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K-Book Trends

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

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TOPIC

“Restructuring of Family” Becoming Inevitable

Written by Park Chong-Sun (Humanities Columnist)

Korea has risen from a poor country to a rich country with a per capita income of 30 thousand dollars in just half a century. With such an astonishing economic development upfront, many parts of society have been transforming rapidly. It's no exception for families. Recently, there have been voices from parts of Korean society that the structure of the “family” should be re-engineered from the bottom. More books in the publishing market have begun to discuss the “restructuring of family.”

Changes in Gender Norms in Korean Society

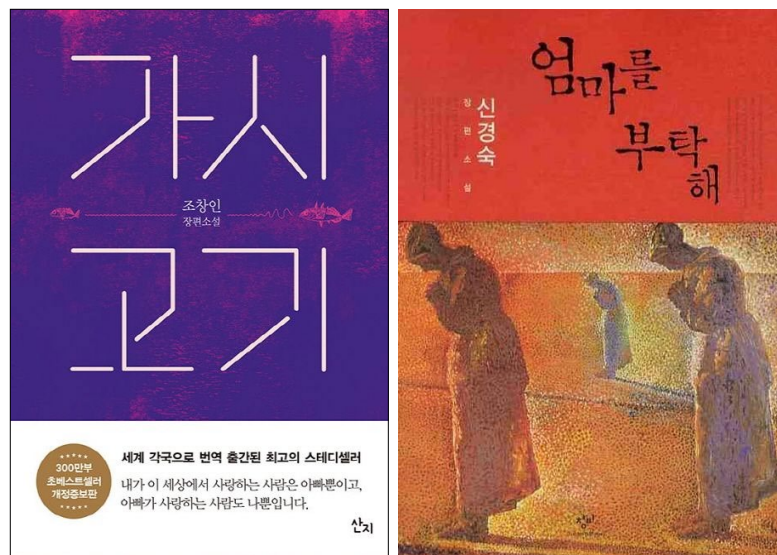
Korean society has undergone rapid industrialization and urbanization in the 1960s and 70s. This spurred a fast transition

from the traditional way of having big patriarchal families to nuclear families. However, nuclear families still had some patriarchal elements left, and men-focused gender roles were maintained. Also, while there was no sturdy social safety net, it was a social climate where “there is nothing but our family to rely on in this gloomy world.” And such anxiety gave greater strength to the existing familist ideology.

As the Korean economy bloomed in the 1990s, with democracy taking root, Koreans began to take an interest in individual values and autonomy. And such changes collided with patriarchal familist ideology. However, the foreign exchange crisis in 1997 took away jobs from a great many people and put society under significant anxiety. And in this atmosphere, one novel drew sensation, which was Cho Chang-In’s *Thorn Fish* (Sanji). Male sticklebacks incubate the eggs, and when the chicks hatch, they provide their bodies as food for the chicks. The father in the novel is also willing to sacrifice himself to save his children. Such a devoted father image touched people’s hearts as it overlapped with the image of a middle-aged man in reality who had to endure all kinds of pain amid the financial crisis.

Another touching novel about mothers emerged as well. It was *Please Look After Mom* (Changbi) by Shin Kyung-Sook, published in 2008. It was around the time when the financial crisis that started in the US was spreading around the world. In this book, the mother silently keeps the house and raises her children even though she suffers from an irresponsible husband. Then, one

day, she goes missing all of a sudden. Never coming back until the end, she leaves regret to the remaining family. The books *Thron Fish* and *Please Look After Mom* gave warm consolation to Korean society that was hit hard by the economic crisis. Above all, they strongly touched the nostalgia for traditional familism, which calls for parental sacrifice and love between family members. The two books were of great popularity for quite a while, recording a whopping 100 prints in only a year.



Thorn Fish and Please Look After Mom

However, this “retro-boom” was struggled to last. Individual values and autonomy were shaking the foundation of the existing family structure from the inside. In particular, as women were given more educational and work opportunities, the gender norms set by the patriarchal system rose as the biggest issue. The abolishment of the patriarchal family system, regarded as the symbol of patriarchy, came to the center of public debate,

and it was eventually repealed in 2005. However, deeply-rooted gender norms were still in society. Novelist Cho Nam-Joo's *Kim Jiyoung, Born 1982* (Minumsa), published in 2016, drew great empathy from married women by vividly describing the life of a married woman in her 30s caught in the traditional gender norms with set roles in her family.

Among gender norms, the most “Korean” is the “role of daughter-in-law.” This forces the daughter-in-law to obey parents-in-law and sacrifice to the in-laws. So, married women, are given another role as a daughter-in-law apart from their role as a wife. What rebelled against this was *I Resigned as Daughter-in-law* (Sai Books). In this autobiographical essay, the writer boldly announces one day to her parents-in-law that she will “no longer serve the role as a daughter-in-law.” While *Kim Jiyoung, Born in 1982* drew women frustrated before the wall of gender and *I Resign as Daughter-in-law* drew women resistant to it, the two books call for the same thing – dissolving the existing patriarchal gender norms.

Novels that overturn gender norms are appearing recently as well. The best example is Lee Seul-Ah's *The Age of Daughters* (Storyseller). In the book, the daughter, a writer and the head of a publishing house, hires her father and mother as employees. She becomes the leader of her family with economic power. Her father is willing to follow her orders. In this process, the “competent” daughter is surprised that she herself is showing patriarchal aspects. In sum, this novel is a delightful mockery

and a serious reflection on patriarchal gender norms. It is also an outrageous “reconstruction” of gender roles.

* *K-Book Trends* Vol. 53 – Go to the article about *The Age of Daughters*

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1110&page=1&code=info&category=69



Kim Jiyoung, *Born 1982*, *I Resigned as Daughter-in-law*, and *The Age of Daughters*

Also, in the book *Peel Off the Name Family* (Minumsa), a compilation of three short stories written by three female writers, writer Choi Jin-Young’s story *Family* has an interesting storyline. The story is about a dating couple going to see the man’s family. There, the “father” and “mother” are just called “the man” and “the woman.” Here, the female protagonist is an orphan. She has no experience of having a father, mother, or family at all. However, the male protagonist was born to a civil servant father and a stay-at-home mother. It seems like an ordinary family, but if we look deeper, the relationship between the family members is fragmented. As a result, it can be interpreted that the couple

had no “family” at all from the beginning, or if they had, it was wrecked.

Some writers point out that family can be a hindrance for an individual, going beyond its absence or fragmentation. The best example is psychiatrist Lee Ho-Sun’s *The Illusion of Family* (UKnowBooks). The writer warns that “family” can hurt the minds of family members or traumatize them, rather than it being a protector of all troubles. Also, he advises readers to keep a certain distance in mind from their families. Another book, *Disease: Family* (Think Garden), written by psychiatrist Ryu Hee-Ju is also notable. She says that many mental illnesses are caused by family members. Now, the myth of “a happy family that cares for each other” is fading away.



Peel Off the Name Family, The Illusion of Family, and Disease: Family

The Emergence of a New Family Type

The number of single-household families has been skyrocketing recently, causing cracks in the normative family system. Today, single households account for 33.6% of the entire population in Korea. The proportion was 15.5% in 2000, and in only 20 years, it has more than doubled. Single-household has already become the most common family type. So, it is no longer “abnormal” but a new standard. Besides, such a trend cannot be reversed. More basic guidebooks to financial management, cooking, and housework for single-households are released to the market. As such, more technical books about “living alone” are expected to dominate bookstores in various fields.

As mentioned earlier, family norms have been shaking since the 1990s. As society went through an economic crisis from the late 1990s to early 2010s, the nostalgia for the old familism re-emerged for a moment, but it wasn’t enough to stop the changing trend. In particular, social perception towards family has largely changed during the past 10 years. Today, many people perceive that a “family” is not a system that supports individuals, but a system that oppresses them. So, there have been voices that call for the reinterpretation of the existing family norm, and fundamental thoughts about what bond is truly beneficial to each individual. The book that’s at the forefront of these voices is Kim Soon-Nam’s *The Right to Form a Family* (May Books).

The author opposes the national ideology that regards a family

consisting of married men and their children as a “normal family,” and citizens belonging to it as “normal citizens.” Such an ideology discriminates against other families or solidarity by stigmatizing them as “abnormal.” In fact, many people are stigmatized as abnormal in our society. So, it is right to “restructure” the norm of “family” by breaking the existing family norms. Here, a “family” is enough to be just a relationship between people that can form a beneficial bond, relying upon each other. The members don’t have to have blood ties or live together in the same house. It is necessary to redefine “family” flexibly, and equal legal rights should be given. The writer argues that when each individual comfortably enjoys the ‘right to form a family’ in such an environment, we can finally move toward an equal society without discrimination.



The Right to Form a Family and Family: If We Could Choose People to Live With

This trend is permeating into children's books, too. For example, Seo Bo-Hyeon's *Family: If We Could Choose People to Live With* (Woori School) has a fresh title. It was hard to find this kind of title 10 years ago. In fact, existing children's books strongly tended to force morals and norms. However, the generation has changed – it encourages children to have various possibilities and bountiful imagination, rather than ordering them to follow morals and norms.

In fact, there is also an active movement to “reconstruct the family” centered on young women. The best example is Kim Ha-Na and Hwang Seon-Wu's autobiographical essay *Two Girls Live Together* (Wisdom House). The sub-title is “The birth of an assembled family – not alone, not married.” The book *The Life of a Two-Women Family* (Text Calorie) written by Tokki (pen name) and Hot Dog (pen name) is about the same topic. They decided not to get married, live together as life partners, and become grandmothers together. Also, Park Ji-Sun's autobiographical essay *I'm Not Married and I Have Children* (Another Universe) is worth looking at. Just like the title, the writer is not married or has given birth, but adopts two children.

Meanwhile, homosexuality is still at the center of intense controversy. In particular, the most strongly opposed to homosexuality in Korean society are the conservative Christians. So, debates over homosexuality often turn into theological debates. Theologian Kim Jin-Ho's *The Bible and Homosexuality* (May Books) argues that “The Bible does not agree nor

disagree with homosexuality.” Also, theologian Heo Ho-Ik’s *Is homosexuality a Sin?* (Dongyeon) takes a neutral stance in analyzing homosexuality in the theological and historical context. So, attempts like these have been giving implicit support to homosexuality.



Two Girls Live Together, Life of a Two-Women Family, and I'm Not Married and I Have Children



The Bible and Homosexuality and Is Homosexuality a Sin?

Changes in gender norms are still stagnant amidst such a wild vortex of changes. There is still discrimination against women in society, and childcare is still regarded as something women are responsible for. In addition, the role of a “daughter-in-law” still exists. These are why women are choosing not to get married these days. Also, across society, including customs and laws, the “normal family” ideology remains strong, which argues “a family should consist of a married couple.” As such, while discussions and debates over “family” in Korea are advancing rapidly, the legal infrastructure and reality lag behind.

Western society has broken down the “normal family” ideology, realizing the “socially-contracted family (non-married family).” Also, it has accepted various forms of family, one after another. So today, children born to married families and children born to non-married families are similar. On the other hand, in Korean society, unmarried families are still discriminated against by customs and laws. Some people point out that this is one of the reasons for the fall in the birth rate. However, the good news is that the negative perception towards non-marriage or non-married families has decreased significantly in recent years. So, it can be seen that people having a flexible and inclusive attitude is itself a positive change.

The direction that the norm of “family” should follow in Korea is already set. It is to break the “normal family” ideology and “reconstruct” it in various forms. The problem is that these changes, which have taken a long time in the Western world, are

occurring in the short-term in Korea. So, changes, delays, and conflicts are all entangled. However, Korean society has dynamic DNA – once the changes are on track, they will take place in no time. Families might be “reconstructed” faster than we expect. It is also not unusual that the number of books covering the “reconstruction of the family” has been increasing rapidly in the past one or two years.

SPECIAL PROJECT

[Book & Media ③]

Reborn Rich

Someone in My Family Killed Me!

Written by Choi Ha-Yeong

A secretary sacrificed by
a conglomerate returns from death.

The protagonist is given another life as the last son
in the family that killed him.

Will his bloody vengeance be successful?

The drama “Reborn Rich” was the hottest drama in the second half of 2022. It shook the entire country as each new episode was released and created many buzzwords. While actors who “guarantee success,” such as Song Joong-Ki and Lee Sung-Min played an important role in the drama’s success, the fact that it was based on a “quality-proven, popular webnovel” is also notable.

The webnovel *Reborn Rich* (book publisher: Teraphosa) was serialized on Munpia, a webnovel platform, starting in 2017. It used to rank 1st regarding cumulated views and average purchases. As it covers all sorts of interesting keywords such as “the rich family,” “murder,” “revenge,” and “politics,” while being a quality novel, readers could not help but be thrilled to read the series. Even though the series ended in 2018, the series is appraised as an innovative work that has led the mega boom of the “*chaebol* (family-owned businesses that typically have subsidiaries across diverse industries)” genre in Korea. It has been capturing the hearts of international readers since its serialization on YONDER, Naver’s international webnovel platform, in 2022.



Webnovel poster and book cover of *Reborn Rich*, and the main poster of the drama

Plot - Find the Person that Killed Me and Take Revenge!

Yoon Hyun-Woo, the protagonist in *Reborn Rich*, is a secretary of a conglomerate run by a *chaebol* family. He devotes everything to the company but is eventually killed by the very own family that he has been working for. But then, he is miraculously given a second life – a life back in 1987. He is reborn as the last son of the family that killed him. Should he be happy that he was reborn into a rich family? Or should he resent that he became a member of the family responsible for his death? Adapting to the new life with a confused mind, he decides - “The killer is in this family. I shall find him and take revenge.”

