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K-Book Trends

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

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TOPIC

From YouTube to Books

Written by Lee Eun-Kyung (Writer, Lecturer, and YouTuber
(owner of the channel “Wise Elementary School Life”))

It was common to find books written by YouTubers on bookstore shelves in Korea this year. It is a phenomenon that has been around for a couple of years now, when publishers realized that they could turn subscribers into readers, and quickly started to sign popular YouTubers as authors. Even if you have never heard of the channel before, it is not hard to tell that the book’s author runs a YouTube channel. This is because, among other things, the copy on the book’s cover, “YouTube channel ○○○ with 10 million total views,” emphasizes the author’s experience more than anything else. I have a YouTube channel with 130,000 subscribers, and my new book has never been without a copy like this. It seems to have become one of the most important tasks for editors to draft a copy with up-to-date total subscribers and total views every time a new book is published.



The vast sea of content called “YouTube”

For the past two or three years, Korean publishing editors have been searching the waters of YouTube for video content that could potentially become books. It is a common sight to see editors watching YouTube videos at their desks during the workday with their earphones in. For them, watching YouTube videos has become a job, not a hobby. While their purpose is different from that of regular YouTube subscribers who open the app to relax and enjoy channels that cater to their tastes, it's not much different from the way they spend more and more time on the site, trying to discover brilliant video content and creators. Discovery is just the beginning. This is because the majority of YouTubers have never written a book before, which means

that the planning process needs to be differentiated. While all YouTubers have their own content, the reason why not all YouTubers can become book authors is the specificity of the planning process. This is where a book editor's skills come into play, as the content is recognized as valuable when it goes through a unique and professional planning process. The process of turning video content into a book goes through the following steps, which are different from the planning process of a typical book.

Step 1: Discover a YouTuber–writer

First, look for creators of popular channels that already have a large fan base on YouTube. The topics they cover and the way they tell their stories will appeal to readers and be a good fit for book adaptations. The fact that their content has already been proven by their subscribers is very attractive to publishing editors.

Step 2: Plan what to put inside the book

Not every video on a channel can be a book, and it doesn't have to be. In order to turn a free YouTube video into a paid "book," you need to identify the main ideas from the YouTube content. This is the role of editors and planners. For example, if you are a cooking YouTuber, you can cover specific recipes, how to use certain ingredients, food culture, and more, but you don't need

to put all of that into a book. This is where the power of planning comes in, focusing on the topics that are most relevant to the subscribers and, therefore, most likely to lead to book purchases.

Step 3: Convert and supplement the content

To turn YouTube content into a book, it is imperative to add extra information, more in-depth content, images, diagrams, and more. Since YouTube focuses on the visual aspect, it is up to the author, the YouTuber, to translate the same subject matter into text in a natural and insightful way. Of course, they'll need the advice and help of an experienced editor.

Step 4: Design the book's composition and visuals

Since the content is based on a video, the organization and design are what sets it apart from a typical author's book. This is because you can actively utilize screenshots from YouTube videos, reactions and questions from video comments, photos of the creator, and QR codes of videos to enhance the visual appeal of the book.

The synergy effect created by YouTube and books

What are the results? It has been three years since the video-based ideas and content on YouTube began to expand into the text-based world of publishing, and the results have been remarkable. From a form perspective, video (YouTube) and text

(books), which seem to be on opposite ends of the spectrum, have come together to produce satisfying results. The two types of content have become complementary and synergistic, creating success stories that have created a new nickname for YouTubers as authors or author-run YouTube channels. Not all YouTubers and publishers are successful, but the list of success stories is constantly growing.

One of the first Korean YouTubers to become an author was “Korean Grandma (Park Mak-Rye),” who started her YouTube channel at the age of 71 and has reached 1.22 million subscribers. Her new career as a YouTube creator, once thought to be reserved for young people, was enough to make her a sensation, but Park’s YouTube channel grew to the point where she published her first book. In 2019, Park and her granddaughter, Yura Kim, PD, co-authored an essay titled *Makrye Park - I Can’t Go Just Yet* (Wisdom House). The book was also selected as the book of the year by Korean online bookstore Aladdin that year.

Another book, *Lucky Draw* (Dasan Books), an essay by YouTuber “Drawandrew” on self-improvement and economic freedom for Gen MZ, reached the 10th print within a week of its release and became the No. 1 book in the self-help category, with cumulative sales exceeding 50,000 copies in the year since its release in 2022. Also, YouTuber “Jachung”’s self-help book *Counter Your Life* (Woongjin Jisik House), which is considered to be one of the best books of 2023, continues to be on the bestseller list three months after its release. Considering that it is hard for first-time authors

to sell more than the initial print (usually 2,000 copies), the impact of YouTubers on the publishing world is unimaginable.



Makrye Park – I Can't Go Just Yet, Lucky Draw, and Counter Your Life

These examples are just the beginning, and popular YouTubers publishing books has become one of the biggest trends in the entire publishing industry. There's even a joke that if you want to publish a book, you should start with a YouTube channel. The discovery of YouTuber authors is revitalizing the stagnant Korean publishing market, thanks to sharp-eyed editors at publishing houses who used to scan blogs for book-worthy content. This is evidenced by the sales of these authors, many of whom are publishing their first books, but are no less popular than established authors.

YouTubers who introduce specialized knowledge that modern people are curious about, such as science, finance, and personal financial investment, have also become popular authors. For example, the 480,000-subscriber life science channel "Fishy

Fish” conveys biological knowledge through dissection videos of organisms such as spoon worms, sea urchins, and sharks. In April 2023, *Fishy Fish’s Real Anatomy Science Book* (Arte) was published, which is a series of reorganized versions of the channel’s popular videos.

It is worth noting that it is not just about sales, but also about expanding the field and making new attempts. It is not just about textualizing video content. In April 2023, “Yeosu Unnie,” a mukbang YouTuber with 630,000 subscribers, published the essay *To You, My Spring Day* (Noll). Using the concept of comforting her subscribers with daily stories while eating food, she shares warm words to comfort and support her readers. And, as fans of famous creators have a desire to know more about the creators’ stories and perspectives, this kind of book, with an inside look at their favorite YouTubers, serves to fulfill that desire.



Fishy Fish’s Real Anatomy Science Book and To You, My Spring Day

All of these things were possible because video and text, two very different mediums, have something in common: content. Content is the answer to the question, “What are you talking about?” and this is why it is possible for a video content creator, a YouTuber, to become a text content creator, a book author. Through the process of textualizing the content that they wanted to tell, share, and introduce through videos, they released them to the world in the form of a book. It is hard to deny that the keen eyes and fast movements of publishing editors are a big part of this process. Traditionally, book publishing has focused on academically recognized authors, such as university professors, politicians, and professionals, and their content. In contrast, the process of discovering YouTuber authors has increased the chances of success by targeting not only their content but also their attractiveness and fandom, and the number of outstanding examples is growing rapidly.

A high-quality book requires talented planning skills of the editor

The rise of these YouTuber authors has revitalized the Korean publishing industry, which has been experiencing a long period of stagnation. Of course, the size of the channel did not directly correlate with the sales of the book, but the success of a number of big bestsellers that would not have been published without YouTube is proof of this.

However, it is worth noting the challenges that come with new attempts and trends. As I mentioned earlier, I am one of those

authors with a YouTube channel, and I have had quite a few editors come to me sharing their concerns over the past six years. One editor told me that in the past two or three years, a lot of editors have been looking for authors who are YouTubers, but there have been too many books by YouTubers who aren't necessarily qualified to write books. She even said that last year, one of her colleagues, an editor, had to write, organize, and complete a book for a YouTuber who was busy making videos. I wondered what her intention was in telling me, an author, about this, but I soon realized. She was suggesting that she could help me textualize the video whenever I needed it, since I am a busy YouTuber author with a similarly busy manuscript schedule.

That is not the end of it. In the past year alone, I have received dozens of emails from editors who want to publish a book with me. It seems that more and more editors are willing to take a chance on authors who have a YouTube channel, a strong promotional outlet, and a subscriber base that has the potential to turn into book buyers, even if they have to offer a very generous contract. I have also gotten a lot of rude offers from editors who want to meet with me and talk about the book, regardless of the subject matter, field, or concept. I politely turned them down. I was only surprised by the strong will of publishers to publish books by YouTubers, even at the cost of lowering the quality of the book, because it guarantees a certain amount of sales.

In this regard, it is worth noting the remarks of book critic Pyo

Jeong-Hoon in an interview. He said, “Publishing popular content of new online media has been a phenomenon since the days of blogs.” He added, “However, unlike blogs, when it comes to bringing a video-based YouTube book into a book, editors need to make efforts to make a high-quality book.” As a YouTuber author, I deeply empathize with him. The number of subscribers and book sales are not necessarily proportional. Subscribers often buy books as “merchandise” to support their favorite YouTubers, and it is often just a flash in the pan. I’ve seen subscribers turn away from YouTubers who constantly mention their books because they think they’re using them to sell books, so I am more cautious than ever when creating videos to introduce my new books. It is easy for readers to see through a poorly thought-out book that tries to capitalize on a YouTuber’s popularity. In an age where we are not spending money on books, readers are becoming increasingly discerning. Readers aren’t going to open their wallets just because their favorite YouTuber wrote a book. The need for meticulous and well-thought-out planning is more important than ever to ensure that the revitalization of the publishing market brought about by video content does not end in subscribers’ disappointment. As one of the YouTuber authors, I would like to appeal to the domestic and international publishing industry that YouTubers who risk their lives to create video content should not be perceived as authors who can sell their books. To ensure that the recent trend is not limited to one or two exceptional success stories, we need the support and

encouragement of both the publishing industry and subscribers to help YouTubers establish themselves as book authors with rich and genuine books that go beyond their videos.

I also support the editors who endure exhausting eye strain and wrestle with proposals to discover beloved authors on YouTube. I would like to express my deep gratitude and respect for their efforts to organize the scattered content of creators into a book with a single theme. As one of the YouTuber authors, I hope that the publishing industry, which has experienced large-scale bestsellers through YouTuber authors, will take a new leap forward after a long recession with the help of YouTube.

SPECIAL PROJECT

[Book × Dance]

The Era of Dance is Coming

Different Worlds of Dance in Books

Written by Heo Yoo-Mi (Choreographer, dance columnist)

By their very nature, books are vessels of knowledge encompassing all fields. Endless topics can be written about depending on the material and message. In the [Book × ____] series, experts recommend Korean books in their respective fields that you've been curious about but had trouble discovering more about. Now, let's jump into the infinite world of books through the collaboration of books with various fields.

Has there ever been a time when people are more passionate about dancing than now? Today, dance has become a part of pop culture that young people enjoy on a daily basis. Along with K-pop music, K-pop dance is loved by people all over the world beyond Korea. In addition, practical dance majors that cover commercial dance fields, such as street dance and K-pop dance, have emerged and are growing in quantity and quality. Especially

during the COVID-19 pandemic, when people were unable to travel and socialize freely, dance competition shows on TV such as “Street Woman Fighter” and “Street Man Fighter” exploded in popularity, further stimulating people’s desire to dance. Such interest in dancing is expected to continue to grow.

Meanwhile, in comparison to “commercial dance,” “artistic dance” has been somewhat marginalized from public attention. However, as the public’s interest in dancing itself has grown in recent years, the number of people visiting theaters to watch ballet or modern dance performances has also increased.



Footage from TV shows “Street Woman Fighter” and “Street Man Fighter”

Dance as an art has been experiencing as much growth and change as dance as pop culture. Most notably, there has been more exchange between artists. The number of performances by internationally renowned dance troupes in Korea has increased steadily since the 2000s, and it is becoming more common for world-renowned choreographers to choreograph works for Korean dance troupes or for Korean dance troupes to perform abroad and gain acclaim. It is also noteworthy that Korean dancers who have won international dance competitions are making significant achievements in various countries.

The exchange between dance genres has also diversified. Today's art of dance is moving towards expressing contemporary subjects through colorful movements without any limitations of genre and style. This can be seen in the fusion and convergence of traditional and contemporary dance, street dance, and social dance mixed with modern dance and ballet, and experimental performances that combine AI, robotics, and interactive media technologies. Collaborations with other artistic fields are also becoming more common, and we expect to see more innovative forms of dance performance reaching a wider audience in the future.

As such, the world of dance is expanding, and more people are dancing and watching in dance classes and theaters. However, the number of books about dance has not kept up with this trend. There seems to be a fundamental problem: it is not easy to write about dance, which is instantaneous art. It is hard

to capture and verbalize gestures that appear and disappear instantaneously, and it is hard for readers to recreate them in their minds as they read. Thus, books about dance are mostly theoretical books read by professionals with enough experience and literacy in movement language and the dance world.

In addition, it was only in the middle of the 20th century that “dance studies,” a subject studying the field of dance, began to develop in earnest in the West. Most of the books in the field in Korea are foreign translations, as the majority of dance departments in Korean universities are still centered on the major academic achievements of the West. The number and variety of books published in the field of dance are fewer than in the fields of art and music, and even fewer if foreign translations are excluded. Therefore, it cannot be said that Korean books that introduce the art of dance to beginners in an easy and friendly way are sufficient. However, in recent years, a number of popular theoretical books have been published to quench this thirst for knowledge. In this article, I would like to introduce a few books that will not only help you develop your knowledge of dance, but also help you understand the connection between dance and our lives.

Take a “Ballet Class” through books



The Ballet Class series

First, the number of adults enjoying ballet as a hobby in Korea is growing significantly every year. Many working women in their 20s and 30s start ballet for health reasons, like yoga or Pilates, and it's common to see them become ballet enthusiasts after they open their eyes to the world of art. There are now classes for all levels, along with many dance competitions for ballet enthusiasts, as the age range of people learning ballet has widened and more people have become more experienced ballet dancers. There are also online cafes and blogs where ballet enthusiasts actively exchange their knowledge and news of ballet

performances. Now, people who started ballet as a hobby have become more interested in learning about the genre as a whole, rather than just dancing.

