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# K-Book Trends

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

## TREND

<b>Topic</b>	The “Healing Fiction” Fever
<b>Special Project</b>	[Korean Scholars ⑩] Professor Kim Ho-Dong, the World-Renowned Scholar in Central Eurasian History
<b>Export Case</b>	Foreign Agency on Publishing K-Books in Other Countries in Cooperation with Korean Agency
<b>Book Trip</b>	[Book Space in Korean Media ①] NaeRule Gunaseo Supuro Library (Stream & Forest Library)
<b>One-Liner Quotes</b>	A Diplomat’s Pick

## INTERVIEW

<b>Korean Publishers</b>	Bombom Publishing Co.
<b>Korean Authors</b>	Writer Jiwon Yu

## KNOWLEDGE

<b>Publishing Industry</b>	Achievements of the “One City, One Book” Movement
<b>Publishing Policy</b>	Breathing Life Into Letters: Unique <i>Hangeul</i> Fonts

## INFORMATION

<b>New Books</b>	Eun Hye’s Hug
<b>Best Sellers</b>	2nd Week, September 2022
<b>Korean Translator</b>	Kong Yuan
<b>#K-Book</b>	#Self-Esteem

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TOPIC

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## The “Healing Fiction” Fever

Trending: Fiction With the Theme of Healing Space

Written by Park Dong-Mi (Journalist at *Munhwa Ilbo*)

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Because I work in a book review team in a press agency, I meet dozens of books every week. And, recently, novels with similar designs and colors caught my attention, and I collected them on one side of the office. Then, one day, one of my colleagues from another team came to say hello, saw the stacks, and asked, “What are they? Are they a series?” Oh, yes. They may appear to belong to the same series, as they are so similar - in terms of atmosphere, not context. Every book seems to be indistinguishable from the others. Their warm color tone, and the “thing.” They all have some “house” drawn on their covers. So, even though people say that this is the generation of non-book-readers, I thought that it was worthy enough to write an article about this phenomenon as there must be a reason for their commonality.

In fact, articles about this trend have been around since last spring. Some examples are: “Conditions for Becoming a Best seller? Healing, Safe Space, and E-books (*Hankookilbo*, February 10, 2022, [www.hankookilbo.com/News/Read/A2022020809300001498](http://www.hankookilbo.com/News/Read/A2022020809300001498)),” “The Covers Tell You – the Secret is ‘Pictures’ (*Donga Ilbo*, March 16, 2022, [www.donga.com/news/Culture/article/all/20220316/112349924/1](http://www.donga.com/news/Culture/article/all/20220316/112349924/1)),” “Five Twins? Books with a Lightened-up Bookstore Drawn on the Cover Go Best seller (*Maeil Business*, September 2, 2022, [www.mk.co.kr/news/culture/view/2022/05/421169](http://www.mk.co.kr/news/culture/view/2022/05/421169)),” “A Must-have for a Best seller (*Chosun Ilbo*, September 2, 2022, [www.chosun.com/culture-life/culture\\_general/2022/09/01/DRAWLKMHPNHXJI3QGLFOXJ7YOM/](http://www.chosun.com/culture-life/culture_general/2022/09/01/DRAWLKMHPNHXJI3QGLFOXJ7YOM/)),” and “The Backlash to *Uncanny Convenience Store* (*Newsis*, September 14, 2022, [www.newsis.com/view/?id=NISX20220913\\_0002011437](http://www.newsis.com/view/?id=NISX20220913_0002011437)).” Just look at the titles, and you will be able to analyze the market. In short, there are so many novels featuring an ordinary place around us, such as a convenience store, bookstore, library, and department store, and they are proved to be popular among readers, ultimately becoming best sellers. Also, such a success story has even led to similar novels pouring into the market. As I looked deeper into the current trend in the market, I found out that they have become a new type of “genre.” A new genre of “healing fiction.”

It’s the way the markets have been. Books are no exception. If there is a successful book, you can soon find “followers.” But, what exactly is “healing fiction”? How can the modifier “healing”



be attached to novels? This is the most interesting point. And how did this “healing fiction” become the no.1 seller in bookstores?

### “Healing fiction” heals your mind

“Unharmful novels” are usually referred to as “healing novels” among the readers. These novels are those that you can read comfortably without having to consume much energy while reading. They are also comforting and invigorating. Free of any difficult or complex plot, these “healing novels” are about empathy, healing, comfort, courage, and solidarity. The characters would come together in places like convenience stores or bookstores and tell their stories. They do not oblige readers to concentrate on certain characters, so it is fine to start reading from any part of the book. As people read the characters’ personal stories and become familiar with their backgrounds, they are slightly encouraged and feel empathy. However, for such a structure to be constructed, the novel needs a certain place where the characters gather, which is why there is a picture of a building on all the book covers.

Some of the common features that the covers of these “healing novels” have are dark nights, a building with low light flowing from the window, and above all, a store. Some say that the trend began with Keigo Higashino’s *The Miracles of the Namiya General Store*, but among the books written by Korean writers, the book *Dallergut Dream Department Store* (Sam & Parkers) by

Lee Mi-Ye sparked the craze. Also, *Midnight Library* featuring a library, drew popularity at the same time, which marked the beginning of other similar types of novels published in the market.



*Dallergut Dream Department Store, Uncanny Convenience Store, and Welcome to Bookstore Hyunamdong*

This year, Kim Ho-Yeon's *Uncanny Convenience Store* (Namu Bench) was at the center of the trend. It features a story about a man, formerly homeless, having the opportunity to work part-time at a convenience store owned by an old woman to whom he returned a wallet he picked up from the street. The man, who has lost his memory to alcoholic dementia, begins to restore them as he interacts with customers with various backgrounds and stories. The guests, who were initially wary and suspicious of the man, find comfort and courage through him. The most dramatic scene is when the man working at this “uncanny” convenience store recovers his memory by living regularly,

quitting alcohol, and realizes his identity. Although there are not many great narratives or elements of tension in general, it has been chosen as the ‘Book of the Year’ by various bookstores just by word of mouth. It is said that its first volume sold 700 thousand cumulative copies, followed by its recently released sequel, which has already sold 100 thousand copies in the only first edition.

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

[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&code=interview&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&code=interview&category=66)

Alongside *Uncanny Convenience Store*, there’s another book leading the “healing novel” frenzy – writer Hwang Bo-Reum’s *Welcome to Bookstore Hyunamdong* (Clay House). There was also a time when both books fought for first place on the best seller list. A convenience store and a bookstore are both familiar places for us. The book’s cover was also drawn by illustrator Ban Ji-Soo, who designed the cover of *Uncanny Convenience Store*. The book *Welcome to Bookstore Hyunamdong* revolves around a small, ordinary bookstore open in a residential neighborhood. The protagonist, who quit working at an office and opened a bookstore, feels like the persona of writer Hwang Bo-Reum who is said to have left her job to write novels. The writer said she wanted to write a novel that starts with the letter “*hyu* (休; to rest).” The book is also famous for its “legendary myth,” where it was first serialized on a writing platform, then published as an e-book, and made it to official publication as a paper book

following readers' explosive request. The bookstore described in the book is a place organized by the protagonist, "Youngjoo," who is worn out to her soul. As she runs the store with her philosophical values, Youngjoo interacts with her neighbors and builds solidarity.

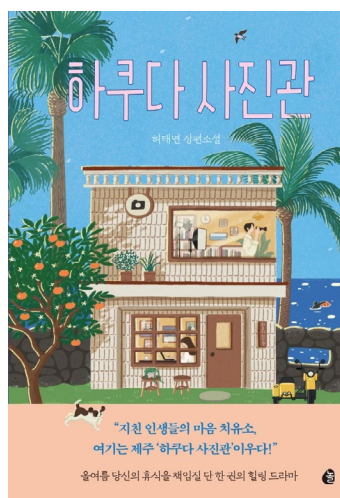
Both books, *Uncanny Convenience Store* and *Welcome to Bookstore Hyunamdong*, have also changed their cover, which is generally considered the privilege of "hit" books. Unlike the initial cover characterized by the twilight evening and the warm light coming from the store, the special edition came with a new cover, including cherry blossoms on a spring day and the freshness of the green forest. The two books were ranked 1st and 9th, respectively, in Kyobo Bookstore's total sales in the first half of 2022. There were five novels among the top 10; *Pachinko* (8th) - the Apple original, *Dallergut Dream Department Store* (6th), and *Midnight Library* (10th) are examples. If we take out *Pachinko*, the rest are all "healing novels."

### **"Healing novels" and changing trends**

The places featured in the recently released "healing novels" have started to diversify. Yet, they are all places that we see every day and visit often. Whether it is a convenience store, a bookstore, a photo studio, a sauna, a pharmacy, or a lunch box shop, these are familiar places, even though some have fantasy elements. Now, there must be readers that instinctively pick up books if

they have some “place” drawn in the center of the cover. These settings and covers must have a reason for being a “condition for a best seller.” So, let’s look at some of the recently released “healing novels” and their covers.

Kim Ji-Hye’s *Books’ Kitchen* (Sam & Parkers) is mainly about the protagonist wrapping up her life in the city and opening a nice reading place in the suburbs. The basic setting is quite similar to *Welcome to Bookstore Hyunamdong*. Published in May, this book has been steadily loved by readers, as can be seen from its 20th place on the best sellers’ list for fiction announced by Kyobo Bookstore. On the cover, you can see a two-storey building in a lush forest, which is the perfect representation of the typical “healing novel.” Other similar cases are Heo Tae-Yeon’s *Hakuda Studio* (Noll) which has a photo studio on its cover, and Lee Sun-Young’s Botero Family’s *Love Pharmacy* (Clay House), which has a pharmacy in the place.



*Books’ Kitchen, Hakuda Studio, and Botero Family’s Love Pharmacy*



There's also another interesting phenomenon happening in the market – Japanese fiction has joined the “healing novel” competition! The book *Going to Gobayashi Bookstore Again Today*, which has already become a best seller for fiction after it was published in August, is just about the same book as *Uncanny Convenience Store* and *Welcome to Bookstore Hyunamdong*. You can get a glimpse of this by looking at the publisher's quote, “The warmest neighborhood bookstore that gives comfort and hope for a new way forward.” Also, *This is Custard, We Sell Special Lunch Boxes*, and *Strange Sauna* are all written by Japanese writers, each with a lunch box shop and a sauna drawn on the cover. These are common spaces, but they have something special and suspicious. Also, the mysterious “luck” that people visiting those places get is another condition that they meet as a “healing novel.” Oh, there's another book, which features a place that might not exist in reality but seems as if we can bump into it in our neighborhood. It is *Face Rental Shop*. Let's look at how the publisher introduces it. “The one and only healing novel that will heal your wounded spirit in the tough world.” “Welcome to the transformation mask rental shop.” Oh, aren't these familiar? And most of the books I have introduced just now are ranked within the top 100 for fiction.

The publishing industry analyzed that more publishing houses looked for novels in a similar mood after the book *The Miracles of the Namiya General Store*. Such a move affected Korean fiction as well. But now, with the success of *Uncanny Convenience Store*,

the publishing companies are even combing through Japanese fiction, looking for similar books. As the statistics say that there are almost 50 titles with similar covers and titles following *Uncanny Convenience Store*, maybe the rumor is not that groundless. Perhaps, “healing novels” are flooding the market because the generation is in need of courage, consolation, and healing more than ever. But, was there a time that did not need them?

Every time humanity went through hard times, “devices” to encourage them were newly born. Maybe “healing novels” are part of that. Or, perhaps the role of novels and what the people pursue in them have changed. Novelist Franz Kafka once said, “A book must be an axe that shatters the frozen sea inside of us.” Maybe fiction can no longer be “the axe.” Modern people, surrounded by all the “good stuff” displayed on Social Media and plenty of video content, are busy and fatigued without doing anything. This means that they do not have the energy to expect dramatic fun in novels or pursue artistic values. The “healing novels” are enough for them, who yearn for slow stories and calm emotions that just tell them that they are doing good, and everyone is experiencing pretty much the same thing.

