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K-Book Trends

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

韩书趋势

《韩书趋势》海外有关人士提供时效性高的韩国出版内容。

K-Book Trends

韩书趋势

2017. 12. Vol.7 Contents



TOPIC

Trends

10 Keywords: South Korea's publishing industry in 2017

Korean publisher 1

"NexusBOOKS"

Korean publisher 2

"SangSang"

Issue

2017 Bookstore Day

Export Trends

Interview with Mi-kyoung Song

REPORT

Column 1

South Korea's Book Exports

Column 2

2017 GKL Translation Award

News

Book Summary

Export Prospects of Korean Books

Publishing industry

Major Online Bookstores

Best Seller

South Korea's December Bestsellers

主题

趋势

十个关键词中的
2017韩国出版

韩国出版业 1

为下一代的书, Next To Us NexusBOOKS

韩国出版业 2

让人生散发香气的想象想象出版

热点

2017书店日

出口趋势

Mi-kyoung Song作家采访

报道

专栏 1

韩书海外出口趋势《三文鱼》外

专栏 2

2017GKL文学翻译奖

新闻

书籍概要

有望出口的韩国图书

出版业

韩国大型网上书店现状

畅销书

12月韩国的畅销书趋势

Trends

10 Keywords: South Korea's publishing industry in 2017

Written by Won-keun Baek
(President, Books & Society Research Institute)

Candlelight Revolution

The book *Candlelight Revolution* with the subtitle “Winter of 2016, Spring of 2017 - History Written by Light” is a collection of 484



photographs categorized into 45 themes that captures seven key events that led to the impeachment of now-former South Korean president Park Geun-hye in May this year. It is a striking but touching panorama of images bringing together the wishes of the 17 million people who asked, “Is this a country?” while holding candlelight vigils to bring down Park’s administration.

Park, accused of graft and improper usage of power, was impeached by the candlelight revolution launched by the people and incumbent President Moon Jae-in was subsequently elected in May. It was a historical step forward, the first such event in 30 years since the declaration of democracy from a military government in 1987. While the administration was in the process of becoming replaced by the candlelight vigils, books dealing with South Korea’s legal and economic systems received the spotlight like *What is a Country, Again Now, the Constitution* and *Why We Should Be Angry. The Destiny of Moon Jae-in* was also a popular read.

According to annual data from the country’s biggest bookstore chain, Kyobo Book Centre, the market for the politics and society section which includes *Candlelight Revolution*, literature, employment and test preparation books grew, whereas demand sloped for self-help books(linguistics, travel) and study companion books.

Bankruptcy of publishing wholesalers

As soon as the year began, a substantially large publishing wholesaler, Songin Books, filed for bankruptcy. Eventually, online shopping mall and bookstore operator Interpark agreed to acquire the company. However, despite this fact, the some-2,000 publishers and 1,000 regional bookstores that used to do business with Songin Books were forced to cope with the financial aftermath that followed. In South Korea, books are largely sold on consignment and publishers who never saw the profits from their book sales took a hit.

Songin used to have a high rate of providing books to libraries and schools and its downfall was mostly due to unethical practices and irrational management. The companies that conducted business with the firm were further burdened by its premodern bill transactions. Of course, after Songin went down its competitors benefited by default.

In South Korea's publishing distribution system, publishers do business directly amongst themselves per requests from large-scale online and offline bookstores, while with regional, small bookstores they carry out deals via wholesalers. Even today, the role of the wholesaler for small bookstores is quite important. However, after Songin's bankruptcy, the country saw an increase in direct transactions between publishers and bookstores to reduce their

reliance on wholesalers. More attempts are being made to create new sale structures between small publishers and small bookstores to overcome the current limits of the distribution system.

Feminism

The most-sold book this year in South Korea was *Ji-young Kim Born in '82*. It tells the story of a woman in her 30s whose career was cut short and received much attention from young Korean women around that age as it addressed the difficulties of living as a woman in South Korean society.

South Korea on the outside may portray a society where men and women look equal, but inequality still prevails and is reflected in issues like wage gaps. There were several incidents that made the news where hate or discrimination towards women was clearly portrayed. Due to this issue surfacing in South Korean society, more books on gender equality told from the woman's viewpoint have been published in South Korea and sought out more.

Currently the leading book in feminism is *Men Explain Things to Me* by feminist writer Rebecca Solnit, an environment and human rights activist. This book spurred the wide use of the word 'mansplain(man+explain)' which refers to men explaining things to women in a condescending or patronizing way. The writer has pointed out U.S. President Donald Trump as one example of a

person who mansplains, which makes perfect sense. Solnit's latest publication *The Mother of All Questions* has also gained much attention in South Korea.

One point of observation in this current feminist book trend is that essays that deal with discrimination against women in real life have risen in popularity. Min Suh, a South Korean professor known for his work on parasites, wrote a book called *Hate Towards Women, What Did They Do?* which spurred anger amongst women haters. An activist group called Womenlink also published collections of essays called *Living as a Feminist Despite All Rudeness and Butting In* and *Today Again I Vow To Have No Children*. The latter has a rather provocative subtitle called: "Why Don't I Have Children? Not Having Children is an Expression of My Motherhood."

Women nowadays experience gender inequality after they become employed or married after feeling little or none while they grow up. This does not mean women conform to this inequality like women in the past may have used to. The boom in feminist books reflects growing thoughts on gender equality. If there is one problem, it is that men do not read these books.



The Fourth Industrial Revolution

After Moon Jae-in became president in May, his office installed the Presidential Committee on the Fourth Industrial Revolution. Faced with a hyper-connected society with artificial intelligence and Internet of Things, the committee reflects the government's efforts to prepare preemptively for changes in future society.

Klaus Schwab's *The Fourth Industrial Revolution* became a bestseller in the economics and management category after being deemed a must-read. There were many other books that addressed the fourth industrial revolution. A simple search on the Internet for the fourth industrial revolution turns up about 400 books. Currently, talk of the next industrial revolution has truly fired up in South Korea and it is difficult to find this kind of passion on the subject elsewhere. It is a reflection of South Koreans' need for survival and future vision rather than their usual tendency to sway towards one subject.

Online and Offline

According to online shopping data from Statistics Korea, online book sales in the third quarter rose 9 percent from a year earlier to 1.933 trillion won. This showed sales at online bookstores jumped, in comparison to the ongoing lull in business at offline bookstores. In recent years, large scale bookstores have been expanding their businesses offline by setting up new stores in newly built shopping malls, but sales have remained unchanged. Offline book sales suffered this year as well, whereas online book sales continued to show growth from last year.

Growing Used Book Market

One exception in the publishing industry has been the used-book market, which alone has seen sharp growth. The surge of online bookstores aforementioned has contributed considerably to this growth as online bookstores tend to generate many used books through their used book buyback marketing campaigns. Also, online trading websites directly sell used books or have open market platforms where they take 10 percent of the sales as commission. They also open large offline used bookstores throughout the nation. The biggest company that sells used books, Aladin has more than 40 locations nationwide in South Korea that are large and well organized.

