemic. The rise in cost is somewhat burdensome for an event like the Seoul International Book Fair, where small publishers meet their readers. Publishers overseas have to pay a lot to join an event in Korea and tend to ask for financial support. Nonetheless, the financial burden cannot be passed on only to Korean publishers. More than anything, for Seoul International Book Fair to meet its level, it should no longer be an event that has to give benefits to overseas participants, especially those from developed countries.

When a country lacks attractive points when engaging in international exchanges with other countries, it tends to give special treatment to those who visit. For one to drop by an attractive country without economic benefits, the visit should be compensating enough to cover the loss. The Seoul International Book Fair is now recognized as an attractive venue for publishers and readers in other countries. There are ample reasons for people overseas to be interested in Korean books, as they are interested in its cultural products, such as Korean music, movies, and dramas. Korea has not been a home country for influential thinkers, but the country creates interesting stories, organizes information well, and creates heartwarming artworks. In the science and tech sector, there are people at the front of broadening the horizon of intelligence. Korea is also a country that actively consumes cultural works from other countries.

Therefore, there are enough reasons for publishers overseas to visit Korea, run their businesses, and meet readers in Korea.

The Seoul International Book Fair does not try to attract more readers through policies like a discount. Instead, it aspires to bolster its position as a platform for international intellectual rights trading, going beyond a successful cultural event. Until recently, the organizers added programs to the existing intellectual rights center so that more would visit. Now, they plan to strengthen international cooperation. If countries are suffering at the developmental stage as Korea did, the organizers will help those in need to find ways to activate copyright trade. They will communicate more with Southeast Asian countries on copyrights and content and find better ways to connect with the US and EU. Going beyond media, they will also find ways to trade and share content like music or movies. For instance, the organizers recently started a collaboration program with Busan International Film Festival. Their next goal is to expand internationally to Cannes and Venice Film Festival.

The Seoul International Book Fair is in a new phase now. Beyond an event selling and buying books and enjoying it as a cultural event, Seoul International Book Fair stands at the center of copyrights trade in Asia. The organizers are preparing to meet readers worldwide by putting our soft power into papers and digital media. They ask for everyone's support and interest in the fair as it prepares for a new leap forward after undergoing the authoritarian era where freedom of publication was oppressed

and the Korean War since its start in 1947. Counting the number of events held, Seoul International Book Fair will meet its 66th event in Coex from June 14th to 18th in 2023.

SPECIAL PROJECT

[Korean Scholars ⑧]

Dr. Kim Myung-Ja

The Most-needed Intellectual in Our Time of Challenge

Written by Choi Ha-Yeong

Sparked by the climate crisis and COVID-19, environmental issues have been put at the center of global attention. Everyone knows the answer to them, but only a few practice. However, there is a person who takes a scientific viewpoint on such environmental issues – Dr. Kim Myung-Ja, one of the leading academics in the field of scientific technology in Korea. As a professor, Minister of Environment, and a member of the National Assembly, she has been playing a pivotal role in enlightening her students and the public about how science influences our lives and society. Moreover, she broke the seemingly hard wall of science by writing about twenty books. Following is the introduction of Dr. Kim Myung-Ja, who never stops making the best efforts in her

given position, saying, “I want to be called a ‘generalist’ rather than being explained as a person from a specific field.”



A pioneer that shows leadership as a human being

As a graduate of the Department of Chemistry at Seoul National University (SNU) and a Ph.D. at the University of Virginia in the US, Dr. Kim Myung-Ja has been cultivating talented to-be scientists in Korea as a professor at SNU and KAIST. She lectured on chemistry, history of science, environmental policy, science and technology policy, and was later appointed as the 7th Minister of Environment. Here she exerted her influence not only on students but also on the Korean people. Dr. Kim Myung-Ja was given the modifiers “the longest-serving female minister

since the constitution” and “the longest-serving minister of the Government of the People (the Kim Dae-Jung administration),” and she received a presidential commendation for the best governmental department for two consecutive years from 2001 to 2002. Her career did not end here. She continued to carry out activities after she was elected to the National Assembly, and was elected as the first female president of the Korean Federation of Science and Technology Societies (KOFST) in 50 years.

Even though she has been referred to as “the first woman” in many ways, it is not appropriate to describe her as a woman who broke the glass ceiling for only being a woman. To her, as someone who has been doing her best in the given roles in the given position, “gender” is just another “role.” Pioneers like Dr. Kim Myung-Ja, who shows leadership as a human being, apart from being a man or woman, are the most-needed intellectuals in our times where we need “emotional leadership” over authoritative leadership. Dr. Kim Myung-Ja, who has built a high career in the sciences, is interested in various areas around us, such as women, the environment, and the COVID-19 pandemic, and is engaged in social activities by serving as an advisor and chairman of various institutions. She has never put down writing among all other activities – she has written and translated countless columns and about 20 books.

The ceaseless challenge of being a scientist shown through books

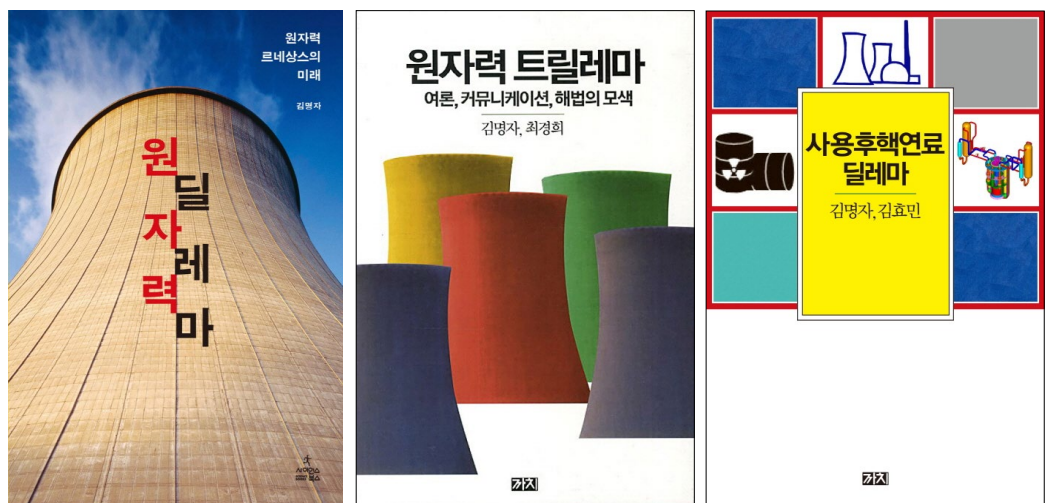


Pandemic and Civilization

While the COVID-19 virus has lost momentum, the world has entered the era of “post COVID” and “with-COVID,” but people are yet afraid of the virus’s re-emergence. It is true that the possibility is still open, but humanity will no longer be swept away by the disease as helplessly as before, thanks to the research of many scholars, including Dr. Kim Myung-Ja. For example, *Pandemic and Civilization* (Kachi Books), written by Dr. Kim in 2020, right after the outbreak of the disease, is like a guide for all global citizens caught in the black hole of viruses. This book looks back at the history of human civilization and infectious diseases, providing outlooks on public health in the era of the 4th industrial revolution. Through the book, Dr. Kim Myung-Ja took a quicker step than others in suggesting diagnosis methods for COVID, status and limitations of vaccine development, prospects

and countermeasures against the virus, and public health.

Dr. Kim Myung-Ja published three other books as well, taking an interest in the nuclear power issue, a hot topic in the fields of environment and science. Even though she was not a nuclear specialist, she stood up to publicize the issue after the nuclear power plant accident in Fukushima in 2011, after years of studying the history of science. The first book, *The Nuclear Power Dilemma* (Science Books), talks about what decision we must make when we cannot abandon nuclear energy. The second book, *The Nuclear Power Trilemma* (Kachi Books), includes insights to resolve the complexly entangled situation surrounding nuclear policies. Finally, the third book, *The Spent Nuclear Fuel Dilemma* (Kachi Books), looks at what we can do with spent nuclear fuel, which inevitably occurs as long as we run nuclear power plants, from various perspectives. It is meaningful that the three books offer a chance to share opinions instead of arguing a black and white logic.



The Nuclear Power Dilemma, The Nuclear Power Trilemma, and The Spent Nuclear Fuel Dilemma

Dr. Kim Myung-Ja has written more than the books mentioned above, based on her broad field of view built on the history of science and the inborn knowledge of liberal arts. Also, her career has been recognized even until today in various fields, including the government, National Assembly, and the science and technology industry. In 2020, both of her books, *Reading the World History Through Industrial Revolutions* (Kachi Books) and *Pandemic and Civilization*, were chosen as outstanding science books by the government, while she was designated as a Person of Distinguished Service to Science and Technology in 2021. As such, Dr. Kim has been a pioneer in the science industry; she plans to keep her balance as a scientist and make meaningful contributions to Korean society.

EXPORT CASE

Book Trend in Korea Eyed by the Russian Publishing Market in the 2020s

Written by Shin Seo-Hee
(Deputy general manager at Imprima Korea Agency)

In 2021, Russia was designated as the target country of the “Visiting Korean Book Fair” hosted by the Publication Industry Promotion Agency of Korea (KPIPA) for the first time in the fair’s history. Even though the fair was held online due to the pandemic, it was successful enough to draw an enthusiastic response from not only Russian publishers but also Korean participants. It served as a chance for both Korean and Russian publishing companies who have been paying great attention to Korean publications to take the exchange to the next level. Also, it worked as a cornerstone for Korean books to grow further in the Russian publishing market, as a greater variety of Korean books could be exported to the Russian publishing market after the fair.

The most distinguished image of Russia in the Korean publishing industry is the “country of literature.” In fact, most Russian publications imported to Korea tend to lean heavily on Russian literature from the 19th century, the golden age of literature, including the works of Leo Tolstoy and Fyodor Dostoevsky. While it had been rare for Korean works to be published in Russia until several years ago, the volume has rapidly increased for the past 2-3 years. Therefore, this article touches upon the reason why Korean books are highlighted in the Russian publishing market in the 2020s and the trend of popular Korean books.

