

2023.03

vol. 56

K-Book Trends

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

TREND

Topic	Export Status of Korean Webnovels and Webtoons
Special Project	[Book & Media ②] Namhansanseong Fortress
Export Case	Korean Books Published by Haru Publisher Indonesia
Book Trip	[Celeb's Book Spot ②] Book Plant
One-Liner Quotes	Illustrator's Pick

INTERVIEW

Korean Publishers	Hugo Publishing
Korean Authors	Writer Cho Kwang-Hee

KNOWLEDGE

Publishing Industry	How are Regional Publishers in Korea Thriving?
Publishing Policy	KPIPA hosts the 2023 Visiting Korean Book Fair

INFORMATION

Let's Try	Knitting YouTuber Daeri Kim's "Easy Modern Daily Knit"
New Books	Books Sotheby's Loved
Best Sellers	3rd Week, February 2023
Korean Translator	Lee Tae-Yeon
#K-Book	#Companion Animal

TOPIC

Export Status of Korean Webnovels and Webtoons

Written by Ryu Young-Ho
(Department Manager of the DBS Platform Project at Kyobo Book Centre)

Status of Korean webnovel and webtoon market

Korea's webnovel and webtoon market has been growing rapidly, representing the "K-content" category. The business has been expanding into other countries as well, such as other Asian countries and the US. Derivative works based on webnovels and webtoons are generating income through various channels. As can be seen in the success of the recently-aired drama "Reborn Rich," IPs (intellectual property) based on publishing content such as webnovels and webtoons are expanding into other industries such as drama, film, animation, and games, securing the original content with relatively less investment.

According to the research conducted by the Publication Industry

Promotion Agency of Korea (KPIPA) and the Korea Creative Content Agency (KOCCA), the size of the webnovel market grew from 741.5 billion won in 2020 to 1.85 trillion won in 2022, while that of the webtoon market grew from 1.538 trillion won to 1.566 trillion won during the same period. With the rapid advancement of the smart device and mobile-network-based industries, the webnovel and webtoon markets, the representatives of snack culture, have come under the spotlight in the content industry.



Webnovel *Reborn Rich* (Terracotta), serialized on Naver Series (Source: Naver Webtoon)

Naver Webtoon (comic.naver.com/webtoon/weekday) and Kakaopage (page.kakao.com), each a webnovel and webtoon platform operated by two major big-tech firms, Naver and Kakao, in Korea, have significantly contributed to the firms' sales and profits with soaring growth rates. As a result, they have settled as one of the firms' core businesses for the future. For the past few years, Naver and Kakao have been focusing on advancing into international markets with webnovel, and webtoon content put

upfront. It was because dramas and films based on webnovels and webtoons achieved success with much popularity on OTT (Over-the-Top) platforms, proving that their overseas expansion strategy was right. This recent phenomenon is different from the times when each of the works was translated with copyrights sold overseas. As the Korean platform is gaining greater influence in the global market, firms are concentrating on expanding their share in the global market through their own platforms. In fact, the IPs of popular works serialized on their platforms are actually owned by themselves.

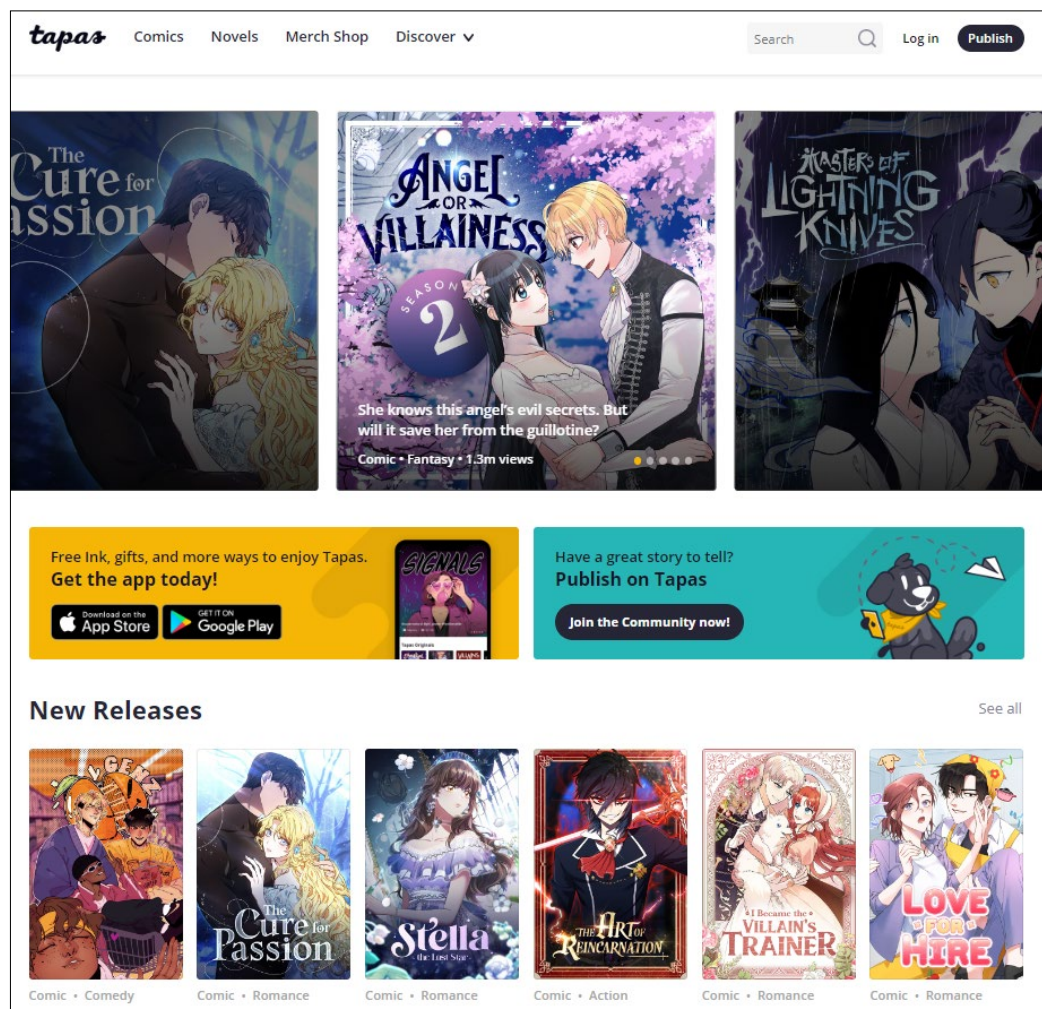
With these big platform firms boosting investment in securing IPs, video productions based on original content have gotten wings as well. Naver and Kakao run affiliates that plan, produce, and distribute video content. Creators are attracted to these large platforms as intriguing stories are produced into webnovels, webtoons, and videos. If we look at the overseas expansion process of Naver and Kakao, they secure a pool of local creators, invest in platforms that steadily manage works, or push forward M&A. These efforts enable them to do vertical integration (integrated management of several levels in production and distribution to increase market dominance) of their content business and rapidly increase its size through massive capital investment. Now, let's take a look at the overseas expansion of Korea's large firms that are leading the global webnovel and webtoon market.

Major Firms' Overseas Expansion Status

Naver announced its goal of listing Naver Webtoon on the US NASDAQ. Naver is planning to reinforce its video business utilizing webtoon IPs while increasing the proportion of paid users in the world for webnovels and webtoons. In this effort, Naver launched “Yonder (www.yonderstory.com),” a premium webnovel series service in North America in October 2022, to secure a greater user base. Yonder is currently servicing works of various genres, including *The Remarried Empress* (Happy Books 2 You), one of the representative works on Naver Webtoon, and the new work by Ruby Dixon, a world-renown fantasy writer. Meanwhile, it is separately operated from “Wattpad (www.wattpad.com),” the biggest webnovel platform acquired by Naver. It is said that Naver is planning to discover new works through Wattpad, where regular webnovel creators upload their works, and send popular or quality works to Yonder.

Naver has been bolstering its influence in Japan as well, which is the biggest comics market in the world. It is planning to complete the system interoperability of “ebookjapan (ebookjapan.yahoo.co.jp)” and “LINE Manga (manga.line.me),” which it acquired in 2022, within the first half of the year. Naver is also planning to produce original webtoon content and expand the video business of its webtoons through channels, including ground wave. Naver Webtoon is also advancing its video business via its subsidiary “StudioN.” Wattpad WEBTOON Studios in the US is an integrated

body of Wattpad Studios and Webtoon Studios after acquiring Wattpad. Centering on North America, the company is in charge of visualizing the IPs owned by Naver Webtoon and Wattpad in regions including Latin America, Europe, and Southeast Asia. And, by establishing “StudioDragon Japan” in Japan and “Studio TooN” in Korea, a video production network that connects Korea, Japan, and the US, was established.



The website of the joint corporation Tapas (Source: Tapas website)

Kakao's overseas expansion, which has a fierce rivalry with Naver, is also noteworthy. First, to focus on the North American market, Kakao launched "Tapas Entertainment" in September 2022, which is an amalgamate of "Radish (radishfiction.com)" and "Wuxiaworld (www.wuxiaworld.com)" based on "Tapas (tapas.io)," a webtoon platform. Also, Kakao is planning to concentrate on novel-based comics, where popular webnovels are produced into webtoons, to discover new IPs in the North American market. Moreover, collaboration with the local creator communities of Tapas and Radish, which together own a 100k user base, is in full swing.

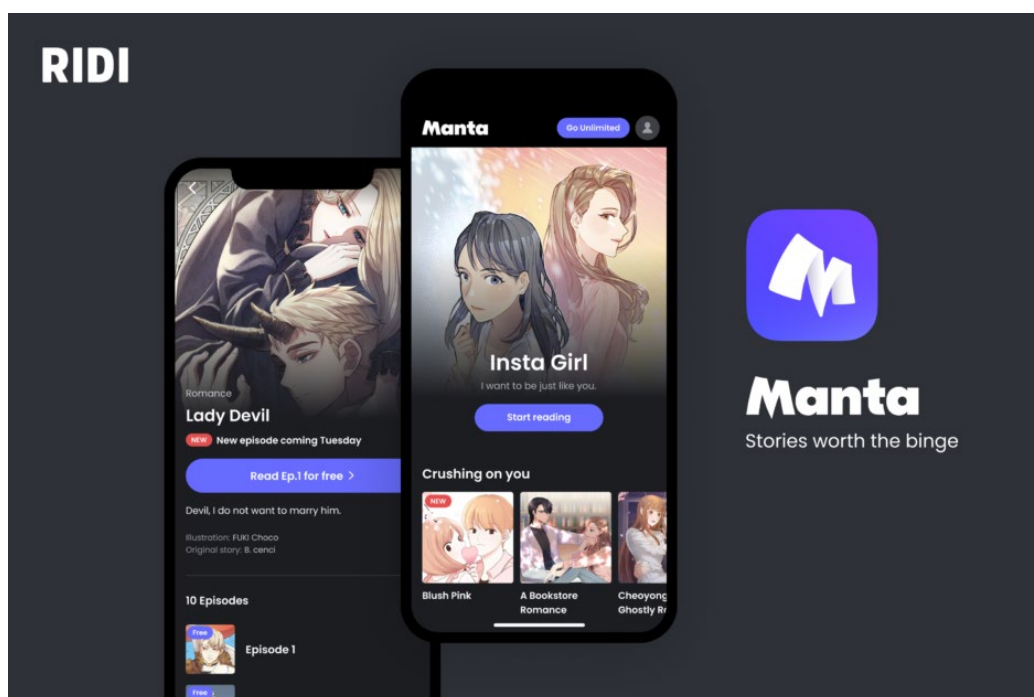
Kakao Entertainment added the "samdamu" service to Tapas in November 2022. The abbreviation "samdamu" refers to "free episode every three hours" in Korean. The service was first launched in Korean webnovel and webtoon service in September 2022, and it was also applied to the North American platform afterward. A similar type, "Gidamu (wait and read an episode for free)," had been launched earlier after it acquired Tapas and Radish, the webnovel platform in North America. The "gidamu" feature, which opens a new episode every certain period of time, is the representative business model that drove the external growth of Kakao Entertainment's content business. So, by upgrading "gidamu" to "samdamu," Kakao is expected to maintain the business model proved in the Korean market in its localization process, expanding the application to its North American platform.