The method of revenge Yoon Hyun-Woo chose was not as simple as repaying death with death, like “an eye for an eye, a tooth for a tooth.” As he realizes that the biggest revenge is “becoming the owner of the company,” which all the family members aspire to become, he strives to achieve the goal. He does his best to earn the favor of president Jin Yang-Cheol, the founder of the company and his grandfather. He makes fierce efforts to survive the veiled enmity with various family members such as his uncle, grandmother, and cousin. While the company’s throne seems like an unreachable goal... will Yoon Hyun-Woo, living a second life, successfully avenge his death?

Book vs Drama - Little but Big Differences

#1. Differences Compared to the Original Story

The webnovel *Reborn Rich* has 326 episodes and is bigger in scale compared to its drama, which comprises 16 episodes. As webnovels have no limitation in length, the author can write as much as he/she likes. However, for dramas, the story should be completed in 16 episodes, each an hour in length. So, changes had to be made to the names and settings of some characters in the drama to deliver the story and entertainment of the original effectively. For example, president Jin Yang-Cheol has 4 sons and 1 daughter, but he has 3 sons and 1 daughter in the drama, with their names also changed. As such, it will be fun to compare the differences between the webnovel and the drama and what changes were made to effectively dramatize the storyline.

#2. Romance only Appears in the Drama

The biggest difference between the drama and webnovel *Reborn Rich* is that the female protagonist Seo Min-Young and Yoon Hyun-Woo fall in love. The original story does not have romantic elements, and Seo Min-Young accounts for a very small proportion of the story line. However, in the drama, their love story is quite heavily shown. A love story is one of the success elements that most drama fans go crazy about. The webnovel *Reborn Rich* is relatively more in the drama genre, meaning it is hard to find romance in it. If you want to feel the excitement

of a love story, I recommend watching the drama version where handsome and pretty actors and actresses have love scenes.

#3. Performances of Actors and Actresses in Drama Draw Positive Views

What can't be left out when talking about the drama "Reborn Rich" is the good reviews the actors and actresses get for their performances. In particular, actor Lee Sung-Min, who acted as president Jin Yang-Cheol, has caught the hearts of drama fans by showing outstanding performance in works including "Misaeng", which also was based on a webtoon with the same title. The dialect, which was not in the original story, maximized the realism of the character. And when he acted the cold-blooded aspects of a company president, the audience felt a cold shudder down their spines. The performance of actor Song Joong-Gi, the protagonist living a second life, cannot be omitted, too. He perfectly acted the confusion and loneliness of the protagonist, who lives a different life in his previous and current lives. His unique, witty acting made drama fans cry and laugh throughout the drama. As other actors and actresses that appear as the members of the *chaebol* family also act magnificently, providing different fun from the original story, I recommend all the people – those who have or have not read the original story – to indulge in the charm of this drama.

* Main trailer of the drama "Reborn Rich"
www.youtube.com/watch?v=cg2LjN3Rhzc

EXPORT CASE

The *Uncanny Convenience Store*'s Magical Journey in Taiwan

Images and explanations provided by ChengHsiaoWei (郑晓薇) (Solo Press (寂寞出版社))

Written by Yuli Chu (朱玉立) (Solo Press (寂寞出版社))

Popular Korean novel *Uncanny Convenience Store* (Namu Bench) has experienced a very magical journey in Taiwan. Before publishing the book in Taiwan, Solo Press (寂寞出版社) had published *Please Look After Mom* (Changbi) with a relatively serious and heavy topic as well as *Dallergut Dream Department Store* (Sam & Parkers), a bestselling novel in Korea.

* *K-Book Trends* Vol. 46 – Go to the article about *Dallergut Dream Department Store*'s successful import into Taiwan

www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=991&page=1&code=trend&category=62

Unlike *Please Look After Mom*, the two books, *Dallergut Dream Department Store* and *Uncanny Convenience Store*, are relatively simply-written, talking about things close to our daily lives. Above all, they are so-called “healing novels” with humanistic elements,

which support the hearts of readers going through hardships driven by the pandemic. With the publishing experience and success of *Dallergut Dream Department Store* in Taiwan, Solo Press also decided to release *Uncanny Convenience Store* in the market.

Around the time of that decision, society forced the public to follow all sorts of rules and regulations in response to the pandemic. And in the daunting situation where the number of confirmed cases seemed to increase continually, the “stress of an inconvenient life” has worsened. Here, Solo Press hoped to console and encourage people to have hope through warm stories like *Dallergut Dream Department Store* and *Uncanny Convenience Store*. The promotional phrase for *Uncanny Convenience Store* mainly reflects this hope as well.



Taiwanese cover of *Uncanny Convenience Store*

1. Good artistic elements for a good story

While putting heads together for the cover design of *Uncanny Convenience Store*, Solo Press chose to use the Korean version, as it looked quite delicate and fun. And this decision greatly helped to give a strong impression to the public about the book throughout other global marketing channels.

Just like how one of the Taiwanese readers said, “*Uncanny Convenience Store* is like a Korean drama,” more people in Taiwan are taking an interest in Korean cultural items, which is also affected by the active export of Korean dramas to Taiwan. Thanks to this, *Uncanny Convenience Store*, a book full of daily stories, was immediately put under the spotlight as soon as it was published, being shared¹ on numerous Social Media. Artistic elements like its beautiful cover design and illustration also added greater joy.

2. Items in the book have gone viral



Taiwanese readers purchasing Korean food products after reading *Uncanny Convenience Store*.



The “chamchamcham set” introduced in the book and the “convenience store happiness set” were presented to famous influencers and recommended to people after reinterpreting the items into Taiwanese.

Many people helped with the advertisement of *Uncanny Convenience Store*. First of all, with the keen insight from the marketing team, many famous influencers in Taiwan shared their opinions about the book. We also drew enthusiastic support from our readers by collecting heartwarming episodes related to convenience stores through a contest held on Social Media. Also, some readers did a transcription of beautiful phrases from the book that they thought were interesting, and some readers even recorded a part for a podcast or took a video of them and shared it with us.

Along with the “convenience store challenge” that began with beautiful photographs shared by our readers, the marketing team

turned into “night-shift staff” like the protagonist in the book and actively communicated with our fans. As a result, by the third quarter, *Uncanny Convenience Store* became a bestselling translated novel on several large channels – it even got the glorious title of “the Korean novel with the fastest sales record.”



The “Share your convenience store memories” contest run on Solo Press’s Social Media, and an awesome introduction to the book written by the editor, which recorded tens of thousands of views

Thanks to our co-workers’ efforts and the engaging artistic elements of the cover, *Uncanny Convenience Store* could have many chances regarding display as soon as it was published while collaborating with stores across various channels for special displays. This offered an environment where more readers could take and share photographs, drawing more community feedback. Thanks to this, we could also draw interest from media outlets for this new novel that caused a sales boom in Taiwan and Korea.²



The large display shelf exclusively used for *Uncanny Convenience Store*, which was operated in collaboration with Eslite Bookstore in Taiwan, caught customers' eyes with its unique display style.

3. A Korean novel that kept its place as soon as it became a bestseller

Since its publication in September 2022, *Uncanny Convenience Store* was added to the bestseller list of major channels and put its name on the top sales list announced by various channels at the end of the year.

- ★ Word-of-mouth Makes *Uncanny Convenience Store* Goes into 10th Printing Only after a Month in Taiwan!
- ★ No.1 Book on Online Bookstores – Eslite, Books.com, and Kingston
- ★ Topped the Bestseller List in Taiwan in 2022 in only 3 Months of Publication!
- ★ Won the 2022 Top 10 Influential Good Books Award Presented by Kingston
- ★ Top 2 on the Translated Literature of the Year List Announced by Eslite Bookstore
- ★ Top 6 on the Translated Literature on the Year List Announced by Books.com



Uncanny Convenience Store ranking 1st on the bestseller list of every channel in Taiwan right after its publication

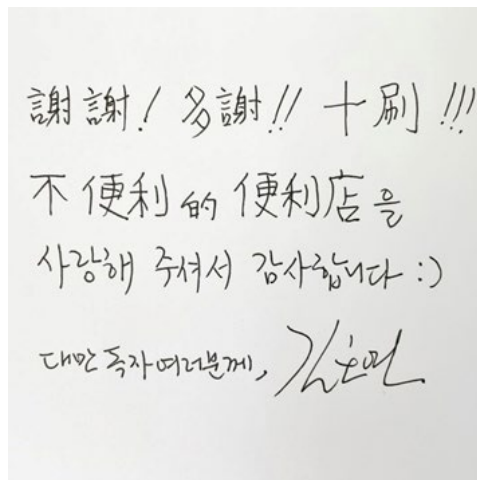
The book's popularity led to heightened curiosity about writer Kim Ho-Yeon. He expressed his gratitude to Taiwanese readers through a short video on the occasion of being selected for Taiwan's annual bestseller list. In addition, he talked about his feelings³ and story-writing process in an international interview with Books.com.⁴

Also, writer Kim even pressed "Like" on the shared postings of Taiwanese readers as he saw their posts on Taiwanese Social Media drawing a hot response from the audience since the book's Taiwanese edition was published. So, taking the chance, Solo Press contacted him and found out he plans to visit

Taiwan. So, we got to organize an event for him to meet and communicate with Taiwanese readers by cooperating with his Korean publishing agency.

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

<https://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&page=2&code=interview>



A thank-you letter for Taiwanese readers written by writer Kim Ho-Yeon, after he hears the news that the book hit 10th print in Taiwan
(Source: Writer Kim Ho-Yeon's Instagram(www.instagram.com/p/CjzXMuzpkov))

As a result, writer Kim's visit to Taiwan was confirmed last March, the season of blooming cherry blossoms, and we could prepare the cherry blossom edition of the book as a part of its beautiful four-season edition. Furthermore, as the bookstores' special event period overlapped with the publication of this edition commemorating the writer's visit to Taiwan, we could also have some time to communicate with readers offline through the Collection Dunnan (典藏敦南) feature of Honesy (诚品信义), the biggest offline bookstore in Taiwan.



Cherry Blossom Edition (limited) of *Uncanny Convenience Store*, commemorating writer Kim Ho-Yeon's visit to Taiwan

Writer Kim provided us with a quality video that talked about a variety of episodes, including how he overcame a slump and got the idea for the book. The sales success followed afterward, positive reviews from readers, the selection of various organizations as the book of the year, and love calls from so many people and organizations after the book's success. He also shared with us the news that he is preparing to publish *The Uncanny Convenience Store 2*, a sequel that wasn't planned then.

At the book concert, joined by readers across various age groups, writer Kim spared time to thank each of them, gave them an autograph, took an interest in the readers' feelings about the book, and communicated with them. He said that he was surprised by the fact that *Uncanny Convenience Store* in Taiwan has many male fans, as the majority of the fan base in Korea

is women. Also, the staff members at the bookstores prepared a guided tour for him as he wanted to look around various bookstores in Taiwan after the book concert. And through the trip, writer Kim said that it was a rare experience to see so many people participating in an event that introduces a Korean book, as well as the high popularity of a Korean novel in the country.



Writer Kim Ho-Yeon and the readers at the book concert held in Taiwan,
and writer Kim standing by the bestseller shelf at Eslite Bookstore
(*Uncanny Convenience Store* ranked 1st for more than 25 consecutive weeks)

Even though it was a short afternoon meeting, writer Kim Ho-Yeon was impressed by the warm welcome of Taiwanese readers. He said that he was very happy to come to Taiwan as the first fan-meeting country since the book's publication. He hopes to have the time to interact with Taiwanese readers again after publishing *Uncanny Convenience Store 2*. It is highly anticipated as the magical journey of *Uncanny Convenience Store* has many more stories to come.



The Taiwanese edition of *Uncanny Convenience Store 2* is scheduled to be published in May, 2023!

- 1 A sort of “hunger marketing,” where Solo Press connected the book’s cover and the theme of a convenience store, and made a reel video about convenience store products on its Instagram community (www.instagram.com/reel/CiJ5smnJfLS, www.instagram.com/reel/CicMiTSsavn).
- 2 · *Hansung.com*, [Recommended by Hwang Min-Hyun & Seungmin of Stray Kids] Korean bestseller *Uncanny Convenience Store* is a book of life that everyone should read! (<https://www.koreastardaily.com/tc/news/143618>)
 · *ETtoday*, Staff members are all outsiders! *Uncanny Convenience Store* goes viral among readers... Hitting the 6th print in only a month since publication! (<https://www.ettoday.net/news/20220927/2346764.htm>)
 · *Central News Agency (CNA)*, *Uncanny Convenience Store*, a Korean-style healing in the “inconvenient” era, <https://www.cna.com.tw/news/acul/202209285004.aspx>
- 3 A special thank-you video made by writer Kim Ho-Yeon (Eslite Bookstore: <https://youtu.be/geiHH0ai4Kg>, Kingstone Bookstore: <https://youtu.be/THdsfskp1yQ>)
- 4 [Winter Novel Event – Special] Attention! Dear all those that failed, and those “happy losers”... Watch this exclusive international interview of Kim Ho-Yeon, the writer of *Uncanny Convenience Store*! (<https://okapi.books.com.tw/article/16422>)

BOOK TRIP

[Celeb's Book Spot ③]

Sehan Bookstore

A Secondhand Bookstore Full of Unique Memories and Vibes

Written by Kim Jeong-Yeon



We are living in an era where so many books are coming out every day. How we purchase books has evolved over time as well,

and it has become common to see buying books from online bookstores whenever and wherever we are. Now, there's an old bookstore surrounded by nature that has been off the changing trend, keeping the unique analog vibe and memories. It is Sehan Bookstore in Danyang. Established in Seoul in 1979, Sehan Bookstore moved to Danyang and has kept its place as a part of nature, serving as a house for many books.