Korean books meet the Russian publishing market

Export performances of existing Korean books to the Russian publishing market

Korean books had been exported to Russia before the 2020s though the number was small. They were not led by the private sector – they were created as a policy measure of organizations such as LTI Korea and the Korean embassy in Russia. In other words, books with strong commerciality were not exported under direct contracts between private firms but were done as a public effort to promote Korean literature based on policy support of the government, including translation grants. The best examples were *Sky, Wind, and Stars* by poet Yoon Dong-Joo, *Land* by Pak Kyong-Ni, and *The Descendants of Cain* by Hwang Sun-Won.



My Sweet city, Deokyeongju, and The Vegetarian

Of course, Korean blockbuster novels like *My Sweet City* (Munji Books) by Jeong Yi-Hyun and *Deokyeongju* (Dasan Books Co., Ltd.) by Kwon Bee-Young were exported to the Russian market at that time. And globally recognized literary works such as *The Vegetarian* (Changbi) by Han Kang made it into the Russian market as well. However, other genres than literature were seldom exported to Russia; people were only showing a gradually increasing interest in Korea and the Korean language, as could be seen in the rising export of educational materials.

What sparked the publication exchange between Korea and Russia?

The Russian market's interest in Korean publications increased with the growing popularity of K-pop and K-dramas in the country. In particular, while the whole world came to a stop due to the pandemic, as Korean content became explosively popular on online platforms and OTT such as Netflix, the demand for

Korean publications soared.

Another factor that served as the foundation for Korean publications to advance into the Russian market was the increased number of people who could review Korean, the language, thanks to the Korean Wave. Unlike how the export of Korean publications is limited due to the lack of people who can do reviews in most of the regions except East Asia or Southeast Asia, some publishing companies in Russia had members who could make good use of Korean, lowering the language barrier. This worked as an important factor in the expanded direct exchange between the two countries.

The recent export status of Korean books in the Russian publishing market

Adult fiction

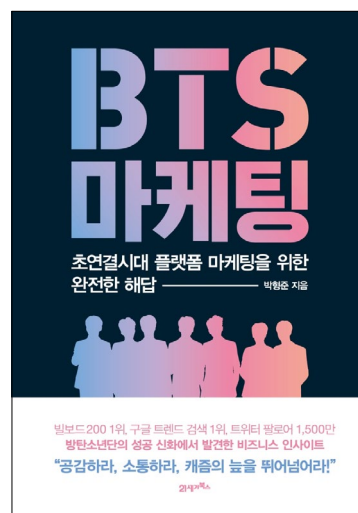


Seven Years of Darkness, Diary of a Murderer, Justice Man, and Dollergut Dream Department Store

Since 2020, the most actively exported Korean publications in Russia are fiction targeting adults. Korean literature had been steadily exported to Russia before then as well, but the

characteristic of books exported in the 2020s is that they are largely popular literature such as thrillers, SF, romance, and webnovels rather than pure literature. In particular, AST Publishers, the largest publishing company in Russia, has been publishing Korean thrillers such as *Seven Years of Darkness* (EunHaeng NaMu Publishing) by Jeong You-Jeong, *Diary of a Murderer* (Bokbok Seoga) by Kim Young-Ha, and *Justice Man* (Namu Bench) by Do Seon-Woo. In addition, it has also been publishing best selling Korean novels such as *Dollergut Dream Department Store* (Sam & Parkers), attaching a “Hits of Korean Wave” mark on them.

Adult non-fiction



BTS Marketing

The export volume of adult non-fiction is relatively smaller than fiction. Yet, people have begun to take a greater interest in Korean non-fiction as *BTS Marketing* (Book 21), exported in

2019 and published in October 2020, won the “Runner-Up of the Business Book of the Year Award in Russia” in 2021.

In detail, there are more requests for business books about Korea’s global enterprises such as Samsung and LG; and an increasing number of Russian people were observed to be interested in the parenting methods of Korean parents, making more inquiries at the “Visiting Korean Book Fair in Russia” in 2021.

Books about K-drama

Along with adult fiction, the genre that saw the biggest increase in exports was books about K-drama. Proving its popularity in Russia, original novels, as well as relevant books such as scripts and photobooks, have experienced a skyrocketing increase in export since 2021. As this leads to the demand for books about dramas produced in the past as well, let alone those about new dramas, we can easily see how the Russian market is interested in K-drama.

Young adult/children’s books

Like non-fiction, children’s books are not usually exported on a large scale. Single-volume exports of children’s picture books were modestly carried out in early 2020. After that, however, children’s books began to grow in export volume, supported by educational comics series such as the *Greek and Rome*

Mythology series (Owlbook).

Also, for adolescents, more export contracts are being signed, led by young adult fiction. As people are highly interested in the genre, it is expected to have a rosy future.



Greek and Rome Mythology Series

As such, Korean books' advancement into the Russian publishing market has been growing step by step since early 2020, and it expanded exponentially in late 2021. One notable thing is that exports have increased in number and diversity, showing a balanced growth across various fields. In particular, it is inspiring to see Korean books, which could hardly be published without governmental support, are published autonomously without subsidies led by the direct exchange in the private sector.

However, the stable-looking export performance of Korean books in Russia seems to be faltering due to the Russia-Ukraine conflict that has been taking place since early 2022. Yet, it is assumed

that the reduced volume is temporary due to the conflict-driven difficulties in remittance or concerns of Korean copyright holders over the image of the Russian market, not due to the lessened interest in Korean books. Hence, even though the growth might stumble at the moment, we can look forward to the rebound of Korean books' export potential in the Russian market once the conflict comes to a close.

BOOK TRIP

[Korean Libraries with Themes ③]

“Lotus in the Library” in Jeonju

The Beauty of *Hanok* Blossoming in the ‘City of Books,’ Jeonju

Written by Choi Ha-Yeong

Jeonju, a city located in Jellobuk-do, is a place that holds Korea’s traditional style. Many visit the city to feel and experience Korea’s classic beauty. It is also where many visit to leave great memories by taking photos of graceful *hanok* (traditional Korean housing) as a background while wearing colorful *hanbok* (traditional Korean clothing). Jeonju announced that it would identify itself as the ‘City of Books’ last year and continues its efforts to become the ‘Travelers’ Book City.’ Lotus in the Library, a *hanok* library that opened last June in Deokjin Park, is a 10-minute drive from Jeonju Station. The library captures both the identity of Jeonju as the ‘City of Books’ and the style and grace of Korea’s tradition. The green scenery of Deokjin Park, lotus flowers blossoming in a wide pond, and “Lotus in the Library,” the *hanok* building located at the center, show a picturesque view and awes visitors.

In the ‘City of Books’, where stories written in books come alive, we visited Lotus in the Library in Jeonju, a place that introduces Korean culture and beauty to visitors from Korea and abroad.



The style and grace of Korean Books found in a quiet and cozy *hanok*

In Deokjin Park, a park not far from Jeonju Station, after walking through thick trees and along the garden a bit, a big pond filled with lotus flowers welcomes visitors. After crossing the bridge called *Yeonhwagyo*, which connects the pond, one can find a cozy and quiet *hanok*. This *hanok* is Lotus in the Library. In the L-shaped *hanok*, two spaces coexist. They are *Yeonhwadang*, a space reserved for books, and *Yeonhwaru*, the shelter and seated cultural space for visitors. All the areas in the library are filled with the smell of wood. Lotus in the Library opened on June 2nd,

and there were lines of visitors even on weekday mornings who gathered to feel the charm.

There are five themes on the bookshelves of *Yeonhwadang*. Notably, the bookshelf's name is categorized based on the characteristics of *hanok*. It is divided by *Dot* (·), *Connection* (—), *Filling* (●), *Continuity* (…), and *Space* (). The library is filled with books that reflect Korea's beauty, catching people's eyes. *Dot* has books introducing Jeonju and literary texts that show the beauty of Jeonju, and *Connection* is packed with books on Korean traditional culture, such as *hanok*, *hanbok*, and *hansik* (traditional Korean cuisine). *Filling* contains Korean books that grabbed the world's attention, including ones on Korean waves like BTS, while *Continuity* keeps picture books for all age groups and genders, and *Space* offers art books, such as a photo collection showing Korean sentiment.



Bookshelves of *Continuity* (…) and *Space* ()



Books filling bookshelves on the wall,
showing “Special Exhibition on the intellect of the era, Lee O-young”

Visitors can also meet books planned and curated by Lotus in the Library. In July, under the name “Special Exhibition on the intellect of the era, Lee O-young,” the library curated works written by professor Lee O-young, who passed away last February. Among his 160 or more pieces that let the world learn about Korean culture, renowned titles were selected to form the special exhibition. At *Connection*, as the first writer of the theme “Connecting the Writers,” books by Park Woonghyun were collected and displayed. Through ‘Life Changing Book’ by Park Woonghyun, the curation allowed us to learn about lives and stories in his book of a creative director who directed many advertisements that showed his warm views on people.

* *K-Book Trends* Vol. 43 – Go to the article about professor Lee O-young
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=952&page=1&code=trend

Lotus in the Library boasts its diverse appeals to visitors

At Lotus in the Library, visitors can read, rest, and feel consolation by enjoying Korean cultural arts and natural scenery. In addition, there are windows on every wall of *Yeonhwadang* and *Yeonhwaru*, showing lotus in the big pond surrounding Lotus in the Library from every angle. Also, the library put out seats and sitting mats at *Yeonhwaru* so that the elderly and children, who have difficulty concentrating on books for long hours, can rest easy. Furthermore, visitors can find books, decorations, and artistic handicrafts that show the beauty of Korea in several locations in *Yeonhwadang*, giving the feeling that you are in a small exhibition hall. A particular piece that lies among books on a bookshelf is made by wooden sculpture master craftsmen Kim Jong-Yeon, a Korean Master. It is called *Magpie and Tiger* and gives joy to children and foreign visitors interested in Korean cultures like a surprise gift with its unique, witty, and cute facial expression and gesture.

Since Lotus in the Library is located in Jeonju, a city renowned for its tourism business, the library also cares for its visitors from other countries and regions. It holds original works on the theme of Korean cultural and traditional style and Korean literary works translated into different languages to let foreigners who do not know Korean sit and read books in the library. Moreover, the 'Jeonju Library Tour' course run by Jeonju provincial government includes Lotus in the Library. The course allows visitors to

experience special and unique libraries in Jeonju throughout the day. On July 6th, as a part of the tour course, two writers of “Traveler,” an entertainment program from JTBC broadcasting company, held a lecture in Lotus in the Library.



