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K-Book Trends

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

TREND

Topic	Fandom and Publishing
Special Project	[Korean Scholars ⑨] Oh Kang-Nam, Professor of Comparative Religion
Export Case	Successful Import Case of Korean Literature in the U.K.
Book Trip	[Korean Libraries with Themes ④] Banyawol Station Building Small Library and Dongchon Station Building Small Library
One-Liner Quotes	Copyright Agent's Pick

INTERVIEW

Korean Publishers	Hangilsa Publishing Co., Ltd.
Korean Authors	Writer Kim Won-Young

KNOWLEDGE

Publishing Industry	The Adoption of the Public Lending Right, Requiring the Agreement of All Parties in the Publishing Industry
Publishing Policy	Seen through Statistics: The Status of Offline Bookstores in Korea

INFORMATION

New Books	Tube
Best Sellers	2nd Week, August 2022
Korean Translator	Alyssa Kim
#K-Book	#Environment & Climate Change
Info	Killer-Content Exhibition at the 2022 Göteborg Book Fair

TOPIC

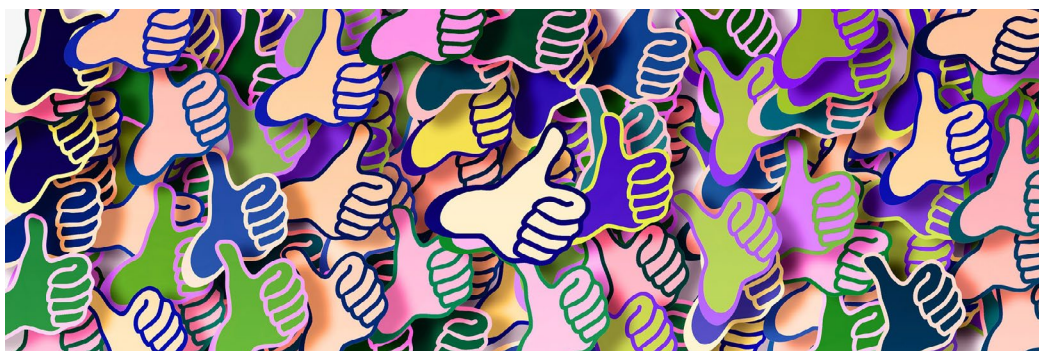
Fandom and Publishing

Trend in the Korean publishing market in 2022

Written by Kim Mi-Hyang (@edit_or_h, Publishing critic and the editor-in-chief of the publishing magazine *Planning Meeting*)

I have talked with a number of editors from publishing companies about “profitable books.” They all said, “The results are mostly determined by how influential the author is. How many readers it can attract is also one of the key points of signing a contract.”

While fewer people are reading books, more people hope to write books today. So, among the manuscripts flooding in, the writers who sign the contract at the end are those who are influential. The marketing capacity of the publisher is indeed important. But, in this market where capital decides the marketing power, it is more likely that you must bring in “people that don’t read” to make a book go best seller. Thus, it is clear that a publishing company prefers to publish books by those with a strong fandom, created before publication.



Officially making a debut was the most important thing in the past

How did things go in the past? Back then, when someone was called a “writer,” they were mostly those who officially made their debut. Unlike the Western culture, where it is natural for writers to submit manuscripts to publishing houses and publish books once chosen, there was this unique “debut” system in Korea and Japan. People say that it stemmed from the public examination system in the past, where only those that passed the exam could become public officials. So, people were recognized as “true writers” once they made their debut, after which they were tacitly given the qualification to publish books. Therefore, it was relatively hard for non-debuted writers to be recognized as writers, and even though they did publish a book somehow, they usually dreamed of making a debut later on.

However, it took a long time for newly-debuted writers to publish a book. It was because they had to write more stories, full-length stories, to comprise a book for publication. It wasn’t enough with the story they wrote to debut. Also, as publishing houses were the

final decision-maker of whether they will be publishing the book or not, writers had double the pressure to wait for the publishers' selection apart from the selection of the newspapers. In short, making a debut through the annual literary contest in spring was a chance for writers to receive recognition, while "heightening" the likelihood of publishing books further in the future.

This is why the contest system of each publishing house came under the spotlight. For example, Munhakdongne created the Munhakdongne Fiction Award in 1995. In 2010, it established the Munhakdongne Young Writer's Award for short- and medium-length stories written by writers with less than 10 years of career. In 2017, the Munhakdongne Fiction Award, Munhakdongne Writers' Award, and Munhakdongne College Fiction Award were all integrated into the "Munhakdongne Fiction Award." (The length of the manuscript should be at least 500 pages based on a 200-character manuscript paper.) Apart from this, Munhakdongne has Munhakdongne Children's Literature Award, Munhakdongne Children's Poetry Award, and Munhakdongne Young Adults' Literature Award. Another publishing company, Changbi, has been giving awards, too. For example, the Changbi Prize in Novel and the Changbi Prize for Young Adult Fiction have retained their reputation since 2007. Changbi also discovers new writers through the Changbi Prize for New Figures' Literature (Poetry/Novel/Review). On top of the two publishing houses, Moonji Publishing has been giving the Award for New Figures in Literature and Society (poetry/novel) and the Mahaesong Literary

Award, and Jaeum & Moeum Publishing has been presenting the New Writer Award and Young Adult Literature Award. The awards served as the cradle for publishers and writers to obtain manuscripts for publishing and debuting.



The 28th Munhakdongne Fiction Award

However, with the development of digital technologies, the number of people reading books began to fall each year as people spent more time on TV, OTT, and Social Media. As the so-called “worst depression since the founding of Korea” repeated every year in the publishing industry, “officially making a debut” lost its prestigious reputation. Opportunely, critical discussions about the debuting system began to surface around the same time. Criticisms targeting the power of the literary circle and

the debuting system, which emerged since writer Shin Gyung-Sook's plagiarism incident, were repeatedly aroused. In 2018, Chang Kang-Myeong looked at how literary awards became the "system of frustration" through his book *Election and Hierarchy* (Minumsa). Then, in 2020, two years later, the unfair contract issue surrounding the Yi Sang Literary Award was the case that burst out the ages-old social issue buried under the sand.

It is now an era where the author's influential power matters

Years have passed, and now, it has become more important for the author to have a big enough fandom that can increase sales, rather than whether the author has officially made their debut or not. It is because, if a person is influential enough, literally anyone can write and publish books today. From this perspective, books recently published in the Korean publishing market can be divided into the following three significant parts.

First, there are books written by authors with a strong fanbase, as they have been continuously writing books for a long time. To take the best seller list as of August 12 as an example, there are Kim Hoon's *Harbin* (Munhakdongne), Kim Young-Ha's *Farewell* (Bokbok Seoga), and Lee Eo-Ryeong's *One Drop of Tear* (Yolimwon).

Second, there are writers that enter the publishing market with existing fandoms. The so-called "influencers" books are the case. These types of books have been there for a long time, of course.

It's just the writer's job that's changed. In the past, books written by celebrities were in this category. Then, with the new trend led by podcasts, books written by famous "podcasters" poured into the market for some time. In particular, for example, *Broad and Shallow Knowledge for Intellectual Conversation* (first edition published by Hanbit Biz, revised edition published by Whale Books) published in the winter of 2014, based on a podcast with the same title, became a million-seller. It was the beginning of influencers on Social Media such as Twitter and Instagram starting to publish books. YouTubers have started to write books, too, recently. For example, *Counter Your Life* (Woongjin Jisik House), written by Jachung, the owner of the Youtube channel "Life Hacker Jachung," which is a 7-step life hack compilation for achieving complete freedom from money, time, and fate, *Retire as a Rich Salary Man* (RHK) written by Neonawe, the MC of "Rich Salary Man TV (월급쟁이부자들TV)," which offers tips to create a 10 billion won-worth financial system of your own, and *How to Swim Every Day* (Prunsoop), a picture essay written by YouTuber LeeYeon running the channel "LEEYEON" are such cases where influencers entered the publishing market with their strong subscriber base.



Counter Your Life, Retire as a Rich Salary Man, and How to Swim Every Day

Meanwhile, some books even became best sellers thanks to the power of their fandoms on the Internet. For example, *Grey Man* (KPM), *The Weakest Monster in the World* (KPM), and *Kim Namwoo and 13 Days* (KPM) by Kim Dong-Sik are compilations of 66 stories selected from among about 300 short-short stories he uploaded on TodayHumor’s horror category with the ID “Happy Days Go By.” He is said to have created a story in his head while sitting at a foundry in Seongsu-dong from 9am to 6:30pm, looking at the wall, and pouring zinc water into the casting mold. Beginning with the stories on the website, serialized since May 2016, he continuously wrote new stories, referred to comments, and edited, which eventually drew popularity as the series often became the “Best-of-Best” posts chosen by the website based on the number of views and likes. Then, when his first short-story collection was published in 2017, the users of TodayHumor ran a purchasing campaign in which they sent support to the writer by uploading “purchase receipts” one after another. The popularity

continued, and in November 2021, *Grey Man* reached its 50th edition supported by this fandom.

Third, there are cases in which people “create new fans” and become writers. If one chooses to publish independently or through platforms such as Tumblbug, they can skip the intermediary process involving a publisher and do everything themselves, from writing manuscripts to designing, producing books, and distributing them. (Another option is self-publishing, where they pay the overall publishing cost to a publisher for it to make and publish their book. Sometimes they can get an ISBN, and sometimes not.) Some of these books have their commerciality recognized, entering the existing publishing market, and being republished as commercial publications. Books such as *Dallergut Dream Department Store* (2 volumes, Sam & Parkers) by Lee Miye and *I Want to Die But I Want to Eat Tteokppokki* (HEUN) by Baek Se-Hee are examples. Before the book *Dallergut Dream Department Store*, there was *The Dream You Ordered is Sold Out*. This book recorded 1,812% of the funding target on Tumblbug (987 sponsors), later published commercially, changing the title to what it is today as it went viral. Also, the start of *I Want to Die But I Want to Eat Tteokbokki* was an independent publication produced with 20 million won (1,292 sponsors) raised through crowdfunding. In particular, with the independent publication boom and the increase in the number of independent bookstores, private classes teaching how to publish independently have also ignited people’s desire

to write and publish books. Independent publication is widely loved by readers as it allows writers to publish books with their distinct characteristics more clearly reflected than in commercial publications.

* *K-Book Trends* Vol. 25 – Go to the interview with writer Baek Se-Hee
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=563&page=4&code=interview

The era of new connections will come in the future

Another notable trend in the Korean publishing market is the Brunch Book Project, launched in 2015. Brunch is a content-publishing platform owned by Kakao, and it has released a total of 131 books over 8 projects carried out from 2015 to 2021. It announced the winners of the 9th Brunch Book Project on July 18. There have been 276 winners and 289 winning works. According to Brunch, about 6,000 Brunch books applied for the 9th Brunch Book Publishing Project, which was a 58% increase from the previous year. Among the applicants, 10 partner publishers, including Munhakdongne, Wisdom House, and Minumsa, chose one work each, selecting a total of 10 titles to be published as a book. Unlike the annual spring literary contest, the Brunch Book Project connects writers and publishers, leading to publications and drawing attention as another channel for writers to debut. In particular, *People Born in the 90s are Coming* (Whale Books) by Lim Hong-Tek, the winner of the Silver Prize in the 5th Brunch Book Project, kept its 5th place on the best sellers' list for a long time. It was even chosen as the "Business Book of

the Year” by the *Korea Economic Daily* and Interpark in 2018, as the “Book of the Year” by major bookstores, and as the “Book of the Year Chosen by Bookstore Managers (for Business)” in 2019.