These ‘company-form’ used bookstores that started developing rapidly around 2010 have built up the secondhand book industry through standardized manuals and active marketing campaigns - a step away from what smaller used bookstores being operated by individuals were doing. Publishers and offline bookstore operators for which sales of new books are important say the growth in the used book market has been wreaking havoc in the order of the publishing market. One private research report recently said these large used bookstore chains have taken away more than 7 percent of sales from publishers and bookstores.

However, those who are searching for affordable but clean books like students or housewives looking for children’s books increasingly prefer secondhand books. If they are looking for books they will dispose of after a while instead of keeping it, there is no reason for them to turn down affordable used books. One solution to this change in the market could be a boost in the role of public libraries, but the controversy around the used book market is seen persisting in the near future.



Publishing platforms

This year, new platform businesses emerged in South Korea's publishing industry. Under circumstances where there are not many publishers seeing profits from e-books, it will be key to observe whether new profitable business models surface.

Communication Books received the spotlight last year with its book streaming service, offering 2,400 e-books for 99 won per book. This year the publisher offered a series where 100 famous South Korean actors and actresses recorded 100 audio books. The service was called *100 Actors Read Our Literature*. Audio book publishing does not have its own market in South Korea yet, so this attempt at bringing together actors and renowned literary works was enough to stir up chatter.

Publisher Changbi launched a poetry-focused mobile application called 'Siyoil' with the goal to create a poetry centered environment in today's digital age. Minumsa has its online novel platform 'BritG' whereas Wisdom House began a webtoon and web novel platform service called Justoon. Publishers previously did not have much of a presence as popular webtoons or web novels in South Korea were usually provided through portal operators like Naver or paid-for websites that specialize in webtoons and web novels and directly collaborate with authors. Market observers have said this increase in new content platforms has been meaningful in itself due to this fact.

Siyoil has been popular since it was launched. True to its nature as a publisher that has published poetry for a long time, Changbi provided some 30,000 poems by about 220 poets on its application. The poets include critically acclaimed poets that have shaped South Korean literary history and more recently debuted poets as well. Users are asked to pay 3,900 won a month, which is affordable. The limitations of paper-bound content like poetry are clear in an age when we are inundated by digital devices like smartphones which are practically extensions of ourselves. Once poetry dons a digital cloak, it immediately soars in additional value and expandability. The publisher's goal long term is to create an open platform for poets on the application and also feature poem collections from other publishers. Hopes are high poems will be read more in everyday life with the launch of South Korea's first publisher-driven poem platform.

The Age of Curation

South Korea is seeing a new era of specialized bookstores. This year, the country saw around three new bookstores a week established by one-person entrepreneurs. At this year's Seoul international book fair themed 'The Age of Bookstores', 20 of these unique bookstores were invited and had their own booth, which saw much success. Curation was a big issue among those working with bookstores, libraries and other related locations. There were more book curation lectures this year, and a book curator certificate

was created. The importance of curation has increased as it helps readers find better books at a time when reading rates are falling and the book market on a whole is sluggish.

This year the day of bookstores, November 11, was marked with large events to celebrate its first anniversary following the designation of the date last year. The declaration read at the main event addressed curation roles should be strengthened. At Seoul City's second annual convention for bookstores this year, there was also much focus on book curation. Those involved have said it is becoming clear tailored businesses and services catering to readers are growing more important.

Communities and Books

For publishers or bookstores to maintain sustainable businesses, they are required to create a focal point within the regional community, or the community of interests and personal taste. This year, there were many examples of cooperation between regional administrative entities, publishers, bookstores and libraries.

From three years ago, regional bookstores started providing books to regional libraries directly in a more active way. This year, a book rental service was launched where readers can 'borrow' books from bookstores and they would be later sent to libraries. Gyeonggi Province which surrounds Seoul is South Korea's only

provincial government that has linked up with its regional council to embark on new endeavors. This year for the first time in the country, Gyeonggi Province established a bookstore and publishing support center to begin various projects to help regional publishers and bookstores. The provincial government is also mulling over issuing regional bookstore gift certificates that can only be used in Gyeonggi Province.

In Suncheon City, a project was launched where residents in their twenties can buy books at half their price if they buy them at bookstores in the city. The rest of the cost is shared by Suncheon. On Jeju Island, regional officials are currently working towards creating an unprecedented regional publishing support ordinance. The revival of some cities and regions in South Korea is being discussed. Books are a commercial medium but at the same time it is an asset of the public which is subject to public interest, so administrative support is possible.

Change and Innovation

The new leadership of one of South Korea's representative publishing groups, Korean Publishers Association, began their term this February, vowing innovation. It was the first time for someone from the Korea Publisher Society, a core group for publishers who mainly create single-volume books, to become chairman of this association. Hopes are high both associations will be able to come

together for the first time in over a decade to resolve some of the hurdles the industry faces. Many are hoping this collaboration will be new hope for South Korea's publishing industry where change, transformation and innovation are needed. The more a society faces crisis, the more it needs cooperation and leadership most. 'Change and innovation' are the main issues in book-related environments like publishers, bookstores and libraries where people today work to make crises into opportunities.

Korean Publisher 1

Books for the next generation, Next To Us
South Korean publisher Nexus' travel book brand

NexusBOOKS

People fantasize about travel all the time. Placing those fantasies into one book can help create a guide for some, while for others; it can be equal to leaving a mark to remind them of where they had gone. Nexus' travel-specific brand NexusBOOKS is becoming a milestone, a landmark for those people.

The strength of NexusBOOKS, which has set out to create books for the next generation, stems from this. The publisher moves quickly to match changing trends in travel, and not only do their writers convey information accurately, they also deliver all the emotions a trip elsewhere can prompt -- all in their travel books. The following is a Q&A with Geun-hee Kwon of NexusBOOKS, which strives to show what it means to be a true creator of travel books.

Writing, photographs by Geun-hee Kwon
Organized by Ji-hye Gwon

KPIPA: Please introduce Nexus for our readers abroad.

NEXUS

Kwon: Hello! The name Nexus was created from the phrase 'Next To Us' and we focus on providing good content for our readers worth passing on to the next

generation. In September 1994, we started our company with the thought “Let’s create books necessary for mankind and society” and so far we have published around 5,000 books in categories like linguistics, literature, humanities, refined culture, economics and management, health, self-help, religion and children’s books.



We launched our travel books in earnest in the mid-2000s and now they are one of the pillars of our publications. We use specific brand names for our respective book categories, and our travel books are usually published under the names ‘NexusBOOKS’ and ‘Planning Books’. As travel books account for a good share of our publications, we have several editing teams working on them. I am also part of the mother company’s publication side and am currently in charge of planning and editing travel books.

KPIPA: What do you think sets your travel books apart from those published by other firms?