Meanwhile, Kakao is promoting “Piccoma (piccoma.com/web),” a webcontent platform, in the Japanese and European markets. In fact, most of the overseas sales of Kakao’s story platform are led by KakaoPiccoma. Piccoma, serviced by KakaoPiccoma, has steadily increased sales after it ranked 1st in the Japanese market in 2020. Also, Piccoma is leading the corporation’s establishment in Europe and advancement into the European market. Regarding Southeast Asia, after acquiring “NeoBazar” in December 2018, the top webtoon company in Indonesia, it rebranded and relaunched “Webcomics,” NeoBazar’s local webtoon service, as “Kakaopage Indonesia” in January 2020. As such, Kakao is pushing forward with a differentiated strategy through platforms suitable for each region in the world.

Kakao has been giving more strength to video production by selling visualization copyrights of IPs that they discovered in platforms through Kakao Entertainment, and acquiring capable video production studios. It is continuously working on projects such as one that cross-connects the world view of the webtoon and video such as the webtoon *Steel Rain* (Neo Cartoon) and the video with the same title, a project that simultaneously develops the webtoon and scenario such as *Space Sweepers*, and a project that turn Noble Comics into videos such as *What’s Wrong with Secretary Kim* (Gaha) and *The Red Sleeve* (Cheongolam).

“Ridi (ridibooks.com/webtoon/recommendation),” a late runner in the market following Naver and Kakao, is also boosting speed by adding more serviced languages. For example, Ridi officially

services Spanish on “Manta (manta.net/en),” its monthly paid webtoon subscription service. Launched in the North American market in November 2020, Manta is currently serviced in about 175 countries. Releasing popular works such as *Under the Oak Tree* and *Half* in Spanish, Ridi is set to showcase various works that reflect local culture and sensitivity in a series. Manta recorded the cumulated number of downloads of 3 million in only a year, and is planning to expand the business into Asia and Europe.



Manta Application (Source: Ridi)

Efforts and Expectations for Stronger Overseas Expansion

For Korean webnovels and webtoons to advance into the global market at greater speed, a translation infrastructure must be in place that can heighten the value of Korean works. So, Naver Webtoon and the Literature Translation Institute of Korea

(LTI) have been cooperating to foster outstanding translators. The students at the academy run by LTI are given the chance to participate in translating webnovels and webtoons that are actually serviced on the platform. To produce content in various languages such as English, Chinese, Japanese, Indonesian, Thai, and French, efforts to establish an infrastructure that trains professional translators with creativity and capacity to understand works are expected to continue.

The story power of Korean webnovels and webtoons is gaining high popularity across countries and genres. Interesting story content can be used in a mobile environment with an easier method and cheaper cost. The influence of webnovels and webtoon IPs is expected to grow further in “trans-media,” where the original content can expand into various formats. Also, the number of platform users and sales is enough to verify the success of IP-based content. This is also the reason why Korean webnovel and webtoon platforms and works are popular in the world. So, I look forward to greater interest and cooperation from participants in the international publication and content markets looking for works that fit the era of snack culture.

[References]

- [Digital Convergence: The Power of K-Content]〈4〉 Webtoon and webnovel: the repository of K-content IP, *ETNews*, July 5, 2022
- Naver and Kakao Join the North American Webnovel Market, *Chosun Ilbo*, January 13, 2023
- Naver and Kakao Webtoon Seek Overseas Expansion: The Global Growth of K-Content, *ZDNET Korea*, January 20, 2023

SPECIAL PROJECT

[Book & Media ②]

Namhansanseong Fortress

To Surrender, or to Fight until the Last Minute,
That is the Question

Written by Choi Ha-Yeong

The King of Joseon and His Aides
Besieged by the Qing Dynasty Army after
Retreating to Namhansanseong Fortress.

Life-or-Death Debate on whether to
Surrender or Fight until death.

Enemy Troops Approaching amidst
Depleting Supplies.

Byungjahoran (the Qing's invasion of Joseon in *Byungja* year, 1636-1637) is a war that broke out in 1636 between Joseon and the Qing dynasty of China. The Qing invaded Joseon in anger at Joseon's pro-Ming policy (a foreign policy favoring the Ming dynasty). Consequently, the then ruler of Joseon,

King *Injo* (r. 1623-1649), fled the royal palace and retreated to Namhansanseong fortress (Namhansanseong is a historical mountain fortress city 25km southeast of Seoul, South Korea), where he resisted. As such, *Byungjahoran* marks a watershed event in the history of East Asia, signaling the power transition in China from Ming to Qing. The 47-day refuge of King *Injo* in the Namhansanseong fortress was fictionalized and introduced to the public by the book *Namhansanseong Fortress* (Hakgojae Publishers) written by Korean novelist Kim Hoon in 2007.

Namhansanseong Fortress is part of the “trilogy of Kim Hoon’s historical fiction,” along with *Song of the Sword* (Munhakdongne), fictionalizing the life story of admiral Lee Soon-Sin of Joseon, and *Song of Strings* (Munhakdongne), portraying the reality of *Gaya* (an ancient federation) and the songs of a musician *Uruk*. Thanks to its popularity, the book was adapted into a musical in 2009 and a movie in 2017. Starring top Korean actors, namely Lee Byung-Hun, Kim Yoon-Suk, and Pak Hae-Il, the movie “The Fortress” was released with high expectations from movie fans and readers of *Namhansanseong Fortress*. The film features two diverging philosophies on how to survive the crisis: whether to “surrender to Qing and seek stabilization of Joseon as early as possible” or “protect the dignity of Joseon at all costs even by engaging in a war against the Qing dynasty.” The novel and the movie elaborately depict Joseon’s painful hesitation in turning to either of the stances. Let’s check out the novel and film’s record of the 47-day resistance

in Namhansanseong fortress during which Joseon was at the crossroads of life and death.



Cover of *Namhansanseong Fortress* and the main poster of “The Fortress”

Plot - Growing Dilemma: To Surrender or To Fight?

As the large force of the Qing dynasty advanced in the winter of 1636, Joseon had no choice but to take refuge in the fortress. Spending 47 days in such a completely isolated stronghold was a grueling experience for the king, royal officials, and the people alike. Since they were running out of food and military supplies, the refugees had to make porridge out of thatched roofs or straw bags, but it was served to horses first. The people had to survive the harsh winter and starved in a house without a roof. Life or death. Survival or extinction... What decision should Joseon make in the siege of Qing?

The courtiers exhibited starkly different views: *Juhwapa* scholars argued that the utmost priority was to protect the people of

Joseon even if it would cost surrender and humiliation, while *Cheokhwapa*, the opposite faction, insisted that Joseon fight the Qing until the very end as a proud nation. As both arguments were equally reasonable and suggested out of true loyalty to the kingdom of Joseon, it was never easy for King *Injo* to side with one of them. The bitter cold and starvation became unbearable, and the Qing ruthlessly applied pressure on Joseon. In the end, Joseon surrendered, but the ceaseless, heated debate between *Juhwapa* and *Cheokhwapa* that leads up to the decision fills the audience with tension.

Book vs Movie - Calmly or Urgently

#1. Calm Storytelling in Novel and Pressing Narrative in Movie

Byungjahan is fairly well known to Koreans, as the aggression has been taught in school. However, revisiting the knowledge through a novel and a movie feels as fresh as learning new information. The novel *Namhansanseong Fortress* describes the misery of the king, officials, and people ahead of war with a calm voice. Kim Hoon's cool-headed narration in his novel reminds the readers of the piercing cold of winter, giving a second-hand experience of the appalling consequences of the war. The movie "The Fortress" features the fierce confrontation between actor Lee Byung-Hun, the leader of *Juhwapa* in the film, and Kim Yoon-Suk, the leader of *Cheokhwapa*. The beautiful performance of the two top Korean actors makes the viewers sweat and wring

their hands and look forward to the upcoming scene.

#2. Exceptional Performance of Popular Actors

Lee Byung-Hun and Kim Yoon-Suk, the lead characters of the film, have shown remarkable performances as various characters in many films, including the Netflix series “Squid Game (2021)” and “The War of Flower (2006)” which were loved by fans outside Korea as well. Further, actor Park Hae-Il, who played King *Injo*, has impressed international movie fans with his recent film “Decision to Leave (2022),” directed by Park Chan-Wook. “The Fortress” is further improved by the impeccable performances of many other supporting actors, such as Cho Woo-Jin from the TV drama “Narcos-Saints (2022)” and Jin Seon-Gyu from the movie “The Outlaws (2017).” The book characters are brought to life by the familiar actors with their stunning performances, and comparing the film with what we had imagined as readers adds to the fun.

#3. The Story of Namhansanseong Fortress Portrayed in Book and Film

Learning about a conflict and confrontation through a book or a movie is appealing in its own way. Even the same scene can be depicted in completely different ways. For instance, in a book, “cold winter” would be described with many sentences that trigger the imagination of readers, while in a movie, it is

portrayed by an array of visual effects such as actors wearing winter clothes, snowfall in the sky, and cold breath. The book and the film were both favorably received for their illustration of the grim historical events in Namhansanseong fortress, though the methods differed. After watching the movie, the author of Namhansanseong Fortress, Kim Hoon, said, “In any case, the producer has the discretion to create the movie, but nonetheless, “The Fortress” well conveys my intentions.” I hope to see more people getting excited while discovering the differences or similarities between the novel and the film after finishing both of them.

* Teaser of the movie “The Fortress” – www.youtube.com/watch?v=s2KFCmJ3XOM

EXPORT CASE

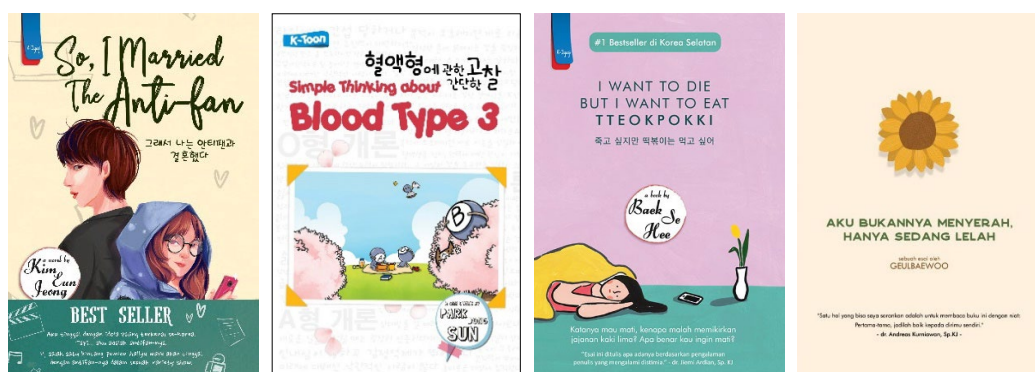
Korean Books Published by Haru Publisher Indonesia

Written by Lia Indra Andriana (Founder and CEO of Haru Publisher)

Twelve years ago, there were only a few translated Korean books in Indonesia. Most of them were literature books and project books (Project books are usually published with the budget from the author/institution (sometimes it's 50:50 with the publishers, depending on the agreement). It's not only textbooks/study books, but every book needed by the organization and they reach out to the publisher asking to publish their books.) from certain institutions, for example, collections of poetry or collections of literary studies. So Haru Publisher, which was founded in 2011, saw this as an opportunity, besides that the editors had a great interest in Korean culture.

