

2023.07

vol. 60

K-Book Trends

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

TREND

Topic	The 2023 Seoul International Book Fair and the K-Book Copyright Market
Special Project	[Book & Media ⑥] My Brilliant Life
Export Case	Bringing Hwang Sun-Mi books to Türkçe Readers
Book Trip	[Celeb's Book Spot ⑥] Hahn Moo-Sook House
One-Liner Quotes	Professor of Korean Language and Literature & Literary Critic's Pick

INTERVIEW

Korean Publishers	SpringSunshine Publishing Co.
Korean Authors	Writer Lee Kyung-Hye

KNOWLEDGE

Publishing Industry	Book Pricing Strategies in Korea
Publishing Policy	Translation and Publication Support Projects in Korea

INFORMATION

Let's Try	Prepare for Disasters with a Single Book
New Books	Brilliant Regards
Best Sellers	2nd Week, June 2023
Korean Translator	HOANG HAI VAN
I Read	<i>The Hen Who Dreamed She Could Fly</i> by Hwang Sun-mi
#K-Book	#Life
Info	Titles Selected for the Overseas Publication Grants 2023

TOPIC

The 2023 Seoul International Book Fair and the K-Book Copyright Market

On-site Report on Hot Issues in the Copyright Market

Written by Joseph Lee (President of KL Management)

The “National Book Fair,” which began in 1954, was upgraded to an international book fair in 1995 and became the “Seoul International Book Fair (SIBF).” I joined the publishing industry in 1995 as a copyright agent, and attended the SIBF for the first time in the same year. It was named an “international” book fair, but there were a few booths from overseas publishers as well as other international publishers or agents that participated as individual guests. Time has passed since then, and this year, the SIBF marked its 29th anniversary.

Hosted by the Korean Publishers Association, this year’s SIBF was successfully held in COEX located in Samsung-dong, Seoul, over five days from June 14 to 18. With a history of almost half a century, it proved itself as the hub of the Asian publishing

market, and a pillar that plays a central role in the global publishing and cultural content market. Furthermore, we could see the enthusiasm of overseas publishers for Korean books at the K-Book Copyright Market, which was also held in conjunction with the SIBF.

International publishers seek to secure publishing rights in the K-Book Copyright Market



Footage from the K-Book Copyright Market

Two days before the official start of the SIBF, Korea was bustling with foreign publishers eager to secure translation rights for K-books – the K-Book Copyright Market was open to boost Korean publishers' copyright exports and promote publishing exchange. The Ministry of Culture, Sports, and Tourism and the Publication Industry Promotion Agency of Korea (KPIPA) held the K-Book Copyright Market at the Harmony Rook of the

Intercontinental Seoul COEX, located in Gangnam, Seoul, on June 12 and 13. A total of 110 companies participated in the event, including 60 Korean publishers and 50 publishers from 18 countries. It was reminiscent of the heated meetings on publishing rights between publishers from all around the world, which took place in several areas, such as the lobbies of major hotels and cafes near the exhibition place (Messe), before the official start of the Frankfurt Book Fair in Germany, the biggest book fair in the world.

In a spacious meeting area, 8 Korean companies, including Blue & Tree and Woozoo Books, kicked off the K-Book Copyright Market event by presenting the features and advantages of their publishing content to international participants. Following the presentation, which raised interest in Korean publishing content, one-on-one copyright export consultations were held between Korean and foreign publishers at the tables provided for each participating company. In a separate room, four export experts from Greater China, Asia, North America, and Europe provided consultations on the strategies for overseas market advancement and export by each language region for companies in need of publishing export advice.



Korean companies giving presentations to international participants

After the business meetings, a networking reception was organized for Korean and international participants to come together for refreshments and further interaction. The participants were positive about this event as it provided a venue for them to build more intimacy with each other. The event also gave me the impression of the miniature version of the Frankfurt Book Fair. Also, I'm confident that the K-Book Copyright Market, which was held in advance along with the schedule of the SIBF, provided an opportunity for all Korean and international participants to make meaningful achievements. The organizers of the event indeed had good strategic senses.

In this year's K-Book Copyright Market, publishers from 9 countries (Germany, Mexico, the US, Brazil, Spain, the UK, Argentina, Poland, and Switzerland) newly joined the existing countries (Taiwan, Vietnam, Singapore, Indonesia, Japan, Thailand, France, Italy, and China) that participated in last year's event. Prominent international publishers such as Vietnam Women's Publishing House, PT Gramedia Pustaka Utama from Indonesia, Albin Michel from France, Penguin Random House Grupo Editorial from Spain, and Fondo de Cultura Económica

from Mexico attended the event along with representative publishers in Korea, such as Munhakdongne, Changbi, Darakwon, Dasan Books, Mirae N, Sanzini Books, and Daewon CI, who showed off the diversity of Korean publishing content. In addition, more than 10 companies from Taiwan, China, Singapore, and the US participated in trading publishing-related IP, and several major Korean companies, including Moonpia, participated in the event, adding vitality to the export of original publishing content.

The SIBF concluded successfully with positive response from Korean and international publishers



Many readers from home and abroad visited the 2023 SIBF.

Many readers from home and abroad enjoyably visited the SIBF this year held in Samsung-dong, COEX, as the pandemic has now become endemic. A total of 530 publishing houses

(360 from Korea and 170 from overseas) from 36 countries participated. Compared to last year's event, which was joined by 195 companies from 15 countries, the number has almost tripled. Also, 215 writers and speakers attended the book fair (190 from Korea and 25 from overseas), and the number of visitors was measured to have reached 130 thousand, a 30% increase from last year. Plus, the booth from Sharjah, the guest of honor of the book fair this year, was installed at the hall's entrance, drawing the visitors' attention. Sharjah is the cultural and artistic center of the seven emirates of the United Arab Emirates, and Korea will be the guest of honor at the Sharjah International Book Fair in November.

The opening ceremony of SIBF was joined by famous figures in the publishing industry from home and abroad, including Park Bo-Gyoon, Minister of Culture, Sports, and Tourism, Yoon Cheol-Ho, President of the Korean Publishers Association, Karin Pansa, President of the International Publishers Association (IPA), Sheikha Bodour bint Sultan Al Qasimi, President of the Sharjah Book Authority, Canadian writer Yann Martel, Korean writer Kim In-Sook, as well as the first lady of Korea, Mrs. Kim Gun-Hee. In the congratulatory remarks, Mrs. Kim said, "The world is already paying attention to our books, which tell unique Korean stories. I am very proud of our writers," and added, "I myself will do my best to promote Korean books around the world and help them lead the global publishing market."



The booth of Sharjah, the guest of honor,
and writers Kim Cho-Yeop and Chun Sun-Ran giving a lecture

Meanwhile, famous writers and speakers from Korea and abroad also joined the event, including Yann Martel, who won the Booker Prize in 2002 with *Life of Pi*, Viet Thanh Nguyen, who wrote *The Sympathizer*, Cheon Myeong-Kwan, who wrote *Whale* (Munhakdongne), Kim Ae-Ran and Choi Eun-Young, Korean female novelists that represent people in their 30s and 40s, and Kim Cho-Yeop and Cheon Sun-Ran, who received spotlight for their Sci-Fi fiction. They met the readers through about 170 programs, including the exhibition, side events, lectures, and seminars, and the seats for key lectures were sold out early, showing the great interest of the readers.



Whale

At this year's SIBF, international publishers were particularly interested in purchasing the translation rights of Korean publications in addition to their expectations for Korean books. For example, the tables prepared in the Rights Center organized in Hall A and B were all occupied throughout the event, which could not be used without making a reservation. It was interesting to see experienced editors and publishers in Korea and so many agents engaged in selling Korean books in various language markets in the venue, who could not gather for the past few years due to the pandemic. They certainly had to have a lot of global business meetings at the Rights Center this year.

The Rights Center being full also means that there were many guests from 36 other countries that came with great interest in purchasing copyrights of Korean books, or with an intention to sell their books in other language markets, including Korean. The fact that the SIBF is emerging as a major venue for the cross-promotion and sales of numerous titles is a green light. It already makes me look forward to next year's fair. However, it would have been nice to have some empty tables in the Rights Center in addition to the meeting tables, where copyright professionals could sit down and have some conversations with others.

Editors and copyright agents from major overseas publishing houses in Asia, Europe, and the US had a busy schedule during the book fair. They met with Korean publishers of books in their respective fields of interest and agents who manage translation rights for those books. An official from a Taiwanese publishing

house that has been successfully promoting, marketing, and selling the book *Uncanny Convenience Store* (Namu Bench) by Kim Ho-Yeon, had a smile on her face, as she showed me the bestseller list on a Taiwanese online bookstore, saying that the recently-published second volume of the book became a bestseller as well. Another official from one of the Taiwanese publishers also added that Taiwanese readers are highly interested in heart-touching novels that can be read with ease, like *Uncanny Convenience Store*.

* *K-Book Trends* Vol. 57 – Go to the article about the successful import case of *Uncanny Convenience Store* in Taiwan
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1168&page=1&code=trend&category=62

A Chinese publishing house that published the simplified Chinese version of *Omniscient Reader's Viewpoint* (Viche Books), webnovel by Sing N Song, expressed hope that the second volume will be able to gain more momentum in sales in the local market, as the first volume has been quite popular among Chinese readers. Also, a leading publisher in Germany showed interest in *My Crazy Feminist Girlfriend* (Nabiclub) by Min Ji-Hyoung, an editor from Russia was interested in young adult fiction for adolescents, and another editor was much into Korean webnovels and webtoons. Plus, a reputable publisher in Thailand was interested in Korean titles in various fields at the fair. It had meetings with Korean companies that own content in the fields of webnovel, general literature, and self-help in particular, and it was confirmed that it intends to proceed with the offer for several titles.



Volume 1 and 2 of *Uncanny Convenience Store*, *Omniscient Reader's Viewpoint* Part 1: 1, and *My Crazy Feminist Girlfriend*

As such, Korea has become an ideal environment for publishers of all sizes to produce a variety of meaningful business outcomes in the global publishing market, as long as they have competitive publishing content with a unique and distinctive character. The future of Korean publishing is promising, given the overwhelming number of small publishing houses run by unique and talented former editors, and the role and opportunity of the Korean publishing market expanding significantly in the global publishing market.

SPECIAL PROJECT

[Book & Media ⑥]

My Brilliant Life

The Story of the Youngest Parent and the Oldest Child

Written by Song Su-Hui

The three family members move through the world
at a different pace than everyone else.

The joy of life, the thrill of love, and the fear of death...
make life brilliant in different ways.

And the meaning of life and death, and family and love,
is found within.

The book *My Brilliant Life* (Changbi) is the first full-length novel by writer Kim Ae-Ran, who captured readers' hearts with her short-story collections such as *Run, Father* (Changbi) and *Mouthwatering* (Munji Books). Beloved by readers for more than 10 years since its publication in 2011, the book features the story of a couple who have their child at a young age and sacrifice

their youth to raise him. The child has an incurable disease called progeria and is expected to face an early death. Delivering insights into life and love through her unique, simple, and beautiful sentences, the book makes its readers laugh with witty jokes and cry with overwhelming emotion.

The movie “My Brilliant Life” based on the novel, was released in 2014. It is a poignant human drama that emphasizes family and makes you think about death. It’s a heartwarming family movie that delivers a resonating message with good performances from some of the famous actors and actresses in Korea, such as Kang Dong-Won and Song Hye-Kyo. The movie’s favorable reception extended overseas – it was officially invited to the gala presentation in the “Spotlight on Korea” category at the 34th Hawaii International Film Festival. It also achieved positive results in 4 countries after being released in China, Taiwan, Hong Kong, and Vietnam.



The cover of the book *My Brilliant Life* and the main poster of the movie

Plot - The meaning of living

Daesu and Mira give up their dreams and youth as they have their child at the age of 17. The young couple tries hard to live life in their own way. However, their son Arum is diagnosed with an incurable disease called congenital premature aging. The couple struggle to afford their son's medication and hospital bills. Yet, the family sticks together, with strong and determined heart to get by.

Miraculously surviving to the age of 17 and becoming more mature than his parents, Arum decides to appear in a documentary program to raise money for his struggling parents. As their story spreads through the program, the family finally gets to take a load off the rising hospital bills. But, it soon puts Arum into a number of troubles.

Book vs Movie - Impressive points from the book and the movie

#1. Looking at life at an entirely different pace

The book spotlights people moving through the world at an extraordinary pace through the characters of Daesu and Mira, who devote their youth to their son Arum as he is born when they were 17, and Arum, who has only lived for 17 years but has a body of an 80-year-old man due to premature aging. What makes the book charming is its unique outlook on life and family, as the story revolves around immature parents and their mature son.

So, how about meeting the “brilliant” memories of the family of three, who share their valuable stories that are far from ordinary?

#2. A new spotlight on the movie

The novel, *My Brilliant Life*, ponders the life we live with our own beating hearts and focuses on life and death, youth and aging, which we all face. Meanwhile, its adaptation movie focuses on the family and their love, who have become the most extraordinary beings in each other's lives as they intertwine. Some scenes were added to the movie during the production process as the intention changed. For example, the scenes where Daesu reprimands Arum's friends for making fun of him, anonymously receives a large sum of money from his biological father, and finds him in 17 years to forgive and reconcile, and where Daesu's father saves a hat for his grandson, clearly show that the film has put the focus on the love of family. These kinds of changes have made the film a great movie for family members to sit around and watch together.

#3. Deep resonation delivered by famous actors and actresses

Famous Korean actors and actresses appeared in the movie “My Brilliant Life.” For example, top Korean actor Kang Dong-Won and actress Song Hye-Kyo played the two main characters – Daesu and Mira. Also, actors Kim Gap-Soo, Baek Il-Seop, and Lee Sung-Min, who have long been beloved by Koreans for their good

performances, starred in supporting roles, adding depth to the movie. Their performances, worthy of their names, bring their characters to life in a way that resonates with audiences beyond the screen.

Meanwhile, there is also an actor that K-pop fans would be happy to see. It's Cha Eun-Woo, a member of the group "Astro." He appears as the imaginary healthy Arum. So, if you are his fan, it will be great to find his young moments in the movie, filmed at a time when he was yet to make his debut in Astro.

* Trailer of the movie "My Brilliant Life" – youtu.be/f4HFSIYNujk

EXPORT CASE

Bringing Hwang Sun-Mi books to Türkçe Readers

Written by Merve Okçu (Editor, Genç Timaş)

In recent years the Korean wave has reached Türkiye through K-Pop, Korean meals, Korean movies and TV series, manga, and comics. As the Korean culture is very interesting to young people in Türkiye, we wanted to be a part of it by building a bridge by translating stories of talented Korean authors. As Genç Timaş, the teen imprint of Timaş Publishing House, we translate from many different languages, and it was the right time for Korean.