* *K-Book Trends* Vol. 21 – Go to the interview with writer Lim Hong-Tek
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=666&page=4&code=interview

A poster for the 'Brunch Book Project' with a light gray background and abstract geometric shapes. At the top, it says '새로운 작가의 탄생' (Birth of a new writer) next to a circular logo with a stylized 'b'. The main title is '제9회 브런치북 출판 프로젝트' (9th Brunch Book Project) in large, bold black Korean characters. Below that, it asks '출간 작가를 꿈꾸시나요?' (Do you dream of publishing a book?) and '이번 주인공은 바로 당신입니다' (This time, the main character is you). At the bottom, the dates '09. 13 - 10. 24' are displayed in a dark box.

새로운 작가의 탄생 ————— 

**제9회 브런치북
출판 프로젝트**

출간 작가를 꿈꾸시나요?
이번 주인공은 바로 당신입니다

09. 13 - 10. 24

Brunch Book Project

Another case can be people selling e-books of their know-how in PDF format. These kinds of e-books can be commonly seen on platforms such as Kmong, an outsourcing platform for freelancers, Tal-Ing, an on- and offline class platform, and Class 101, an online class platform, where they provide 1:1 matching services that connect sellers (freelancers) and buyers (business/individuals). As people can make and sell books of their expertise-based know-how at an affordable price, given

the nature of e-books, these platforms have been drawing a lot of attention lately, even creating a sideline trend where people made e-books as a side hustle.

So, we have discussed the trend in the Korean publishing market in 2022. Evolving from the debut system from the past, the current environment has given birth to more various writers with distinguished preferences and fandoms, and enabled people to build influence to enter the publishing market. Fandoms, which bring people together, convert passion into purchasing power. Also, we could witness the emergence of books and new aspects of publishing based on “connection.”

How will the Korean publishing market evolve, going through a time when there are more writers than readers? But one thing is certain - even though the industry has to compete with OTT, the Internet, and data, there are connections and experiences that only books can offer. Publishing in the future starts from this essence.

SPECIAL PROJECT

[Korean Scholars ⑨]

Oh Kang-Nam, Professor of Comparative Religion

A Keen Insight Toward Religion, Society, and Life

Written by Choi Ha-Yeong

We all have our own faith in mind about how to live our lives. This belief could be about a spiritual being, a community that shares a common idea, or an order like law or ethics. Professor Oh Kang-Nam, a representative specialist on comparative religion in Korea, studies these beliefs with profound observation and insight. The field of “comparative religion” may be somewhat unfamiliar to some, but it is one of the religious studies comparing various religions and beliefs throughout the world. People who specialize in comparative religious study have a deeper understanding of the most fundamental and philosophical interest of religions. Following is the interview with professor Oh Kang-Nam, who has devoted his life to valuable

research and writing about the beliefs and practices of human beings based on the delicate understanding of various religions in the world.



Religion, a medium for a greater freedom

Professor Oh Kang-Nam, who has been giving lectures and writing books while traveling between North America and Korea, is currently teaching at the University of Regina in Canada as an honorary professor of comparative religion. He began to have faith in Christianity following his mother during his childhood, but he soon questioned the teachings of the conservative church. Then, he developed various thoughts about religious beliefs through journals such as *Sasanggye* (思想界) and *Christian Theory*. His view towards religion changed as he studied

Buddhism, Hinduism, and the Taoist Philosophy along with Christianity. “Religion is a tool to embrace greater freedom by discovering a deeper dimension, invisible from the conventional point of view,” he explained. Just as Buddha from Buddhism and Jesus from Christianity talked about truth, he believed that we should clear our eyes covered with greed and see the world more clearly, seeking freedom.

Professor Oh Kang-Nam states that superficial faith that emphasizes literalism, and fundamentalism that insists that only one’s own religion is correct, are violence. In other words, if religion fails to advance to deep faith and only remains superficial, it can be seen as a “religious developmental disorder.” While religions have failed to lead our society as they did in the past, society has taken the lead, guiding them instead. Also, the COVID-19 pandemic has even accelerated people’s path to a post-religious existence. Professor Oh Kang-Nam explains that in order for religions to survive in this era, we need to remind ourselves that enlightenment is the essence of religion, and apart from religion, ethics that emerge from the inside of man should be the force that moves society.

What is religion? Deep insight from books

Oh’s profound insight into religion is readily apparent in his books. For example, the recently-published *Oh Kangnam’s Thoughts* (Hyeonamsa) is a collection of posts with the most

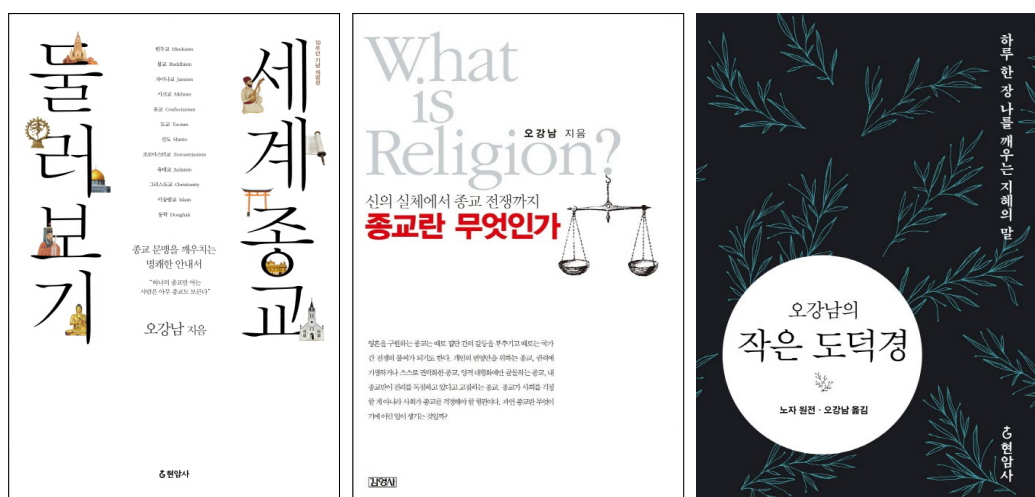
likes among all the posts about religion and society that he had uploaded on Facebook. Through the book, professor Oh criticizes Korean Christianity immersed in literalism and predicts how several religions will change in the future after the pandemic. Since “faith” and “religious belief” are sensitive subjects for discussion, the book *No Such Jesus* (Hyeonamsa) has also triggered many controversies. The book is heavily critical of Korean Christianity, giving readers a chance to reflect on modern Christianity. It even helps those non-Christians to understand Christianity as a religion, which is the root of Western civilization.



Oh Kangnam's Thoughts and No Such Jesus

Professor Oh's religious insight extends not only to Christianity, but to other world religions as well. For example, *Religions in the World* (Hyeonamsa) is a book where professor Oh talks about his knowledge and first-hand experience in religions around the world cumulated over the past 25 years. It describes in a

balanced way the 12 particularly selected religions that have left a great mark in human history and still exert influence, adding images alongside to increase interest in reading. Meanwhile, his book *What is Religion?* (Gimm-Young Publishers) is a guide to overcoming religious bias by examining religions and beliefs step by step, and to finding the way of open religion and the deeper meaning of truth, free from conflict and war. There is also a book for people interested in Eastern religion. The book *Oh Kangnam's Pocket Tao Te Ching* (Hyeonamsa) contains Korean translations, original Chinese texts, and English translations of the representative Taoist scripture *Tao Te Ching* written by Lao-tzu. Pocket-sized readers can lightly enjoy *Tao Te Ching* whenever they like.



Religions in the World, What is Religion?, and Oh Kangnam's Pocket Tao Te Ching

The books written by professor Oh Kang-Nam break away from conventional stereotypes about religion with clear expressions and easily-understood metaphors and address readers with a

new understanding. His books not only help us understand religion but also lead us to discover the true “me,” not the “me” pre-determined by conventional wisdom. We are all confronted with challenging moments and questions about our ego in life. If the unanswered questions intermingle and complicate your heart, why not read professor Oh Kang-Nam’s books? They will be a good pathfinder in our lives.

EXPORT CASE

Successful Import Case of Korean Literature in the U.K.

Publishing the best literature from East Asia,
be it classic or contemporary

Written by Taylor Bradley (Co-founder of Honford Star)

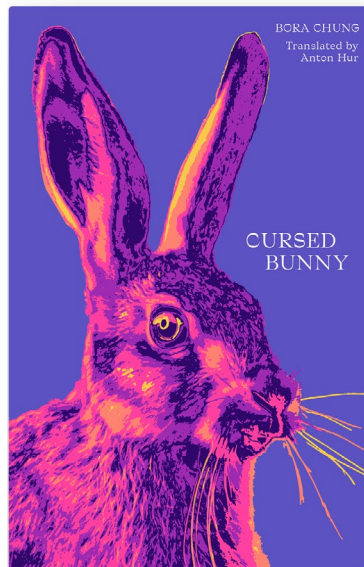
When we started Honford Star, our original plan was to publish the short stories of Yi Sang, the tragic poet of early modern Korean literature. His bizarre imagery and youthful exuberance attracted us, even though the difference in language and decades between him and us. Unfortunately, we were never able to publish Yi, but our love of offbeat Korean literature continued.

At Honford Star, we aim to translate books right at the edge between genre fiction and literary fiction. So when Anton Hur sent us the first two stories in the *Cursed Bunny* (Arzak) short story collection, we bought the rights as fast as we could. The stories were absurdist masterpieces that showcased author Bora Chung's ability to mix the fantastical with social critique. Her stories fit in perfectly with our other Korean books that straddled that line; Books like Bae Myung-hoon's *Tower* (Moonji

publishing) and Choi Jin-Young's *To the Warm Horizon* (Moonji publishing).

* *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



Bora Chung's *Cursed Bunny*

After we buy a book, the first important sales choice we have to make is the cover art. A good cover makes booksellers more likely to buy the book and give it a good placement in their store. Striking covers also help attract social media attention. At Honford Star, we only use East Asian cover designers for our books, which makes us unique among publishers in the UK and the US. The main upside of this policy is that since East Asian designers are working with different trends than local UK book designers, they give us covers that appear unique and new to the average Western book buyer. The bright purple cover of *Cursed Bunny* by Choi Jaehoon is a perfect example of this.

Similarly, the covers of Bae Myung-hoon's *Tower* and *Launch Something!* (Giantbooks) by Choi Jisu are similarly striking. Being Korean, she was able to read the original text to draw out interesting ideas for the cover. We love when a cover can perfectly capture a book's spirit in a striking image. The covers of our books don't look like anything else on the shelves right now. Most other books are designed by large corporations to look good in an Amazon thumbnail, whereas our titles look good when you see them in person. Furthermore, our method gives each author's book a distinctive, personalized look and feel instead of a cover that feels mostly interchangeable. This strategy has worked well for us, and we've received feedback from our sales team that bookstores love the covers from our artists. When a title has a cover that booksellers love to look at and want to display prominently, it can provide a nice sales boost.



Bae Myung-hoon's *Tower* and *Launch Something!*

The second step in promoting our books is doing events with cultural organizations. Before corona hit, we had planned to do

live events, but we were forced to switch to online with social distancing. For various books, we've done successful events with the Korean Cultural Center UK, the Japan Foundation, and the Literature Translation Institute of Korea. For our books this fall, we are planning events with North American universities as well as things in Korea. For *Cursed Bunny*, we recorded videos with the author and translator for use online. Gathering media clips to distribute and share on request is a strategy that pays off slowly, but we've found that having a few clips of the author and translator talk to share with media outlets and cultural organizations can provide long-term unexpected benefits. You never know when a large outlet is going to want a clip of an author talking.

This brings us to our next point, having a charismatic author and translator is a real bonus. For *Cursed Bunny*, Bora Chung and translator Anton Hur are very funny, interesting people in both English and Korean. Bora has an air of “smartest person you've ever met” to her (even though she tries to hide it). She gave interviews to Korean and English language media. Then there's Anton. If Bora's the smartest person you know, Anton's the most charismatic. He seems to be everyone's friend and is always ready for an interview. They were a marketing powerhouse.