Feminism and queer literature have become mainstream in Korean literature, and with Bora Chung’s *Cursed Bunny* (Arzak) becoming the final nominee for the Booker Prize, Sci-Fi and thriller have also joined the mainstream. However, considering commercial achievement, there’s no “trend” that has had a

massive influence with a big market like “healing novels.” If we look at the craze and popularity in the market, the “healing novel” fever is likely to continue in the near future. So, even though it might not be easy for the existing literary circle to criticize them based on literary values, the publishing industry, including literary publishers, will not be able to turn a blind eye to this trend.

Still, one day people will grow sick of these endless “healing novels,” and desire to read the opposite type of novels that smash our hearts like an “axe.” There are already voices that carefully argue that they are tired of seeing similar stories with similar covers. Thus, as trends lead to other trends, novels will lead to other novels, creating new pathways. Oh, before that, I hope people buy more books. Whatever it might be. I hope the era of novel-lovers is back once and for all. Perhaps then comes the birth of a masterpiece or a failure.

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## SPECIAL PROJECT

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[Korean Scholars ⑩]

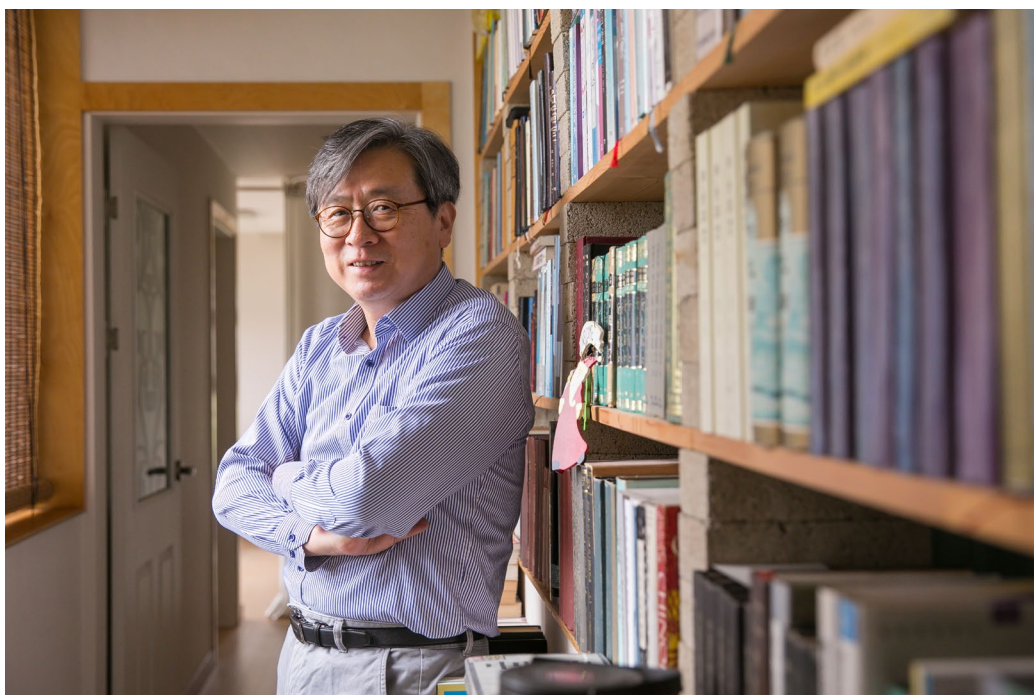
# Professor Kim Ho-Dong, the World-Renowned Scholar in Central Eurasian History

**A Broad and Deep Perspective Toward the World**

Written by Choi Ha-Yeong

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“A big fish in a small pond.” This is one of the Korean proverbs metaphorically used to refer to those with little knowledge about the world. Because we are from a certain country, a certain nationality, or a certain generation, we tend to look at the world from a narrow point of view. However, in order to enter the larger world, we must have the courage to break the wall around us. Professor Kim Ho-Dong of the Department of Asian History at Seoul National University has devoted his life to filling in the blank pages in world history by learning local languages to study the history of mysterious Central Eurasia and drawing a map of his own. Let’s follow in the footsteps of professor Kim, who became a world figure in the history of Central Eurasia, breaking down the solid wall called “generation” and “mainstream.”



### Into the unknown history of Central Eurasia

Central Eurasia is a vast region, including countries such as Mongolia, China, Russia, northern India, Iran, and Turkey. Although it is a vital region connecting the civilizations of the East and the West, there was little research on it. Would there be an easier way to learn the culture and history of a country as quickly as possible than to learn the language? So, to study Central Eurasia in the local language, professor Kim Ho-Dong learned 10 languages, including Russian, Mongolian, and Turkish, as well as English. Also, as there was no complete map of the Central Eurasian region at the time he studied, professor Kim did not hesitate to master a map-developing program and drew an accurate map by himself. Such a passionate effort by Professor Kim gave him the nickname, “The Great Khan”, which

best suits his authority in the area of central Eurasian history. To break the conventional wisdom that “history is written by winners,” professor Kim continued to fill the missing parts of world history. He believed that there is no nation without painful memories, but that there is no nation that has nothing but grief in history. He explains that the flow of world history that enabled how we live today is the result of the interconnected history and culture of each country, rather than the power of a strong nation or outstanding nationalities. That’s why he had to study Central Eurasia – he wanted to take a global view of world history. From microscopic research to macroscopic vision, his studies were filled with facts that astonished the world. And, to spread the knowledge, professor Kim has been ceaselessly writing papers, publishing books, and giving various lectures.

### Learn about world history through books

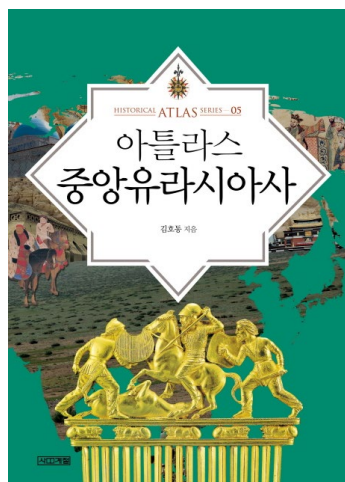


English (left) and Korean (right) editions of  
*Along the Silk Roads in Mongol Eurasia: Generals, Merchants, and Intellectuals*

Professor Kim Ho-Dong, a world-renowned figure in the history of Central Eurasia, is also famous for his translations and books in the publishing sector. For example, from his first book, *Revolution and Failure in Modern Central Asia* (Sakyejul), to the most recent title, *Along the Silk Roads in Mongol Eurasia: Generals, Merchants, and Intellectuals* (Cum Libro), his books are widely loved by readers as they have good readability, albeit a little technical. Also, the book *Along the Silk Roads in Mongol Eurasia: Generals, Merchants, and Intellectuals*, which he wrote with other prominent scholars from the world, introduces interesting biographies of 15 generals, merchants, and intellectuals who contributed to the development of the silk roads and trades during the Mongol Empire. Its English edition was first published overseas, followed by its translation in Korea. This is also a part where we can see the global reputation of professor Kim.

Meanwhile, the *Historical Atlas Series* (Sakyejul), released last year, is a series that is hailed as a masterpiece by professor Kim. It presents 96 different but well-aligned themes, along with materials to help understanding, such as maps, genealogical trees, and chronological tables. Also, his travelogue *From Yellow River to Tian Shan* (Sakyejul) talks about Tibetan, Hui, Mongol, and Uyghurs, the four major ethnic groups that occupy half of China's territory. Through the preface, professor Kim hoped "people have a truly generous heart that does not turn away from the many who are weak in this era," citing the sorrows and

hopes of minorities. Perhaps his sincere wish helped this book, published in 1999, to resonate in the hearts of readers worldwide. The story of Genghis Khan, who started with a few tribes and built the world's most powerful empire, is an interesting story that excites the hearts of history lovers. This is probably why Mongolian and Central Eurasian history has quite a firm readership in Korea, even though they are not “mainstream.” For example, *The Birth of the Mongol Empire and World History* (Dolbegae) and *The Mongol Empire and Goryeo* (SNU Press) have a profound meaning as they talk about the history of Korea, the Mongol Empire, and the surrounding countries in a fascinating way. In particular, the book *The Birth of the Mongol Empire and World History* stresses that the Mongol Empire is the vital key to understanding world history, as it was the first to integrate most of the countries in the Eurasian continent in history. It is recommended to those who want to understand and learn about world history from a fresh point of view.



*Historical Atlas Series, From Yellow River to Tian Shan, and The Birth of the Mongol Empire and World History*



Professor Kim, whose reputation has been recognized worldwide for his efforts to fill empty portions of history, never stops studying. He has been actively translating and publishing books to spread the history of central Eurasia. Through his books, we can vividly experience the turmoil of world history, transcending borders and time, and objectively judge the present day in which we live. As the saying goes, “the past is a mirror that reflects the present” let us reflect on our lives through the historical truth that professor Kim Ho-Dong has revealed. In that way, we might be able to come across a path that we should pursue in life in stories of the past yet to be found.

## EXPORT CASE

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# Foreign Agency on Publishing K-Books in Other Countries in Cooperation with Korean Agency

Written by Chiara Tognetti (Chiara Tognetti Rights Agency)

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Amid an unprecedented wave of interest in Korean content, through my agency, I have the privilege of helping children's, YA, and crossover Korean books across all genres to spread beyond Korea's borders and into new markets outside of Asia. Korean fiction for adult readers is gaining significant attention and experiencing a real boom in many Western markets, including English, French, Spanish, German and Italian. But children's books are lagging behind that trend, perhaps because publishers often look for familiar settings that they think parents and children will recognise and identify themselves more easily within. But the movement toward a more diverse publishing list is reaching across all reading ages and helping open up catalogues to more and more works in translation. As a result,

many of the Korean titles I have sold were to publishers that had never previously published books from South Korea.

I am not alone in this publishing journey - and I am very thankful to be working in close collaboration with the Korea Copyright Center (KCC). The passionate, professional team at the KCC has enabled me to proactively scout the Korean children's publishing market, respond quickly to trends and market needs, and access the catalogues of many major Korean publishers. KCC's infectious enthusiasm, great relationship with Korean publishers, and local market knowledge meant we could quickly build a sizeable portfolio of titles to offer Western publishers. Together with my constantly expanding customer network and focus on Western market trends, we have been able to establish ourselves as key players for publishers looking to acquire Korean books. Close and efficient collaboration means we can provide prompt administrative support to all parties, allowing for the smooth running of all post-sale steps. Essential to this success is our positive working relationship and our shared vision of professionalism in the rights trade, and the literary quality and commercial success of the books we select.





*Magic Candies, The Strange Mom, The Bath Fairy, and Cloud Bread*

Our first accomplishment came when KCC sent me the PDFs of Heena Baek's titles, published by Bear Books. It was love at first sight. Although there was a risk Western editors might have struggled at first to relate to the whimsical, immersive, filmographic, photographic style of the artist, I was sure children would love her worlds and her magical storytelling. Soon after receiving the material, I was alerted that there had been an offer for Spanish language rights for one of Heena's titles. Knowing the Spanish market, I didn't want to miss out on the opportunity to find the best home for this author in Spain. So I sent it straight to the director at Editorial Kókinos, someone whom I knew would appreciate the unique quality of Heena's work, and, true enough, she fell under her spell. We were able to put together an eight-book offer for her works that won the auction. Kókinos have now already published *Magic Candies*, *Moon Sherbet*, and *The Strange Mom*, with *The Bath Fairy* and *Cloud Bread* on their way. The Spanish edition of *Magic Candies*, *Caramelos Mágicos*, published in November 2021, was selected the following month by El País as one of the best children's books of the year. It certainly made heads turn.

In addition to Spanish and Catalan, *Magic Candies* is already published in Japanese, Simplified Chinese, Complex Chinese, English (North America), Russian, Swedish, and Brazilian. But the number of languages is bound to keep growing. We just sold Italian rights and will be presenting her work in Frankfurt to many more European publishers. We do hope the fair will go ahead as an in-person event as children's books, and picture books in particular, really benefit from being shown as physical copies and not just PDFs.