The scenery of the pond seen through the windows of *Yeonhwadang* and *Yeonhwaru*



Wooden sculpture master craftsmen Kim Jong-Yeon master's *Maggie and Tiger* placed in diverse locations, Korean literary books translated into different languages

A Lotus is beautiful, and all the single parts, from petals to fruits and roots, can be served as food to the hungry and used as medicine for the sick. Also, Lotus in the Library, the place surrounded by lotus, lets people in need of rest relax and fills the cultural and intellectual urge of people thirsting for information. Lotus in the Library is a place that boasts many charms. July and

August are the hottest times in Korea, being summer, but it is also the time when lotus blossoms. If anyone wants to experience *hanok*, a house often shown in Korean dramas and TV programs, or learn more about Korean culture by reading books on Korea, consider visiting the *hanok* library, Lotus in the Library. You might find yourself being mesmerized by the attractiveness of *hanok* and Korea.

Lotus in the Library

Website: lib.jeonju.go.kr/index.jeonju?menuCd=DOM_000000107008001043

Contact: +82-63-714-3527

Address: 390-1, Kwon Samdeuk-ro, Deokjin-gu, Jeonju-si, Jeollabuk-do

[Another Book Space]

Diverse *Hanok* Libraries in Korea!

Chungwoon Literature Library

Chungwoon Literature Library supports diverse connected programs as the center of literary arts, along with 'Hill of Yun Dong-Ju the poet' and 'Literary Museum of Yun Dong-Ju the Poet' located nearby. In addition, the library provides spaces for book clubs and creative activities, organizes special exhibitions and lectures on Korean literary arts and writers, and runs poem writing classes and others.



The exterior of Chungwoon Literature Library

Address: 40, Jahamun-ro 36-gil, Jongno-gu, Seoul

Contact: +82-70-4680-4032

Website: www.jfac.or.kr/site/main/content/chungwoon01

Wondang Village Hanok Library



The interior and exterior of Wondang Village Hanok Library

At Wondang Village Hanok Library, people can share knowledge of Korean traditional culture and history and form a literary community that enjoys culture through books. The library also runs seasonal events that take books as media, gives lectures on humanities and history, hosts diverse exhibitions, and provides play as an experience.

Address: 17, Haedeung-ro 32ga-gil, Dobong-gu, Seoul

Contact: +82-2-906-2022

Website: www.unilib.dobong.kr/contents.do?idx=325

Mokgol Hanok Children's Library

Mokgol Hanok Children's Library is a cultural space that provides a place to rest to people exhausted by competitive daily lives in the city. The library runs traditional Korean culture programs and has a reading room for children and adults.



The interior and exterior of Mokgol Hanok Children's Library

Address: 3, Jagok-ro 7-gil, Gangnam-gu, Seoul

Contact: +82-2-2226-5930

Website: library.gangnam.go.kr/hchildlib/menu/10470/contents/40067/contents.do

Oesol Hanok Library

Oesol Hanok Library was built to commemorate the 122nd birthday of Oesol Choe Hyn-bae in 2016. The library runs reading discussion classes and educational programs regularly and occasionally. There is the

birthplace and a memorial hall of Oesol Choe Hyn-bae near the library, and both are good places for visitors to Oesol Hanok Library.



The interior and exterior of Oesol Hanok Library

Address: 36, Byeongyeong 7-gil, Jung-gu, Ulsan

Contact: +82-52-290-4196

Website: lib.junggu.ulsan.kr/pageCont.do?menuNo=1030000

ONE-LINER QUOTES

Travel Bookstore's Pick

Written by Chai Ji-Hyung (Travel writer and head of travel bookstore
“Zanzan Bookshop (@zanzan_bookshop)”)

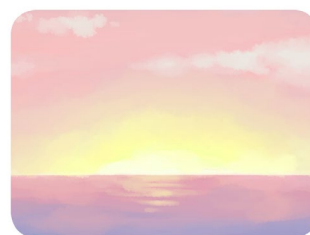
I opened a small bookstore in Donghae, Gangwondo Province. It was not that I had a connection to it – the lecture I gave at a library, by coincidence, was the beginning of everything. The first time I met the head of the library, I enviously said, “It would be great to live near the sea,” and he answered proudly, “Of course. You must try living here, too.” So, I took a month off to live in Donghae, which was not planned, and I fell in love with the sun’s energy that shone on the ocean every day.

The 5-minute away ocean, nice people, and charmingly neat alleys seized my heart, which made me think seriously about moving to Donghae for good. So, with the idea of creating a hub in the area that introduces Donghae to travelers and the world to local residents, I opened a travel bookstore called “Zanzan Bookshop.” Naturally, I looked for books related to the region

when I started choosing books to put on the shelves. I could find many books about “Donghae”, but not “Donghae city.” Indeed, the city’s history was short - it was a relatively new administrative district created in 1980 (Bukpyeong-eup in Samcheok-gun and Mukho-eup in Myeongju-gun integrated).



Life in Donghae
Song Ji-Hyun, Minumsa



I made up my mind to go to Donghae.

I thought this was the right timing.
It was now or never –
It was the only thing in my mind.

When I was struggling to find books for my bookshop, *Life in Donghae* (Minumsa) by Song Ji-Hyun caught my attention. Glad to find the right book, I flipped through the pages, and soon found myself crying and laughing.

“I made up my mind to go to Donghae. It was about 3:00 in the morning when I left the emergency room, and I thought it was the moment. It was the only thing on my mind: leaving now. I hit the accelerator into the darkness without hesitation.”

In the book, the writings in the part called *Changes* give rise to waves in the hearts of those who wish to escape their lives. Its title is misunderstandable enough – people may think it is a travel guide for Donghae, introducing daily lives in the region. But in reality, this is an essay in which the writer, caught in a profound depression, finds balance in Donghae. In the book,

the writer begins to work part-time after a long, helpless sleep. She spends time with her siblings and friends, and tries to learn Korean painting and guitar. In summer, she didn't forget to live a "southern French-style life" where she headed out to the beach under abundant sunlight as soon as she woke up.

This book offers a sheer representation of the painful time that the youth goes through instead of providing lessons or enlightenment. However, the writer who spent a transformative time in Donghae says, "Now I know how to take warm words as fuel."

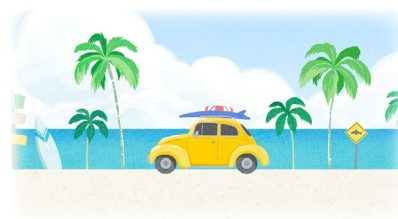
Just like poet Baek Eun-Sun's recommendation quote, "If you want someone close and fun to be living in Donghae, like your best friend who has his/her heart in the ocean, and if you miss such a heavenly place, you must read *Life in Donghae* right at this moment," the book makes readers fall in love with Donghae, the city of youth.



Onda's Gangwondo
Kim Joon-Yeon, Onda Press

When you no longer fear walking on an unfamiliar path,
and when that path changes dramatically
at a pace you have never experienced,

our eyes will be able to see the world differently.



The second book I want to recommend is *Onda's Gangwondo* (Onda Press). With the sub-title "Fully-planned Life in Gangwondo," the book contains stories of those that have moved

to Gangwondo Province. It is a dangerous book for those that impulsively hope to leave Seoul – only those that are prepared shall make good use of it as a kind guide left by the foregoers.

The book introduces stories of those that left cities to pioneer their life in Gangwondo, including Kim Eun-Sung – the head of a billboard-less guest house located deep inside the beach, Park Ji-In – the producer of surfing wetsuits, Baek Eun-Jung and Choi Yoon-Sung – a couple that run Chilsung dockyard, and Choi Yoon-Bok – the ‘book-stay (where people spend a night reading books)’ manager.

The reason I love this book is because it’s not just about romance. From how people were motivated to come to Gangwondo to how to manage life in the region, the book satisfies readers’ curiosity about life in Gangwondo. The interviewees are never hesitant to say, “Living in a remote area like this may seem leisurely, but it is only the tip of an iceberg.” Nevertheless, as you read through their stories and how they ended up living in Gangwondo, you will be able to reflect on your life.

Travelers that love walking would also find the walkways recommended in the book helpful. “The walkway I’m going to introduce to you is a route that is only shared by the neighbors. Only a few people at my guest house could find it as I would only give them rough directions – but now I got to explain them in the book!” said Kim Eun-Sung, the head of guest house Maemi Planet. This is why I take this book with me whenever I go to Yangyang, Sokcho, and Goseong, even though it is not a traveler’s guide.

By the way, the word “Onda” in the title means “wave” in Italian. This is the first book published by Onda Press, a publishing company established by Park Dae-Woo, who moved to Goseong, Gangwondo, after working at Paju Book City. Kim Joon-Yeon, the writer of the book, says in the preface, “I suggest you leave your residence and walk to a place you don’t know. Then, when you no longer fear walking on an unfamiliar path, and when that path changes dramatically at a pace you have never experienced, your eyes will be able to see the world differently.” Just like his expectations, anyone who opens up the book will find themselves in a whole new world without realizing it.

KOREAN PUBLISHERS

Moksu Publishing Company

Knowledge that Saves the World, Just Like Trees and Water



The logos of Moksu Publishing Company

Carpenters use wood to create furniture, tools, and other daily necessities. Likewise, Moksu Publishing Company (*Moksu* has two different meanings in Chinese characters: 木水 (*moksu*, trees and water in Korean); 木手 (*moksu*, a carpenter in Korean)) or *Moksu Chaekbang* (literally “a bookstore of trees and water” in Korean), which marks its 9th anniversary this year, has been publishing books necessary for everyday lives, as its name

implies. Driven by the commitment and passion toward ecology and the environment, the company has been actively bringing out books in those fields. At a time that requires even more attention to the environment, the publisher strives to convey to readers that all living things are symbiotic and connected. We had a chance to interview Jeon Eun-Jeong, CEO of Moksu Publishing Company, who explores ways to help people take action for environmental protection.

The name of the company, *Moksu Chaekbang* (Moksu Publishing Company), is impressive. Please briefly introduce your company and the meaning of its name to the readers of K-Book Trends.

I came up with the words “tree” and “water” to contain the value of ecology, environment, and life, since life without water and humanity without trees are both unimaginable. That was also reflected in the company slogan, which is, “Knowledge that Saves the World, Just Like Trees and Water.” The company name demonstrates my commitment to publishing books that deliver knowledge, which is much needed in a time when diversity and sustainability of life matter for our survival. I put “*Chaekbang*” at the end as I also wanted to open a bookstore with the same name.