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

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

These steps alone were enough to make *Cursed Bunny* a steady seller. Word of mouth is an underutilized aspect of the book industry, where most publishers want to make a huge splash, sell a bunch of books in the first week, and then move on to the next thing. We've taken a slower approach to moving our books. This is partly (some would argue mostly) from necessity as we are a small publisher and can't pump a huge amount of resources into an ad campaign or trying to get interest from influencers. What we can do is support the authors and books for a longer period of time. For example, we will participate in promotional events for books long after they come out and have regular sales on our backlist. Thanks to a slow but steady approach, *Cursed Bunny* and our other Korean titles continue to do well over time.

Of course, then came the nomination for the International Booker Prize. The yearly prize starts with a long list of ten books, before winnowing the books to five for a shortlist and then one winner. Just getting on the shortlist wiped out our stocks and forced us to scramble for a reprint. In retrospect, we should have gone to reprint as soon as we got the news, instead of seeing what happened with our sales numbers. However, since this was our first time making the longlist of the Booker, we had no clue what was going to happen. So when *Cursed Bunny* made the shortlist, we were much quicker to pull the trigger on another, larger reprint. In the end, even though we didn't end up winning, the steady bump in sales has remained. All in all, nominations for major awards are highly recommended whenever possible.



At the 2022 International Booker Awards

We believe that the popularity of Korean books is on the rise, even though most publishers are still slow to realize this. In all other areas of media – music, tv, film – Hallyu has had great success, to the point that no one questions when “Squid Games” or “Parasite” become huge crossover hits. It doesn’t seem quite the same in the book world, where publishers are not as quick to look for fun, weird thrillers that could become huge hits. We think that is slowly changing and are hopeful that a global hit on the scale of *The Girl With The Dragon Tattoo* or the works of Haruki Murakami is going to happen soon in Korean translated

literature. And while *Cursed Bunny* wasn't quite as massive as these books, we are proud of its contribution to making people interested in Korean literature.

BOOK TRIP

[Korean Libraries with Themes ④]

Banyawol Station Building Small Library and Dongchon Station Building Small Library

A Unique Library Alongside Choo-Choo Railways

Written by Choi Ha-Yeong

“Railways” and “trains” are two words that excite and thrill some of us. One cannot talk about the many geeks around the world without mentioning railway geeks. This article introduces Banyawol Station Building Small Library and Dongchon Station Building Small Library located in the Daegu Metropolitan City of Korea to the railway geeks who visit extraordinary railways and trains wherever they are. In fact, the two libraries used to serve as stations, but were later renovated into libraries, attracting a number of visitors. Embodying a stream of Korea’s modern history, the “Small Libraries”^{*} have been designated as the No. 270 and No. 303 Modern Cultural Heritage sites of Korea, and they are also popular among citizens. Let us take you on a book trip to recall your childhood memories about trains and fulfill

your current fantasy about them.

- * Small libraries are smaller than general public libraries and are available nationwide to provide local residents with easier access to knowledge, information, books, and cultural services.



Exterior of Banyawol Station Building Small Library and Dongchon Station Building Small Library

Nostalgic stations converted into libraries

The renovation from stations to libraries dates back to 2004 when Daegu Railway Line was closed. The stations, which used to supply coals, have turned into essential libraries that provide knowledge, information, and cultural services to local residents. The libraries use the old station building, helping visitors take a trip down memory lane. Further, as small libraries are established to improve accessibility for local residents, the libraries have a park in front of the building for the public to drop by and rest. Visitors can enter the parks without limit during the opening hours.

A white-colored building featuring a green roof, located in a quiet neighborhood. The two libraries look almost alike both in and outside the building. After enjoying the nostalgic appearance

that triggers old and happy memories, visitors are met with the libraries' mezzanine structure the moment they enter the building. Inside the libraries is the Railway Artifact Exhibition which displays remnants of the old stations. Although each library exhibits different artifacts, visitors find the items related to trains and railways intriguing, which were actually used in the past. Signal controllers, railway signs, and photos in the exhibition bring back old, forgotten, and precious memories for adults while offering a great chance for children to see with their bare eyes something that they only read about in history books.



Railway Artifacts Exhibition inside Banyawol Station Building Small Library and Dongchon Station Building Small Library

Small but useful libraries offering curation and many other programs

Despite the small size, Banyawol and Dongchon libraries store as many as 11,605 and 6,592 books, respectively, faithfully fulfilling their role as libraries. Their shelves are filled with picture books for children alongside books for adults across extensive genres.

Moreover, the institutions offer their own programs and other programs in partnership with general public libraries as well.

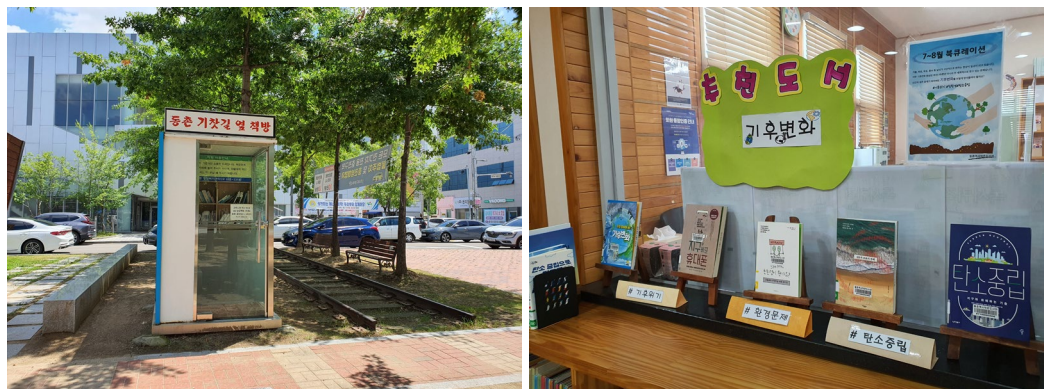
Banyawol Library's spatial design mainly focuses on children. On the first floor, there is a robot-shaped book rental machine attracting children, as well as the Reading Room in which they can read and talk together. In addition, the whole second floor is named the Dreaming Attic and is designed exclusively for children. This low and cozy attic offers a hiding place for children where they can indulge in reading and drawing. Banyawol Library also runs a tour program for children aged between five and seven. The program provides guidelines on how to use the library. Children who participate can make a moneybox out of books, read picture books with librarians and engage in many other activities.

Dongchon Library features a railway and rest area in front of it and operates Bookstore Next to Dongchon Railway, an unmanned bookstore in a small booth. The bookstore, which is closed temporarily due to COVID-19, holds significance as it is filled with books donated by local residents. In addition, the library offers a program called Learning Feelings through Art until September on the Culture Day of each month. The monthly program invites renowned artists, including writer Oh Hyun-Kyung, composer Lee Jong-Il and actress Jeon So-Hyun, to help children better pick up the feelings of self-respect, joy, sorrow, and others through art activities. Moreover, the library hosts an independent book curation program. In line with the

monthly theme of Climate Change for July and August, the program categorized a part of the bookshelves into three key words (#Climate Change, #Environmental Issues, and #Carbon Neutrality) and displayed a range of books accordingly, which grabbed the attention of visitors.



Reading Room and Dreaming Attic on the 1st and 2nd floors of Banyawol Library



Bookstore Next to Dongchon Railway and a bookshelf for the book curation program of Dongchon Library

Daegu, a city that well conserves modern Korean history, is home to a variety of places displaying Korea's modern culture, including modern history museums and literature museums. The two stations that have been closed gave birth to Banyawol Station Building Small Library and Dongchon Station Building Small

Library, cultural institutions which keep historical records. The two libraries (filled with touching memories from the past, joy, and warmth from the train stations, regular cultural events, and bookshelves full of books) are becoming a part of our everyday lives as a thematic library without losing their significance as cultural heritage.

Banyawol Station Building Small Library & Dongchon Station Building Small Library

Website: library.daegu.go.kr/donggu/html.do?menu_idx=51

Contact: +82-53-662-4110 / +82-70-4214-6859

Address: 50 Sinseo-ro, Dong-gu, Daegu Metropolitan City / 35 Dongchon Station-ro 3-gil, Dong-gu, Daegu Metropolitan City

[Another Book Space]

Railroad Trip to the World of Books, Greenway Train Library

Greenway Park is an urban park located at a closed railroad in Gwangju Metropolitan City. There is a unique library in the park built upon local residents' participation and aspiration. It is Greenway Train Library, whose train-like exterior sparks the curiosity and excitement of children. Inside the Train Library are bookshelves and reading areas. The library not only serves as a shelter and creates an atmosphere of a railroad trip but plays its inherent role as a library.



Exterior and Interior of Greenway Train Library

Further, the library acts as a playground for children. In the library, visitors may feel as if they are reading throughout a railroad trip. There are also drawing boards on the wall on which children can draw as much as they want. The soft wooden floor of the library allows visitors to read comfortably on the ground. Around the library are parks, galleries, community centers, and other facilities which will enrich the visitors' experience. Why don't we visit Greenway Train Library, which goes well with the surrounding green nature, and take a trip to the realm of books?

Greenway Train Library

Website: greenways.or.kr/home/index.php?code=0204

Contact: +82-62-514-2444

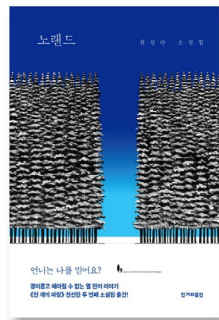
Address: 9-9, Jebong-ro 17beon-gil, Dong-gu, Gwangju Metropolitan City

ONE-LINER QUOTES

Copyright Agent's Pick

Written by Richard Hong (President of BC Agency and book columnist)

As a copyright agent working at the forefront of the copyright business, there is a unique “sense” that years of experience give you. It would be great to give a clear definition for that sense, but as you know, senses are difficult to explain logically. For content to be loved by global citizens crossing the linguistic and geological barriers, a number of elements have to be at play. Among the many elements, if I were to pick only two, I would choose “universal,” and “unique.” Content that has a universally understood story and a specialty differentiated from existing content is highly likely to be loved by readers around the world across borders.



No Land

Cheon Seon-Ran, Hanibook



Sir, now we must cultivate
a new civilization on Earth II.

But I hope that human beings
will not turn into 'bakitas'.

Cheon Seon-Ran is the author that I'm particularly paying attention to as a copyright agent. Her book *A Thousand Blues* (East-Asia Publishing Co.), which sold the copyright to countries such as Japan and Germany as the winner of the Korea SF Award in 2019 for full-length stories, compares favorably to *Klara and the Sun* by Kazuo Ishiguro, the winner of the 2017 Nobel Literature Prize. The book has been at the center of attention by describing human's coexistence with animals and machines in the near future with heartwarming sentences where all sorts of cutting-edge technologies and AI lead our society.

* *K-Book Trends* Vol. 30 – Go to the interview with writer Cheon Seon-Ran
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=485&page=&code=interview&total_searchkey=%EC%B2%9C%EC%84%A0%EB%9E%80

Moreover, the short-story collection *No Land* (Hanibook) released recently introduces various events taking place on an extraordinary world. The 10 stories reveal the different incidents occurring in the “Land Without a Name,” and the writer's way of describing each event warms our hearts. Among the stories, the one titled *Bakita* begins with a being named Bakita appearing on

Earth out of nowhere as the blue sky cracks open one day. Bakita begins to gulp down man-made artificial chemical compounds, and humanity returns to the era when they emitted the greatest amount of single-use products, leaving all the trash to Bakita. In the end, Bakita ends up eating all the things that humanity had made, including trash.

So, this book awakens the awareness of environmental degradation and makes us imagine the possibility of a new earth where humans can live. AI that has become a human, the world where there's no death, and two humans living inside a single body... The imagination and the power of pushing the storyline forward are just magnificent. Each character in the novel asks questions about “belief” in each other, which is the part where they feel deeply ashamed of the world where people are no longer trust worthy.