\* *K-Book Trends* Vol. 26 – Go to the interview with writer Bae Heena

[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=550&page=4&code=interview](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=550&page=4&code=interview)

Another great project I worked on is *Uro/Yulu's Linen* (Bear Books) by two children's books supers stars: Chinese author Cao Wenxuan and Korean illustrator Suzy Lee. My agency works with both Chinese and Korean picture books, and so it's been particularly exciting to present a book created out of the encounter of such talented creators from both countries. There was strong interest in this title following the Special Mention in the Fiction category at the 2021 Bologna Ragazzi Award and Suzy's receipt of the Hans Christian Andersen Award. In addition, world English Rights were hotly contended in a high-profile bid. International award recognition, and award-winning authors and illustrators are often key to international acquisitions as foreign publishers are reassured the investment in the translation will pay off.

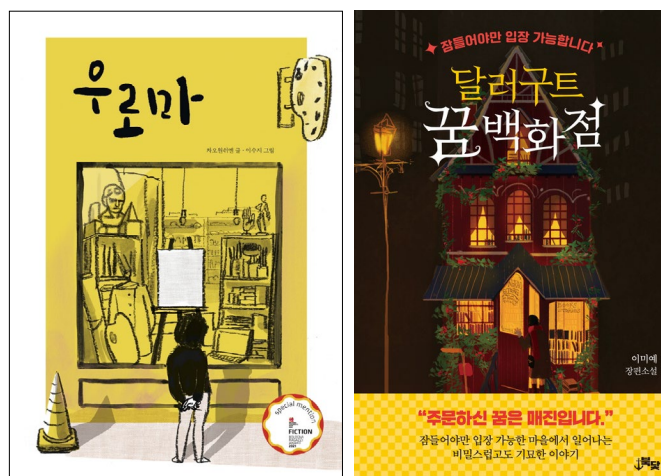
Recently, we've been focusing on a crossover title: *Dallergut Dream Department Store* (Sam & Parkers). The conjunction of a universal story, gripping writing, best-selling status, and an excellent English translation meant we have been able to stir up considerable international interest, with Italian and Spanish rights both sold at auction.

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

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

\* *K-Book Trends* Vol. 46 – Go to the article about the successful case of *Dallergut Dream Department Store* in the Taiwanese Publishing Market

[www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=991&page=1&code=trend&category=62](http://www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=991&page=1&code=trend&category=62)



*Uro/Yulu's Linen, Dallergut Dream Department Store*

In June, I was invited to participate in the Seoul International Book Fair as a fellow. It was an incredible opportunity to experience firsthand the vibrant Korean publishing business and delve deeper into an exciting market that is so central to my agency. Korean publishers are increasingly aware of the

foreign rights sale potential of their books, and we had many interesting conversations about what Western publishers are looking to acquire from South Korea. As a panel at a seminar on the international success of Korean literature, we discussed what the key ingredients are to the success of Korean books on the international market: cool, innovative writing (and illustration); a strong selling hook (an award, number of copies sold, etc.) and strategic timing, coupled with suitable presentation material (a good English sample and synopsis).

The Seoul International Book Fair was also a great opportunity to meet many of the publishers whose work I had been representing, as well as potential new partners, to discuss current and future projects and share feedback and market trends. Here too, the KCC were essential in organising my schedule, as well as taking the meetings with me to help with the interpreting and intermediation between the Korean publishers and me, with incredible smooth teamwork. Reflecting on our work over the last two years, it feels like we're just at the very beginning of unlocking the potential of Korean children's books on the international market.

\* *K-Book Trends* Vol. 49 – Go to the article about Seoul International Book Fair in 2022  
[www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1042&page=1&code=trend](http://www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1042&page=1&code=trend)

## BOOK TRIP

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[Book Space in Korean Media ①]

# NaeRule Gunaseo Supuro Library (Stream & Forest Library)

**An Urban Forest that Melts in Our Hearts Like Spring Nights**

Written by Kim Jeong-Yeon

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Shooting spots are places that all drama fans would like to see. Once you arrive at the place you remember the most from your favorite drama, you feel like you have become a part of the drama and have a special experience. For example, “NaeRule Gunaseo Supuro Library (Stream & Forest Library),” located in Eunpyeong-gu, Seoul, is where the drama “One Spring Night” was filmed. It is a place you can enjoy reading books while feeling the lingering memories of the drama. The drama, which has been steadily loved by people for its unique, calm atmosphere and sentimental vibe even after it has ended, drew attention as popular actor Jung Hae-In and actress Han Ji-Min starred in it. It was also loved by fans all over the world as it was released on Netflix. In the drama, as Han Ji-Min appears as a librarian, libraries are often shown in



the background. Therefore, when you think of the drama “One Spring Night,” you will naturally have the image of a library in your head, and find yourself heading to the nearby library without noticing. Below is an introduction to NaeRule Gunaseo Supuro Library, which was built to commemorate the 100th anniversary of the birth of modern Korean poet Yun Dong-Ju. Let’s spend a special moment reminding us of the “One Spring Night” drama as we learn about the library.



### **A library from the drama “One Spring Night” walks a “New Path”**

The drama “One Spring Night” is a heartrending love story of a woman who was always lonely and sick despite having a lover and a man who had to live with a great burden on his shoulders. Anyone who watched the drama would have wanted their love to

be fulfilled. Here, once you approach the entrance of the library, the first thing you will see is the poem *New Path* by poet Yun Dong-Ju. Read the poem, and you will be able to think of the “new path” the two characters will walk on after the drama.



Poster for the drama “One Spring Night” © MBC

NaeRule Gunaseo Supuro Library welcomes its visitors, who are thrilled to visit a drama shooting spot and filled with high expectations, with its comforting nature as a library. Even before entering the library, the staircase stretching straight to the side, the refreshing forest nearby, and the joyful laughter of the children in the playground will amplify your feelings. Step into the library, and you will see the archive for children on ground G. It has facilities for children and another room for toddlers. A shelf decorated with catchy text and a cozy attic-like space allows

children to get acquainted with the books in an instant.



Eye-catching shelves and a cozy room for preschoolers



Reading space in the general archive and a photo of a book curation

Then, move towards the general archive located deeper on the first floor, and you will come across curations of books, an open reading space, and shelves using the stairs. When you look at the books filling the shelves, you can feel as if you are in the library as a character from “One Spring Night.” Also, if you walk between the shelves standing close to each other, you can vividly recall a scene from the drama where the two characters’ eyes meet with a shelf between them.

Book curations are run every two months in the general archive;



in September and October this year, the archive introduces award-winning books that spark readers' imagination. Books for curations are carefully selected by librarians using the big data platform "Solomon" and analysis of loan statistics with big data. Therefore, the curations provided by the library are high in quality, appropriately reflecting visitors' preferences.

In the multi-purpose room outside the archive, a poetry program, "Write Poetry in My Original," is open from August to October, where people can work with poet Seo Yoon-Hoo of *Infinite Night and I'm With My Mirrorball All Alone* (Munhakdongne). On top of this, programs in various fields are run regularly, and anyone can participate by applying both online and offline in advance.

### A sentimental, poetic library



Exhibition of poet Yun Dong-Ju's works

NaeRule Gunaseo Supuro Library reminds you of scenes from the drama, but it is more meaningful that you can find traces of

modern Korean poet Yun Dong-Ju. In the poetic literature room on the second floor, you can see many books about and works of poet Yun Dong-Ju on specially-themed shelves. In addition, in the hall next to the archive, a distinctive exhibition is being held, featuring interviews with people about the poet. There is also a separate space where you can listen to his works by audio recital. NaeRule Gunaseo Supuro Library has been carrying out various activities for its visitors to get closer to poems. For example, the book curation titled “I Wrote Down My Life and It Became a Poem” runs from September to October in the poetic literature archive, you can meet poems about many life stories surrounding us, and you can also get a special postcard when you borrow a book curated in the program. Furthermore, the poetry-themed interiors throughout the library create a lyrical atmosphere, giving you the urge to read poetry now. Apart from this, in cooperation with publisher Changbi’s application “Siyoil,” the library enables people to read poems anytime they want outside the library, helping them have easier access to poetry. Details about “Siyoil” can be found on the library’s official website ([www.nslib.or.kr/service/siyoil.asp](http://www.nslib.or.kr/service/siyoil.asp)).

\* K-Book Trends Vol. 10 – Go to the article about “Siyoil”

[www.kbook-eng.or.kr/sub/report.php?ptype=view&idx=804&page=1&code=report](http://www.kbook-eng.or.kr/sub/report.php?ptype=view&idx=804&page=1&code=report)



Shelves and book curations in the poetic literature archive

“Spring nights know that you will fall in love.” It is a sentence from the introduction of the drama “One Spring Night.” This sentence would not only apply to the two protagonists of the drama. NaeRule Gunaseo Supuro Library is a place that bridges the reality and romantic imagination of the drama’s fans, a medium that literally connects the city and the forest, given its close location to a nearby Sinsa Park, and a spiritual place that inherits the soul of poet Yun Dong-Ju. How about visiting NaeRule Gunaseo Supuro Library, which is calm like “spring nights” and blends into the city, and reminisce about the afterglow of the drama?

#### NaeRule Gunaseo Supuro Library

Website: [www.nslib.or.kr/](http://www.nslib.or.kr/)

Contact: +82-2-307-6701

Address: 50, Jeungsan-ro 17-gil, Eunpyeong-gu, Seoul

### [Another Book Space]

## Seongdong Public Library Becomes a Cultural Complex

Another shooting spot for the drama “One Spring Night” is Seongdong Library, run by the province. This library has been putting efforts into promoting local residents’ reading culture. It has been encouraging people to read by hosting various book programs and events such as essay contests and debates, opening cultural events and lectures by inviting experts, and providing opportunities for children to experience a wide range of fields by opening coding classes and drone programs.



Exterior and Interior of Seongdong Public Library

The six-storey library features reading rooms for children, the general public, the elderly, and persons with disabilities, as well as a cafeteria and snack bar in the building, enriching the visitor experience. So why

don't you visit Seongdong Library, which has taken a giant leap forward as a cultural complex, going beyond its role as a "place for reading books," and making you feel as if you have become a character in the drama?

**Seongdong Public Library**

Website: [www.sdlib.or.kr/SD/main.do](http://www.sdlib.or.kr/SD/main.do)

Contact: +82-2-2204-6420

Address: 9, Gosanja-ro 10-gil, Seongdong-gu, Seoul

ONE-LINER QUOTES

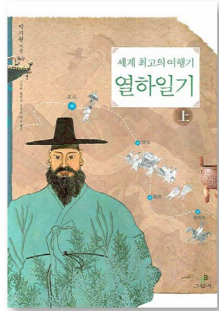
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## A Diplomat's Pick

Written by Yuh Pok-Keun  
(Diplomat at the Embassy of the Republic of Korea in China)

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“*Yeonhaengnok* (燕行錄)” is a very special collection of Korean travel literature. Marco Polo’s *The Travels of Marco Polo*, Ibn Battuta’s *Rihla*, and monk Hyecho’s *Wang Ocheonchukguk Jeon* are travelogues about the writers’ trips to other countries, but *Yeonhaengnok* is different from typical travelogues as it is a journal about diplomatic activities. The book is a well-organized, systematic travel journal written by former diplomats of Korea cumulated over a long period of time. It is very unlikely to find something of its kind anywhere in the world except in Korea. One of the best-appraised *Yeonhaengnoks* in Korea is *The Jehol Diary* written by Park Ji-Won as he returned from China in 1780.



*The Jehol Diary*  
Park Ji-Won, Green Bee



Now I'm alone under the Great Wall in the dark,  
the moon falls, and the river cries.

The wind is bleak, and fireflies are  
flying through the air.

The book *The Jehol Diary* (Green Bee) is a travel journal of events that took place over a 3,500km round trip of the Joseon diplomatic corps, as they departed from Seoul (Hanyang) in 1780, arrived in Beijing via Dandong, Shenyang, and Sanhaigwan in China, traveled to Seungdeok, where the emperor was staying for a summer vacation, and then back to Seoul. Even though it is a diplomatic travel journal, *The Jehol Diary* is a general compilation of records about the politics, society, economy, customs, geography, history, public atmosphere, and climate of China at that time. It also describes all sorts of new and unique experiences the corps experienced as they traveled to the destination for diplomatic purposes. These records include the exchanges they had through handwritten conversations with the Chinese people who the author met on the way to Beijing, the perceptions and attitudes of the Chinese toward the Qing dynasty court at the time, and the behavior of Qing dynasty officials. Moreover, in spoken language, Park vividly describes the manners and ceremonial procedures of Joseon's envoys when they had discussions with the emperor of the Qing dynasty,



which are difficult to know the ins and outs today, as well as the greetings they used during the discussions, as if they were being aired on television.