You were a magazine journalist and editor before running the company. I bet you read a wide range of books during those years in the publishing industry. Of all the fields, why did you choose ecology and nature? And what do you think is fascinating about ecology books?

When I decided to start the company, I tried to choose fields that interest me because I took the risk of starting a business, hoping that what I do for a living excites and entertains me. It didn't take long for me to turn to ecology and nature since I was highly interested in plants and organic farming, and loved trips in nature. Above all, I believed that more readers would develop an interest in ecology and environment as they are no longer a minor field to which only a handful of people pay attention but a direct link to our survival. Although they are not fashionable, they are not transient or sensitive to trends either. Therefore, I chose this path, believing that public awareness of these fields would eventually be raised over time.

Covering everything from practical horticulture to heavier topics such as ecology philosophy, ecology publications have, in fact, been much diversified for a few years. In particular, books on plants and gardening have become more popular than ever. City dwellers are increasingly separated from nature, and these severed or weakened ties might have caused the environmental crisis of today. In this regard, ecology books can help bring us closer to nature. I hope more people find and read books that deliver the core message that contains the ecological knowledge

that all creatures, including humans, are connected and “thrive on one another.”

What is the driving force behind the steady growth of your company?

I would say my company was “holding up” rather than growing. I realized after founding the company that I barely understood ecology, although I was interested in it. That is when I started to thoroughly study the field, earning the Certificate of Forest Interpreter and transferring to the Agricultural Science Department at Korea National Open University.

I went through a lot of trial and error until I published around 10 books because I began my study after launching the business. When managers and editors know little about the field of books they publish, they might not be able to come up with good plans and choose quality books. At that time, I didn’t know any experts or potential authors in ecology either. So, I just continued to study and started to join gatherings of people interested in ecology, building up my relationships. The experts and industry insiders that I met during the times became a great support.

You have been running the company for nine years, which is not a short period at all. Please tell us what it was like to run a one-person publishing company.

My goal still remains the same: To continue generating enough profit to at least publish the next book and stay afloat. Of the nine years, I lost track for four years, but I find them meaningful as they helped me develop a greater interest in ecology and the environment. Even now, when I edit and publish new books, I still feel like I am exploring a new field. Above all, I am glad that I chose this field whenever my readers say, “You publish good books.”

What defines good books and necessary books? What standards do you apply when publishing books?

I thought the core message that I should deliver when publishing ecology and environment books is that “all living things are connected and thrive together.” Thus, before publishing, I carefully review whether a book can contain this message.

Most readers who love and buy our books generally have basic knowledge of plants and ecology. Therefore, I try to find books that provide them with noteworthy trends and information on the field. My focus has been on figuring out what a limited number of avid readers in the field want, instead of the preferences of general readers. Further, specialists around me have helped me

a lot in selecting books. I have been lately introducing books that are a bit professional but insightful for the readers. Gardening books that we recently published are the primary example, and they have been met with greater enthusiasm than expected.

Publications on nature and ecology are steadily read, but only by a small number of people interested. Therefore, making them accessible to the general public is just as important as delivering useful content and information. What efforts are you making to approach the public?

In the early days, I wanted to publish ecology books that sell well, but I have recently started to gravitate towards strong expertise instead of weak popularity, believing it would strengthen the sustainability of one-person publishing companies. To be fair, I also plan to introduce ecology publications that can be easily digested. Similar books on ecology and plants have recently flooded the market, so I focus on adopting a fresh perspective from the planning stage. When books are challenging but novel, readers will pay a fair amount of attention. Further, since the beginning of the company, design has been one of the priorities because it is an important factor that attracts readers to own books.

Climate change and the environment have become hotly debated topics around the globe. It has become important not only to read books but act on them. What story do you ultimately want to deliver to readers through the books you publish?

As I mentioned previously, every book on ecology and environment must send a message on diversity and sustainability that “A healthy and sustainable ecosystem stems from diversity,” and that “humans, too, must do their part and fulfill their responsibility as one of the species that constitute the entire ecosystem.”

With ever heightened awareness of climate change and environmental issues, people express a sense of urgency in their own way. However, a closer look at them tells me that the environmental issues still remain unattended. We are aware that they must be addressed, but we somehow want to turn a blind eye to them because we know too well that climate action would cause inconvenience across our everyday lives. For instance, it is not at all easy to cut down on plastic waste, even though we know we must, due to instant inconveniences.

That is why environment publications must find ways to nudge the readers to realize that environmental issues are “a direct threat to my family and me” not someone else’s business. Such books must adopt a strategy that makes our concern and action on the environment, even at a basic level, look “cool” instead of “righteous.” For example, it would be more effective in garnering

action if carrying a tumbler or a handkerchief is viewed not as the “right” thing but as “cool” and “hip.” In some way, I think publication in the field of ecology and environment needs well-crafted marketing strategies.



The VEKE, Seven Seasons and Nine Gardens, My Mother Is a Forest Interpreter, Slow-beauty, Life Changing Vegan Beauty

Moksu Publishing Company introduces quality foreign books on nature and ecology to Korean readers. What Korean books, among those you have published, would you recommend to foreign readers?

I recommend *The VEKE, Seven Seasons, and Nine Gardens*. The book mainly covers “VEKE,” Korea’s iconic naturalistic garden on Jeju Island, but it does not merely describe a specific place. Naturalistic gardens that are ecologically healthy and beautiful are an important trend in gardening around the world. “VEKE” is not only in tandem with the trend but also features Jeju Island’s distinct geographic nature. That is the reason I recommend the book to readers overseas. The book would be appealing to garden

lovers and plant lovers, as it illustrates how “VEKE” was built, helping readers better understand naturalistic gardens.

My Mother is a Forest Interpreter is a book that introduces very simple ecology games that parents and children can play in nature. Since there are trees and woods everywhere in the world, this book, which helps our children romp around in nature and become part of it, will make good, practical material for teaching ecology.

Slow-beauty, Life Changing Vegan Beauty is a beginner’s book and an environment essay on vegan makeup, which is one of the global beauty trends. The book stresses that using vegan beauty products is “an action that cultivates an environmentally-friendly life and that is in the interest of the entire planet,” that goes beyond “an action that simply uses plant-based cosmetic products.”

Lastly, please share the company’s direction going forward, as well as the company’s plans.

We focus mainly on ecology and environment publications, although we sometimes publish non-ecology books. We plan to continue focusing on the field, building up our expertise. In particular, we want to find and publish must-have books for those studying gardening.

KOREAN AUTHORS

Writer Yoo Sun-Kyong

Facing Your Emotions and Naming Them

We express our feelings through writings in the form of journals or texts. While writing, we think of words to describe the emotion with the question, “How am I feeling now?” and organize our thoughts. Words like angry, sad, or happy are used to express emotions. Still, we need more diverse expressions and phrases to describe the feeling in detail. Yoo Sun-Kyong, an author who is loved for her best sellers *Emotional Vocabulary* (Annes’ Library) and *Vocabulary of Adults* (Annes’ Library), focuses on putting names and expressions on feelings and lets readers face the feelings they disregard. So, let us take time to listen to her stories and see what our emotions tell us.



We are happy to have the writer Yoo Sun-Kyong in our webzine. Please introduce yourself to our readers.

Hello, readers interested in Korean publications. I am Yoo Sun-Kyong. I write essays and books on humanities and also work as a radio program script writer. I enjoy imagining, fantasizing, and being deep in thoughts as much as I love reading and writing.

You recently released a book named *Emotional Vocabulary*. The book became a hot topic in the industry and was ranked as one of the best sellers. This shows how much Korean readers are interested in your books. Please tell us how you feel and introduce your book to readers in other countries.

To summarize the feeling as a writer who released a book after struggling for about a year, I would say it was ambivalent. I was glad and proud to have a result in my hand, but it also felt very

hollow and lonely at the same time. It feels complicated for a month or two after the release. I thought I was the only one who felt that way, but it turned out that writers around me felt similarly after publishing their books. I think the gap in writers' hearts is filled by readers. Thanks to readers who responded warmly to my works, I could continue my work as a writer.

Emotional Vocabulary is literally a book about how to express emotions in words. One might wonder if lexicon, vocabulary, or word mean different things. Lexicon covers words and vocabulary. For a long time, I was interested in human emotions. So, for around 20 years, I studied psychology and psychoanalysis from time to time. I realized that many parts of sufferings in life derive from emotions rather than an accident.

Specifically, people suffer while denying and suppressing emotions, not the emotion itself. As a result, we get lost in our feelings. Socialized adults are accustomed to concealing or fooling their feelings. In that process, they lose many things. The most significant loss is a sense of oneself and the signal showing how one should live.

There is no right or wrong to a feeling. It is not a subject for evaluation. I believe one can deal with many difficulties in life as long as one understands the state of one's emotions. The way to figure out the feeling is to give accurate wording. I referred to learnings from psychology and psychiatry to describe how one feels. Regarding vocabulary, I collected 181 types of words related to emotions per situation.

Your previous work, *Vocabulary of Adults*, and the recent one, *Emotional Vocabulary*, are all under the theme of vocabulary. Many have seen books emphasizing the power of speech or thinking. Still, barely any books highlighted the importance of wording. What meaning do words have in our lives?

The importance of words is growing stronger as communities are fragmented and individualized quickly. For example, when people lived and worked within a few kilometers range of their birthplace, people could understand each other with only demonstrative pronouns like this and that. People's interpretation of a single word was no different. This is because the world was small, and people shared the same experiences. However, we can no longer say that the speaker's intention and the listener's interpretation are the same. Thus, using an accurate term with minimal room for interpretation helps reduce miscommunications among people.

The significance of words is well reflected in the expression in my book: "The limits of my world are as small or large as the limits of my language." I slightly modified Ludwig Wittgenstein's pronouncement: "The limits of language are the limits of my world." For instance, when an unfamiliar word shows up, the level and the speed of recognition and understanding of the context and content are highly dependent on whether the person has knowledge relevant to the word. In some way, the foundation of building strength in speech and thinking comes

from the lexicon. However, it is not something that improves by memorizing expressions in dictionaries. Lexicon is determined by one's interest in the world's phenomena, objects, and matter. Once one becomes interested in a subject, one wonders how to express it. Lexicon can only improve when one desires to learn and use the expression for the item.