The bulletin board full of its memories with visitors(the photos are of singer and MC Lim Baek-Cheon, K-Pop idol group Golden Child, and actor Cho Seung-Woo)

While the bookstore is located inside a quiet mountain, it became a beloved tourist spot after it was used to film the movie “Inside Men.” Visited by actor Cho Seung-Woo, cartoonist Lee Hyeon-Se, singer and MC Lim Baek-Cheon, and K-Pop idol group

Golden Child, Sehan Bookstore has been playing the role of a tourist destination in Danyang, on top of it being a bookstore. Following is a trip to Sehan Bookstore, which has been giving so many visitors – from rare book fans from around the country to celebrities in various fields – a wonderful memory.

A Place Where Danyang's Beauty Breathes Alive

Ride on the curvy roads until you see a sign. Get out of the car and walk, and you'll reach Sehan Bookstore. Along the way, enjoy the mind-soothing sound of nature and the beauty of Danyang, as you get deeper into the forest. As Sehan Bookstore is in the middle of the hill, the main building uniquely consists of the basement floor and the first floor. It also has an annex, which keeps photograph-based books such as art and architecture that cannot be displayed in the main building.

The first thing you'll see as you walk into the first floor of the main building is the guest book. The book, with the direction, "Leave your memory!" is like a intimate journal written by its visitors. Scribble in the book, step inside, and you will see cute little design props related to books and cozy interior decoration. You will feel as if you have returned to your hometown. Independent publications and design products showing Danyang's beauty are special things to enjoy only at Sehan Bookstore. You can find various items from eco-bags to calenders with Sehan Bookstore engraved and merchandise

made in collaboration with local designers. The bookstore also sells stationery designed in collaboration with illustrator Jigubulshichak. They have famous spots in Danyang printed on them, so they are good attention catchers.



First floor and merchandise with the region as the theme

The Forest of Books inside the Mountain

While Sehan Bookstore is located deep inside the lush forest, there's another forest for visitors. It is a forest made of books. Go down to the underground floor from the main building and open the door outside, and this forest will welcome you. This place has a different atmosphere than the neat, bijou first floor. It is full of shelves and books. Another unique thing about this place is that it is outdoors. It might make you think it is an indoor area as tall shelves surround it, but it naturally leads outdoors with the floor covered with soil. As books here are not registered on a specific electronic system, you can have fun discovering the books you want as if you are in a maze. And during that exploration, you might also come across books that you once thought you didn't

need or of an unfamiliar field to you. It would be like a journey to find books.

The basement floor has another unique characteristic. Unlike the new books sold on the first floor, books on the basement floor are all secondhand. Secondhand books have the used traces of their previous readers and have precious memory in them that cannot be found in new books. As there are rare books that are out of print today, visitors can feel as if they are looking for treasure. Such encounters with books you didn't expect to see add more entertainment to your trip.



The underground floor full of shelves and secondhand books

Surrounded by nature, far away from the city filled with tall buildings, Sehan Bookstore is a perfect place to relieve the fatigue cumulated in daily life. If you stroll through the quiet forest of books, the smell of old books, trees, and soil will mix to bring peace to your exhausted mind. I hope you will make unforgettable memories at Sehan Bookstore, which has been reborn as a tourist destination while preserving the beauty of Danyang.

A short interview with Sehan Bookstore

Q. Sehan Bookstore has college textbooks, technical books, foreign language books, and even thesis papers. Is there a special reason for having books not commonly found in ordinary bookstores?

A. I wanted Sehan Bookstore to be differentiated from others. Sehan Bookstore covers all types of books, but it especially has materials like difficult technical books and thesis papers that are not easily found in other bookstores. So, as we have many books of various genres, the main building mainly covers small-sized books, and the annex has large-sized books.

Q. It is a well-known fact that people are reading fewer books. Did this trend affect the number of visitors to Sehan Bookstore?

A. It is true that we were affected by the trend, but Sehan Bookstore is still much loved as a tourist spot in Danyang.

Q. What do you think is the biggest charm of Sehan Bookstore?

A. I think it's an extraordinary atmosphere. Unlike other bookstores that give a sort of artificial feeling, our visitors say that Sehan Bookstore is special as books are naturally piled up in parts of it. So it gives a different vibe from ordinary spaces, and I think this unique atmosphere is the biggest charm.

Sehan Bookstore

Website: <http://shbook.co.kr/mall/>

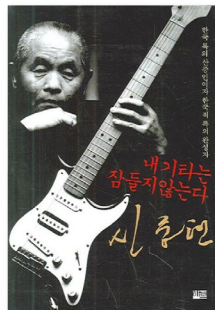
Contact: +82-10-8968-0648

Address: 46-106, Hyeongokbon-gil, Jeokseong-myeon, Danyang-gun,
Chungcheongbuk-do

ONE-LINER QUOTES

Singer-Songwriter's Pick

Written by Kim Mok-In (Singer-Songwriter)



My Guitar Never Sleeps

Shin Jung-Hyeon, Haeto

When I strummed on the string with a pick made from thinly-sliced bamboo, the guitar made a beautiful sound.

That was how my guitar was born.



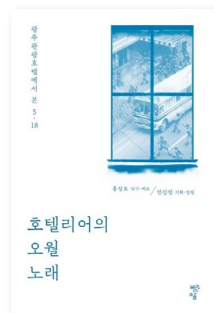
First and foremost, I chose one book about Korean pop music. There are more foreign readers that know about K-Pop than me these days. So, I chose the story of a master that is like the starting point of K-Pop history. And another book I chose is an interesting non-fiction book about key incidents in modern Korean history. One of my foreign friends that used to be greatly

interested in the Gwangju Uprising motivated me to pick the book.

The first book I would like to introduce is Shin Jung-Hyeon's *My Guitar Never Sleeps* (Haeto). Shin Jung-Hyeon is a rock musician and producer that led Korean pop music in the 1960s and 70s. His sons – Shin Dae-Cheol, Shin Yoon-Cheol, and Shin Seok-Cheol – also became legendary musicians in Korea. But, I realized that there were many things that I was neglectful of as I only used to listen to his music.

It was right after the end of the Korean War when he first began music. It wasn't a period where it was easy to buy an album or get a music score like these days. How a great rock musician was born in the barren land of music, where he even had to make a guitar himself, is unbelievable in itself. Shin Jung-Hyeon experienced and learned every single thing in the music world and laid out the foundation for Korean pop music. Another surprising thing is how modern Korean history influenced him. It was astonishing to know that even until the 1990s, when I was so into his tribute albums, it wasn't a favorable environment for this master rock musician to make music.

This candidly-written memoir is a story about a genius blooming in a barren land and overcoming struggles and hardships. Also, it explains the origin of K-Pop, going through how pop music from the Western world came to Korea and was reborn in an entirely different style.



A Hotelier's Song in May

Hong Sung-Pyo and Ahn Gil-Jung, Red Salt Books

I brought a bathroom towel from the room,
tied the injured student's waist tightly,
grabbed his shoulder, and carried him on his back.



The next book I want to introduce is *A Hotelier's Song in May* (Red Salt Books) by Hong Sung-Pyo and Ahn Gil-Jung. Stories about Gwangju Uprising, a tragic incident in modern Korean history, always make me depressed, and they can only be read solemnly. This book caught my attention as the word “hotelier” was oddly mixed in the title.

This little book is non-fiction based on the journal left by a staff member working at a hotel nearby Geumnam-ro, Gwangju, the site of the tragedy. He was a primary witness to the tragic moments that took place for a week, starting from the time when he was trapped in a building under emergency to the time when he was eventually discovered by martial law troops. He helps injured protesters in the hotel and sometimes makes dangerous trips outdoors. The journal used to be kept for daily duties. But, ironically, the journal is a vivid, detailed memory of how things were back then. So, overall, the book includes episodes about men in power that only hotel staff could know, the troubled social atmosphere discussed between the guests and eyewitness

accounts with even rough maps.

The spirit that the people showed during the Gwangju Uprising has gone beyond Korea and made bonds with other countries. Therefore, I would like to introduce this small but intriguing book as an introduction to the democratic uprising that happened in Gwangju.

KOREAN PUBLISHERS

Namhaebomnal

A Publisher that Makes Stories for Spring



Logo of Namhaebomnal

Warm sunshine fills the world, and bright green buds are sprouting – it's spring. Publishing house Namhaebomnal, located in Tongyeong-si, Gyeongssangnam-do, the region where spring comes first in Korea, publishes stories that are warm, like spring days. Producing and discovering unique cultural arts content and valuable stories in Tongyeong, Namhaebomnal is a medium-sized publishing house that went into its 10th year last year. Following is an interview with Namhaebomnal, which has been diligently growing the flower of culture like sprouts in spring

through various projects such as running the Bomnal Bookstore, a cultural space in Tongyeong, and cooperating with other publishers, on top of publishing books.

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

Many people think that we are living in Namhae because of the company's name, but Namhaebomnal is a name that we made thinking of the southern coast of Korea (*namhae*) as a whole. Tongyeong-si, Gyeongsangnam-do, where we are located, is also a small city by the coast. The hope is to publish stories that can be like spring to someone, as the region is where spring arrives first in Korea.

Every person has their own story. As the time and experiences that the person has had throughout life become their history, the space we live in has a unique story as it blends with people and time. Tongyeong, which is famous for being the hometown of cultural artists such as Yoon Isang, Park Kyung-Ni, Yoo Chi-Hwan, Kim Choon-Su, Jeon Hyuk-Rim, and Kim Sang-Ok, is a repository of stories with rich content. Namhaebomnal, located in a small village by the beautiful ocean of Tongyeong, has been making valuable content in the region that should not be forgotten as well as hidden stories across the southern coast into books, and communicating with readers.

Namhaebomnal is located in Tongyeong, while most Korean publishing houses are concentrated in the metropolitan area. Was there a special reason for settling in Tongyeong?

Tongyeong has such beautiful natural resources, but it also has rich cultural and artistic resources. However, no matter how good content can be, if it is not recorded, it vanishes. And it's like the life and history of the region are being forgotten. So, learning about new content in Tongyeong, we decided to do publishing here as we wanted more people to know about these magnificent stories. From the perspective of content discovery, Tongyeong is like a treasure chest. We have been having fun doing it, as the job is fun and worthwhile. Of course, there are sometimes hardships, but it's natural considering its importance.

You said you ran a company specializing in storytelling for 7 years in Seoul. How did that experience help in managing a publishing house?

I used to run a small company in Hongdae, Seoul, with about 10 staff members. Specializing in content planning and brand storytelling, we mainly helped companies with their brand storytelling and various on- and offline media content. The job was tough and exhausting, but we could learn and experience many things. However, we thought that we needed our own story, our own content, not just making stories for others. That's how we started publishing. We wanted to tell "real" stories to

the world. We have gone through numerous trials and errors, but those experiences worked like fertilizer for starting the business in a totally new region with no connections with the local community. Also, they helped us with making stories that interweave “Tongyeong,” “Namhae (southern coast),” and “region,” and communicate through various media.

Series books catch our eyes when we look at your book list. Can you briefly introduce them to us and each series’ characteristics?

Namhaebomnal makes good books necessary to the world, finds new alternatives for work and life, and communicates small but precious values through books. We publish books in three fields – *Vision Books*, *Local Books*, and *The Artist Bomnal Loves*. We have been interacting with readers mainly through books on humanities, society, non-fiction, and art.

First, *Vision Books* seeks new possibilities in work and life and suggests alternatives. It has books like *Why I Work for a Small Company*, *Interviews with Young Planners*, *Who Will be on Their Side?*, and *Young People Who Continue Their Family Business*.

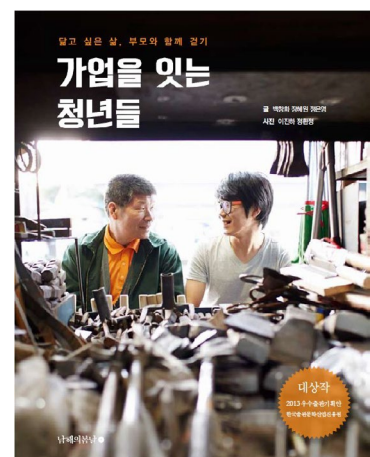
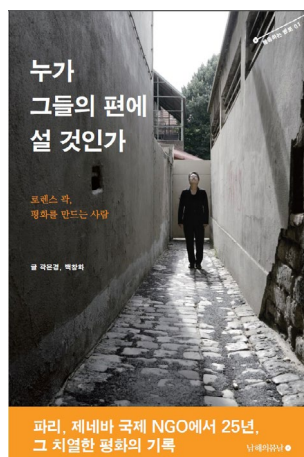
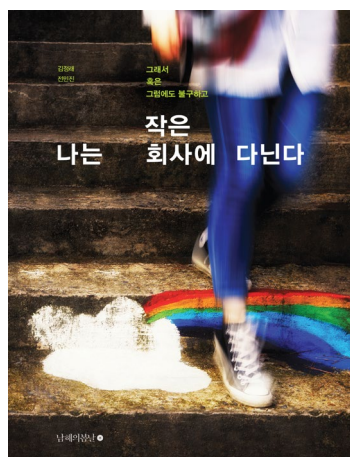
Meanwhile, *Local Books* keeps records of stories of people who have settled in the region with love for the area, as well as various, unique cultural content in the region, regardless of its size. Its publications include *The Corner Store is Always Open*, the *Somewhere, Someone* series, *My Strange and Fantastic Local Life*, and content about Tongyeong, such as *Seasonal Delicious*

Food in Tongyeong and Conversation in Painting: Letters to My Father.