The true beauty of *The Jehol Diary* is its attitude to and its evaluation of the customs and systems that the writer experienced while travelling to many countries. In the book, writer Park Ji-Won's travel to China is his first overseas trip in his life. There, he witnessed numerous unique, advanced technologies, such as brick-built walls, advanced transportation systems, road systems using carts, and the recycling of manure. Such an experience gave him thoughts on improving the society and economy of Joseon, which was far more underdeveloped than China at that time. His envy of advanced technology and culture and his will to improve the people's lives and develop the economy by introducing them to Joseon are evident throughout his book.

*The Jehol Diary* shows the beauty of travel literature as well. One day, the writer stops at Gubeikou (古北口), a part of the Great Wall, on his way to the destination. He takes out a brush under the moon, writes his name on one of the bricks, and says, "Now I'm alone under the Great Wall in the dark, the moon falls, and the river cries. The wind is bleak, and fireflies are flying through the air. Every encounter is a surprise, marvelous and bizarre." The heart of a traveler who travels abroad falls to pieces in the moonlight.

Modern people leave many traces of their trips. Park Ji-Won's



*The Jehol Diary* is not a record written on a desk, but a travelogue written on the road. This is a record left with a brush during its journey, as on a horse, while traveling a long way. It is truly an extraordinary record, and it is a record of emotions, impressions, and experiences that are difficult to describe. In short, *The Jehol Diary* is the on-the-ground record of overall diplomatic activities and one of the best travelogues that shows the essence of diplomatic exchanges that the Korean people have been carrying out with neighboring countries that have never stopped in history, to foster peace and friendship.



**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.

*Pyohaerok* (Seohaemunjip) is a travel story written by Choi Bu on the King’s orders as he returned from China five months after his unexpected trip to China. The journey had been challenging, as he was first deployed to Jeju Island by order of King Seongjong, met a storm at sea on his way back to his hometown on a boat after hearing his father’s sudden death, and drifted off the coast of Gangnam, China.

The 43 people on the boat with Choi Bu encountered strong waves at sea and suffered moments of life and death for approximately two weeks. The group, drifting ashore, met pirates along the way, overcoming the danger of death. They are then sent to Beijing. In this process, they get to have a very special journey to China that no Joseon people could experience. Traveling the Gangnam area, which had never been visited by a Korean diplomatic envoy, gave Choi Bu and his group an unprecedented chance to experience China across the entire history of Joseon. Such an experience also aroused great curiosity for the King of Joseon, as it was an important reference for the King's diplomatic policies.

The part that you must not miss in *Pyohaerok* is that Choi Bu clearly reveals Joseon is the country that succeeded Goguryeo. The Chinese people asked Choi Bu, "What kind of technology did your country have that could defeat the Sui and Tang soldiers?" Choi Bu replied, "Wise servants and brave generals led the army, and all the soldiers loved their superiors and died for them." He also added, "Silla, Baekje, and Goguryeo are now combined to form one dynasty. The present Joseon inherits the legitimacy of Goguryeo, which defeated the Sui and Tang dynasties."

Choi Bu's *Pyohaerok* has been the subject of much interest and research even today. As the book is a record of detailed situations, customs, and public sentiments of inland China, which was not available to outsiders due to the Ming dynasty's policy of maritime trade prohibition, it is of great help for the

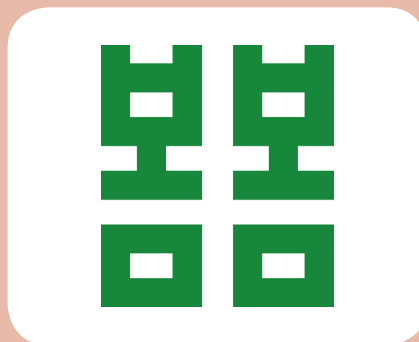
study of history and folklore. Although this book is a Chinese document from the past, it is still an introductory guide to traveling and research in China, which is still valid today.

## KOREAN PUBLISHERS

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### Bombom Publishing Co.

Unique Picture Books Made with Love



The logo of Bombom Publishing Co.

Picture books were often regarded as “books only for children.” Driven by the growing interest of adult readers in picture books, however, a number of “picture books for adults” have been published lately. “What are picture books for adults?” In search of the answer to the question, Bombom Publishing Co. is dedicated to redefining them as “books that both adults and

children can enjoy” from “books that adults can merely read,” and to publishing picture books covering all genres. We had the opportunity to feel the publisher’s commitment to its readers, along with a passion for picture books.

It is our pleasure to have Bombom Publishing Co. in *K-Book Trends*’ interview. Please introduce the company and its mission to our global readers.

“Bombom” of “Bombom Publishing Co.” means “seeing spring (“*bom*” is the noun of “*boda*” in Korean, which means “to see”).” Bombom Publishing Co. was established in 2003 with a commitment to giving hopes and dreams to children, who are like a sprout in spring, and has been publishing delicate and beautiful picture books for them ever since. However, we still have a lot more things to try and dreams to reach.

What does Bombom think, as a picture book publisher, are the traits and competitive edges of picture books?

Until recently, picture books were often associated with “books for children.” However, publishers have created the trend of “picture books for adults” by incorporating various features into the books and started to launch their own picture book brands. I think the true power of picture books lies in creating a culture that all generations can enjoy. “An art museum that resides

in a book,” “emotions that change whenever reading,” and “resounding messages that are conveyed not only by words but by pictures” are some of the exemplary explanations that well depict the distinctive traits of picture books.

Bombom publishes picture books not only for children but for elementary schoolers, teenagers, and even adults. What do you consider when publishing books for children and for adults?

As I mentioned above, more and more publishers are releasing “picture books for adults.” They are launching their own brands or series to set them apart from the existing trend in publishing. We have also seen the need to keep up with the trend that changes over time.

However, we did not have to create such series or brands. That is because we have realized that the books that we have been and will be publishing can already be enjoyed by children and adults alike. People often say picture books are “hard to sell” since they show the beauty of the world rather than give a lesson, and provide food for thought rather than focus on a specific subject. We are publishing books that are open to interpretation and that trigger different feelings by generation.

Our books transcend generations. They are for readers across all age brackets. Although none of our books are children- or adults-only, books with exotic stories are generally more popular among children, while books that give a deep and resonating message

are more loved by adult readers.

I can see that Bombom also joined overseas book fairs as well as those in Korea. Which book of Bombom grabbed the attention of foreign readers?

I have been joining the “Bologna Children’s Books Fair” every year in Italy, although I missed it in 2021 and 2022 due to the COVID-19 pandemic. I have also participated in the “Visiting Books Fair” in Tokyo, Japan. Among other books, *Midnight’s Gift*, *I Hate My Dad!*, *I Hate My Mom!*, and *Where is Baby Planula’s Home?* have been well received in book fairs overseas, joined by different people around the world.

I first read *Midnight’s Gift* at the Bologna Children’s Books Fair 2014. The book is the 1st work of Hong Soon-mi, and she published it after five years of preparation and dedication. Pictures inserted in the book are drawn with “*Hanji*,” Korea’s traditional paper, which triggers the curiosity of global readers. The book was exported to Brazil, France, Spain, and China before and after it was published in Korea.

On the covers of *I Hate My Dad!* and *I Hate My Mom!* are a father and mother leaving home and a child with a grumpy face. The literal translation of the Korean titles would be *I Throw Away My Dad* and *I Throw Away My Mom*, but we chose to use the word “hate” instead of “throw-away” in the English titles. The child comes to hate her father for not picking up a fried chicken on his



way home and her mother for nagging her so badly. I thought the book would be relevant only in Korea. Surprisingly, however, it drew readers' attention in France and Japan for its relevance and was later exported to Indonesia.

Contrary to the adorable title and cover, *Where is Baby Planula's Home?* in fact, warns of serious environmental pollution. The book features a narrative of baby Planula (the name of a cell before growing into coral) in which a community of colorful and beautiful coral disappears after suffering from bleaching caused by rising water temperatures. In fact, more picture books on the environment have been published since climate change became an urgent global issue. The book was introduced at many book fairs, became popular among global readers highly concerned about environmental challenges, and was exported to Taiwan recently.



*Midnight's Gift, I Hate My Dad!, I Hate My Mom!, and Where is Baby Planula's Home?*

Bombom has been giving lectures on picture books and working extensively to nurture picture book writers. Of course, it is by no means easy for Bombom, a publisher, to work beyond publishing. Still, the company cares about fostering writers. Why? What is the motivation?

The first thing you can see on my company's Instagram and Twitter accounts are the phrases "We work to spread the practice of reading picture books" and "Picture books make the world beautiful." We believe that the more people enjoy and care about picture books, the more likely they are to buy and own them, which will eventually support the growth of the "picture book industry."

In line with such belief, the Picture Book Association has recently launched a campaign to add a "picture book writer" to the list of professions on Naver's "Myprofile." As a result, picture books must be valued even more greatly in Korea, which will help the writers to come up with better works and publishers to introduce quality books to the public. This virtuous cycle will ensure readers continue enjoying decent picture books.

Meanwhile, such a virtuous cycle requires a wider adoption of the "practice of reading picture books." Our representative director and I are working relentlessly to give the impression that "a picture book amounts to an art museum" to those unfamiliar with picture books and to help more readers become a fan of picture books. The three employees, along with the

representative director of Bombom Publishing Co., truly enjoy reading picture books and hope the readers can feel Bombom's energy and joyfulness.

Bombom is actively engaging in communication with readers through social media or book events. How does such communication contribute to publishing books?

People normally buy books from a bookstore or online. Therefore, manufacturers (publishers) of goods (books) do not often have the opportunity to meet their consumers (readers). However, in Korea, publishers are lucky enough to participate directly in different events.

We first tried hard to take part in many events to promote Bombom, such as local reading festivals, the Seoul International Book Fair, childhood education exhibitions, or baby fairs of private companies. There are still a number of readers who get to know Bombom Publishing Co. on those occasions. In addition, readers we meet at those events or those who communicate via social media provide a lot of "support." This helps us believe that we, though we pursue a unique path, are on the right track, and that we should publish more books unique to Bombom with more confidence.

Bombom is planning to host various events for the readers, such as a book signing event and a picture book exhibition. What was the most meaningful event that Bombom has ever held?

We, of course, try to publish quality books for those who love our books, but I myself am also a great fan of picture books. Thus, I went to many meetings with authors arranged by other publishing companies. Bombom once hosted an event that tried to improve upon the shortcomings of other author meetings from the standpoint of a reader who goes to such meetings to meet the author in person. The event was titled “Dinner with a Picture Book Author.” We invited 6-8 readers to a dinner, where they can eat and talk with the author and the editor at the same table.

While it is a good idea to invite the author to give a speech in an auditorium in front of a crowd, readers are much happier when they directly interact with the author. I once had dinner with one of our representative authors, Britta Teckentrup. I was very excited, and the memory of the dinner is so invaluable that it cannot be replaced with anything else. That is why I arranged a similar event, to share such memories with our readers. Unfortunately, it has not been arranged for a few years due to COVID-19, but we plan to resume the event if possible.

First, a curator walks the readers through the illustrations of a picture book, and they share their opinions on the illustrations as well as the book. Then, they have dinner together and engage

in friendly discussions with the author, get a signed book, and take photos together, which are special activities they can only experience at the event. I couldn't be prouder than when the readers leave with their faces beaming after the event is over. I hope to see those faces again after COVID-19 subsides.

It must have been refreshing to meet the readers in person, rather than through books. What was the reaction of the readers, and how did you feel?

When publishing books, we hope that a certain message is delivered to the readers, though the intent is not clearly visible. There are some readers who come to the book events and say that they received that message. That is when I feel satisfied that the intended message was well delivered and gain more confidence in publishing Bombom's books.

An editor delivers the author's message to the readers by using a book as the medium. The message may or may not be explicitly stated in the book. The role of the editor and the publisher is to help the message become more noticeable. This is one of the goals of Bombom Publishing Co., a publisher that sees the world with picture books, and through picture books.