To tell about the success of Hwang Sun-Mi titles in Türkiye, I should start with the day I read *The Hen Who Dreamed She Could Fly* (SAKYEJUL). This book has something magical. Its effect is so impressive that the whole week the hen makes you think about her. When I told the story in our editorial board meeting, everyone was impressed and excited about telling the

story of the Hen to Türkçe readers. Hwang Sun-Mi finds a perfect way to tell the story through animals. Animals have no border, and this makes the story universal, and then emotions show up. After reading it, you want everyone to be aware of the story of the Hen. It makes you think about justice, equality, and freedom. It is very understandable why her titles have been translated into many languages.

* *K-Book Trends Vol. 47 – Go to the interview with writer Hwang Sun-mi*

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=634&page=2&code=interview&category=66



The Türkçe covers of *The Hen Who Dreamed She Could Fly*, *Miracle on Cherry Hill*, *The Dog Who Dared to Dream*

We sent some copies to our PR list and the press first, and the reaction of our readers was fascinating. Among Türkçe bookstagrams and booktubers, *The Hen Who Dreamed She Could Fly* became very popular in a very short time. Then the

reaction from our readers was huge. Also, in schools, many teachers wanted their students to read the book. There have been some school events online, and as an editor, I was so happy to answer questions from the students about the ‘representation.’ Many of the young students were already familiar with Korean culture but not with the literature before reading it.

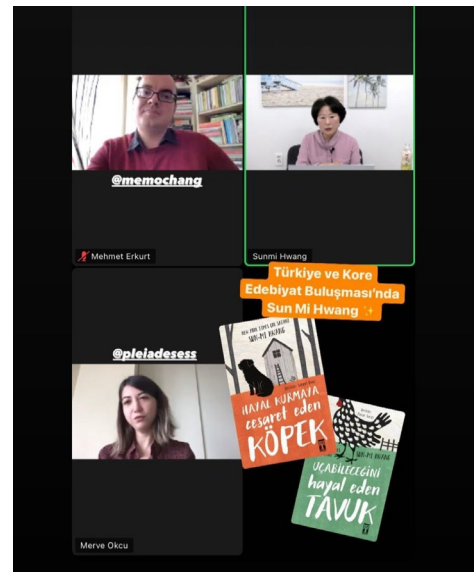


Instagram post of bookstagrammer about *The Dog Who Dared to Dream*

As a result, more interest is drawn toward Korean literature and our publishing house.

Then we published *The Dog Who Dared to Dream* (Woongjin ThinkBig) in 2021 and *Miracle on Cherry Hill* (SAKYEJUL) in 2022 in Türkçe. Today, Hwang Sun-Mi titles have reached at least 100,000 people in Türkiye. The social media comments, teachers' and students' feedback, and the sale number of her books in Türkiye also tell us that we were right about the emotions.

Also, during the pandemic, we made an online conference with Hwang Sun-Mi and talked about her titles, and last year, she attended the İstanbul International Literature Festival and gave a great speech. We and her readers were more than happy to meet and listen to her.



Online conference about Hwang Sun-Mi and her titles held during the pandemic



Hwang Sun-mi at İstanbul International Literature Festival in 2022



Reader's SNS about Hwang Sun-mi at İstanbul International Literature Festival in 2022

Korean literature makes an impact among Türkçe readers, and we, as Genç Timaş, are glad to form a bridge between Korean writers and the Türkçe public. In June, we also published another Korean author Julie Lee and her title *Brother's Keeper*. We will see the reaction after we announce it!



The Türkçe covers of *Brother's Keeper*

BOOK TRIP

[Celeb's Book Spot ⑥]

Hahn Moo-Sook House

Following the Footsteps of a Celebrity who Lived 100 Years Ago

Written by Choi Ha-Yeong

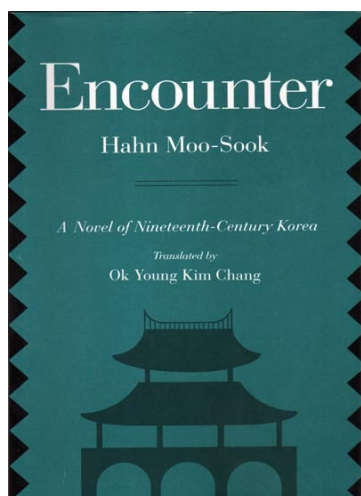


Hahn Moo-Sook, one of the representative writers in Korea

A celebrity refers to someone so famous that everyone wants to be like them or someone that sets the newest trends. Writer

Hahn Moo-Sook, who lived in the modern era of the 1900s, was the person closest to the definition of the word “celebrity” back then, when such a word was unfamiliar to the public. She made her debut in 1942, when the Japanese occupation of Korea was almost at an end, with her novel *A Woman With a Lamp*. Her representative works include *And So Flows History*, which became famous after it was adapted into a drama on KBS, as well as *Steps of the Light*, *Tales of the House of the Pomegranate*, and *Encounter*. The book *Encounter*, in particular, won the grand prize of the Korean Literary Award in 1986, and was then translated and published in the US, France, and Poland. While writer Hahn Moo-Sook is widely known as one of the top novelists in Korea, she was also a playwright and an artist.

What’s more, she built networks with famous figures in the world as she was fluent in foreign languages such as Japanese and English. Writer Hahn was a member of the International PEN, an international group of literary people established in 1921 in London, UK, and served as the vice-president of the Korean branch. She was in a close relationship with overseas writers as well – she exchanged letters with Yasunari Kawabata, who was the first writer to win the Nobel Literature Prize in Japan, and Pearl S. Buck, an American novelist who loved Korea, and invited them twice to her house. So, her house was not only a residence, but was also a writing room and a hub where famous figures from home and abroad would visit.



The English cover of *Encounter*, and American novelist Pearl S. Buck and Hahn Moo-Sook
(Source: Hahn Moo-Sook House)

After writer Hahn passed away in 1993, her house was reborn as a hall of literature to honor her. It's only a 10-minute walk from Hyehwa Station on Seoul Subway Line 4. Walk past the crowded streets and enter the alley, and you will see a *hanok*, a traditional Korean house, located in a quiet neighborhood. Following is a visit to Hahn Moo-Sook House, which looks as if it has stood the test of time.

Writer Hahn's house turns into a literary museum in honor of her

The first thing you will see as you step inside the Hahn Moo-Sook House will be the antique courtyard. The lush trees, colorful flowers, and a pond with red goldfish blend together, and the garden and *hanok* create beautiful scenery. However, it's not just the beauty that makes the house so special. As mentioned earlier, this place is an old house where writer Hahn Moo-Sook lived for 40 years until her last moment of life. And that allows you to feel

her touch in every part of the house, including the courtyard. Upon her death, her husband, Baeknong (栢儂) Kim Jin-Heung, remodeled the house into the literary museum, and today her first son Kim Hoagy lives there as a director. Kim expressed his pride by explaining that the entire Hahn Moo-Sook House was designated as the Seoul Future Heritage, as the place had its value recognized for preservation.



The garden seen from the entrance and the garden that harmonizes with *hanok*

Enter the exhibition hall on the first floor behind the courtyard, and you will see the chronology of Hahn's life along with her photo. You will feel as if you can see her glamorous life unfolding before your eyes as you read it slowly. Well, it actually makes sense, as the hall used to be the place to host large and small banquets, including parties to celebrate her new title. Today, the room exhibits her handwritten manuscripts and books, materials related to International PEN, letters exchanged with famous figures from home and abroad, and various items. Going deeper inside, you will see a recreation of the reception room where writer Hahn used to greet guests. The vintage chairs, desks, folding screens, glasses, and many more items

are displayed like they were in the past. There are also frames and potteries, and they are all precious artworks that are more than just decoration. The walls are full of items, those of which were given to writer Hahn as a gift by literary people and famous people around the world during her lifetime, including a picture frame where Seo Jeong-Ju, a representative Korean poet, wrote a part of a poem himself, pictures from oriental painters Kim Ki-Chang and Cheon Kyung-Ja, and a folding fan from Francesca, the first lady of former President Rhee Seung-Man.



The chronology of writer Hahn Moo-Sook and her books displayed in the exhibition hall on the first floor



A recreation of the reception room and the gifts she received (the framed poem on the right side of the piano was handwritten by poet Seo Jeong-Ju)

A reminder of the unique vibe from the past

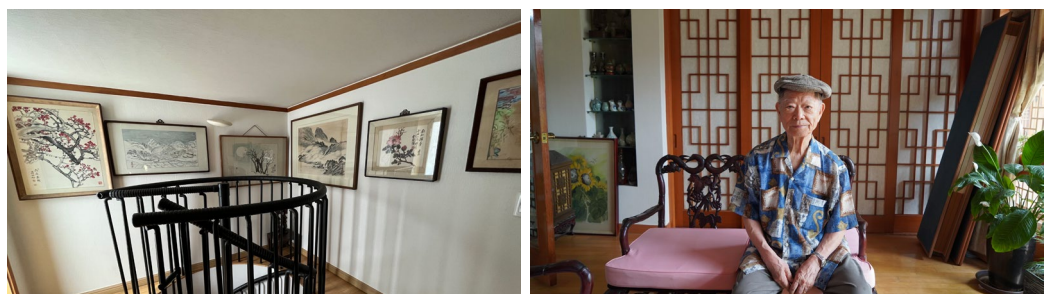
If you leave the exhibition room on the first floor and walk into another exhibition room on your left, you will see stairs that lead to the first floor, where director Kim Hoagy lives, and more exhibition rooms on the second floor. The stairs somehow do not seem to go well along with the old *hanok*, which made me think that they added them later on, but they said that the house was designed to have stairs from the beginning. The exhibition room on the second floor is a perfect copy of the writing room that writer Hahn Moo-Sook used to write books and draw pictures in the past. The room is full of books that she used to read, and daily necessities like pens are neatly placed on the desk. Surrounded by the unique mood, close your eyes, and you will be able to see writer Hahn writing and drawing at her desk as if she's alive. It's a good reminder of the times from the past.

Now, set aside the reminiscence and let's go up to the third floor to another exhibition room. As writer Hahn Moo-Sook dreamed of becoming an artist when she was young, the walls along the hallway on the third floor are filled with pictures. If you walk into the exhibition room on the same floor, you will see a place that has the writer's artworks well organized. Among them, the best examples that imply how splendid her past days were are the handwritten manuscript of *A Woman With a Lamp*, which was her debut novel, news articles, a name tag from AMMPE (World Association of Female Journalists and Writers) held in 1979, and

a recorded video and pamphlet of *And So Flows History*, which was dramatized and aired on KBS. The illustrations that writer Hahn drew for Kim Il-Bong's novel *The Jungle*, as well as the pictures she drew on plates and potteries, and cushion covers that she quilted herself, can be found on display as well.



The writing room on the second floor and shelves full of books



Pictures hanging along the stairway on the third floor, and the recorded video and pamphlet of the drama "And So Flows History"

Writer Hahn Moo-Sook shone brightly as a celebrity in the cultural art world in Korea. So, many books exhibited in the literature hall are signed copies of other authors' books, all of which she received as a gift. Hahn Moo-Sook House is planning to host the "Signed Book Exhibition" with all the special books with authors' signatures. As such, Hahn Moo-Sook House, where all sorts of books, pictures, and historical items are displayed, is a place where culture and art co-exist. So, anyone – from

foreigners that are not fluent in Korean to children that are yet unfamiliar with books – is welcome to visit the place and look around. It is an open literary museum for all and an invaluable house full of writer Hahn's memories. I hope you take the time to feel and enjoy Korean literature and art by following the traces of writer Hahn Moo-Sook left behind.

A short interview with
Kim Hoagy, director of Hahn Moo-Sook House



Q. As the director of Hahn Moo-Sook House and the eldest son of writer Hahn Moo-Sook, how do you want the place to be remembered by visitors?

History flows, and the generations transform. There have been dramatic changes these days in particular. But, it seems that things that flow so fast leave few traces behind. I believe culture is built up slowly as the little memories

and moments gather. I hope anyone that comes to Hahn Moo-Sook House cherishes the moment to remember the things that fade away. I want the House to be a place that leaves a lingering impression in one corner of the visitors' hearts.

Q. Is there any exhibit that the visitors should never miss?

Writer Hahn Moo-Sook actually lived in this house during her lifetime. Every corner of the house was touched by the writer. The pictures hanging on the walls are all precious artworks drawn by the writer herself or gifted to her by famous Korean and international artists. As such, every little item exhibited in the House has its own unique meaning and values – it will be a great experience to come and enjoy every piece.

Q. Is there a place that will create a synergy effect with our readers' visit to Hahn Moo-Sook House?

There are many historical places in Hyehwa. Among them, I would like to pick two places related to the figure that lived in the same era as writer Hahn Moo-Sook. The house where Jang Myeon, who served as the 2nd and 7th prime minister of Korea, is near Hahn Moo-Sook House. Also, the

Hyehwa-dong Rotary is where independent activist Lyuh Woon-Hyung was killed during the Japanese occupation of Korea. These two places, plus Hahn Moo-Sook House, will make it an ideal experience to enjoy modern and contemporary Korea.

Hahn Moo-Sook House

Address: 20, Hyehwa-ro 9-gil, Jongno-gu, Seoul

Website: hahnmoosook.com

Contact: +82-2-762-3093

ONE-LINER QUOTES

Professor of Korean Language and Literature & Literary Critic's Pick

Written by Kwon Young-Min
(Professor of Korean literature and a literary critic)

There are two poetry books that I read often - *Baengnokdam* by Jeong Ji-Yong (included in *Full Collection of Jeong Ji-Yong 1: Poem* (Minumsa)) and *Sky, Wind, and Stars* (Yonsei University Press) by Yoon Dong-Ju. The poems in these two books demonstrate the depth of linguistic expression and breadth of poetic emotion.



Full Collection of Jeong Ji-Yong 1: Poem
Jeong Ji-Yong, Minumsa



No matter how I push them away
the dark nights return everyday
and watered-down stars glitter like jewels.
- from *Glass Window 1*

The poem collection *Baengnokdam* by Jeong Ji-Yong was first published by Munjangsa (文章社) in 1941. The collection includes 25 poems, including *Jangsusan* (長壽山), *Baengnokdam*, *Birobong* (毘盧峰), *Chunseol* (春雪), *Sogok* (小曲), *Star*, and *Glass Window 1*, as well as 8 pieces of prose.

The moderate emotion and symmetrical beauty of language in Jeong's poetry almost reach their peak in the poem collection *Baengnokdam*. In particular, included pieces like *Jangsusan* or *Baengnokdam* exclude any dynamic elements in their poetic imagery. The poem *Jangsusan* precisely depicts the silence of the winter mountains through visual imagery. By masterfully blending a tranquil natural scene with a deep inner consciousness, this work represents another achievement that poetic imagery can reach. Meanwhile, the work *Baengnokdam* chooses to show its poetic achievement through its unconventional formal setting. The poetic persona describes the ecstatic scenery seen from the top of the mountain, Baengnokdam, where the flowers on the ground and stars in the sky blend as one, through poetic imagery.

Jeong Ji-Yong pursues the order and beauty of nature. This new world of poetry, created by Jeong's contemplation of poetic objects while suppressing subjective emotions, deviates from the traditional view of nature, where people hoped to assimilate or merge with it. Jeong creates a new image of nature as it is, by objectifying nature and reconstructing it figuratively. That's the point where Jeong's poems have reached.