This is why a number of ballet books have been published in recent years, targeting this audience. One of the most notable is the *The Ballet Class* series by Floorworks Publishing. Yoon Ji-Young, CEO of Floorworks, started ballet as a hobby, then fell in love with the deep and wide world of ballet, which eventually inspired her to create this series. So, the series consists of books for beginners to learn ballet in an easy and fun way. The series includes *Good Ballet Life*, *Correct Ballet Vocabulary*, *The World of Ballet Works*, *A Walk Through Ballet Music*, *A Ballerino's Story*, *The Evolution of Ballet*, *Tutu Wears Desires*, and *Mulie's Plié*, many of which have become bestsellers in the dance field. All of these books are written by ballet enthusiasts and professionals, making them relatable, easily readable, and deeply informative.

Want to understand western dance art more easily?

Classical ballet is a genre with a low entry barrier, as you can follow the plot and understand the scenes. However, since contemporary dance presents a wide variety of styles and expressions that are difficult to define in a single word, it can be a bit confusing for beginners who have just started going to dance performances. In this case, it is helpful to have a basic

knowledge of the history, philosophy, aesthetics, and sociology of dance to understand contemporary dance.

Dance Art Code (Hangil Art) is a popular theoretical book that explains the flow of Western dance art through 100 dance codes. The book is arranged into five chapters: Gender, Culture, Style, Technique, and Idea, providing a dictionary of key terms to explain the core content. For example, the “Technique” chapter covers key words related to dance techniques such as “Divertissement,” “Aleatory Technique,” “Proscenium Theater,” and “Modern Dance Technique,” the “Idea” chapter features key words about dance philosophy, such as “Mind-body Dualism,” “Orientalism,” “Phenomonology,” and “Mimesis,” and the “Culture” chapter explains key words related to the dancing culture such as “Dancing Masters,” “Social Dance,” “Choreomania,” and “Dance Macabre.” While most introductions to dance simply chronologize the history of dance, requiring the readers to persevere through a fairly thick book to connect the past to the present, this book makes a quick read as it moves through a variety of topics in dance studies. You’ll be able to get a good idea of the dance world by the end of the book, as the book is both comprehensive and in-depth, with clear and concise explanations. Also, you will be able to stay with the flow even though you read different parts of the book, as it is organized like a dictionary.



Dance Art Code and The Greatest Choreographers

In addition, the book *The Greatest Choreographers* (Econ Books) introduces trends in the dance world in the 20th and 21st centuries, focusing on the work of famous choreographers. The author, a dance critic, has selected 30 choreographers from the 20th century, mainly from Europe, and provides introductions and reviews of their works. The choreographers include those from the 20th century such as Pina Bausch, Maurice Bejart, Matthew Bourne, Philippe Decoufle, William Forsythe, and Maguy Marin, those of whom non-dance-experts might have even heard of, and later generations of choreographers like Jerome Bel, Jose Montalvo, Hofesh Shechter, Wim Vandekeybus, and Anne Teresa De Keersmaeker. So, it will be a great way to get a sense of how dance art has evolved over the decades, from the late 20th century to recent times. Moreover, the book provides a clear and in-depth description of the worldview that these choreographers consistently demonstrated through their works, as well as their innovative dance techniques and styles. Most

of the choreographers featured in this book have performed in Korea at least once, earning them a large number of fans. It is worth looking forward to their future performances in Korea, as they are still active in Europe and around the world.

However, it is often difficult to read a review of a dance work without seeing it in person. If you are unable to see all the works in person, you can search online for short videos of the works introduced in the book. You'll be able to connect the works to key issues in contemporary dance art, such as life, death, love, capitalism, the body, war, refugees, sexual minorities, and feminism.

The *noreum machis* in Korea that existed before K-dance



Noreum Machi

Meanwhile, while Korea's 5,000-year history has left it with a multitude of cultural heritages, many people have yet to fully experience them. The world of traditional dance can

be enjoyed as much as you know how to appreciate it, and you can better enjoy it by building up your knowledge before visiting a performance. For example, the book *Noreum Machi* (Munhakdongne) is an introduction to Korean traditional artists and their musical songs and dances. Based on performance reports written by the author, Jin Ok-Sub, a dance critic and performance organizer, who has been organizing and directing traditional arts performances for decades, the book introduces 16 traditional Korean artists, along with the author's personal experiences and stories before and after their performances. The book's title, "*Noreum Machi*," is a combination of the words "play (*noreum*)" and "to end (*machi*)" in Korean, which is a slang used by Namsadang (a Korean itinerant troupe consisting of male performers that present various performing arts) to refer to the best "*jaebi* (performer)" who is the master of bringing a play to an end. The masters in this book, despite being accomplished "*noreum machis*," were mostly born in the early 20th century and struggled to keep their art alive in the midst of a difficult and turbulent life.

Korean traditional art suffered countless destructions and transformations during the Japanese occupation and the Korean War, and it was only in the 1960s that the national protection and transmission of intangible cultural assets began in earnest. However, even after that, many artists continued to practice their art in solitude amidst social indifference. The author has been organizing performances and writing books to bring attention

to their lives, artistic achievements, and values. Thanks to this, some of the best artists from the early years have become known to the public, and traditional art forms that could have been lost have been revitalized. In this book, you will discover the turbulent and tearful life histories of these inspiring artists, and their enduring perseverance and strength in their artistic endeavors. The surprisingly wide spectrum of Korean traditional arts is a bonus.

Various dances from around the world that I met during my travels



Dancing World

Finally, with the growing demand for travel and the diversification of touring styles, more books are combining tours with specific themes. When it comes to the arts, there are many travel books that cover art museums, literature, and music, but there is also a book that introduces travelers to dance in

various countries around the world. For example, *Dancing World* (Bricks) is the first ‘dance travelogue’ to be published in Korea, and is based on my 20 years of traveling around the world and encountering unique nature, culture, and dance. It features folk dance Vallja from Albania, Irish dance from Ireland, yangbanxi (model opera or revolutionary opera performed in China during the Cultural Revolution) ballet from China, avant-garde dance Butoh from Japan, Korean Theater from Kazakhstan, and Sukhishvili Georgian National Ballet from Georgia, Indian traditional dance, Balinese traditional dance, and other countries and their representative dances, as well as my own experiences with *Jongmyo Jeryeak* (royal ancestral ritual music in the Jongmyo Shrine, Korea) and *Goseong Ogwangdae* (Korean traditional masked performance).

In this book, I tried to write about my long-standing thought, “Can we understand life and meet the world through dance?” The various dances I encountered in my travels were the results of life experiences and sentiments accumulated in bodies over a long period of time and expressed in an abstract form. And, through dance, I was able to understand various cultures and histories of the world. I wrote this book with the hope that this dynamic energy of life that I encountered through traveling and dancing would reach the readers, just as it did for me. In addition, I included QR codes throughout the book so that the readers can see the dances immediately to reduce the gap between the dances and the text.

If you're interested in dancing, it's great to try it out yourself and go to dance performances. But if you understand the meaning, characteristics, and context of the dances, you'll be able to enjoy the process more. I hope these books will help you along the way. I hope that more diverse books on dance will be published in the years ahead, and that they will introduce readers to the joy of dance.

EXPORT CASE

Current Status and Prospects of Korean Literature in Arab Countries

Written by Beatrice YongIn Lin (Managing director of Co.Mint INC.)

Participating in the 65th Seoul International Book Fair (SIBF) in June 2023, Sharjah showcased the literature, music, arts, and crafts of the United Arab Emirates through fascinating and extensive cultural programs, giving visitors the opportunity to experience the rich diversity of Arab culture. In particular, this year's fair laid the groundwork for a more mature cultural understanding between the two countries through conferences and events where prominent authors, creators, and scholars from the UAE and Korean authors actively exchanged their ideas, experiences, and expertise.¹ Korean readers have also shown interest in Arab literature, which was translated from Korean, throughout the fair. This raised expectations for how much Arabs will be interested in Korean literature showcased by Korea, the

guest of honor, at the Sharjah International Book Fair scheduled to be held from November 1 to 12 this year.

Sharjah, a bridgehead for Korean literature's expansion into Arab countries

“Arab” refers to a group of countries that use Arabic as their language and have Islam as their national religion, specifically the 22 countries² (Syria is currently suspended from membership) of the League of Arab States³, which is a united organization of Arab countries founded in Cairo in 1945. The League of Arab States defines an “Arab” as a person whose language is Arabic, who lives in an Arabic-speaking country, and who is in sympathy with the aspirations of the Arabic-speaking peoples.

Sharjah is one of the seven emirates of the UAE. It is becoming a cultural hub following Abu Dhabi, the capital city, as well as Dubai, the economic hub. It has been hosting the Sharjah International Book Fair, referred to as the biggest book fair in the world, since 2014, and is operating the Sharjah Publishing City (SPC) to keep up to its sub-name of the “cultural capital of the UAE.” H. E. Sheikh Fahim Al Qusimi, the chairman of Sharjah’s Department of Government Relations (DGR), said in an interview during his visit to the SIBF by guest of honor invitation that Korea’s participation in the Sharjah International Book Fair is a chance to promote Korean literature to the heart of the Middle East, adding that it will be equivalent to interacting with millions of Arab readers at the center of the Middle East.⁴

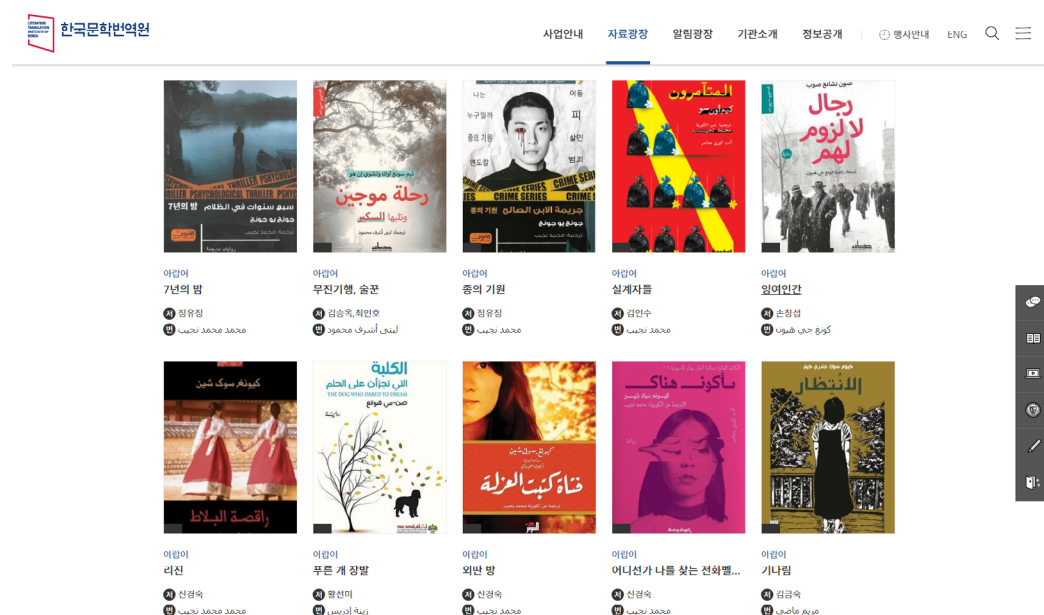
The first publication of Korean literature in the Arab publishing market

Starting with the *Best Korean Short Stories* in 2005, Korean literary works began to be published in Arabic with support from the Literature Translation Institute of Korea (LTI). Until then, there was almost zero Korean literature that was translated into Arabic; even until 2004, excluding Chinese and Japanese there were only 10 titles of Korean literature in Asian languages: four in Malay, three in Vietnamese, two in Hindi, and one in Pakistani.⁵ Since then, a total of 19 works of Korean literature have been translated and published in Arabic by 2017, and details are as follows: one classical prose (*Chunhyangjeon*), seven poems (*The Anthology of Modern Korean Poetry*, *Ten Thousand Lives*, *Abiding Places*, *A Journey to Seoul*, *Fugitive Dreams: Poems by Sowol Kim*, *Faraway Saint*, and *Life Within an Egg*), and eleven novels. The Korea Arts and Culture Education Service (ARTE) supported the translation and publication of the book *The Anthology of Modern Korean Poetry*, and the Egyptian National Center for Translation supported the translation and publication of *Chunhyangjeon* and *Ten Thousand Lives*. The LTI helped the rest, while supporting the copyright contract of six titles, including Shin Kyung-Sook's *Please Look After Mom* (Changbi), Lee Sang's *Nalgae*, Chae Man-Sik's *Chisook*, Kim Man-Joong's *The Nine Cloud Dream*, Lee Hyo-Seok's *When Buckwheat Flowers Bloom*, and *Collection of Korean Stories* that includes short stories by Choi Seo-Hae and Lee Ik-Sang.⁶