*How to Eat an Apple, How Many Butterflies?, and A Gut Day in My Village*

What books do you want to recommend to foreign readers, among those that have not been published overseas (including new releases)?

This January, Bombom published the 100th picture book titled *How to Eat an Apple*. The poem was written by Jeon Byeong-ho and illustrated by Song Seon-ok. The book got a facelift thanks to the illustrations. The narrator of the poem and the illustrations are completely distinguished, and the narrator of the poem is revealed through the book cover. Readers must find the chemistry between the poem and the illustrations reflected in the front and back covers, and in the book itself, to enjoy the book to the fullest.

Bombom Publishing highly prioritizes Korean culture. For example, we published a series on the gods of Korea, feeling sorry for the children who only remember the Greek Gods. We even published a picture book on children's songs that are at least 30 years old, and a picture book reflecting the traditional culture of Korea. *How Many Butterflies?* is a counting book that

contains folk paintings. It is in the form of an accordion book, to emphasize the characteristic of folk paintings that are drawn on a folding screen. The painting is derived from “*Munjado*,” a traditional painting of letters. Although the book does not use any numbers, children can study numbers by counting the different number of butterflies on each page. This book fully embraces the beauty of Korea’s traditional art.

*A Gut Day in My Village* is a story on “*Pungeoje*”, a traditional ritual performed in old times to pray for a big catch. Some told Bombom that we need to be bold to publish a book about “*gut*”, as most Koreans are prejudiced on the subject. However, *gut* is clearly also a form of art performed by our ancestors. The “*Dano-gut*” festival of Gangneung, which prays for good harvest, a big catch, and peace in families, was registered as an Intangible Cultural Heritage of Humanity by UNESCO. When prejudices are put aside, the *gut* is a festival where people can bond with others and have fun through art. The author used to watch *gut* in her village with her grandmother during her childhood, and hopes to tell the story of *gut* in a picture book to today’s children.

We look forward to the future steps of Bombom Publishing Co. Please share with us some plans or goals of the company going forward.

We, Bombom Publishing Co., still want to try a lot of things. The Representative Director always says, “I want to try everything that can be done with a picture book,” and I also want to publish



more books that are unique to Bombom, a bias-free publisher. We will continue to make picture books in more diverse forms and textures, books that overwhelm readers with feelings after reading, and books that are worth buying. Bombom is not a fast mover, but we will take time to publish quality books and be entirely committed to each and every book. We hope to make picture books that can thoroughly deliver a message. We will work hard to impress our readers, so that people think, “Bombom does great even with these types of books, as expected,” rather than “It is unusual for Bombom to publish these types of books.”

## KOREAN AUTHORS

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### Writer Jiwon Yu

A Person Who Brings the World Closer Together  
Through Stories and Pictures

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In Korea, the 9th of October is “Hangeul Day,” where people commemorate King Sejong’s invention of *Hangeul*, the Korea writing system. Just as King Sejong wanted *Hangeul* to spread to the public for good use, there is an individual who wants the world to communicate more closely through design and writing. It is writer Jiwon Yu, who has met her readers as a typographer, designer, and writer through various activities that cross the boundaries of studies. Her communication involves various channels, all based on writings and pictures. Writer Yu tries to find beauty in all areas in the world, such as art, science, mathematics, and humanities, and make it shine brighter. Below is an interview with writer Jiwon Yu, who says that letters and books are the “most reliable and grateful partners” in her life.



It's a pleasure to have you on *K-Book Trends*. First, please say hello to our subscribers and introduce yourself.

Hello, I'm Jiwon Yu, a graphic designer, typographer, and writer who loves letters and books. I have been engaging in activities to make typography a charming and friendly work to all people, going across fields of studies. Currently, I'm also running the Institute of Typography and Culture.

You have a special background: from editing to typography and writing, you have worked as a designer, researcher, professor, writer, and translator. Was there a special reason for you to broaden your scope to become a writer after being part of the art world?

I studied design, but I always wrote stories as much as I loved books. I am greatly interested in communication for a better life

and society. As design is like “eye communication” and writing is like “language communication,” both fields seem to have a very close relationship with each other.

To find a commonality among the various backgrounds you have, it would be “books” and “letters.” How were they attractive to you?

I have a fondness and a taste in all areas of liberal arts, science, and the arts. I enjoyed writing and drawing, and “letters” were their commonality. I liked logic and visual art, and they had this “typographical system” in common. Letters and books help me make better connections to the world. They are the most trusted and grateful partners I have ever had.

You also worked as a book designer in a publishing house while being a typographer. Comparing the two jobs - a designer who makes the appearance of a book and a writer who writes the story inside, what do you think is their difference when it comes to meeting readers?

To take *Newton's Atelier* (Minumsa) as an example, which I wrote with physics professor Kim Sang-Wook, I designed the book myself. So I was an author and designer at the same time. While an author communicates linguistically through texts, a designer communicates visually and physically through graphics. And, if I must design for the books of others, I try to take it as translation or adaptation. If a translator translates linguistically,

a book designer translates visually. One of my favorite designs is Jean Baudrillard's *Why Hasn't Everything Already Disappeared?* published by Minumsa. I got the inspiration for the design from this sentence, "With a program based on the binary system of zeros and ones, a kind of integral, all symbolic representations of language and thought disappear."



Cover and text designs of Jean Baudrillard's *Why Hasn't Everything Already Disappeared?*

The page on the right is the Korean translation, and the one on the left is the computer-coded hexadecimal of the text. We can see all the letters of the text encoded by the hexachord system on the left page. Between the text and codes we look at, which one is real and which one is false? This design reminds you of the question Jean Baudrillard asks in the book every time you turn the page. As "design communication" transcends the language, I saw foreigners with no knowledge of Korean understanding the subject of the book as soon as they saw the design. But, of course,

they were people who had design-literacy.

In your introduction, the sentence “A typographer who discovers beauty and finds inspiration from science conferences and scientific papers” seems impressive. As you wrote *Newton’s Atelier* with scientist Kim Sang-Wook, you tried to find a connection between science and art. Yet, there seems to be no link between them - what beauty do you find in science?

I think the power of science is linking unexpected things in a logical way, which is awe-inspiring and beautiful. For example, the high “position” and “kinetics” of a moving object are seemingly unrelated to each other, but they are actually linked with the idea of “energy.” It was fun to bring in the eyes of science, which understands invisible actions, and apply them to my ideas. These days, I’m interested in waves. Light, colors, and sounds are a physical phenomena, mathematically explainable, and they are relevant to organisms, human beings, and society given their “perceptible” nature, and are relevant to art as they “express” things.

In addition, I always try to follow scientists’ attitudes as a researcher, who has the courage to say that they do not know what they do not know and the passion to carefully explore the truth on rational bases.

\* *K-Book Trends* Vol. 42 – Go to the article about writer Kim Sang-Wook  
[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=894&page=&code=interview&total\\_searchkey=%EA%B9%80%EC%83%81%EC%9A%B1](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=894&page=&code=interview&total_searchkey=%EA%B9%80%EC%83%81%EC%9A%B1)



We use “letters” so often in our daily lives, which makes us take them for granted, neglecting their importance or beauty. It must be a frustrating thing for a typographer. But, would it be a way of enjoying letters in a whole new way and finding pleasure in them in our daily lives?

I recommend reading my book *Letterscape* (Eulyoo Publishing). I’m planning to publish *Bookscape* (Eulyoo Publishing) and *Hangeulscape* (Eulyoo Publishing) as follow-ups. *Bookscape* features the design aspects of books, but it is not about how to design – it is about the “sensitivity” of reading designs. If you have literacy in book design as well as text, you will be able to enjoy books more extensively. By the way, *Hangeulscape* is literally the in-depth version of *Letterscape* focusing on *Hangeul*.



Newton's Atelier and Letterscape

In your book *Letterscape*, you talk about how letters are used in many countries such as Germany, Italy, the United States, the United Kingdom, and Spain, as well as in *Hangeul* in Korea. What is the singularity and beauty of *Hangeul* among the diverse letters and fonts in the world? Also, what is your favorite *Hangeul* font?

The Latin alphabet is most commonly used in the world, from European languages such as English, German, and French to Vietnamese and Turkish. They have a lot of advantages, but the relationship between their forms and their pronunciation is not unified. Meanwhile, as *Hangeul* was invented by King Sejong, the best linguist of the time, devised especially based on logic for the language unique to the Korean people, the letters' shapes and structures and the spoken language highly match each other. I think this is one of the unique characteristics of *Hangeul*.

Among *Hangeul* fonts, I especially like the neat fonts designed by Ryu Yanghee. Among them are Gowun Batang (Google Fonts), Arita-buri, and Willow Project (TBD), which is currently under production. I hope that there will be more people like her in our society, who keep their positions quietly and calmly and take a long time to produce high-quality results.

In the book *Letterscape*, you wrote, “Letters evolve according to their environment.” This means that letters change by engaging with the technological environment and other cultures. While society is changing rapidly due to the emergence of new technologies, such as the shift to the digital environment and video media, how do you think the environment surrounding letters should change?

It is also our designer’s job to connect letters implemented in new technologies to people without any feeling of incongruity. I think we should create an environment for text technology with people and life in the center. For example, from now on, letters will float or move and approach people in a three-dimensional space, move away from the flat surface of paper and screen. When these technologies become a part of our daily lives, the way people’s bodies react, sense, and perceive letters and the relationship between them will restructure in an entirely different way. For example, letters may approach your back, sometimes you will miss important parts, experience motion sickness, and see letters of the same size differently depending on the direction the letters approach you. In such a situation, there would be a probability of fabrication, where certain people manipulate the importance of the information. So, I think there needs to be studies that prepare for such a possible future in advance. I really want to take part in it.

We heard that you will be publishing your new title. Please give us a brief introduction to the book with your plans for the future.

I'm currently preparing the book *Words of Letters* (UU Press). I wrote it, and I drew the cover illustration myself as well. In the style of "*Chaekgeori*," a Korean color painting style of the late Joseon Dynasty, communication tools of all times and objects related to time and space were drawn. "Typography" is the "science and art of arrangement" in which letters form words and phrases and fit together in the text. The book tells the story that "the concept of space and time in which letters are arranged was different" in different Eastern and Western cultural backgrounds, such as mathematics, astronomy, geography, and architecture.



Cover design of *Words of Letters*

In addition, the book presents typography of various documents that I could access as a Korean researcher. Rather than a grand idea to encompass typography around the world, I hope that it will be a book that fills in one of the missing gaps of Korean typography in the context of typography in the East and West, traditional and modern. This made me more responsible as a researcher, encouraging me to learn Japanese and be interested in Chinese. I'm going to translate some of that into English. I sincerely hope the book reaches typographers worldwide and those who love books and letters.

In addition to that, I'm preparing a book on German, a book on trigonometric ratios and trigonometric functions, and a number of other books on typography, which is my specialty.

## PUBLISHING INDUSTRY

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# Achievements of the “One City, One Book” Movement

Written by Han Ki-Ho (Head of the Korea Marketing Research Institute)

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Seosan-si selected and nominated *Uncanny Convenience Store* (Namu Bench) for the general public and *A Child Who Climbed over a Wall* (BIR) for children as books to read together during the “2022 Pan-Citizen One City, One Book Movement: The Book of the Year Proclamation Ceremony” held in the city hall’s situation room on Aug 10, 2022. In April, citizens of Seosan-si recommended a total of 54 books. The library’s steering committee reviewed the books, and two were nominated as the “Book of The Year.”

The book *Uncanny Convenience Store* is a piece that depicts the joys and sorrows of our neighbors living in this harsh era from a warm and humorous perspective. The novel has a small convenience store on the corner of an alley as its background.



Meanwhile, this year's children's book was *A Child Who Climbed over a Wall*, which gives its readers the strength and confidence to face the world while moving forward despite discrimination against class, position, and gender. While promoting two books as the “Book of The Year,” Seosan-si also held various reading events, such as “relay-reading” challenges, book report and review contests, special lectures given by writers, and book clubs. The city formed a culture through events that let citizens read books together, communicate, and connect.