Kwon: There are several publishers that make travel books and they all have their own color and strengths. Our strength would be our sensible design and ready-to-use content. Also, the consistent quality and quick updates made possible through our numerous teams are also strengths I can’t leave out.



△ Enjoy series

KPIPA: Can you share any examples where readers' had a positive response after your planning went well?

Kwon: I think I can bring up the *Now* series we tried recently as an example. Until now, our *Enjoy* travel guide books had a firm place among our publications and there were some in our company who were hesitant over launching a new guide book series. We eventually felt it was necessary to provide compact travel books for those now beginning to travel aside from our *Enjoy* series and published the new books. The response has been good so far.

KPIPA: The popularity of travel has remained quite consistent. From a publisher's point of view, you must need actual time to forecast trends and prepare for them. Can you tell us a bit about this process?

Kwon: The trends in travel continuously change and it is a must for us to keep in line with these changes. For example, if there are new airline routes to a particular destination or if a certain location is introduced on a television show, more people naturally want to start going there. Also, there are times when traveling alone is in vogue, or when people stress relaxation over everything else. There will always be a bit of a time gap between the trends and when the actual books are published, but we continuously check the travel market for changing trends or search for new keywords on social media, the Internet or in bookstores to keep up. And we also start planning books immediately once we pick up on a certain trend we know isn't going to die out as a temporary issue.

KPIPA: We've noticed quite a few people on social media like blogs, FaceBook and Instagram who have been getting as much attention as pre-existing writers. We're curious to know what your planning process has been to bring these people to write your travel essays.

Kwon: Social media is now a mainstream trend. It's not a new thing to invite famous bloggers to contribute to books and these days, we're getting more writers from Instagram. Publishers are now focusing their efforts on finding new, good writers on social media and always keeping an eye out for these authors. Sometimes we find the right person for something we were planning and at other times we find a good subject while searching through social media. If you're famous on social media with many followers, chances are you'll be tapped for a contribution, but one other important thing is we decide whether to publish this person's content based on the quality of their writing and photographs and whether it matches the direction of our publication and planning. When we feel they're a good match, that's when we get in touch.



KPIPA: Can you recommend three books for travel in South Korea for our overseas readers? And of course why you recommend them.

Kwon: If I have to choose three, I would pick *Korea Travel Bucket List 101*, *Places In and Near Seoul via Subway* and our *Enjoy* series on South Korea. *Korea Travel Bucket List 101* features 101 locations in South Korea that are famous and it's a good book to see all good destinations for travel within the country all in one book. It's also a decent read for those looking to set their own path in traveling through South Korea.

Places In and Near Seoul via Subway introduces places in and near Seoul that can be reached by public transportation. It's proven to be a nice book for young backpackers, more of whom we're seeing recently.

Lastly, in our *Enjoy* series we have guide books on seven different cities and locations in South Korea: Seoul, Jeju Island, Busan, Gyeongju, Gangwon Province, the south coast, Ulleung Island and Dokdo. In them we address all the locations foreign travelers usually prefer to visit and it's a good book to have handy as there are many details inside.



KPIPA: Could we also ask you to talk about three books on overseas travel and travel essays?

Kwon: The books from our *Enjoy* and *Now* series are quite popular. From our most recently published books, I can think of *Freedom of Travel Becomes Passion in Life*, *Mom and Baby Travel Abroad* and our soon-to-be published *Traveling Small Cities in Japan*.

Freedom of Travel Becomes Passion in Life is a revised version of *On the Road* which was a bestseller in the mid-2000s. It is a travel essay with liberated, passionate stories of backpackers

who have been on the road for a long time. It's bound to be a boost for readers who dream of traveling the world but can't drum up the courage to do so.



Mom and Baby Travel Abroad carries the story of mothers inexperienced in travel who headed to Southeast Asia with their children. The book addresses what kind of positive effect travel has on children and what needs to be prepared ahead of a trip with your child. Parents who wish to take off with their offspring may find this a good guide. *Traveling Small Cities in Japan* is for people who wish to go deep into Japan and its culture, away from its largest cities like Tokyo and Osaka.

KPIPA: Were there any books that received positive reviews from foreign readers? Do you have any plans to export any of your books?

Kwon: Our *Enjoy* series has already been translated and exported to mainland China, Taiwan, Hong Kong and Macao. We have seen more than 10 books in that series sold in Taiwan, Hong Kong and Macao and the response has been great so far, yielding at least two new book exports every year. We've completed signing the export contract for our *Now* series for Taiwan, Hong Kong and Macao and four books will be released in these locations sometime in the first half of 2018.

 NEXUS : <http://www.nexustory.com/about/introduce.asp>

Korean Publisher 2

Wonderful dreams making life more fragrant

SangSang Publications

SangSang is a publisher in South Korea that resembles a friend on a journey. Whether you're planning a busy trip to a far place, or a short journey to a close by destination, SangSang provides books that can accompany all kinds of travelers that are fun and chock full of information. The company is now nine years old and one of South Korea's travel-specific publishers. Their books provide information on traveling both inside South Korea and abroad and offer a plethora of themes everyone who is itching to travel can enjoy. The publisher has broadened its boundaries to include books on cooking and essays.

SangSang, means 'to imagine' in Korean and the word goes well with travel. We are always seeking to travel to new, exotic locations and even dreaming about these destinations is sometimes enough to get us through the day. The publisher's mantra goes, "Wonderful dreams always make life more fragrant" and their books may have already made readers' lives more fruitful. We interviewed Cheol-sang Yoo, the founder of SangSang who was once a travel reporter who later turned writer of travel books. Now he creates good books based on free imagination and passion.

Written by Myung-im Nam



KPIPA: Can you introduce your business to the readers of our webzine both inside and outside South Korea?

Yoo: SangSang is a publisher with a very firm foundation that focuses on travel-related books. We not only have a *Self-Travel* series that has information on foreign destinations for backpackers, but we also have the *100* series that introduces

100 locations in one book. We also create books that carry unique travel information on locations in South Korea, essays and recipes. *How Far Have You Traveled in Our Country? 56* received a tourism of South Korea star award in 2012 while *Hokkaido Self-Travel* and *South Korea's 100 Hidden Travel Destinations* both ranked first among travel books when they were published. *How Far Have You Traveled in Our Country? 56* was also partially used in Korean textbooks for ninth graders in 2012.

As we create books that mainly aim to provide information, we always think from the readers' point of view from the beginning to the end. Endless meetings between the writers, editors and designers are held to discuss what readers need most, what kind of information they need most. This is something we've been doing since 2009 when SangSang was first established and it's what we plan to keep doing.

KPIPA: What is the reason you insist on publishing travel books? Could you tell us what positive or unique points there are to creating travel books?