Sky, Wind, and Stars
Yoon Dong-Ju, Yonsei University Press



It's a shame
that poems are written so easily like this,
while they say that life is hard to live.
- from *A Poem Written Easily*

The poem collection *Sky, Wind, and Stars* by Yoon Dong-Ju was first published by Jungeumsa (正音社) in 1948. Yoon planned to publish the collection in commemoration of his graduation from Yonhee College in 1941, but it was not permitted, as it was the time when Japan prohibited books in Korean from being published under a policy to erase the Korean language. So, Yoon handed over the manuscript to Jung Byung-Wook, a junior he had become close to while boarding with him, and set out to study in Japan. However, he could never return to Korea.

Yoon studied English literature at Doshisha University in Kyoto, Japan. Not many people recognized the passionate voice that this pure literary young man carried in his heart. It wasn't until he was arrested by the Japanese police on suspicion of supporting the independence movement and died tragically in Fukuoka Prison in February 1945, just days away from liberation, that people realized he was a poet of destiny. His poems, which sang the dawn in a time of darkness, shone like the last pride of Korean people at the end of the tragic colonization.

His poem collection *Sky, Wind, and Stars* came to the surface

with the wish of his family, along with the lead of Jung Byung-Wook, who had been keeping the manuscript. Yoon became a poet as the collection was released. It was only after his tragic death that he became a brilliant poet. The collection includes *Prologue* (序詩), *The Self-Portrait*, *Another Homeland*, *Night of Counting the Stars*, *A Poem Written Easily*, and *A Confession*. They express a sense of longing that stems from the loss of one's mother country, an orientation toward innocence and philanthropy, an idyllic imagery, a negative perception of reality, a tragic worldview, and a sense of atonement and resistance.

Poet Jeong Ji-Yong, Yoon's senior at Doshisha University, wrote in the preface, "You died in dreadful solitude, without a single poem published until you turned 29!"

KOREAN PUBLISHERS

SpringSunshine Publishing Co.

Warm Spring Sunshine for Every Child



Logo of SpringSunshine Publishing Co.

SpringSunshine Publishing Co. is a publishing house specializing in children's and young adult books. It has been devoted to delivering stories to its readers by publishing about 150 titles over the past 11 years since it was established in 2012. While SpringSunshine Publishing Co. covers heartwarming stories for children like the spring sunlight, it has also been making books

that discuss social issues or problems that we need to ponder. It also actively communicates with readers by attending numerous events and spreads the philosophical idea embedded in the books to society by donating its profits and books to children through various channels. Following is an interview with SpringSunshine Publishing Co., which has been doing its best to make the world a healthier and happier place for children to live in.

It's an honor for us to be with you on *K-Book Trends*. Please introduce yourself to our international subscribers along with the meaning of the company's name.

“Spring sunshine that awakens healthy ideas and happy hearts.” Spring sunshine. People say the name is “a beautiful name for a children’s book publisher” when they hear it for the first time. It is the “sunshine” that thaws the frozen soil in Spring and welcomes sprouts to the world. The name “Spring Sunshine” reflects our hope to stay by children’s sides with the warmth of the “sunshine” that embraces them, rather than being the bright light that illuminates the world.

Children have their own worlds. We want to stay alongside them as they think and grow up healthy and sturdy to be happy beings that delicately care for each other in their worlds. We hope that SpringSunshine Publishing Co.’s modest and right-minded books accompany our children readers as warm sunshine that enlightens healthy ideas and happy minds.

SpringSunshine Publishing Co. has published many books for children and young adults. And your books have also come under the spotlight recently as one was designated as the book of the year at the Jeonju Reading Festival, the book chosen by the International Board on Books for Young People in Korea (KBBY), and the book selected by the Korean Children's Book Association. It seems that such fine books could be born thanks to the keen insight of SpringSunshine Publishing Co.. Is there a particular standard or value that you stick to when choosing a manuscript for publication?

SpringSunshine Publishing Co.'s books are largely based on two pillars: "literature" that stimulates children's emotional feelings and awakens happy minds, and "knowledge" that enlightens healthy ideas. We have a clear standard for choosing manuscripts – we try to choose stories that reflect children of today or that encourage children to build up their own philosophy of life, which is a necessary step. For children's literature, including picture books, we first look at whether the author has a clear message to deliver, and whether it is adequate for a children's book. We mainly consider whether the topics match the spirit of the time, such as healthy self-reflection, concerns about people and society, being myself, senses about discrimination, and gender sensitivity. In regards to liberal arts books for children, we mainly choose topics that can help children to broaden and diversify their viewpoint towards the world. It's exciting to meet manuscripts that guide children to create their own philosophy

by learning basic principles, concepts, and rules. The subjects covered in picture books and children's books then expand into young adult books.

While SpringSunshine Publishing Co. is a small publisher, you have been publishing more than ten titles a year. What's the secret and driver behind it?

Well, we have published about 150 titles as of June this year, and we have just wrapped up preparing for 13 more titles this month. Wow, we have been working hard! It might sound like a cliché, but it's all thanks to the authors who send us good manuscripts and the great collaboration of focused editors and designers. The members of SpringSunshine Publishing Co. are all book lovers full of curiosity. And that's why we buy interesting books newly published by other publishers, read them together, and debate about them, to find our way of development.

We are interested in another subject these days. Well, authors talk about their stories in their own way of speaking within the big boundary of a book. As we prefer books with a clear storyline, we are mulling over how to discover image-based or design-based picture books – the mainstream these days – and transform them into our style, and how to develop books in the young adult genre which has been mainly relying on foreign books.

Books sometimes have patterns, and sometimes don't, just like

the extraordinary imagination of children that do not obey adults. Making new books – those we come across without expectation – always makes our hearts beat and feel excited.

You have been publishing diverse books through various series. Please introduce to use some of the unique series of yours.

SpringSunshine Publishing Co.'s "literature" mainly features stories about understanding myself and living along with our neighbors. The best examples are the following: the *Whole Picturebook* series, which targets all age groups, the *Sunshine Picturebook* series, which is a collection of fine picture books chosen from around the world, the *Sprout Picturebook* series, which is a compilation of traditional fairy tales and classic picture books, and the *Springsunshine Chapter Books* series.

Our early picture books were mainly foreign books about relatively profound topics, such as *How is a City Made? (Une cité)*, which touches upon social issues that the development-focused modern society is experiencing, *Friendly Tiger Kale's Happy Stripe Gift (Die Sache mit den Tigerstreifen)*, in which friendly tiger Kale talks about the beauty of sharing, *Tomorrow's Zoo (On commence demain)*, which looks at animal rights from the perspective of animal protection and environmental recovery, *Disco!*, which discusses gender diversity and respect, and *The Kid Above the Ceiling (POJKEN I TAKET)*, which talks about a different "way of life," going beyond the concept of difference.

These books, which we made one after another with growing skills, have become the *Sunshine Picturebook* series.

The *Sunshine Picturebook* series has been undergoing changes these days. There are more books by Korean writers, and the subjects are becoming lighter. The series comprises about 50 books as of today, including *The Three Ducklings that Read The Ugly Duckling*, which teaches the “value of being yourself,” going beyond the lesson and virtues pinpointed in *The Ugly Duckling* by Andersen, *Special Autumn*, which takes a detailed and heartwarming look at how a stray dog becomes a family member, *It’s No Lie, Trust Me!*, which is full of a child’s bluffs that remind you of the thrilling first crush in life, *The Kim Cheolsoo Bread*, which is about a chaotic party of a mom and her son baking a bread, *You Won’t Know, Mom!*, which features the bond between a mom and her daughter familiar to everyone, *It’s My First Day of School*, which soothes the anxious hearts of children, and *Don’t Worry About Me*, which is about the sweet but bitter heart of a child who takes care of her mother.



Special Autumn, It's No Lie, Trust Me!, The Kim Cheolsoo Bread

In the winter of 2020, when the pandemic was at its peak, our picture books faced a crucial turning point. We launched the *Whole Picturebook* series, which pursues picture books for all age groups, from 1-year-old to 100-year-old, by focusing on the meaning of the Korean word “on,” which means “every” and “all.” The series is a collection of picture books containing insights on living life at your own pace for children and adults to read together. They help adults to view the world from an adult’s perspective, and children to view the world from a child’s perspective.

The rather serious subjects about human lives that began in picture books are connected to children’s and adolescent literature. For example, the book *Sunwoo and Namu* makes you think about the boundary between violence and prank, and the book *Kkamdol next to Kongjjang next to Maengmul*, which was selected as the Book of Guro in 2022, talks about heartwarming stories about our neighborhoods. Also, including the book *The Hawk’s Counselling Center*, which consoles children with concerns and troubles, and the book *The Lost Winter Vacation*, which was chosen by teacher Lee Hyeon as the book she wants to present to her younger self, we are adding new titles to the children’s and young adult literature.

Another pillar of SpringSunshine Publishing Co. is the unique “liberal arts books.” The representative series is the *A Step into the World* series, which helps children to cultivate diverse cultural knowledge so that they can grow up to become global

leaders. The series, including the book *The International Organizations that Run the World*, which explains about 18 international organizations that children should know, *Play and Learn About Festivals Around the World* (2 volumes), which teaches children about different cultures around the world through festivals, *Markets Around the World*, which teaches about society and economy through traditional markets, *I Want to Learn about Revolution!*, which reflects the hope to better the world, and *Prizes in the World*, which looks at the efforts of people who have made the world more valuable, takes various approach to the field of humanities in our society and culture.



Sunwoo and Namu, *The Lost Winter Vacation*, and *The International Organizations that Run the World*

We heard that SpringSunshine Publishing Co. has been donating a part of the profits to children. You have also donated books to libraries and facilities several times. What made you decide to make such donations, and how are things going these days?

Our books discuss various social issues, including human rights, the environment, respecting diversity, solidarity, peace, and refugees, based on self-reflection. Our donation is a way of practicing the spirit of the books that we make.

The donations first began with the idea that we must return some of our profits to children as we made them with children's books. So, since the first book we published, we have been donating 2% of our profits to the education and growth of children around the world. The amount is increasing as we are adding more books to our line-up, but our genuine hope is to leave no children behind the economic barrier. Meanwhile, we have also been sending books to children in culturally less developed regions in cooperation with the Friends of Public Library in Korea.

The book *I'm Pretty?* by Hwang In-Chan and Lee Myeong-Ae was exported to Japan recently. Can you please introduce us to the book? Also, what do you think about the export, and what is the response like in the Japanese market?

The book *I'm Pretty?* published in 2022 was our first export case. This is a picture book that draws empathy from both children

and adults through the beautiful, refreshing description of the two writers – poet Hwang In-Chan and writer Lee Myeong-Ae, as they reinterpret the process of rediscovering the beauty of daily life and objects that we pass by without noticing. It was exported to Japan right after it was designated as the “first book in summer” and was showcased at the Seoul International Book Fair (SIBF). We kind of felt emotionally overwhelmed as we got an offer from Japan immediately after the book was published. Poet Hwang In-Chan’s work was the first export with the unique characteristic that it was a poem collection, and writer Lee Myeong-Ae was already a famous figure in Japan. There will be an exhibition tour across Japan. Looking at the poem collection showing up on picture book readers’ Social Media these days, which is a year after its publication, it seems that people’s scope of reading is diversifying as they become fans of various writers. They say that the book *I’m Pretty?* drew an explosive response from Japanese editors. We think the enthusiasm was driven by the illustration of a spring day on the cover, which was familiar among Japanese readers. Before the Japanese edition was published, the translator and poet Hwang In-Chan exchanged so many e-mails to decide how to translate the sentence “I’m pretty?” which appears throughout the book, because of its nuance. The translator eventually visited Korea at the end of 2022 and met the poet, and they had long discussions about the nuanced differences between Korean and foreign languages. We became curious about how the phrase “I’m pretty?” would

be translated into other language versions. We were also very impressed by poet Hwang In-Chan's effort as he spent much time deciding which word to use for which sentence.

* *K-Book Trends* Vol. 38 – Interview with author Lee Myeong-Ae

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=635&page=&code=interview&total_searchkey=%EC%9D%B4%EB%AA%85%EC%95%A0



Korean and Japanese covers of *I'm Pretty?*

You have been meeting your readers through various channels, such as meet & greets and book-related events. Is there a reason for meeting readers on a steady basis? Also, was there any incident that you remember the most from those meetings?

The fastest channel to meet readers would be using online media like blogs, Instagram, and Facebook, where I can have instant Q&As with them. Adding to this, SpringSunshine Publishing Co. travels wherever our readers are to hear their voices in person. We have been participating in big book fairs like the Seoul International Book Fair, Seoul Educare & Kids Fair, and the Korea

Reading Festival, as well as all types of book fairs, regardless of their size, across the country, talking about books with readers in person.

It reminds us of a reader we met at one of the events. There, she combed through the books on display and chose one book. Then, in the next year, she came and carefully chose one or two books again. It repeated for 7 years, and her child went to elementary school and had two younger siblings. SpringSunshine Publishing Co. has also grown up along with them. We will never forget her. Also, though we didn't intend, many readers we met at reading festivals said that our books have this "life philosophy." They said the books were about topics that are never light to be pushed away after a single read. They added that the books are like baguettes, which are hard to chew but soon become savory with time, rather than custard that gives instant sweetness as soon as it enters your mouth. Magical books, they said, and we can't just forget it.

What books of yours do you want to introduce to our international readers?

The book *Fox-fur Muffler*, which was selected for publication at the "Un-printed Idea" event hosted by the Hyundai Museum of Kids' Books & Art, attempts to make a convergence of a book, video, and AR genre, by hiding a new story in an augmented reality video. The story begins in a girl's voice from the front,

and in a fox's voice in the back, and the two meet in the middle. It's about the size of two picture books combined. In particular, if you download the application and light up certain scenes in the book, a video starts – it was the first attempt in the world of picture books. Another book selected by the “Un-printed Idea” was *At the Museum*, a text-less picture book that delivers a requiem-like story to the animals stuffed in a natural history museum.

We would also like to introduce *Being Together*, the first book of the new *Little Citizen School* series. The core keywords of SpringSunshine Publishing Co.'s books are “peace” and “solidarity.” Even when we are asleep, we are living “together” with so many people working in other parts of the world as well as animals in nature in this big house called “Earth.” We are all living our own life in our own space, but we are ultimately connected to each other. So, we hope to stay by the children's sides so they can grow step by step as global citizens.



Fox-fur Muffler, At the Museum, Being Together

We look forward to your next move, as SpringSunshine Publishing Co. continues to publish heart-warming stories. What are your future plans or goals?