Mr. Munch, You're Dopamine Overload
Ahn Chul-Woo, Gimm-young Publishing



As “Mona” means married woman,
“Mona Lisa” means Ms. Lisa.
Hyperthyroidism and hypothyroidism are
all symptoms most commonly found in women.

Another book I would like to introduce to readers in other countries is *Mr. Munch, You're Dopamine Overload* (Gimm-young publishing). Dr. Ahn Chul-Woo from Gangnam Severance

Hospital's Endocrinology Diabetes Center, who has appeared on several TV shows, hypnotizes his readers by combining health tips and art. Through famous art pieces that we are familiar with, he introduces 14 major hormones such as endorphin – the hormone of love and passion, serotonin – the hormone of happiness, and myokine – a hormone that energizes cells in our body.

Norwegian expressionist painter Munch strolled along the edge of the fjord at sunset with his friends. Then, for a moment, he felt like the blood red sky was on the verge of swallowing the world. There, the cause for his impulsiveness and anxiety was “dopamine.” Dopamine, as a love hormone, enables love at first sight, but once overloaded, it causes impulse and obsession that stimulate drastic emotions. So, Munch's “The Scream” is a work that best depicts his emotional state in which dopamine is excessively secreted.

Dr. Ahn also talks about Vincent van Gogh. He left so many beautiful artworks, such as “The Starry Night” and “Sunflowers,” but he went mad cutting his own ear off, eventually committing suicide at the age of 37, leading to him sometimes being referred to as “the icon of misfortune.” Professor Ahn doubted that maybe Van Gogh also had an excess of dopamine that made him obsessed with the yellow color. He also looks at other globally-renowned artworks from a fresh point of view, such as “Mona Lisa” by Leonardo da Vinci, “Nighthawks” by Edward Hopper, and Rene Magritte's “The Magician.” In short, you can catch two

birds with one stone – appreciating masterpieces and learning hormonal health.

KOREAN PUBLISHERS

Hangilsa Publishing Co., Ltd.

The Square of Humanities Connected
through Virtuous Pathways



Logo of Hangilsa

Every person in this world has the right to show their opinions or ideologies without constraint. While the generation we are living in today allows anyone to open up their ideas freely, there have been so many hardships and trials on the way to getting to this point. In Korea, too, the little flame that sparked during the days when publishing and media were oppressed by the government became Hangilsa, which has been burning for a just and rightful society. Hangilsa Publishing has been living up to the founder's

will, who firmly believed that they should make the right books for a democratic society. Following is an interview with Hangilsa Publishing, which has been contributing to the history of publishing with pride in humanities and an extraordinary love for books.

It's a pleasure to have you on *K-Book Trends*. Please introduce Hangilsa Publishing to our readers overseas.

Hangilsa Publishing was founded in 1976. It was the time when the authoritarian ruling of former president Park Chung-Hee's Yushin (reformative) government challenged the entire country. Thus, the birth of Hangilsa Publishing was a symbol that opened the door to a new publishing movement. The new movement carried out by a number of young publishers along with Hangilsa Publishing was the source of ideology and theory for promoting Korean society's democratic movement. The name "Hangil" is a pure Korean word meaning a great path – it also means a spacious square.

Since the establishment of Hangilsa Publishing, you have deepened your roots in the industry as a company that publishes books on humanities and society. How does Hangilsa Publishing think about the values of the humanities as a genre? What should it be in this world?

Since the establishment of Hangilsa Publishing, the company has been planning and publishing the *Ideology of the Day* series,

which is about ideologies and theories meaningful to “today.” Also, including the *Hangil Great Books* series that cover ancient masterpieces of all ages and countries, we have been publishing large-sized series about Korean history and humanities. Hangilsa Publishing, focusing on the publication of humanities books, pursues the values of a democratic national society. We aim to spread just and moral ideas and theories through books, as we believe that a democratic and just national society can be achieved by making and reading good books.

Hangilsa Publishing has been producing books for 46 years now, becoming a living record of the history of the Korean publishing industry. As a publisher of numerous million sellers, what was the driving force behind the history of Hangilsa Publishing so far?

It is true that Hangilsa Publishing has published a number of million-seller books until today, but we have also published books that don't seem to be selling well even if they hold any meaning in this era. Our view is that the publishing industry should be more than just making commercial gains. It is our belief that all publishers are responsible for social, cultural, and educational tasks. Hangilsa Publishing does not publish books just to gain commercial benefits. We take book value and quality as a basis for publication. We believe this philosophy and state of mind have enhanced Hangilsa Publishing's reputation. We think there was a virtuous cycle in which good books ultimately

increased commercial value, and this cycle requires the creative participation of readers. The notion that a book can admirably change people and the world is our publishing philosophy.

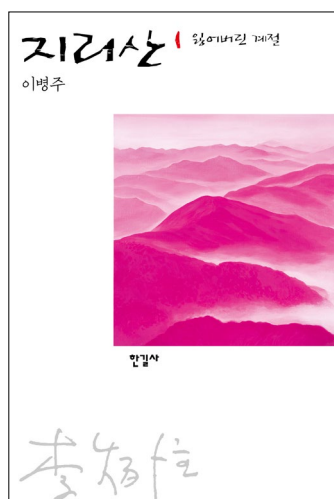
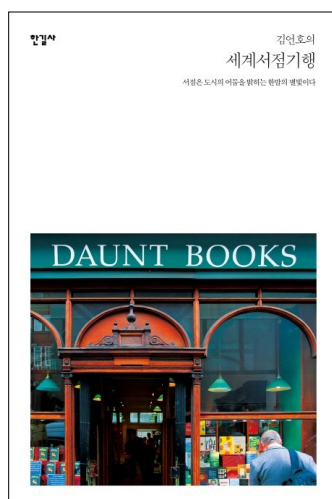
Hangilsa Publishing has a number of brands, including Hangil Art, Sonyun Hangil, Tomato House, and Island. What is each brand specializing in?

Hangilsa Publishing has published more than 3,500 masterpieces centered on humanities books. The best examples are *Reinterpretation of the Independence Era*, *The Right Way of Writing Korean*, *Talk: The Life and Ideology of an Intellectual*, and *Arsenal of Masks: Walter Benjamin's Critical Mind*. And the work of Hangilsa Publishing to compile the humanist intelligence of the world and Korea still goes on today.

We have also been promoting specialization through our subsidies. Hangil Art focuses on art books, and Tomato House, Sonyun Hangil, and Island each publish books for preschoolers, elementary schoolers, and young adults. The best examples are the *Art & Ideas* series (18 volumes, Hangil Art), *Achtung! Bissiges Wort!* (Tomato House), *I am a Bad Friend!* (Sonyun Hangil), and *R. Caldecott's Picture Book Collection* (Island).

We know that it is a must-have attitude for a publishing company, but Hangilsa Publishing's love for books seems to be extraordinary. So, how do you feel about the decrease in the number of people reading books around the world?

It is true that fewer people are reading books around the world, but we believe that the paper book culture still remains strong. Hangilsa Publishing has been staying close to the meaning and values of “good paper books” that give readers the unique analog vibe by steadily publishing large-sized books for readers to keep. This is something the digital civilization cannot do. The best examples include the recently-published *Come Even When the Flowers Fall* (size 300×360mm), *Gustave Dore's Holy Bible* (size 285×423mm), and *Gustave Dore's La Divina Commedia* (size 300×370mm).



A Tour of the World's Bookstores, Jirisan Mountain, and Prince Sado and His Last Eight Days

The book *A Tour of the World's Bookstores* by Kim Eun-Ho, CEO of Hangilsa, showed remarkable achievements, going in its second printing as soon as it was published by renowned publishing houses in countries such as China and Taiwan. What efforts is Hangilsa Publishing making to strengthen its reputation in the international marketplace, and what other books have been popular around the world?

We have been inviting people from overseas agencies to our company when they visit Korea, introducing our books. The book *Jirisan Mountain* by Lee Byung-Joo, our representative book, was published in Japan, and now we are preparing the English edition of *Prince Sado and His Last Eight Days* by Cho Sung-Ki.

If there are any books that have not yet been published abroad, but you would like to introduce them, please do so.

Publishing books that can be read over a long period of time has been our philosophy. So, to recommend a few books, they would be *The Birth of the Liberal Arts* by Lee Gwang-Joo, *The History and Aesthetics of the Eyes* by Lim Cheol-Kyu, *Shakespeare, the Cannon of the Empire* by Lee Gyung-Won, and *War and Peace in East Asia* by Lee Sam-Sung.

The book *The Birth of the Liberal Arts* is a high-quality essay that gives a general overview of the history of intelligence and the spirit of humanities in Europe. Furthermore, *The History and*

Aesthetics of the Eyes is like the best result of Korean humanities, which is about the theory of general arts seen with our eyes. The book *Shakespeare, the Canon of the Empire*, takes a critical look at Shakespearean literature. Meanwhile, *War and Peace in East Asia* is a great set of four books, which is like the fruit of Korean politics that can be proudly presented to the world.



The Birth of the Liberal Arts, The History and Aesthetics of the Eyes, Shakespeare, the Canon of the Empire, and War and Peace in East Asia

As a mature publishing company, what is your next move? What are your plans and goals for the future?

We will stick to humanities. We have been putting heads together to find better ways to teach the spirit of humanities to the younger generation these days. Hangilsa Publishing has met our readers for the past 46 years through various lectures, and now we're looking to start over on Youtube as a "new school."

KOREAN AUTHORS

Writer Kim Won-Young**Write, Dance, and Desire**

There are diverse uncharted spaces in our worlds. Unfortunately, many have biases against unknown areas or make reckless decisions about what they see from the outside. In times when the few have little ground to stand by due to the views of the majority, there are those who dream of an era in which anyone can desire. Writer Kim Won-Young continues to change desires into reality as he transforms himself into a lawyer, a stage actor, a writer, and a dancer. He listens to the voices of people in the margin, including those with disabilities, supports their voices wholeheartedly, and hopes that everyone is the subject of their beauty. Following is an interview with writer Kim Won-Young who ceaselessly writes, dances, and expresses his desire for everyone to be harmonized and recognized as they are.



We are happy to have you in our webzine. Please introduce yourself and say hello to our readers.

Hello, everyone. I am writer Kim Won-Young, and I wrote *The Case for 'Wrongful Life'* (Sakyejul Publishing) and others. Other than writing, I work as a lawyer, but I pour most of my time into writing and performing.

You are actively working in diverse fields as a lawyer, a stage actor, and a writer. However, we believe there are commonalities in your roles as you express and represent others through law, performance, and writing. What does your role as a writer personally mean to you?

Sometime in the past, I felt like I was representing some social stance or being, but not anymore. Each role has a separate

foundation – whether it's my livelihood, my interest, or events in my life. It may sound somewhat abstract, but all the roles fundamentally share two themes I am interested in: rights and beauty.

I would say that my role as a writer is of utmost importance. Writing is the most fundamental act of considering diverse social phenomena, experiencing the life of an individual with disabilities, reading diverse books, directly and indirectly linking various law-related problems, naming issues and interests that arise in the process, linking the issues, and integrating all of the factors mentioned above. In addition, being able to meet diverse readers through writing is an amazing benefit.

You stand for the marginalized, including people with disabilities, through your works: *Desire Instead of Hope*, *The Case for 'Wrongful Life,'* and *Becoming a Cyborg*. Is there a reason you decided to write books? What do you care about the most as you write?

Each book has different motives. I wrote the draft for *Desire Instead of Hope* (Prunsoop Publishing) in the mid-2000s when I was in my mid-20s. At that time, Korea cared far less about people with disabilities, such as me, than now. Even if people showed interest, they were only curious about someone who became successful in overcoming their disabilities. I wanted to grab people's attention and especially more so in my 20s. I had a strong desire to share my unique experience, unfairness, and

marvelous moments that often occurred to me.