**Korean literary works translated into Arabic with support from
organizations, including the LTI, from 2005 to 2017**

	Original Title	Author	Translator	Arabic Title	Year of Publication
1	Best Korean Short Stories	Kim Dong-In and others	Cho Hee-Sun/ Eimad Al Diyn Zahur	أمي والحب الراحل وقصص أخرى من الأدب الكوري	2005
2	The Anthology of Modern Korean Poetry	Kim Sowol and others	Kim Jong-Do	قصائد من كوريا الجنوبية	2006
3	Floating Weeds	Han Su-San	Lee Young-Tae/ Ibrahim Abdul Majidjawa	العشب العائم	2006
4	Three Generations	Yeom Sang-Sub	Gong Ji-Hyeon/ Rasha Assaid Salich	الآجيال الثلاثة	2006
5	The Sound of Thunder	Kim Joo-Young	Choi Jin-Young	صوت الرعد	2006
6	Chunhyangjeon	Not known	Lee Dong-Eun	تشون هيانج: من القصص الشعبي الكوري	2007
7	Ten Thousand Lives	Ko Eun	Choi Jin-Young	ألف حياة وحياة	2008
8	Abiding Places	Ko Eun	Kim Jong-Do/ Mahmoud Ahmad Abdul Ghaffar	أماكن خالدة	2011
9	Please Look After Mom	Shin Kyung-Sook	Afnan Muhammad Saeed al-Din	أرجوك اعتنِ بأمي	2011
10	Nalgae	Lee Sang	Neyera Nashaat	الأجنحة	2011
11	Chisook	Chae Man-Sik	Neyera Nashaat	عمي البريء	2012
12	The Nine Cloud Dream	Kim Man-Joong	Walaa Maged Mohamed Kourashy	حلم السحاب	2012
13	A Journey to Seoul	Kim Kwang-Kyu	Cho Hee-Sun/ Mahmoud Ahmad Abdul Ghaffar	رحلة إلى سيول	2013
14	Fugitive Dreams: Poems by Sowol Kim	Kim So-Wol	Lee Dong-Eun/ Salah Edris	ديوان كيم سو وال	2013
15	When Buckwheat Flowers Bloom	Lee Hyo-Seok	Mohamed Hamdy	عندما تتفتح زهور الحنطة السوداء	2013

The number of titles translated into Arabic by the LTI has been increasing at a slow pace, but starting with one title in 2019, the number of titles supported by the organization increased to seven every year from 2020 to 2022, reaching a total of 31 titles as of today. The book *Seven Years of Darkness* (EunHaeng NaMu Publishing) by Jeong You-Jeong is the most recent book supported by the organization in 2022.⁷



The list of books that received grants for Korean–Arabic translation from the LTI

What you need for a successful expansion into the Arab market

For a country's literary work to advance into the Arab market, be it Korean literature or any other country's literature in the world, it is imperative to understand Arab literature first from the perspective of cultural exchange. In terms of Korea, the Korean Wave (*Hallyu*) of K-dramas and K-pop has recently been powerful

in the Arab region, which also boosted Arab people's interest in Korean literature. For example, the book *Please Look After Mom* was translated into pivot language English and published in Arab in 2011, and it received a positive response from Arab readers. The Arab readers' comments about how they felt about their mothers, mothers' lives, families, the preciousness of their mothers and families, mothers' sacrifice, sadness, heartfelt impression, and a sense of humanity, we can see that they feel the same way about Korean novels translated into Arabic as much as we feel about them. Since such a case proved that the content's sentiment and storyline can resonate with Arab readers, it would be a nice timing to accelerate quality Korean literature's export into the Arab market.

Yet, reflecting on my experience of the Sharjah International Book Fair in 2022, I would like to offer the following advice to those who plan to advance into the Arab market: Understand the Arabs' religion and customs before introducing your book. For example, I suggest that you refrain from introducing books about LGBT, which has been a hot topic not only in Korea but also across the world, as well as those that describe such a topic. Also, keep in mind that Arab cultures are conservative about skin exposure when it comes to designing the book's cover or adding illustrations to your book. In the field of non-literary books for children and young adults, Arab countries seem to be interested in translations of books that are easy to understand, as boosted by technological advancements in Korea. When it comes to adult

books, Arab readers were found to be interested in a wide range of genres, including Korean history, non-fiction, economics, business, and humanities.

Plus, translation is equally important for various Korean publications to be introduced to the Arab market in the future. As a part of the effort, the 1st Korean-Arab Picture Book Translation Contest was held in 2022. A total of 256 university students from four countries – Korea, Egypt, the UAE, and Jordan – participated in this contest, where Arabic students in Korea and Korean students in the Arab world translated Korean picture books into Arabic. They demonstrated their capabilities in the arena of language and cultural exchange and mutual understanding through picture books, and a total of 20 winners were selected.⁸ Through these events, I hope that more translators will be trained and produced to promote cultural exchanges between the two countries and to actively translate and publish books.

Last but not least, the effective introduction of Korean literature to the Arabic publishing market requires book curation that meets the diverse literary needs of Arabs. Just as it is still difficult to find Arabic-language curation in Korean online bookstores, it is also expected that the same will be true in local Arab bookstores. If Korean literature, which is part of thousands of foreign language books, can be more effectively “discovered” by Arabs, it will lead to more Korean literary works being translated into and published in Arabic.

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 - 2 Palestine, Iraq, Jordan, Egypt, Lebanon, Algeria, Morocco, Tunisia, Libya, United Arab Emirates, Saudi Arabia, Oman, Qatar, Kuwait, Bahrain, Yemen, Sudan, Mauritania, Somalia, Djibouti, Republic of Comoros, and Syria (suspended from membership as of November 12, 2011)
 - 3 The Ministry of Foreign Affairs, https://www.mofa.go.kr/www/wpge/m_3553/contents.do
 - 4 “Cooperation with Sharjah Will Lead to Greater Exchange with the Entire Arab Region” Says Chairman Qusimi, During His Visit to Korea, Culture & People, *Newsis*, Journalist Shin Jae-Woo, June 15, 2023, <https://v.daum.net/v/20230615105302504?f=p>
 - 5 Webzine by the Daesan Foundation, Current Status of Korean Literature Introduced to Overseas Markets: Almost Zero Korean Literature Introduced in an Asian Language and Translated into Arabic – Efforts to Join the Hallyu Wave and Boost Exchange are Needed, Kwak Hyo-Hwan, August 20, 2023, <http://daesan.or.kr/webzine/sub.html?uid=1370&ho=8>
 - 6 Kwak Soon-Rye, Reflections and Challenges on the Current Status of Arabic Literature’s Translation into Korean and Korean Literature’s Translation into Arabic, *Translation Studies*, 19(4), 7–43, 2018
 - 7 The list of Korean books translated into Arabic, supported by the LTI <https://www.ltikorea.or.kr/kr/pages/archive/translationBook.do>
 - 8 Picture Books as a Medium for Communication... The Online Award Ceremony for the 1st Korean–Arab Picture Book Translation Contest, *The Asia Business Daily*, Journalist Hwang Du-Yeol, August 29, 2022, <https://www.asiae.co.kr/article/2022082915065929756>

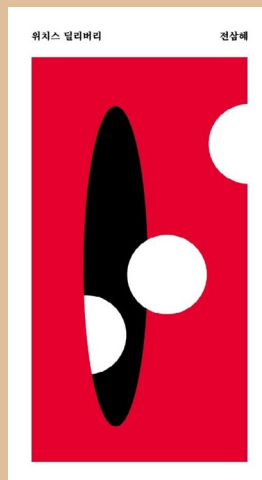
BOOK TRIP

[Into the Book ②]

Fly on a Witch's Vacuum Cleaner: *Witches' Delivery*

The Place from the Fantasy Novel: Bundang-gu, Seongnam-si,
Gyeonggi-do

Written by Kim Young-lhm



Witches' Delivery

“(...) It’s good that it’s Seongnam. It will be within the Bundang-gu area. Is there a large lake or something like that around here?”

Bora gulped, swallowing hard.

“Yes, two. Two reservoirs.

The Bundang Reservoir is much bigger than the other.”

“Good,” said Yoon-Jung, starting the car.



The Bundang Reservoir, the background of *Witches' Delivery*

The short-story collection *Witches' Delivery*, which features hilarious and whimsical events revolving around witches and characters with superpowers, was published in 2020 by Safehouse Inc. as the fourth volume of its short novel series. While the story *Witches' Delivery*, which has the same title as the collection, talks about somewhat offbeat and unrealistic subjects, its background settings are very close to the real world. The place where the characters live in the story is Seongnam-si, Gyeonggi-do. That's why people often refer to the book as the "Seongnam fantasy." You can actually visit the places that appear in the story, as those are where ordinary people go about their daily lives today. Set in Seongnam-si, one of Korea's first-gen new towns and a hub for the IT and venture industries, *Witches' Delivery* stimulates excitement with its surreal events. Recalling the scenes in the novel where the characters were flying around

on vacuum cleaners, making deliveries, and sometimes fighting for survival, we headed to Bundang-gu, Seongnam-si, Gyeonggi-do.

* *K-Book Trends* Vol. 34 – Go to the interview with Safehouse Inc.

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=398&page=1&code=interview&searchopt=subject_kr&searchkey=%EC%95%88%EC%A0%84

Great trails to walk as you recall the memory of “Demon Lord” Shin Hae-Chul



The calm and peaceful atmosphere of Shin Hae-Chul Street

In the book *Witches' Delivery*, witches and characters with superpowers appear as distinct characters. For example, Sunae High School is mentioned as the school that Kang Bora, an aspiring witch, goes to, along with the nearby Shin Hae-Chul Street. Shin Hae-Chul Street was organized after he passed away. Shin was called the “Demon Lord” for mesmerizing the public with his supernatural musical talent, almost like the witches or superhumans in the novel. The place where his studio used to be was formerly a quiet residential area, but it turned into a popular place for a light walk while recalling memories of Shin Hae-Chul. While the street, which serves as a haven for people to take a

rest from their busy urban life, is less than 200m long, it is a unique place to get a glimpse into his masterpieces and musical world as you can see his music studio. Take a slow walk while listening to Shin Hae-Chul's music, and remember the Demon Lord by visiting his music studio, where you can discover more about his life with music. The music studio consists of a study where Shin Hae-Chul used to greet guests and read books, an exhibition room displaying his performance costumes and other personal items, and a recording studio with recording equipment and mastering tapes. As such, the street, along with Shin's music studio, lets visitors understand Shin Hae-Chul's music in a deeper way and fulfill their admiration for him, while enriching the cultural content of Seongnam City.



The statue of Shin Hae-Chul at the Memorial Yard on Shin Hae-Chul Street



Shin Hae-Chul's music studio full of his musical world

Arriving near the Bundang Reservoir,

Yoon-Jung got out of the car and began to walk around.

(...) “Damn! I don’t think it’s here.

They wouldn’t be foolish enough to set up a hideout in a place
with a bungee jumping platform, would they?

Where is the other place?” (...)

“It’s Seohyeon Reservoir.

But it’s really small, like Bundang Lake...”

A healing place in Seongnam, the eco-friendly city

Once you have filled your soul with Shin’s music, it is time to take a walk and breathe in nature. The area around Yuldong Park, an ecological space in Bundang-gu, Seongnam-si, is full of greenery. In *Witches’ Delivery*, this is where Ahn Miri, the banished witch who tries to harm Kang Bora, the aspiring witch, and Soh Yoon-Jung, the witch in charge of the Seongnam area, have a face-off. With spaces for strolling and picnicking around the Bundang Reservoir (Bundang Lake), Yuldong Park is usually

very crowded on nice days with people out to enjoy a peaceful time. There is a 45-meter-high bungee jumping platform on one side of the reservoir, a fountain, a 13-meter-high artificial rock wall, a badminton court, a children's playground, a grassy plaza, and reed beds. It is truly a place where you can take a break from everyday life and heal.



Bundang Reservoir inside the Yuldong Park, where nature and culture make a harmony

In particular, there is a “Book-Themed Park” in Yuldong Park. The Book-Themed Park, with its architectural beauty, has a unique charm as it offers the pleasure of reading books in the park. Reading a book while enjoying nature multiplies the joy of reading. While Seohyeon Reservoir, located at the entrance of Yuldong Park, is relatively less known than Bundang Reservoir,

it has a more tranquil atmosphere and is a great place for a contemplative walk. Since fewer people walk here, nature is better preserved, and you will be able to breathe in the vital energy of nature. Yuldong Park is so serene that you can hardly imagine the witches having a duel, just like they are described in the book. It is a great place to enjoy the peacefulness of everyday life or to immerse yourself in a new cityscape.



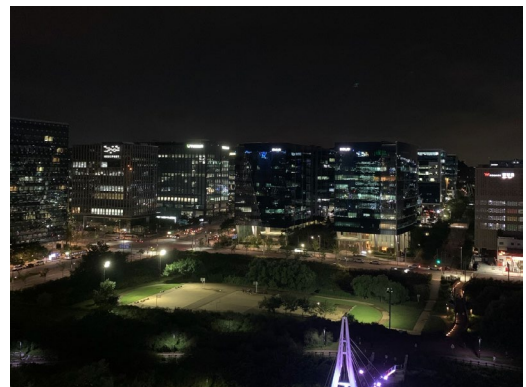
The Book Theme Park inside the Yuldong Park and Seohyeon Reservoir, surrounded by lush forest

Korea's Silicon Valley, where drones and AI fly around instead of witches and superhumans

Botdeul Park and Techno Valley in Pangyo are among the places mentioned in *Witches' Delivery* as the witches fly through the skies, making their deliveries. It's only a quick glance, but Kang Bora, the aspiring witch, had a good look at the area that holds the future of Korean industries.

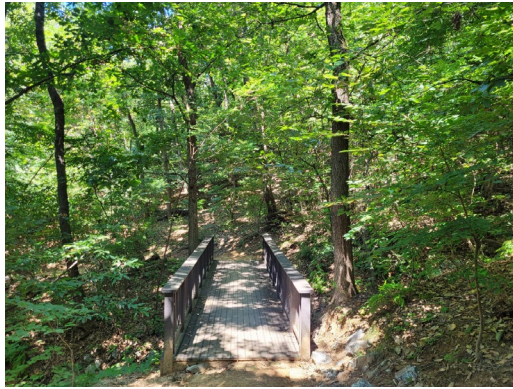
The Pangyo Techno Valley is referred to as Silicon Valley in Korea, as it is densely packed with IT and venture companies that

are leading the way for future industries. The Pangyo Techno Valley has been playing a pivotal role in Korea's industries and economy, fiercely creating future values just like how some say, "Lights in the Pangyo Techno Valley never go off." While the Pangyo Techno Valley lives up to its name with a stylish, future-oriented vibe, it becomes even more meaningful when you think of it as a place that nurtures Korea's technological prowess to compete with the rest of the world, rather than just having a tourist's viewpoint towards it.