We are carrying out some special projects this year. First is the picture book project “Beautiful Ocean,” jointly conducted by the Korea Institute of Ocean Science and Technology (KIOST). The ocean is much closer to us than the universe, but there’s actually not much known about it. We aim to talk about the stories of the researchers who have devoted their entire life to various research about the ocean through beautiful picture books. This project, which began in 2022, is planning to publish *Grandpa Bulgyhead Wrasse’s Underwater Trip* (working title), a picture book featuring the ocean underneath Dokdo Island. And we are thinking of continuously publishing picture books about various subjects, like mudflats, marine robots, climate crisis, and people working at sea. Another special work is a beautiful picture book based on “King Jeongjo’s Visit to Hwaseong Fortress,” a picture from the King Jeongjo era. Professor Yoon Min-yong, a Ph.D. in Korean Studies, and Ewha, a folk tale artist, are putting the finishing touches on a picture book that has been in the works for over three years.

In the longer term, we want to grow more so that the *Whole Picturebook* series, which has settled quite well today, can meet more readers. We are also planning to work on the new *Little Citizen School* series so that it can be close friends with children,

and to complete the Korean young adult fiction series with good quality, which has just released its first volume.

KOREAN AUTHORS

Writer Lee Kyung-Hye

Writing is About Getting the Thorns Out of Your Chest

People say that books read during childhood and adolescence have a profound impact on later life. It's because it's when the ego develops, and life values are formed. Writer Lee Kyung-Hye, who has been writing and translating various fiction, is also known as the writer of steady-selling children's and young adult fiction such as *One Day I Died* (Baram Books). She is a writer who describes not only unlimited, dreamy stories but also frustrating and painful stories like thorns stuck in your heart, through the language of young children and teenagers. Following is an interview with writer Lee, who shows her love for her readers and the world through her stories.



It's an honor to have you with us for *K-Book Trends*. Please introduce yourself to our readers.

Hello, everyone. I'm a writer who likes all kinds of water like the ocean, all kinds of animals like cats, all kinds of gods like the guardian spirit of mountains, and all kinds of stationery like the fountain pen. I have been writing stories of various genres - from picture books to fiction - as I like writing itself, including keeping a journal. I have also been translating picture books.

Your major area has been children's and young adult literature. Was there a reason for choosing it? What's the unique appeal of children's and young adult literature that you feel?

I didn't choose to write about a specific field. But, I always think about what age is best to tell the story I want to deliver. I mainly

got to write children's and young adult literature as readers liked them more than my other works.

The charm of children's literature is that it has no limitations. The biggest draw for me is that I can do whatever I want – jumping into an imaginary world or the mind of an animal. Also, the biggest appeal of young adult literature is that I get to dig into the most complex and ambiguous beings, who are neither children nor adults but are, ironically, children and adults at the same time.

It seems that children's and young adult literature requires a different approach compared to works targeting adults. Is there something you particularly pay attention to when writing children's and young adult literature?

When I write literary works for children and young adults, I imagine they are sitting in front of me. I actually post a picture of them, too. And, I try to think that I'm telling a story to them. Well, when you're trying to write for someone your age, you don't have to have them sitting in front of you like this. But, if you're writing about the lives of people younger than you, you must keep that in mind at all times. I think this is good manners. It's not about ignoring them or giving them special treatment. It's just that you're being considerate, like speaking slowly to foreigners that are less fluent in our language or refraining from using difficult words in front of children. The message remains

the same – it's the way of delivery that matters.

You have been meeting adolescent readers in person by attending the “Make Big Steps in Literature (*Munhak, sungkeumsungkeum*)” event hosted by Kickkick, a cultural alliance of teenagers. We heard that you've had a great response from your readers. So, what was it like to meet adolescent readers in person for such a long time?

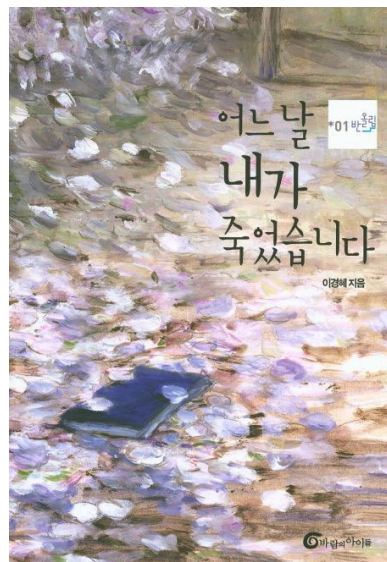
Whenever I meet students at this event, I feel grateful that I write fiction for adolescents. In fact, the adolescent period is when a human being goes through great changes. With so much going on in their lives, they must carry big darkness in their hearts. But, they never reveal them – they only show their bright, energetic aspects when we meet at the event. Well, it's the same with me. It's how we live. So, I always feel happy and recharge myself through the event.

Korean children's and young adult literature has been recognized globally. Your book *One Day I Died* was also translated into five languages and was highly loved by international readers. What do you think is the reason behind the book being so popular in other countries as well?

The most common phrase I heard from students who read the book was, “It was good as you understood our feelings.” The phrase I heard the most from parents was also “Thanks for

letting us know about our children's minds." I think that was the biggest reason in the Korean market. It feels as if I have made a small connection between them, who could not be understood and could not understand.

In other countries, well, I'm not so sure as they are in a different environment from us, but I think they could empathize with the story as the grief of losing a loved one to death is something that everyone takes similarly.



One Day I Died

You have been translating English and French children's literature as well. What are the characteristics and strengths of Korean children's and young adult literature that you think of as a writer and a translator?

Compared to the literary works published in Western countries, children and teenagers in Korea are under tremendous pressure

as they compare themselves to others in terms of academic performance, financial gap, and appearance. So, their resistance to such pressure tends to be more intense than their Western counterparts, where the kids are more stable and respect diverse values. Plus, environmental changes that children and teenagers experience in Korea are influential, too, as Korea is such a dynamic country. Children's and young adult literature is bound to be dynamic and powerful, as it vividly depicts their struggle to fit in as independent beings. And I think that is the most powerful strength of the genre.

You have recently published your first non-fiction book, *One Day I Started Writing a Diary* (Bori Publishing Co., Ltd.). We heard that you have been keeping a diary for 50 years. You are known to be a diary enthusiast, extreme to the extent that you call yourself a “human that keeps a diary” and a “diary addict.” What attitude do you have everyday when writing it? Also, does that have an influence on your literary works?

There's no special attitude or mindset about writing a diary. It has become a habit like washing my face. My head clears when I write the journal for the day, just like how washing your face clears your face.

Yet, there are quite a lot of times when keeping a journal helps me write stories. When I write a story based on my own experience, the journal helps me restore the forgotten memory

so vividly. Even though I don't write down every detail of what happened, keywords bring back the moment alive. Besides, it is hard to recall how I felt about certain events in the past as time goes on without such a record. Also, on top of it being practical, my journal is the biggest supporter for me as it allows me to re-live the time in the past endlessly. It helps me to have an open mind, and not be stuck on my age. That's the best part for me.



One Day I Started Writing a Diary, Sadosaurus, and Something They Dropped

Can you recommend any of your books that have not yet been published overseas that you think international readers might find interesting?

I recommend reading *Sadosaurus* (Baram Books), a full-length fiction book for children. It's about dinosaurs living on an island named "Sado." The main character, Sua, a purple dinosaur with ears, loves to listen to different sounds. She also likes to sing. The story revolves around her and talks about music, friendship, and

solidarity. Even though I've written it, I can confidently say it's a book that will immerse you in the world of dinosaurs.

Last question. What are your next plans or goals?

Well, I'm planning to "not write" things. I might be writing children's books or general fiction but for young adult fiction – one more and no more. Young adult fiction has been the toughest genre for me, and I think that I have delivered all the messages that I wanted to tell them.

So, the last young adult fiction would be a collection of serial novels about young children that were sacrificed during the Gwangju Uprising in 1980. I have already announced the first story with the title *The Command* (included in *Something They Dropped* (Baram Books)). But I haven't been making progress after that. I will write the following stories and put them into a book one day.

For me, writing is about getting things off my chest that have become thorns somehow. So, my goal in writing is to "take at least one more thorn out of my chest." No matter how fine, thick, ticklish, or painful they are, I will pull them out one after another.

PUBLISHING INDUSTRY

Book Pricing Strategies in Korea

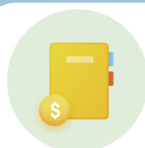
Written by Baek Won-Keun
(President of the Books & Society Research Institute)



Average fixed price
of books in Korea



Book pricing
strategies in Korea



VAT exemption,
fixed book price,
and book prices

Average list price of books sold in 2022 was 17,869 Korean won

In Korea, books are usually sold at a fixed price. It's because the “fixed book price policy” is implemented as the book price policy in accordance with the Publishing Industry Promotion

Act. According to the Korean Publishers Association's statistics, the average fixed price of books in Korea in 2022 was 17,869 won, 4.4% up from the previous year (17,116 won). This isn't a sharp increase considering the international pulp prices and domestic labor costs that have been driving prices up in recent years because publishers sell books at a "competitive price" as they fiercely compete with multiple titles in the market.

In the Korean publishing market, the hardback, paperback (lightweight and inexpensive, Western style), and pocket book markets take a small proportion - instead, a type that lies between the three is highly developed. So, it is different from the Western publishing markets where the same book is published in hardcover and paperback at the same time with a significant price difference.

Fixed book prices in Korea have been held in check in regard to their growth rate. If we look at the actual trend in the average fixed book prices, the increase in book prices is lower than the average increase of general inflation. Also, according to Statistics Korea's Consumer Price Index (CPI) calculated with the year 2020 as 100, the total price index was 107.71 in 2022, a 13.5 point increase from 94.196 in 2014. However, regarding book prices, the index increased by only 9.1 points from 93.419 in 2014 to 102.57 in 2022.

The average fixed book price in 2022 analyzed by category was as follows: comics (6,314 won) and children's books (12,674 won) were the cheapest, and history (25,620 won) and social

sciences (24,352 won) were relatively the most expensive books. The average price of literary books, the most popular genre, was 14,493 won, which was lower than the overall average. The major reason behind this was the unique characteristic of the Korean publishing market, where small-volume and relatively inexpensive poetry books are often published.

Many publishers adopt the so-called “trade-off” pricing approach that references the price of similar books

In the field of business administration, there are three main ways to set prices for goods: cost-plus pricing, demand-based pricing, and competition-based pricing. Then, how are books priced in the Korean publishing market?

There are many ways to set a price for books. The most commonly used methods are cost-plus pricing (adding a certain profit to the production cost) and the so-called “trade-off” pricing (reflecting profit but referencing the price of similar books in the market). Here, the elements that comprise a book’s fixed price are the author’s manuscript fee (customary taxes) (10%), production costs (30%), distribution costs (40%), and book promotion and publisher’s administrative costs (20%). Of course, this is a rough calculation based on the average of published books.

Publishers decide the final fixed price based on a combination of book genre, production specifications, number of pages, and

the number of copies. So, it is obvious that popular books with a large number of copies and thick academic books with a small number of copies choose different pricing strategies. Each genre – poetry, fiction, practical, self-help, liberal arts, academic, and children’s books – has slightly different price points. So, it seems that the “trade-off” strategy is most likely to be used among publishers to determine fixed book prices.

Pricing methods for publications

Type	Characteristic	Example
Cost-plus pricing	Certain profit is added to the production cost	Books with slow turnover and are unlikely to be reprinted: academic books, etc.
Cut-throat pricing	Break-even point is minimized for the first print/ Adequate for books that are likely to be reprinted	Books with high turnover and are likely to be reprinted: literary books, children’s books, educational supplements, etc.
Market pricing	Refers to the market price of similar books	Publications that largely invest in advertisement or that aim to become bestsellers
Trade-off pricing	Adds profit but also refers to the market price of similar books (a mixture of cost-plus pricing and market pricing)	The most robust method
Price-line pricing	Prices are set in advance	Books developed at the right price to meet consumer demands

Source: Kim Sung-Jae (2004), *The Theory and Practice of Publishing* (8th edition), Iljisa Publishing, p.265–267 (reorganized)

As books go into pricing competition in many cases, it is common for books across various genres to adopt a pricing method that makes a profit after their second print, instead of choosing the strategy to break even on the first print. Considering that there

are many similar books in the publishing market, publishers have no choice but to try to reduce the purchase burden on readers through fierce price competition (competitive pricing).

VAT exemption and the Fixed Book Price policy

There are two important pillars that should be taken into consideration when pricing books in Korea: VAT exemption and the Fixed Book Price policy. Korea has been applying the VAT exemption policy on paper books since the 1970s and on e-books, including online publications (general books, webtoons, web novels) that started on CD-ROM in the 2000s. As the typical VAT rate in Korea is 10%, the exemption is equivalent to 10% of the price reduction.

On the other hand, there are also variables that should be considered when applying the Fixed Book Price policy. The policy, which is commonly institutionalized in non-English-speaking countries with developed publishing markets, locks in the price initially set as the selling price to consumers. However, in Korea, the policy allows sellers to provide 5% of the price as mileage points on top of the 10% discount from the fixed price. So, major online bookstores with great market dominance offer such discount services (10% price cut and 5% of mileage points) to the purchasers. This implies that it is difficult for a publisher to ignore such a situation when pricing books.

According to the survey of fixed book pricing stakeholders

conducted in March this year, almost half (47.7%) of the publishers said they would “set book prices with discount rates factored in,” and fewer replied “no” (39.4%). A majority of other parties relevant to book pricing, such as authors, bookstores, libraries, and readers (book buyers), also replied that they would set book prices with discount rates factored in. In short, the consensus was that publishers were willing to incorporate the universalized discount rates into their fixed prices.

Do you think a publisher would set the price of a book with both direct and indirect discounts factored in?

(Ratio: %)

	Authors	Publishers	Bookstores	E-book businesses	Libraries	Readers (buyers)
Yes	70.2	47.7	67.1	48.0	56.2	59.8
Not sure	13.1	12.8	10.1	15.8	9.4	22.8
No	16.7	39.4	22.7	36.2	34.5	17.4

Source: Publication Industry Promotion Agency of Korea (KPIPA) and the Books & Society Research Institute (March 14, 2023), document from the “Open Forum on the Improvement of the Fixed Book Price Policy”

Such findings show that even though the publisher – the one that sets a book’s price – has no intention or awareness of raising the price in response to the extra discounts, a 15% of either direct or indirect discount has been structured in the industry, and it is highly likely to be reflected when setting the price. As such, book prices in Korea reflect the price-reduction effect based on the VAT exemption, and the nominal price increase is offset by

additional discounts.

The publishing industry is also interested in how the small-quantity batch production trend and the recent rapid inflation will affect fixed book prices in the future. If we look at the Korean Publishers Association's statistics on the number of books deposited in the National Library of Korea, the number of newly-published titles in 2022 was 61,181, which increased from 43,585 in 2005. However, the average number of copies per new title was 1,192 in 2022, which decreased from 2,745 in 2005. The reduced number of copies is likely to lead to an increase in book prices, as it is hard to turn a blind eye to the rapid inflation and labor cost increase these days, as well as the increase in pulp prices. Yet, raising book prices in proportion to the underlying elements is never an easy task, as the dropping purchase demand for books has been a concern among publishers.

Publishing Policy

Translation and Publication Support Projects in Korea



Good news for international publishers planning to translate and publish Korean books!