Yoo: Before I founded this company, I used to work as a travel reporter for a decade. After, I was the editor in chief at a travel magazine called *AB-Road* and later moved to manage the travel publishing team at Random House. I forged my own path in

2009. I thought specializing in travel books would be a surefire way to create a specific color for SangSang. My experience as a travel reporter paid off in building our foundation as I knew travel authors from my previous career.



Of the 176 books we've published over the past 9 years, more than 120 have been on travel. I think our strongest point and what sets us apart is that we quickly catch on to what readers need most in terms of information. When our authors who specialize in travel pinpoint a location expected to become popular, we confirm that location through internal reviews

and meetings. The projects progress quite quickly after. Once we settle on a destination or project theme, we create an official project plan and continue talking amongst ourselves looking at various tourism statistics. During this part, we look at what travel locations South Koreans like visiting, whether they plan to revisit those locations and what the media believes next year's trends will be. As they are travel books, we definitely take into account direct flight routes provided by various airlines. Most recently after this review process, we released *Da Nang*, *Nha Trang Self Travel* and *Tsushima Island Self Travel* and we are now preparing a similar book on Vladivostok.

KPIPA: So much thought must go into cover design or what the books look like as they are travel books. We have heard SangSang creates e-books.

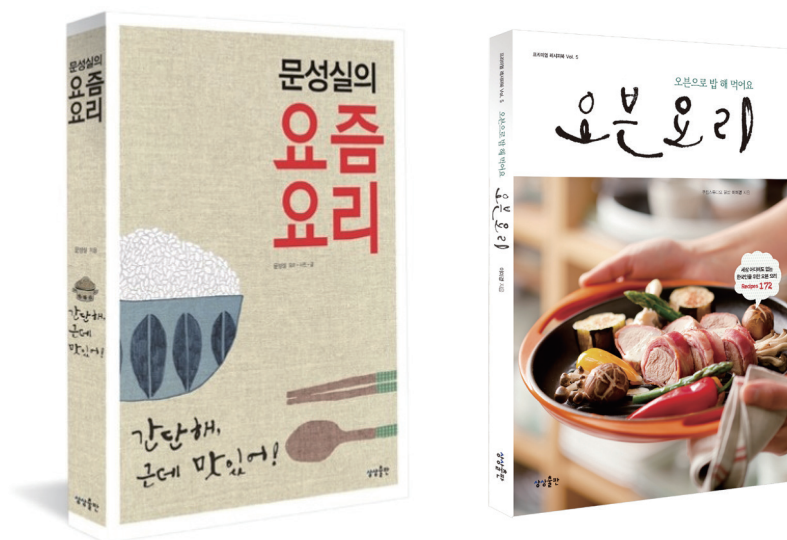
Yoo: More often than not our books are usually taken to travel locations and we try to make our books lighter and thinner than other guide books from other publishers. We try to filter out information readers don't need to make the books that way, and we've also lowered the prices. Recently, many travelers obtain travel information through the Internet and their smartphones, so we are trying to maintain a stake in that field as well. In the case of our *Self-Travel* series application, we developed it with the help of an e-publication firm and injected all the content in our books inside the application. You can use it with the Google Map to instantly know where you are and we created the application so users can also check exchange rates and the weather in addition to other key bits of information one needs when on the go.



KPIPA: What other books do you publish aside travel guides?

Yoo: Many of our readers like travel and have much interest in travel books, but actual readership tends to come and go with

the weather. Our travel books get much love in the summer and winter, but that love tends to fade a bit when spring and fall roll around. Around this time, our books for practical use like cookbooks tend to pick up the slack. In our catalog, 70 percent are travel books while 10 percent are cookbooks and the rest are essays and books on other themes.



Up until now, we've released 15 cookbooks and one that comes to mind is *Sung-sil Moon's Nowadays Cooking* that was released in 2013 which has 365 recipes that are both fun and tasty. The book has been printed a total of 18 times and we've sold roughly 57,000 copies of it. *Oven Cooking*, published in 2014 was also popular with its recipes that utilize ovens as it sold 20,000 copies and was later sold into China and Taiwan. We usually look for food researchers or experts as our cookbook authors. Our essay publications just launched last year. We've been quickly talking to movie stars, famous photographers and well-known travel authors on social media for those to garner

attention from the younger generation and the response has been positive so far.



KPIPA: We noticed you're also one of the authors for the travel books. What would be one location you can recommend to foreign travelers who are thinking of visiting South Korea?

Yoo: I really want to recommend the five main palaces of Seoul. Gyeongbok Palace, Changdeok Palace, Changgyeong Palace, Deoksu Palace, Gyeonghui Palace and Jongmyo -- all of these are places where South Korea's history and culture can easily be seen and where South Korea's beauty is visible to the naked eye. I am already aware many foreigners go to the palaces when they first visit Seoul, but I would like to recommend them once more.

On top of that, one of our books *Travel Seoul on Weekends* has 100 locations that are must-visits in the capital. We spent more

than two and a half years researching content for this books and it was also turned into an e-book. The video we shot of some of the palaces was used in the e-book, which was later designated by KPIPA as an e-book of excellence. The book has also been translated into Chinese and Japanese and would be of good use for tourists in Seoul.

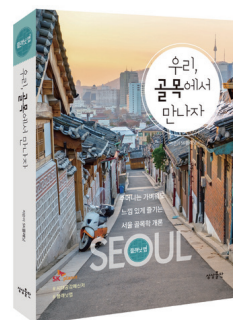
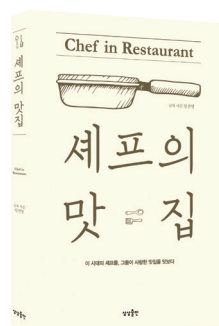
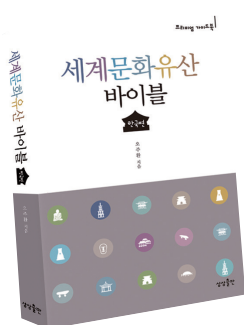
KPIPA: Lastly, could you recommend some books from SangSang for our overseas readers?



Yoo: I'll recommend books that focus on South Korea. *South Korea's Hidden Destinations 100* is one of our bestsellers that has sold over 50,000 copies. We introduce 100 travel routes categorized into themes and seasons in one book. We tried to select locations that were not previously well known so it's perfect for those in search of unique destinations with no crowds.

Travel around the Country is a guide book for South Korea we recently published a revamped version of for 2018. We divided

travel routes in South Korea based on actual bus routes and the book has so much information on what to see, experience, eat and sleep. Many foreigners who visit South Korea make a beeline to Seoul and Jeju Island, but this is a good book for those wanting to go somewhere else. I mentioned this book earlier, but *Travel Seoul on Weekends* deals with the entirety of Seoul. Inside the book there is a separate section for tips on travel and it features many photographs that are certain to be of much actual help for travelers roaming through Seoul.