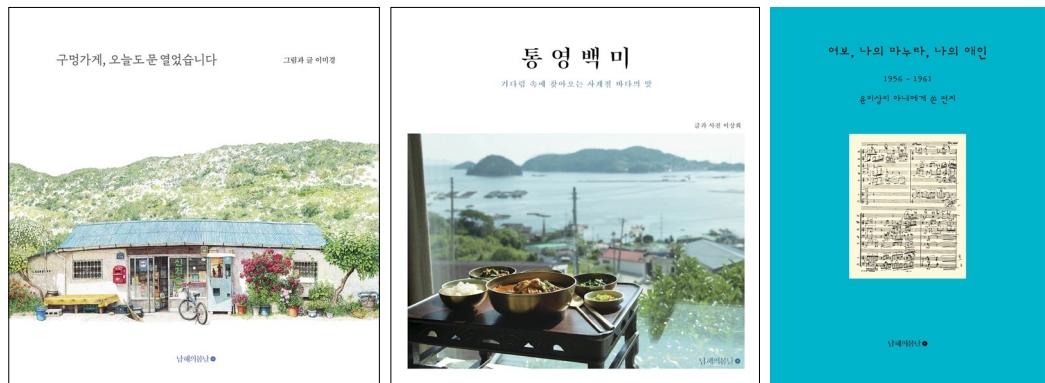
* *K-Book Trends Vol. 56 – Go to the article about *Somewhere, Someone**
www.kbook-eng.or.kr/sub/knowledge.php?ptype=view&idx=1159&code=knowledge&category=67

Lastly, *The Artist Bomnal Loves* talks about creators that communicate with the world through their own languages, such as writings, pictures, and music. It mainly discovers writers with beautiful stories that are yet not known to the world or works that the world does not know yet. It has also published books like *My Darling, My Love, My Life* (letters written by Isang Yun to his wife from 1956 to 1961), the only book written by Yun Isang, one of the best composers in the 20th century, as well as *Illuminated Life of Maud Lewis* and *Maud's Country*, that describe the works and life of Maud Lewis, who is known as the protagonist of the movie “Maudie.”

* *Learn more about books published by Namhaebomnal*
namhaebomnal.com/books



*Why I Work for a Small Company, Who Will be on Their Side?,
and Young People Who Continue Their Family Business*



The Corner Store is Always Open, Seasonal Delicious Food in Tongyeong, and My Darling, My Love, My Life

In 2022, you opened a commemorative exhibition marking the 10th anniversary. It must have been more meaningful as it showcased the works of authors that you've been working with until then. What was it like to be planning for the exhibition, and how do you feel about running Namhaebomnal for 10 years?

So many people came to participate in the exhibition commemorating the 10th anniversary of the company. It was such a delightful experience as we could see the faces of people we hadn't met due to the pandemic. The 10-year journey was not easy, of course, but it taught us many things. As we reviewed our past years and unfolded them anew in the exhibition space, all the staff members felt proud and were energized to prepare for the next decade. Thanks to our members who put everything they had into the exhibition with brilliant ideas and visitors that traveled a far distance, the exhibition came to a successful end. Looking back at the path Namhaebomnal has been walking on, we have cooperated with Bookstay Network, National Local

Bookstore Network, and local publishers in various projects. And through various such bonds, we have been making efforts to change the ecosystem surrounding us more favorably. Rather than building power by expanding the company's size, we gathered wisdom from each individual to overcome hardships. We didn't want to do it, but someone had to do it. But, thanks to that, we could build new relationships with good people. It was the best thing. Anyway, we successfully completed the 10th-anniversary exhibition, and Namhaebomnal became a corporation last September. We took our first step as the "social creative content firm." We still have a lot to do and a long way to go, but we will do our best in our every move.

Namhaebomnal has been meeting readers through various events such as book fairs and special lectures on top of the 10th-anniversary exhibition. What are you planning for the new year?

As this is the first year we spend as a corporation, we plan to strengthen our structure and capacity and increase the number of titles we publish to 10. In addition, we will publish good books, have more active meetings with readers through the nationwide local bookstore tour with authors, and upgrade the Chaekbadabom (a book subscription service) to be a special gift for our readers.

Bomnal Bookstore, run by Namhaebomnal, will be opening book talks, which have been sluggish due to the pandemic, once

a month this year. We will invite author Oh Kyunga, the best garden designer in March, and we will have interesting events with journalist Kim Joo-Wan, who has shown the best local content through Kim Jang-Ha's documentary and books, in April. Also, we are preparing various projects collaborating with cultural artists from Bongsugol Village, where we live. As we will turn the entire village into an art museum, open various classes, and have interesting events, you can look forward to it!

Just as you mentioned earlier, Namhaebomnal is running Bomnal Bookstore. What is Bomnal Bookstore?

Bomnal Bookstore opened in October 2014, three years after the establishment of Namhaebomnal. Its theme is “a space that talks about Tongyeong's life and art,” and it is applied to the shelves and the overall space. We bought an abandoned house then, and my architect husband fixed every part of it for more than 6 months and turned it into a bookstore. At first, a small room approximately 13 square meters was used as the bookstore. The rest of the building was used for book stays. However, as more people than we expected came, we transformed the entire book stay into the bookstore. We added more shelves, and small book talks also occur in the bookstore. While a bookstore is for selling books, it is also where stories gather. As the bookstore has revitalized the old village, inviting cultural artists to the region, the village has become a fun place to live in. So, we have realized

the power of a bookstore as a cultural space once again.

You must know the charming points of Tongyeong more than anyone, as Namhaebomnal is located in Tongyeong. Therefore, please introduce “book spots” international readers should visit when they come to Tongyeong in the future.

Living years here, we realized that Tongyeong has more to offer than raw fish and the ocean. Tongyeong is full of artists’ footsteps, from the 12 craftsmen of Tongyeong to Park Kyung-Ni, Kim Choon-Su, Yun Isang, Baek Seok, and Lee Joong-Seop, not to mention interesting and thrilling stories. Suppose you visit Tongyeong in the full spring. In that case, we ask you to come to Bomnal Bookstore first, look around the Park Kyung-Ni Memorial Hall nearby, and participate in the Tongyeong International Music Festival. The festival will be the best romantic moment you can enjoy in Tongyeong, where musicians from around the world gather around the place with a great view of the southern coast. Suppose you want a more special memorable trip to Tongyeong. In that case, we suggest following the course introduced in *Art Trip: The Best Way to Experience Tongyeong*, a book published by Namhaebomnal after collecting data for 3 years by visiting every part of the region. As the book offers courses you can walk along in Tongyeong, following the traces of writers, artisans, and musicians, it will be a great travel guide.



Art Trip: The Best Way to Experience Tongyeong

We look forward to the next move of Namhaebomnal, a publisher that spreads the beauty of Tongyeong. What are your future plans?

There are so many beautiful regions in Korea. It would be great if we could give people the stimulus to take a break and think about other life and other choices in this busy society, where everyone seems to be racing towards the same end in Seoul. We hope more people can meet a new life in a new region, and take on new challenges. And for that to come true, it would be important that Namhaebomnal stays firm for a long time. (laughs) We will keep on doing our best. Thanks.

KOREAN AUTHORS

Writer Kim Bo-Young

The Strongest SF Writer

Writer Kim Bo-Young, one of the representative SF writers in Korea, has had a significant influence on newly-debuted SF writers since the 2000s with her flexible ideas and wonderful imagination. She was the first Korean writer to introduce her short story – *An Evolutionary Myth* - in *Clarkesworld*, an SF magazine in the US. Also, she has been a popular writer among international readers, as seen in the publication of her book in the US by Harper Collins, a big publishing house in the country. Writer Kim Bo-Young is known to dedicate herself fully to writing stories with the mindset that every work is her last story to be shown to the world. Following is an interview with writer Kim, who has been going across boundaries in the literary world beyond SF.



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

Hello, everyone. I'm Kim Bo-Young, and I've been mainly writing SF in Korea since 2004.

We heard you were a game developer and scenario writer before becoming a novelist. What was the motivation behind such a transition?

I used to be a game developer from late 1998 to 2004. It was ages ago. At that time, the paradigm in the gaming industry was shifting to online games. Making games before the Internet was

distributed was similar to publishing books. Several members gathered to make games, sold thousands of copies, and things were very tough.

I think it would have been an impossible mission for me to publish my own novel back in the late 1990s in Korea. I used to think that I was a very poor writer back then. The job that was closest to the nature of a writer was developing games. I didn't even start as a scenario writer – I began as a graphics designer. And the company made me a writer because there was no one to write the scenarios. But, as the scenarios became more popular, I gained confidence.

Around the time when I quit working in the gaming industry, the workload was on another level as the overall paradigm was going through a big transformation. So, I thought that it was okay not to have my book published, with no one reading it, but I shall write one piece of fiction for myself. And after quite a while of solo writing, an SF literary contest was held in the same year, and that's how I officially debuted as a writer. Looking back, if it were not for that contest, I might have returned to the gaming industry to make ends meet. And that would have led me to live a different life – not as a writer.

Games and novels are similar in that they create a world and tell stories to their users and readers through narration. But their formats are different. So, how are the two different in terms of production?

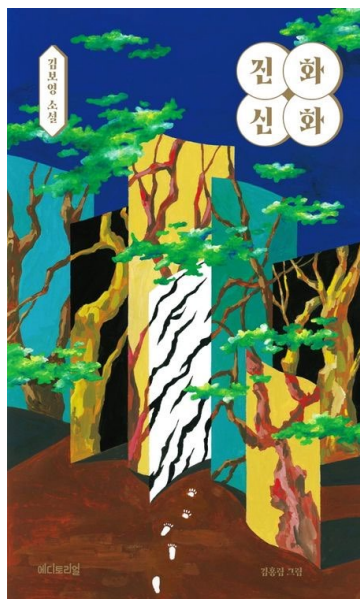
The two are totally different creations. Novels, no matter how advanced technology is, are written in letters. Similarly, movies are made in a video format, no matter what. But games are different. When the technology changes, the game's style changes. And that technology is a new technology, and the game made with it is also a new game. As the Internet was at its peak of advancement around the time I was in a game company, the changes were particularly super rapid.

Making games is a complex process; you have to imagine what technology there will be by the time the game is almost developed, what features the game can materialize with that technology, how much our team can catch up with the technology, how the game would look like if we consider such aspects and the best scenario that will suit the game with all these mixed up. So, the planning capacity and flexibility in the content are key. Know-how still works, but it does not always apply as it is.

When I first wrote game scenarios, I wrote the lines as if a stage actor was explaining something to an audience sitting far back from an empty stage. It was because the screen and the characters were small. So it was hard to know how things were going around only by looking at the screen. But now, things have changed.

You posted your short story *An Evolutionary Myth* on *Clarksworld*, an SF magazine in the US, as the first Korean writer. It is more meaningful because you were the “first Korean writer” to have the work published in the magazine. How did you feel?

To be honest, I didn’t know what *Clarksworld* was, and I didn’t know that I was the first one. Director Park Ji-Hyeon and writer Gord Sellar thankfully translated the story for free. We never knew that we would be able to publish it. Gord suggested we “submit the book to the biggest publisher first and repeat it until someone accepts it.” And luckily, the one that we submitted to first accepted the book. It was the starting point of all the other works’ translations. So, I am thankful to her and director Park for translating the story.



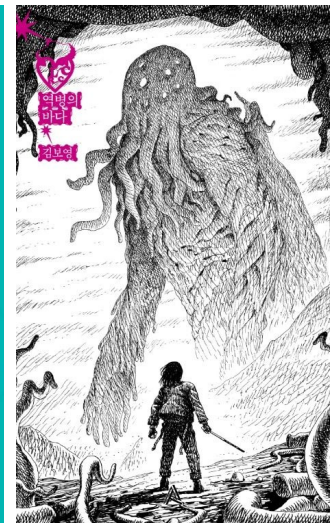
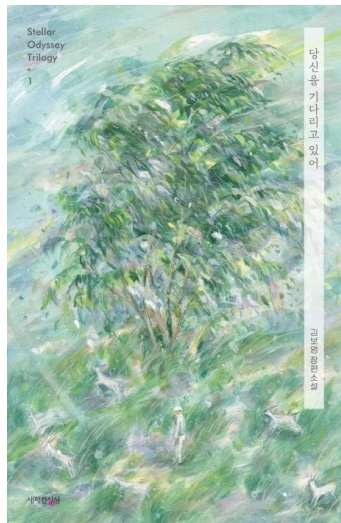
An Evolutionary Myth (Editorial) revised and published in 2022

Your books, such as *I'm Waiting for You* (Neo Paran) and *The Prophet of Corruption* (Arzaklivres), were introduced in overseas markets through Harper Collins, a big publishing house in the US. How was the response from international readers?

I didn't actually have the chance to have a detailed look at their reviews, but I heard about news articles. I heard many media outlets, including *The New York Times* in the US and *The Times* in the UK, introduced my books. National Public Radio (NPR), a public radio station in the US, chose the books as the book of the year, and GoodReads, a book-review website, picked the books as one of the most popular SF books in 2021. Also, Reddit chose the book as one of the best anthologies in 2021. I'm so thankful for everything.

Is there a book you want to recommend to international readers that has yet to be released in overseas markets?

The book *The Sea of Epidemic* (Alma), a Korean reinterpretation of the book *The Shadow Over Innsmouth* by H. P. Lovecraft, has yet to be introduced to international readers. This book belongs to the *Project LC.RC* series, an homage to H. P. Lovecraft, the origin of modern horror literature. As this series consists of medium-length stories by several writers, it would be great to read it along with other works.



I'm Waiting for You, The Prophet of Mundanity, and The Sea of Epidemic

You have been “the strongest SF writer.” What does SF mean to you?

Let me quote Djuna, a film critic and SF writer in Korea. Djuna said that he writes SF stories because it has the least limitations. He/She is not just interested in the narrow concept of SF, but is intrigued by the genre’s characteristic that it is a giant genre inclusive of all the things people can imagine. I couldn’t agree more with his idea.

In fact, I’m writing novels based solely on my interests and thoughts. I think I’m writing many stories that are not even SF. *The Prophet of Corruption* is a fantasy novel, too. Being non-realistic is the only thing the two genres share, but due to my identity as an SF novelist, my readers get to accept my fantasy stories as SF. But SF is actually the best expression to talk about non-realism as a whole.