If the first book was written out of a desire to share my story, the second one, *The Case for 'Wrongful Life,'* was to answer two critical questions about my life. The first one was, “If a person with an extreme disability should be dignified, why so? Not because it is a morally right thing to do. If a person is truly a dignified being, what are the grounds?” And the other question was, “Can a person with serious physical limits or deformities become the subject of beauty in the era of lookism?” So, the book *The Case for 'Wrongful Life'* shows my answer to the two questions. The book rationally argues why you and I are all dignified, have the same rights, and can be the subject of beauty. My writings released after



Desire Instead of Hope, The Case for 'Wrongful Life,' and Becoming a Cyborg

Becoming a Cyborg (Sakyejul Publishing) started with the intention of making people think of issues that I want society to ponder upon together. Regardless, what I aim to achieve through

my writings is the same. It is about answering this question without conscience or religious belief: “How can my and your body become the subject of the same rights and beauty?”

You wrote *Becoming a Cyborg* with writer Kim Cho-Yeop. You have limited physical functions, and writer Kim Cho-Yeop has difficulty with hearing. So, how did you two unravel a story together?

Writer Kim Cho-Yeop is an earnest and bright person. I had the experience of dealing with non-fiction, but she did not. However, she started to study many topics under different themes, while still meeting the deadline for the script we worked out together. Looking at her efforts, I was stimulated to work harder on my book. There were no significant differences in how we worked. Still, Kim Cho-Yeop refrained from referring to a personal experience in non-fiction, while I freely related to my experiences.

* *K-Book Trends* Vol. 19– Go to the interview with writer Kim Cho-Yeop
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=688&page=5&code=interview

In *Becoming a Cyborg*, you expressed concerns about ableism underlying science and technology. How should technology and science move forward if it is to harmonize with a disability, not get rid of it?

Ableism looks at disability as something to eliminate, and only puts value on a uniformly-defined normal body. Many think

that the challenges and suffering of a handicap are natural for a person to experience. Still, I wanted to show that disability is more than a simple physiological pain through the book. Disability should be respected as an identity of a person.

Technology is not a complete product. It is a process of developing skills, systemizing necessary information, verifying empirically, testing before manufacturing, and sharing with society through diverse promotional methods. We focus only on the overall process. Who decides what technologies are necessary for people with disabilities? How is the idea formed through the approach reflected in the bodies of people with disabilities when the concepts are systemized? Was there anyone with physical limits who participated in the verification process? If so, what are their qualities? There are many types of disabilities, and the range also varies. What about the way the technology is advertised after its release? I support all efforts to respect the lives of people with disabilities and offer invaluable technical support to those in need.

Is there any piece that you care about more than other books you wrote? We would like to know how you feel about the book or if there was any special episode related to it.

I write a book every few years. So, I pour a lot of time and effort into writing every piece. It's embarrassing to read my first book, *Desire Instead of Hope*, again now, but it holds a special place in

my heart as the book reminds me of how I was in my 20s in the 2000s. At that time, I was stressed out, thinking, “this is too full of ego,” and was sometimes surprised by how I could write down for a few days while skipping meals. It felt like I was playing a long classic piece without any mistakes. Sadly, I can no longer write like how I was back in the day, and those writings are often of low quality when reviewed after a few days. Nevertheless, it is too bad that I cannot write like in my 20s.

In the book *Desire Instead of Hope*, you mentioned, “Everyone deserves a life and should be free to desire.” But unfortunately, the world calls the current era the era of hate. So, what kind of attitude do people need if we are to make it the era anyone can desire?

I believe that people caught in such lives who bravely express their desires are politically committed enough. Suppose one is on the side of listening to others’ desires. In that case, stopping before reacting to the desire with hate or support is necessary. It is because the biggest issue of our society derives from responding too fast. If you want to stop the hate, stop and listen. Even if you wish to address ones who do not agree as haters because you strongly support an idea, stop and listen. Talking about one’s desire and reacting to one’s desire after some time and delicately are the two things we need.

We often feel helpless about unsurmountable conditions, such as gender, family environment, appearance, and disability. *The Case for 'Wrongful Life'* is a book that argues for the ones who cannot fully embrace themselves through an official language named "law." What is that one thing you want to deliver to people who may be hiding as a lawyer and a writer?

I want to say that "no one needs to be a monster." People sometimes think that the only way to embrace oneself is to become a monster that tears down walls of reality. Living as who I am is pretty challenging for the minority, and it makes one feel powerless. It often makes people feel like they want to be a monster to change reality. What should we do? I am unsure if there is a perfect way, but I recommend writing and dancing. These are the very two ways of not turning into a monster in the face of cold and harsh reality and of embracing each other. The two become the foundation for protecting, giving forms, and justifying thoughts and bodies.

Is there any new theme or area you want to cover? Or is there any profound message you wish to deliver regarding your works? Please share your future plans and goals.

I formerly stated that one of my core themes is beauty. I have recently thought a lot about the beauty of a dancing body. Throughout the history of performance, especially dance,

the concept of beauty changed steadily. Outsiders who do not belong to society alter the idea of beauty. For example, there are renowned Asian or Russian dancers in Europe (Paris). However, those dancers were only considered beautiful from the “European perspective.” Once the dances went against the accepted beauty and showed their beauty as “outsiders,” fans in Europe turned away from them. Dancers with disabilities share similar histories. I am writing a book showing the story as I find documents relevant to the story and writing down experiences I have as I perform.

I think I’ll get on with writing and dancing. At the end of August 2022, I performed in a piece called “Becoming – A Dancer” during the Tanzmesse Festival in Dusseldorf, Germany. It is unclear how long I would be able to survive in the two worlds of dance and language (writing), but I hope to meet my readers and audiences for a long time. My readers and audiences are why I endure, not turning myself into a monster.

PUBLISHING INDUSTRY

The Adoption of the Public Lending Right, Requiring the Agreement of All Parties in the Publishing Industry

Written by Song Hyun-Kyung (Journalist at the *Naeil News*)



A photo of a public library (Photo taken by photographer Lee Eui Jong)

An amendment of the Copyright Act proposed last April by a national assembly member of the Democratic Party of Korea, Kim Seung-Won, garnered the attention of stakeholders in the

publishing industry. The amendment was about introducing the Public Lending Right (PLR) to Korea by amending the Copyright Act. The Public Lending Right is the right to be compensated for the expected loss of copyright by owners caused by book lending from libraries, and it is known as the PLR. Thirty-four EU member states adopted the right.

Copyright Act amendment gained much attention from the publishing industry's stakeholders

The introduction of the PLR will have a wide range of impacts on the publishing industry, being a hot potato for stakeholders in the sector. Once the right gets recognized, copyright holders and publishers gain monetary benefits, but there are concerns about how the PLR is operated as it can lead public libraries to have a smaller budget for their operation.

In Korea, copyright owners and publishers have argued about the necessity of adopting the PLR for a few years. As a result, the national assembly held hearings in 2019 and 2022, and the relevant department, the Ministry of Culture, Sports and Tourism (MCST), propelled the adoption of the right. Nevertheless, little progress has been made on how the system will be applied since copyright owners and publishers raised the issue. The stagnant progress derives from the active resistance of libraries.

After the amendment was proposed in April, library organizations announced a statement against the PLR. In

addition, while putting the Korea Library Association as the leader, relevant organizations presented a joint statement saying, “The Democratic Party of Korea must immediately stop trying to amend the Copyright Act for it harms the people’s rights to use public libraries.”

E-book check-out gets activated with the increase of public libraries

Parties who insist on introducing the PLR are mainly copyright holders and publishers. They argue that readers do not get to buy books because libraries provide books to the public for free. Especially children’s book writers have strong arguments on the matter. The writers say parents would borrow books from libraries for their children but would not purchase them.

The number of public libraries in Korea has continued to rise. In 2017, there were 1,042 public libraries and 1,208 in 2021. Korea fell behind other countries with advanced library culture, but the number of public libraries in Korea continues to grow. Many local organizations emphasize slogans, such as “the Book-reading City” and “Library 10 Minutes Away from Home.” Even an advertisement for an apartment complex says “Doe Poom A(도·품·아, an apartment complex with a library).” Likewise, the number of libraries is increasing, and citizens are more interested in using libraries, leading copyright holders and publishers to believe that book rental helped reduce book purchases.

For several years, copyright owners and publishers have strongly claimed that the PLR has to be adopted. It is because the industry faces difficulty in running a business with a smaller number of readers. According to the “Survey on the Reading Habits of Koreans” conducted in 2021, the annual reading rate, or the percentage of those who read more than one book in a year (including paper books, e-books, and audiobooks), marked 47.5%. The number was lower than 2019’s 55.7%. However, when limited to paper books, the rate in 2021 was 40.7%.

To make matters worse for the publishing industry, the COVID-19 pandemic broke out. People had to distance themselves from one another socially, and it was recommended not to go outside. As a result, offline book stores’ revenue decreased. Overall, society’s economic activities shrunk as well. Though there are differences among genres, the environment became more challenging for the publishing industry.

Another reason publishers emphasize the adoption of the PLR is the rise in e-books under the COVID-19 pandemic. Public libraries expanded e-book services to ensure that readers maintain their rights to know during the pandemic. Readers can also easily rent an e-book from libraries with their smartphones at home without visiting. For that matter, publishers are concerned that readers would buy even fewer books when such a convenient e-book rental service becomes more common.

Research shows that book rental has a positive impact on book sales

Why did Korea not adopt the PLR despite copyright holders and publishers' concerns over book purchase decrease driven by public book lending? The main reason is that their allegations are not proven. Having no proof is the most actively quoted statement of libraries as they go against the introduction of the PLR. They say that the discussion on the introduction of the right can only start once copyright holders and publishers' claims are proven right.

The MCST and its subordinate institutes ran two studies to review the adoption of the PLR in 2019 and released the results. The two studies both showed that the more the readers borrow, the more they purchase books, which is directly against the argument made by copyright owners and publishers.

To be specific, Korea Copyright Commission's "Survey on Library Users' Library Use and Book Purchase Trend" shows that the total number of borrowed books and book purchases positively correlate. Furthermore, the MCST's "Study on the Impact of Book Lending on Publishers' Revenue" also states, "Unlike the common notion that book rental service decreased book purchases, library use has a positive impact on book use (reading attitude) and can help boost book sales."

However, there are limits in generalizing the impact of book rental on book sales based on only two studies. Analysis of

the Korea Copyright Commission's research on the response regarding the "Study on the Impact of Book Lending on Publishers' Revenue" shows that books for early childhood and children had the most significant gap between 'Less likely to buy (42.4%)' and 'More likely to buy (14.8%).' In other words, many readers felt that lending early childhood and children's books reduce sales. The study shows that the argument of children's book writers is valid.

Possible reduction in libraries' budget

Another reason libraries stand against the adoption of the PLR is out of the concern that it can hurt libraries' budgets. According to the amendment, libraries become the compensation payer when the right is adopted. It means libraries must secure a certain amount of money to cover the payment in line with the PLR. Public bodies run most public libraries, meaning local governments or Offices of Education allocate the budget. Thus, allocating a separate budget for the PLR payment without affecting libraries' budgets will be challenging.

Of course, the amendment includes a clause that says, the "Minister of MCST can cover all or part of the cost in paying for libraries." However, the article is merely a dispositive law. Furthermore, even if the central government allocated a separate budget for libraries, it is questionable why the money must be spent on paying for the PLR. With the same amount of money,

libraries can increase the book purchase budget to secure more books for the library, which can benefit the publishing industry in the long run.

Also, the PLR payment can be concentrated on publishers with best-selling authors or books, worsening economic polarization in the industry. In other words, considering how to spend the limited budget is needed before adopting the PLR.

Though it may take time, a consensus has to be reached

Under the current situation, every stakeholder relevant to the adoption of the PLR agrees that all publishing industry members must reach an agreement though it may take some time. The system has to fully reflect the reasons libraries are against the adoption and be meticulously designed to not reduce budgets for libraries. In addition, readers' opinions, the most valuable view of the industry, must be heard.