Aside these, we have *Global Cultural Heritage Bible - South Korea* that educates readers on South Korea's cultural heritage and *The Chef's Matjip (delicious eateries)* where famous chefs provide a peek into their favorite eateries. *Let's Meet in the Alley* is another interesting book showcasing interesting but hidden alleyways in Seoul via interviews and illustrations.

 SangSang website : <http://www.esangsang.co.kr>

 SangSang blog : http://blog.naver.com/sangsang_pub

Issue

'Living in Bookstores' that dream of the future,
where people are happy

2017 Bookstore Day



Every Nov. 11 is Bookstore Day

In 2016, the Korea Federation of Bookstore Association designated Nov. 11 as 'Bookstore Day' as the Chinese character for 'book' resembles books standing in a bookcase. South Korea's culture ministry decided to start providing support for this annual 'holiday' starting this year, hosting regional events to mark the day and holding other festivities to boost recognition of bookstores and those who are in the industry - including bookstores that are not in major cities.



At the main event marking the holiday, awards were handed out including one given from the culture minister, one for this year's best bookstore individual and best association. A judge

panel also designated one author and one book as this year's book and author.



- This year's author

Nam-joo Cho(Novelist)

Novelist Nam-joo Cho was born in Seoul in 1978. After working as a writer on a lifestyle-information program for ten years, she rose to fame after penning books like *The Confessions of a South Korean Feminist*, *Ji-young Kim Born in '82*, *For Gomanechi* and *When You Listen*.

• This year's book



Literature·Novels | *Ji-young Kim Born in '82*

Children·Teens | *Almond*

Economics·Management·Politics·Society |

Myeonggyeonmanri

Self-development·History·Arts·Science | *Book Reading by Those Who Were Unable to Survive*

Others | *Sounds and Motions*

The Bookstore Day symposium that was held on Nov. 3 kicked off with presentations by representatives from various bookstores who talked about bookstores, those who work in bookstores and bookstore culture. In the following two parts of the event, presentations were made by those in academia on ‘spaces of bookstores’ and ‘culture of bookstores’. There was also a discussion on bookstores’ present and their future later in the day. A conference was also held for guests who had visited from overseas. Local speakers for the symposium included

Eun-su Jang, head of the ‘Editing Culture Research Lab’ and from overseas were invited Chen Long-hao, the founder of Taiwan Association of Independent Bookshop Culture and the chairman of Turkey’s authors’ association. At the event, the speakers spoke on what bookstores look like in their respective countries and what their futures are expected to look like. It was an opportunity for those working in the bookstore industry to gather in one area and come together.



Various events drawing public participation



There were other festivities that allowed regular visitors to seek out bookstores and enjoy Bookstore Day. Book concerts were held in several locations throughout the country where authors of bestsellers and children's books spoke to readers and answered their questions. It was a special occasion for many as readers were able to meet the

authors in person and discuss books and culture. There was also a photo competition, where the public was encouraged to find 'the bookstore of their life'. They were encouraged to visit a bookstore, take a photograph and enter it in the contest with a special, personal story. Successful candidates in the competition later saw their photographs displayed on the book street on the old Gyeongui train line at the 'Book Safari Display'. The exhibition drew crowds with its unique and various displays that involved both people and books.

Aside these, the 'bookcase sale event' and 'letters inside books - mystery letter books' were also popular among the general public. Bookcases made out of high-quality wood displaying traditional Korean patterns and images were popular among

those who wished to give books inside the cases as presents. The second event resembled a treasure hunt in which people were advised to find 'letters inside books' mailboxes installed in six locations and send letters to undisclosed recipients. The letters were later placed inside books sold in regional bookstores randomly for future readers to enjoy as a complete surprise. Annual events like these to mark Bookstore Day are expected to continue, providing fun and knowledge for all those who participate.

Export Trends

A South Korean Fairy Tale Author, Forging Her Own Territory

Interview with Mi-kyoung Song

There is one South Korean author of fairy tales who has created her own forte with experimental and uncommon imagination along with her fantasy-infused stories. Mi-kyoung Song debuted as a fairy tale author in 2008 in South Korea and has since received numerous awards since. She is known for writing for children and teens that enjoy her fairy tales and novels.

Of her books *Some Kid Lived Here* was named as one of this year's final contestants for the In Other Words program by BookTrust, an influential reading group in the U.K. The book had been selected with another seven books after competing among some 400 books. The judges said the story in the book was strange, unrealistic but very fresh. We spoke to her about this book and her literary world.

Organized by Myung-im Nam

KPIPA: We are delighted to feature you on our webzine. Please give our readers an introduction to yourself.

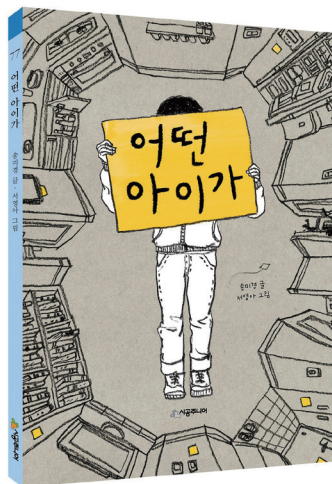
Song: It's wonderful to meet you. I was born in Seoul in 1973. When I was young I liked to draw and play house. As I was growing up, I took an interest in movies and television novels. One thing I've liked consistently from when I was young is photography. For a long time, I've been taking photographs of things abandoned on the street and collecting their images. I have much interest in the stories the images create and going forward I plan on going on to create picture books.



In 2008, I officially became an author after receiving the Woongjin Junior Literature Award for my book, *A School Where Children Do Not Want to Go to School*. *Some Kid Lived Here* received the 54th Korea Books Awards for Children's Fiction while I was given the 5th Changwon Children Literature Award for *A Child Who is Chewing Pebbles*. This year my book *Some Kid Lived Here* became an honor title for BookTrust's In Other Words program.

Some other stories I've written include *The Home Newsletter Incident*, *The Can Hagwon*, *My Pearl Dress*, *The Sewing Girl*, *Please Come Play at My House*, *The Goddess of Vengeance*, *The Journal that Ate Diaries* and *Chatting Children*. These would be fairy tales for children, where as for teens I wrote *The Report of an Operation on a Crazy Person*. Currently I teach a class called *Images and Narratives* at the SangSang Madang Academy and Changbi Hakdang. In 2016 I opened my first exhibit at the Umul gallery and now I am preparing to create a picture book with illustrations.

KPIPA: Early this year, we heard you received some good news. Your book from 2013 *Some Kid Lived Here* became one of the honor titles of In Other Words 2017 by BookTrust. We were wondering what prompted you to write this book and whether you were aware it would receive such good reviews overseas.



Introduction to *Some Kid Lived Here* on BookTrust's webpage
<https://www.booktrust.org.uk>

Song: In this book were my short stories *Father is Coming Out of the Bag* and *Some Kid Lived Here*. I had received requests for short fairy tales from a monthly and another similar publication but at this time, I was an author of longer stories and had no experience writing short fairy tales. I was just so happy someone had asked for a contribution I got to working.