*Uncanny Convenience Store and A Child Who Climbed over a Wall*

## The “One City, One Book Movement”

Seosan-si started its new, voluntary, and local “One City, One Book” movement in 2003. The “One City, One Book” movement, which started in Seattle in 1998, made Seosan-si organize a long-term local book reading movement for its citizens. Seosan-si did not want a typical campaign driven by the local government

creating a list of recommended books and running unilaterally and temporarily. Seattle's "One City, One Book" movement started from a proposal by Seattle Public Library's librarian Nancy Pearl. At that time, it became successful enough to spread to 90 or more cities in 38 states, among a total of 50 states in the US. Mainly, the Chicago-nominated book *To Kill a Mocking Bird* by Harper Lee saw a huge success in 2001 thanks to the movement.

This movement in the US was first introduced to Korea by professor Doe Jung-Il at Kyunghee University, the so-called godfather of Korea's reading movement. When he introduced the movement, he started a program called "A National Movement for Building a Book Reading Society." In his article *Chicago's Craze for the Mocking Bird* in *Cine 21* released on Sep 1, 2001, he mentioned that Seattle selected Harper Lee's novel *To Kill a Mocking Bird* as the book to read together for all citizens, including adults and children, for seven weeks from Aug 25. The article also stated that the city was engulfed with the 'Mocking Bird' craze as the mayor Richard Daley asked citizens to join the movement. In addition, a local news article said, "The public library authority procured 4,000 copies of the novel, but people who could not borrow the book from public libraries went to book stores, emptying aisles of the novel in a brief moment," giving a glimpse of the hype.

Professor Doe said, "This craze for the 'Mocking Bird' is a version of the 'Building a Book Reading Society' movement from

Chicago. The news that all Chicago citizens are reading this one book is not just a topic in a newspaper. It is something to think about and discuss. Why would a big city like Chicago start such a movement? How was it possible to see such a movement in a big city? What are the capabilities of the people who came up with such an idea? Where did the capabilities come from? It is not hard to guess that the motive behind” One Book, One Chicago “came from the notion that instead of bingeing videos or games, citizens reading books, thinking about them, and maintaining the reading culture are of value, a way of life, and experience. Even if it is just once a year, the movement can play a pivotal role in improving the community features of a metropolis if all citizens can read the same book and find common issues, like Chicago’s own problems (ex. racial discrimination and unfairness).”



*The Hen Who Dreamed She Could Fly*

Professor Doe's student and book critic Lee Gwon-Woo, whose hometown is Seosan-si, brought the message to real life. He started the movement with Seosan-si under the sponsorship of the Korea Library Association. The book selected in 2003 was *The Hen Who Dreamed She Could Fly* (Sakyejul), written by Hwang Sun-Mi, which sold its copyrights to 30 countries around the world, including the US, the UK, and Germany. The novel initially targeted juveniles but was also a good selection for adults to read. Seosan-si promoted sales of the book by putting stickers highlighting the book in major bookstores in town in 2003. At the same time, the local government held book reading and discussion activities by organizing book clubs in libraries downtown. Also, the city displayed illustrations of the book in schools in rotation and held a lecture by inviting the novel's author.

In his article *One City, One Book Movement's Result and Task* in the June 2004 edition of *Library Culture*, Lee Gwon-Woo argued that the biggest benefit of the "One City, One Book" movement is that "a civil society has a wonderful experience of becoming one under a book." He mentioned, "the public were originally the ones to read and evaluate. The tradition was long gone in modern society. The most meaningful result of the 'One City, One Book' movement was that it revived the long-lost values of book reading in the current era. As people read and discuss, they experience excitement and learn how diverse interpretations can be. Seosan-si failed to see satisfactory results in organizing the

adults' book club but was successful with the juvenile's book club thanks to the efforts of teachers. To the new generation who are distant from books, the 'One City, One Book' movement proved the value of book reading and the reasons for having libraries. It alone can be seen as a success."

### The "One City, One Book" Movement Blossoms in Korea

The "One City, One Book" movement spread in the US and the world. While Seosan-si was busy with its book-reading movement, Suncheon-si established its first Miracle Library in the same year. The city consolidated with a civil organization for book reading, the Book Culture Foundation, and selected *Lighthouse* (Moonji Publishing) as the book to read together. This novel, written by Lim Cheol-Woo, has a lively description of division and poverty, in line with the opening of the library. For one year, the city held the "One Library, One Book" movement. Since then, the movement has been adopted in dozens of cities, including Busan, Wonju, Cheongju, Daejeon, Ulsan, Gimhae, and Pyeongtaek. Seoul, home to more than 10 million people, collaborated with the Seoul Foundation for Arts and Culture and Korea Library Association to host the "One Book, One Seoul" project in 2004 to join the "One Library, One Book" movement. This movement is continued even now and is spreading to libraries nationwide.



*Lighthouse*

In 2003, professor Yun Jeong-Ok at Cheongju University, who wrote *One City, One Book Movements in the US* (Joeun Guel Teo), played a leading role in running the “One Book, One Cheongju” movement. In an interview with *Kyunghyang Shinmun*, he stated, “There were many challenges in starting the ‘One City, One Book’ movement. Some criticized, saying, ‘Why would the local government highlight one book in particular? It is forceful violence.’ One difficulty was that the project team could not spend the budget timely and flexibly since the fund was coming from the city.” Despite the criticism, professor Yun supported the movement saying, “It will serve as a gateway for people to enjoy reading.” Also, he argued, “The list of agenda for any debate is just a format for discussion. Once people start talking, the discussion gets activated. Starting from a single topic, people talk about various issues. Reading is not something one stops after finishing a book. It is a process of sharing, communicating, and

going back to reading a different book. It is the core of the ‘One City, One Book movement.’”

The movement started to bloom after the elementary, middle, and high schools began their “Reading One Book in a Semester” campaign. In the 2015 Revised National Curriculum, the Ministry of Education applied “Read One Book in a Semester” to elementary schools’ 1st and 2nd grades in 2017. With it as the start, the department expanded the policy to be applied to the 1st graders of middle and high schools, ensuring that students read one book a semester.

\* *K-Book Trends* Vol. 43 – Go to the article about “Reading One Book in a Semester”  
[www.kbook-eng.or.kr/sub/knowledge.php?ptype=view&idx=946&page=1&code=knowledge&category=67](http://www.kbook-eng.or.kr/sub/knowledge.php?ptype=view&idx=946&page=1&code=knowledge&category=67)

As a book reading movement supporter and the CEO of Book and Education Research Center, Kim Eun-Ha pointed out in the article, *Textbook is just a book. Do not misunderstand.* in the 454th edition (Dec 20th, 2017) of a bi-weekly publishing industry magazine *Planning Meeting*, Korea had an absolute dependency on textbooks. He said, “Textbooks contain class materials and activities. The activities include questions and relevant actions. The actions are not accepted as a proposal but rather a mandate one must observe. When students read books and discuss during class, parents and students think textbooks have no progress. Even teachers are reluctant to replace textbook materials with different books. Not taking the safe route of ‘textbook – instruction book – workbook’ in helping students get high



scores in standardized multiple-choice tests is an adventure.” The introduction of “Reading One Book in a Semester” to Korea, where teachers and parents used to rely on textbooks, revolutionized the education sector.

In an interview (March 18, 2021) with *Naeil News*, the policymaker who drafted this policy said, “Many schools and teachers, such as ‘Activities on Reading a Whole Book for Elementary Students,’ ‘Mulkkobang under the Reading Education Branch of the Korean Language Teachers Association,’ which is a group composed of middle school teachers, and ‘Chaek-Tha-Sae’ (a Korean abbreviation meaning ‘teachers making the world a better place with books’), were already running classes by finishing a book and discussing to deepen students’ thoughts.” He added, “it is a learning experience that gives practical lessons, and it is what the 2015 Revised National Curriculum pursues. Thus, the campaign was brought up to the national-level education curriculum.” Also, he emphasized, “Top-down policy costs a lot in time and money, and it is hard to secure policy effectiveness. However, ‘Reading One Book in a Semester’ includes books that reflect the cases in real life.”

In the same interview, professor Seo Su-Hyeon at Gwangju National University of Education said, “The past curriculum had too much to cover, making it hard to give students time to read.” Moreover, he added, “The movement is meaningful in that it gave physical time for students to read a lengthy text for long hours and secured autonomy of teachers.” According to a

survey by professor Seo on 4,855 teachers in 2019, 76.4% of the respondents said Reading One Book in a Semester had a positive result.

Reading books together shows differences in ideas. The difference derives from imagination. After the emergence of AI, creativity is deemed more important than school degrees. Imagination gets nurtured as one reads and discusses ideas in the same book. Creativity is not about creating something out of nothing. It is expressed in the process of finding different ideas. Nowadays, everyone is connected to the world. Humanity needs to connect and collaborate to address emerging issues. A librarian at a public library in Seattle gave birth to the idea of the “One City, One Book” movement. And, it only cost \$40,000 to turn Chicago into “One Book, One Chicago.” Such ideas are changing a lot of people’s lives. It is even changing the education method in Korea. It is a hope that “Reading One Book” will become more diverse in various fields.

## Publishing Policy

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# Breathing Life Into Letters: Unique *Hangeul* Fonts



## Neat eye-comforting fonts

KoPub바탕

KoPub돋움

조선일보명조체

고운바탕

나눔스퀘어라운드

잘풀리는하루체

## Handwriting-style fonts

심경하체

카페24 빛나는별

온글요 민혜체

다이어리체

넥슨 배찌체

국립공원 꼬미

## Antique fonts

울산중구전용서체

EBS주시정체

헬스넷 조깅체

EBS훈민정음

전주완판본 각체

김좌진장군체

## Unique fonts

웃궁체

HS산토끼체

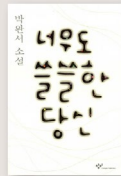
양진체

정신차렷체

원스토어 모바일POP체

산돌 삼립호빵체 Outline

## Fonts used in book covers



Can you see diverse *Hangeul* fonts boasting their unique beauty?



Fall in love with *Hangeul* fonts with different identities and characteristics!

## NEW BOOKS

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### Eun Hye's Hug

"Come, people with painful hearts, with wandering minds. Eun Hye will hug you tight."

#### Eun Hye's Hug



#### The first picture essay by Jung Eun Hye,

who is an artist with a developmental  
disability who surprised people  
in the drama "Our Blues."



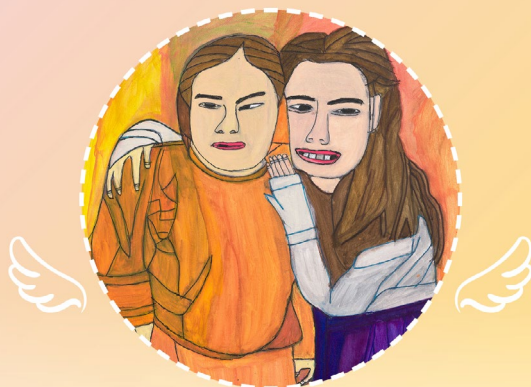


## The book presents sincerely recorded memories of

people who she hugged or  
was hugged by, and the faces of  
her loved ones she hopes to hold on to.



Being warm makes me feel good.  
Hugs are a love.



To me, pictures mean something  
that I can give to someone.





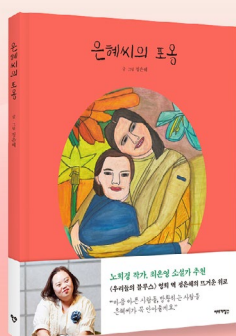
I feel so happy surrounded by  
people I love these days.

Disability and art, friends and foes,  
sorrow and happiness...

**Eun Hye offers a warm hug,  
which tears down all  
the barriers in the world.**



**Heartfelt consolation with warm hugs**



**Eun Hye's Hug**

Written and illustrated by Jung Eun Hye,  
published by Storyteller

## BEST SELLERS

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# 2nd Week, September 2022

Best Seller Trends in the Four Biggest Online Bookstores in Korea

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The books that many readers have long awaited have made their way to the best seller list for the second week of September. For example, writer Jung Ji-Ah, who proved her literary value by winning numerous literary awards, returned with a full-length novel after 32 years. The book, *Father's Liberation Diary*, is a friendly tale that describes lightly, or rather humorously, a somewhat serious story combining family love with a painful history. Also, the book *To You, Who is Bound to Succeed*, is the first book written by former newscaster and Youtuber Choi Seo-Young, which has been long awaited by her 500k subscribers, captivating their hearts right after its publication. Including powerful motivational messages she gave on her YouTube channel, the book consoles her readers with compassionate understanding and down-to-earth advice to guide them through life.