You also stand up for minorities through your novels. Was there a special reason for this?

Novels are not a medium for something. The norm of storytelling is intrinsically related to understanding and empathizing with the nature of human beings and life. I don't think it's about having something in mind when writing. Writer Park Wan-Seo once said, "If I could say it in one sentence, I would never have written novels." As such, novels are complicated, and I believe that we write and read novels to discuss and agree with such complicatedness.

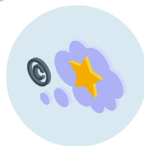
As you have been working in a wide variety of fields, your next move is highly anticipated. What are your future plans, and what do you want to write about next?

For now, the novels I'm writing are everything I have. But, once they're over, they fade away, and new novels come. I used to be harsher on myself in the past. I thought there would be no more chances after completing the novel I was writing. So, I have always had the mindset that the story I'm writing is the last one that I'll be showing the world, and that I should write stories with the finest quality. But, I was always given more opportunities after finishing a story. So, with that expectation in mind, I shall complete the story I'm writing today.

PUBLISHING INDUSTRY

Domestic Video Content Originating from Literature

Written by Lee Young-Eun (Head of the Nabi Club)



The Era of Original IP
Competition



Re-discovery of
Novel IPs



The War on
Securing Writers

We are living in an era of stories. In the 21st century, humans, who have evolved through tales, start their lives in stories, experience mood changes like a roller coaster, and consume numerous stories based on how they feel and what they like. Global OTT dominates our pastime these days. Netflix, the

world's largest OTT platform, has 220 million paid subscribers. One noticeable fact is that more than 60% of paid subscribers of Netflix in 2022 watched at least one Korean content, which proves the prowess of Korean products. Netflix released this year's lineup, and there are a whopping 28 pieces from Korea, starting with its original series, "The Glory." Netflix seems to be invested in Korean content after gaining 1 trillion won worth of profits with the "Squid Game."



The main poster of "The Glory" Part 2

Many Korean and other OTTs will advance and invest this year. Therefore, the competition will only grow fiercer. Now, we are living in the era of story wars in Korea. At the same time, the importance of original IP is rising. As the OTT platform competition gets heated, the race to secure content becomes more intense. For that matter, securing the IP of the 1st copyrighted work that saw success is one of the basic strategies. Areas highlighted as original IPs were web comics and web novels. "All of Us Are Dead," "D.P," "Hellbound," "Sweet Home,"

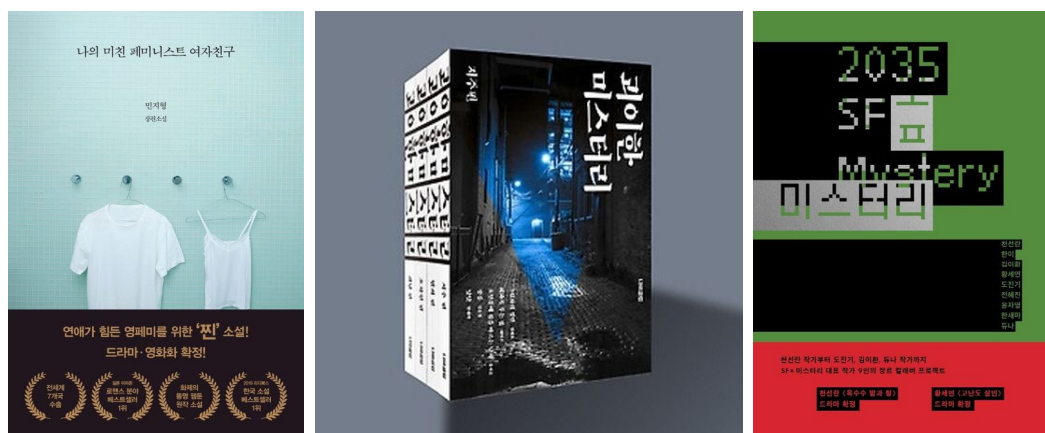
“Incomplete Life,” “Along with the Gods,” and “Work Later, Drink Now” are based on web comics, and “Reborn Rich,” “What’s Wrong with Secretary Kim?,” “Business Proposal,” and “Semantic Error” are based on web novels.

Content verified by web comics readers, a market worth 1.566 trillion won in 2021, and web novels, a market worth 1 trillion won, are highlighted as original content with high versatility. The fact that readers select stories of web comics and web novels without gatekeeping on the content makes them accessible and helps the industry grow. Furthermore, ease of access is a common factor between web comics and web novels as they are accessible online and on mobile. According to an Investigative and Analytic Study on Story IP’s Success Cases released by the Korea Creative Content Agency (KOCCA) in 2021, web comics took the highest share among original IPs that succeeded after being turned into 2nd copyrighted works with 18%, and publications, including web novels, followed with 17%. When including comic books’ 5% share, the share of web comics, comic books, and publications (web novels, novel books) amounts to 40%.

As a publisher releasing literary works, I would like to talk about trends and significant changes in the IP field, focusing on Korean video content originating from Korean literary pieces. The Nabi Club, which I am a member of, releases the only Korean detective literary magazine *Quarterly Mystery* and joins two content IP business events every year, which are Content IP Biz Meeting held by KOCCA, and Busan Story Market, the world’s first story

market hosted by the Busan International Film Festival (BIFF). During the event, many pitch their novels to video producers and IP buyers, and have business meetings to conclude copyright contracts. The Nabi Club also has joined previously mentioned events to promote its novels. Even now, the Nabi Club introduces stories, studies transmedia storytelling, and negotiates contracts as a follow-up of the event.

Through the events, the Nabi Club entered into web comics, drama, and movie copyright contracts on writer Min Ji-Hyeong's novel *My Crazy Feminist Girlfriend* (Nabi Club). It also succeeded in concluding copyright agreements on releasing dramas of *Strange Mystery* (Nabi Club) and *2035 SF Mystery* (Nabi Club). Drama and movie producers I met through the events commonly said the following during the meeting with the Nabi Club, a publisher of literature: "Now, we seek original IPs from novels." Why are producers searching for novel IPs instead of web comics and web novels as original IPs? Let's see why.



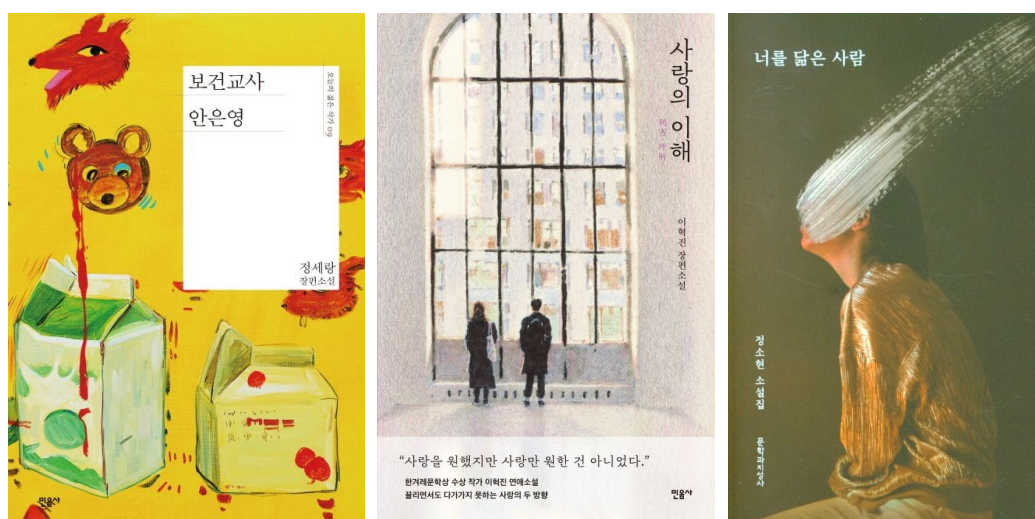
My Crazy Feminist Girlfriend, Strange Mystery, and 2035 SF Mystery

Tiredness from Repetitive Cliches of Exciting Genre

Web comics and web novels, popular genres of this era, target their primary readers: teens and the 20s. Those works are often filled with exciting content, such as classic narratives and hooks that keep readers engaged, but the threshold for such exciting elements gets higher over time. Video producers are now exploring stories with meaningful themes and ideas, which have been found in traditional forms of novels. For example, AppleTV's successful drama "Pachinko" originates from a saga written by writer Lee Min-Jin, who developed and prepared it for 30 years. The story gained worldwide popularity and succeeded while showing the lives of Koreans living in Japan called Zainichi. The book thrived after becoming a drama for its rich themes, characters, and easy-to-read narratives. Increasing sales and popularity of the original piece after the drama was aired showed the power of well-made dramas.

Other examples of novels turning into popular videos include writer Chung Se-Rang's *School Nurse Ahn Eunyoung* (Minumsa Publishing), which was produced as a Netflix drama, a JTBC drama serviced on Netflix originating from the novel *Dealing with Love* (Minumsa Publishing) written by Lee Hyuk-Jin, writer Chung So-Hyun's *Reflection of You* (Moonji Publishing Co., Ltd.), writer Moon Yoo-Suk's *Ms. Hammurabi* (Munhakdongne Publishing Group), an SBS drama written by Edou named *I'll Find You on a Beautiful Day* (Sigongsa Co., Ltd.), the original

novel of Coupang Play's drama "Anna," which is written by writer Jung Hanah titled *Intimate Stranger* (Munhakdongne Publishing Group). Interestingly, the books mentioned before were not best sellers in the market until they were made into TV or streaming shows. However, the books saw a rapid increase in sales after being released as shows and watched by viewers. It is a rediscovery of novels through videos. In other words, the lasting impression people get after watching the drama was why viewers sought the original pieces. It is because narratives in novels do have various charms. An increasing number of IP buyers find deep and diverse stories of books not found in web comics and web novel IPs in novels.



School Nurse Ahn Eunyoung, Dealing with Love, and Reflection of You



Ms. Hammurabi, I'll Find You on a Beautiful Day, and Intimate Stranger

The Principle of Supply and Demand

Nowadays, short-form web dramas are shown on YouTube and online channels. Likewise, forms and distribution methods of dramas and movies are diversifying, and new types of video producers are in line with the change. Finding an original IP is the best way to reduce the time spent developing a story. However, if the producers do not have a relatively substantial capital, copyright prices of web comics and web novels already verified through their views are burdensome. Additionally, novel IPs are less challenging since signing copyright contracts with web comics or web novels is available only if the concluding party is a well-known video producer. There are many variables in turning literary pieces into videos, and being a best-selling novel does not guarantee the movie or drama's success. In other words, even if particular literary works are not famous, they can be created as videos as long as they have exciting settings,

characters, and themes. Some publishers only release genre novels to run video transmedia copyright business, targeting such demands.

In addition, one interesting fact is that the volume of web novels and web comics should be shorter for PDs who review countless original IPs. For example, there are more than 200,000 writers who each write around 5,000 characters per episode and at least 50 episodes per piece in the web novel market, which is worth more than 1 trillion Won. Moreover, in the fight against physical time, novel book reviews are done in 2~3 hours, making them a cost-effective option. For that matter, the demand for novel IPs is growing.

The War on Securing Writers

According to the Media Issue & Trend Report (“미디어 이슈 & 트렌드 보고서”) released by Korea Communications Agency (KCA) in 2022, the global OTT market is expected to grow from \$50.1 billion in 2020 to \$184.3 billion in 2027. The Asia-Pacific market is forecasted to rise the most (\$11.74 billion in 2020 → \$45.94 billion in 2027). As of 2020, Korea’s OTT market alone exceeds 780 billion won. Korea also has the 4th biggest movie market, following the US, China, and Japan, with 1.6 billion won in 2019. As the video market grows and continues its expansion, the most precious resources are writers. In turn, writers proven in the market get more jobs and see their pay rise. As a result, there

are wars waged on finding skillful scriptwriters. Often, writers are asked to write scripts together while making contracts on original novels. Naturally, some writers cross the boundaries of literature and videos, writing books and screenplays. As a result, there will be more and more writers working on both videos and novels, like writer Min Ji-Hyeong, who wrote *My Crazy Feminist Girlfriend*, Cheon Seon-Ran of *2035 SF Mystery*, Chung Se-Rang of *School Nurse Ahn Eunyoung*, and Sohn Won-Pyung of *Almond* (Changbi Publishers, Inc.).



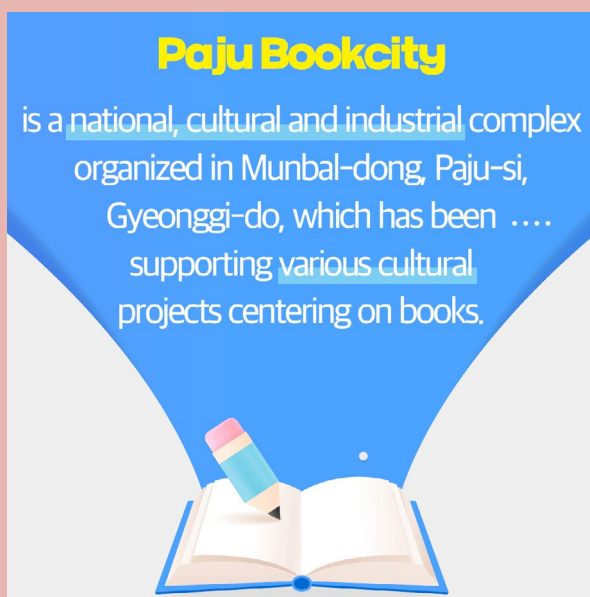
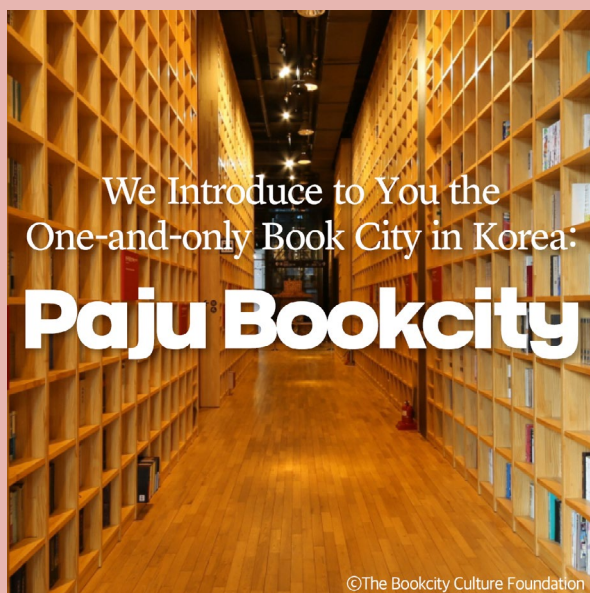
Almond

Recently, Korean novels have been re-discovered as a source of infinite expansion potential, not the final destination of literature. As web comics and web novels saturate the video market with their content, novels are now highlighted as original IPs for having unique ideas and uncommon storylines.