Emotional Vocabulary and Vocabulary of Adults

For 30 years or more, you continued writing every day as a script writer for a radio program. It seems like writing every single day would not be easy. In what mindset do you write, and where do you get inspired?

Most people work every day, and it is not that different for me to write every day. I write around eight months a year for a book. During that period, my working hours sometimes far exceed those of a person working in a company.

I started to read and write books at twelve. I chose to work as a radio channel script writer because I wanted a stable income

source since I write something every day anyway. One change is that now I have a sense of mission after writing every day for 30 years or more. More than anything, I want to write something I would not feel ashamed of and help listeners or readers through my works, even if it is not much.

Many ask where I get my inspiration. I believe that muse or inspiration exists, but I do not rely on them. You have to write every day, but you would not be able to finish the work if you waited for a muse or inspiration to come. So, the first thing I do is to engulf myself in diverse subjects as much as possible by reading books and observing. The next step is the critical part. Once I finish absorbing, I ask myself, 'Is what I feel or think the result of bias, prejudice, or socialization?' Then, I try to think, imagine, and reform ideas in new ways. When the routine continues, sometimes inspiration comes one day in the morning.

There might be similarities and differences between writing daily as a radio program script writer and writing daily to publish books. What would be the similarities and differences?

There are more differences than similarities, like the difference between a poem and a novel. I write speech as a radio program script writer, and I write literature as a writer of a book. Colloquial and literary style is one different factor to count. When I write a script for a radio program, the content is what I want to deliver. Still, words and sentences in scripts are meant

to help the host speak comfortably. The host's pace, tone, speed, and oral pronunciation must be considered to make the script comfortable and easy to understand for listeners. Before all else, radio scripts have time limits. A script should never exceed three minutes, regardless of the content's value. Especially, opening comments that signal the program's start are expected to end within 1 minute 30 seconds. On the contrary, books are relatively less restricted than radio scripts. A general length book would amount to 1,000 pages on squared manuscript paper, meaning the writer must carry on with the task of writing with a long breath. Suppose writing on a topic cannot be continued. In that case, it is not worth the effort, even if the subject is considered a quality idea. The most significant difference is that radio scripts cease to exist after the broadcast. On the other hand, books are left on readers' bookshelves or in libraries. The common factor is that both types of writing aim to reach someone.

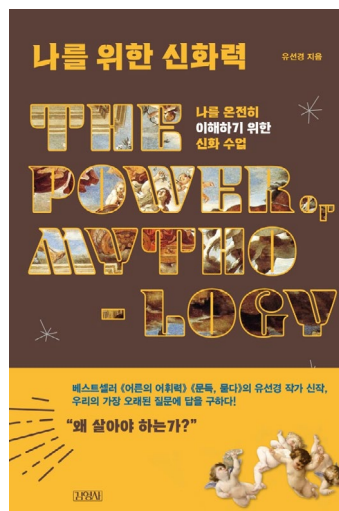
We believe that there were some impressive readers throughout your career. Can you share an episode related to them?

Recently, I recommended a book through a phone interview with the host Lee Geum-Hee on the YouTube channel *My Geumhee* (마이 금희). She lost her father recently, and she was deep in her loss. So, I recommended a book to console her heart, *Soul Photo*, written by American photographer Chris Orwig. A fan who became my supporter after reading *Vocabulary of Adults*

watched the episode and gifted the book I recommended to Lee with a letter. The fan ran a small bookstore in her town. Lee was touched by my fan's action and introduced the bookstore on her YouTube channel. Likewise, it was beautiful to see that my book connected two different people.

You have written a total of nine books including *Emotional Vocabulary*. Is there a book you would like to recommend to readers in other countries? If yes, please share.

I would recommend *The Power of Mythology* (Gimm-Young Publishers, Inc.) to readers overseas. I wrote this after seeing *Vocabulary of Adults* become a best seller. *The Power of Mythology* was published last year. I found answers to questions one would think once in a lifetime from Eastern and Western mythologies. Examples of such questions are “Why do I have to live?” “Is life worth living?” “Why is the world always like this?” and “What is death?” The book introduces mythologies, suggests topics on the world and life, and reorganizes myths and philosophical ideas in line with the issues. Sixty-five masterpieces contained as illustrations make it fun for readers to read through and help them understand.



The Power of Mythology

It has not been long since your new book was published, but what would you like to deliver in your next book? We want to know the next plan built by the writer who writes on a daily basis.

My next book will be released by the end of next year. Many publishers expressed interest in a notebook I kept from my middle school years until now. The next book will introduce sentences from the notebook that fit the era, and I will add comments to those sentences. In the long run, I dream of writing fiction.

Any last comments for our readers?

Though reading is on the decline internationally, the Korean publishing industry releases diverse forms and genres of books. I tend not to refer to best seller rankings when choosing books to read. When you search for newly published books from each

genre, you can figure out the social trend and find books that fill your curiosity or meet your taste. Dear book lovers, I have no choice but to love you.

PUBLISHING INDUSTRY

Trends in the Publishing Market in the First Half of 2022

Written by Baek Won-Keun
(President of the Books & Society Research Institute)

People are still reeling from the aftermath of the COVID-19 pandemic, which has swept the world over the past three years. Korea has been rapidly taking actions to return people's daily lives to how they were before the pandemic. Such efforts can be seen through major terms commonly used in news outlets, such as "endemic" and "post-COVID." Also, in early June, the Seoul International Book Fair was held at COEX on a large scale after a three-year absence, attracting approximately 100 thousand visitors. What's more, lectures and autograph signing events of writers that had halted due to the social distancing policy have begun to take place again. It also seems that publications, book sales, and book-related programs are beginning to revitalize. Books related to "endemic" include *From Pandemic to Endemic*

(Dongasia Books), written by researchers at the Institute for Basic Science (IBS) in Korea, and *Endemic and Big Changes 7* (Gimm-Young Publishers, Inc.), where futurist Choi Yoon-Sik describes how the world will change after the pandemic. In addition, approximately 250 post-COVID titles in human sciences, society, business, education, and children have been published in the past two years, including *The Post-COVID Society* (Geulhangari). Then, what has happened to the Korean publishing market in the first half of the year, which has yet to be set free from the influences of the virus? A good index would be the statistics report for the first half of the year announced by Kyobo Book Center, which is one of the representative hybrid (operated both online and offline) bookstores in Korea.



From Pandemic to Endemic, Endemic and Big Changes, and The Post-COVID Society

The publishing market began to shift to the “post-COVID” mode with eased social distancing

The field of politics and society has experienced the most dramatic change in the last 6 months, with sales up 47% year after year. Such a result is reportedly driven by books related to famous politicians or the former/current president, which become a hot topic every 5 years along with the presidential election (the latest one took place on March 9, 2022). They are not regular sellers. However – they set record sales like a storm and disappear shortly after. Best examples are *Longing Doesn't Happen to Anyone* (Hoverlab) by former president Park Geun-Hye, *Goodbye, Lee Jae-Myung* (Jiwoo Publishing), and *Yoon Seok-Youl X File* (Yeollin Gonggam TV) which criticize then-prominent presidential candidates, *Unfinished Tasks of South Korea as an Advanced Country* (Medici Media) written by former Minister of Justice Cho Kuk, and *Moon Jae-In's Consolation* (Deohyumeon), which is about the former president of Korea. The sudden increase in sales of books related to politicians driven by the heavy purchase of passionate supporters or non-supporters had brought about a strong, but momentary change in the publishing market, the impact incomparable with past records.

Self-help books that help readers improve self-management and human relationships have also increased 17.9% year-over-year. Moreover, Korean fiction outperformed imported fiction, recording a 13.2% increase in sales, while children's comics

also saw a 13% increase. In addition, while taking only a small percentage, travel book sales showed a recovering trend with a 35.3% increase, as people have higher expectations for traveling abroad given the atmosphere of the pandemic going endemic. Furthermore, sales of books on hobbies and sports also increased by 36.4%, reflecting the current trend in the publishing market that is changing as outdoor activities increase.

Meanwhile, financial books about stock investment and real estate fell by 7.9%, putting an end to their rosy sales record, as the stock and real estate markets have taken a downturn these days. While 24 business books were ranked among the top 100 sellers in the first half of last year, the number went down to 17 this year. In addition, as people began to take an interest in non-fiction, essays on author experiences, poetry, and non-fiction genres saw their sales drop over the past three years. Plus, study materials for foreign languages, job recruitments, and exams mainly purchased by students or those looking for jobs also showed a downward trend in sales amidst the continued contraction in the employment market. And as conditions for working from home and online courses improved with social distancing, sales of books related to “home activities,” such as healthcare and cooking, fell.



Summer, Wave, and Moon Pops

For children's books, *Summer* (BIR Publishing Co., Ltd.) topped the best sellers' list as the writer, Suzy Lee, won the Hans Christian Andersen Award for the first time as a Korean writer. Her previous title, *Wave* (BIR Publishing Co., Ltd), was also highlighted. Meanwhile, picture book writer Baek Heena has been enjoying a wave of popularity, as her *Moon Pops* (Bear Books Inc.) won the honorary award at the Boston Globe-Horn Book Award in the US this June, following the winning of the Astrid Lindgren Memorial Award with *Cloud Bread* (Hansol Soobook) in 2020. Writer Suzy Lee also won the Boston Globe-Horn Award in 2013.

- * *K-Book Trends* Vol. 26 – Go to the interview with writer Bae Heena
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=550&page=4&code=interview
- * *K-Book Trends* Vol. 37 – Go to the interview with writer Suzy Lee
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=580&page=2&code=interview

Korean fiction sets a record in sales

The readership barometer is typically measured by books with best-in-class sales. Compared to last year, the biggest change found on the list of top 10 best sellers for the first half of this year announced by Kyobo Book Center was the decreased presence of business books, which fell from 4 titles to 1, while fiction increased from 2 to 5. Excluding *Dollergut Dream Department Store* (Sam & Parkers), a steadily-sold novel by Lee Mi-Ye which has been hot for the past two years selling a million copies already, others were replaced with new titles; Korean fiction *Uncanny Convenience Store* (Namu Bench), *Dollergut Dream Department Store*, and *Welcome to Bookstore Hyudamdong* (Clay House), and foreign fiction *Pachinko* and *Midnight Library* put their names on the list. A total of 23 fiction titles were listed as top 100 best sellers, which was up 6 from last year; Korean fiction accounted for a greater proportion than that of foreign fiction with 14 titles. This is a notable phenomenon considering how large a segment foreign fiction accounts for in the publishing market. The proportion of Korean novels in the overall fiction sales rose to 44.4%, drawing a continuous upward curve compared to 28.4% in 2019. The number of copies sold was also up 37.6% year-over-year, reaching an all-time high.