Our first book, *So, I Married an Antifan* (Terrace Books), was published in 2012. A few months before this book was published,

we started promoting it on social media. We partnered up with communities to promote this book. This romantic comedy genre book by Kim Eun Jeong was immediately greeted with enthusiasm by Korean culture enthusiasts, making it one of the pioneers of Korean pop culture novels in Indonesia. This success was followed by *My Name is Kim Sam Soon* and novels by writers Hyun Go Wun, Park Min Youn, and Kim Eun Jeong. All the rom-com books that we have published have been reprinted at least three times, which is a pretty big achievement for us as we are just starting.



So, I Married an Antifan, Simple Thinking about Blood Type, I Want to Die but I Want to Eat Tteokpokki, and Tired but Nothing to Like

Simple Thinking about Blood Type (Sodam Books) followed that success. This comic, which discusses human nature based on blood type, was greeted even more enthusiastically by readers. It only took a week for this book to be reprinted, and it was eventually included in one of the best-selling book lists throughout Indonesia that year and the following year. During the covid pandemic, we were trying out a new genre, a

non-fiction, especially essay collection. We agreed to publish it because we feel this book is necessary for Indonesian readers to remove the negative stigma regarding mental health. Our first Korean essay collection is: *I Want to Die but I Want to Eat Tteokpokki* (HEUN). Until now (February 2023), this book has reached its 26th reprint. Then, we also published Geulbaewoo's *Tired but Nothing to Like* (Ganghanbyeol). This book broke our pre-order record by reaching 8,000 pre-orders in just one week. Other titles we've published: *Who Comes to My Funeral When I Die* (by Kim Sang Hyun, Feelm), and *You're Always Right* (by Jung Hye Shin, Hainaim Inc.).



Who Comes to My Funeral When I Die, and You're Always Right

All of these successes cannot be separated from our promotion strategy. In one year, we publish 8-10 Korean titles. It's not much because the books we publish are the ones we choose very carefully, whether by visiting the Seoul International Book Fair or communicating with publishers and literacy agents.

We deliberately do not publish in large quantities because we want to always ensure that the books we publish do not just appear, become one-hit wonders, and then disappear. We want to make our published books become steady sellers and have their fans. That's why our promotional period for each title is quite long, up to several months. If necessary, we also reactivate it to find new readers unfamiliar with the book. Some of our activities include book discussions with the reader community, where we discuss the theme that is carried by a book. We also frequently invite professionals who are competent in this field. We also collaborated with a lot of Korean cultural communities to review these books.

Apart from publication, during the Covid-19 pandemic, we also held a virtual book festival called the Asian Book Festival (Festival Buku Asia). This festival was created to celebrate the love of Asian books and culture, and contains discussions, talk shows, and workshops to celebrate the love of Asian books and culture. This festival is held in collaboration with the patjarmerah festival, a literacy festival that aims to equalize access to literacy. It is also a gathering place for fans of Korean culture who eventually join the book industry. In 2020 we invited Baek See Hee (*I Want to Die but I Want to Eat Tteokpokki*), in 2021, Kim Sang Hyun (*Who Comes to My Funeral When I Die*), and in 2022 Bora Chung (*Cursed Bunny* (Arzak)) was one of the speakers. In 2023, the festival will be held offline for the first time in Jakarta.



The logo of the Asian Book Festival



Footage of *Cursed Bunny* Discussions and Book Discussions

We are grateful to Korean publishers and literacy agencies who trusted us to publish their books. We are not a big publisher, which sometimes cannot offer as good and as grand as other publishers, but we are committed to giving the best for the books we publish. This year, we hope to find a variety of titles entrusted to us to publish, and maybe discover new genres outside of the ones we've worked on.

BOOK TRIP

[Celeb's Book Spot ②]

Book Plant

Where Book Culture Flourishes

Written by Kim Jeong-Yeon

More cultural spaces are emerging in Korea, centering around local bookstores. “Bookstores in your neighborhood” somehow sounds friendly. For book lovers, local bookstores are a nearby reading space that they can visit at any time at ease. For those that were not interested in books, they are an approachable reading place, which gives them a realization that reading is never something difficult. This month's article introduces a neighborhood bookstore that is friendly to all, even those who have just begun reading books.

Head of Book Plant, Kim So-Yeong set up a local bookstore after she quit working at a broadcast company that she's been working for 5 years as a newscaster. As she loved reading books, she wanted to open a special bookstore in the neighborhood, hoping

that more people would read books in daily life. Following is an introduction to Book Plant, set up by Kim So-Yeong. This bookstore has caught the hearts of famous celebrities, including actress Park Ha-Sun and lyricist Kim Eana, as well as those who are in love with books, fulfilling her hope for reading to become a part of people's daily lives.



A Bookstore with Special Curations

Book Plant is a local bookstore in Mapo-gu. As it is surrounded by low houses, it gives off a familiar atmosphere even from its exterior. As soon as you set foot inside, you will be surprised by the cozy interior filled with books, and once again by the

delicious smell of coffee. The first thing that will catch your eye will be the bestsellers list written by Book Plant. This friendly hand-written list is updated every week, and is posted by the entrance. While Book Plant might be small, what it holds inside does is almost an entire library. The shelves organized to meet visitors' demands display books carefully chosen by professional curators, Kim So-Yeong, and the "Curator of the Month," which changes every month.



Bestsellers' list and a section for curated books

The categories sorted by Book Plant are more special as they differ from ordinary bookstores. Unlike the typical book classifications seen in bookstores or libraries, books at Book Plant are more intuitively sorted. For example, books about food, clothes, and living are put together under the category "Eat Well, Live Well," and books about minorities are put together under the category "Voices that Should be Heard." This way of classifying books helps visitors find books they are interested in more easily, and lowers the entry barrier for books of unfamiliar fields, as the names of the categories are direct and intuitive.

Also, the reviews and short introductions of books written by curators that had actually read each book attached to book covers assist visitors when choosing books. These small and delicate elements are customized services that can only be found at Book Plant. Moreover, as props, stationery, book covers, and eco-bags that go well with reading books are curated, too, Book Plant becomes a new place every time you visit.

Where Anyone Can Get Close to Books

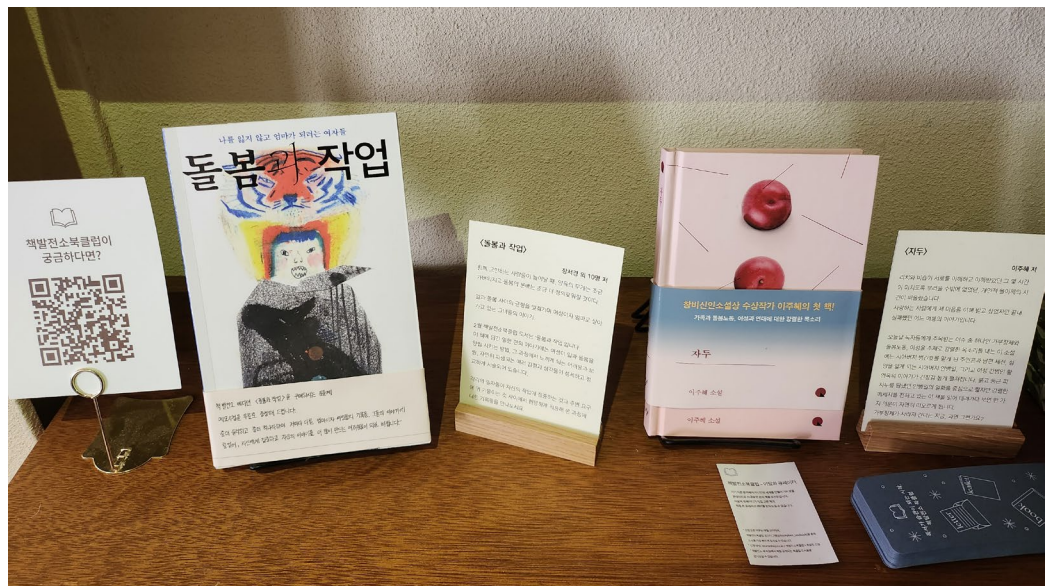
Special curations at Book Plant do not just target specific readers. Book Plant classifies books of various fields, allowing anyone to find a book of interest more easily. Such meticulousness is what attracts people to visit Book Plant comfortably. Actress Park Ha-Sun also visited Book Plant on “Point of Omniscient Interference,” an entertainment show on MBC. On the show, Park went to Book Plant to suggest a dating course for her manager, but she was soon attracted to books after she read the bestsellers’ rank written by Book Plant. Then, she naturally grew interested in other books, and moved on to looking for picture books for her 5-year-old daughter, which was not planned at first when she came. As such, Book Plant is not just an open space for readers, but also a place where people can naturally become better acquainted with books.



"Point of Omniscient Interference" Ep. 167
(Source: MBC Official Youtube (youtu.be/-rfeumdQMNA))

Besides curations, book talks joined by writers and their Book Club, a special feature at Book Plant, help more people feel closer to books. The second floor is used for visitors to read books and rest at ease, but it sometimes becomes a special space for writers and readers to gather around and communicate. For example, last February, Sohn Hee-Ae, the writer of *It's Okay to Quit, But it is How that Matters* (Winners Book), and Kim Eana, the writer of *Dear the Little Child Inside Me* (Samho ETM) and famous lyricist that wrote popular K-pop songs, had some time to meet with their readers. Information about the book talks can be found on Book Plant's Instagram (www.instagram.com/danginbookplant). Book Club at Book Plant provides one book recommended by Kim So-Yeong, one book recommended by the "Curator of the Month," a curation letter explaining how the curators chose the book, and a guidebook for using Book Club. Famous book lovers

from various fields, such as writers, singers, and actors/actresses, are chosen for the “Curator of the Month.” For example, last February, writer Kim Keum-Hee recommended *Plum* (Changbi) by Lee Joo-Hye. Also, “Webinar,” an online book-reading club, allows people to have meetings without spacial constraints. Information about Book Club can be found on Book Plant’s Book Club Instagram (www.instagram.com/bookplant_bookclub).



Books at Book Club, Book Plant

Book Plant is a special place for anyone to befriend books, just like the hope of Kim So-Yeong. Besides, people find Book Plant for various purposes – some visit to read books, some come to use the cafe, and some find the place to look around the stationery and pick up a book after reading a short introduction. So, encouraging people to read books wherever they are as part of daily life, Book Plant has also been playing a role in developing

book culture, showing off its great influence. The venue is not only a bookstore that sells books – it offers delicately-written curations for each visitor, opens book talks for writers and readers to interact, and hosts online book reading for people that cannot join offline. How about creating your own readHead of Book Plant, Kim So-Yeong ing energy at Book Plant, a small giant that generates great book energy?

Book Plant

Website: <https://www.instagram.com/danginbookplant>

Address: 10-8, World Cup-ro 14-gil, Mapo-gu, Seoul

ONE-LINER QUOTES

Illustrator's Pick

Written by Banzisu (Illustrator)



A Poor City Dweller's Walk in Seoul
Kim Yoon-Yung, Humanitas

There were people disappearing after every change in the city.



... The history of the kicked-outs would be easily forgotten.

There's one thing that I felt as I've been living in Seoul for 14 years. Seoul changes every second. The red-brick multi-family house where I lived for 7 years and the path that I walked on every day are no longer there, with new apartments in place instead. Most of the shops I used to be a regular at have closed, too. Such frequent changes are different in type, too. Go around

the high, giant apartments, enter the alley, and you'll see clusters of red-bricked houses all of a sudden, which is quite unbalancing. A decades-old market is just a street across from the new town. Avenues with new, popular shops are always under construction. For travelers, the vibrant atmosphere created by those different sceneries might be something dynamic and entertaining.