Pangyo Techno Valley and the night view of the Pangyo Techno Valley that the characters in *Witches' Delivery* must have seen during deliveries

Just sitting in front of a computer working hard at a high-tech company isn't enough to produce excellent output. They also need a work-life balance. Here, Botdeul Park, which serves as a resting spot for Pangyo Techno Valley workers and local residents, is a small park in the middle of a hillside, but its forest is deep enough for a short walk. With a few pavilions and benches placed throughout the park, there's no better place to take a break from work or just clear your thoughts.



Botdeul Park, a nice resting area for workers at Pangyo Techno Valley

The joys of traveling in daily life can be more fantastic than fiction. This is why it will be so much more exciting to travel through places that appear in *Witches' Delivery*, which incorporates real-life places into a story to create a sense of both reality and imagination. It's another of the fun things about fiction. With *Witches' Delivery* in one hand, let's take a trip to Seongnam-si - a city on the outskirts of Seoul with good transportation. You never know, among the many people walking the streets, there might be a witch who is a little different from the rest of us.

ONE-LINER QUOTES

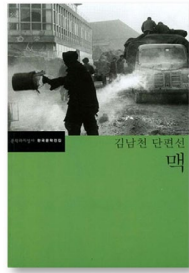
Fiction is a Journey Into the Complexity of Human Identity

A Newly-Debuted Korean Novelist's Pick

Written by Kim Ki-Tae (Novelist)

Kim Ki-Tae has been publishing a number of short fiction stories depicting contemporary Korean society since he won the *Dong-A Ilbo* Shinchun Literary Prize in 2022. He is currently writing full-length novels based on world history.

The world is a jumbled mess, and humans cannot be explained by a single identity. I began to have a sense of this as I read Korean novels from the 1940s. From the mixed landscape at the end of the Japanese occupation to the rather abrupt independence and ideological conflict, the 1940s may be the most chaotic period in Korean history. The novels of this period portray human beings wandering in the midst of various crisscrossing powers.



Kim Nam-Cheon's Short Story Collection:
Barley

Kim Nam-Cheon, Munji Publishing



We're the kind of people who eat Western food upstairs and then come downstairs and munch on *kkakdugi* (diced radish kimchi).

- From *Barley* (麥) (included in the collection)

Kim Nam-Cheon (1911-?) began his writing career in the early 1930s during the Japanese occupation as a member of the Korea Artista Proleta Federacio or KAPF. His early works were written with a clear political purpose and simple compositions. However, as he went through arrests, defections, and the dissolution of KAPF, his depictions of humans and the world became progressively more complex. Although his work spans just over a decade, reading along with those changes offers readers a significant expansion of perception.

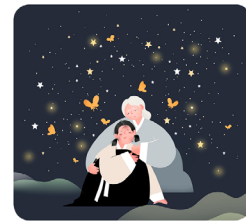
Barley (麥), published in 1941, centers on Choi Moo-Kyung, a female employee working in an apartment - a modern space of the time - and two ideologically contrasting men. It is a fascinating novel in which various contexts such as ideology and romance, empire and colony, East and West, hierarchy and gender are simultaneously at play. The lines of Lee Kwan-Hyung, one of the male characters, express human futility and self-deprecation in the chaotic waves of modernity. Meanwhile, the attitude that Choi Moo-Kyung, the protagonist, takes at the end of the work is particularly thought-provoking, as it seems to

foreshadow the “moral” of the capitalist life that most humans live today - feeding oneself. Will that be the only “moral” and strategy we can pursue in this chaotic world?



*Heo Jun's Mid-to Full-Length Story Collection:
A Dim Light*

Heo Jun, Munji Publishing



What is there to whip?
Look at them naked –
how can you hold a rod against them?

- From *A Dim Light* (殘燈) (included in the collection)

Korea's liberation from the Japanese occupation must have been a shock before it was a victory. Heo Jun (1910-?)'s *A Dim Light* (殘燈), published in 1946, about his journey home shortly after liberation, captures the chaos of the time. Readers can spot Korean, Japanese, Russian, and even occasional English in this novel. If a change in the landscape of power is called a revolution, then liberation was a revolution. Revolution demands blood. Revenge against past dominators, greed for lost power and property... The novel focuses on an old woman who sells meals under a dim light in the heat of the revolution.

Even though she lost her son to the Japanese, she sells bowls of soup to Japanese people who have been unable to return to their homeland after the defeat and have become homeless. She once hated the Japanese, but as she sees them “naked” and begging

for food, she is unable to hold a rod against them and bursts into tears. This is because she remembers a young Japanese man who was imprisoned with her son as a comrade in the anti-imperialist movement. In other words, for her, Japanese people no longer exist as a single identity of “imperial perpetrators.” The narrator finds in the old woman a “wide and beautiful vision of human hope,” and I believe that by gaining that “vision” and overcoming the desire for hasty condemnation, we can get closer to the truth.

KOREAN PUBLISHERS

Happywell Publishing

The Ever-lasting Well of Knowledge and Happiness



English logo of Happywell Publishing

There's a publisher that spreads happiness and professional knowledge to readers through books like an endlessly deep well. It's 17-year-old Happywell Publishing, which never stops expanding into the world. It has never stopped discovering

interesting content and appealing writers – it also launched two imprints this year. As such, the world of books that Happywell Publishing is trying to build puts the value of happiness at the forefront, broadening and purifying the hearts of readers. Following is an interview with Happywell Publishing, a publishing house that has been reinforcing its market competitiveness by giving more thought to the values of books in this era where the media for delivering content has diversified. Why don't we take a deeper look into the happy world of books built by Happywell Publishing?

It's an honor to have you with us on K-Book Trends. Please introduce your company, Happywell Publishing, along with the meaning of the name to our international readers.

Thank you for having us. As you know, wells used to be a valuable source that supplied clean water to neighborhoods in Korea in the past. Along with water's symbol of life, wells were like mysterious beings and a mirror that reflected one's true self as they appear in several Korean literary works. Though a bit of an intuitive analogy, the name "Happywell Publishing" reflects both our will to contribute to the intrinsic value of a "happy life" through books, and our hope for our souls to be enlightened. Happywell Publishing has mainly produced non-fiction and religious books since its establishment in 2006. And since 2023, we have divided business and pure literature into two separate

bodies – Drucker Mind and Modern & Books. They have published approximately 100 titles until today.

We heard that the CEO of Happywell Publishing used to be in a different industry before he established the company in 2006. What was his motivation to set up the publishing house, and how have the past 17 years been for Happywell Publishing?

CEO Choi Dae-Suk was the first generation to lead exports in the Middle East region at Hyundai Motor Group in the 1980s. He then worked at the International Department of Sejong Books before he set up Happywell Publishing. Perhaps because a publishing house was his last workplace, establishing a publisher himself must have been a very natural course.

The books that made Happywell Publishing known to the public were *Life After Death* by Deepak Chopra and *Moses Code* by James Twyman. And with the success of *When You Need ‘Comma’ of Your Life*, a travel essay published 5 years ago, as well as *A Camel’s Joints Bend Twice*, Happywell Publishing has been focusing on non-fiction and religious books. Of course, we have also been steadily publishing books about photography, art, and business. From this year, we started to publish pure literature and thesis materials through the two imprints – Drucker Mind and Modern & Books, interacting more with our readers.

There are quite a lot of parts that we need to improve on. However, considering the challenging environment surrounding

the Korean publishing market, we think the secret to our 17 years of sustainability and survival is that we don't do things the traditional way, and we discover writers in a slightly different way than traditional publishers. We will continue to work hard to discover compelling writers and content.

Drucker Mind

MODERN & BOOKS

English logos of Drucker Mind and Modern & Books, imprints of Happywell Publishing

Unlike how most of the publishers in Korea are located in Paju Book City and Seoul, Happywell Publishing is in Gapyeong, Gyeonggi-do Province. You even published a book about Gapyeong. What was the reason for setting the base in Gapyeong?

As you said, a majority of publishers in Korea are located in Paju Book City. It's because the city has many print shops, which is an advantage regarding their proximity to the publishers. However, except for that, Paju Book City is not that appealing to small publishers like us, because it's far from Seoul. The move to Gapyeong was due to health issues at first, but there, we could use a lot of space, and it was more eco-friendly than Seoul. So, now we have a separate office in Seoul where we do the designs and marketing, and the editing and project planning are being done in the Gapyeong office.

Gapyeong is a tourist town that has recently become known to

foreigners for its beautiful nature and environment. However, there are still many parts of the town that are not yet known. So, we have been creating many opportunities to communicate with the local community by publishing *Mom, Sister, Let's Live in Gapyeong*, and *A Critical Biography of Han Seok-Bong*. In particular, *Mom, Sister, Let's Live in Gapyeong*, a story about the nature, culture, and historical environment of Gapyeong, was written in collaboration with 41 local figures. The book *A Critical Biography of Han Seok-Bong* was planned with the intention of making the historical figure Han Seok-Bong, who was a governor of Gapyeong, properly known to the public. Happywell Publishing hopes to continue to develop content by participating in local events, have the company more recognized in the local community, and create mutually beneficial opportunities with local organizations and residents.



Mom, Sister, Let's Live in Gapyeong and A Critical Biography of Han Seok-Bong

Happywell Publishing has been publishing books in various fields, including non-fiction, humanities, business, and business management. What is the most important thing when it comes to choosing a manuscript for publication?

In the age of AI, books will still have their charms, but we can't ignore the influence of various content delivery mediums, such as YouTube and Instagram, and their ripple effect on print media. In the past, books were a valid way to get information for traveling, but nowadays, there are better options, such as YouTube. So, we thought, "If we want to compete with other media and meet consumers through books beyond the field of traveling, we need to have something that is comparable to other media."

It could be the inherent charm of the writer, or it could be the ability to produce their own content. We thought it was the power of the writer's own character and soul. So, when we select a writer, we look at what kind of charm his or her character has, and see who has a mindset of growing together by focusing on future possibilities rather than current ones. Of course, this approach doesn't always work, and it is a time-consuming and labor-intensive process. But, we are seeing writers who are consistently working with us on their second and third books, so it seems to be working.

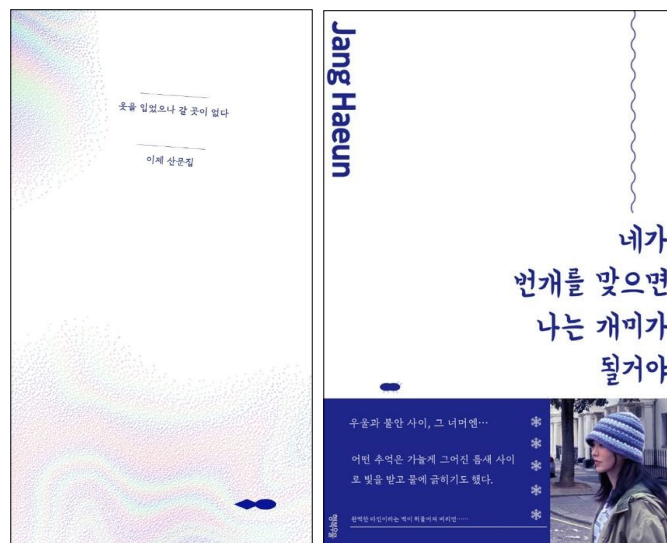
You have been featuring a wide variety of essays in the *Yeon-series Essay* series. It seems that the candid stories of new writers, which are hard to find in other publishing houses, resonate with readers. What are the characteristics of the *Yeon-series Essay* series?

Literature, art, or any field that proclaims to be art, tends to be split between popularity and artistry, or defined by someone or some group of people. If we look at music alone, how much of it is popular (or pop), and how much of it is so-called artistic? In fact, pop music can be just as artistic as classical music - Bob Dylan won the Nobel Prize for Literature! On the other hand, some works can be a craze of their time, and disappear without a trace after just a few years.

However, even in the Korean publishing industry, it seems that there are quite a few essays that have been successful thanks to marketing that fits in with the so-called “trend of the moment,” even for best-selling essays that are popular and sold well. Therefore, we wanted to publish essays that might not be close to “art,” but have a little more thoughtfulness and depth than the popular ones as well as unique Korean characteristics. As we thought about what would make a book last over many years, we concluded that it is “Korean lyricism.” In fact, poems and literary works that are read for a long time have this lyricism of the times.

The *Yeon-series Essay* began with the intention to put more emphasis on the unique characteristics of each writer, and to talk

openly and candidly with the writers for further direction, as our partner writers were all new to the literary world. Thankfully, some of them saw meaningful results. To pick a few books that can represent the *Yeon-series Essay* series, those that show the most Korean-style lyricism, we would like to recommend reading *Nowhere to Go Even Though I Wear My Cloth* and *If You Are Struck by Lightning, I Will Be an Ant*. These books have built up a devoted fan base, and we believe that if the beauty and lyricism of the Korean prose are translated well, they will also do well in international markets.



Nowhere to Go Even Though I Wear My Cloth and *If You Are Struck by Lightning, I Will Be an Ant*

Nowhere to Go Even Though I Wear My Cloth is a story about the wanderings, emotions, and poetic expressions of a queer woman in her 20s, with beautiful prose and excellent descriptions, giving off a deep and lasting impact. Another book, *If You Are Struck by Lightning, I Will Be an Ant*, is a book about an anxiety disorder

suffered by an artist in her 20s based in the UK. It is the detailed psychological descriptions and heartfelt experiences that seem to have resonated so much with readers. Both authors have a distinct personality that makes them inimitable, and that is probably why they have developed such a devoted fanbase.

How do you discover new writers? Do you have special know-how to find talented new writers?

We use a two-track strategy: discovering potential writers among the manuscripts submitted to the company, and seeking talented writers on Instagram or blogs. New and experienced writers have their own strengths, but as Happywell Publishing lacks competitiveness regarding size, brand awareness, and capital, we have been strategically discovering creative new writers and helping them maximize their unique characteristics and charms. That was how we managed to survive, and though not complete, the strategy has grown into a kind of system.