Among the Korean novels that have become a hot topic, the traditional way of debuting or writers who do not belong to the existing literary circle stood out. For example, *Dollergut Dream*

Department Store was a title that drew popularity after debuting on an e-book platform and as an independent publication, and *Welcome to Bookstore Hyunamdong* was also an already popular work on Brunch, a platform for writings, which became a hot issue as soon as it was published as a physical book.



Dollergut Dream Department Store, Uncanny Convenience Store, and Welcome to Bookstore Hyunamdong

The book *Uncanny Convenience Store* by Kim Ho-Yeon, which ranked 1st among best sellers from different fields, is a heartwarming omnibus novel that has received much support from its readers. It did not attract attention that much when it was first released in the market – it was only after people’s interest grew, moving from its audiobook and e-book edition to the paperback edition, and going viral among the public, that it hit cumulative sales of 500 thousand copies. Meanwhile, fiction and non-fiction that soothe the minds of people exhausted from the pandemic, economic difficulties, and human relationships

have been steadily read by readers. For example, amidst the strong trend of “healing novels” that warm up people’s hearts with their content and cover illustrations, *Farewell* (Bokbok Seoga), popular writer Kim Young-Ha’s new full-length novel in 9 years, was enthusiastically welcomed by his fans. Also, SF novel *Cursed Bunny* (Arzak) by Bora Chung received the spotlight in Korea as it was chosen as a final nominee for the Booker Prize in the UK.

* *K-Book Trends* Vol. 44 Go to the interview with Kim Ho-Yeon

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&page=1&code=interview

* *K-Book Trends* Vol. 47 Go to the interview with Bora Chung

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1006&page=1&code=interview

The news that the publisher of the very popular novel *Pachinko* was suddenly changed was also an interesting topic for Korean media. It is a story written by Korean-American writer Lee Min-Jin describing the daunting lives of Koreans who moved to Japan during the Japanese occupation of Korea. Its Korean edition was published in 2018. With the explosive popularity of its drama adaptation that aired on Apple TV+, a global online streaming service (OTT) since March this year, the original novel immediately became a top best seller. However, an unusual situation occurred in mid-April, when the five-year contract to publish the translation ended, and sales suddenly ceased. The most popular book had suddenly gone out of the bookstore. The book could not be sold for several months until a new publisher signed a contract again and redid the Korean translation. If it

hadn't been for the sales stoppage, it would have been a much higher ranking book than its current 8th rank among other best sellers.



I Look at You Like a Flower, See What They Mean, Say What You Mean, and Black Cat Ggamnyang

Among other non-fiction titles, emotional essays such as *I Hope You Are Happy* (Highest Books) and *I Am Thankful For Myself* (Book Romance) were popular. For poetry, *I Look at You Like a Flower* (Ji Hye) written by Na Tae-Joo, who has an amazing line-up of best selling poem collections just like his nickname “poet of all Koreans” was the most beloved work, while for home life, *See What They Mean, Say What You Mean* (Gimm-Young Publishers) by Oh Eun-Young, the No.1 mentor for parenting in Korea, and *Impatient Child, Short-tempered Parents* (Korea.com) were most read by people. For children’s books, *The Longest Nights* (Munhakdongne), *Black Cat Ggamnyang* (Changbi), and *Deungsil’s Rice Cake Shop* (BIR Publishing) were popular. For humanities books, *The Last Lesson of Lee O-Young* (Yolimwon

Publishing) was highlighted as it was published after the death of Lee O-Young, a representative intellectual in Korea. Finally, for science, foreign books that deliver warm messages, such as *Survival of the Friendliest*, *The Rabbit Effect*, and *Friends*, were the most read among readers.

* *K-Book Trends* Vol. 46 Go to the interview with Dr. Oh Eun-Young

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=993&page=1&code=interview

Aging of the demographic with the core purchasing power and increased purchases through smartphone apps

One notable phenomenon is the changing trend in the purchasing of readers by age groups. Sales data reported by Kyobo Book Center show that women in their 40s accounted for 24.7% of the overall sales as women around that age buy books for their children. A particularly eye-catching figure was how much people in their 50s and above purchased books; accounting for 22% (16.2% for the 50s, 5.8% for the 60s and above), it was the first time that the number surpassed the ratio of those in their 20s or below (19.5%; 2.7% for the 10s and under, 16.8% for the 20s), excluding the 30s and 40s. People in their 20s or under spent less on books, from 25.4% in 2017 to 19.5% in 2022. On the other hand, those in their 50s and above increased from 15.3% in 2017 to 22.0% in 2022. Furthermore, the age of buyers has increased by approximately 6% over the last half-decade. It can be seen that the characteristics of Korean society, which is expected to enter a super-aged society in 2025, are being reflected in the publishing

market.

Meanwhile, regarding the sales channels, the proportion of online sales (including web and mobile purchases) remained high. The proportion by sales channel was 39.3% for bookstore sales, 33.4% for mobile sales, and 27.3% for web sales, according to the sales report of Kyobo Book Center. The number of readers who visit offline bookstores has not increased much, but the proportion of readers who order through a smartphone app is gradually increasing. The prospect that the proportion of mobile sales will increase in the future is strong as readers' purchasing patterns, once established, tend to be maintained.

Publishing Policy

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“ From the joy of reading
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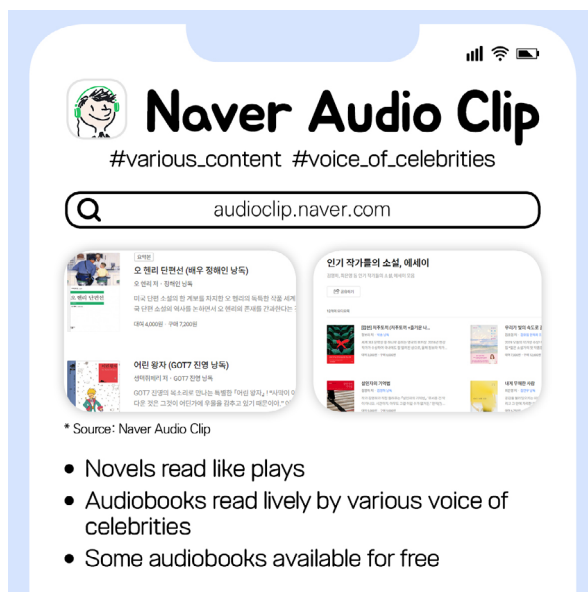
* Click on each page to visit the site!



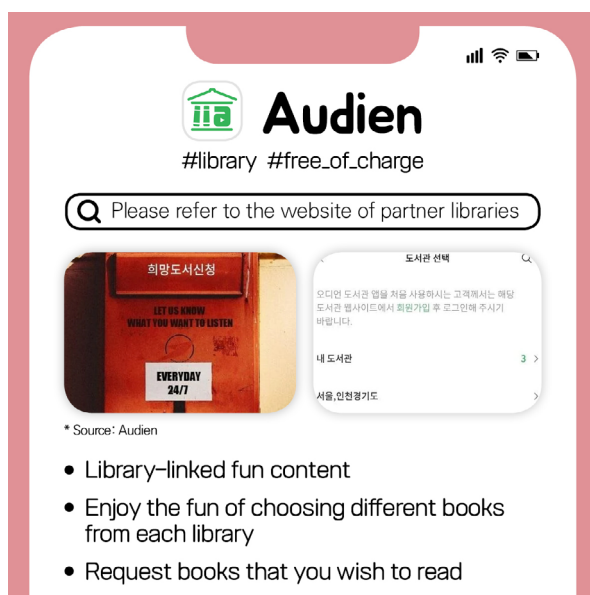
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- Novels read like plays
- Audiobooks read lively by various voice of celebrities
- Some audiobooks available for free



Audien
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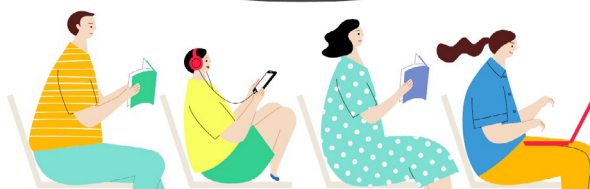
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NEW BOOKS

Post-Mobility



Until recently, the mobility industry has concentrated on **developing new types of mobility** such as EVs, autonomous vehicles, and personal mobility.



And their commercialization has brought about a **revolution in the space of travel**, which is called, the **"Mobility Revolution"**

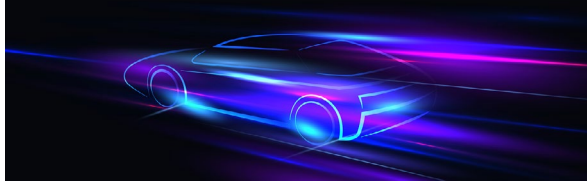


From the realm of technology to life patterns, jobs, and the capital market, the book talks from A to Z about mobility, which is now part of our lives.



As human intelligence is replaced
by automation technology,
we, humans, should develop capabilities
to understand their systems and
respond to unexpected situations.

– From the Book –

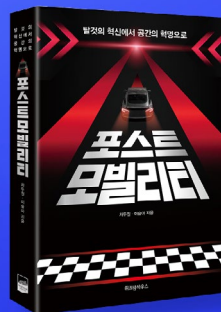


Where is the mobility revolution
going, while expanding into
the future of space?

**A guidebook for businesses
and individuals who dream of
mobility transformation!**



The mobility revolution
will change everything in our lives



Post-Mobility

Written by Cha Doo-Won, Lee Seula
Published by Wisdom House, Inc.