But, as Korea has been growing too fast, people with less financial capacity or those unprepared were forced to leave their homes. Demolished houses, evicted residents, and destroyed streets were in the history of Seoul's development. They appeared every other period, in every region, countless times. In other words, the splendid skyline of the city has deep, dark pain in its shadow.

The book *A Poor City Dweller's Walk in Seoul* (Humanitas) discusses those stories. The writer, a social activist standing for the poor, shares the "behind-the-scene" stories of Seoul's rapid development. For example, the people evicted from the forest path near Gyeongui Line due to gentrification (a phenomenon where the development of the old city attracts a middle-class population, heightening housing rents, which eventually drives out the natives), the fire at the Yongsan demolition site which was a nationwide issue, and houses destroyed by an excavator overnight just because they look hideous to host the Olympics. The stories of people that were kicked out of their homes to make today's beautiful Cheonggyecheon Stream, are the topics discussed in the book.

The stories are narrated in the voice of the people that were actually in the tragic moments. The stories of the evicted are fast-erased and forgotten compared to the fancy success stories. Everyone avoids talking about the history of the poor. However, this book brings back those forgotten memories. It makes us remember the people and spaces that disappeared – the “poor city dwellers” that had to be removed and be “organized” for beautiful, glittering Seoul. Read the book and walk in Seoul, and you will feel as if you’ve got another “lens” in your eyes looking at the city.



I'm Not Unfortunate, Yet
Kim Botong, Munhakdongne

I wasn't really happy in the place,
which people call 'the road to success.'



I was unhappy, for sure.

I'm Not Unfortunate, Yet (Munhakdongne) is a non-fiction book written by Kim Botong, who caused a sensation with his comics *Amanza* (Wisdom House) and *DP Dog's Day* (Cine 21 Books), showing excellent charm even as a screenplay for dramatize. While he has become a true writer and cartoonist today, he was actually someone that never expected to become a cartoonist. There's a sort of cultural thesis in Korea that “it is a successful life

if you graduate from a prestigious university and work at a large conglomerate.” I don’t know if things have changed these days, but for the writer, born in the 1980s, this kind of life goal was like one of the common rules to climb the social ladder. He went to one of the best universities and a big company in accordance with his parents’ demands and as a savior for his poor family. His dream came true. However, while people expected him to be happy, he wasn’t. What was waiting for him was an unreasonably rigid company culture and intense labor that didn’t leave him time to get enough sleep. He repeatedly sought a doctor for depression. Eventually, he had to quit the company. After leaving the company, he didn’t have the strength to start a new life for a while. To him, who used to live as what the world told him to do, “how should I live” was not a problem that could be solved instantly. So, he just stayed at home, thinking hard for a long time about what he wanted to do next. He thought of setting up a library and sometimes went traveling. During the long walks on his trips, he couldn’t get an idea. An idea for “what he should do now.”

Many people live diligently doing “things that they should be doing,” rather than “things they want to do.” I also wanted to draw, but I had to choose to major in politics and diplomacy at the university, which had nothing to do with drawing. I eventually started to draw during my university years, as I made up my mind, “I definitely should become an illustrator.” People usually start art in their teenage years, but I was 24 when I made

that decision. So, progress was slow, painful, and exhausting. The book reminded me of my past, which was sluggish and tough. In this book, writer Kim Botong describes the things and ideas he had as he was seeking to find what he really wanted to do, in a very detailed and candid way. The question, “Do I really want to do this? Am I happy?”, is what almost everyone thinks about. It feels like you have to have some fancy, positive energy to give a cool answer to that question. But the stories of Kim Botong go on and on. That is just so realistic. He said, “I’m not unfortunate, yet.” He can’t say that he is “happy,” but at the same time, he is not “unhappy.” It’s just that level of change that’s happening right now. That’s what made me like this book more. Changing is such a hard and slow process. And this book doesn’t regard it as something trivial. It really was a big supporter for me when I chose to take an entirely different path in my career.

KOREAN PUBLISHERS

Hugo Publishing

Where Various Voices are Heard



Logo of Hugo Publishing

Each of our lives has different stories. As we grow up in society, there are moments of happiness and sadness, and encounters with things that are beneficial to us and things that are not. There's a publisher that cherishes and highlights things that we drop or lose while we race on the track of life. Hugo Publishing focuses on capturing the voices of each and everything that is easy to be forgotten. Following is an interview with Hugo

Publishing, which values the connection between individuals and the numerous entities surrounding them.

It's an honor to have you on *K-Book Trends*. Please introduce yourself to our international readers.

Two editors began publishing in 2013, releasing the first book, *The Purpose of Boys*. Since then, we've been publishing liberal arts books, starting with books about psychology and mental analysis. In 2017, we cooperated with two other publishing houses – Jecheolso and Conan Books, and published the *Anyway* series, a non-fiction series about preferences, and got much attention. More recently, we launched a social science series titled “Dot, Line, and Plane” that highlights the connection between individuals and society. When we first set up the company, our motto was “We support adolescents that never go down in their minds.” The society we're living in calls for growth. However, we lose a lot in that process. And we think that the lost things have important elements in life.

* *K-Book Trends* Vol. 45 – Go to the interview of Jecheolso

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=986&page=1&code=interview&category=65

Hugo Publishing has been making books in various fields, spanning non-fiction, liberal arts, and social sciences. What are the screening standards, or what do you prioritize when choosing a book?

We believe that the identity of a publishing house comes from the “voice.” The voice starts from one reader and resonates with the overall society. We tend to choose books that have the capacity to make such a voice. “Is the story worth emphasizing?” “Can the story bring changes in life (or society)?” And, another important thing we consider is “connection.” While our lives are interconnected with various beings in the world, such as other people, animals, and nature, we tend to forget about it. So, Hugo Publishing is interested in the forgotten connection and the topics that revive it.

You began as an editor before setting up Hugo Publishing. Starting a business on your own must have been a big decision. What was the key trigger that made you do it?

Hugo Publishing began with two editors. We both had about 10 years of experience in publishing. The job of an editor has some kind of a weird tendency. They don’t just want to “make” books, but they want to “give body to something” through the book. And, it is hard to do so in big companies, as that “something” is likely to be the “voice” ordered by the upper decision makers. So, we decided to start our own business to have our own “voice.”

You must have had hardships as a small-sized publishing house. What was the driver that made you race to this moment?

First, is my fellow co-worker. I think we could come to this level as we have had each other since the beginning. When you are producing books, every moment demands you to make a decision. I thought we could manage to run Hugo Publishing without any significant failures because we shared opinions and thought about them together every time. The second is the series. Hugo Publishing has been publishing the *Anyway* and *Dot, Line, and Plane* series, and we think they helped us continue adding new volumes without losing track.

If you could recommend books that best reflect the values of Hugo Publishing to international readers, what would they be?

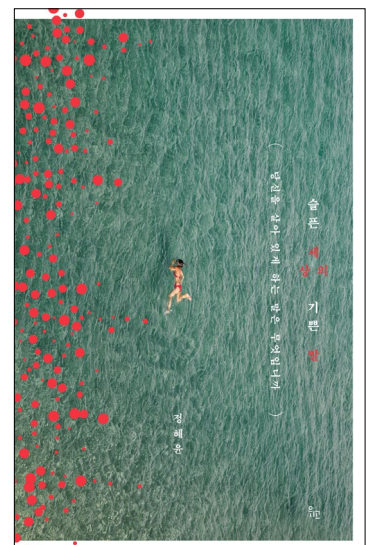
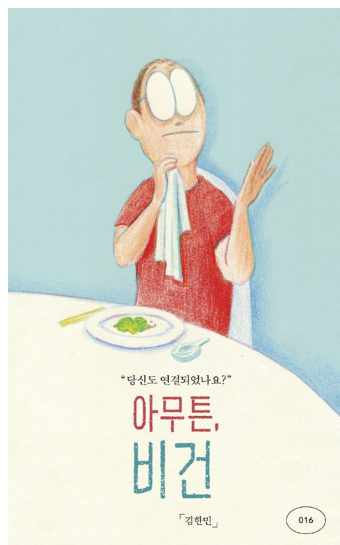
The first book we want to introduce is *Anyway, Vegan*, which can be regarded as the representative volume of the *Anyway* series. It is about how graphic novel writer Kim Han-Min, also a member of the Sea Shepherd Conservation Society, began living as a vegetarian. The book explains how the writer, who once used to enjoy eating meat became a vegetarian, how he is keeping up with the dietary change, and how he changed his perspective towards animals. Also, suggesting how to practice “veganism” little by little, the book helps readers slowly shift to living a vegan life, without being obsessed with perfectness. In the last part, he

introduces frequently asked questions about vegans and gives answers to them, which hints at the logic and philosophy of vegans.

Next book is *On the Path to Becoming Me Again*, the first volume of the *Dot, Line, and Plane* series. Writer Choi Hyeon-Hee, an elementary school teacher, has been steadily raising her voice for the need for feminist education in schools, being called “the priming water teacher.” In the summer of 2017, her interview with an online news outlet where she said that schools need to educate feminism went viral on the Internet, making her the target of outrageous attacks from others across websites. The interview was even distorted, creating a false rumor that she “hates male students” and “supports homosexual love.” As a result, her school and the office of education received so many negative civil complaints. Just because the news outlet released the article without any fact checks, she was even sued for “child abuse” by extreme organizations. The book *On the Path to Becoming Me Again* is a recovery journal of feminist teacher Choi Hyeon-Hee, which has 4 years’ worth of records about how she strived to recover from the torn-apart life due to social violence.

Happy Words in the Sad World is the story of people the writer, a radio PD, met. From a fisherman who carries the promise he made himself like a lifelong partner, to an old woman who became wholeheartedly open-eared to others in the later part of life, a fisherman who knows the pleasure of seeing how the

fish takes the bait and drags it underwater, a young woman that sells vegetables who is also a mentor of an old lady at the rice cake shop, a father who lost his son in the Sewol Tragedy, a man who lost his older brother in the 9/11 attacks, and a Columbine shooting survivor, their lives are very much different from one another. Their trajectory of life, current life, and the trials they face today are different. However, they are all living in the same world. They know what words are important to them, and some feel the pleasure of saying exactly what they want to say. So, then, what are their stories trying to tell us? The writer succinctly says at the end of the book, “No matter what future comes, the future is in the hands of human beings. I know nothing else, but I know how graceful a human being can be when they are living as a human being. So, I wanted to say that humans can exist differently than they do now. I wanted to say that it is possible not to waste our time being born as a human being.”



Anyway, Vegan, On the Path to Becoming Me Again, and Happy Words in the Sad World

The *Anyway* series, jointly produced with Jecheolso and Conan Books, is about “preferences.” How does Hugo Publishing choose topics for the series? How is Hugo Publishing’s *Anyway* series different from the other two publishers?

The colors of the three publishers are not distinctively different, but we do think that they have different characteristics. There were quite a lot of people that only read volumes published by a certain publishing house. It’s not that they deliberately choose that particular publisher. It means that each publisher is consistently exerting a unique mood. Conan Books seems interested in the narrative of women in their 20s and 30s. Jecheolso takes a more careful approach to preferences. Hugo Publishing is interested in delivering messages extended from “preferences.” We want to cover topics we want people to like as a member of our community, even though they might not be the subject of preference today. Woodpeckers, vegans, memos... well, those kinds of topics.

While Hugo Publishing has been making books about little stories in daily life, like the *Anyway* series, you have also published books about death and sorrow, such as *Happy Words in the Sad World* and *I Don’t Know How to Take This Death*. What message did you intend to deliver through these books?

We didn’t particularly focus on death and sorrow. We are interested in individuals’ narratives. There’s a phrase that

explains the *Dot, Line, and Plane* series, “A plane is a dot consisting of lines. As a dot with unique stories, we imagine other lives, refer to them, and understand our life and the world. The *Dot, Line, and Plane* series focuses on vividly delivering individuals’ stories.” As we focused on the “vividly deliver” part, we think that topics like death and sorrow naturally blended into the story. There are indispensable topics when talking about life.