Translation and Publication Support Projects in Korea



Various institutions in Korea have been running translation and publication projects to support international publishers



planning to publish Korean books with an aim to promote Korean books to overseas markets.





Literature Translation Institute of Korea (LTI)

Translation and Publication Grants
for Overseas Publishers

LTI provide grants for translation and publication of Korean books to extend the global reach of Korean literature.

Eligible Applicants

Overseas publishers that have acquired the rights to Korean literary, humanities, or social science books, and are planning to translate and publish them in a foreign language

Application Schedule

Four times in 2023
(applications are accepted all year round, but the announcement dates differ by each deadline)

Amount of Grant

Differs based on genre and language

Selection Criteria

Demand for the chosen work in the target market, thoroughness of the publication and marketing plans, and the reputation and level of credibility of the publisher in the local market

See more details



* ltikorea.or.kr/en/contents/business_trans_2/view.do



Daesan Foundation

Grants for the
Translation, Research, and
Publication of Korean Literary Works

Daesan Foundation aim to globalize Korean literature and foster cultural exchange by spreading Korean literary works around the world.

Accepted Language	Any language
Accepted Works	Korean literary works for translation (works written in the language that has already signed a translation contract cannot be submitted)
Grants	Differs by language and category (translation, research, publication)
Qualification	<ul style="list-style-type: none"> • Translation: Translators with an excellent understanding of Korean literature • Research: Overseas professors, researchers, students, translators, and institutions • Publication: Individuals or publishers preparing to publish translated works

[See more details](#)

* daesan.or.kr/daesan-award/2023/translate-en.html



Publication Industry Promotion Agency of Korea (KPIPA)

Overseas Publication Grants

KPIPA set the foundation for the *Hallyu* (Korean Wave) of Korean publications by supporting their overseas publication.

Qualification	Overseas publishers that have imported Korean publication copyrights
Overview	Publication grants will be provided partially to overseas publishers that have published or are planning to publish Korean publishing content
Scope of Selection	Around 40 titles will be selected and receive grants for publication (differs by region)
Selection Criteria	Qualitative superiority of the book, appropriateness for overseas markets, and the capability of the publisher

[See more details](#)

* k-book.or.kr/user/grants/US_GR_Guide

**If you are considering
publishing a Korean book overseas,
take a look at
the support programs,
and don't miss your chance!**



**We ask for your continued interest
in Korean books published by
overseas publishers!**

Let's Try

Prepare for Disasters with a Single Book

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!

Survival Backpack:

How to Evacuate and Protect Yourself in Disasters



Find everything - from how to pack your survival backpack to how to survive in cities - in this one book!

How well prepared are you in the face of disasters that strike unexpectedly?

휴지 1롤(8타0), 마스크 2-3, 폴라폴리스 담요, 무직포 행주, 아광봉, 티라이트 3, 스탠립, 라디오, 간이 위생세트, 핫팩 및 손난로, 라디오, 미니멀라이프, 미니 구급백, 라도 및 필러알, 김장비닐, 필기구, 미닐 지퍼백(30개입)

2. 장려

기본형 생존배낭 품목에서 필수 생존장비들이 좀 더 추가된 버전이다. 이 정도라면 어느 정도 활용이 가능한 표준형의 생존배낭이라고 할 수 있다. 무게와 부피가 조금 더 늘어났지만 크게 부담스럽지 않을 정도다. 하지만 활용도는 2배 이상 높아진다.

3. 단점

추가 생존용품으로 가격이 좀 더 상승하였다. 배낭 한 개라면 편하겠지만 화사용, 학교용, 단체용이라면 부담이 될 수도 있다. 4인 가족이라면 용도가 겹치는 장비는 빠릴 수도 있겠다.

완비형 생존배낭1

일명 나에게 최적화된 생존배낭이라고 할 수 있다. 군인의 완전군장과 같다. 사진에서 보듯 배낭의 구성품이 더 많아지고 내외부에 다른 장비들도 결합되었다. 무게와 부피가 늘어났지만 개인이 감당할 수 있는 선에서 추가한 것이다. 덩치가 크고 힘이 쉰 남자들이나 가족의 생존을 책임진 가족들이라. 필요한 전선상에서 조금 더 고가의 장



비나 외제 명품을 선택할 수도 있다. 호신용품이나 숙박장비, 통신장비 등도 추가할 수 있다. 이외 가족이 많아 물 소모량이 큰 것 같다면 휴대용 물주머니와 빨대형 간이 정수기, 코펠세트, 원낭과 모로, 텐트, 바닥 깔판, 펌프, 각종 수리 도구, 연료 등도 추가할 수 있다.

1. 준비물

- 배낭(25리터 이상 대용량형)
- 바람막이 자켓, 비닐우의, 비니, 모자, 면장갑, 두꺼운 등산양말 2, 손목담요 2-3, 스텔라, 경량세탁, 체육복 바지, 긴팔복
- 생수 2-4병, 캔슬로프 2, 다이제스티브스 3, 알지켈 3, 초코파이, 에너지 바, 동결건조 비닐팩, 건빵, 건조과일(메나리프, 건포도 등), 사탕(코코넛 캔디), 각종 통조림
- 라이트, 멀티툴, 줄레시, 호루라기, 핸드폰 충전기 및 보조배터리,

휴지 1롤(8타0)
-마스크 2-3, 폴라폴리스 담요, 무직포 행주, 아광봉, 티라이트 3, 스탠립, 라디오, 간이 위생세트, 핫팩 및 손난로, 라디오, 미니멀라이프, 미니 구급백, 가위, 불꽃 신호탄, 3인 등산스틱, 만화 및 코믹세트, 말뚝, 펌프, 필러알, 미니정수기, 말포 비프, 손난로용 연료통, 미니 미니(가솔린 스토브, 주드 스토브), 5리터 이상 물주머니, 컵드 화두 등 놀이도구, 손목세트

2. 장려

추가 생존장비와 침낭, 매트, 텐트 등 야생 및 숙박장비가 좀 더 추가되었다. 야생이나 대피소에서 오랫동안 지내야 할 때 피난기간이 길어진다면 큰 도움이 되고 든든할 것이다.

3. 단점

숙박장비 때문에 무게와 부피가 제한할 수 있을 정도로 올라갔다. 이동 시에는 불편하고 더 힘들 것이다. 4인 가족이라면 모두 다 이런 장비를 갖출 필요가 없다. 엄마와 아빠 것만 완비형으로 관제하고, 아이들 것은 제외해도 될 것이다.



완비형 생존배낭2



완비형 생존배낭3

Disasters such as wildfires and heavy rain are becoming more frequent with increasingly severe abnormal climates. It is also common to see how a preventable disaster turns into a major

catastrophe in the blink of an eye as people panic and are confused. But, if you know how to, then you can survive any urgent situation! That's why we all need to study and prepare for disasters ahead of time.

The book *Survival Backpack: How to Evacuate and Protect Yourself in Disasters*, written by Woo Seung-Yup, head of the Urban Disaster Research Institute and urban survival expert, teaches step-by-step how to pack a survival backpack for a disastrous situation. From the light, simple basic type, to the ultimate type apt for long-lasting disasters, the book helps anyone prepare a survival backpack. If you have the backpack ready, how to survive in the city next. The book is full of information that will help you a lot in an emergency once practiced ahead of time, such as how to purify water and survive inside the house. Seems difficult? Don't worry! It's packed with examples from famous movies like "The Exit" and "San Andreas" for you to learn easily! So, let's start preparing for urgent situations with the book *Survival Backpack: How to Evacuate and Protect Yourself in Disasters*. A little preparation might determine life and death in disasters!

[Go To Article](#)

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1232&code=info&category=92

NEW BOOKS

Brilliant Regards



Talking about the inevitability and limitations experienced during an awkward childhood that you only realize when you grow up,



the book offers its sweet and brilliant “best regards” to its readers across time.

Young Haemi closes her mind in the face of overwhelming tragedy and loneliness

caused by an accident, her sister’s death, and an abrupt migration to Germany, and lies to people around her so they don’t worry about her.

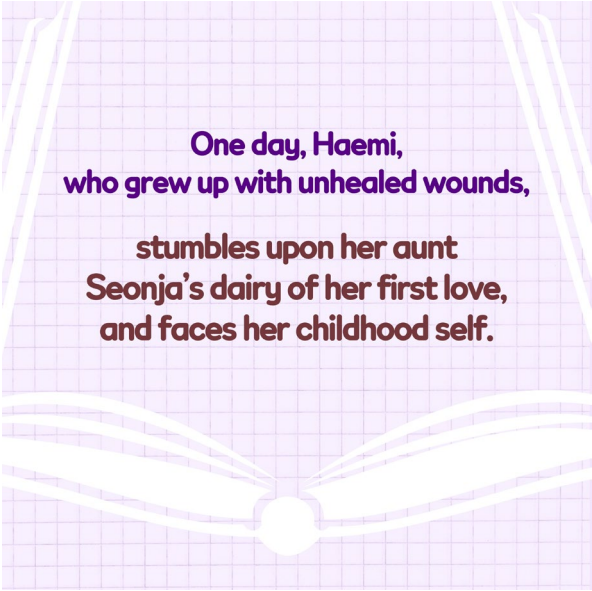
Other Korean nurses dispatched to Germany help Haemi,

and they soon become Haemi’s haven and new home.



But the relief is
short-lived -
the Asian Financial Crisis
hits in 1997,

and Haemi goes
through another loss
as she returns
to Korea.



One day, Haemi,
who grew up with unhealed wounds,
stumbles upon her aunt
Seonja's diary of her first love,
and faces her childhood self.



“
I no longer regret
looking back on my life.
”

A healing, enlightening story of
a human being that
could not forgive her past self.



Message from
my harsh childhood

✧ ✧
*Brilliant
Regards*

Baik Soulinne,
Munhakdongne

BEST SELLERS

2nd Week, June 2023

Best Seller Trends in the Four Biggest Online Bookstores in Korea

In June, books that encourage readers to reflect on their behaviors and set up new philosophies for life caught readers' hearts. First, let's look at two self-help books that have been best sellers since last year. *Counter Your Life*, the most popular book last year, returned with an extended edition. As it was a hot issue book setting best seller records for 50 consecutive weeks, the extended version immediately became a best seller as well. The new edition, which has about 100 pages added to the initial edition, is enriched with new secrets from the author and testimonials from readers whose lives have transformed after reading the book. Also, *Sayno Love* is the best selling book of the first half of 2023, having been on top of the sales ranking of the four largest online bookstores in Korea since its publication in March 2023. The book, which shares thoughts on how to live your life by changing yourself instead of blaming others, has been selling well in paperback despite the fact that the author

released the e-book for free at the same time as the book was published. Meanwhile, the new book *Sky, Wind, Stars, and Humans*, written by “friendly physicist” Kim Sang-Wook after 5 years, ranked 8th. If you want to learn about the world seen from a warm perspective of a physicist – from tiny atoms to humans and the universe – why not read the book?


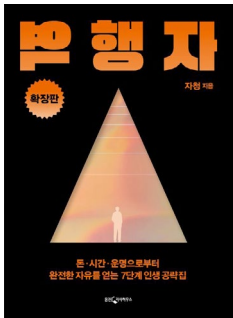
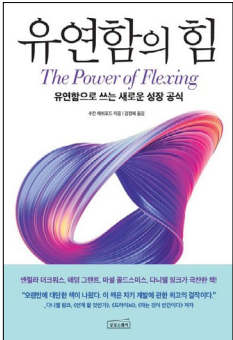
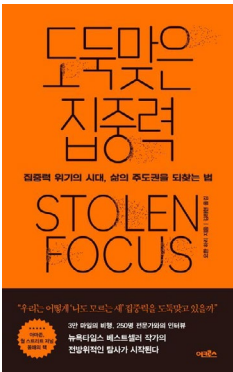
* *K-Book Trends Vol. 42* – [Go to the article about writer Kim Sang-Wook](#)

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=894&page=&code=interview&total_searchkey=%EA%B9%80%EC%83%81%EC%9A%B1

Among travel books, those that introduce tourist spots in Korea for a light visit were popular in June. For example, *Trekking Routes for Walking* introduces trekking courses in Korea for anyone to walk along easily. The courses are organized by difficulty, season, and theme, making it easy to choose the right one for you. Also, *I Have Been Waiting for the Weekend to Go Here* is a book that talks about hidden, hot places in Korea that you can visit easily over a weekend. It also recommends a variety of tourist destinations categorized into five themes, including unique experiences, refreshment, and neighborhood exploration. If you can't spare time to go on a trip, why not take a peek at other people's travels through the book *Trip Moments*? Ten travel writers beloved by Gen MZ have assembled a collection of their travelogues, and you will find yourself indulged by their experiences as you read through them.

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

Top 10 best sellers for the 2nd week of June

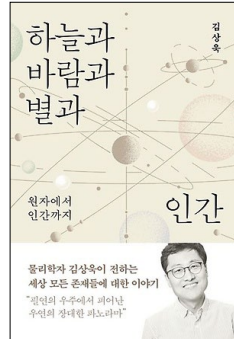
1		<p><u>Sayno Love</u></p> <p>Author Sayno Publisher Day One Genre Self-help</p>
2		<p><u>Counter Your Life (extended edition)</u></p> <p>Author Jachung Publisher Woongjin Jisik House Genre Self-help</p>
3		<p><u>The Power of Flexing</u></p> <p>Author Susan J. Ashford Publisher Sangsang Square Genre Self-help</p>
4		<p><u>Stolen Focus: Why You Can't Pay Attention</u></p> <p>Author Johann Hari Publisher Across Genre Humanities</p>

Top 10 best sellers for the 2nd week of June

5		<p><i>Petite Philosophie de La Mer</i></p> <p>Author Laurence Devillairs Publisher FIKA Genre Humanities</p>
6		<p><i>An Introduction to Business Management</i></p> <p>Author Kim Seung-Ho Publisher Snow Fox Books Genre Business</p>
7		<p><i>Anne of Green Gables: Complete Collection</i></p> <p>Author Written by Lucy Maud Montgomery, illustrated by Yoo Bora Publisher Hyundae Jisung Genre Fiction</p>
8		<p><i>I Can't Like You for Your Face! 7</i> (first-edition-only Kanato & Doigaki standing POP and a booklet)</p> <p>Author Karin Anzai Publisher Seoul Media Comics (Seoul Media Group) Genre Comics</p>