BEST SELLERS

2nd Week, July 2022

Best Seller Trends in the Four Biggest Online Bookstores in Korea

Quite familiar books could be found on the best seller's list for the 2nd week of July. For example, *The Uncanny Convenience Store* by Kim Ho-Yeon has been continuously soothing the hearts of its readers, and *Farewell* by Kim Young-Ha is still beloved by readers. Meanwhile, *Kim Yonggyun and Kim Yonggyuns* debuted on Aladdin's "Reader's Book Fund" last June. The book, published in the hope of ensuring the safety of workers and preventing unfortunate accidents, is an essential book for the world that we should all read.

* *K-Book Trends* Vol. 44 – Go to the interview with writer Kim Ho-Yeon
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&page=&code=interview&total_searchkey=%EA%B9%80%ED%98%B8%EC%97%B0

Meanwhile, different genres have also caught readers' attention, such as non-fiction, self-help, and humanities books. For example, Kim Da-Seul's *Manage Your Feelings to Manage Your Life* teaches

how important it is to take care of one's feelings, guiding readers to take more interest in their emotions. Also, *Counter Your Life*, which suggests a better way of life based on the writer's own successful experiences, has been faithfully fulfilling its role as a self-help book. Plus, Rhyu Si-Min's new title *European City Tour 2* published in July, is a book that kills two birds with one stone – birds of art and philosophy – in times where traveling is yet limited due to the pandemic.





While Korea is in the middle of the stifling summer, the season has also arrived on the list of best selling books for preschool children. For instance, *The Watermelon Pool* by Bonsoir Lune has placed itself at the high-end of four major online bookstores in Korea with its unique and comforting illustrations. You will find yourself relieved from the scorching heat as you spend time in the cool watermelon pool. Also, *The Story of How the Korean Shaved Ice Dessert was Born* by Lee Ji-Eun is a book that makes its readers forget the sizzling heat of summer for a moment. The book, refreshing just by its title, presents creative imagination about shaved ice dessert called *patbingsu* (red bean shaved ice) and cools readers' hearts as if they have just taken a scoop of it.

* *K-Book Trends Vol. 37* – Go to the interview with writer Lee Ji-Eun

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=579&code=interview&category=66

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

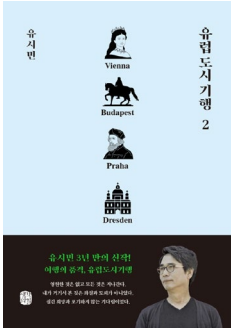
Top 10 Best sellers for the 2nd Week of July

1		<p><i>Counter Your Life</i></p> <p>Author Jachung Publisher Woongjin Jisik House Genre Business</p>
2		<p><i>Uncanny Convenience Store</i></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p>
3		<p><i>The Mysterious Candy Store 15</i></p> <p>Author Reiko Hiroshima Publisher Gilbut School Genre Children</p>
4		<p><i>Farewell</i></p> <p>Author Kim Young-Ha Publisher Bokbok Seoga Genre Fiction</p>

Top 10 Best sellers for the 2nd Week of July

5		<p><u>Manage Your Feelings to Manage Your Life</u></p> <p>Author Kim Da-Seul Publisher Claudia Genre Non-fiction</p>
6		<p><u>Hanako-Kun After School</u></p> <p>Author Aidairo Publisher Seoul Media Comics (SMG) Genre Comics</p>
7		<p><u>Kim Yonggyun and Kim Yonggyuns</u></p> <p>Author Kwon Mi-Jung, Limbo, and Huieum Publisher May Books Genre Social Science</p>
8		<p><u>I Let Go of Myself, and I Got to Love Myself More</u></p> <p>Author Hiroyuki Netomo Publisher Million Publisher Genre Self-help</p>

Top 10 Best sellers for the 2nd Week of July

9		<p><u>Democratizing Finance</u></p> <p>Author Marion Laboure, Nicolas Deffrennes Publisher Davinci House Genre Business</p>
9		<p><u>European City Tour 2: Vienna, Budapest, Prague, and Dresden</u></p> <p>Author Rhyu Si-Min Publisher Road of Thinking Genre Humanities</p>
9		<p><u>Jinxed Life 1-4 (slipcase set)</u></p> <p>Author Paik Nara Publisher Young Com Genre Fiction</p>

Top 5 Books for Preschoolers for the 1st Week of July

1		<p><i><u>The Watermelon Pool</u></i></p> <p>Author Bonsoir Lune Publisher Changbi Publishers, Inc.</p>
2		<p><i><u>Noraneko Gundan: Ramen-ya San</u></i></p> <p>Author Noriko Kudo Publisher Bear Books</p>
3		<p><i><u>The Three Wishes</u></i></p> <p>Author Anthony Browne Publisher Woongjin Junior</p>
4		<p><i><u>The Story of How the Korean Shaved Ice Dessert Was Born</u></i></p> <p>Author Lee Ji-Eun Publisher Woongjin Junior</p>
5		<p><i><u>If I Were to Name Your Heart</u></i></p> <p>Author Maria Ivashkina Publisher Bear Books</p>

KOREAN TRANSLATOR

Ji-Hyun PARK, CELESTIN

Profile

- Korean-French conference interpreter
- Registered translator at the French Embassy in Korea
- DELF examiner-corrector
- E-mail: jihyuncel@gmail.com
- Contact: +82-10-3398-0725

Educational Status

- Master's Degree in Korean-French Interpretation at Ewha Womans University Graduate School of Translation and Interpretation
- Bachelor of Graphic Design at French ECV, LISAA PARIS

Training

- Completed Atelier Course at the LTI Korea Translation Academy
- Completed Special Course at the LTI Korea Translation Academy (received Excellence Award)

Interpretation/Translation

- Abstract and sample translations (requested by the Publication Industry Promotion Agency of Korea, KPIPA)
- Various types of translations (requested by the Embassy of France)
- Project translations (requested by the Incheon Foundation for Arts & Culture (IFAC))
- Translations and interpretation at an invitational performance joined by foreign choreographers (requested by the Sejong Center for the Performing Arts)
- Translation of a publication proposal and interpretation at a meet & greet session with authors (requested by LTI Korea)
- Translation and interpretation of events hosted by the Korean Publishers Association
- Accompanying interpretation and translation for a French author at the Seoul International Writers' Festival
- Translation and interpretation at an invitational lecture joined by foreign choreographers (requested by the Arts Council Korea)

- Video translation of a lecture provided by a scholar commemorating the 130th anniversary of diplomatic ties between Korea and France (requested by the Daesan Foundation and Kyobo Book Center)
- Interview translation and interpretation of the winner of the Prix Goncourt (requested by the French Cultural Center in Korea)
- Colloquium and special lecture interpretation (requested by Ewha Womans University)
- Press and talk-with-the-audience interpretation at an invitational performance (requested by the Korea National Contemporary Dance Company)
- Translation of an art brochure for the “Year of Korea-France Mutual Exchange” exhibition (requested by the Korea Craft & Design Foundation (KCDF))
- And many other translation and interpretation experiences in different fields

#K-BOOK

#2022 Visiting Korean Book Fair - Indonesia

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

A stick becomes a big tree

1. Publication Details

Title | A stick becomes a big tree
 Author | Yeol-do Kim
 Publisher | uldo nation
 Publication Date | 2020-11-11
 ISBN | 9788997372270
 No. of pages | 128
 Dimensions | 152 * 255

2. Copyright Contact

Name | Kim hong youl
 Email | uldokim@hanmail.net
 Phone | +82-01-3270-2785

3. Book Intro

When I was a kid, my legs hurt and I blamed the world. I was frustrated and cried at one time. However, I gained courage from writing and found a beautiful world. The harder and sadder I was, the stronger I decided to be and lived without thinking about how others looked at me. Now, I feel rewarded and enjoy every day as a writer. If you have a dream and can turn pain into pleasure, nothing is greater than that. I'm an old man now, but I'm still dreaming bigger dreams like a child. This fairy tale is not just an old story. It was based on the story of my childhood, but some of it is the background of the day. It's mixed. This is called



fusion. This fairy tale has both experience and imagination. It would be fun to guess how far the experience goes and where the imagination goes. Is there a child who has a hard time? When you are having a hard time, read this book and gain courage. I hope children who are frustrated and distressed will have a little hope.

* k-book.or.kr/user/books/books_view?idx=3395

The Bin Fairy

1. Publication Details

Title | The Bin Fairy
Author | Bonsoir Lune
Publisher | Bear Books Inc.
Publication Date | 2019-10-10
ISBN | 9791158361518
No. of pages | 56
Dimensions | 210 * 260

2. Copyright Contact

Name | Min, Yu-Ree
Email | right@bearbooks.co.kr
Phone | +82-70-4213-2959



3. Book Intro

A 'bin' fairy was born in a garbage bin on a backstreet. The fairy shouts at people in the from the street. "I can make your dreams come true!". This is a story of this bin fairy giving illuminating presents to those miserable passerby's on the street.

* k-book.or.kr/user/books/books_view?idx=3095

Boing Boing Bouncy Yarn Ball

1. Publication Details

Title | Boing Boing Bouncy Yarn Ball

Author | Ryu Miyoung

Publisher | naenggikot

Publication Date | 2019-10-30

ISBN | 9791196826505

No. of pages | 30

Dimensions | 193 * 196



2. Copyright Contact

Name | Ryu Miyoung

Email | naenggikot@naver.com

Phone | +82-70-7377-8806

3. Book Intro

Take a look at our picture book embroidered with animal fur. While mom has gone away for a while, a ball of yarn has gone missing from the basket. Where did it go? Children and animals are playing a game with the bouncy ball of yarn. The main characters of this book are the children and animals. This book wonderfully describes those onomatopoeic, mimetic words that children just love, such as “moo, moo,” “roll roll,” “shhh,” and “boing boing.” Following the ball of yarn, you can learn about various shapes such as straight lines, curves, and dotted lines. Now, let’s find out where the ball of yarn is going!