Father in Coming Out of the Bag was the first short fairy tale I had written officially and I was quite happy when I wrote it that it

has remained in my mind for a long time. After seeing my stories, I received a call from Sigong Junior and we ended up creating a book together. When the book was first published I was very happy over the publication itself and I never dreamed it would get so much attention outside South Korea. I was quite surprised when the book received the Korea Books Awards for Children's Fiction. I recall I lost quite some sleep from just having been named a candidate for the award.

From 2008 when I first started writing fairy tales, I wanted to meet other children of the world through my books. I wrote down in my journal that maybe one day my stories could be translated into other languages but at that time I couldn't imagine I would receive awards. I just thought, "It would be wonderful if my books were translated and I could meet other children around the world." One of the stories in the book, *Adult Younger Sibling* was adapted into a musical for families and I was very pleased the performances went well.

KPIPA: In addition to literature for children and teens, you also write stories grown-ups like. Where do you find your inspiration?

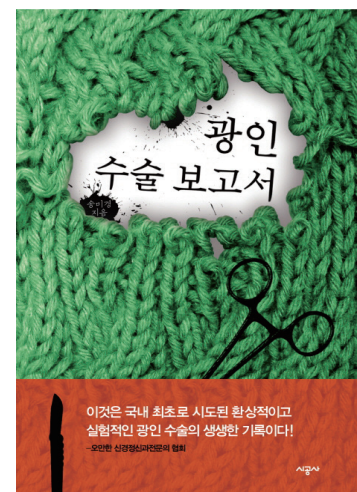
Song: I don't always find my inspiration from one thing. Sometimes I find it while drawing while other times inspiration comes to me while I'm sifting through my photographs of objects found on the street. Sometimes I find it while praying for other people. I actually

find it difficult to write when I do research or study for projects early on. This is why I jot down ideas when they come to me. I like writing them down by hand on paper with a fountain pen or pencil. I also doodle a bit when I'm writing and that helps as well.

KPIPA: Regardless of where they are from, do you have writers or works that you like?

Song: When I was young and competed in an art contest, someone gave me a copy of *The Ox Man* by Jeong-saeng Kwon. The book was sad but warm at the same time and the lines were witty. I read that book by myself whenever time allowed and at times I would read it to my younger sibling. Also, these are books I read after I became a writer myself, but I like picture books by Jun Okada and William Steig.

KPIPA: Which of your books would you like introduced overseas?



Song: One would be *A Child Who is Chewing Pebbles* published by Munhakdongne. Through this book I was able to receive the 5th Changwon Children's Literature Award and it was also selected as recommended reading by several cities in South Korea including one location in Pyeongtaek. This helped me to meet with readers. It's one of my best-read books by readers in addition to *Some Kid Lived Here*. Inside are stories titled *I Bought a Tongue*, *The Cat Couple Who Came For Me*, *A Child Who is Chewing Pebbles*, *Paper Mom in Paper House* and *The World is Round*.

Also, my novel for teens *The Report of an Operation on a Crazy Person* published by Sigongsa Junior is also a book I would like to share with other adolescents around the world. The doodles inside the book were personally drawn by me, which made the book more special for me.

KPIPA: Please let us know if you're working on anything new or if there's something you'd like to write about in the future.

Song: In spring of 2018, I have a book coming out titled *Bear of Spring Days* from Munhakdongne. Shortly to follow that will be *The Incident Because of the Sofa* from Sigong Junior. I'm also preparing a collection of novels for teens and it's nearly complete. One story I would really like to write is about diaspora. I've been keeping this story in my heart for a very long time and one day I would like to see it on paper.

Column 1

South Korea's Book Exports

World's End Girlfriend, *The Salmon Who Dared to Leap Higher* Exported Abroad

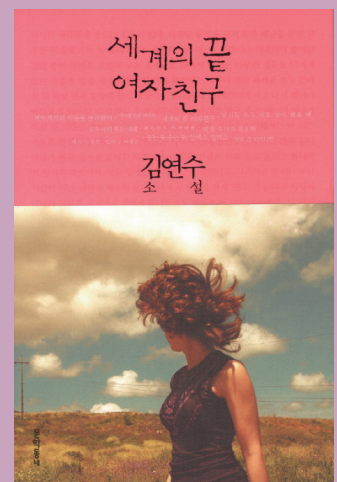
Two publications of two South Korean authors beloved by readers here have recently seen good news. South Korean novelist Yeon-su Kim and poet Do-hyun Ahn have succeeded in exporting their books to Taiwan and Indonesia. Kim's book *World's End Girlfriend* was sold into Taiwan while Ahn's *The Salmon Who Dared to Leap Higher* was sold into Indonesia. Both were bestsellers in South Korea, making the news even more special.

Written by Joseph Lee, President of KL Management

Yeon-su Kim's *World's End Girlfriend* Heads to Taiwan

Kim is a renowned author in South Korea who has received several literary awards like the Yi Sang Literary Award and the Dong-in Literary Award. *World's End Girlfriend* is a collection of short stories and it will be the first time for the writer

Cover art for Yeon-su Kim's *World's End Girlfriend*
© Munhakdongne



to be published in Taiwan. Before this publication, Kim was known for his novels like *The Waves Belong to the Sea* and *Wonderboy* and his works have been sold into countries like Japan, China and Russia.

World's End Girlfriend brings together nine stories written between the spring of 2005 and summer of 2009. His narrative is famous for being intricate, elegant while displaying sharp wit. *World's End Girlfriend* also shows his clever wit as it tells the stories of the world. Through this recent decision to export the book, Taiwan readers will have the opportunity to enjoy his unique writing style. Until now, South Korean books published in Taiwan were usually drama tie-ins or movie tie-ins -- full-length novels with narratives that catered to the public. Critics have said it was very unusual and special for a literary work like Kim's to be sold into Taiwan.

Do-hyun Ahn's *The Salmon Who Dared to Leap Higher* Sold Into Indonesia



Cover art for Do-hyun Ahn's *The Salmon Who Dared to Leap Higher*
© Munhakdongne

Poet Do-hyun Ahn's fairy tale, *The Salmon Who Dared to Leap Higher* was recently sold into Indonesia, the latest country to enjoy Ahn's work. The book, originally meant for adults, has been read by many of all ages around the world so far, including the U.K., Germany, Turkey, Taiwan and Vietnam.

The Salmon Who Dared to Leap Higher was first published in South Korea in 1996 and has received steady attention over the last 20 years. In South Korea alone, the book has sold over one million copies, making Ahn a million seller. The book deftly showcases Ahn's detailed poetic sensitivity through a unique character which is the salmon, known for its tendencies to return to its home. Ahn's fairy tale sheds light on the salmon's development and the love they have between them as they live their lives.

Compared to Vietnam, where diverse genres are being published, Indonesia's book sales tend to be more focused on younger readers in their teens through their 30s. As a result, the books published there usually appeal to these age groups more and it will be interesting to see how Ahn's book does in such an environment.