Also, even if the PLR is to be adopted, there must be considerations to meet Korea's social conditions. Countries that introduced the right each customized the system to reflect their environment. Some countries introduced the PLR through legislation or amended Copyright Act; others adopted it as a part of an administrative program. For example, the UK legislated a law on the PLR, and France amended its Copyright Act. Canada regards the right as an artist support policy and executed it as a program operated by Canada Council for the Arts.

The issues mentioned in this article are not all we need to discuss regarding the adoption of the PLR. The subject of compensation, whether the payment should be limited to copyright owners or include publishers, and compensation standards, whether it should be based on the number of borrowed books or the total volume of books in the library, are examples of considerations. In conclusion, all parties in the publishing industry should engage in the discussion and reach an agreement on the issue.

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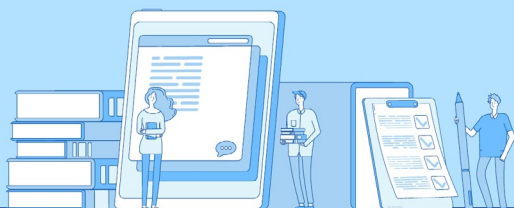
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- Bill Information: likms.assembly.go.kr/bill/billDetail.do?billId=PRC_A2A2A0C1Y2O4V1B3Q4O2Z4I3S3K4H7

Publishing Policy

Seen through Statistics: The Status of Offline Bookstores in Korea

Seen through statistics: The Status of Offline bookstores in Korea



This article is based on the “2021 Publishing Industry Status Report (as of 2020)”, released by the Publication Industry Promotion Agency of Korea (KPIPA).

Sample design and valid responses

Various materials were taken into account for the accurate analysis of primary data as well as for the representation and characteristics of the survey content.

Unit: Per unit

1,645

Survey Population

Businesses actually
in operation

565

Sample Design

Businesses applied with
sample distribution by size

432

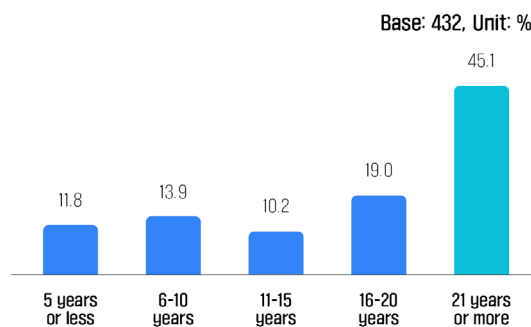
Distribution of Valid Cases

Responded cases

2021 Publishing Industry Status Report (as of 2020)

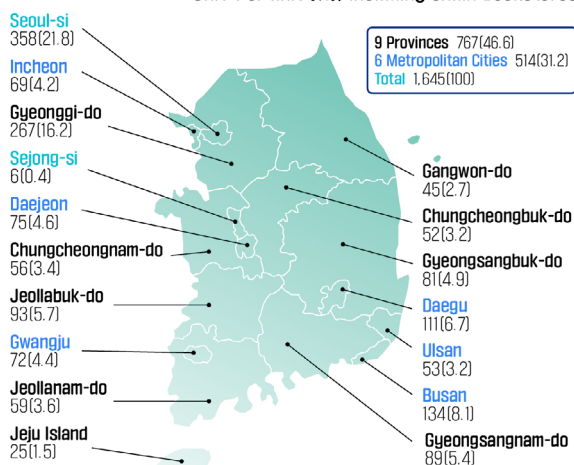
Operation period

The average operating period of offline bookstores in Korea is 20.8 years.



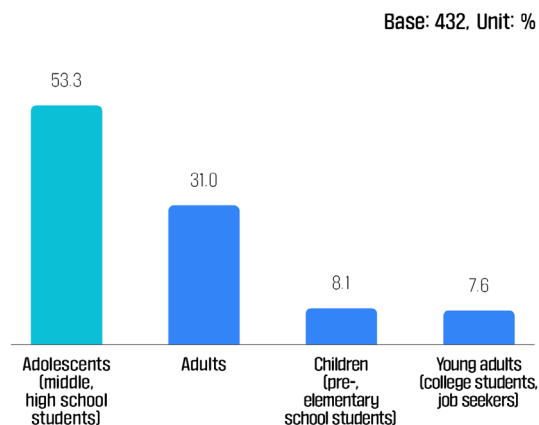
Survey results by region

Unit: Per unit (%), including chain bookstores

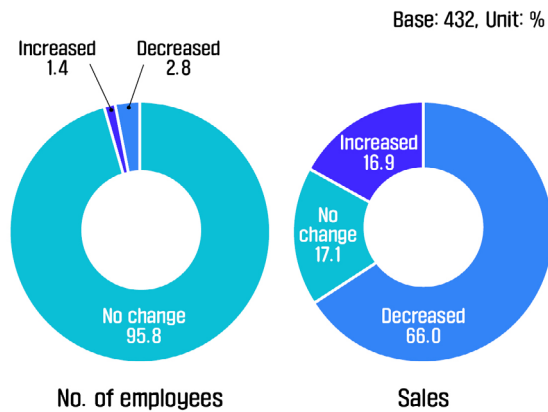


Types of major customers

The biggest customer base was “adolescents.”

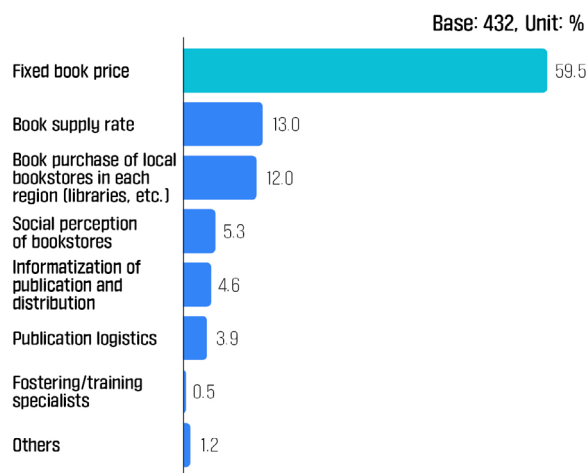


Increase and decrease in the number of people and sales

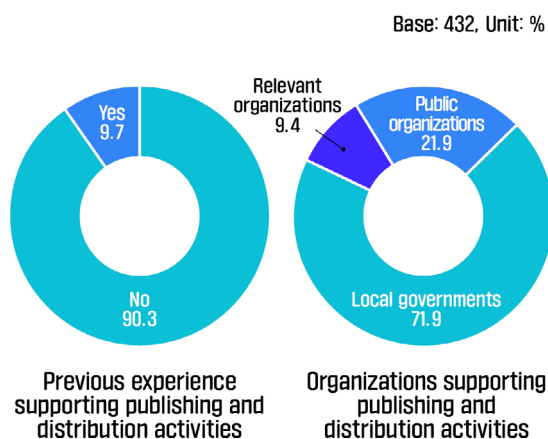


Measures for the growth of the publication and distribution industry (No.1)

The "Fixed book price" policy accounted for the biggest percentage.



Perception of the book publishing industry



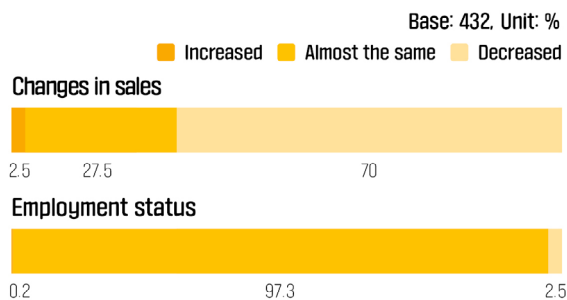
So, these were
the survey results of
offline bookstores in 2020.



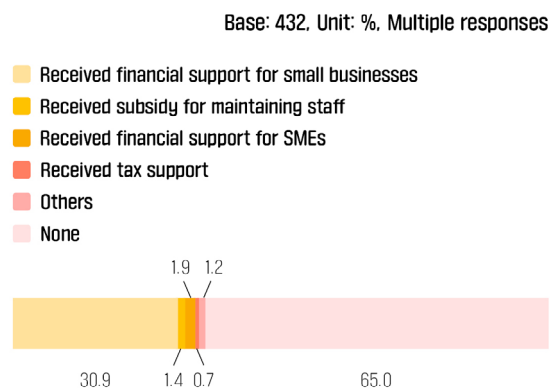
Then, how did the survey
in the first half of 2021
turn out, regarding the
impact of COVID-19?

Survey in the first half of 2021 turn out,
regarding the impact of COVID-19

Changes in sales and employment status affected by COVID-19



Policy support for job stability affected by COVID-19



**Full details of the
“2021 Publishing Industry
Status Report (as of 2020)”
can be found on the KPIPA website.**

Go to the website



* www.kpipa.or.kr/info/studyrepotView.do?board_id=51&article_id=131678&pageInfo.page=&search_cond=&search_text=&list_no=102

NEW BOOKS

Tube



A new title by Sohn Won-Pyung,
writer of million-seller *Almond*,

sends a powerful message to those
hesitating to change



Kim Sung-Gon Andreas
is a man who is frustrated by
repeated failures.

He even attempted
to commit suicide,
but it did not work.



Then, he comes across the word
✖ **"change"** and makes his mind to start
by making little changes.

First change

: **Maintain an upright posture every day**

Second change

: **Find the lost smile**

**Kim Sung-Gon, having realized the
importance of making changes in life,
opens a YouTube channel to share
his experience with others.**

▶ **The Straw Project**

**Let's turn dried straws
into a "tube" and float
on the ocean's surface!**





Straw Project
some subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

**The opposite of success
is failure, but the opposite of
change is doing nothing.
So, let's hang on to the
straw we made and float!**

Slogan of "The Straw Project"

Will "The Straw Project" by those who
aspire to change succeed?

Can Kim Sung-Gon's failed life
become energetic again?

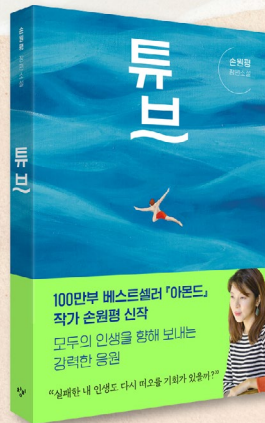


A humorous consolation to all who sail
through the rough waves called life,

and the friendly and thoughtful support
of writer Sohn Won-Pyung.



The never-giving-up project
to fight frustration



Tube

Written by
Sohn Won-Pyung

Published by
Changbi Publishers, Inc.

BEST SELLERS

2nd Week, August 2022

Best Seller Trends in the Four Biggest Online Bookstores in Korea

Familiar titles could be found on the best sellers' list for the 2nd week of August. Writer Kim Hoon returned with his new book *Harbin*, about the life of An Jung-Geun (Korean independence activist) that he has been working on for a long time. The book talks about An Jung-Geun as an ordinary human being, not as a national hero or a great man of history, reorganizing historical facts with writer Kim's imagination and unique writing style. Also, the book *Pachinko*, which went out of print due to the end of the publication contract, returned to meet Korean readers in a totally new outfit. Describing the life of a Korean immigrant family, the book well reflects Korean-American writer Lee Min-Jin's hope to deliver "stories of Korea." Meanwhile, writer Kim Ho-Yeon's *Uncanny Convenience Store*, which has been continuously soothing the hearts of readers ever since its publication, came back with the second volume. Why don't we visit the "uncanny convenience store" once again, which

returned with a more in-depth and touching story?