Publishing Policy

Paju Bookcity

We Introduce to You the One-and-only Book City in Korea





Cultural Events

Paju Bookcity Festival for Children

- A "book playground" for children
- Meet & Greet authors, book DIY, children's book readings, etc.

Paju Booksori

- Largest book festival in Korea
- Various programs including humanities, art, exhibitions, and collaborations with the region

Inmunclub - Bookcity Humanities Class

- Humanities lectures
- In-depth lectures by scholars from various fields and figures from literary circles

Various Spaces

Asia Publication Culture & Information Center

- A large-sized cultural complex
- A cultural center equipped with training facilities, accommodation, and cultural spaces

Forest of Wisdom

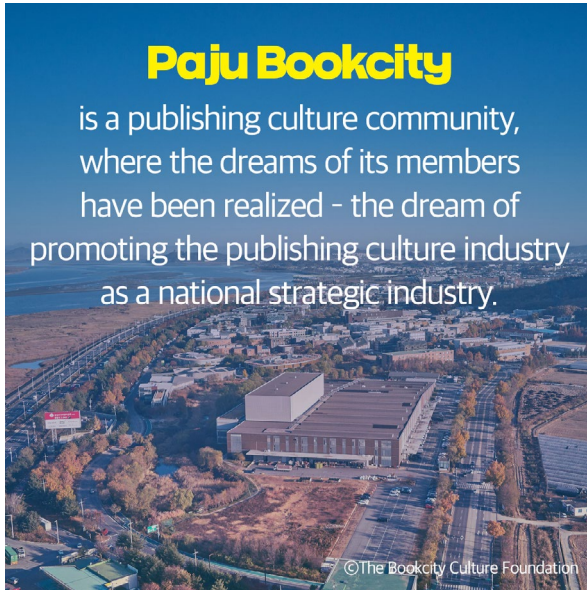
- An open space for reading books
- A library that preserves and protects valuable books collaborations with the region

Jijihyang

- Library Stay
- A special resting area with beautiful shelves and the scent of ancient books

Paju Bookcity

is a publishing culture community,
where the dreams of its members
have been realized - the dream of
promoting the publishing culture industry
as a national strategic industry.



We ask all those that love books
and cultural art for your
- continued interest!

For more information,
please refer to the website!

[Learn more about Paju Bookcity](https://intro.pajubookcity.org)

* intro.pajubookcity.org

Let's Try

Learn About and Have Greater Fun Drinking Korean Alcohol!

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!

The Story of Korean Liquor

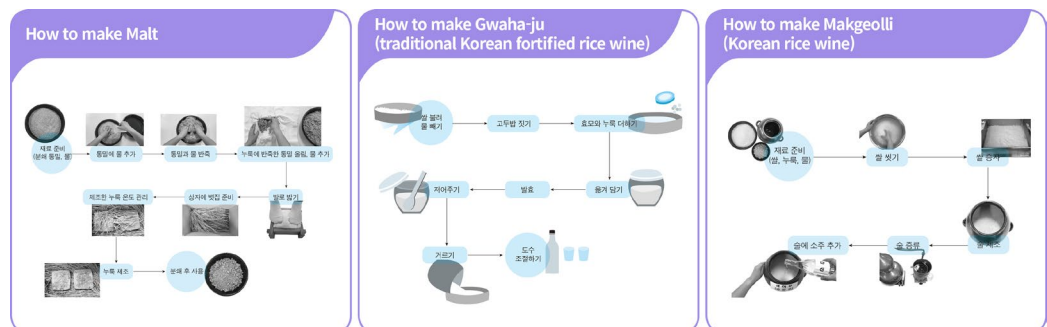
- Written by Lee Dae-Hyeong, published by Window of Times



How did Korea's drinking culture begin?

Stories more interesting than drinking alcohol itself!

How did Korea's drinking culture evolve? For those curious, we introduce *The Story of Korean Liquor*, written by Korean traditional liquor researcher Lee Dae-Hyeong! The book presents various types of liquor as well as the history of Korean liquor and the production process. It also talks about the historical background and uses news articles to describe liquor as a type of culture.



We drink alcohol for many reasons – we drink when we are happy, sad, or when there are things to celebrate. Sometimes, we drink for no reason. What does alcohol mean to you? The book *The Story of Korean Liquor* helps you look at liquor from various angles. From the manufacturing point of view to how liquor is made, you can learn new things about liquor, such as its origin and background seen from a humanities perspective. Besides, if you know the stories behind the drinks you have, you will be

able to have a tastier and more entertaining time drinking with friends and family! Now, indulge in reading *The Story of Korea Liquor* which makes you wonder about new things as you flip every page!

[Go To Article](#)

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1180&code=info&category=92

NEW BOOKS

Joseon Art Museum

A Special Art Museum in the World

Joseon Art Museum



A special art museum
that you have never seen
before has opened!
It is not western or modern art -

**It's art from the
Joseon Dynasty!**



It's the middle of a spring day
when the cherry trees are in full bloom –
it's said to shake the hearts of all women.

Shin Yun-Bok, A Widow's Lust in Spring (雙婦探春),
kept by the Kansong Art and Culture Foundation



The figure of the doe is as confident as that of
the Confucian scholar riding on horseback –
she is determined to play her role faithfully during the hunt.

Kim Hong-Do, A Nobleman's Falconry (貴人鷹獵),
kept by the Kansong Art and Culture Foundation



Men and women of all ages gathered for
one of the most vivid genre paintings
during the reign of King Sukjong.

Royal March to Enshrine Eocheop (御帖奉安圖; genealogy of the Royal family),
kept by the National Museum of Korea



From art pieces designed
by brilliant artists of
the Joseon dynasty to
albums of royal records,



a star interpreter of ancient art,
Tak Hyeon-Gyu has
reinterpreted Joseon art from
a new angle!

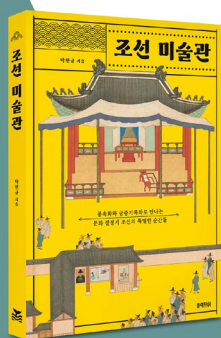
We invite you
to the special exhibition,



which pleases your eyes
with artworks that best
represent lives during
the Joseon Dynasty!



**Encounter
special moments
from Joseon**



*Joseon
Art Museum*

Tak Hyeon-Gyu, Blackfish

BEST SELLERS

2nd Week, March 2023

Best Seller Trends in the Four Biggest Online Bookstores in Korea

It's March - spring has come in Korea, but the weather is yet chilly. Here, heartwarming books that soothe readers' hearts have been receiving much love. For example, professor Kim Joo-Hwan, the first person to discuss the norm of "resilience" in Korea, introduces ways to prevent our minds from being hurt through the book *Inner Communication*. With scientific evidence for training mental muscles that help us easily overcome failure, the book suggests the path to a happy life. Also, writer Kim Sang-Hyun's *You Can Do Anything, After All*, made an astonishing sales record of 100 thousand copies, proving its popularity among readers. This book offers warm condolences to those frustrated by failure and trials and errors.

Meanwhile, a book of an entirely different genre stood among the top 10 best sellers with a cute cat on its cover. The book *Jeju Cat Heek's Life Journal* is an essay about cat Heek's life on

Jeju Island. Heek is a popular cat on Instagram, capturing the hearts of many for its cuteness. So why not find out more about Heek's life moments that were not shared on Instagram? Also, *Kkamnyang, the Problem Solver*, a beloved children's book series, returned with its fifth volume. The latest volume presents humorous stories about a black cat named Kkamnyang, who becomes a convenience store staff member.



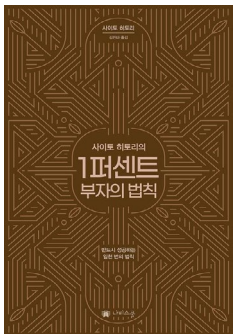

In the art category, art interpreter Tak Hyeon-Gyu's *Joseon Art Museum* ranked 1st. The writer, who is regarded as the No.1 interpreter in the world of ancient art, analyzes art pieces depicting the cultural renaissance period of the Joseon Dynasty and introduces the delicate artistic organization of the then artists. There's another book that invites readers to the world of artworks. Also, Lee So-Young, the so-called "art messenger" who drew great attention after appearing on tvN's "You Quiz on the Block," wrote *One Page a Day, Daily Art*. So, how about drawing a "picture of our life" while meeting art pieces and their stories?

* *K-Book Trends Vol. 57* – Go to the article about *Joseon Art Museum*


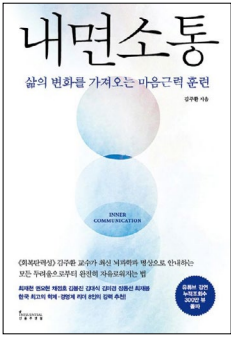

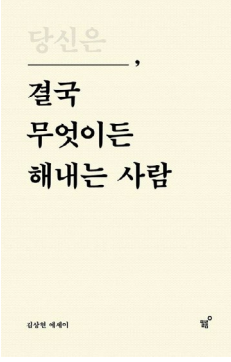
www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1179&code=info&category=69

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

Top 10 best sellers for the 2nd week of March

1		<p><u>Sayno Love</u></p> <p>Author Sayno Publisher Day One Genre Self-help</p>
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>
3		<p><u>Success Rules of Top 1%</u></p> <p>Author Saito Hitori Publisher Navi School Genre Self-help</p>
4		<p><u>K-Battery Revolution</u></p> <p>Author Park Soon-Hyuk Publisher Jiwin Genre Business</p>

Top 10 best sellers for the 2nd week of March

5		<p><u><i>Timing to Buy, Sell, and Make a Fortune</i></u></p> <p>Author Kang Young-Hyun Publisher Book 21 Genre Business</p>
6		<p><u><i>Inner Communication</i></u></p> <p>Author Kim Joo-Hwan Publisher Influential Genre Humanities</p>
7		<p><u><i>If I Were to Re-live My Life</i></u> (Special edition commemorating 100 thousand copies sold)</p> <p>Author Kim Hye-Nam Publisher Maven Genre Humanities</p>
7		<p><u><i>You Can Do Anything, After All</i></u> (Special re-cover edition commemorating 100 thousand copies sold)</p> <p>Author Kim Sang-Hyun Publisher Feelm Genre Non-fiction</p>

Top 10 best sellers for the 2nd week of March

7



Jeju Cat Heek's Life Journal

Author | Lee Sin-Ah
Publisher | Catstory
Genre | Non-fiction


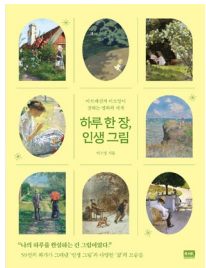
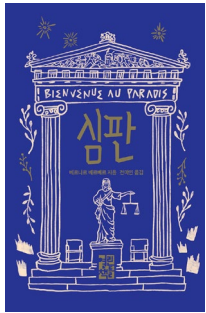
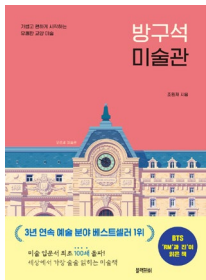

10



Kkamnyang, the Problem Solver 5

Author | Hong Min-Jung, Kim Jae-Hee
Publisher | Changbi
Genre | Children

Top 5 art books for the 2nd week of March

1		<p><u>Joseon Art Museum</u></p> <p>Author Tak Hyeon-Gyu Publisher Blackfish</p>
2		<p><u>One Page a Day, Daily Art</u></p> <p>Author Lee So-Young Publisher RH Korea</p>
3		<p><u>Bienvenue au Paradis</u></p> <p>Author Bernard Werber Publisher Openbooks</p>
4		<p><u>An Art Museum in the Corner of a Room</u></p> <p>Author Cho Won-Jae Publisher Blackfish</p>
5		<p><u>ROMANCE</u></p> <p>Author Gamram Publisher Terracotta</p>

KOREAN TRANSLATOR

UN HE PAIK

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- Attorney at Law, Law and Social Sciences, Buenos Aires National University, Argentina
- Master's Degree from Graduate School of Education (Spanish), Hankuk University of Foreign Studies, Korea
- Ph.D. in Law and Philosophy of Law, Universidad Nacional de Educación a Distancia, Madrid, Spain
- Special Course (Spanish), Literature Translation Institute of Korea, April, 2016 - December 2017
- Translation Atelier (Spanish), Literature Translation Institute of Korea, April, 2018 - December 2018

- Media Translation Course (Spanish), Literature Translation Institute of Korea, June, 2020 - September, 2020