Top 10 best sellers for the 2nd week of June

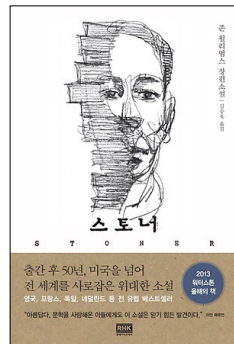
8



Sky, Wind, Stars, and Humans

Author | Kim Sang-wook
Publisher | Bada Books
Genre | Science



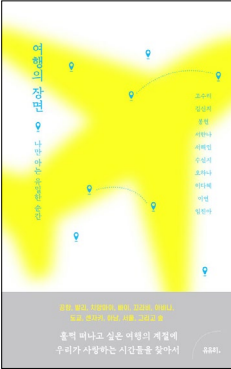

10





Stoner

Author | John Williams
Publisher | RH Korea
Genre | Fiction

Top 5 travel books for the 2nd week of June

1		<p><u>Trekking Routes Good for Walking</u></p> <p>Author Kim Young-Soo Publisher Hanbit Life</p>
2		<p><u>I Have Been Waiting for the Weekend to Go Here</u></p> <p>Author Joomalang2 Publisher Big Fish</p>
3		<p><u>Trip Moments</u></p> <p>Author Go Soo-Ri, Kim Sin-Ji, Bong Hyeon, Seo Hannah, Seo Hae-In, Soo Shin-Ji, Oh Hana, Lee Dae-Hye, Lee Yeon, Lim Jin-Ah Publisher Uuheebooks</p>
4		<p><u>Midnight Museum: Paris</u></p> <p>Author Park Songi Publisher Big Fish</p>

Top 5 travel books for the 2nd week of June

4		<p><i><u>This is Hokkaido</u></i></p> <p>Author Kwon Yena, Kim Min-Jung Publisher TERRA</p>
4		<p><i><u>Encyclopedia of Breads in Japan</u></i></p> <p>Author Editors of Tatsumi Publishing Publisher KI Books</p>

KOREAN TRANSLATOR

HOANG HAI VAN



PROFILE

- Korean – Vietnamese Translator, Member of Hanoi Writers Association
- E-mail: hhvrose@gmail.com

EDUCATION

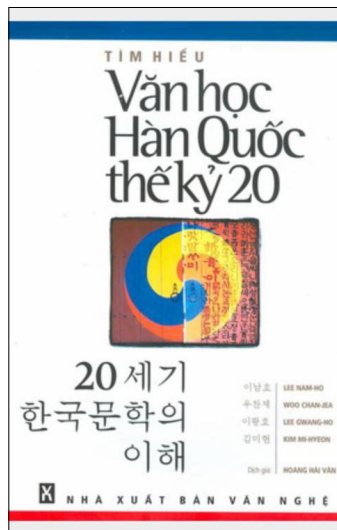
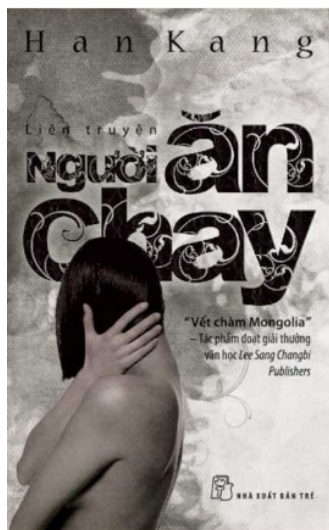
- Korean Language and Literature M.A, Seoul National University (2002.06 – 2005.12)
- Korean Studies B.A, Hanoi National University (1996.09 – 2000.06)

CAREER

- Daewoo E&C Vina Co., Ltd (2022.05 – Now)
- Cyber Hankuk University of foreign studies
Department of Vietnam & Indonesia – Professor (2018.10 – 2021.03)
- THT Development Co., Ltd (2010.11 – 2017.12)
- Ho Chi Minh University of Humanities and Social Sciences
Department of Korean Studies - Lecturer (2008.09 – 2010.06)
- Korea Cyber University (KCU), Adjunct Professor (2004.01 – 2005.12)
- Vietnam Labor overseas Corporation
Interpreter & Representative in Seoul Office (2000.08 – 2002.08)

PUBLISHED TRANSLATIONS BOOKS

- *The Vegetarian*, Han Kang, Young Publishing House, 2010
- *Study Korean Literature of the 20th Century*, Lee Nam-Ho, Wu Chan-je, Yi Kwang-ho, Kim Mi-hyon, Culture and Arts Publishing House, 2009
- *Evening Games*, Oh Jung-Hee, Literary Publishing House, 2005



The Vegetarian, Study Korean Literature of the 20th Century, and Evening Games

OTHER TRANSLATIONS (Short story, Non-fiction, Poem, Drama)

- *Plaza Hotel*, Kim Mi-wol, short stories printed in *Koreana magazine Fall 2016* and *Korea Contemporary Short Stories* with many translators, Culture and Arts publishers, 2019
- *Rural Life on the Way to Find the Happiness of Special Brides*, Ministry of Agriculture & Forestry Republic of Korea, Ligem, 2007 (translated with translator Nguyen Thi Hien)
- Go Jae-jong's 5 poems Translation: *First Love, Self-taught, The power of flowers, Little by the embankment, The road is a dream in which I flow alone*, record a video clip reading the poem and participated reading the translated poetry in the "2020 Gwangju Asian Literature Festival"
- Translated Drama broadcast on VTV3 "Did We Really Love?", 1999 (translated 10 episodes with Le Ngoc Tuan)



Koreana magazine Fall 2016, Korea Contemporary Short Stories, and Rural Life on the Way to Find the Happiness of Special Brides

INTERPRETER EXPERIENCE

- Working as a freelance translator and interpreter for the Vietnamese and Korean Governments, companies as below(2002.07 – 2007.12):
 - Korea Software Promotion Agency, KOTRA, Korea International Labor Foundation, Daegu City Hall, Incheon City Hall, National Assembly of Korea, Korea Chamber of Commerce and Industry, Korea Exchange Foundation, Korea Press Foundation, Vietnam National Assembly Social Affairs Committee and Educational Culture Youth Committee Hanoi city, Bac Giang province, Hai Phong city, Thua Thien Hue province, Hue city, Thai Nguyen city delegation, Korea-Vietnam Ministry of Culture and Tourism, Ministry of Employment and Labor, Ministry of Planning and Investment, Ministry of Finance, Hanoi National University, KBS, MBC, Korea Development Bank, Export-Import Bank of Korea, LG, Samsung, Hanshin Public Service, etc.

- Interpretation and Translation Vietnamese-Korean International Academic Conference, Law International Symposium, Korea-Vietnamese ministerial-level meeting, etc.

I READ

The Hen Who Dreamed She Could Fly
by Hwang Sun-mi

Written by Maria Rosario Fernandez (Reader of *K-Book Trends*)

This article is a review written by a Filipino reader of
K-Book Trends after reading a Korean book.

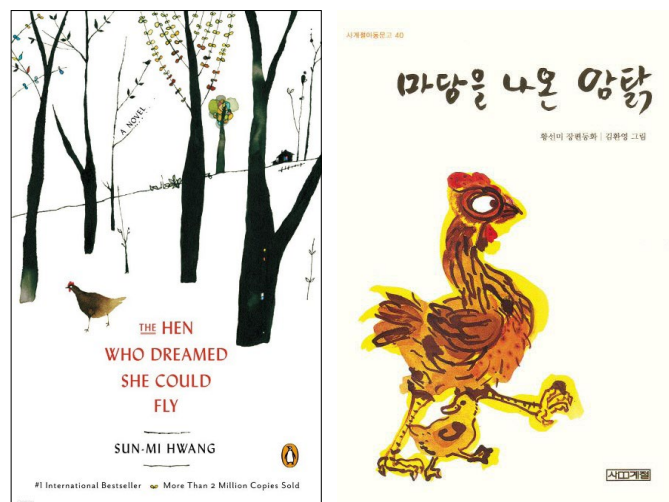
If you want to share your wonderful experience of reading Korean books
with other overseas readers, please send us an email!

kbooktrends@gmail.com

I encountered *K-Book Trends* on Instagram. I immediately browsed it. Looking at the Interview menu, I searched particularly for Ms. Hwang Sun-mi, the author of *The Hen Who Dreamed She Could Fly* (SAKYEJUL) , the only Korean literature book I have read so far. In her interview, she said, “I hope they think reading a book is like practicing a certain wish.” What

she uttered is so true and meaningful because after reading *The Hen Who Dreamed She Could Fly*, I was in deep thought and felt a sense of achievement. Like I have reaped a certain reward. It encouraged me to share my perspectives on the story. Coincidentally, in her interview, I also found out about her passion for plants, and I thought perhaps that is the reason why she named the main character Sprout in her book *The Hen Who Dreamed She Could Fly*.

* *K-Book Trends* Vol. 47 – Go to the interview with writer Hwang Sun-mi
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=634&page=2&code=interview&category=66



English and Korean covers of *The Hen Who Dreamed She Could Fly*

A single word to describe this book is superb. This beautiful book earned prestigious awards and captivated many readers' hearts, especially children. *The Hen Who Dreamed She Could Fly* is the story of Sprout, a hen trapped in a coop inside a farm shed. She yearns to be free and dreams of raising a child. Her chance at

freedom arrives when she is taken out for culling. But life outside the cage isn't quite what she expected. Dangers abound because of the predatory weasel and the cold attitude of the other animals on the farm. The climax of the story comes when she discovers an egg left unattended in a nest. Unable to lay any herself, she decides to hatch it. With the help of her friend Straggler, she successfully watches over the fragile egg until the creature inside emerges. There she can finally call herself a mother, and she is determined to take care of her child. There are a lot of twists in the story, which makes it very entertaining and enchanting to read.

Below are some of my perspectives on the story I want to share. The story has a lot of deep and meaningful messages, striking phrases, and a few argumentative scenes, which lead to everyone's personal dispositions.

“Sprout was the best name in the world.”

This scene in the book reminds me of the phrase, “How sweet thy name is to be called.” Our name is our identity. It feels good to be called by our name. Generally, our name is given to us for a reason and meaning. The name Sprout encompasses the personality the main character needs when she encounters life in the following chapters of the book. That sprout needs to be strong and never give up, just like a sprout is vital.

“Tears flowed freely from Sprout’s eyes for the first time in her life.”

The end scene in the first chapter is emotionally intense. It conveyed sadness, emptiness, and hatred at the same time. It is like a description of hitting rock bottom for the first time. The hopelessness Sprout feels is so deep that in grieving so much, she uttered the most hurtful message to herself without knowing, of course, the impact on her; refusing to lay another egg ever! Often, at that point in our life, we do things that will hurt ourselves as well and that we regret in the end. If Sprout knew she could not really lay another egg, would she have the courage to dream of hatching one in the first place? Nor, if only we knew ahead, could we have done it otherwise? It is like a fixed mark that can’t be undone, but I believe the “I refuse to lay another egg! Ever!” is a glimpse of what to expect, that, in despite of the impossibility, she is willing to dare the things ahead just to make it happen. That impossible becomes possible after all.

“Nobody wants you!”

Chapter three shows the cruelty outside the coop. The cold attitude of the other animals on the farm towards Sprout is unbearable. In this stage, she experienced humiliation and rejection. The pecking order on the farm is quite obvious. Some animals are more equal than others. Sprout was not accepted in the barn because the other animals were afraid that their kind would be the laughingstock of the barn. The rooster is so arrogant as he emphasizes that he is the sole decision-maker of

the barn. In Times like this, just like Sprout, we need to realize we will have to make our way on our own in order to survive.

“Now I want to fly away!”

The author inserts one final twist at the end of the story. In the final pages, readers, including me, reflect on most of Sprout's significance of the struggles she has encountered—a deeper look, just like our motivation behind the worst things happening in our lives. The finale doesn't always mean the ending. It is really up to someone's perspective, whether it is a happy or sad one. *The Hen Who Dreamed She Could Fly*'s ending is one of a kind—the reason why the book was titled that. Honestly, I cried with a smile and a content heart. What a wonderful story. I wish you all a happy reading.

#K-BOOK

#Life

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

*Learning from Life 1, 2, 3 (Series)***1. Publication Details**

Title | Learning from Life 1, 2, 3 (Series)
Author | Yun Soyoung, Minjae Shin
Publisher | Little Mountain Publishing Co.
Publication Date | 2020-03-05
ISBN | 9791155251287
No. of pages | 248
Dimensions | 173 * 230

2. Copyright Contact

Name | Jo Jinryung
Email | littlemt2001ch@gmail.com
Phone | +82-2-335-7365

3. Book Intro

The *Learning from Life* series studies three subjects – 'to be alive,' 'to learn,' and 'to live together' – through stories about various forms of life.

On Earth, humans live together with a number of different forms of life. Each form of life has its own way of living, and nobody should carelessly damage its life. There is a need to develop a sense of sensibility towards life so that one does not think small of or easily sacrifice a form of life. What we should learn from life is that persons did not suddenly appear in this world from nothing but are connected as one with countless forms of life.

* k-book.or.kr/user/books/books_view?idx=4602



A Life Science Concert for Young Adults

1. Publication Details

Title | A Life Science Concert for Young Adults

Author | Ahn Ju-hyeon

Publisher | Chungaram media

Publication Date | 2020-10-31

ISBN | 9791158711443

No. of pages | 184

Dimensions | 150 * 210

2. Copyright Contact

Name | Kang Yueun

Email | yoonie926@gmail.com

Phone | +82-10-6351-1587



3. Book Intro

* An engaging glimpse into the fascinating world of life science

The latest instalment in October Sky, a series of nonprofit science lectures for young adults.

This book is the seventh in a series of lecture anthologies from October Sky, an annual event established to share the joy of science with young adults. This year's lectures are centered on life science, and the way our lives are impacted by research into a wide range of organisms, including the common fruit fly, the spider, the housecat, entities invisible to the naked eye like cells and microorganisms, and even long-extinct creatures like the dinosaurs.

These lectures explain how fruit fly research led to developments in the field of genetics, how studying spiders showed us how organisms developed to suit their habitats, and how researching animals allows us to better understand fellow humans. Studies on cells and microorganisms improve our health and further green technologies, and dinosaur fossils paint a vivid picture of the distant past and help us prepare for the challenges that lie in our future.

* k-book.or.kr/user/books/books_view?idx=6675

Big History

1. Publication Details

Title | Big History
Subtitle | Big History of Life: From the Big Bang to the Present
Author | Choi Minja
Publisher | ModlBook
Publication Date | 2018-01-15
ISBN | 9791188765010
No. of pages | 808
Dimensions | 152 * 225

2. Copyright Contact

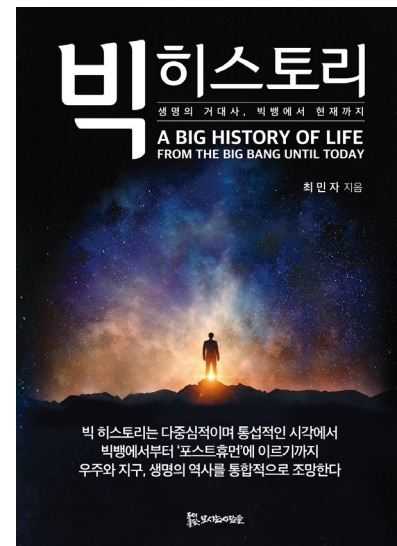
Name | So Kyunghee
Email | hee0820@hanmail.net
Phone | +82-2-733-7173

3. Book Intro

This book interprets all academic fields according to the “grammar” of big history, which consistently interprets and seeks to understand all areas of study, such as the natural sciences, social sciences, humanities, religion, philosophy, politics, culture and the arts. By restructuring everything mentioned above from the perspective of “The Big History of Life”, the discourse on big history is taken to the next level. Through “The Unified Field Theory of Everything,” which includes the unified field theory in natural sciences, it has rebuilt the concept between humans, at the inflection point of the 21st century, and the world. To be more specific, human relationships and the relationship between nature and humanity. In particular,

1. This book newly systemizes the fact that Big History is not just an accumulation of history but a big history of life.
2. The philosophy of Big History is that life is a journey of spiritual evolution, longing for true and full freedom.
3. With a new contemplation for life, it provides an alternative to modern western civilization which attributed life to “water itself.”
4. It goes beyond the time of world history, engulfed by western ethnocentrism, and seeks the root of human civilization.
5. Going beyond the unilateral social developmental theory, it provides a historical insight viewed from the eternal dimension.
6. We can contemplate how the meaning of everything is connected in this universe and how our lives are affected.