Also, as new writers are fast absorbers and as we choose talented writers from the first place, we try to have enough time to discuss the content's direction and edit the manuscript. We sometimes ask for things that might not be accepted by experienced writers. Of course, all of the process takes place based on mutual understanding and trust as we spend enough time sharing and debating about various materials. So, some books took more than a year for the reorganization of the script only, and some even took more than two years.

The book *The Secret of the Most-Viewed Videos*, published in 2021, was the first book by Kim Seung-II, a former journalist. While it had good outcomes in Korea, we heard that the book was exported to Taiwan last year as well. What kind of book is this?

The Secret of the Most-Viewed Videos is a book that analyzes the contents of million-subscriber YouTube channels, K-movies, and K-dramas, and explains the principles of making content “fun” and how to create content such as YouTube movies, with the author’s own logic. The book was well received in Korea, and when we recently contacted the Taiwanese publisher, they told us that they are working on the book, aiming for publication in October this year. We were grateful for the book’s success in Korea, where it managed to do a good job even though we lacked marketing capital, and we hope that it will do even better if it is published in Taiwan. Also, considering the growing interest in K-Contents overseas, we think the book has a lot of potential not only in Taiwan but also in other countries.

Happywell Publishing’s books met international readers at the 2022 Visiting Korean Book Fair in Vietnam. What books did the local market respond to?

As Vietnam is a country with a rapidly growing economy, we felt that local publishers were more interested in practical and educational books. In the case of Happywell Publishing,

which focuses on emotional essays, we unfortunately did not get the final contract. Still, we felt that it was significant that we could see their interest in a number of books. In particular, the illustrated essay *Somehow I Think I Know* by artist Geum Na-Rae and *Love Filling the Margins* by former KBS announcer Yoon So-Hee, written in the “language of love filling the empty rooms,” caught people’s attention.



The Secret of the Most-Viewed Videos, Somehow I Think I Know, and Love Filling the Margins

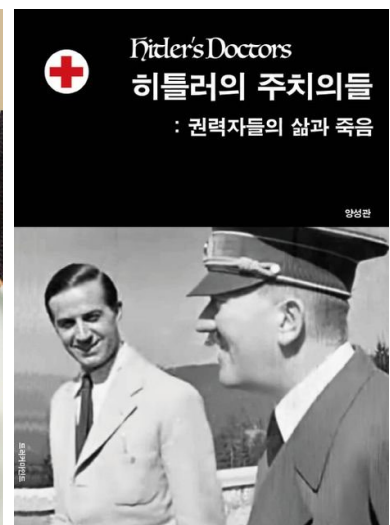
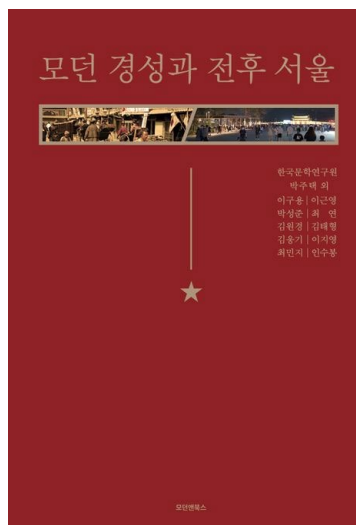
Are there other books of yours that you would like to advertise to international readers?

If you are looking for a book that gives you a glimpse into the literature and times of Korea during the Japanese occupation, we recommend reading *Modern Gyeongseong and Post-War Seoul*. This book traces the development of modern culture (1910s-1940s) from Gyeongseong (the former name for Seoul) during the Japanese occupation to Seoul after the liberation, and

what it took to transform it into an independent culture that was not simply transplanted from Japan, but also survived political violence. The roadmap of modern culture presented by *Modern Gyeongseong and Post-War Seoul* compresses the function of cultural history from the perspective of cultural aspects that appeared in works of art, articles, and reports. This book examines the past and future of Gyeongseong and Korea through literary and artistic works, advertisements, articles, and reports from the 1910s to the 1940s.

The next book we would like to recommend reading is *Kim Gyungmi's Banga Food Story*, which captures the essence of Korean cuisine. It is a Korean cookbook centered around the traditional food style “*banga*,” which was mainly enjoyed by the *yangban* (aristocrats) during the Joseon Dynasty. It features the most traditional and luxurious Korean food, and is composed of detailed recipes of traditional Korean dishes along with the writer's own essays on cooking. The author is a Presidential Award-winning *kimchi* expert and a researcher of traditional Korean cuisine who follows in the footsteps of the masters of *banga* food.

We also suggest reading *Hitler's Doctors* by Yang Sung-Kwan. It is a story about people in power and their illnesses at every inflection point in history. From Hitler and Stalin to Thatcher, Reagan, Roh Moo-Hyun, and Kim Jong-Un, the writer traces the lives, illnesses, and deaths of these powerful figures. The hilarious comments of Yang, who is also a physician, make for an entertaining read.



Modern Gyeongseong and Post-War Seoul, Kim Gyungmi's Banga Food story, and Hitler's Doctors

We look forward to the next moves of Happywell Publishing, which will continue to spread happiness to readers through books. What are your future plans or goals?

While finding our own strategies to combat the weakness of our small size in the Korean market, we will continue to focus on discovering unique and potential writers and grow our business based on Korean content. In particular, we plan to grow our pure literature brand, Modern & Books, and the business and humanities brand, Drucker Mind, into more specialized brands. We will also continue to strengthen the e-book field and actively communicate with agencies so that we can be more recognized in international markets. Thank you, and we look forward to your continued support.

KOREAN AUTHORS

Writer Baik Soulinne

Tirelessly, Steadily, and Delightfully - for a Long Time

“Irreplaceable, beautiful sentences” is how writer Baik Soulinne’s works are commented on by her readers. Actively releasing stories of all styles, be they fiction, non-fiction, full-length, or short story, writer Baik has garnered much support from the Korean literary circle and readers with her unique, friendly viewpoint in her works. She recently published a new title – *Brilliant Regards* (Munhakdongne), through which she sends “brilliant” encouragement to all her readers. In her short interview, we could feel her warm attitude towards novels and writing. Following is a more in-depth story about writer Baik Soulinne, who says it’s her goal to write “tirelessly, steadily, and delightfully for a long time” with a “loving mind for fiction.”



It's a pleasure to have you with us on *K-Book Trends*. Please introduce yourself to our readers.

Hello, everyone. I'm Baik Soulinne. I write fiction and sometimes do some translations. It's good to be meeting you through this written interview.

You have won various literary awards, including the Hankook Ilbo Literary Award, Munji Literary Award, and Hyundae Munhak Literary Award. As such, your works are widely recognized in the Korean literary circle. What do you think powers such capacity?

Well, if I had such capacity, then it would have come from the loving mind towards fiction. Writing novels is hard every time,

but whenever I read a good novel, I get to think that I want to write one. And I think that kind of thought makes me hold onto writing stories.



New title by Baik Soulinne, *Brilliant Regards*

You published your first full-length novel in 12 years, *Brilliant Regards*, which revolves around a nurse dispatched to Germany. Could you please introduce us to the book and tell us how you feel about the release?

Ever since my short story won the annual spring literary contest, I have only been writing short stories or medium-length stories. This is my first time writing a full-length novel – the first time in 12 years. This story is about the main character, Haemi, who lost her older sister to a gas explosion accident in her childhood, being dispatched to Germany, meeting other dispatched nurses, and overcoming her wounds. I was worried and had quite a bit

of a burden in my heart as it was my first full-length novel ever since my debut, but now I'm so happy that the book is loved by so many people, who say that my message was well-delivered throughout the story.

* *K-Book Trends* Vol. 60 – See brief introduction of *Brilliant Regards*
www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1231&page=1&code=info

You have been writing mainly about foreigners and outsiders. What was the message that you intended to deliver through such characters?

“Women” and “outsiders” are both beings that are slightly outside of the mainstream. I'm really interested in those people. It's fun to give voice to them, those who cannot stand, and raise a voice in society, through my stories. But, I don't think I write novels about women or outsiders to “deliver a message.” Yet, I do hope that my readers can experience the world in a different way through those characters.

Where do you usually get the ideas for your works? What issues are you interested in these days?

I tend to find ideas for my stories in my own experiences or daily life. Well, not always, though. Nowadays, I have been quite interested in death or loss.

Apart from fiction, you have also published non-fiction and prose collections like *Feeling Happy After a Long Time* (Changbi) and *Tender Days* (Jakka Publishing). It must have been a different experience from writing fiction. What are the different charms of the two genres - fiction and non-fiction?

Fiction and non-fiction are very different genres to me. To liken it to physical activities (perhaps because I'm a novelist), fiction is like a high-intensity work-out, but non-fiction is like a light, joyful stroll. As it is hard to tell which one's better – the satisfaction after sweating exercise or the joy of a light walk, writing fiction and non-fiction are both distinctively appealing.



Feeling Happy After a Long Time and Tender Days

We heard that you have been studying French literature for a long time. Maybe that's why we can often discover topics about language and communication in your works. It was impressive to see your message, where you said that you can have fully complete communication only when you recognize the incompleteness of the language. On the other hand, books use language as a medium for communication. So, you must have thought a lot about what message to deliver through your books as well as how.

Just like you said, writing fiction is quite a challenging job for me, because I can only communicate with readers through this incomplete instrument called "language." But, that's where the charms come from. Looking back, I think that because I accepted the fact that language is incomplete, I could start delivering messages to my readers by using "language" to "draw" emotions that are difficult to capture in words. While it is almost an impossible goal to convey something that cannot be delivered through daily language, I believe that it is worth challenging if I use fiction as the medium.

You have translated French books, too. It seems that translators play a critical role, as can be seen in how they say, "Translation is another form of writing." How is writing different from the two different perspectives of a translator and a writer?

Writing fiction and translating are similar but very different jobs. When I do translations, I get worried about mistranslations (as

the original text exists in a physical form), which pushes me to aim for perfection. I'm more relaxed when writing novels. The fun thing is that while writing a draft is the most painful process when writing novels, it becomes the most exciting part when I'm translating. So, I enjoy working on both of them because they complement each other.

Many readers say that your sentences are elegant and beautiful, like an impressionist's painting or landscape painting. Could you please introduce some of the sentences or scenes from your works that you particularly liked to our international readers?

There's a story titled *Brown Sugar Candies* in my short-story collection, *The Summer Villa* (Munhakdongne) . In that story, there's a scene where an old Korean woman who doesn't speak a word of French and an old French man who also doesn't know Korean at all grow to love each other by stammering over a Korean-French dictionary. I really like this part. So, if you are a foreign reader interested in Korean fiction, I'm sure that you will like this part as well, as you will know the fun of communicating or reading in a foreign language.



The Summer Villa

I would also like to introduce some of the lines from my new title, Brilliant Regards. I wanted to share these lines as they depict Haemi, a girl in deep sorrow due to the loss of her sister, regaining happiness, and experiencing her first love during the adolescent period.

I was so happy to the extent that
I felt guilty when I thought about my sister.
The level of happiness made me talk to my sister
inside my heart whenever guilt stabbed me in the chest.
“Sis, what is it about the human heart that makes you
reach out for a better self?”

Love cannot be hidden.
Just like what the spring sun does to the branches,
love makes us bloom no matter how we resist.
It's love that shakes us to the very bottom of our being,
like the wind that grabs and shakes everything.

We look forward to your new work. Last but not least, please tell us about your future plans or goals.

I think I will be focusing on short stories for a while as I have set out plans with the publisher to release some short stories. I also have a few more translations coming out. It's my biggest goal: to write tirelessly, steadily, and delightfully, for a long time.

PUBLISHING INDUSTRY

Today and Tomorrow of the Korean Standard Publishing Distribution Data Hub System

Written by Lee Chang-Min
(Team Manager at the Publication Data System Management Team, KPIPA)



Efficient Book Management



Transparent Publication
and Distribution System

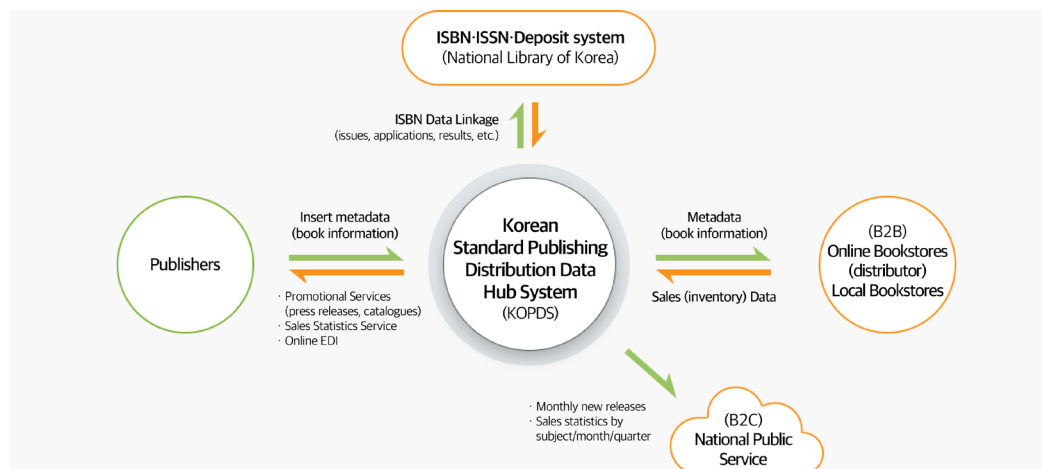


International Exchange of
Book Information

Current status of the Korean Standard Publishing Distribution Data Hub System (KOPDS)

When Song-In Books, a large South Korean book wholesaler, went bankrupt in 2017, many publishers were left in a state of chaos. Publishers suffered a lot of losses because they were

unable to keep track of which books were in which bookstores, and how many copies were in stock and sold. This prompted the creation of the Korean Standard Publishing Distribution Data Hub System (KOPDS, <https://bnk.kpipa.or.kr>), which was built in accordance with the Fourth Five-Year Plan for the Promotion of Publishing Culture, reflecting the need to build an advanced distribution system for the publishing industry. The system was launched in September 2021. The purpose of developing the system was to establish an efficient and transparent publication and distribution system by collectively managing information on book production, distribution, and sales.