I Don't Know How to Take This Death

Hugo Publishing has been steadily opening offline events such as the *Anyway* series exhibition held last December and book concerts with writers. So what kind of events do you want to plan in the new year?

We haven't set up special plans yet. Offline events are a big burden to a small publishing house. As we lack much time even for making books, we don't have the capacity to work on events. But, of course, we know that we should be working on this. The *Anyway* series exhibition was first suggested by the local

bookstore Thanks Books, which gave us the courage to open it. It got a good response as well. At the moment, we are thinking of publishing books steadily, and collaborating with a full heart if we receive good suggestions.

We look forward to your next move, as you have such diverse values. What are Hugo Publishing's goals and plans for the future?

It's been 10 years since we published our first book. The 10-year journey left us with things we should keep and things we should discard. Some topics are not timely anymore, some topics need more development, and some new issues should be covered. We think it is time to trim our voice as a publisher, even though it might not be a total makeover. And while focusing on these parts, we will continuously publish books, just like last year.

KOREAN AUTHORS

Writer Cho Kwang-Hee

A Lawyer, Writer, Novelist, and Scriptwriter...
Cho is Breaking Down the Boundary

Writer Cho Kwang-Hee is a lawyer, writer, novelist, and scriptwriter for musicals and dramas. He has been breaking down the boundaries between fields and genres and walking on his own distinct path. It would be normal to feel overwhelmed by doing one thing, but he says he is eager to spend more time as a writer. He says he feels so happy when his stories are reborn as a new genre. Following is an interview with Cho, who never stops taking on new challenges, as can be seen in his preparation for the upcoming meet & greet with international readers in April.



It's an honor to have you on *K-Book Trends*. Please say hello to our subscribers and briefly introduce yourself.

Hello, everyone. I'm writer Cho Kwang-Hee. The title "writer" is still a bit odd to me as I've been living as a lawyer for most of my lifetime. I worked as a lawyer specializing in culture, art, and entertainment in Korea, and a few years ago, I became an author writing fiction, screenplays, and columns. So it's very thrilling to be meeting you all through this written interview.

So, you're a lawyer, a film producer, and a novelist. You've been crossing various fields, from law to video and publishing. What does your activity as a writer mean to you personally?

Being a lawyer was something I chose to support my life. I've felt a great sense of achievement as a lawyer. People in the cultural and art industries, such as writers, artists, and producers, are my major clients. I think my pursuit of life and preferences have made me work with these people, but I also believe that those works have led me to live as a creator. In the later part of life, I'm thinking of being more devoted to my career as a writer, reducing the proportion of legal work. Expressing what I've thought, felt, and experienced in my life, I look forward to interacting with people living in the same era.

Recently, there has been an increasing number of "part-time writers" with different career backgrounds in Korea. Your days must be very short of time just working as a lawyer. How do you allocate time to writing, and how do you keep a balance between the two jobs?

Until now, I have been spending my daytime as a lawyer, writing in the evenings and on the weekends. This year, I'm thinking of spending half of my time in legal work, and another half in writing. Writing is not just a result of thinking and imagination – it requires fertilizer called "experience" that I cumulate through the wide scope of social activities I'm engaged in. As legal

practices are deeply related to writing in that sense, I'm thinking of working as both a lawyer and writer in the future as well.

Humans and androids appear in your book *A Human Court* (Sol). Through the interesting topic of “a trial between human vs. android,” what message did you intend to deliver? Please tell us about its background, and how you came to start the story.

I had several interviews with media outlets after I published my first fiction *Reset* (Sol). The journalists asked what I was planning for the next work, and answering that question, “a Sci-Fi courtroom drama where an android kills its owner and is put on trial” came to my mind. It was actually not easy to write the story, but with in-depth research on AI and the nature of humanity, I could develop my ideas and complete the book.

It is no longer unfamiliar to be living with cutting-edge technologies with smartphones at the front. For example, a chatbot called “Chat GPT” was a hot issue recently, which aroused anticipation and concerns about plagiarism at the same time. What do you think about this era? Do you think that humans and robots with intelligence can co-exist?

In the era of the Industrial Revolution, the emergence of machines that could replace human labor brought about a great deal of confusion in society. I don't think that the development

of technology and science should be approached with blind faith or a denouncing view. It is important to make the best out of their positive possibilities, while staying careful with the possible negative consequences, and setting up responsive measures. It's the same with AI. Humanity has no way but to co-exist with AI, and the power should be used properly for the development of humanity. Also, we should deeply research and gather wisdom to respond to the changes that technology will bring to our society, such as the reduced role of humans, reengineering of the labor market, challenges to the nature of creativity, and the likelihood of AI threatening humanity's survival. If we do so, civilization will take another step to a new level.



The book cover and musical poster of *A Human Court*

A Human Court has received so much love that it was adapted into a musical. It is also said that it is likely to be made into a drama. How did you feel when your work was reborn as a different type of media?

I've thought about the possibility of the book being made into a movie or drama. But, musical, I didn't expect that. Seeing my stories being reborn in a new genre, I was really happy and learned a lot about the differences and commonalities between different genres.

We heard that you wrote the screenplay for the musical yourself. There must have been difficulties as the way musicals work is different from a novel. What did you particularly focus on when writing the screenplay?

First of all, novels and screenplays are different. Novels have the advantage of being able to go deeper into characters, thoughts, and emotions, and are freer in terms of narrative development. On the other hand, screenplays have a stricter narrative structure. Also, musical screenplays, among all others, have more things you should keep in mind – the stage and music. I was familiar with the screenplay format of films and dramas, but I had little knowledge about that of a musical. So, writing the screenplay for the musical was also a process of learning about a new genre at the same time. I could finish the work with the help of the music director, musical producers, actors/actresses, and staff members

that I worked with.

A Human Court was introduced in several countries, including Vietnam. How was the response from international readers?

I couldn't check their response as the translation of the book has just begun to be published. The German edition is scheduled to be published in March, and I'm planning to visit German-speaking countries in April. I'm going to 7 countries, including Germany, Switzerland, and Austria, where I'll be meeting readers at universities, bookstores, and cultural centers. I look forward to seeing what the global readers think about my book.



Reset

Your first full-length novel *Reset* also has legal elements. The protagonist is, in fact, a lawyer. Does this reflect your experiences as a lawyer? Why did you write a story about law as your first novel?

As it was my first novel, I naturally chose a world I knew well. It wasn't a strategic choice – I just had so many things to say about what I've experienced as a lawyer. After its publication, I could hear many reviews from readers that the descriptions of lawyers and courtrooms were vivid and persuasive.

We look forward to your activities in various fields in the future. What are your plans or goals?

While working as a lawyer, I'm thinking of continuing to write novels and screenplays for films and dramas. There's a draft for a novel that I'm currently fixing, and I have ideas for about three more novels. And, while Korean dramas are greatly loved in the world, I'm writing screenplays for dramas as I got requests from drama production companies. So, for four or five years from now on, I'm thinking of completing the works I've planned and meeting readers as well as audiences.

PUBLISHING INDUSTRY

How are Regional Publishers in Korea Thriving?

Cooperation of local publishers seen through the *Somewhere, Someone* series

Written by Park Dae-Woo (Head of Onda Press)



Regional publishing gains momentum



Books go small-quantity batch-production



Cooperation between regional publishers

I'm living in a village by the ocean in Goseong County, Gangwon-do Province. The first thing I do in the morning is take a walk on the shore in front of the village with my dog. Once I reach the shore, I take off the leash for him to move around freely,

and check orders from bookstores on a number of applications. Sometimes, I sit in a corner, enter the logistics website, and start my morning work. Spending 3-4 minutes typing in the number of books and the name of the warehouse for the day is the most important task. Then, I put my dog back on the leash again, and head home.

This was a dream 10 years back. Back then, the facsimile in one corner of the publishing company would start to run, making noises and printing out order sheets from publishers at 9 am. Co-workers on the sales team were busy gathering the sheets, typing the orders into the headquarters' system, and releasing the products for delivery.

If Korea's regional publishing is being facilitated, the changes I described above would explain the reason for such facilitation to an extent. On top of this, as most of the publishing-related infrastructure was focused in Seoul and the metropolitan area, moving to another region to publish was a hard decision to make. However, as people can now cover major work anytime, anywhere, more publishers have chosen to leave Seoul. And I was one of them.

Publishers set free from spacial constraints such as the ordering system, printing houses, and binderies, does not only mean that they are free from the limitations of traveling and residence. This also means the liberation of thoughts. In the past, for one book to be published, you had to write the plans, go through team discussions, and pass planning meetings. Then, once the

proposal passes the meetings somehow, you still have to find an author that will write as you planned. It took a lot in terms of both time and money. However, this process had been regarded as a must-follow manual that kept the Korean publishing industry running.

Some people felt inhibited by the manual above from a long time ago, and they ended up opening a publishing company by themselves or with one or two others. The “freedom” often frustrated them, as book production costs a lot. The royalties for the writer, design fees for the cover and text, and printing and binding expenses become quite burdensome when put together. There, you have no way but to sort out “profitable books,” and this naturally brings out strict reviews and planning meetings.

However, small- and medium-sized publishers with 1 or 2-3 people who persisted and survived set a good example for the next generation. People have begun to take a different route in production – small-batch mass production, rather than focusing on publishing books that will be a mega-hit. The changes occurred across the overall process – some decided to write the book themselves, some interviewed their family members, and some studied design and saved costs for the cover and text design. Some produced very small quantities (within 100 copies) with the classical technique of art binding, and some created a new marketing strategy based on their experience in the sales team.

In the realm of various independent publishing, “regional

publishing” is notable not just from the perspective of making books outside Seoul and the metropolitan region, but from the aspect of discovering unique topics from their region. The Korea Regional Publishing Coalition (KRPC) has a total of 60 members, all publishing companies. It has been promoting its name by opening a regional book fair every year. Hosting a local book fair is great in addition to Seoul International Book Fair, the representative book fair in Korea. It is also commendable that the fair carries a unique theme throughout the event, and that they are giving out awards to books every year written about specific regions.

Member publishers of KRPC have been steadily publishing books about their region independently. But the thing was, topics limited to certain regions lack profitability. They didn’t sell well, so to speak. I also published three books about my region since I published the first book in 2018, and they all didn’t end well.

* Some of the sentences below were reconstructed based on the following text:
There’s a Publisher Somewhere, and There are Readers Somewhere, Park Dae-Woo, *Chulpan* Vol. 36, September, 2022 (nzine.kpipa.or.kr/sub/coverstory.php?ptype=view&idx=553&code=coverstory&category=)

Two years ago, around this time, I got a phone call from the head of Namhaebomnal (Namhaebomnal is a publishing house in Tongyeong, Gyeongsangnam-do Province). I had a similar talk with her back then. As she moved to the region she’s living

in right now earlier than me, publishing books about regional topics, she had a lot of know-how for regional publishing. Also, she knew that books about those topics did not sell well in the market. The reason was this. Once the books are out, major daily newspapers should cover them in their “new book section,” so that they can go viral and mouth to mouth and increase orders from bookstores. But, it is rare for daily newspapers to introduce those books in the culture section. Journalists often choose books that are mainly about people in Seoul or the metropolitan area. So, the limited advertisement also limits sales. Bookstores in other regions are less interested in the books as they are not about their region. Overcrowding in metropolitan areas creates such a vicious cycle.

As our conversation was mostly about “We gotta find another profitable source for our business than regional publishing,” it seemed that it was difficult to push forward something new. But then, she (the head of Namhaebomnal) suggested, “How about making a series together with some of the regional publishers?” I said that I’d think it over for a couple of days, but I gave her a “Yes!” in just a few hours. Above all else, I thought that it’d be revitalizing to work with people wearing the same shoes.