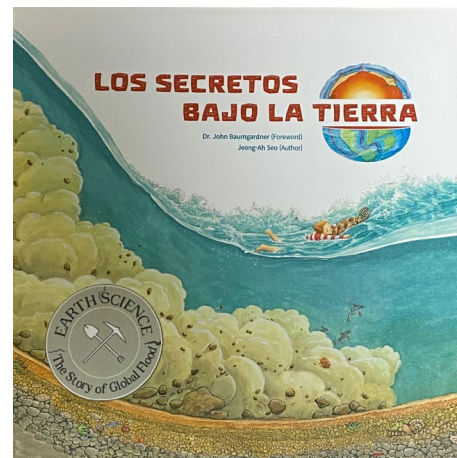
Translations

Literary Translations for *KOREANA*, Quarterly magazine of the Korea Foundation:

- Kim Dong-ri, *Dong-gu Front Road*, 1994 Winter
- Kang Shin-jae, *To the Mountain on the Fall of the Moon*, Young Zelkova, 1995 Summer
- Ha Geun-chan, *White Paper Beard*, 1995 Autumn
- Park Wan-seo, *Camera and Walker*, 1996 Summer

Literary Translations

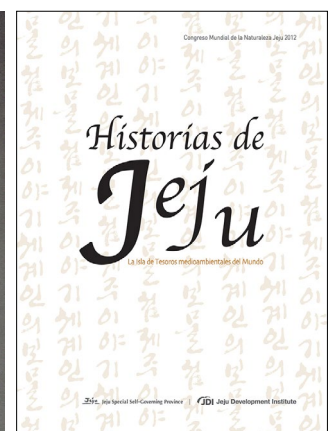
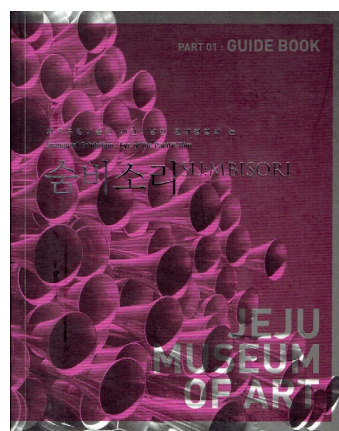
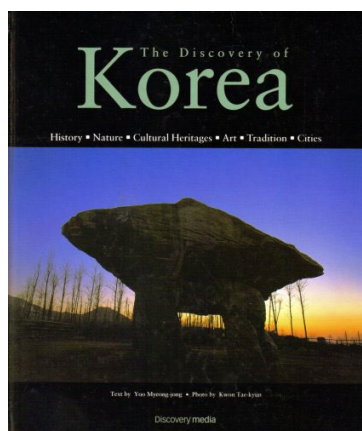
- Korean to Spanish Translation
 - *Small Drawings*, Jesuso Ortiz, Big Fish Art, Supported/Requested by Publication Industry Promotion Agency of Korea (KPIPA), 2020 Reviewer: Mario Arango, 2020
 - *Shoot Me in the Heart*, Jeong You-jeong (partial) from *Coexistence. Four Stories by Korean Female Writers*, for the 2022 Bogota International Book Fair, Colombia, Supported/Requested by Literature Translation Institute of Korea, 2022 (Co-Translator)
 - *The Secret Under the Earth*, Seo Jeong-ah, Lee Dong-kweon, Oh Sang-woo, Children's book, Supported/Requested by Publication Industry Promotion Agency of Korea (KPIPA), 2022 Reviewer: Mario Arango, 2022



Coexistence, The Secret Under the Earth

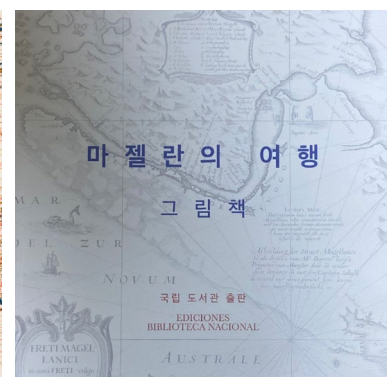
Non-Literary Translations

- English to Korean & Korean to English Translation
 - *The Discovery of Korea: History-Nature-Cultural Heritages-Art-Tradition-Cities*, Yoo Myeong-jong, 2005 (Co-Translator)
 - *Sumbisori*, Supported/Requested by the Jeju Provincial Museum of Art, 2010
 - *Stories of Jeju*, Supported/Requested by the Provincial Government of Jeju, 2012 (Co-Translator)



The Discovery of Korea, Sumbisori, Stories of Jeju

- Spanish to Korean & Korean to Spanish Translation
 - *Mexico and Korea*, Supported/Requested by the Embassy of Mexico in Korea, 1997
- Korean to Spanish Translation
 - *Learning Korean by Myself for the First Time*, Supported/Requested by Publication Industry Promotion Agency of Korea (KPIPA), 2020 Reviewer: Mario Arango, 2020
- Spanish to Korean Translation
 - *Birthday Wish List*, Anna Manso, Children's book, 2022
 - *Morris, Give Me a Friend as a Gift*, Gabriela Keselman, Children's book, 2022
 - *The Encounter of Three Worlds*, 500th Anniversary of the Magellan Journey, Supported/Requested by the National Library of Chile, 2022
 - *Magellan's Journey*, Children's book, Supported/Requested by the National Library of Chile, 2022



Mexico and Korea, The Encounter of Three Worlds, Magellan's Journey

Poetry Translations

- Poetry Recital of Kim Si-woo, Supported/Requested by Literature Translation Institute of Korea, Busan, 2019
- Poetry Recital of Lee An, Supported/Requested by Literature Translation Institute of Korea, Choongju, 2021

Other Translations

Movie Translations

- “The Boy with Wonder Ears”, directed by Gu Sang-beom, 2021

Short Film Translations

- Supported/Requested by Media Translation Literature Translation Institute of Korea:
 - “●”, Shin Ji-young , 2022
 - “Vaccine Crisis”, Jo Woo-yeon, 2022
 - “Untitled”, Park Han-geon, 2022
 - “The Teacher”, Kim Ha-rim, 2022

#K-BOOK

#SF

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

*The 2035 SF Mystery***1. Publication Details**

Title | The 2035 SF Mystery
 Author | Cheon Seonran et al
 Publisher | Nabiclub
 Publication Date | 2022-01-14
 ISBN | 9791191029406
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 Dimensions | 128 * 188

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3. Book Intro

A convergence of science fiction, a genre that contemplates the future of humankind at the forefront of the era, and a mystery that studies the depth of humanity. The project stemmed from the idea to have writers representing each of their fields imagine the near future where the aftermath of COVID-19 has come to an end. At its basic themes, the book illustrates what could happen if factors such as human clones, refugee accommodation, genome editing, teleportation, and megalopolis emerge in our world.



It was released exclusively on Millie, and with enthusiastic response from readers, “The Corn Field and My Brother” by Cheon Seon-ran and “Sophisticated Murder” by Hwang Se-yeon are to be turned into a TV series.

“The Corn Field and My Brother”

A vast field with overgrown corn plants. A boy who is trapped in his own world. And his gentle older brother who always stays by his side. To the boy, his brother means the world, more reliable than his own parents. His brother coughs up blood and passes out one day, and from then on, he goes back and forth to the hospital every day to receive treatment, only to die in the end. The death deeply saddens his parents, and the boy cannot believe that his brother no longer exists. While wandering through the corn field, as always, he runs into his brother. It feels eerie that his brother is back from the dead, and that there is a number written on his ankle. But he is happier to reunite with his beloved brother. Insisting that he can't come back to the house yet, his brother lives in the field for a few days, eating the food that the boy brings. Meanwhile, the boy's parents bring home another brother—the third brother who is perfectly healthy, without any illness. He hugs the boy gently, like he always did, but it feels somewhat awkward and different. Days go by, and at the request of his brother hiding in the corn field, the boy unlocks the window. He hears sounds of someone opening the window and swinging a blunt object. The next morning, which brother will be coming out of that door? The second brother or the third brother? And this is not the end. The boy hears someone calling his name from the corn field. There, he sees a fourth brother.

* k-book.or.kr/user/books/books_view?idx=6552

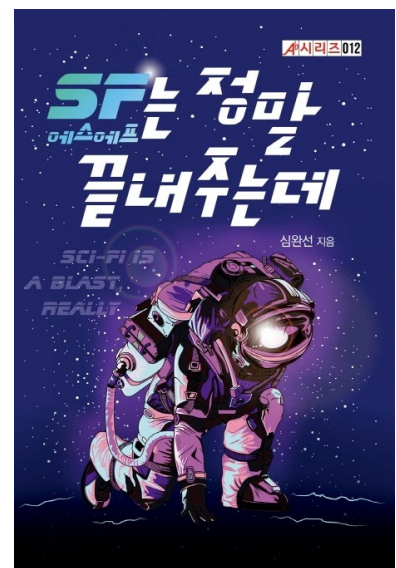
SF Is Truly Remarkable

1. Publication Details

Title | SF Is Truly Remarkable
Author | Shim Wanseon
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Dimensions | 128 * 188

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3. Book Intro

A voice is necessary to form a discourse.

I am a part-time writer but someone who formulates a discourse with my voice. When I go over the origin of science fiction, instead of quoting Jules Verne or George Orwell, I mention Mary Wollstonecraft Shelly's *Frankenstein* and explain that the sexual discrimination and the literary history of science fiction are intricately connected (I am not the first one who espoused it, though), and that the entry of female sex robot or stories having to do with their serving as only sex robots do not go over well in the world of science fiction anymore. Furthermore, this is about the quintessence of science fiction. Hugo Gernsback defined science fiction as "a literary and progressive" genre. To quote a passage that was written by Ted Chiang, a SF author, it is a literary genre that "alters the world... and what is made cannot be unmade." Thus, the gender as well as the social system and the human interaction are crucial topics integral to this change.

– from the Preface: SF, A chance to experience a different life.

SF Is Truly Remarkable is written by Sim Wan-Seon, a columnist who has published her articles on works of science fiction and diverse other genres in literature and authors in various media, such as *Miraegyeong*, *Mirrorzine* (Fantasy Literature Web Magazine), *Fantastic*, *Pressian Books*, *Eyes*, *Epi*, and *The Korea Times*. In *SF Is Truly Remarkable*, which shows the author's special love of science, the reader will relish the specific enjoyment of reading about this genre as well as getting a closer look at the cracks of reality through a kaleidoscope of science fiction.

The author, who is a columnist and an aficionado of science fiction, analyzes the biased ideas about women by starting with the past and the present of the *Star Wars* film series and through a female protagonist who makes a social advancement in *Wild Seed* by Octavia Butler, which shows the status of women in SF. At the same time, she discovers those who foresee the collapse in the future and who resist against it in the works of Juli Zeh, J. G. Ballard, Robert Sheckley, Charles Yu, and Czech science fiction. She also writes about the eminent writers in the Western world, like Ursula Le Guin and Harlan Ellison as well as Korean writers, such as Kim Bo-Young, Hong Ji-Woon, and Bae Myung-Hoon, calling for continual interest and lasting affinity for them.

* k-book.or.kr/user/books/books_view?idx=5747

Syncher

1. Publication Details

Title | Syncher
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3. Book Intro

Syncher is a virtual reality game in which its players access the consciousness of an animal living in the closed space of New Amazon and experience how the animal's senses and mind work. Mima, a girl living in the future world, becomes a game tester by accident, after which its popularity spreads wildly among her friends. Through Syncher, the children learn the sanctity of life and the importance of solidarity, but the authorities see their movement as rebellious and disperse them. This epic novel melds various topics, such as virtual reality, gaming, and environmental and ecological issues, into one great story.

* k-book.or.kr/user/books/books_view?idx=3434

Atlantis Girl

1. Publication Details

Title | Atlantis Girl
Author | Jeon Hyejin
Publisher | Arzaklivres
Publication Date | 2021-11-25
ISBN | 9791166686436
No. of pages | 368
Dimensions | 137 * 197

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3. Book Intro

“Brilliant narratives about a diversity of women”

A soft regression and collapse, depicted by Jeon Hye-jin, the flag bearer of Korean feminist science fiction.

Tender and affectionate stories subverting a crude and violent world in an elegant way

The first collection of science fiction stories by Jeon Hye-jin, the winner of a writing contest held by Science Fiction World, the science fiction magazine with the largest circulation in the world.

Countless writers write countless books. The author has been prolifically writing and publishing in recent years the kind of books for which she, in her own words, “awaited for twenty years but no one wrote.” Through the novel, *280 Days: Who Said Pregnancy Was Beautiful?* (Gufic Publishing, 2019) she poses the question, “What does it mean to be a pregnant woman working in Korea?” Then in *Finding the Tradition of Science Fiction in Romance Comics* (Gufic Publishing, 2020), a book of essays shedding new light on the science fiction romance comics that have been widely read in Korea in the past three decades, she sets down a list of science fiction romance comics that should not be missed.

She has also published, one after the other, *Women Who Became Ghosts* (Hyeonamsa Publishing, 2021), a book that examines the lives of women in old ghost stories, and *Why We Love Math* (Jisangbooks, 2021), a book about twenty-nine women mathematicians who achieved impossible dreams. For children, she has written *Marie Curie of Our Class* (Little See & Talk, 2020), a book about women scientists, as well as *Ada of Our Class* (Little See & Talk, 2021). It is very clear what the author wants to write about. Could she be more consistent? And what is the impetus for such consistency?