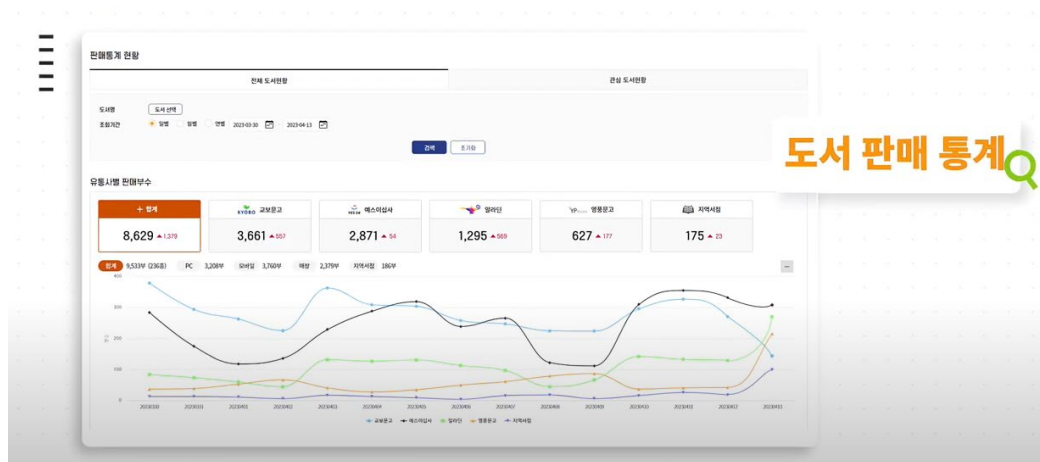


Conceptual map of KOPDS



Main page of the KOPDS website

More than two years after its opening, KOPDS is connected to the National Library of Korea's ISBN, ISSN, and deposit system, large bookstores such as Kyobo Bookstore, Yes24, Aldine, and Youngpung Bookstore, wholesalers such as Korea Publishers Cooperative, and local bookstores to generate and deliver publishers' book information. It also receives sales, inventory, and reader data from them and provides it to publishers. As of August 14, 3,629 publishers are registered, and 422,121 types of book information are currently available.



A screenshot of the sales statistics of a publisher

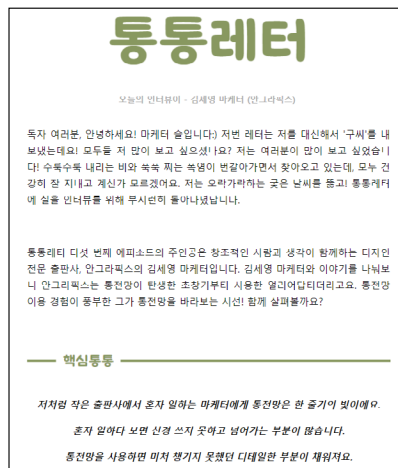
In addition, to make it easier for publishers to utilize KOPDS, the Publication Industry Promotion Agency of Korea's Seoul office holds weekly training sessions to teach publishers how to use the system. In addition, staff from the system visit publishers, bookstores, and libraries from time to time to provide training.

The main members of the system include local bookstores and libraries. They can establish plans for stocking and purchasing books based on new and upcoming book information entered by publishers. The latest book information from publishers used to only go to large bookstores for sale, but the system can reduce the information gap. Also, by making use of the catalog function, you can create a customized book list for your bookstore or library and provide it to visitors.

Plus, the general public can access various statistics on the KOPDS website. The system provides book sales statistics (number of copies sold and revenue) online and offline based on the International Standard Category Classification. It also has

readership statistics by gender, age group, and region, which can provide statistics on the publishing industry for the general public and help publishers develop marketing plans.

The system also publishes newsletters, makes card-styled news on Instagram, and organizes conferences to reach out to users. In July, an event was organized to share publishing cases that utilized the system and ChatGPT, a recent buzzword.



The newsletter issued by KOPDS and footage from the KOPDS conference

The future of KOPDS

In the future, KOPDS plans to make various system improvements to help publishers systematically manage book information, and to collaborate with large bookstores and wholesalers to collect market information in one place and provide it to publishers. In addition to collecting statistics on the publishing market, the system is also preparing to provide analysis and use cases to publishers, which can be used as a basis for business

management and marketing strategies. Currently, Korea uses a dual system in which the National Library of Korea issues ISBNs and deposits books, while KOPDS registers book information. Regarding this, we are in discussions with the National Library of Korea to ensure that data flows smoothly between the two channels.

In Korea, the Korea Box-office Information System (KOBIS) and the Korea Performing Arts Box-office Information System (KOPIS) are legislated and mandated to collect sales data, while KOPDS is not. This is an area that requires close cooperation with bookstores, publishers, and the government to set policy directions. International exchange of book information is also necessary. KOPDS is based on ONIX (Online Information Exchange), an international standard for book information, and book information is managed by publishers. Therefore, it is also necessary to exchange information with countries using the same ONIX infrastructure or countries operating a similar network system like Korea's KOPDS, such as Canada, Germany, France, and Japan.

Informatization is also an inevitable task for the culture and arts industry. I hope that through cooperation with various organizations at home and abroad, Korea's quality publishing content will be introduced overseas with foreign books imported to Korea, and sales statistics will be exchanged with each other in the near future.

Publishing Policy

Winning and Nominated Works for International Literary Awards in 2022

Korean Literature Recognized Worldwide for Its Literary Value





Counterattack at Thirty

(Sohn Won-Pyung, EunHaeng NaMu Publishing)

Winner of Japan's Booksellers' Award for Translated Fiction

A novel centered on a thirty-year-old protagonist who struggles to cope with the contradictions of institutional authority and exploitative structures in everyday life.



Single Letter Dictionary

(Kim So-Yeon, Maumsanchaek)

Winner of the Japan Translation Award

An essay in which the writer defines each Korean letter in the order they are listed in the Korean dictionary, from “ㄱ (gieok)” to “ㅎ (hieut)”



Cold Candies

(Lee Young-Ju, Munji Publishing)

Winner of the Lucien Stryk Asian Translation Prize presented by the US ATLA

A collection of poems that depicts grotesque poetic play, freely crossing over between reality and the fantasy world with nothing but imagination.



Grass

(Kim Geum-Suk, Bori Publishing)

Winner of the Muriel Comics Award presented by the Czech Academy of Comics

A graphic novel that reflects on war and peace through a protagonist who was forcibly taken by the Japanese military to serve as a “comfort woman.”

In 2022, four Korean works won international literary awards, demonstrating the power of Korean literature.

Plus, works nominated for authoritative literary prizes are gaining recognition in various linguistic spheres.



Cursed Bunny

Chung Bora, Arzaklivres

Shortlisted for the International Booker Prize



Love in the Big City

Park Sang-Young, Changbi

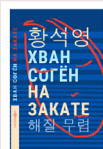
Longlisted for the International Booker Prize



The Waiting

Kim Geum-Suk, Ttalgil Books

Nominated for the Harvey Award for Best International Book



At Dusk

Hwang Sok-Yong, Munhakdongne

Nominated for the Yasnaya
Polyana Literary Award



Unexpected Vanilla

Lee Hye-Mi, Munji Publishing

Nominated for the Sarah Maguire
Prize for Poetry in Translation



À Propos de ma Fille

Kim Hye-Jin, Minumsa

Nominated for the Le Prix Émile
Guimet de Littérature Asiatique



One Left

Kim Suhm, Hyundae Munhak

Nominated for the International
Dublin Literary Award



The Disaster Tourist

Yun Ko-Eun, Minumsa

Nominated for the International
Dublin Literary Award



Cat Calling

Lee So-Ho, Minumsa

Nominated for the PEN America
Literary Awards

Korean literature has been gaining
greater international recognition,
meeting more international readers.

We look forward to your continued
support and encouragement for all the
Korean works that will be featured on
the international stage in 2023!



Let's Try

An Offbeat Trip to Jeju Island

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!

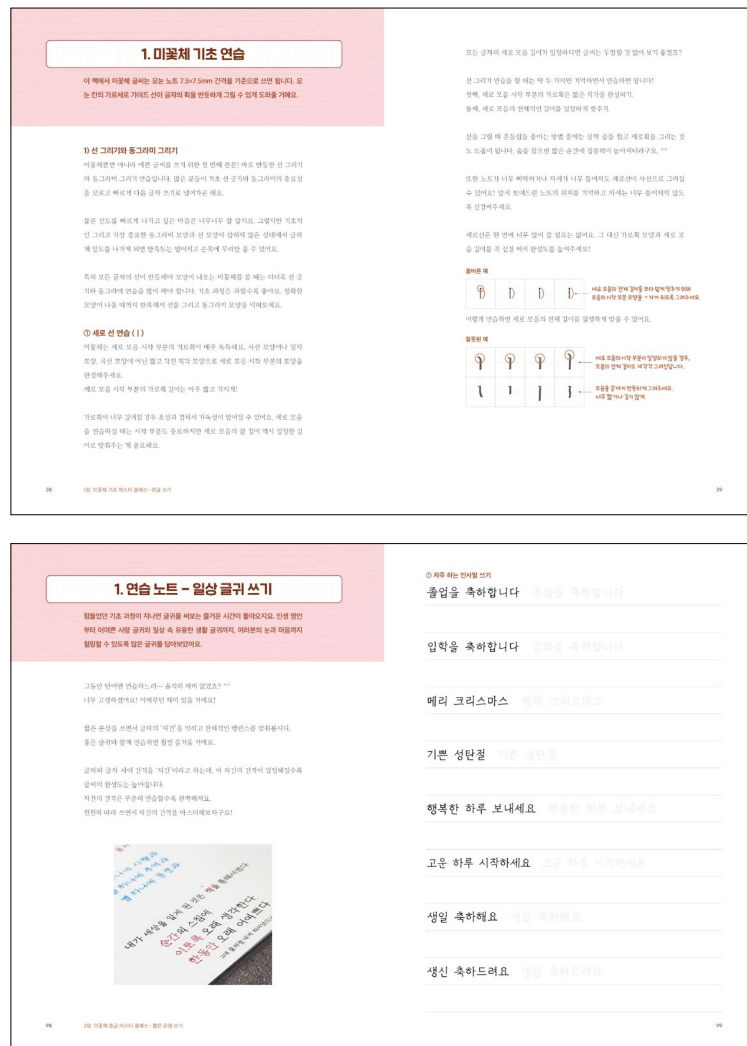
Simply click on the link below and make an entry to the event! Let's Try!

New Korean Handwriting by Mikkot

- Written by Mikkot (Beautiful Flower Write; Choi Hyun-Mi),
published by Siwon Books



Write delicately as if you were printing!
Fall in love with the beauty of *Hangeul* and handwriting.



Mikkot (Beautiful Flower Write) is back with *New Korean Handwriting by Mikkot* - a book that has swept YouTube, bookstore shelves, and classes, featuring her beautiful, intricate handwriting that looks as good as print. Are you new to writing *Hangeul* by hand? Or are you not satisfied with your handwriting, no matter how much you practice? If so, you might want to

try practicing Mikkot's font called '*Mikkotche*.' *Mikkotche* is said to have all the essential recipes for the easiest and most beautiful handwriting. Start by learning how to draw lines and write Korean consonants and vowels. Once you get a little more comfortable, work your way through the book to words, sentences, and even poems. By the time you're done, you'll be able to have beautiful Korean handwriting that everyone will envy.

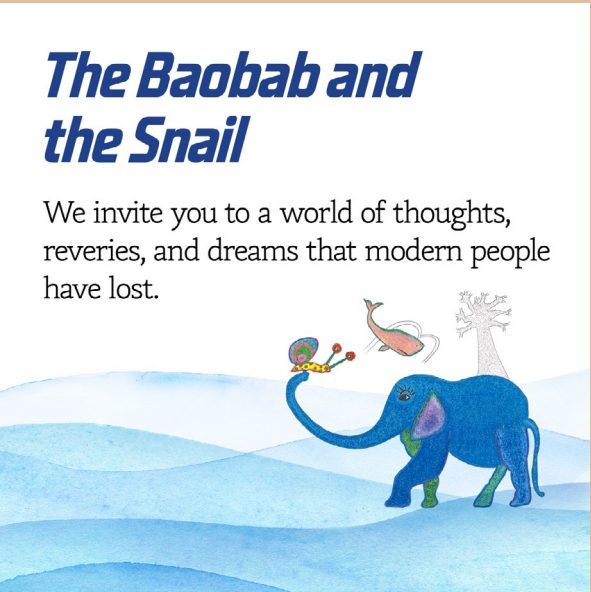
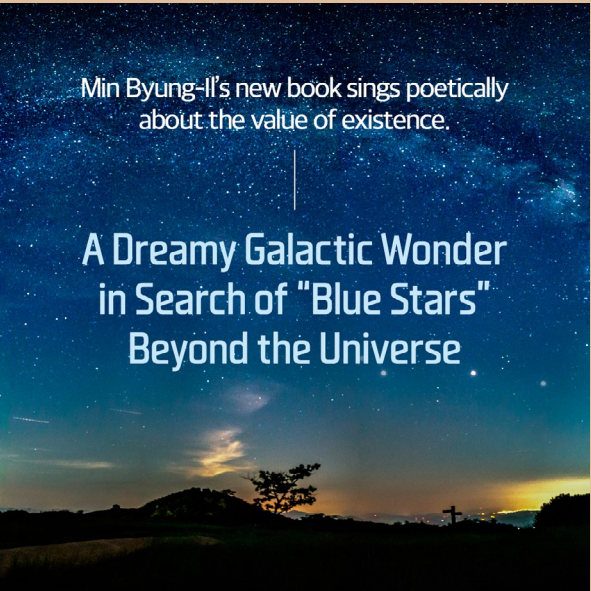
New Korean Handwriting by Mikkot uses the finest paper that won't smudge fountain pens along with a special binding that allows the book to be fully opened for more beautiful, balanced handwriting practice. For readers who are new to handwriting, the book also offers tips on the best writing utensils, how to hold the pen correctly, and the proper writing posture. If you're looking for a new hobby, start transcribing Korean with *New Korean Handwriting by Mikkot*!