The publishers that agreed to join our series project were 5 – Yeolmaehana in Suncheon, Jeollanam-do Province, Podobat in Okcheon, Chungcheongbuk-do Province, Iubooks in Daejeon, Onda Press - us - in Gosung, Gangwon-do Province, and Namhaebomnal. As COVID-19 was at its peak around that time,

and as it was quite tough to set a date for all five of us to meet offline, the meetings were always held online through Zoom. So, since then, we have had meetings on Zoom about 40 times, once or twice a month, for 2 years.



Heds of publishers that participated in the series *Somewhere, Someone*

Deciding the name of the series as “Somewhere, Someone,” we talked about the design, as it should be able to represent the overall content of the series. In the end, we agreed to ask Ahn Sam-Yeol, one of the top typographers in Korea. We thought that he best suited our intention as he has been showcasing his own unique typography, going across multiple boundaries. He would be the perfect designer for bringing together the distinct

characteristics of each publisher scattered across the country. His quality outcome proved that our decision was never wrong. After the book was out, the next important task was “how to promote the book.” The head of Namhaebomnal emphasized that once our series was released, we should first tell the news to local bookstores across the country, not the major online bookstores in Korea. She said that it should be the local residents that first see the book in offline bookstores in the region. And, we agreed to give a letter-pressed (a handcrafted printing technique using a manual printing press) postcard to 200 readers that buy the book at local bookstores, as a special benefit for them. As a result, our marketing strategy centered on local bookstores worked. Local bookstores across the country showed interest in our series, and rolled up their sleeves to advertise it on their Social Media as if it was by someone very close to them. Thanks to them, we could introduce our book to the representative bookstores in each region, and local bookstores could give exclusive hand-outs to the readers. So from now on, too, we will be sticking to the 1st principle of “Neighborhood Bookstores Come First!”



The *Somewhere, Someone* series

After the series was published, major daily newspapers and small-sized newspaper companies in each region introduced the book in their paper, which naturally helped with the online promotion. For example, one company showed empathy with our publishing philosophy and put up the book on the main page of its website for a month. Putting advertisements in online bookstores by collecting bits of money from each other was new. While it was extremely hard to cover the advertisement expense alone, it became quite affordable for a group of five. It was a very thankful experience.

Also, at the end of 2022, the series jointly won the 63rd Korean Publishing Culture Award (Planning/Editing). The screening committee commented that “the series achieved universal consensus that transcends regional boundaries while the topics are based on each region.” This was something that we all wanted to hear. It was the virtue that we all agreed to keep in mind – everyone should be able to sympathize with the subject while publishing unique books. Now, five of us are preparing for the second new series, listening to the voices of local residents.

From diversifying design tools to online meetings, technological development has brought us greater freedom. Making use of those changes as much as possible, we will keep studying and thinking over which stories can deliver the power of human nature, love and peace, and conflict and reconciliation.

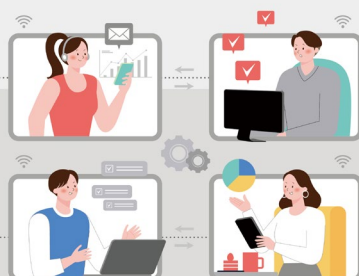
Publishing Policy

KPIPA hosts the 2023 Visiting Korean Book Fair



The Visiting Korean Book Fair
primarily supports the export of Korean publishing
content through online video conferences with

**new international market participants
and local B2B book fairs.**



Host regions and schedule for 2023



Country (Region)	Japan (Asia)	France (Europe)	Thailand (Southeast Asia)
Area	Comprehensive	Literature, Children's books, Comics	Children's books, Literature, etc.
Date	Mid May	July	September

* Specific time and date are subject to change.

Project procedure



Application of participants



Screening and selection of
participants and books



Fair preparation



Open and operation of the fair
(B2B matching, local program management, etc.)

Export consultations during the fair

- 1:1 Korea-International export consultation and B2B book fair
- Search and match buyers suitable to the needs of the participants, consulting space, and interpretation supported
- Additional consultations supported after the fair if needed



We look forward to
your continued interest in
the 2023 Visiting Korean Book Fair
hosted by KPIPA!



Please refer to the website for more details!

Website of Visiting Korean Book Fair



* www.kpipa.or.kr/export/bookFairDataInfo.do

Let's Try

Knitting YouTuber Daeri Kim's "Easy Modern Daily Knit"

Event

Let's Try introduces various useful, practical books published in Korea every month.

Also, don't miss gift events related to the introduced books!

Simply click on the link below and make an entry to the event! Let's Try!

Daeri Kim's Easy Modern Daily Knit

- Written by Banulstory Daeri Kim, published by Woongjin Livinghouse



09
드리프트 유니섹스
탈다운 셋업

드리프트 유니섹스 탈다운 셋업

세탁표: XS (51 M 53 L), XS (51 M 53 L)
가슴둘레: 94 (97) 104 (107) 116 (122) 126cm
몸 길이: 54 (56) 58 (60) 62 (62) 64cm
견장: 44cm (견장) 반올 10cm (10cm) 22.5cm (3cm)
시름 바늘: 2.5mm (3mm, 4mm) / 2.5mm (40cm, 80cm)
실 소모량: 시름 1.5m (1.5) 3.1m (4.6) 5.9m (8.5)

드리프트 유니섹스 탈다운 셋업

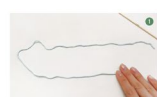
세탁표: XS (51 M 53 L), XS (51 M 53 L)
가슴둘레: 74 (76) 78 (80) 82 (84) 86cm
K22로 만들어 줄다가 12cm에 남게 차가워(한단) 자를 수 있음
몸 길이: 36cm
견장: 44cm (견장) 반올 10cm (10cm) 22.5cm (3cm)
시름 바늘: 2.5mm (3mm, 4mm) / 2.5mm (40cm, 80cm)
실 소모량: 시름 1.5m (1.5) 3.1m (4.6) 5.9m (8.5)



132 00.30

133 00.30

01 | 코잡기 (cast on)



손의 짧은 쪽을 위로 가게 한 상태로 바늘에 밀착해줍니다.



모든 손으로 실 두 가지를 잡습니다.



바늘을 손가락 뒤쪽으로 끌고 갑니다.



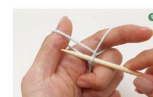
한자와 같은 위치에서 아래로 밀어줍니다.



왼손 엄지와 한자를 실 두 가지를 사이에 넣고 밀어줍니다.



손바닥을 바늘을 향해 밀어줍니다.



엄지 밑에 있는 공간으로 바늘을 끌고 나옵니다.



한자와 같은 위치에서 실을 빼줍니다 (사진 ①-②)



나머지 세 손가락으로 실 두 가지를 잡습니다.



모든 손에 바늘을 들고 엄지 아래로 밀어줍니다.



실 두 가지를 엄지와 엄지코 밑에 바늘을 끼웁니다.



②에서 바늘을 손바닥 쪽으로 가져와 ①-②를 반복합니다 (사진 ③-④)

146 00.30

147 00.30

Hand-knitting influencer Banulstory Daeri Kim,
who is at the center of attention in Korea today,
shares her knitting tips with her readers!

Daeri Kim's Easy Modern Daily Knit is the perfect book for
beginners who have just begun knitting. From cardigans to
sweaters, mufflers, hats, and gloves, the book includes detailed

explanations with photographs for anyone to knit. Also, kindly-written designs and QR videos help struggling readers better understand the process.

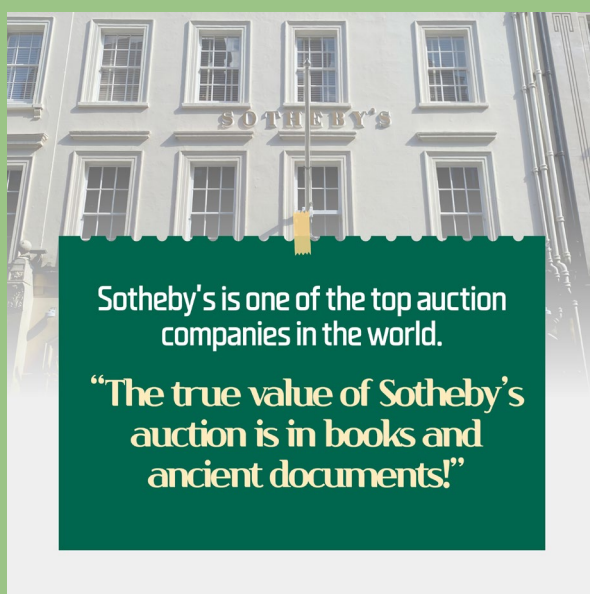
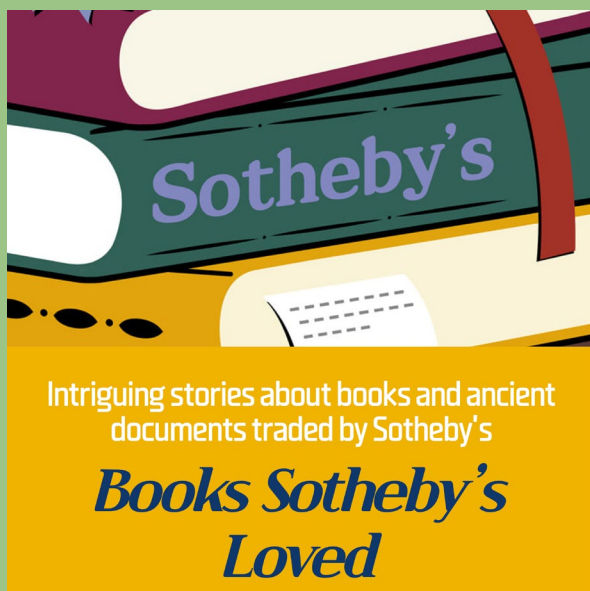
Have you ever been upset because the clothes with the design you liked didn't fit you? *Daeri Kim's Easy Modern Daily Knit* offers customized designs for each size, from slim to chubby, which help readers make one themselves with the right size. If you carefully follow the directions, you can complete a special knit just for you. So, with *Daeri Kim's Easy Modern Daily Knit* beside you, why not make the world's only knit?

[Go To Article](#)

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1165&code=info&category=92

NEW BOOKS

Books Sotheby's Loved



Among the many books and ancient documents traded in the 300-year history,

**This book introduces
interesting and
unknown stories!**

How is humanity's
archiving culture
connected to the world?



**How is its incredible value
created through that process?**

If you love books and history,
how about reading
Sotheby's auction stories in this book,

**and feel new
excitement about
reading history?**

Sotheby's was actually open to any user.

It was not a place where the upper class
secretly auctioned off precious goods,
but a market where ordinary people like us
were selling things by their standards of value.

- Prologue -

Following the traces of the history of Sotheby's,
the number one auction company of
books and ancient documents,



**You can also learn about
the history of texts!**

Stories about books and ancient
documents traded by Sotheby's



Books Sotheby's Loved

Kim Yoo-Seok, Teumsae Books

* youtu.be/u4xAUp4UKyE

BEST SELLERS

3rd Week, February 2023

Best Seller Trends in the Four Biggest Online Bookstores in Korea


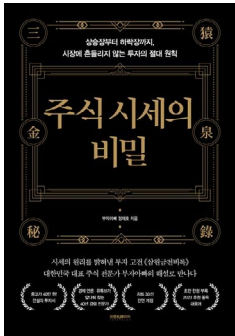

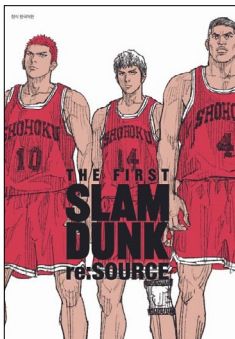
The best sellers' list for February reflected Korean readers' hope for a better future in the new year, including books with keen analysis and wise advice for life. For example, *Kim Mikyung's Life Lesson for those in Their Forties* is a book by Kim Mi-Kyung, who has been loved for her insightful advice for readers. The book is like a how-to-advance guide for those in their 40s, reinterpreting age while living in the era of centenarians. Also, *Sayno Love*, another book about life advice, is a collection of posts that the writer has publicly written since 2000. His property is known to have a net worth of 100 billion won. His pen name, "Sayno," literally means "Say no" to things that you have believed in so far. While the book is not about the secret to becoming rich, it would be great to start your life anew with his experience-based advice, which is worth more than just money.