* k-book.or.kr/user/books/books_view?idx=3930

Code Name X

1. Publication Details

Title | Code Name X
Author | Kang Gyeongsu
Publisher | SigongJunior
Publication Date | 2017-07-05
ISBN | 9788952785480
No. of pages | 308
Dimensions | 135 * 200

2. Copyright Contact

Name | Irene Lee
Email | irene@sigongsa.com
Phone | +82-2-2046-2849



3. Book Intro

Parang finds an old agent diary. It is a record of a long list of missions completed by a girl with the code name "Violet." The real name of this girl is Yi Sunshim. But suddenly, Parang is sucked into the diary and finds himself in front of Violet, his mother when she was young. Parang and Violet escape from a den full of zombies, and head to the headquarters of MSG. There, Parang meets director Bulldog and his secretary Puddle, and doctor Starski who builds all kinds of secret agent weapons. After becoming Violet's partner, his first mission is to find out who's blackmailing the agency, threatening to expose the secrets of MSG. After investigating and searching for the five suspects, Violet and Parang eventually discover that none of them are responsible. The two identify the parrot of chef Kim Chelin as the true culprit. With the mission successfully completed, Parang becomes an official agent. But there is a man (Sirius K) watching them from afar...

* k-book.or.kr/user/books/books_view?idx=2356

Pinocchio, Let's Go on a Trip with Economy

1. Publication Details

Title | Pinocchio, Let's Go on a Trip with Economy

Author | Mun Seongcheol, Lee Aeyoung

Publisher | Noble with Books Publishing

Publication Date | 2019-10-22

ISBN | 9791190200028

No. of pages | 200

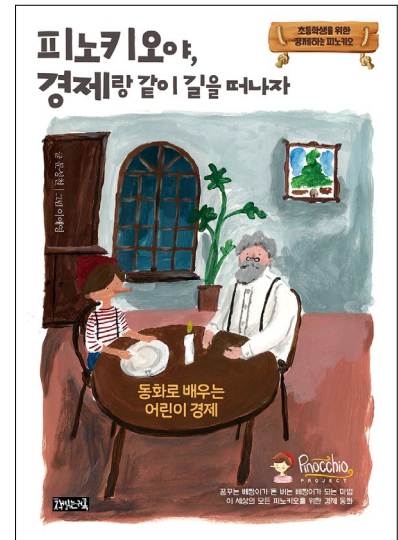
Dimensions | 150 * 210

2. Copyright Contact

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Email | idea444@naver.com

Phone | +82-31-944-6907



3. Book Intro

A child with a sense of economy grows as an adult who realizes his/her dream. This book explains economic principles in the form of a fairytale to promote children's interest in economy. In the story, Pinocchio, our hero, finds a pair of rubby shoes one day. He really wants to get the shoes, but realizes that he cannot buy them because his family does not have enough money. However, he unexpectedly finds a way to have the rubby shoes, and goes on a trip. During traveling, he meets many people, has various experiences, and nurtures his sense of economy that he has yet to have.

The author tells the reason why she wrote this story in the epilogue.

"When I was a child, I wondered which class my family was in. I wanted to know whether we were rich or medium or poor. It was because I wanted to understand the reason why Mom could not buy me a toy from my own view of the world. However, grown-ups did not explain it to me. They just said I had to endure." Now, children don't have to endure any more. It is because they can learn the concept of money and economic law easily and interestingly from *Pinocchio, Let's Go on a Trip with Economy*.

Then she goes on to explain as follows.

"But now that I have become a parent, it was not easy to explain the concept of money to my child. It was difficult to find where I begin, and I also had a concern: "what if my child would lose the innocence as a child?" This book is a product of the agonies of mine. I wrote this book in the hope of helping children growing a sense of economy. Reading the exciting travel stories, children can easily learn how to keep a record of their spending and how to use a bank."

This book can be a great solution for parents who have found difficulty in teaching

their children the concept of money. With this book, children may grow economic sense without losing their childhood sense of wonder. This is good to read for kids and their parents as well. In addition, this is also good for kids and teachers to have discussions in the classroom. Creative illustrations that beautifully stimulate your imagination make your trip with Pinocchio even more exciting and happier. You may feel touched and experience the joy of learning as well. At the end of this book, mother, father, children, and teacher could share precious happy memories together.

* k-book.or.kr/user/books/books_view?idx=2654

Alice in Wonder Galaxy

1. Publication Details

Title | Alice in Wonder Galaxy
Subtitle | The Solar System and Stars
Author | Suju Kim, Inn-ha Cho, Shim Boyeong
Publisher | ChungARam Media
Publication Date | 2020-02-18
ISBN | 9791158711269
No. of pages | 97
Dimensions | 150 * 225

2. Copyright Contact

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3. Book Intro

This book is the second volume in the Curious Talk Story Science series. Alice goes on an adventure into space after getting on a spaceship following the space mailman White Rabbit. Alice finds herself almost getting sucked into a black hole after leaving the solar system, and she also later gazes at the beautiful galaxies that fill space alongside nebulae that resemble roses. Her adventure is then thrown into jeopardy with the appearance of Bill, a swift lizard thief.

This book is about exploring every corner of a mysterious and curious universe. Shown inside are various celestial bodies such as the Earth, the Moon, the solar system, galaxies, and black holes and shares with readers various different questions about the universe.

* k-book.or.kr/user/books/books_view?idx=4135

Let's take a shortcut to the rich with AI and big data

1. Publication Details

Title | Let's take a shortcut to the rich with AI and big data

Author | Dae-hoo Seo

Publisher | uldo nation

Publication Date | 2020-11-07

ISBN | 9791187911654

No. of pages | 240

Dimensions | 152 * 255

2. Copyright Contact

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3. Book Intro

AI (Artificial Intelligence) and Big data experts open their ideas to the public about how they earned 50 million Won per month within 3 years. Using project case studies, government policy, world flow and future prediction, readers can gain valuable knowledge on how to take the lead in AI and Big data opportunities.

Now is the generation of AI and Big data. We hear many common terms about the fourth industrial revolution, but we have no idea what to do with them. This book tells you use them in business.

* k-book.or.kr/user/books/books_view?idx=5126

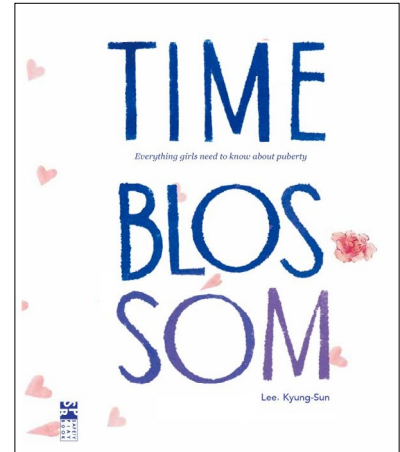
Time Blossom

1. Publication Details

Title | Time Blossom
Subtitle | From a Girl to a Woman
Author | Lee Kyungsun
Publisher | SAFETY PLAY BOOK
Publication Date | 2017-01-05
ISBN | 9788996933748
No. of pages | 223
Dimensions | 180 * 220

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Phone | +82-31-670-5254



3. Book Intro

This is a lovely book, like a present from an older sister or a mother to girls going through puberty. It is organized to help girls going through this emotionally unstable period, when many psychological and especially physical changes are taking place, to naturally accept their development and grow their self-esteem.

"What will change when puberty starts?," "Why do these changes happen and how can I prepare for them wisely?" and "What is beauty?" are the questions that adolescent girls are most interested in. The book answers all of these questions as if a kind older sister is whispering to you. As an actual guide for girls walking through the minefield called puberty, this book clearly and emotionally explains the transition from childhood to adulthood. Reading age: from 10 years-old.

* k-book.or.kr/user/books/books_view?idx=2044

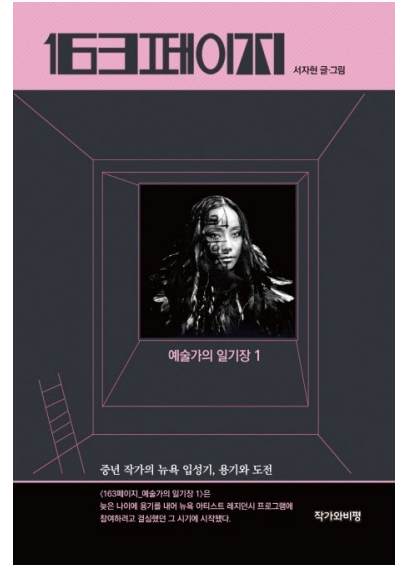
163 Page

1. Publication Details

Title | 163 Page
Author | Seo Jahyeon
Publisher | GlobalContents
Publication Date | 2020-01-06
ISBN | 9791155922354
No. of pages | 212
Dimensions | 128 * 188

2. Copyright Contact

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Phone | +82-70-8796-1813



3. Book Intro

In the process of making a work, there are numerous stories perspectives and stories intermingled with technical expressions. It always reflects the author's life and body the physical and mental realm of the author. In a similar sense, this book reflects the true life of the author, who is working on 'how to love herself' through a diary. Moreover, it's an autobiographical essay that brings comfort and rests with records of a middle-aged writer who has suffered for a long time about her life.

* k-book.or.kr/user/books/books_view?idx=5181

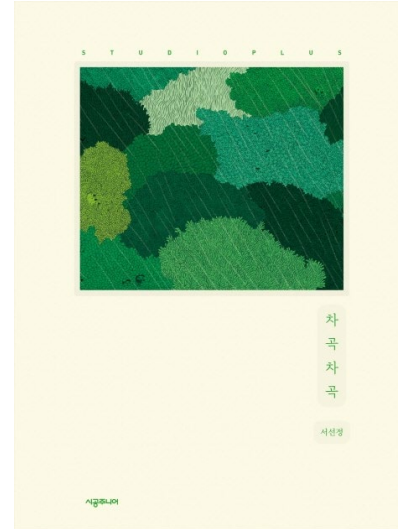
One by One

1. Publication Details

Title | One by One
Author | Seo Sunjeong
Publisher | SigongJunior
Publication Date | 2021-04-30
ISBN | 9791165795412
No. of pages | 52
Dimensions | 190 * 265

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3. Book Intro

It shows the home scenery and nature piling up with the passage of the four seasons of spring, summer, fall, and winter with images. The story that starts in the spring shows grandma's kitchen, grandpa's plant pots, cabinets of neighbors newly moving in, gimbap for spring picnics, etc. to feel the energy of spring. In the fresh green summer, aunt's studio, mother's cupboard filled with sauce containers, summer watermelon, and parasols on the beach are lined up. Fall starts with the painting that aunt completed, and is filled with dry laundry and cabbages, and fall breezes and the breaking autumn foliage. It finishes with winter including warm tea and a book, a frozen river, a delicious smelling fish-shaped bun, people hurrying home, and a white world filled with large snowflakes.

* k-book.or.kr/user/books/books_view?idx=5204