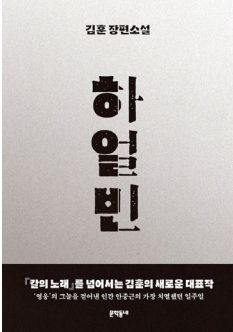

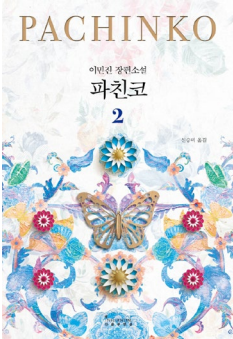

* *K-Book Trends* Vol. 44 – Go to the article about writer Kim Ho-Yeon
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&page=&code=interview&total_searchkey=%EA%B9%80%ED%98%B8%EC%97%B0

Screenplays and scenarios of movies and dramas also could be found on the best sellers' list, such as *Decision to Leave* by director Park Chan-Wook, which has been a hot issue leaving a lingering impression on viewers. It would be good to take the time to reflect on the work once again with its script book. In addition, the scenario book of the drama *Extraordinary Attorney Woo*, which has been at the center of global attention on Netflix, has positioned itself among the best sellers. The book includes materials and information such as behind-the-scene stories that any fan would not want to miss.

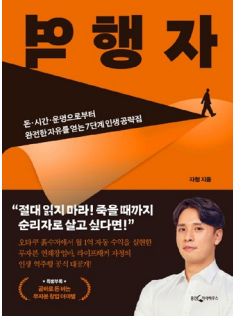
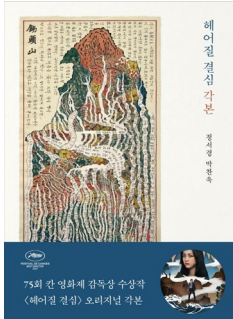
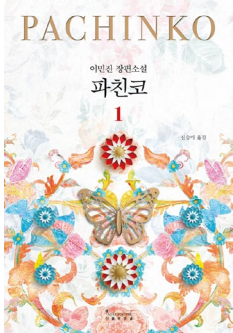

Meanwhile, if we look at the best selling non-fiction for the 2nd week of August, Chung Han-Kyung, the writer of *Hello, My Dear* (Book Romance), returned with a new book, *A Miracle Named You*, receiving great love from her readers. With stories about healing the exhausted hearts and bodies of people living busy lives, the book illuminates how valuable you are to be “you” with calm but carefully written sentences. Also, *Manage Your Feelings to Manage Your Life* has been helping its readers control their emotions since its publication last April. If you have trouble controlling your emotions, how about taking the time to relieve your mind by reading the book?

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

Top 10 best sellers for the 2nd week of August

1		<p><u><i>Harbin</i></u></p> <p>Author Kim Hoon Publisher Munhakdongne Genre Fiction</p>
2		<p><u><i>Uncanny Convenience Store 2</i></u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p>
2		<p><u><i>Pachinko 2</i></u></p> <p>Author Lee Min-Jin Publisher Influential Genre Fiction</p>
4		<p><u><i>Extraordinary Attorney Woo 1</i></u></p> <p>Author Moon Ji-Won Publisher Gimmyoung Genre Art</p>

Top 10 best sellers for the 2nd week of August

5		<p><u>Counter Your Life</u></p> <p>Author Jachung Publisher Woongjin Jisik House Genre Business</p>
6		<p><u>Decision to Leave: Scenario</u></p> <p>Author Chung Seo-Kyung, Park Chan-Wook Publisher Eulyoo Publishing Genre Art</p>
6		<p><u>Pachinko 1</u></p> <p>Author Lee Min-Jin Publisher Influential Genre Fiction</p>
8		<p><u>Extraordinary Attorney Woo 2</u></p> <p>Author Moon Ji-Won Publisher Gimmyoung Genre Art</p>

Top 10 best sellers for the 2nd week of August

9



Uncanny Convenience Store

Author | Kim Ho-Yeon
Publisher | Namu Bench
Genre | Fiction

10



I Will Keep Going

Author | Lim Eun-Jung
Publisher | Medici Media
Genre | Politics & Society

Top 5 non-fiction for the 2nd week of August

1		<p><u>Manage Your Feelings to Manage Your Life</u></p> <p>Author Kim Da-Seul Publisher Claudia</p>
2		<p><u>Why Fish Don't Exist</u></p> <p>Author Lulu Miller Publisher Gom Books</p>
3		<p><u>A Miracle Named You</u></p> <p>Author Chung Han-Kyung Publisher Book Romance</p>
4		<p><u>Moon Jae-In's Consolation: Transcription Edition</u></p> <p>Publisher Deohyumeon Editing Team Publisher Deohyumeon</p>
5		<p><u>I Will Keep Going</u></p> <p>Author Lim Eun-Jung Publisher Medici Media</p>

KOREAN TRANSLATOR

Alyssa Kim

Contact

- alyssa00@gmail.com

Professional Experience

- Freelance Translator
- Assistant professor EICC Department in the English College at Hankuk University of Foreign Studies Seoul, Korea (March 2011 to present)
- Clinical professor Translation Academy at the Literature Translation Institute of Korea (LTI) Seoul, Korea (March 2011 to present)

Achievements and Awards

Translation Grants from LTI of Korea

- Co-translation of *Allegory of Survival: The Theater of Kang-Baek Lee*
- Co-translation of Kim Kwang-lim's plays
- Co-translation of *100 Best Korean Films*
- Translation of Kim Soom's *Women and Their Evolving Enemies*
- Translation of *Prince Sado and His Last Eight Days*

Selected Translations



- *Allegory of Survival: The Theater of Kang-Baek Lee*
- *100 Best Korean Films*
- *Women and Their Evolving Enemies* (Published as an audiobook, 2021)
- *Prince Sado and His Last Eight Days* (The publication in consideration by Penguin and Serpent's Tail)
- *Danwon Kim Hongdo* (That Time B. October, 2021)

Selected Translated Plays



- *Sunshine Warriors*
- *The Orphan of Zhao*
- *Snow in March*
- *A Midsummer Night's Dream*
- *Hamlet*
- *Peer Gynt*

Selected Musicals



- *The Kingdom of the Winds*
- *The Deep-Rooted Tree*
- *Lost Face 1895*
- *Shooting at the Moon, Yun Dong-ju*
- *Go Along with the Gods*

Selected Translated Films



- *Burning Mountain*
- *Seopyeonje*
- *Mandala*
- *Rainy Days*
- *Aimless Bullet*

#K-BOOK

#Environment & Climate Change

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

*Time to Stop Harassing Our Planet***1. Publication Details**

Title | Time to Stop Harassing Our Planet

Subtitle | Issues and Alternatives in Environmental Policy

Author | Hong Suk-Hwan

Publisher | SANZINI

Publication Date | 2021-06-05

ISBN | 9788965457312

No. of pages | 288

Dimensions | 152 * 225

2. Copyright Contact

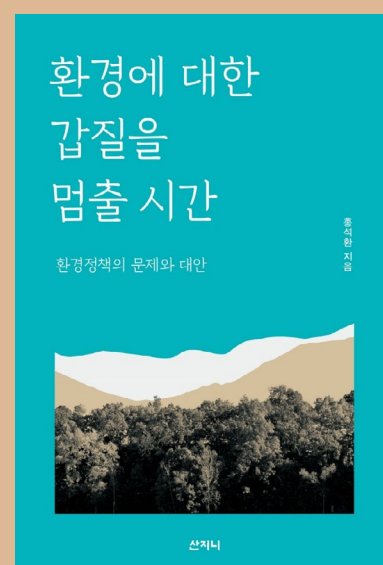
Name | Kang Sugeul

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Phone | +82-051-504-7070

3. Book Intro

Hong Suk-Hwan teaches and studies in the landscaping department at Busan University, and has now written a book on environmental and ecological issues. With this book, Hong discusses the reasons why, from the perspective of the natural environment, environmental challenges are not being resolved. He looks at the problems with the policies set forth by South Korea's Ministry of Environment and the Forest Service, such as the energy policies and forestry policies, and



focuses on the fundamental reasons these issues arise in the first place. The book is split into two parts. The first part, "Yesterday and Today in Looking at the Environment," examines the environmental policies issued by South Korea and the longstanding environmental issues nationwide. The second part, "Thinking for Tomorrow," points out the misconceptions people have about the environment and the challenges we must overcome to change our perspectives. Various projects that are implemented for the sake of the people or the planet are actually doing more harm than good. The author presents objective facts to argue his case and searches for a change in the social consciousness that tries to do the right thing. He also discusses what individuals and the government must do to transition the values of our environment to environmental welfare. This book criticizes the environmental projects that do more to destroy the environment than improve them and looks at the forestry, energy, and environmental policies that are being used to misuse environmental welfare. The environment is integral to our lives and our survival. The policy issues concerning the environment take on various forms, so everyone living in our society today and who will be living in this society in the future must look to the message presented in this book. In terms of environmental justice, it's important to raise awareness about the unfair structures found in Korea that no one talks about. If we know, we can change. This book, published on Earth Day 2021, will fulfill that role.

* k-book.or.kr/user/books/books_view?idx=5687

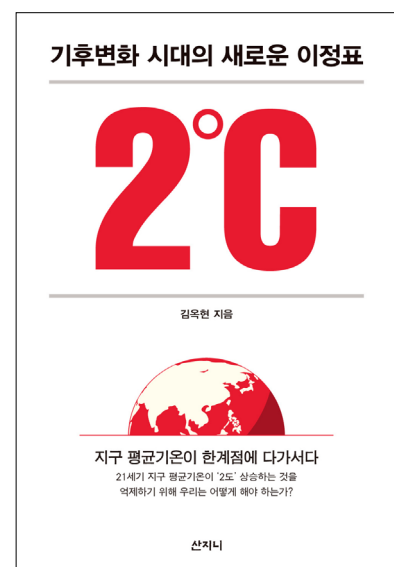
2 degrees Celsius

1. Publication Details

Title | 2 degrees Celsius
 Subtitle | A Milestone in the Global Warming Era
 Author | Kim Okhyun
 Publisher | SANZINI
 Publication Date | 2018-11-05
 ISBN | 9788965455646
 No. of pages | 56
 Dimensions | 152 * 225

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3. Book Intro

It is known so far that the cause of global warming is from the emission of carbon dioxide but there has been no guideline whatsoever as to how, when, and what needs to be done on a global scale to resolve the problem. Since the first UN Climate Change Convention took place in Rio de Janeiro, Brazil in 1992, it is only after twenty-three years at the 2015 Paris UN Climate Change Convention that most nations agreed on the 2 degree Celsius limit of the increase in global warming, which means a doubling of CO2 emissions from the pre-industrial period, or before 1850.

Although the limiting of the global warming to 2 degree Celsius has been agreed on, it does not look like an easy task. That is because the reduction of carbon dioxide is closely linked to entire societies. South Korea, too, has set a goal of reducing 37 percent of the greenhouse gases by 2030, but that will require much effort from all sectors.

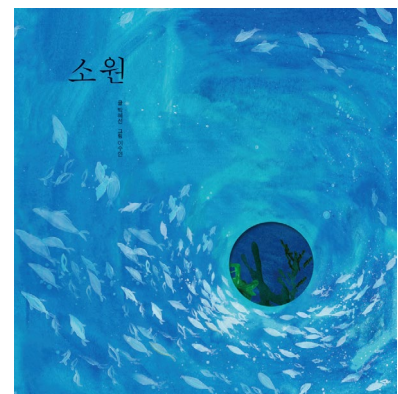
It is in this vein that the book offers a guideline as to how the goal of a 2 degree Celsius limit can be achieved. The author explains the reason behind the figure, 2 degree Celsius, and its historical background and process; furthermore, he gives a detailed multi-dimensional account of the factors that hinder the goal from being achieved. He stresses the importance of domestic climate governance in order to overcome the difficulty of achieving the set goal and introduces the case studies of the European Union and particularly Germany that have served a pioneering role in this field. He calls for departure from the usage of coal that was predominant in the nineteenth-century industrial age and proposes a shift to an era of using green energy, which is paramount to a continual prosperity of the mankind, however challenging it may be.

* k-book.or.kr/user/books/books_view?idx=1849

The Hope

1. Publication Details

Title | The Hope
Subtitle | A Story of a Plastic Bottle
Author | Park Hyesun, Lee Suyeon
Publisher | KizM Education Group
Publication Date | 2020-02-14
ISBN | 9791164631339
No. of pages | 48
Dimensions | 250 * 250



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3. Book Intro

The common disposable plastic bottle is thrown away as soon as it's emptied, but where do all the discarded bottles end up? Do they all get recycled and become useful again?