[Go To Article](#)

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1266&code=info&category=92

NEW BOOKS

The Baobab and the Snail



The baobab tree stretches endlessly toward the sky, befriending every wanderer.

A wandering dreamer snail, who was chased away from the pack for pursuing a dream unlike the rest.

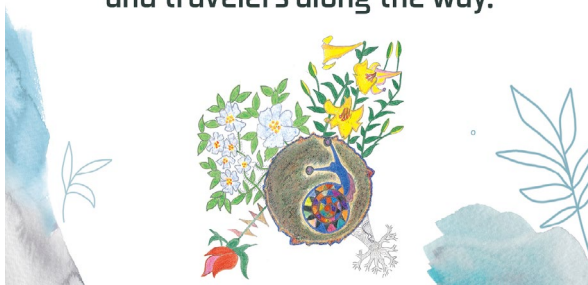


They set out on an epic journey in search of a "blue star" that shines on its own, to become a "star" for someone who shines.



Sometimes in solitude, and sometimes contemplating existence.

The two follow the trail of a blue star, learning life lessons from the many stars and travelers along the way.



Will the baobab tree and
the dreamer snail reach
the blue star of their dreams
at the end of it all?



"Our life is beautiful
because we can dream."

Meet the countless dreams and
journeys that shimmer and
intersect in a vast galaxy, following
the baobab tree and the snail.

A fairy tale for all dreamers



The Baobab and the Snail

Min Byung-II, Munji Publishing

BEST SELLERS

2nd Week, August 2023

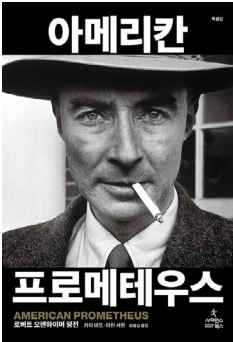
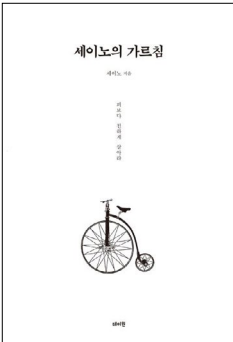
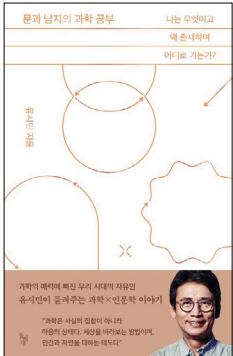

Best Seller Trends in the Four Biggest Online Bookstores in Korea

August in South Korea can be a challenging month with hot days, but it's also exciting for students and office workers as it means summer break and vacations. A variety of books for different tastes made it to the integrated list of bestsellers with summer vacations coming up, but two fiction titles stood out. The fourth on the list, *Even with the Dimmest Light*, is a new novel by Choi Eun-Young, who enters the 10th year of her career this year. The book, consisting of seven mid- to full-length stories, received comments that it reads like a long letter written by the author, which makes it immersive and compelling. Another book, a full-length novel, *The Rainbow Goblin Store*, came in ninth place. The book, which was exported to six countries before publication, has been highly anticipated not only in Korea but also around the world. Let's go on an adventure together into a strange store that opens on rainy days as is the summer is so hot and humid because of frequent rains!

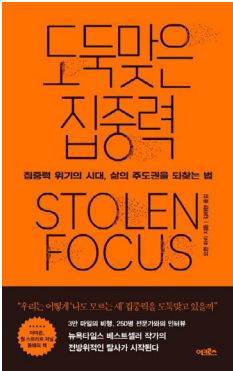


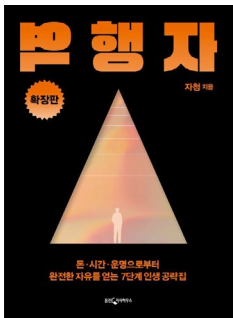
Some books where you can recognize the author by the cover also made it onto the integrated list of bestsellers. *A Man of Liberal Arts Studies Science*, ranked third, is a book by Rhyu Si-Min, who was once a politician and has made many appearances on television as a critic. The book is considered to have written a new paradigm of liberal arts by combining science and humanities with the author's unique writing style. The book *It Can Happen*, an essay by Korean singer Yang Hui-Eun, was ranked seventh. As a new title released 2 years after the previous book *Let Them Do* (Gimm-Young Publishers), *It Can Happen* provides readers with deep comfort and warm support as much as her songs and voice. Among the top five bestsellers in the children's category, *The Promise*, a children's poem collection, topped the list. This book is a collection of memories of a nine-year-old boy who lost his mother, based on the writer's own story. As the book is not just about the pain that the author, an elementary school student, is going through, but about how he tries to remember the people he cares about the most, it has gained a lot of empathy and understanding from readers. Meanwhile, two books by Common Siblings, a bestselling author in the children's category, also ranked high on the list. The book *Common Siblings: Spooky Story 1* features the theme of "stories that are scary once understood," and contains a series of chilling and comical episodes that will make you feel cool for a while in the hot summer.

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

Top 10 bestsellers for the 2nd week of August

1		<p><i>American Prometheus: The Triumph and Tragedy of J. Robert Oppenheimer</i></p> <p>Author Kai Bird and Martin J. Sherwin Publisher Science Books Genre Science</p>
2		<p><i>Sayno Love</i></p> <p>Author Sayno Publisher Day One Genre Self-help</p>
3		<p><i>A Man of Liberal Arts Studies Science</i></p> <p>Author Rhyu Si-Min Publisher Dolbegae Genre Humanities</p>
4		<p><i>Even with the Dimmest Light</i></p> <p>Author Choi Eun-Young Publisher Munhakdongne Genre Fiction</p>

Top 10 bestsellers for the 2nd week of August

5		<p><u>Stolen Focus: Why You Can't Pay Attention</u></p> <p>Author Johann Hari Publisher Across Genre Humanities</p>
6		<p><u>The Moment When Studying Becomes Fun</u> (special edition commemorating 500 thousand copies sold)</p> <p>Author Park Sung-Hyuk Publisher Dasan Books Genre Young Adult, Education</p>
7		<p><u>It Can Happen</u></p> <p>Author Yang Hui-Eun Publisher Gimm-Young Publishers Genre Non-fiction</p>
7		<p><u>Counter Your Life (extended edition)</u></p> <p>Author Jachung Publisher Woongjin Jisik House Genre Self-help</p>

Top 10 bestsellers for the 2nd week of August

9



The Rainbow Goblin Store

Author | Yoo Young-Kwang
Publisher | Clay House
Genre | Fiction

9



Thus It is as Follows

Author | Miyuki Miyabe
Publisher | Book Sphere
Genre | Fiction

Top 5 children's books for the 2nd week of August

1		<p><u><i>The Promise</i></u></p> <p>Author Min Si-Woo Publisher Gasse</p>
2		<p><u><i>Common Siblings: Spooky Story 1</i></u></p> <p>Author Lee Jong-Hyuk Publisher Mirae N (I-Seum)</p>
3		<p><u><i>Common Siblings' Science Expedition 8: Biology 2</i></u></p> <p>Author Hunhan Nammae Publisher Gimm-Young Junior</p>
4		<p><u><i>The Mysterious Candy Store 18</i></u></p> <p>Author Reiko Hiroshima Publisher Gilbut School</p>
5		<p><u><i>Maizy Chen's Last Chance</i></u></p> <p>Author Lisa Yee Publisher Wisdom House</p>

KOREAN TRANSLATOR

Kang Bang-Hwa

Profile

- Korean-Japanese translator
- Professor at the Literature Translation Institute of Korea (LTI)
(literature, video subtitles)
- E-mail: yoshika44@naver.com

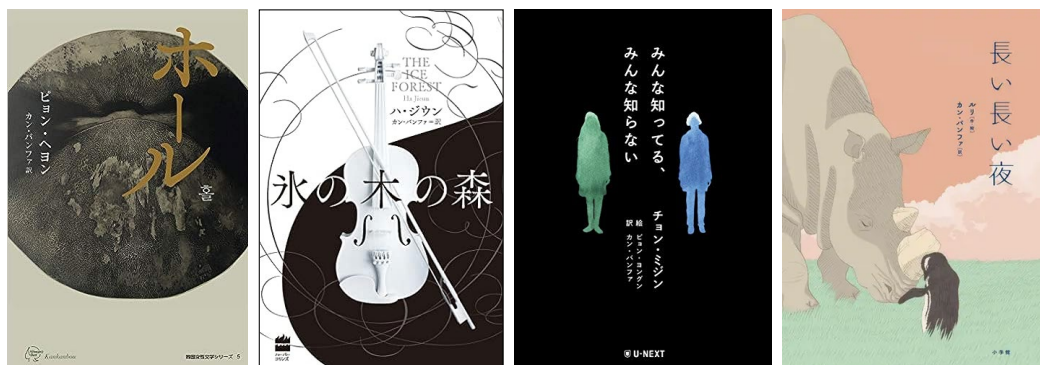
Educational Status

- Bachelor of Law, Okayama Shoka University
- M.A. in Korean-Japanese Translation, Ehwa Womans University
Graduate School of Translation and Interpretation
- PhD in Creative Writing, Korea University

Translated Literature



Japanese covers of *Seven Years of Darkness*, *Miserable Light*, *Greenhouse at the End of the Earth*, and *A Thousand Blues*



Japanese covers of *The Hole*, *The Ice Forest*, *Everyone Knows, Nobody Knows*, and *Long, Long Night*

- *Seven Years of Darkness* (EunHaeng Namu) and *The Good Son* (EunHaeng Namu) by Jeong You-Jeong
- *Miserable Light* (Changbi) and *The Summer Villa* (Munhakdongne) by Baik Soulinne
- *If We Cannot Move at the Speed of Light* (Hubble) (co-translation) and *Greenhouse at the End of the Earth* (Giant Books) by Kim Cho-Yeop
- *A Thousand Blues* (Hubble) by Cheon Seon-Ran

- *The Hole* (Munji Books) by Pyun Hye-Young
- *My Girlfriend and Girl Friends* (Munhakdongne) by Cho Woo-Ri
- *The Consultant* (EunHaeng Namu) by Lim Sung-Soon
- *The Ice Forest* (Goldenbough) by Ha Ji-Eun
- *Everyone Knows, Nobody Knows* (Atnoon Books) by Jung Mi-Jin
- *Long, Long Night* (Munhakdongne) by Luri
- *Irby* (Minumsa) (co-translation) by Kim Hye-Jin
- *Short Story Collection of Original Korean Literature 1-3* (co-translation)
- My Life's Alibi (from the short story collection My Life's Alibi (Changbi)) by Gong Sun-Ok
- And others

Translated Essays



Japanese covers of *I'm Actually an Introvert*, *1cm Between You and Me*, and *Don't Get Hurt by Being Nice to Them*

- *I'm Actually an Introvert* (Book 21) by Nam In-Sook
- *1cm Between You and Me* (Wisdom House) (Japanese title: *+1cm LOVE*) by Kim Eun-Joo
- *Don't Get Hurt by Being Nice to Them* (Book 21) by Yoo Eun-Jung and others
- And others

#K-BOOK

#Photograph

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

Having someone to miss is

1. Publication Details

Title | Having someone to miss is
 Subtitle | Whisper of Poetry and Photography
 Author | Choi Byungkwan
 Publisher | HanulMPlus Inc.
 Publication Date | 2018-04-10
 ISBN | 9788946064478
 No. of pages | 256
 Dimensions | 153 * 224



2. Book Intro

This book introduces the poetry and photography of Choi Byung-gwan, a DMZ photographer, under the theme of longing. The longing for his mother in his previous work, “Mother’s Silk Road” and the pain revealed in “450-Day Diary of 155-miles DMZ” are further emotionally elaborated in the book. He has written poetry whenever he is unable to express his feelings in his photography of nature. Hence, there remain glimpses of unanswered curiosity in his poems and photographs. By following this curiosity, the readers can observe the longing expressed in these unresolved emotions and thoughts. ‘I miss her but cannot meet her’; the misfortune disguised as a blessing has led him, in a sense, to photography and poetry. This book is like a diary that allows readers to see the author’s days of chasing his feelings of longing.

* k-book.or.kr/user/books/books_view?idx=2790

The Photo Studio in the Woods

1. Publication Details

Title | The Photo Studio in the Woods

Author | LEE SI WON

Publisher | GORAEBAETSOK

Publication Date | 2015-11-30

ISBN | 9788992505529

No. of pages | 26

Dimensions | 245 * 226



2. Book Intro

The photographer owl and his assistant bear visit the forest village and set up their photography business. They hang their sign, “Family Photo Studio Specializing in Forest Photos,” on an olive tree branch. The first customers are the lion family. Mommy lion, daddy lion and baby lion strike a great pose for their photo. Next is the gorilla family. Daddy gorilla and baby gorilla make fun poses for their photo. Next is the snake family. The snake couple embrace each other lovingly for their photo. The shoot last from morning until sunset, and the long line of animal families get their photos and return home. As the owl and bear are preparing to finish their day, a young panda, who has been observing the photo session from a distance, comes by and says, “I want a family photo, too!” The bear and owl prepare their equipment to take a photo for the young panda. Then, just as the owl is about to click the shutter, they hear, “Wait!” Looking back, they notice that the animal families, whom they thought had gone home, are gathering around. What are the animal families trying to do? The last scene of the story will surely one of heartwarming emotion.