Column 2

The 2017 Global Korean Literature Translation Award

Setting South Korean Works on the World's Literary Stage

Written by Joanne Kim

(Head of the Korea Heritage Education Institute,

First chairperson of the Korean Association of Translators and Interpreters)

For Korean literature exports

In terms of the number of speakers, Korean is the 12th most spoken language in the world. After 100 years in the making, South Korea's modern literature has many treasures. When considering the quantity or quality of South Korea's literary works published every year, it is only fitting they receive the interest of the world.

It is very important for a country's survival or prosperity that it become a loved country by the world, a respected country. This,

however, cannot be obtained through economic power alone. The power of culture and arts must back the country.

The global potential of South Korea's cultural arts has already been proved through K-pop. South Korea's movies, music and television dramas have gained popularity in many parts of the world. The terms 'K-beauty' 'K-food' have already been coined. South Korea's pop culture and ways of living are now becoming recognized throughout the world, but in comparison, our literature's foray into the world has been far below our expectations. If pop culture is a flower, the high-quality culture that is literature serves as its roots. In order to become a country that is respected beyond a loved country, we should let our high-quality culture become known.



Han Kang's *The Vegetarian*

Amid related concerns, Han Kang's novel *The Vegetarian* was awarded the Man Booker International Prize early this year - the news was like rain on barren land. It was the greatest news for South Korea since the English publication of Kyung-sook Shin's *Please Look After Mom*. There is a need for us to look at these two success cases closely. One element of success for the export of literature, without doubt, is finding a good translator, a good editor and a famous publisher abroad that will publish the book.

Many efforts have been made by government and private entities alike so far to aid the translation and export of Korean literature. *The Korea Times* was the first organization to start giving awards for excellence in translating in order to introduce Korean literature to the world. In 1970, the importance of translating literature and exporting it became known when Japan's Yasunari Kawabata's *Snow Country* was awarded the Nobel Prize in literature. At that time, Kawabata said half of the prize should go to Edward Seidensticker, the translator.

The Korea Times award, in its 37th year now, has created a group of experts in literary translation and the contributions the award has made to the barren literary landscape of South Korea have been immense.

Status of Korean literature translations

Another public institution under the government, more specifically the culture ministry, would be the Literature Translation Institute of Korea(LTIK). The LTIK oversees programs that cultivate new translators and support translation projects. It also awards literature translation prizes. Over the years, their projects and efforts have resulted in creating many translators of literature.

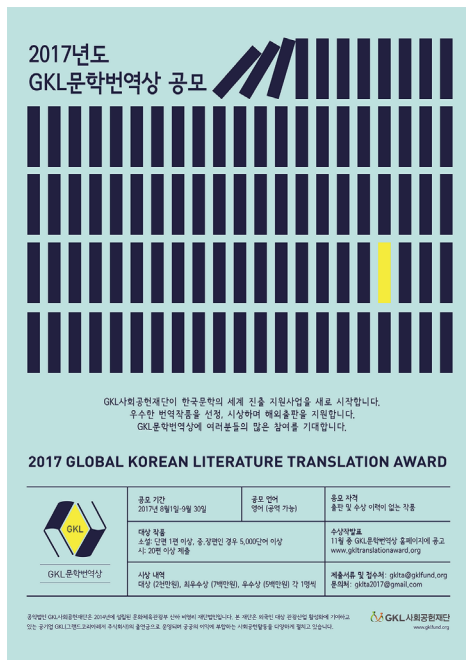
The Daesan Foundation, run by Kyobo Book Centre, also gives out the Daesan Literary Award that recognizes both Korean literature and translated works. Daesan was able to focus on the importance of exporting Korean literature abroad early on and has been supporting overseas publications apart from the award system.

Meanwhile, the Yoo Yeong Research Foundation established to carry on the work of the late Yonsei University Professor Yeong Yoo(English literature) has been awarding outstanding works of Korean literature translated into English. The International Communication Foundation funded by YBM also has projects aimed at nurturing new translators and works on disseminating works of Korean literature abroad with the help of overseas universities and publishers.

Thanks to the numerous award systems and funding projects, translators of Korean literature now have more opportunities and financial support than before. Former chairman of the GKL Foundation Deok-joo Lee said Han Kang's *The Vegetarian* winning a prominent award overseas had contributed to boosting South Korea's image worldwide as a culturally strong country.

One thing we must keep in mind is that the preference of South Korean readers does not carry over perfectly overseas. Exporting a work of literature outside South Korea after assessing its story, the literary quality of the translation and artistic quality with a South Korean-centric point of view would be a mistake. It would be just like creating a product with no knowledge of the consumer.

The GKL Translation Award that was first given out this year was launched with this exact fact in mind. The award is a cultural project that makes use of funds from the country's tourism profits from GKL(Global Korea Leisure) through the GKL Foundation. The GKL in the award's name stands for Global Korea Literature.



△ Official poster for the 2017 GKL Translation Award
For reference : <http://gkltranslationaward.org>

The GKL Translation Award was established in order to enhance the quality of translated Korean literature and encourage their entering overseas markets by nurturing talented translators in South Korea through a global point of view. The award is given to works of excellence and aims to support promising translators as a two-tier project. The foundation has plans to increase the award money in order to encourage the

participation of more translators at home and abroad.

The country's best professionals linked to international translating and those from publishers and agencies well aware of the taste of foreign readers participate in the judging process. Young-jun Lee, associate at the Korea Institute at Harvard University and managing editor of *Azalea* there heads the judging panel.



△ Cover art for the 9th, 10th edition of *Azalea*, a journal of Korean literature and culture at the Korea Institute at Harvard University

The overall management of the GKL Translation Award is overseen by the Korea Heritage Education Institute. For this, the GKL Foundation and the Korea Heritage Education Institute held a ceremony in June to mark a cooperation agreement. On July 27, a press conference was held to announce the award.

The award does not stop at just the prize giving. There is support available for the selected translated work to be introduced in overseas media and literary magazines and also for it to be published abroad through renowned publishers. The managing committee of the award is currently managing this project through long-term goals like these.

The 2017 recipients of the GKL Translation Award



GLOBAL KOREAN LITERATURE
TRANSLATION AWARD

Award	Translator	Title (Author)	Type
The Grand Prize	Agnel Joseph	<i>Close</i> (Park Min-gyu)	Short Novel
The First Prize	Eun-ji Sung	<i>Forever a Narrator</i> (Kim Aeran)	Short Novel
The Second Prize	Janet Hong	<i>Sister Thieves</i> (Bae Suah)	Short Novel

A total of 44 contestants vied for the top GKL Translation Award in 2017(7 poems, 28 short novels, 9 full-length novels). There were only eight that passed the preliminary round(7 short novels, 1 full-length novel). Eight had been eliminated from the initial judging process due to the existence of a translation and or lack of paperwork handed in. The contestants were judged for the quality of their work, artistic completion, completion of translated sentences and how well the works read.