Meanwhile, some books caught readers' attention by predicting our society and economy. Former Minister of Unification Jung Se-Hyun talks about the path that North and South Korea should take, as well as about Korea's diplomacy through *Jung Sehyun's Insight*. Studying international politics and reunification issues for most of his life, he wisely guides how Korea should walk in the turbulent era. Also, *K-Battery Revolution* is a predictor of the energy industry. It drew readers' attention by unraveling the reason why we should now focus on the battery industry, following the semiconductor industry.

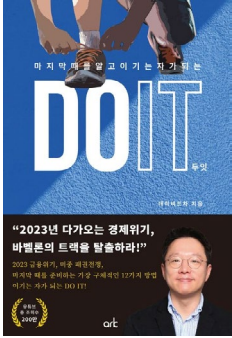
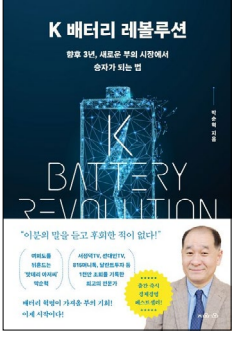

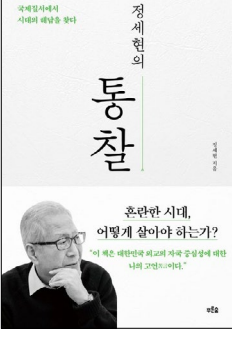
For children's books, *What Color is Your Feeling?* by Choi Sook-Hee ranked 1st. Targeting children unfamiliar with expressing their feelings, the book helps them learn about various emotions by likening emotions to colors. Also, entertaining books have also been loved by young readers. For example, *Horaeng's Rice Cake Shop* is a story of a tiger who would shout, "I won't eat you if you give me a piece of rice cake!" opening a rice cake shop himself. How about visiting the tiger who craved rice cake's shop and listening to stories that make you laugh?

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

Top 10 best sellers for the 3rd week of February

1		<p><u>Kim Mikyung's Life Lesson for those in Their Forties</u></p> <p>Author Kim Mi-Kyung Publisher Awake Books Genre Self-help</p>
1		<p><u>Secrets Behind the Stock Market</u></p> <p>Author Chung Jae-Ho Publisher Front Page Genre Business</p>
3		<p><u>Sayno Love</u></p> <p>Author Sayno Publisher Day One Genre Self-help</p>
4		<p><u>THE FIRST SLAM DUNK re:SOURCE</u></p> <p>Author Takehiko Inoue Publisher Daewon CI Genre Comics</p>

Top 10 best sellers for the 3rd week of February

5		<p><u>DO IT</u></p> <p>Author David Cha Publisher Arc Studio Genre Religion</p>
6		<p><u>K-Battery Revolution</u></p> <p>Author Park Soon-Hyuk Publisher Jiwain Genre Business</p>
7		<p><u>If I Were to Re-live My Life</u> (Special edition commemorating 100 thousand copies sold)</p> <p>Author Kim Hye-Nam Publisher Maven Genre Humanities</p>
8		<p><u>Jung Sehyun's Insight</u></p> <p>Author Jung Se-Hyun Publisher Prunsoop Genre Politics/ Society</p>

Top 10 best sellers for the 3rd week of February

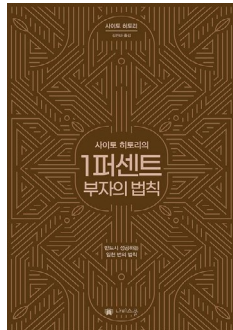
9



Uncanny Convenience Store
(Cherry blossom edition commemorating
400 thousand copies sold)

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






10



Success Rules of Top 1%

Author | Saito Hitori
Publisher | Navi School
Genre | Self-help

Top 5 children's books for the 3rd week of February

1		<p><u>What Color is Your Feeling?</u></p> <p>Author Choi Sook-Hee Publisher Bear Books</p>
2		<p><u>Winter Blanket</u></p> <p>Author Anyeongdal Publisher Changbi</p>
3		<p><u>We Always Meet Each Other</u></p> <p>Author Written by Yoon Yeo-Rim, illustrated by Anyeongdal Publisher Wisdom House</p>
4		<p><u>Horaeng's Rice Cake Shop</u></p> <p>Author Seo Hyun Publisher Sakyejul</p>
5		<p><u>Strange Mom</u></p> <p>Author Baek Hee-Na Publisher Bear Books</p>

KOREAN TRANSLATOR

Lee Tae-Yeon

Profile

- Korean-French translator
- E-mail: lyty@nate.com

Educational Status

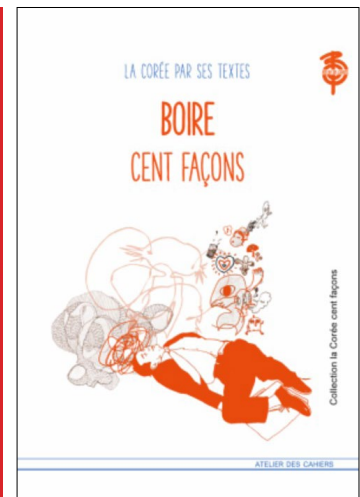
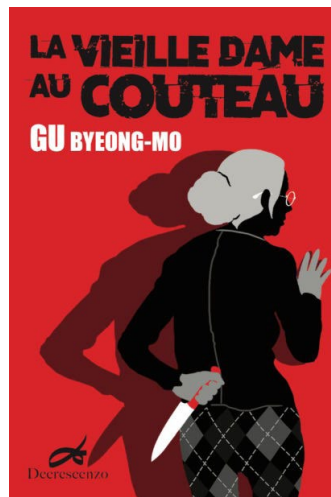
- Completion of doctoral course in General and Comparative Literature at the University of Paris XII
- Regular course at the LTI Korea Translation Academy

Career

Korean-French Co-translation

- Pyun Hye-Young, *I Went to the West Forest* (Munji Books), published by Payot & Rivages

- Koo Byung-Mo, *The Bruised Fruit* (Wisdom House), published by Decrescenzo
- Lee Oi-Su, *A Hundred Ways of Drinking* (Bosung Publishing) (3 essays), published by Cahier des Ateliers
- Han Kang, *The Wind is Blowing* (Munji Books), published by Decrescenzo - Won the 13th LTI Korea Translation Award in 2015
- Kim Joong-Hyuk, *The Library of Musical Instruments* (Munhakdongne), published by Decrescenzo



French covers of *I Went to the West Forest*, *The Bruised Fruit*, and *A Hundred Ways of Drinking*



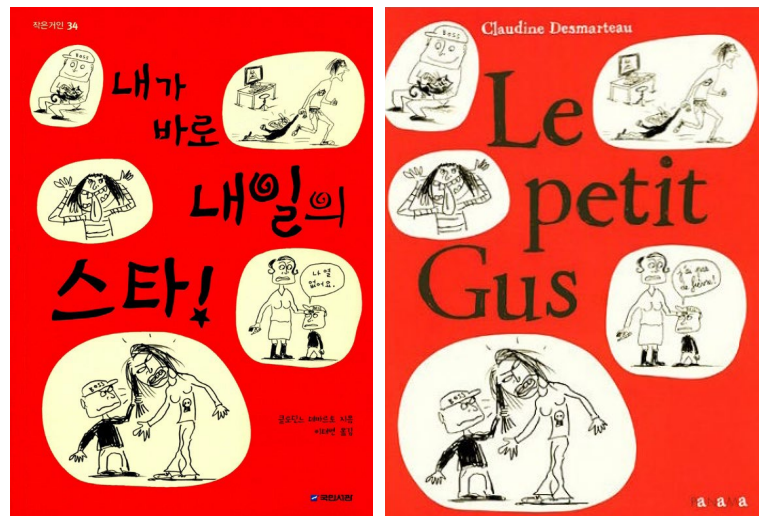
French covers of *The Wind is Blowing* and *The Library of Musical Instruments*

Cross-linguistic Reading

- Oh Eun, *I Had a Name* (Achimdal Books)(translated 4 poems)
- Lee Jenny, *There is No Sentence, But it is Beautiful* (Hyundae Munhak), *Because We Don't Know Us* (Munji Books), *Maybe Africa* (Changbi), *The Things I Scribbled* (Munji Books) (translated 5 poems)
- Kim Haeng-Sook, *The Portrait of Ec(h)o* (Munji Books) (translated 3 poems)

French-Korean Translation

- Claudine Desmarteau, *Little Gus*, published by Kookmin Books



Korean and French covers of *Little Gus*

Others

- Acta Litt&Arts Translation Project (an experience of translation and back-translation with Gérard Macé)
- Translated film subtitles for the 20th and 21st Busan International Film Festival

Talks and Interviews

- Arts Council Korea, Webzine *Munjang*, Things that Come Into My Eyes After Things Have Passed
- Arts Council Korea, Webzine *Munjang*, The Sound of Sentences, 2nd part, “Books’ Room” – Special Episode: Translators

#K-BOOK

#Companion Animal

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

*Companion Human***1. Publication Details**

Title | Companion Human
 Author | Shin jin, Gwon Mun Gyeong
 Publisher | SANZINI
 Publication Date | 2020-09-10
 ISBN | 9788965456728
 No. of pages | 192
 Dimensions | 152 * 210

2. Copyright Contact

Name | Kang Sugeul
 Email | sanzini@sanzinibook.com
 Phone | +82-51-504-7070

3. Book Intro

Companion Human is a collection of stories that deal with the subject of the ecological restoration of humans and nature. Ecologism, as defined by the author, encompasses the ecological restoration of physical nature, the purification of the social system, and the restoration of individuals and community. In modern society—with its self-centered rational brutality, materialism, and human alienation—it is very difficult to realize ecologism. Even so, the author conveys his wish for ecological restoration in ten stories.

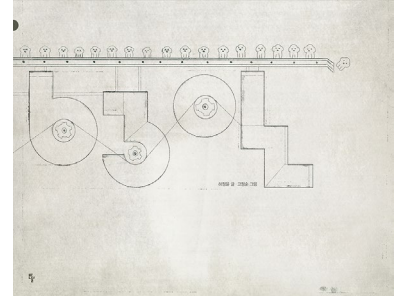
* k-book.or.kr/user/books/books_view?idx=4325



63 DAYS

1. Publication Details

Title | 63 DAYS
Author | Huh Jungyoon, Ko Jeongsoon
Publisher | KINDERLAND/BANDAL
Publication Date | 2020-03-20
ISBN | 9788956188560
No. of pages | 44
Dimensions | 325 * 253



2. Copyright Contact

Name | Kim Byoungoh
Email | kbo@kinderland.co.kr
Phone | +82-31-919-2735

3. Book Intro

It's another busy day at the mill. Selling thousands a day would be ideal, but the reality is that only one can be made a year. But nothing is impossible for us. We've finally found an easy way. Now we can make many at once! 63 days is all that we need. It's another busy day at the mill to make that certain someone happy.

This picture book shows how puppies are born of human hands, just the way stuffed animals are made at a toy factory. Etched paintings, a technique of printmaking, express the artist's intention of conveying human disregard for life through engraving on cold metal.

By analogizing the activities of a puppy mill to printmaking with human hands in cold, sharp environments, the book seems to be asking its readers, "Are you living with a happy dog?"