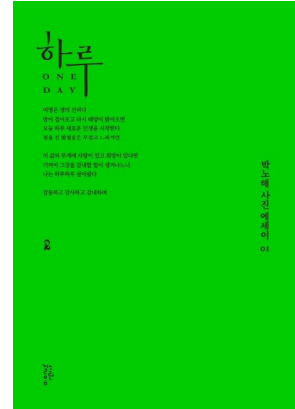
The Photo Studio in the Woods prompts readers to think about the definition of family through the concept of “family photo,” which records a family relationship and give a new meaning to it. While the animals of the village who gathered around the young panda are not related to the him, the animals captured inside the frame are members of a community, a new type of family that is bound by love. This provides us an opportunity to reflect on how we form families.

* k-book.or.kr/user/books/books_view?idx=2334

One Day

1. Publication Details

Title | One Day
Subtitle | Park Nohae Photo Essay 01
Author | Park Nohae
Publisher | Slow Walking
Publication Date | 2019-10-16
ISBN | 9788991418264
No. of pages | 136
Dimensions | 145 * 210



2. Book Intro

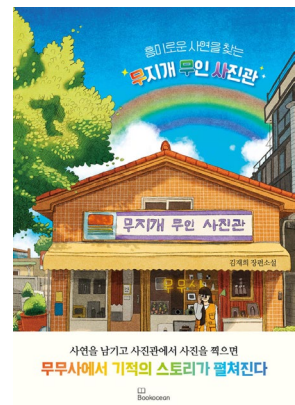
One day published in 2019, is the first volume in the ‘Park Nohae photo essay’ series, ‘vagabond notes’ and ‘thick letters’ recorded over the past twenty years and addressed to the hearts of all those people seeking the way. This book enables you to experience one day across the world, making your own one day wonderful and present. “I have ever lived day by day. I am touched, give thanks, endure.” – Park Nohae

* k-book.or.kr/user/books/books_view?idx=4187

Rainbow Unmanned Photo Studio

1. Publication Details

Title | Rainbow Unmanned Photo Studio
Author | Kim Jae-hui
Publisher | Bookocean, Inc.
Publication Date | 2023-01-25
ISBN | 9788967997458
No. of pages | 260
Dimensions | 141 * 205



2. Book Intro

People with various stories appear in the ‘Rainbow Unmanned Photo Studio (Mumusa for short)’. The studio’s owner was a former photojournalist who keeps a secret, an unemployed person who fell victim to voice phishing crimes, an IT developer who became an animation character enthusiast instead of forming romantic relations with real people, a middle-aged woman who divorced her husband and fell into despair, and a female show host who regrets aging due

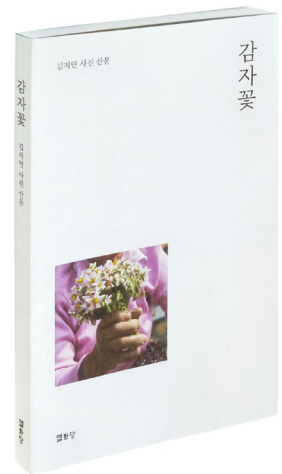
to a junior show host's pressure... etc. Although they were neglected by their original community, they all meet at this warm space of 'Mumusa' and share their warmth, taking each step at a time. And each member's wish comes true... If you have a wish to make for the New Year, knock on the doors of Mumusa with all your might.

* k-book.or.kr/user/books/books_view?idx=7188

Potato Flowers

1. Publication Details

Title | Potato Flowers
Subtitle | A Photo Essay by Kim Jee-youn
Author | Kim Jeeyoun
Publisher | Youlhwadang
Publication Date | 2017-11-30
ISBN | 9788930105996
No. of pages | 208
Dimensions | 140 * 220



2. Book Intro

The photographs the author has shown so far in several private exhibitions such as "Rice Mill," "I Go to the Barbershop", "Moitdong (meaning a graveyard)," and "An Old Room" capture a room guarded alone by a grandmother with her hair pulled back into a bun, a graveyard surrounded by a basalt fence against the backdrop of the sea of Jeju Island, a barbershop with a signboard that has a few characters missing, and a rice mill with blue-tinted dark green roofs. So what message was the artist trying to convey through these old and not unusual objects? As witnessed in her another title "archivist," a term referring to photographer Kim, it may have been an earnest desire to pass the "signs of fond memories" on to the next generation by recording the disappearing things.

Currently, Kim Jeeyoun runs "Community Museum Gyenam Rice Mill," which is a village cultural community space located in Jinan, North Jeolla Province. It was started from an idea that came to the artist while searching for rice mills across the country to take pictures of them. The idea was simply that it would be good to buy a rice mill and carry out various cultural activities. In addition, the artist held exhibitions under the unique themes of "Flower Days," "Our Neighborhood" and "Deserted Everyday Life" while she ran the "Seohak-dong Photo Studio," which was an exhibition hall in the Seohak-dong Art Village in Jeonju. The author's walk of life is analogous to that of cultural activists who strive to revive the modern culture. The recently published *Potato Flowers* contains the sincere thoughts

derived from the journey of life in an artless voice.

Potato Flowers is the first essay authored by photographer Kim Jeeyoun. Although several collections of photographs published so far include the author's unique style of writing, this essay contains not pieces of writing that explain photos but the motivation for taking pictures, thoughts about the objects the author wants to record consistently, and private personal records. With these, readers can see the overall picture of the person named Kim Jeeyoun. This is also a place where the author shyly expresses her fervor about writing that she has had since her youth. Poet Kim Youngchun highly regarded her unfeigned writing skill, saying that he would have recommended that she quit photography and start writing if he had met her when she was young.

* k-book.or.kr/user/books/books_view?idx=2147

Pictures for what can't be said, writings for what can't be shown

1. Publication Details

Title | Pictures for what can't be said, writings for what can't be shown

Subtitle | The lives of neighbors doing the best they can

Author | Choi Philjo

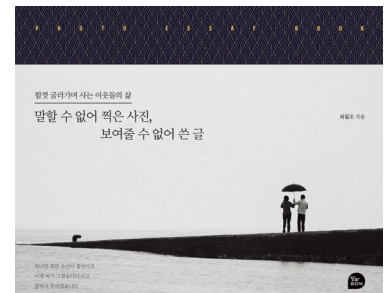
Publisher | Alpha Media

Publication Date | 2019-09-24

ISBN | 9791196396855

No. of pages | 240

Dimensions | 220 * 180



2. Book Intro

The author has compiled artistic photos and poems that capture candid aspects of our neighbors around us. This work is composed of four main categories: "From behind," "Hands," "Bamgol village (shanty town)," and "On the road." Each story conveys deeply moving experiences. The author has discovered the true nature of the world, such as the emotions that people have forgotten due to their busy lives, the little things that make us happy but have been left behind, the bitter lives of the disadvantaged, and sincerity that quiets lies and helps us realize the truth.

Through the calm yet powerful photographs and the writings filled with cutting remarks, bloggers who dearly value the author are able to enjoy experiencing the lives of others and will be left in awe and admiration.

* k-book.or.kr/user/books/books_view?idx=4171

Interesting Penguin Photobook

1. Publication Details

Title | Interesting Penguin Photobook

Author | Kim Wansoo

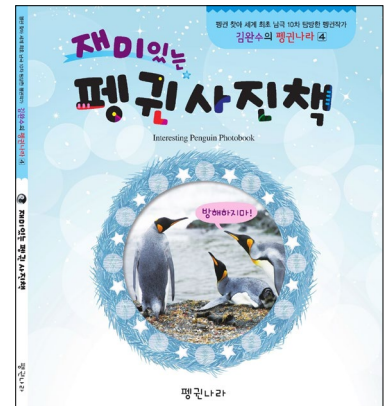
Publisher | PenguinWorld

Publication Date | 2017-11-10

ISBN | 9791195868254

No. of pages | 32

Dimensions | 216 * 254



2. Book Intro

This is a photo book that the author visited the South Pole for over 10 times to take pictures of various aspects of the interesting penguins.

An interesting picture book for children showing the photographs of penguin's poo-poo, pictures of love, the Antarctic penguin's aircraft carrier and family sharing love as well as the image of a penguin going to church.

* k-book.or.kr/user/books/books_view?idx=3399

Surprised by Joy—Impatient as the Wind

1. Publication Details

Title | Surprised by Joy—Impatient as the Wind

Subtitle | A Photographer's Writing Sent by the Wind

Author | Ham Cheolhun

Publisher | olivebooks

Publication Date | 2014-09-14

ISBN | 9788994035253

No. of pages | 216

Dimensions | 152 * 223



2. Book Intro

The photographs and essays produced by Ham reflect his insights about the beauty in ordinary life, life wisdom, passion for life, and warm care for the world.

Surprised by Joy—Impatient as the Wind is composed of the things we love or the things we cannot help but love, such as those things that show endless beauty, glittering roads in the sunlight, days with the shining memories and every moment of life, which are all captured through the author's unique insight and affection. The universe residing in a flower, emotional touch by a tree, adventures for life, and a

heart that cares about neighborhoods are described in his book. These are things you can see only when you try to look carefully at the deepest parts of them because numerous unsaid stories are hidden inside them.

Readers will encounter the pleasure, happiness, love, and dreams of the author through ordinary stories of life.

* k-book.or.kr/user/books/books_view?idx=172

2X Magnifying Camera

1. Publication Details

Title | 2X Magnifying Camera

Author | Hyun-jung Sung, Yoon-hee Lee

Publisher | BIR Publishing Co., Ltd.

Publication Date | 2017-10-27

ISBN | 9788949161952

No. of pages | 88

Dimensions | 155 * 222



2. Book Intro

This book expertly deals with the theme of parent-child conflicts through a novel device called a magic camera. As the magic camera doubles the number of parents from two to four, the conflicts between them and their children become amplified.

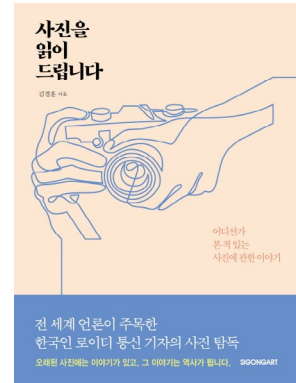
Although *2X Magnifying Camera* is full of unexpected twists and turns, it's not entirely a humorous book. Two mothers means twice the nagging, and four fathers means no room for any of the children in the house. The exponential growth in the number of parents magnifies every problem to be clearer than ever. Hyun-jung Sung, the author, links reality and fantasy to deliver a different and fantastic literary world. Although there are many stories about family in Korean literature, this is the most unique and realistic story yet.

* k-book.or.kr/user/books/books_view?idx=835

Photograph Reading

1. Publication Details

Title | Photograph Reading
Subtitle | A story about a photograph you came across
Author | Kim Kyunghoon
Publisher | SIGONGSA Co., Ltd.
Publication Date | 2019-03-21
ISBN | 9788952798336
No. of pages | 348
Dimensions | 150 * 205



2. Book Intro

A Guide for Communicating with Photos

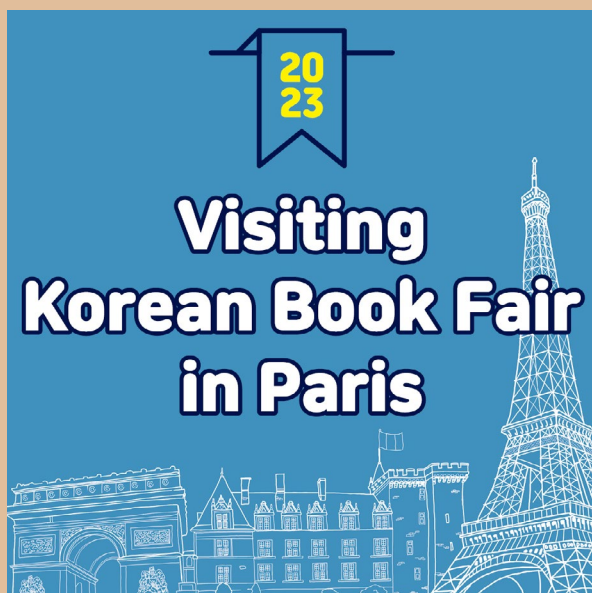
We are beyond the era of 24-cut and 36-cut film cameras or the digital camera. It is now the era of smart phone. The role of photos changed from commemorating special days to recording ordinary moments in our daily lives. Photographs have become a form of language and an ordinary mode of communication to depict stories. However, as photographs become part of our daily lives, the standard of “good photographs” has become more ambiguous. *Photograph Reading* is not a book that simply shares photos, but a guidebook that explains why photos are important and how to read the stories captured in each one.

This book was inspired by the photograph of a migrant mother and her children at the US-Mexican border. The author shares his unique hands-on experience with photographs from the past and the present. The author's reporting on the *Pregnant Comfort Woman* is paired with the author's experience of reporting on Chinese comfort women and poignantly captures the controversial history. Robert Capa's major works come to life with testimonials of the author and his American colleague's experience. The author shares unknown stories about famous photographs and tells mesmerizing stories of unknown photos in a single volume. Borrowing from the intriguing and heart rending stories behind photographs, the author offers a different approach towards photographs -- a record of history and media -- as well as a framework to view our society.

* k-book.or.kr/user/books/books_view?idx=1796

INFO

2023 Visiting Korean Book Fair in Paris



The Publication Industry
Promotion Agency of Korea
(KPIPA) will host
**the 2023 Visiting Korean
Book Fair to boost
the export of Korean
publishing content.**



This year's fair will be held
offline at
The Westin Paris – Vendôme
in September.



2023 Visiting Korean Book Fair in Paris

Purpose

To promote and support new
market penetration of
Korean publishing content

Period

September 6 (Wed.) -
September 7 (Thu.) (2 days)

Venue

The Westin Paris – Vendôme,
Paris, France



A total of 9 Korean
publishing companies and
around 20 buyers from
all over the world will attend
the Visiting Korean Book
Fair in Paris.



**We ask for your continued interest in
the 2023 Visiting Book Fair in Paris,**

held to facilitate the export of
Korean publishing content by penetrating
into new overseas markets through
copyright export consultations,
local industry inspection, and book donations!

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