* k-book.or.kr/user/books/books_view?idx=3941



Museum Director Lee Kang-hwan's "Reply Aliens"

1. Publication Details

Title | Museum Director Lee Kang-hwan's
"Reply Aliens"

Subtitle | Children's Science X Humanities

Author | Lee Kanghwan, Hong Seongji

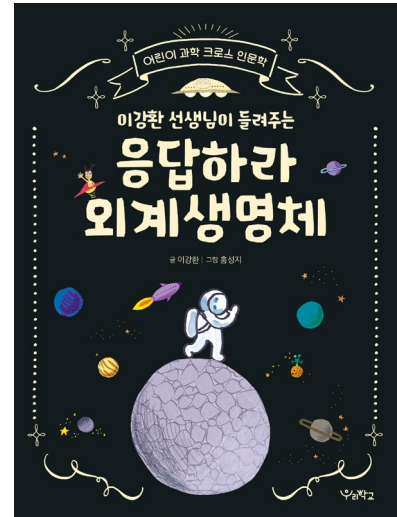
Publisher | Woorischool Co.

Publication Date | 2019-06-17

ISBN | 9791187050957

No. of pages | 136

Dimensions | 168 * 228



2. Copyright Contact

Name | Kim Minjeong

Email | schoolwoori@daum.net

Phone | +82-2-6012-6094

3. Book Intro

We hear a flood of news about the discovery of liquid water on Mars in 2015 or the location of a "Second Earth", or a "Twin Earth." We are living in an era where film "Interstellar" could become real—humans leaving polluted Earth and finding an alien planet that people can settle on. Then at this point, what should children learn and imagine about the universe? This book invites children to a vast horizon toward the space where they can meet wondrous stories about the solar system, universe, the second Earth and possible existence of aliens on it.

The sun is a star. Across the universe, there are more than 100 billion galaxies, each containing 100 billion stars. These enormous number of stars, which has 22 zeros, each have several alien planets orbiting around them, like Earth orbiting the sun. This means that in space, there are more alien planets than stars, each of which has a possibility of life, just like Earth. The rapid development of astronomy and space telescope has found over 4,000 alien planets already as of June 2019, and Korea is one of the leaders in this field with the world-renowned KMTnet (Korea Microlensing Telescope Network).

However, the extent of knowledge about space among many children still stays in the realm of UFOs or alien bodies kept in secret places. This is why a distinguished astronomist and the Director of Seodaemun Museum of Natural History decided to lay a stepping stone for children move on from this unfortunate reality. What young readers will find in this book is not green aliens with big heads and wide eyes—they will get an opportunity to explore "exobiology." Also known as Doctor K who teaches science in a fun and interesting way for the public, the author offers a friendly guide to help children dream of the universe based on

facts and science, not on superstitions or prejudices, as they are sure to enter the new era of universe. Most importantly, readers will be able to deeply understand that looking for aliens ultimately boils down to finding an answer to who we Earthlings are.

* k-book.or.kr/user/books/books_view?idx=2512

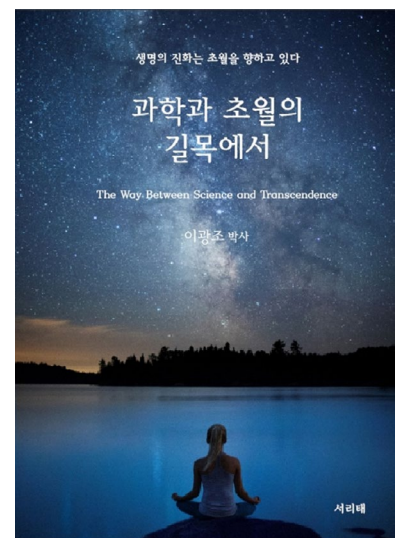
The Way Between Science and Transcendence

1. Publication Details

Title | The Way Between Science and Transcendence
Subtitle | Life and the universe are evolving toward transcendence through
Author | Lee KwangJo
Publisher | SoyPaper Publisher
Publication Date | 2017-05-07
ISBN | 9791186079164
No. of pages | 547
Dimensions | 156 * 235

2. Copyright Contact

Name | Lee KwangJo
Email | soypaper@daum.net
Phone | +82-10-7707-6259



3. Book Intro

The general principles regarding the phenomena of the world that religions had explained in the past are now transitioning into the realm of science. The great power of science is the unity of language. Despite the enormous advances in science and technology, however, the one aspect that is still unconnected and uninterpreted is the purpose of human existence. This book unifies science and transcendental phenomena in terms of energy. In other words, the birth of the universe through the Big Bang, the generation of atoms and molecules, the stars and galaxies, the sun, the earth, life, and the series of processes leading to human evolution are all linked to transcendental phenomena. Christian mysticism, Buddhism, Islamism, Hinduism, yoga, Jewish Kabbalah, Eastern Taoism, Xian Taoism, and Zen breathing all share a common point of energy conversion through respiration. This is related to mitochondrial electrochemical gradient and the action potential of the brain. The intensive focusing causes electromagnetic syntonization

and increases the possibility of nuclear fusion via a tunneling effect. This book is divided into four parts. The first part examines the birth of the universe from the Big Bang and the earth's evolution through the Paleozoic, Mesozoic, and Cenozoic periods. The second part focuses on the importance of the evolutionary processes and principles of the respiratory, circulatory, nervous, and endocrine systems. The third part introduces mystical texts (Hyemyeongkyeong and Seongmyeongkyuji) of Eastern Taoism; Buddhist sūtra and mysticism; Jewish Kabbalah; Hindu Bhagavad Gita; Yoga Sūtras of Patañjali; Plato's mysticism; Plotinus; Origen and Christian mysticism; Catholic contemplative prayer; Sufism, or Islamic mysticism; and the neidan meditation of The Secret of the Golden Flower. It also delves into meditation and brain science, light and quantum biology, quantum psychology, and mind coherence. The fourth and final part explores the significance of transcendental phenomena in the community. The book stipulates that if we can realize that transcendence is the purpose of human existence through scientific principles, then social structures can also be restructured around the concept of transcendence.

* k-book.or.kr/user/books/books_view?idx=142

The Tales Told by Life

1. Publication Details

Title | The Tales Told by Life
Author | We Kee Cheul, Yi Hee Jae
Publisher | SAKYEJUL PUBLISHING LTD.
Publication Date | 2006-11-27
ISBN | 9788958281962
No. of pages | 240
Dimensions | 154 * 225

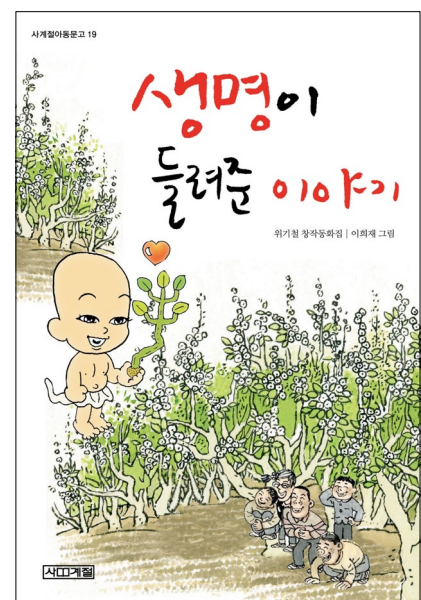
2. Copyright Contact

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

3. Book Intro

As the author says he wrote the book with 'a wish for a world full of people who love their life and cherish others' lives as well,' it contains enlightening tales about the preciousness of life.

Part 1, "The Tales Told by Life," consists of the stories that 'life' tells Todam,



a fourth grade elementary school student who is on the verge of committing suicide, encouraged by 'death,' which appears to him the moment he thinks he wants to die, feeling his parents hating him. These are the tales that the life tells to Todam: *Tears of Love*, in which a mother who lost her child to death because she was unable to pay for a life-saving operation suffers horrible grief and tries to commit suicide but the father makes her shed tears of love by persuading her to consider other children as their own and live for them; *An Old Man Who Tried to Buy Life with Money*, in which a stingy old man tries to extend his life by paying money but fails because no one can buy life with anything and everyone must die someday; *A Child Who Only Loved Robots*, in which 'death' appears to a child, who only loved robots, and orders the robots to attack the child; *Immortal Condemned Criminal and Why Shouldn't a Child Become an Adult Right Away*, through which the subjects like life and death, one's own life and others' lives are dealt with in an entertaining fashion.

Part 2 includes four tales: *Who Should Take the Apple, Don't Go Away to Heaven, The Seventh Miracle*, and *A Disappearing Tale*. They also talk about the importance of life and the value judgment we must make during our lifetime.

Part 3, *Where is the Magic Club*, is a juvenile drama with the story about children finding the magic club the baby goblin lost and returning it to him.

* k-book.or.kr/user/books/books_view?idx=400

Hello, My Whale

1. Publication Details

Title | Hello, My Whale

Subtitle | A tale about the life of the ocean and whales

Author | Jang Eunhye

Publisher | CrayonHouse Co., Ltd.

Publication Date | 2021-09-30

ISBN | 9788955478181

No. of pages | 40

Dimensions | 205 * 280

2. Copyright Contact

Name | Lee MinJeong

Email | mjlee@crayonhouse.co.kr

Phone | +82-70-8671-767



3. Book Intro

Our precious ocean, the value of life

In her childhood by the sea, the author used to fall asleep to the sounds of the waves. Whenever she was scolded by her mother or fought with her sister, she would run to the ocean and be comforted by the stars in the night sky. The ocean was her haven and her playground.

Now as a mother herself, as the love for her own child grows, she feels a growing concern for the threat to maritime life. Plastic waste or marine pollution from oil spills are mostly the cause.

The author began thinking of whales, which are mammals just like us. She decided to create an illustrated story that relays the value of the ocean, the sanctity of life and love through whales which drink breastmilk and breathe air just like humans. After consideration, Jang decided to use watercolors instead of a computer, to depict the amazing colors of the ocean and whales to allow children's imagination grow.

Preserving nature and co-existing with it

The environment has become the most important issue everywhere. The carbon neutrality act has been passed in Korea and protecting the environment is no longer a choice, but a way for survival. Children must learn from a young age how to live alongside nature and protect it by teaching them how to respect life and our environment.

Hello, My Whale is not a hard environment lesson but rather leads young readers to realize how we must protect nature and the lives in it through the story of a mother and baby whale in the beautiful waters of the ocean.

* k-book.or.kr/user/books/books_view?idx=6605

Mt. Jiri, Ah, Human Beings!

1. Publication Details

Title | Mt. Jiri, Ah, Human Beings!
Subtitle | The Resting Place and Habitat of Numerous Lives, The National Park We Borrow from Future
Author | Yoon, Joo Ok
Publisher | SANZINI
Publication Date | 2017-10-23
ISBN | 9788965454434
No. of pages | 260
Dimensions | 148 * 210

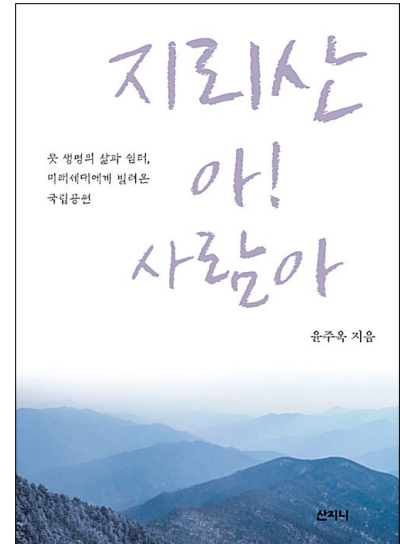
2. Copyright Contact

Name | Eunmi Yoon
Email | san5047@naver.com
Phone | +82-51-504-7070

3. Book Intro

In 2017, Mt. Jiri celebrated the 50th anniversary of its designation as a national park. The author, Joo Ok Yoon, who has been working as an activist for the conservation of Mt. Jiri, took a long time to write this book, which is both an ecological report and a love letter. Written in a simple and approachable style, the book reveals Yoon's special attachment to beautiful Mt. Jiri and her struggle against unsustainable development in the national park. She also introduces the lives of local people, who live harmoniously with Mt. Jiri, growing together with nature. Walking along the trails of Mt. Jiri, Yoon expresses her gratitude for the mountain, which endlessly nurtures and embraces. While reading her stories, which are peppered with lively episodes and detailed descriptions of animals, flowers and trees living and growing in various parts of Mt. Jiri, readers can encounter Mt. Jiri as if the mountain were in front of their eyes. *Mt. Jiri, Ah, Human Beings!* is at the same time a record of Yoon's struggles against unsustainable development in the national park, the result of human greed and hubris. Readers can see how the author has tirelessly fought against the construction of dams, cable cars and highways in Mt. Jiri, to conserve the national park.

* k-book.or.kr/user/books/books_view?idx=4721



Space Stroll

1. Publication Details

Title | Space Stroll
Subtitle | Walk Along with Time: The Birth of Space and the Earth, and the Evolution of Life
Author | Lee Jungkyu
Publisher | IDEA Book Publishing
Publication Date | 2015-12-15
ISBN | 9791195650118
No. of pages | 208
Dimensions | 140 * 200

2. Copyright Contact

Name | S. K. Han
Email | idea_book@naver.com
Phone | +82-70-4208-7212



3. Book Intro

This book tells easy and interesting stories about the universe and science, going beyond scientific stories to connect readers to the universe they're in. This book describes the endless universe and us as part of one web. It views the history of the universe not as separate chapters but as one manifestation of space and time. The history featured in this book includes the 13.8-billion-year history of the universe since the Big Bang, the formation of Earth, the emergence of life, and evolution.

For instance, 70% of human body is comprised of water. But where did hydrogen come from? Hydrogen was formed right after the Big Bang and has evolved over 13.8 billion years. This means that we are simultaneously the beginning and a part of the evolving universe. From this perspective, the universe is not a distant being but a tangible substance that exists right in front of us. This book examines how we can understand the universe from our own perspectives. It explores the "universal world view" through scientific stories about the universe.