* k-book.or.kr/user/books/books_view?idx=4262

I Have Become a Good Person Since I Met Animals

1. Publication Details

Title | I Have Become a Good Person Since I Met Animals

Author | Kim Bokyoung

Publisher | Book Factory Dubulu

Publication Date | 2019-01-20

ISBN | 9788997137350

No. of pages | 280

Dimensions | 210 * 148

2. Copyright Contact

Name | Kim, Bo-kyoung

Email | animalbook@naver.com

Phone | +82-2-766-8406



3. Book Intro

It is a book written by the author who runs a publishing company specializing in animal books as a record of his changes as he lived with dogs and cats. He talks about the common life of most pet owners. Living with a pet is a process of learning that they and humans are no different, and it becomes the growth period of a human being. Human beings embraced by dogs and cats have become a little uncomfortable thanks to them, but it is a growing period of becoming better people.

* k-book.or.kr/user/books/books_view?idx=3580

Yomu, the One-Hundred-Year-Old Cat

1. Publication Details

Title | Yomu, the One-Hundred-Year-Old Cat

Author | Nam Geunyoung, Choi Miran

Publisher | SIGONGSA Co., Ltd.

Publication Date | 2019-06-25

ISBN | 9788952789785

No. of pages | 48

Dimensions | 250 * 255



2. Copyright Contact

Name | Irene Lee

Email | irene@sigongsa.com

Phone | +82-2-2046-2849

3. Book Intro

Yeongji is living with her grandmother, instead of her mother, for a period of time. A fat cat comes to her grandmother's house every day to eat. Yeongji's grandmother calls the cat a strange little thing, but Yeongji thinks of the cat as her pet. She takes the cat on her way to play with her friends, and ends up naming the cat "Yomu." One day, Yeongji's grandmother falls ill with a severe cold, and Yomu comes to pay a visit at night, like the strange little thing it is, according to Yeongji's grandmother. Yeongji, who has been watching over her grandmother by herself, invites Yomu inside, and snuggling together under a blanket, they fall asleep. A few days later, Yomu gives birth to four kittens, and Yeongji's grandmother, though she acts indifferent, boils a hen to feed Yomu. The children in the neighborhood come to see the kittens, and Yeongji happily welcomes the kittens into the family.

* k-book.or.kr/user/books/books_view?idx=2630

My Two Grandpas

1. Publication Details

Title | My Two Grandpas
Author | Kim Junyoung
Publisher | Gilbut Children Publishing Co., Ltd.
Publication Date | 2019-05-10
ISBN | 9788955824971
No. of pages | 48
Dimensions | 190 * 257

2. Copyright Contact

Name | Lee Hyungsung
Email | hlee43@gilbutkid.co.kr
Phone | +82-2-6353-3713



3. Book Intro

I have two grandpas I love. They're my grandpa and my dog, Sundol. The two are so similar. My two grandpas who look alike and who love me like twins. But these two grandpas, who were always by my side, suddenly changed one day. What happened to my two beloved grandpas?

* k-book.or.kr/user/books/books_view?idx=2413

We Became a Family One Day

1. Publication Details

Title | We Became a Family One Day
Author | Park Hyunsuk, Kim Joo-kyung
Publisher | SEOYUJAE
Publication Date | 2018-03-30
ISBN | 9791189034009
No. of pages | 174
Dimensions | 152 * 250

2. Copyright Contact

Name | HYEREE PARK
Email | seoyujae_p@naver.com
Phone | +82-70-5135-1866



3. Book Intro

“Now, we will live together by wonderfully nurturing the various forms we were born with.”

A special family story told by Seomin and Mami, his companion animal!

People, animals, trees and grass...

All living things in this world have the weight of life.

And the name of the scale that weighs them is called “equal rights.”

When did our current reality, that of tens of thousands of companion animals being abandoned every year, first begin? Life on the streets, as depicted through the eyes of “Mami,” and the shelter scene show the reality of abandoned dogs in Korea. The animal shelter that Mami and Bibi go to in search of “rescue” is even more heartbreaking. Mami and Bibi suffer in fear of that “scary monster called death stars right at you” in this place where animals are euthanized after their announcement date passes. If you face the reality portrayed in this book, from the reckless breeding at “dog factories” to the distribution process of companion animals that is carried out without any legal restrictions, you will naturally perk up to those voices calling for fundamental measures to be established based on animal welfare and animal rights. Mami, the main character in this book, was an abandoned breeding dog who was adopted by a family. Her past scars were cured as she received and gave love as a member of the family. She gets abandoned again by an unexpected incident. But after overcoming all sorts of hardships, she finally returns to her owner. The book shows well how the power of love Mami received from Seomin’s family played a great part in the process. From Mami, who returns the love she receives with her whole heart and body, we realize that the animal-human relations are also a horizontal solidarity based on trust, love and consideration.

* k-book.or.kr/user/books/books_view?idx=1675

My First Pets, the Secret Fish

1. Publication Details

Title | My First Pets, the Secret Fish

Author | Kim Sungeun, Jo Yunju

Publisher | A thousand hope

Publication Date | 2018-03-02

ISBN | 9791187287704

No. of pages | 40

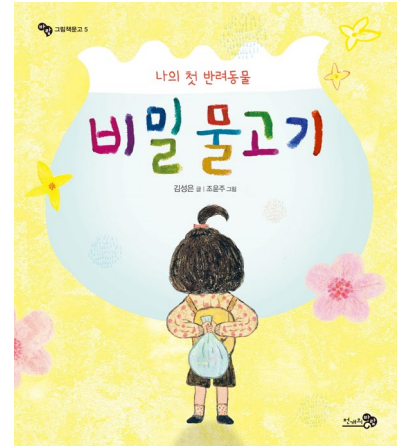
Dimensions | 210 * 245

2. Copyright Contact

Name | Song Soohyun

Email | song_soo Hyun@hanmail.net

Phone | +82-31-955-5243



3. Book Intro

The main character first saw guppies at her friend Ara's house. Small and cute, they captivated her heart right away. She got two guppies from Ara and decided to raise them as her first companion animals. But the question remained of how she could persuade her mom who opposes her idea because her mom thinks they're difficult to have around and just never listens to her. Eventually, she kept the guppies in her drawer as her "secret fish," being unable to tell the truth to her mom. Will her project to keep the fish with nobody knowing succeed in the end? As this unusual challenge unfolds, a sense of responsibility and a love for animals are awakened beyond the frustration and tears experienced while taking care of other living beings.

* k-book.or.kr/user/books/books_view?idx=511

The Eyes of Living Animals are Beautiful

1. Publication Details

Title | The Eyes of Living Animals are Beautiful

Subtitle | A veterinarian tells his daughter the story of living together with animals

Author | Park Jongmoo

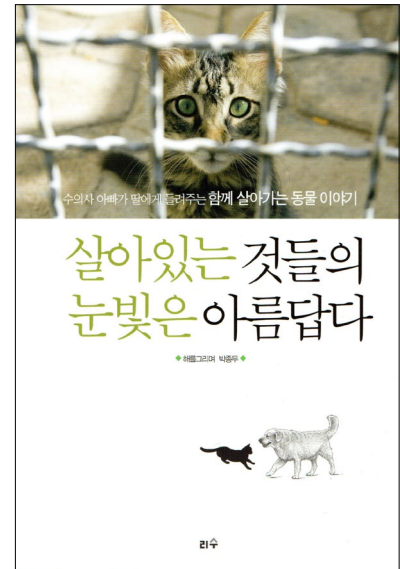
Publisher | RISU Publishing co,

Publication Date | 2016-06-15

ISBN | 9791186274088

No. of pages | 196

Dimensions | 150 * 210



2. Copyright Contact

Name | Kim Hyunjung

Email | risubook@hanmail.net

Phone | +82-2-2299-3703

3. Book Intro

The Eyes of Living Animals are Beautiful delivers a story about an uncomfortable truth hidden by human greed and opens a door to new awareness about life. Included are the images of twisted reality attributable to a distorted view of living things from the problem of abandoned animals that bluntly show the trend of disrespect for life, to the reality of brutal treatment of animals in the blind spot not reached by law, and to the stockbreeding of animals that degenerated into a tool for making profits. Instead of appealing to emotions, this book strives to share the value of 'living together' along with a just sense.

We live while establishing various forms of relationships with animals either consciously or unconsciously. We form a relationship with companion animals analogous to that with family members while we eat more meat, use animals for production of clothes and bags, and visit animals at the zoo as attractions. Such entrenched relationships are so familiar but not desirable. On one hand, the awareness of animals has been improved to the extent of using the term of companion animals instead of pets. On the other hand, we easily buy and abandon animals as a means of convenience and profit or brutally treat animals.

The author, a veterinarian, tells us a story based on his hands-on experiences of animal abuse, minor and significant, he had while being involved with medical treatment, volunteer activities and activities for rescuing animals for the last 20 years. He answers reasonably and truthfully in response to numerous questions and bold contradiction in the eyes of his adolescent daughter.

Included are why the author, upon finding an abandoned animal, was reluctant to

send it to an animal rescue organization, why animal activists are particularly against dog meat while they are fine with eating beef and pork, and why we should protect even animals despite numerous poverty-stricken people. This book reminds us of the problems we frequently face in our daily lives but hold little of our real interest and opens a door to the new awareness about life.

* k-book.or.kr/user/books/books_view?idx=342

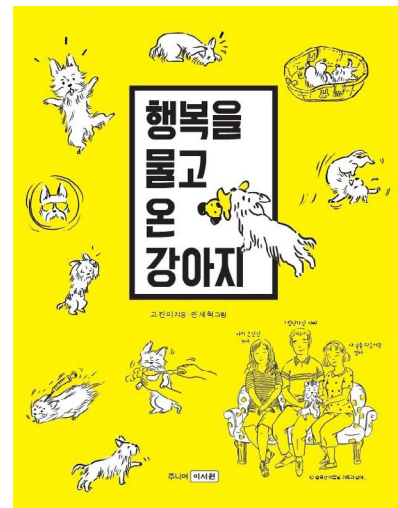
A Puppy Who Gives Us Happiness

1. Publication Details

Title | A Puppy Who Gives Us Happiness
Author | Ko Jinmi, Kwon Sehyeok
Publisher | ISEOWON Publishing Co.
Publication Date | 2015-10-07
ISBN | 9788997714551
No. of pages | 200
Dimensions | 172 * 222

2. Copyright Contact

Name | Yun Heuigyeong
Email | heuigyeong@hanmail.net
Phone | +82-2-3444-9522



3. Book Intro

This is a fairy tale told from the point of view of an abandoned puppy who is discovered tied up and brought home by a young girl. An entire family participated in the creation of this book, including a mother who wrote the story and a father who headed up the illustrations.

* k-book.or.kr/user/books/books_view?idx=4007

A Special Zoo

1. Publication Details

Title | A Special Zoo
Author | Park Juhye, Seo Jihyun
Publisher | SAKYEJUL PUBLISHING LTD.
Publication Date | 2019-04-05
ISBN | 9791160944594
No. of pages | 52
Dimensions | 160 * 210

2. Copyright Contact

Name | Kang Hyunjoo
Email | kanghjoo@sakyejul.com
Phone | +82-31-955-8600



3. Book Intro

There is a special zoo at Sani (main character)'s house. A penguin is standing straight up on the balcony to breathe in the fresh air, a panda is eating pages from the middle section of a thick book, and a white bear is lying down on the tile floor at the front door. How did these animals end up at Sani's house?

The author, Park Juhye, also included an anecdote about her companion animal and special rabbit friend, Ddongkkangi, in *A Special Zoo*, just as she did previously in *Backpack Rabbit*. The story is depicted charmingly by illustrator Seo Jihyun, whose drawings are like animation. She left hints of the "special animal" here are there in the scenes, adding a fun search feature for readers. Now, let's all go to Sani's place!

* k-book.or.kr/user/books/books_view?idx=1445