Meanwhile, there were some books that returned to the shelves with a special edition and merchandise. For example, *Debut or Die*, a webnovel-based book, released goods limited to the first edition of the book. Both sets, one with the merchandise and one without, became best sellers, proving the book's popularity. A variety of limited edition merchandise captured the hearts of fans, as they added dimensions to the characters like real K-pop stars. Also, the book *Counter Your Life*, which has been keeping its place on the list for a long time, was newly published as a "fake edition" commemorating 100 thousand copies sold. Once you scrape the book's cover written "followers," you get to see its original cover with the writer's autograph inside. The fans were extra enthusiastic as five books of the edition included a "golden ticket," where they could have a meal with the writer.

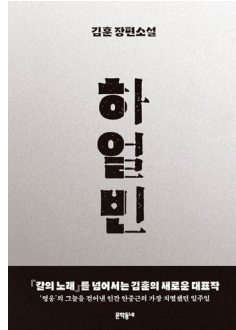
For the best-selling teenage books for the second week of September, the book *Welcome to the Storytelling Math Club* by professor Kim Min-Hyung, a world-renowned mathematician, ranked first. Math is one of the subjects that a majority of teenagers find difficult or dislikeable. Professor Kim, who created a mathematics club after meeting students starting to study the complex parts of mathematics, described his experiences in the book, making mathematics a friendly topic. Meanwhile, the book *15-Years Old for 500 Years*, ranking 5 on the list, has been regularly liked by adolescents since its publication in January of this year. Featuring the *Dangun* myth and old Korean stories, the novel makes the story more charming with various

fantasy elements and an intriguing storyline, involving the main character, who lived as a 15-year-old kid for 500 years.

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

Top 10 best sellers for the 2nd week of September

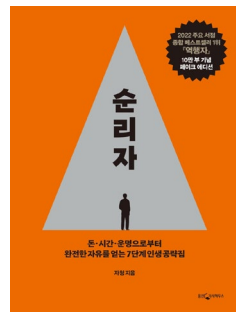
1



*Harbin*

Author | Kim Hoon  
Publisher | Munhakdongne  
Genre | Fiction

2



*Counter Your Life*  
(fake edition commemorating 100 thousand copies sold)

Author | Jachung  
Publisher | Woongjin Jisik House  
Genre | Business

3



*Uncanny Convenience Store 2*

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

4



*Father's Liberation Diary*

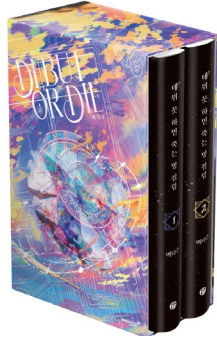
Author | Jung Ji-Ah  
Publisher | Changbi  
Genre | Fiction

Top 10 best sellers for the 2nd week of September

5		<p><b><u>Debut or Die</u></b> (first edition with limited merchandise)</p> <p>Author   Baek Deok-Soo Publisher   Wish Books Genre   Fiction</p>
6		<p><b><u>Pachinko 2</u></b></p> <p>Author   Lee Min-Jin Publisher   Influential Genre   Fiction</p>
7		<p><b><u>Uncanny Convenience Store</u></b></p> <p>Author   Kim Ho-Yeon Publisher   Namu Bench Genre   Fiction</p>
8		<p><b><u>To You, Who is Bound to Succeed</u></b></p> <p>Author   Choi Seo-Young Publisher   Book Romance Genre   Non-fiction</p>

Top 10 best sellers for the 2nd week of September

9



**Debut or Die**  
**(first edition set)**

Author | Baek Deok-Soo  
Publisher | Wish Books  
Genre | Fiction

10



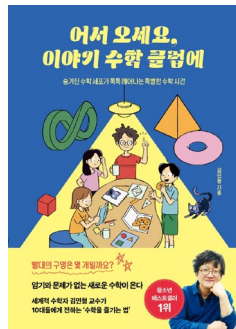
**Pachinko 1**

Author | Lee Min-Jin  
Publisher | Influential  
Genre | Fiction



Top 5 teenagers' books for the 2nd week of September

1



*Welcome to the Storytelling Math Club*

Author | Kim Min-Hyung  
Publisher | Influential

2



*I Will Cross Time for You*

Author | Lee Kkochnim  
Publisher | Munhakdongne Publishing Group

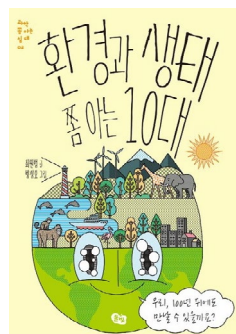
3



*Art Museum of Consolation*

Author | Jin Byung-Kwan  
Publisher | Big Fish

4



*Teenagers Bright in Environment and Ecology*

Author | Choi Won-Hyung  
Publisher | Pulbit

Top 5 teenagers' books for the 2nd week of September

5



**15 Years Old for 500 Years**

Author | Kim Hye-Jung  
Publisher | Wisdom House

5



**Pilgrimage House**

Author | Yoo Eun-Sil  
Publisher | BIR

KOREAN TRANSLATOR

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Kong Yuan

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## Profile

- Korean-Chinese translator
- E-mail: kongyuan@naver.com

## Educational Status

- Graduated from Peking University, Department of Korean Language (majored in Korean Language, Bachelor)
- Graduated from Peking University, Department of Asian & African Linguistics (majored in Korean Culture, Master)
- Graduated from Korea University, Department of Chinese Language and Literature (majored in Study of Modern Chinese Grammar, PhD)

## Career

- Former full-time lecturer at Shingu University
- Assistant professor at Hyeopseong University

## Translations

- *LIST*, a quarterly magazine published by LTI Korea
- Translated materials for the Beijing International Book Fair and the Taipei Book Fair, as requested by the Korean Publishers Association
- Member of the Public-sector Translation Standardization Committee, National Institute of Korean Language
- Presentation for the 6th International Translators' Conference
- Participated in the translation support project for promotional materials for overseas publication, as requested by the Publication Industry Promotion Agency of Korea (KPIPA)
- Judge of the 1st K-book Translation Contest hosted by KPIPA

## Translated Books



*Aging Family, Ancient Tea Route, and Reborn to be a Cosmetic Again*



*World Biography: Albert Einstein, Korean Cultural Property Owned by Shanghai Library in China, and Korean Cultural Heritage Owned by Fudan University in China*

- *World Biography: Albert Einstein*
- *World Biography: Galileo Galilei*
- *2008-2009 Education in Korea*
- *Aging Family* (Munhakdongne Publishing Group)

- *Ancient Tea Route* (Wisdom House (Yedam))
  - 中國國家新聞出版廣電總局 Chosen as the “Excellent Publication Recommended for Senior Citizens Nationwide in 2015.”
  - “Excellent Book of 2015” designated by 有道网 (Youdao), a Chinese book website
- *Korean Cultural Property Owned by Shanghai Library in China* (Overseas Korean Cultural Heritage Foundation)
- *Korean Cultural Heritage Owned by Fudan University in China* (Overseas Korean Cultural Heritage Foundation)
- *Reborn to be a Cosmetic Again* (RH Korea)

## #K-BOOK

## #Self-Esteem

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

*A Society That Fabricates Self-Esteem*

### 1. Publication Details

Title | A Society That Fabricates Self-Esteem

Subtitle | Finding Our True Self-Esteem  
Through Psychological Study

Author | Tae-hyung Kim

Publisher | galmaenamamu

Publication Date | 2018-01-08

ISBN | 9788993635874

No. of pages | 240

Dimensions | 145 \* 225

### 2. Copyright Contact

Name | Cha Yuno

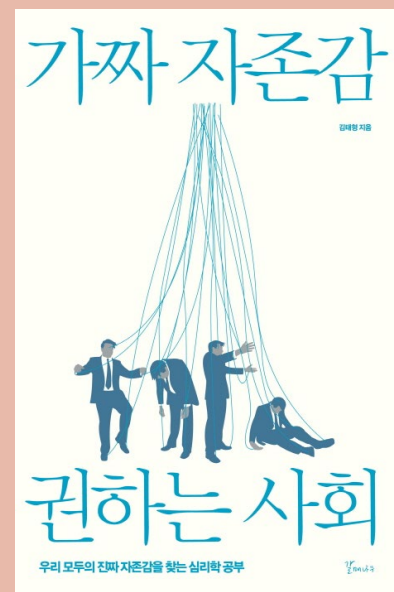
Email | yuno.cha@grb-agency.com

Phone | +82-2-2676-2201

### 3. Book Intro

These days, books about self-esteem have become best sellers in succession, and people are looking for ways to respect themselves without desperately seeking the recognition of others. Why do so many people get distressed and suffer regarding the issue of self-esteem? Is it true that low self-esteem is a personal problem?

Why are Koreans obsessed with self-esteem nowadays? What is the condition to





regain true self-esteem? True self-esteem is to understand others.

The moment we ascribe self-esteem to the realm of personal responsibility, we risk falling for false self-esteem that is based on erroneous standards. That is if we feel anxiety, which arises when we underestimate our abilities, we tend to stick to those values that are highly thought of in society in an effort to eliminate our sense of insecurity. For example, we seek to improve our specific skills, appearances, and salaries in order to be recognized by other people, and thus as a means of increasing our own self-esteem.

The author Tae-hyung Kim, who has sought and talked about ways to keep our mind by applying psychology to our everyday life, ruthlessly criticizes the social conditions fostering false self-esteem. In order to stop our blind dash toward false self-esteem, he suggests that we correctly understand what self-esteem is and find methods to establish true self-esteem. More than anything else, Kim emphasizes the importance of healthy relationships. He says, "Through the efforts to understand others, oneself, and the relationships among all of us from deep in the heart, we can build the psychological foundations to truly love ourselves and others."

\* [k-book.or.kr/user/books/books\\_view?idx=5445](http://k-book.or.kr/user/books/books_view?idx=5445)

## *There were more days I hate myself than love my self*

### 1. Publication Details

Title | There were more days I hate myself than love my self  
Author | Byun Jiyung  
Publisher | Sam & Parkers (Sam & Parkers Co., Ltd.)  
Publication Date | 2020-06-26  
ISBN | 9791197035289  
No. of pages | 288  
Dimensions | 132 \* 201

### 2. Copyright Contact

Name | Bae Hyelim  
Email | [hyelim@smpk.kr](mailto:hyelim@smpk.kr)  
Phone | +82-2-6712-9837



### 3. Book Intro

The author, a psychological counselor with extensive experience, reveals how to stop thinking unnecessary negative thoughts about yourself. It may sound like a cliché to say that you should love yourself and boost your self-esteem, but it's true. However, you don't have to force yourself. A playful curiosity to see yourself as you are is enough. This book accepts that the personality, feelings, and patterns I have known so far are not fixed and recommends having "psychological flexibility."

You have to look at the sensitive parts inside you. What parts of you speak loudly to guard, avoid or ignore those sensitive parts?

It is only when you understand these parts of yourself and see their relationship and context that you realize: Why I had to do the things I did.