* k-book.or.kr/user/books/books_view?idx=4397

I, a holobiont, coexist with microbiome

1. Publication Details

Title | I, a holobiont, coexist with microbiome

Subtitle | My internal universe

Author | Kim Hyesung, Kim Hanjo

Publisher | ParaBooks

Publication Date | 2019-07-10

ISBN | 9791188509249

No. of pages | 240

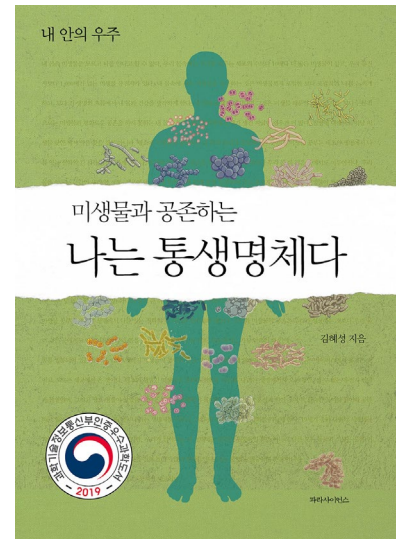
Dimensions | 150 * 212

2. Copyright Contact

Name | Kim Taehwa

Email | pressfreedom@hanmail.net

Phone | +82-2-322-5353



3. Book Intro

Recent studies have revealed that health is determined by the relationship between the body and microbiomes and that, to achieve a healthy life, we must think of the body and the microbiomes as one. The term “holobiont” refers to the concept of the inseparable connection between the body and the microbiomes. It was first introduced by American biologist Lynn Margulis. In 1991, Margulis coined the term “holobiont” and argued that all large living things should be considered as one with the microbiomes living in them.

The term can be interpreted in three ways. First, the body and microbiomes should be seen as a whole. Second, within the holobiont, the body and microbiomes interact. Third, the holobiont always communicates with its external environment. In other words, the body is an ecosystem created by the surrounding environment and microbiomes as well as a holobiont.

We must be fully aware of and work on such mutual effects in order to protect our health and delay aging. That way, we can achieve healthy aging. The questions, explanations, and conclusion in this book are all based on common sense. It suggests that we keep ourselves clean, eat sensibly, exercise, and nurture our minds. We often come across the same kind of health information on TV. However, this same old story is important because it's difficult to actually apply it to our daily lives.

* k-book.or.kr/user/books/books_view?idx=4271

INFO

Titles Selected for the Overseas Publication Grants 2023

The Publication Industry Promotion Agency of Korea (KPIPA) provides publication grants to promote the export of Korean publications. The grants offer partial financial aid to foreign publishing companies that have published or intend to publish Korean content based on copyright agreements.

For this year's grants, we selected a total of 42 titles from 32 publishing companies across 17 countries, and they are as follows:

Parajsa jote

English title | Your Paradise

Author | Lim Jae-Hee

Applicant | OMBRA GVG Publishing House

Country (published language) | Albania (Albanian)



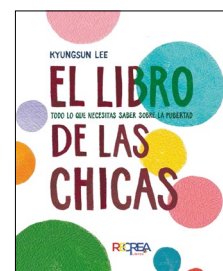
Consegue ouvir meu coração?

English title | Can You Hear My Mind?
Author | Cho Arah
Applicant | Editora Caixote
Country (published language) | Brazil
(Portuguese)



El libro de las chicas

English title | Time Blossom
Author | Lee Kyung-Sun
Applicant | Recrea Libros
Country (published language) | Chile (Spanish)



我们的身体学校系列 1~6:

便便侦探帮帮我, 知心博士帮帮我, 洗衣房阿姨帮帮我, 氧气瓶教练帮帮我, 头盔博士帮帮我, 骨头叔叔棒棒我

English title | Scholar Body School: 1. Help, Detective Poop!, 2. Help, Doctor Puzzle!, 3. Help, Ms. Laundry!, 4. Help, Oxygen Tank Coach!, 5. Help, Doctor Helmet!, 6. Help, Mr. Skeleton!
Author | Shin Soon-Jae, Heo Eun-Shil, Lee Ji-Hyeon
Applicant | BEIJING 21ST CENTURY INTERNATIONAL MEDIA LTD
Country (published language) | China (Simplified Chinese)



哭也没关系, 因为这里是大海: Doming的情绪幻想插画集

English title | Encyclopedia of Strange Diseases
Author | Doming
Applicant | HUBEIFINEARTS PUBLISHING HOUSE
Country (published language) | China (Simplified Chinese)



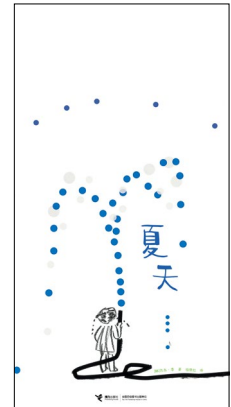
夏天

English title | Summer is Coming

Author | Lee Su-Ji

Applicant | Jieli Publishing House Co., Ltd.

Country (published language) | China (Simplified Chinese)



被驱逐的小狮子

English title | Blue Lion Wanini

Author | Lee Hyeon

Applicant | Jieli Publishing House Co., Ltd.

Country (published language) | China (Simplified Chinese)



我们决定离开这颗星球

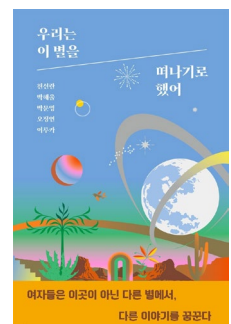
English title | We Decided to Leave This Planet

Author | Cheon Sun-Ran, Park Hae-Wool,

Park Moon-Young, Oh Jung-Yeon, Lee Ruka

Applicant | Zhejiang Literature&Art Publishing House

Country (published language) | China (Simplified Chinese)



La Maison du dino

English title | It Fits!

Author | Song Sun-Ok

Applicant | Éditions Cambourakis

Country (published language) | France (French)



Knochensuppe 1~2: Der Mörder aus der Zukunft, Knochensuppe, Die Nacht, in der zwölf Menschen verschwanden

English title | Beef-bone Soup
Author | Kim Young-Tak
Applicant | Christian Strasser
Country (published language) | Germany
(German)



Mondeis

English title | Moon Sherbet
Author | Baek Hee-Na
Applicant | Maerchenwald Verlag
Country (published language) | Germany (German)



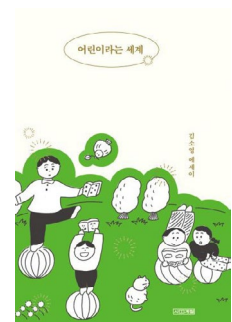
Der Tiger, der seinen Löwenzahn nicht wollte

English title | The Legend of My Friend
Author | Lee Ji-Eun
Applicant | Maerchenwald Verlag
Country (published language) | Germany (German)



World Called Children

Author | Kim So-Yeong
Applicant | Haru Publisher
Country (published language) | Indonesia (Indonesian)



You Don't Need to be Loved by Everyone

Author | Lee Pyung

Applicant | TransMedia Pustaka

Country (published language) | Indonesia (Indonesian)



***PINK BLUE* ピンク&ブループロジェクト**

English title | Hello, My Pink Blue

Author | Soh leon

Applicant | tababooks

Country (published language) | Japan (Japanese)



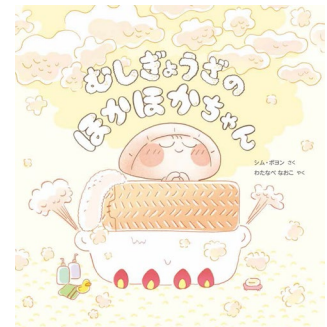
むしぎょうざの ほかほかちゃん

English title | Warm Mr. Dumpling

Author | Shim Bo-Young

Applicant | TOY Publishing

Country (published language) | Japan (Japanese)



世宗大王を探せ

English title | Find King Sejong

Author | Kim Jin

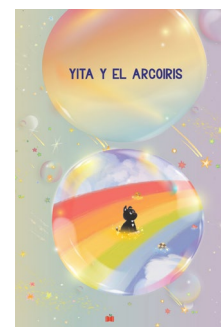
Applicant | TOY Publishing

Country (published language) | Japan (Japanese)



Yita y el arcoiris

English title | Byeol and the Rainbow Bridge
Author | Hannah
Applicant | ABISMOS CASA EDITORIAL
Country (published language) | Mexico (Spanish)



Lille muldvarps sommer

English title | A Mole's Summer
Author | Kim Sang-Keun
Applicant | Fortellerforlaget
Country (published language) | Norway (Norwegian)



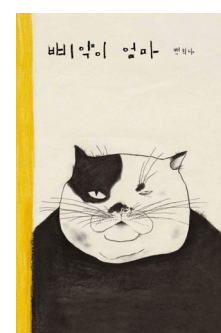
Book 1: Toto Enters the Virus Universe

Author | Kim Jung-Wook
Applicant | World Scientific Publishing Co. Pte. Ltd.
Country (published language) | Singapore (English)



Pips mamma

English title | Peepy's Mom
Author | Baek Hee-Nah
Applicant | Tranan och Trasten AB
Country (published language) | Sweden (Swedish)



**小學生的健康生活教室 1~2: 改變孩子未來的
思考閱讀系列, 小學生的理財觀念教室:
改變孩子未來的思考閱讀系列**



English title | Happiness Lesson for Children 1-2:
Why is Everything Delicious Bad?, Does Having
Much Money Make You Happy?

Author | Oh Se-Yeon, Kim Jin-Hwa, Park Hyun-Hee, Kim Min-Joon

Applicant | ACME PUBLISHING CO., LTD.

Country (published language) | Taiwan (Traditional Chinese)

鼯鼠的夏天

English title | The Mole's Summer

Author | Kim Sang-Keun

Applicant | Children's Publications Co., Ltd.

Country (published language) | Taiwan (Traditional
Chinese)



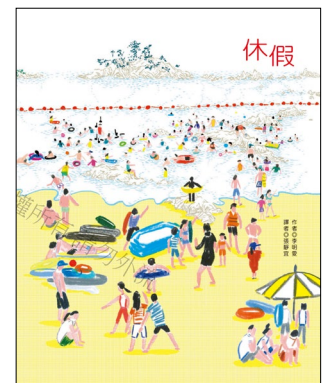
休假

English title | Vacation

Author | Lee Myung-Ae

Applicant | Children's Publications Co., Ltd.

Country (published language) | Taiwan (Traditional
Chinese)



在婚姻裡, 可以兩個人狂歡, 也要一個人暢快

English title | The Marriage Life of Two Individualists
Author | Lee Jung-Seop
Applicant | China Times Publishing Company
Country (published language) | Taiwan (Traditional Chinese)



新聞室的那些時刻(暫定)

English title | The Scenes
Author | Sohn Seok-Hee
Applicant | China Times Publishing Company
Country (published language) | Taiwan (Traditional Chinese)



我等待著你

English title | I'm Waiting For You
Author | Kim Bo-Young
Applicant | Locus Publishing Company, Co., Ltd.
Country (published language) | Taiwan (Traditional Chinese)



我們可以回去嗎: 一起守護地球

English title | Will We be Able to Go Back?
Author | Lee Sang-Ok
Applicant | PrettySmart Cultural & Creative Co., Ltd
Country (published language) | Taiwan (Traditional Chinese)



9歲小男生的性教育指南(全2冊), 9歲小女生的性教育寶典(全 2冊)

English title | Sex Education for 9-year-olds 1-2: For Boys (Body & Mind), For Girls (Body & Mind)
Author | Kyungi
Applicant | PrettySmart Cultural & Creative Co., Ltd
Country (published language) | Taiwan (Traditional Chinese)



我希望我女兒活得自私

English title | I Want My Daughter to Live Selfishly
Author | Jung Yeon-Hee
Applicant | SUN COLOR CULTURE CO., LTD
Country (published language) | Taiwan (Traditional Chinese)



希望媽媽也能好好愛自己

English title | I Want Mom to Love Herself
Author | Jang Hae-Joo
Applicant | SUN COLOR CULTURE CO., LTD
Country (published language) | Taiwan (Traditional Chinese)



我想吃掉你的故事

English title | I Will Eat Your Stories
Author | Myung So-Jung
Applicant | TITAN Publishing Co., Ltd
Country (published language) | Taiwan (Traditional Chinese)



一起跳舞吧?

English title | Shall We Dance?

Author | Lim Deok-Ran

Applicant | Yuan-Liou Publishing Co., Ltd.

Country (published language) | Taiwan (Traditional Chinese)



ถึงเธอผู้เฒ่าที่รัก... จากเลี้ยวความทรงจำ

English title | From Sisun Onward

Author | Chung Se-Rang

Applicant | Jamsai Publishing Co., Ltd.

Country (published language) | Thailand (Thai)



ขอให้ฉันจงมีแต่ความสุข

English title | Perfect Happiness

Author | Jung Yoo-Jung

Applicant | Jamsai Publishing Co., Ltd

Country (published language) | Thailand (Thai)



ความจริงเป็นสิ่งที่ตาย

English title | Killing Your Friend

Author | Lee Kkoch-nim

Applicant | Mind and Thought Co., Ltd.

Country (published language) | Thailand (Thai)



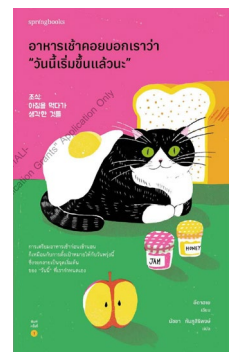
อย่าลืมนะว่ามีวันนี้ได้แค่ครั้งเดียวเท่านั้น

English title | Who Will Come to My Funeral When I Die?
Author | Kim Sang-Hyeon
Applicant | Springbooks
Country (published language) | Thailand (Thai)



อาหารเช้าคอยบอกเราว่า “วันนี้เริ่มขึ้นแล้วนะ”

English title | Breakfast: Things that Came to My Mind
During Breakfast
Author | Lee Da-Hye
Applicant | Springbooks
Country (published language) | Thailand (Thai)



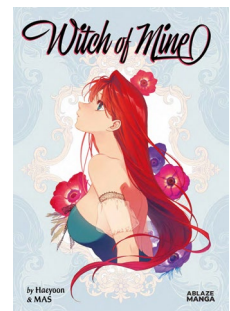
Sabahı Yaşayanlar İçin Gelecek Öğleden Sonradır

English title | The Afternoon is the Future for Those Who
Live in the Morning
Author | Lee Guk-Hwan
Applicant | Lotus
Country (published language) | Thailand (Thai)



Witch of Mine 1

Author | Haeyoon, MAS
Applicant | Ablaze Publishing
Country (published language) | US (English)

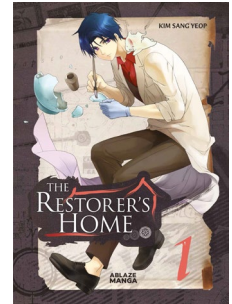


The Restorer's Home Omnibus Vol. 1

Author | Kim Sang-Yeop

Applicant | Ablaze Publishing

Country (published language) | US (English)



Thế giới không có người xấu

English title | There are No Bad People in the World

Author | Won Jae-Hoon

Applicant | Viet Nam AZ Communication and Culture Company Limited

Country (published language) | Vietnam (Vietnamese)