This book is about the impact that plastic waste has on the world and allows readers to reflect on our responsibilities.

* k-book.or.kr/user/books/books_view?idx=4160

Climate Change

1. Publication Details

Title | Climate Change

Subtitle | Nature's Last Warning

Author | Kim Eunsuk, Lee Kyungkook

Publisher | MIRAE MEDIA & BOOKS, CO.

Publication Date | 2019-07-15

ISBN | 9788983948663

No. of pages | 128

Dimensions | 170 * 230

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Phone | +82-2-562-1800

3. Book Intro

The dire future which climate change will bring! Earth is sending an SOS- what will be the choice of humanity?

A bony polar bear suffering from malnutrition barely stands on the small tip of an iceberg. People living in Tuvalu, an island country in the South Pacific, are in danger as their land shrinks due to rising sea levels. Both are realities brought on by climate change caused by global warming. This book looks into how climate change threatens humanity and teaches children about its impact and alternative solutions.



Climate is the most influential factor of our existence, and the history of humanity has unfolded while centering around humanity's reaction and active response to changes in the climate. In history, we may find examples of climate change due to natural causes, such as the Medieval Warm Period and the Little Ice Age. However, today's climate change due to global warming is entirely different, as human activities have caused it.

For the past 100 years, the average temperature of the Earth's surface has increased dramatically, ever-rising more intensely. Global warming is the cause of critical issues such as drought, heavy rain, weather changes, and rising sea levels. It also causes other problems such as war and violence. Climate change creates climate refugees who leave their homes, leading to instability in international relations. Conflict and violence caused by climate change are nothing new. The international community is still seeing conflicts caused by water shortages. If our activities caused this crisis, we are the only hope to save the Earth. Bolstered by both individuals and society in the effort to stop global warming through the curbing of carbon emissions, the global community continues to cooperate in overcoming climate change as both a society and as individuals. Climate change may be the last warning and rescue signal the sick Earth is sending to humanity. The book tells us that it is our task to respond to that signal as quickly as possible.

* k-book.or.kr/user/books/books_view?idx=4164

Eating Ramen Will Kill the Forests

1. Publication Details

Title | Eating Ramen Will Kill the Forests
Author | CHOE, Won-Hyung, YI, Sung-Wouk (Yi Sinu)
Publisher | Bear Books Inc.
Publication Date | 2020-10-15
ISBN | 9791158362072
No. of pages | 216
Dimensions | 164 * 225

2. Copyright Contact

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3. Book Intro

This is a book that shows how the clothes you wore today, ramen you ate today, and the dolphin show that you saw today will affect other life and the environment. When listening to stories about the environment from animal guests that visited the Whale Poop Eco Research Lab from winter to the fall of the next year, the reader will be able to see environmental issues surrounding us that were unnoticed in the past. Readers will learn easy things that they can do and encourage them to do their part in protecting the environment.

* k-book.or.kr/user/books/books_view?idx=5981

The Building Where Trees Grow

1. Publication Details

Title | The Building Where Trees Grow
Author | Yoon Kang-mi
Publisher | Changbi Publishers, Inc.
Publication Date | 2019-01-08
ISBN | 9788936455354
No. of pages | 40
Dimensions | 295 * 230



2. Copyright Contact

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3. Book Intro

This book earned enormous love and interest from guests at an exhibition hosted by Hyundai Museum of Kid's Books & Art, and was been selected for publishing support. The judges stated that the book reminded them of Gaudi, the architect, as it was very successful in building a "fantastic and solid alternative." Through the picture of a girl living in an apartment in the city and imagining "her own house," we can picture her changing a grey city into a green one. Through this book, readers have the opportunity to slowly reflect on the relationship between the nature and humans, and also the relationship between humans and architecture, while dreaming of a world where the nature and humans live together.

* k-book.or.kr/user/books/books_view?idx=1218

Hi It's Me, Miho Spine Loach

1. Publication Details

Title | Hi It's Me, Miho Spine Loach
Author | Kim Jung-ae, Yura
Publisher | Yellowstone Publishing Co.
Publication Date | 2018-11-20
ISBN | 9791187079101
No. of pages | 168
Dimensions | 152 * 215

2. Copyright Contact

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3. Book Intro

Selected as the Outstanding Publication Content in 2018 for production support
To all the world's endangered species and miho spine loaches

A children's book about a miho spine loach, an endangered species and natural monument that used to inhabit the Miho River in Cheongju

A fiction based on ecological facts about freshwater fish that live in the Yeowu Stream

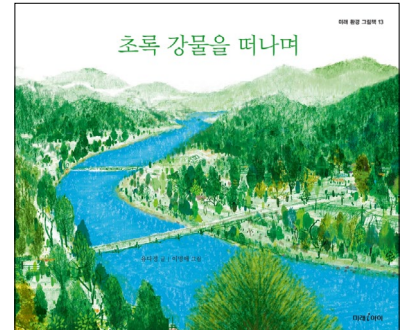
Miho Spine Loach is an endangered native species and Natural Monument No. 454 that used to live in the Miho River, which runs through the cities of Cheongju and Sejong. Although the Miho River is where they were first discovered, they can no longer be found there, due to industrialization and poorly managed waterway policies that led to pollution. They are spotted in the Baegkok Stream on the upper side of the river, albeit rarely. The local communities have been executing restoration projects near the river. The Yeowu Stream of the Miho River was the perfect habitat for the loaches, which can only survive in a clean environment. Hi, It's Me, Miho Spine Loach is a work of fiction about a miho spine loach who leaves its polluted hometown, the Yeowu Stream, and travels upstream to find clean water. The story that unfolds during the trip encourages readers to think about the sacrifices and cooperation of many freshwater fish that used to live in the Yeowu Stream, the battle against native and foreign species, controversy over the status of artificially bred miho spine loaches, and dams and fishways established for people's convenience and what they mean to weak creatures in the ecosystem. The book raises a variety of questions about life, destroying the environment, and sense of community, which is why all readers around the world may relate to the story easily even though it's about a species native to Korea.

* k-book.or.kr/user/books/books_view?idx=2776

Leaving the Green River

1. Publication Details

Title | Leaving the Green River
Author | Yoo Da-jeong, Lee Myeongae
Publisher | MIRAE MEDIA & BOOKS, CO.
Publication Date | 2018-07-20
ISBN | 9788983948465
No. of pages | 32
Dimensions | 265 * 228



2. Copyright Contact

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3. Book Intro

Mother nature is a precious home to humans and animals alike. Human greed leads to environmental damage that can threaten countless lives the world over. *Leaving the Green River* tells us the importance of environmental protection by illustrating the stories of animals who are suffering from the effects of green algae polluting their home. An otter family lived in a clean, fresh river. But one day, factory waste began to pour into the river and dams were built to block the river's path. A green monster covered the fresh water. That monster is green algae. Everything changed once the river turned green. The river began to die. Now the water smells horrible and it's surface is filled with the dead bodies of fish. What must the otter family do to protect their home?

* k-book.or.kr/user/books/books_view?idx=362

The Climate Story of the Zigzag Nation

1. Publication Details

Title | The Climate Story of the Zigzag Nation

Subtitle | Edutelling Series 008

Author | Seo Haegyeong, Kim Yonggil

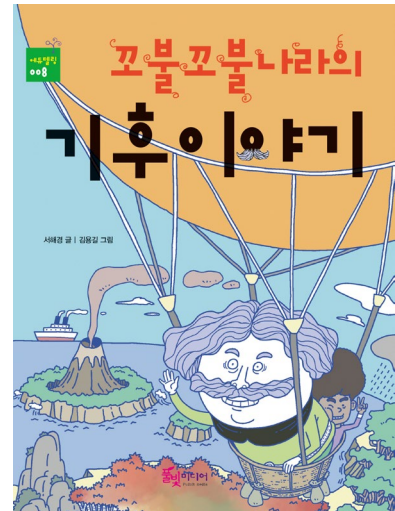
Publisher | Pulbit Media Publishing Co

Publication Date | 2017-04-15

ISBN | 9788967340483

No. of pages | 190

Dimensions | 170 * 225



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3. Book Intro

The lifestyle changes that come with climate changes!

After agonizing over his career, The Bearded King decides to become the world's best explorer and heads to a mountain village where people do not frequently visit. The Bearded King meets a boy named Aung Jo who wants to see an emperor penguin in the hot and humid Amazon. The two travel around the world and experience many different climates. They travel to the Amazon (tropical climate); through the fierce cold (polar climate); up the Himalayas, which gets colder the higher it goes (mountain climate); to Siberia, where they saw a tiger; and Manhattan, an economic city with a dense population (temperate climate). The Bearded King and A-ung come to realize how much effect climate has on human lives.

Collect ideas on different climates that are imperative to know.

This story contains the key climate concepts of squalls, the characteristics of tropical climates, barren earth, precipitation/evaporation, the creation of dry climates, 250mm of precipitation, the division between a semi-arid climate and a savanna climate, polar climates only found in the Northern hemisphere, melting glaciers in the Arctic Ocean due to global warming, and alpine climates featuring differing vegetation based on altitude. The book also explains the key ideas of climates that elementary school students should understand such as rainfall and precipitation, semi-arid climates and savanna climate, latitude and longitude, and the Pampas of Argentina.

The face of the earth changes along with climate change

Aung who grew up in a tropical climate, is surprised to see autumn leaves. Seeing trees with colored leaves is strange to him, as he has gotten used to the green trees that exist in tropical climates all year round.

The Bearded King and Aung realize that food, clothes, houses, and what people do for a living differ depending on the climate in which they live.

As a result of the increase in sea level due to global warming, the Arctic Sea has changed. At the same time, the lives of the Inuit in the Arctic have changed, too.

The Inuit used to go hunting for food, but now they settle in one place and do farming.

Students reading this book can learn that human lives and climates have an inseparable relationship and that the climate is one of the most important elements of our lives.

* k-book.or.kr/user/books/books_view?idx=1075

Blue Sky, Red Earth

1. Publication Details

Title | Blue Sky, Red Earth

Author | Cho Chunho

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3. Book Intro

This book explains the essence of the era of climate change from the perspective of a layman. Among scientists, climate change is undeniable, and the reason for climate change is global warming. Human activities have caused global warming, and because of this, the Earth is moving away from the climatic conditions that have made civilization possible and entering an unprecedented state. We've caused humanity to enter the geological age of the Anthropocene. This book presents scientific data, explains how climate change occurred, and asks the

following: Can we continue to live on a planet where climate change is a part of daily life? What must we do to adjust to the new era?

* k-book.or.kr/user/books/books_view?idx=4451

INFO

Killer-Content Exhibition at the 2022 Göteborg Book Fair

**Killer-Content
Exhibition at the**

**2022
Göteborg
Book Fair**

2022.9.22.~9.25., Gothenburg, Sweden



To promote and boost exports of
Korean publications, the Publication
Industry Promotion Agency of Korea (KPIPA)
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**"Killer-content at the
2022 Göteborg Book Fair"**
in Gothenburg, Sweden, offline
in September!



We will showcase Korean killer content
that cannot attend the fair directly due
to the distance and language barrier.



We support mid- to long-term
promotional marketing activities by
boosting the potential purchasing power
in the region by introducing Korean killer
content with competitiveness in the
international publishing market.



**Killer-Content Exhibition at the
2022 Göteborg Book Fair**

Period September 22 (Thu.) – 25 (Sun.) (4 days)

Venue The Swedish Exhibition & Congress Centre,
Gothenburg, Sweden

Host South Africa

Topic Climate crisis, Swedish Crime Fiction
Festival (Crimetime), Ukraine

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at the 2022 Göteborg Book Fair."**

**We look forward to
your continued interest!**

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