\* [k-book.or.kr/user/books/books\\_view?idx=5114](http://k-book.or.kr/user/books/books_view?idx=5114)

### *Self-esteem Training for Mothers*

#### 1. Publication Details

Title | Self-esteem Training for Mothers  
Subtitle | I'll Make a Thousand Mistakes, but I'll Always Be Your Mom  
Author | Mikyung Kim  
Publisher | BOOK21  
Publication Date | 2017-11-08  
ISBN | 9788950972226  
No. of pages | 304  
Dimensions | 148 \* 210

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### 3. Book Intro

*Self-esteem Training for Mothers* consists of five chapters. "Chapter One: Understanding the Birth of a Child" deals with where self-esteem comes from. The author says that all children are born with the seed of self-esteem, already aware that "I'm a pretty great person." Being mother is about helping the child affirm it. In "Chapter Two: Mothering an Adolescent," she shares her own experience of supporting her child when he quit high school, and stresses

that childrearing has to be done from the child's standpoint, not the mother's. "Chapter Three: Mom's Approach To Life Nurtures the Child" suggests ideas on how to frame a child's worries and experiences in a positive way. And "Chapter Four: Motherhood is an Opportunity" the author provides training methods for mothers to strengthen their self-esteem. The final "Chapter Five: The Smart Life of a Confident Mother" is for mothers who are torn between their dreams and family, or between work and children, and Kim suggests ways to use parenting time wisely so that it does not interfere with a woman's self-growth. Based on her passionate life as a mother of three and a career woman, Mikyung Kim shares her hard-earned wisdom on raising and educating her children. Filled with words of comfort and encouragement, empathy and answers, *Self-esteem Training for Mothers* is the perfect gift for first-time mothers who are lost and searching for answers.

\* [k-book.or.kr/user/books/books\\_view?idx=4727](http://k-book.or.kr/user/books/books_view?idx=4727)

## ***Breaking Away from the Things that Hurt Us***

### **1. Publication Details**

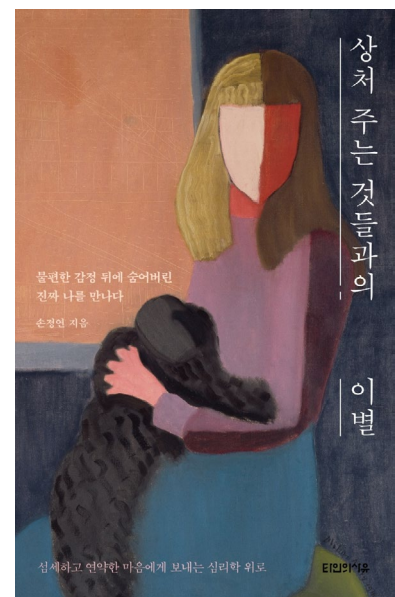
Title | Breaking Away from the Things that Hurt Us  
Subtitle | Meeting the real you hiding behind painful feelings  
Author | Son Jungyeon  
Publisher | Daewon C.I. Inc.  
Publication Date | 2020-10-15  
ISBN | 9791136249883  
No. of pages | 240  
Dimensions | 120 \* 188

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### **3. Book Intro**

We all deal with pain and hurt each other in our lives. The type and scope of such wounds are immeasurable, from childhood trauma that lasts into adulthood to major or minor wounds given and received in human relationships. However, not everyone deals with this in the same way. Some people use it as an opportunity



to heal, reflect, and move on to become more mature people, and others ignore the pain and react emotionally to create bigger wounds. This is why we need to know how to deal with our emotional suffering. This book explains thoughtful ways to help readers psychologically manage their pain so that they don't lose their self-esteem and doubt the value of existence due to the wounds they receive. It also helps readers embrace uncomfortable emotions so as not to be shaken and hurt in human relationships.

\* [k-book.or.kr/user/books/books\\_view?idx=4823](http://k-book.or.kr/user/books/books_view?idx=4823)

## *Thank You for Saying That*

### 1. Publication Details

Title | Thank You for Saying That  
Subtitle | Solid everyday languages that keep me and my relationships secure  
Author | Kim Yujin  
Publisher | FIKA  
Publication Date | 2020-10-15  
ISBN | 9791190299145  
No. of pages | 276  
Dimensions | 128 \* 188

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### 3. Book Intro

Is there a way to stand your ground and protect yourself against the words that appear in the world of human relationships? To do that, we have to continue having good conversations in our daily lives. Looking back, people are sometimes hurt by words, but people are also comforted and encouraged by words.

This piece talks about several different ways in which readers can have good conversations in their daily lives, especially detailing all the different kinds of situations and solutions that can help people use words to take care of themselves and aid their relationships with others. In fact, we already have a lot of nice words. The author hopes that, through this book, readers will begin taking care of their minds, emotions, and sincerity through their words.

\* [k-book.or.kr/user/books/books\\_view?idx=4531](http://k-book.or.kr/user/books/books_view?idx=4531)

## *Is There Anyone Out There Who Feels the Same Way?*

### 1. Publication Details

Title | Is There Anyone Out There Who Feels the Same Way?

Subtitle | There is no such thing as an insignificant person

Author | 3 a.m.

Publisher | FIKA

Publication Date | 2019-12-12

ISBN | 9791190299053

No. of pages | 258

Dimensions | 128 \* 188

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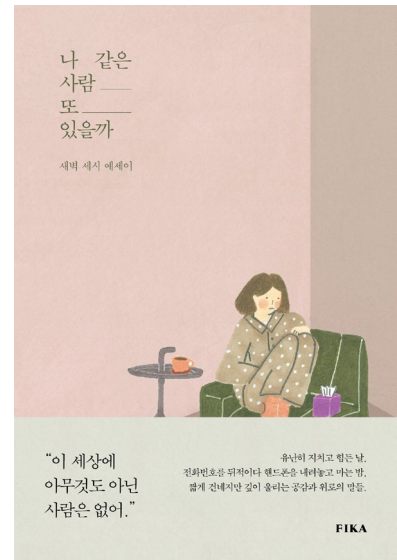
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### 3. Book Intro

It offers strength and warm comfort to readers. Known as “3 a.m.”, the author of this book has offered consolation to thousands of readers through social media since 2013. 3 a.m. stands with and offers genuine support to those who pick up the phone to call somebody but end up putting it right back down again. The author tells readers they are good enough just the way they are. You can keep going just as you are now.

\* [k-book.or.kr/user/books/books\\_view?idx=4530](http://k-book.or.kr/user/books/books_view?idx=4530)



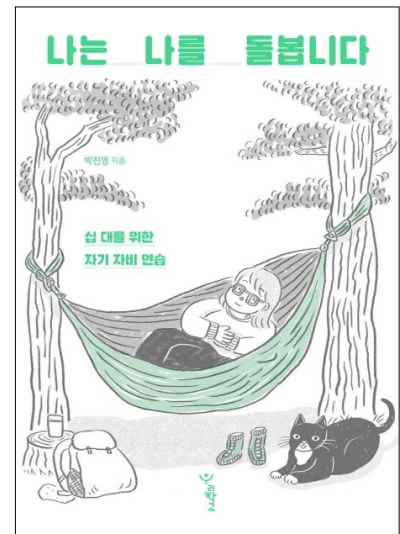
## *I Look After Myself*

### 1. Publication Details

Title | I Look After Myself  
Subtitle | Self-compassion practice for teenagers  
Author | Park Jinyoung  
Publisher | Woorischool Co.  
Publication Date | 2019-08-27  
ISBN | 9791187050995  
No. of pages | 160  
Dimensions | 138 \* 190

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### 3. Book Intro

In today's fiercely competitive society, teenagers have the same amount of stress and tension as well as fear for the future that adults have. While they struggle to grow at least an inch physically and mentally, they often criticize themselves rather than being positive about themselves. They judge themselves and are hard on themselves for not doing well in school, for being timid, and for not having a good-looking face and a good body.

However, why do we undermine ourselves and why are we hard on ourselves, when we console a friend if that friend agonizes over the same problems?

I Look After Myself gives tips on how to become your own best friend. The author introduces abundant recent study cases in addition to the author's own experiences to facilitate teenagers' understanding. In addition, each chapter has a "Let's Think" section that helps readers think about each chapter subject, apply their own specific situation, and practice what to do.

This is the era of urging self-esteem therapy. Raising self-esteem is recommended as a cure to solve all psychological problems. However, it is an impossible mission to achieve if you don't truly love yourself. If you have low self-respect, you may blame yourself for not having high self-esteem and be caught in a vicious cycle of self-criticism. Adolescence is a period when teenagers go through physical and mental changes and establish their ego. Adolescents are sensitive to the opinions of their peers, and their opinions of themselves are greatly affected by those who surround them, such as friends and family members. This is why teenagers need to practice loving and looking after themselves. When you cannot affirm and believe in yourself, and there is no one



who comforts and soothes you, you need to tell yourself to be generous and kind to yourself. If you learn how to be kind to yourself, you can meet a new 'you' who is relaxed and comfortable. Talking about mindfulness through self-compassion, this book will give heart-warming consolation to teenagers who are going through bitter changes as they mature and to children who are currently taking a small breath and are growing in solitude.

\* [k-book.or.kr/user/books/books\\_view?idx=5496](http://k-book.or.kr/user/books/books_view?idx=5496)

## ***I'M PRETTY COOL***

### **1. Publication Details**

Title | I'M PRETTY COOL

Author | Jung Jaekyung

Publisher | Hansol Soobook publishing.co.

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Dimensions | 247 \* 247



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### **3. Book Intro**

"Why am I shorter than my friends? My friends have better toys than mine." When Joy caught the "comparison" sickness, a thief took all the Pleasure from his mind. Now, Joy is not happy no matter what he does. What does he have to do to find Pleasure again?

\* [k-book.or.kr/user/books/books\\_view?idx=4180](http://k-book.or.kr/user/books/books_view?idx=4180)



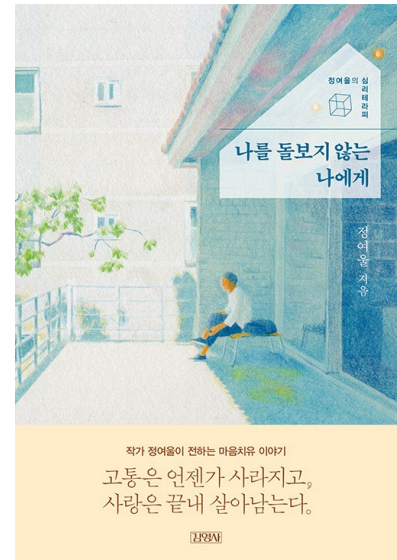
## *To Me Not Taking Care of Me*

### 1. Publication Details

Title | To Me Not Taking Care of Me  
Subtitle | Jung Yeoul's Psychotherapy  
Author | Jung Yeo-wool  
Publisher | Gimm-Young Publishers, Inc.  
Publication Date | 2019-10-23  
ISBN | 9788934999348  
No. of pages | 248  
Dimensions | 136 \* 200

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### 3. Book Intro

Pain will pass, and love will last to the end.

A friendly and sincere record that heals your shattered emotions!

A collection of essays by a best-selling author who has been exploring the inner light and shadows. This book discusses how we should heal our wounds and control our minds. It contains some of the author's most beloved essays published on various media platforms as well as some unpublished works of prose. The author was once bullied by her friends, blamed herself for her introverted personality, and repeatedly failed at job interviews. Even after she became a famous writer, she suffered from anxiety. She then learned to take care of herself by studying psychology. In this book, instead of offering readers simple words of consolation that don't require any responsibility, the author provides realistic solutions that can be implemented immediately.

From No Boundary by Ken Wilber, the master of integral psychology, the author of this book gained the integral view of "We suffer only in parts, not as a whole." In this book, she argues that mentally separating oneself from others exacerbates pain. As a solution to this, she suggests that readers break away from their obsession with parts and gain insight into the whole. This book will offer a chance to overcome pain for those who are wary of hospitals or counseling centers but wish to get back on their feet by themselves.

\* [k-book.or.kr/user/books/books\\_view?idx=4378](http://k-book.or.kr/user/books/books_view?idx=4378)

## *My Treasure is Me*

### 1. Publication Details

Title | My Treasure is Me  
Author | Kim Hanee, Kim Mieun  
Publisher | GAEAMNAMU  
Publication Date | 2015-09-25  
ISBN | 9788968301896  
No. of pages | 64  
Dimensions | 210 \* 260

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### 3. Book Intro

*My Treasure is Me!* is a story about Yeojun, who has low self-esteem, and Lucky, who has high self-esteem. We also see the character Jangho, who has too much pride with low self-esteem. Through this story, children are able to learn how they can nurture the right kind of self-esteem, as well the difference between self-esteem and pride. We hope this book can enlighten our readers and communicate the idea that having good self-esteem is the important thing in order to live life your own way.

\* [k-book.or.kr/user/books/books\\_view?idx=92](http://k-book.or.kr/user/books/books_view?idx=92)