* k-book.or.kr/user/books/books_view?idx=6873

Schrödinger's Children

1. Publication Details

Title | Schrödinger's Children
Author | Choi Eui-taek
Publisher | Arzaklivres
Publication Date | 2021-07-20
ISBN | 9791166686160
No. of pages | 272
Dimensions | 137 * 197

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3. Book Intro

Winner of the inaugural Moon Yoon-sung SF Award Grand Prize out of 100 SF novels by unanimous vote. An author who has spent his entire life in a wheelchair due to a congenital condition. A novel written for those who exist but are deemed not to exist. "Why do we have to be ghosts?" Author Choi Eui-teck has attended school in a wheelchair since suffering from muscular atrophy but had to drop out of high school because of side-effects. Wondering what work he could do on his back, he decided to become a writer. Korean class was one of his least favorite subjects in school, but this being the only thing he could think of doing, he spent what little time he had during the day where he could move to write his first drawer novel over the course of a year. Ten years passed, as he continued to write, and while a fan of Stephen King and Jung Yujeong, he read Bora Chung for the first time in 2019 and started to write SF. This resulted in his winning the inaugural Moon Yoon-sung SF Award out of 100 entrants. SCHRÖDINGER'S CHILDREN is for all the marginalized who are treated like they exist but do not exist at the same time, a story of the "now, here, us" as they say in the story. The judges of the award SF writer Kim Choyeop, film director Min Gyudong, and journalist Lee Dahye proclaimed in their statement that "the work is extremely impressive in its diversity of characters and how they never succumb to stereotypes, and the problem of the technological divide between haves and have-nots are convincingly depicted." In the near future of 2050, Korea creates the Hakdang, the world's first truly immersive VR public school where children attend as avatars. But ghosts start appearing among the students, the identity of which are revealed on the second day of the Hakdang's opening, but this is only the beginning of what the author refers to as his "YA crime novel." Kim Choyeop, novelist: "SCHRÖDINGER'S CHILDREN makes us look at our realities right in the eye, a true masterpiece of

SF." Min Gyudong, film director: "A detailed work of fiction, an awesomeness from a new world depicted through SF, everything is perfect." Lee Dahye, Cine 21 reporter: "The story of students fighting against the exclusion of minorities where technology has failed them."

* k-book.or.kr/user/books/books_view?idx=6659

RoadKill

1. Publication Details

Title | RoadKill

Author | Amil

Publisher | Viche, an imprint of Gimm-Young Publishers, Inc.

Publication Date | 2021-07-07

ISBN | 9788934988731

No. of pages | 292

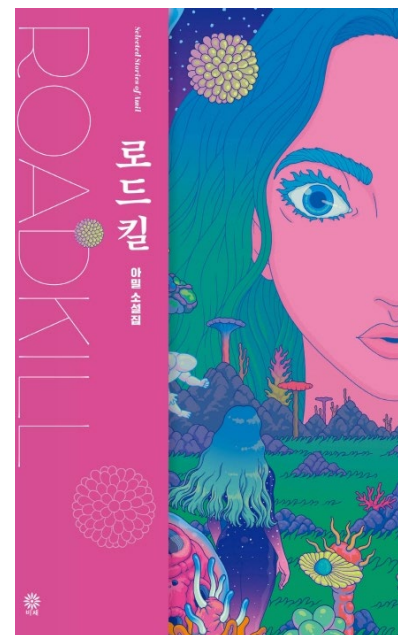
Dimensions | 131 * 204

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3. Book Intro

The six stories in *RoadKill* vary in length, subject, and narrative. "Rabi" brings to life a vast universe, and is quite unusual compared to traditional novellas. The title story "RoadKill" successfully weaves a near-future dystopian universe into a length that fits the short story format. "Welcome to the Alps Grand Park" depicts post-COVID Korean society from the viewpoints of various characters, and "Door Viewer" follows the plot of a thriller, to talk about gaslighting and sexual violence in literary circles. All the pieces show an outstanding quality, each carrying its own unique rhythm.

Amil's novels are for readers in contemporary times. At the same time, they explore traditional themes. The author once said herself that she wanted to write a story using the all-time literary theme of "the damsel in distress." This genre traditionally entails mythical heroes embarking on a journey, whilst the feminine characters are generally not recommended to embark on adventures. But Amil's girls do. Without any superpowers, a competent helper, and lacking absolute perfection. Instead, the innocence they keep inside themselves allows them to be

fascinated by the world.

The book cover illustration is also related to the theme. Illustrator Bang, Sang-ho is a world-renowned artist who worked on BTS' 4th full album *Map Of The Soul: 7*, and NCT's mini-album *Cherry Bomb*. The cover illustration entitled "ego" demonstrates a scene in which the first-ever woman confronts the world in a raw state. *RoadKill* definitely delves into a serious theme, but the way it is told is not as dark as the older generation would have written it. Especially, the dedication at the end of "RoadKill" notes, "To the girl band, OH MY GIRL," which openly reveals that the author was inspired by the "idol band" culture and that her works carry contemporary characteristics. Thus, *RoadKill* proves that even today, there are literary works that defy social problems and that such works are written by the younger generation whom the older generation had previously criticized as being "childish and immature."

* k-book.or.kr/user/books/books_view?idx=5903

Seventh Day of the Seventh Moon

1. Publication Details

Title | Seventh Day of the Seventh Moon
Author | Ken Liu, Taiyo Fujii, Nam Yu-ha,
Hong Ji-woon, Nam Se-oh, Kwak Jae-sik,
Lee Young-in, Yoon Yeo-kyung,
Lee Kyung-hee, Regina Kanyu Wang
Publisher | Alma
Publication Date | 2021-05-31
ISBN | 9791159923340
No. of pages | 500
Dimensions | 120 * 197

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3. Book Intro

Orally passed down folktales from the mysterious island of Jeju, known as the "hometown of the gods" and rich with over 18,000 oral tales, as well as from China and Japan, are woven together in this spectacular SF anthology. Globally renowned Chinese American SF author Ken Liu has provided a contemporary



twist to the tale "Seventh Day of the Seventh Month." The story is a surprisingly imaginative retelling of a pair of teenaged lovers who are forced to say goodbye one midsummer night in a small town in contemporary China. Seven Korean SF authors draw from various inspirations including Jeju folktales, while Wang Kanyu (China) and Taiyo Fujii (Japan) found inspiration in the Chinese Spring Festival monster and an oral tale handed down from 17th century Amami Island in Japan. These stories that have endured the test of thousands of years continue to evolve, and now, nudged on by the authors' imaginations, take place in the future somewhere far away, in a galaxy far from here, in a time unknown.

"Giant Girl" begins with an incident concerning five missing high school students who resurface near the shores of a beach on Jeju Island, covered in a transparent tarp. The children, who have returned after five days, were all girls who attended the same high school in Jeju. During class, they were suddenly surrounded by a blinding white light and disappeared. When they returned, they only had bare fragments of their memories about a vague, mysterious creature. After their rescue, the girls are taken to a research lab and subjected to questioning, when suddenly, something surprising occurs. Their bodies start growing bigger and bigger. The girls learn they have become impregnated by an alien being. Immediately, they are seen not as victims to be protected but as potentially dangerous witnesses who must be confined and controlled. When the girls learn they can no longer live among humans, they head out in search of the legendary island known as Iodo.

"The End of the River Where the Sea Flows" is based on an oral folktale. It concerns a young boy living on Amami Island, which was conquered by Japan's Satsuma Kingdom in 1609. The boy heads out to sea to withstand the forces of the kingdom's battleships. Late at night, a mysterious monk appears to him out of the darkness. The boy, thinking of him as an enemy, prepares for an attack. Who is this mysterious monk? In an era of animism and shamanism, the boy behaves like a skilled scientist as he quietly and expertly heads to sea on his boat, armed with his knowledge and sense of the fishes, sea, and aquatic plants.

* k-book.or.kr/user/books/books_view?idx=5746

To My Roommate, from Beyond Our Orbit

1. Publication Details

Title | To My Roommate, from Beyond Our Orbit

Author | Jeon Samhye

Publisher | Munhakdongne Publishing Group

Publication Date | 2021-04-30

ISBN | 9788954679527

No. of pages | 208

Dimensions | 140 * 205

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3. Book Intro

“You were my world, and so I give you, too, a world.”

– A record of love that will last until the end of the world

From the depths of space, an asteroid is headed to annihilate Earth’s ecosystem and wipe out civilization. The Genesis Corporation, created to select and train the most talented orphans in the world into preventing global tragedies such as this, tries their best to change the route of the meteor but it doesn't seem easy.

The children of Genesis have no parents nor guardians. No one waits for them outside the school, and any kind of presence they love or care for has to be found within the walls of the Corporation. They are trying their best to protect the world from destruction, for this world contains their most ordinary lives, their most precious people, and the future of the adults they wanted to become.

One Saturday, Lia Yu, a student in Aeronautical Repairs, witnesses Earth’s atmosphere go up in a cloud of black smoke while on a business trip to the moon. Six months of watching the cloud pass before someone sends her a message from the surface.

“We admit that it will be difficult. And there is criticism that using resources that could benefit many to save only one person is a waste. But you, Lia, are the one Genesis came together to save by sending you to the moon. We are coming to get you.”

This testimonial of the end becomes a story of miracles. A miracle made possible as the orbits of those who love each other manage to overlap in a fateful moment. It is not for all love stories to leave their records and become history, but still, this novel shows that every love would remain till the end and make miracles. As the surface of the moon in the first story, this novel is a record of the children who are “outside of our orbit” of the ordinary. And their stories, like everything on the moon, shall never

be weathered away. Despite the destruction of the planet, we went to the moon to bring our farthest survivor home. For she, too, was someone's world.

* k-book.or.kr/user/books/books_view?idx=5638

The Kaleidoscope Death Research Institute

1. Publication Details

Title | The Kaleidoscope Death Research Institute

Subtitle | Novel Q Bak Mun-yeung Novel

Author | Bak Mun-yeung

Publisher | Changbi Publishers, Inc.

Publication Date | 2020-11-27

ISBN | 9788936438333

No. of pages | 172

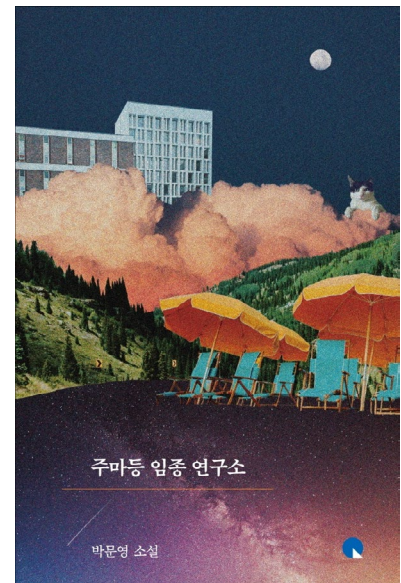
Dimensions | 128 * 194

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3. Book Intro

"It is a new novel by Bak Mun-yeung, the winner of the 2015 Science Fiction Literary Award in the category of the novella and short stories, as well the 2019 winner of the SF Award in Fiction. The book starts off with its tension-filled first page, instantly captivating the reader's attention. In a world of the future where euthanasia is legalized, The Kaleidoscope Death Research Institute, established as an umbrella organization, provides a kind of "design your own circumstance of death" service where a person can die in the place and time of one's choice. But an unexpected accident happens and a schism arises. Bae Ji-ho, a volunteer, has a seizure during his experience of death, thereby disproving the claim of the Institute that the side effect wasn't anything serious. While comatose, he is transferred to a hospital but even after gaining consciousness, he is unable to overcome his state of panic. The plot mounts as Cheon Mi-jo, a staff member, insists on investigating the case and clashes with Myeong, the Director, who wants to cover it up.

In effect, the Bae Ji-ho accident was predictable. Cheon Mi-jo, who wanted to reveal the errors, had been injecting him with a concentrated dose of negative

memories. She had known about how he had kidnapped and imprisoned a child in the past and viewed it as his happiest memory, and consequently, he wanted to die in that place; therefore, she intentionally induced him to a state of panic. The government site investigator finds out Bae Ji-ho never returned to his normal state after the seizure, and upon a complete investigation of the institute, the place is turned topsy-turvy. When the Institute is on the brink of shutting down, Jang Esther, their youngest volunteer who had been disliked by most of the volunteers, is singled out as the suspect. The plot reaches its climax when Heo I-gyeong, who was close to Esther, gives false testimony that she was the one who interfered with Bae Ji-ho's experience of death—and for penance, she declares she will accept death without the experience of preferred death but through an injection.

* k-book.or.kr/user/books/books_view?idx=5472

Whiteblood

1. Publication Details

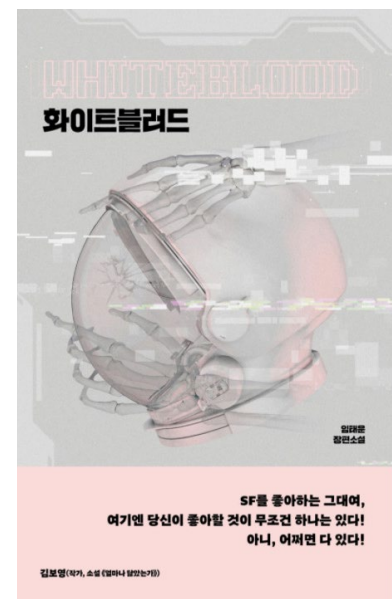
Title | Whiteblood
Author | Im Taewoon
Publisher | SIGONGSA Co., Ltd.
Publication Date | 2020-12-17
ISBN | 9791165793203
No. of pages | 360
Dimensions | 137 * 215

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3. Book Intro

The book is a zombie apocalypse dealing with humanity as the world faces its end from a zombie virus and a space opera with the backdrop of an evacuation spaceship that escapes the Earth. On top of that, the narrative of heroes called the Whiteblood, who have protected humanity despite being discriminated, join the scene. The cliché of SF where one must choose whether to live in a horrendous reality or be trapped in a blissful dream is unraveled in a refreshing way through the conflicts among the space crew. Just like the author's wish to write a novel that you can't put down once you pick it



up, this is a remarkably gripping novel that offers something of film-watching experience with chilling past that slowly discloses and nonstop strings of spectacular action.

* k-book.or.kr/user/books/books_view?idx=5059