The first place award recipient received 20 million won, while second place received 7 million won and third place was awarded 5 million won. All awarded works will receive support for possible publication abroad. Those that passed the preliminary round can also receive support should they apply for it.

■ Information for reference

Award	Award recipient	Career summary
The Grand Prize	Agnel Joseph	<ul style="list-style-type: none"> • Born in India in 1984, currently residing in Seoul • Graduated from Nehru University, majoring in Korean language • Graduated from the Korean language program at Kyung Hee University in 2006 • Completed the translation academy course at the Literature Translation Institute of Korea (5th class) • Currently working at the English/E-book team at the LTIK • Awarded <ul style="list-style-type: none"> - Best new translator of Korean literature (12th award) - Grand prize from the 44th Korean literature translation award at the <i>Korea Times</i>
The First Prize	Eun-ji Sung	<ul style="list-style-type: none"> • Born in Seoul, South Korea in 1981, currently residing in Gwangju, Gyeonggi Province
The Second Prize	Janet Hong	<ul style="list-style-type: none"> • Born in Canada, currently residing in Canada • Graduated from the University of British Columbia • Translated works include <ul style="list-style-type: none"> - <i>The Impossible Fairy Tale</i>(Published in March 2017) - <i>Bad Friends</i>(To be published in H1 2018) - <i>The Woman Next Door</i>(To be published in April 2019) • Grand prize from the 32nd Korean literature translation award at the <i>Korea Times</i>

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

Art and Gravitational Acceleration

1. Publication Details

Imprint | Bookhouse Publishers
 Title | Art and Gravitational Acceleration
 Author | Myounghoon Bae
 Format | 140*210
 Binding | Paperback
 Pages | 324pages
 ISBN | 978-89-56057-85-9

2. Contact

Name | Areum Han
 Phone | +82-2-3144-2703
 Email | reumie@hanmail.net
 URL | <http://www.bookhouse.co.kr>

3. Marketing Information

Circulation, Sales Rank | 4,000 copies
 Subject | The future and the value of communication
 Primary Readers | Fans of science fiction who have been waiting for another author like Arthur Clarke and Ted Chiang
 Media Reviews and Press Release | Featured in JTBC Newsroom
 Received the Munhakhdongne Young Writers Award in 2010



Received the 2005 Science and Technology Creative Writing Award in the short story category

Received the Daehak Literary Award for in 2004

“The captivating world of a writer who sends our awareness off beyond gravity, with his witty and unique depiction of the countless beings in the universe and all the things awaiting an explanation” – yes24

4. About the Author

Myounghoon Bae was born in Busan in 1978 and graduated with a BA and an MA from the Department of Political Science and International Relations at Seoul National University. He received the Daehak Literary Award in 2004, and the Science and Technology Creative Writing Award in 2005 in the short story category with his story, “Smart D.” He has published his works in *Mirror*, the fantasy literature webzine, as well as in *I Met Someone*, a collection of stories by three authors, and in *Fantastic*, a science fiction journal.

Bae, the most watched young author in Korea, published his first collection of short stories, *Tower*, in 2009. He went on to publish *Hello, Artificial Intelligence!* (2010), *Mr. President* (2012), both short story collections, and the full-length novels, *The Orbit of God* (2011), *Hidden* (2012), as well as science fiction novels for children, *The Very Important Mission of Creak Creak* (2011) and *Gamateul Style* (2014), creating a sensation in the literary world as an author straddling the line between mainstream literature and science fiction.

5. About the Book

This is the third short story collection by Myounghoon Bae, who made his literary debut with his short story, “Smart D,” in 2005 and has since been straddling the invisible line between science fiction and mainstream literature. The collection includes “Smart D,” the legendary story whose title only could be found in his author profile thus far.

“Art and Gravitational Acceleration,” the title story of the collection, was originally published in the winter 2010 issue of *The Quarterly Changbi*. The story is about Eungyeong, a dancer, who makes a dogged effort to perfectly reenact a zero-gravity dance once performed on the moon, and the protagonist who tries to understand the workings of her complex inner world. The book should come with the warning, “Do not read while eating,” as it may cause severe dizziness, calling to attention the impossibility of understanding others completely, and the unbridgeable gap between two people, as well as the depth of misunderstanding that comes as a result.

Gray Documents

1. Publication Details

Imprint | Moonji Publishing co., Ltd.

Title | Gray Documents

Author | Kang Yeongsuk

Format | 128*188

Binding | Paperback

Pages | 248pages

ISBN | 978-89-320-2890-3

2. Contact

Name | Yun Seohee

Phone | +82-338-7224(ext.7129)

Email | salutseohee@moonji.com

URL | <http://www.moonji.com>

3. Marketing Information

Circulation, Sales Rank | 4,000 copies

Subject | Cracks hidden in the everyday lives of ordinary city dwellers

Primary Readers | 20s-30s

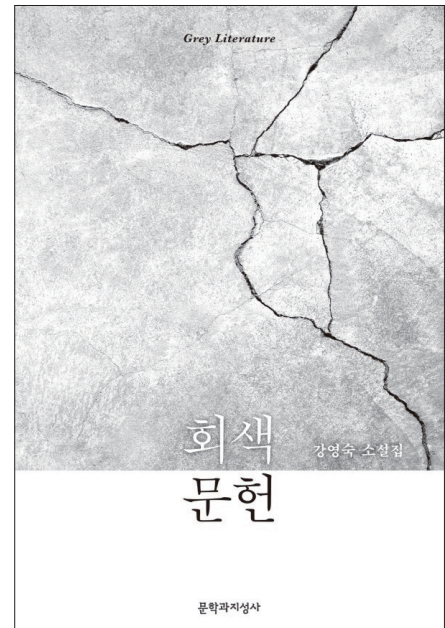
Media Reviews and Press Release | “Kang YeongSuk, an author who patches up the cracks in the world with sentences, is a good novelist who shrinks from using the expression, ‘good novel.’” –Maeil Business Newspaper

4. About the Author

Kang YeongSuk, born in Chuncheon, Gangwon Province, graduated from the Department of Creative Writing at Seoul Institute of the Arts. Her writing career began when she won Seoul Shinmun’s annual spring literary contest in 1998 with her short story, “A Meal in August.” Her works include the short story collections, *Shaken*, *Every Day is a Celebration*, and *Black in Red*, and the full-length novels, *Rina*, *Writing Club*, and *The Sad and Delightful Teletubby Girl*. She has received the Hanguk Ilbo Literary Award, the Baek Shin-ae Literary Award, and the Kim Yu-jeong Literary Award.

5. About the Book

This book consists of seven short stories that depict cities of today, where darkness has deepened, and those who endlessly wander the dark, labyrinthine streets share their wounds with complete strangers, bound in strange solidarity.



Everyday life passes, but peace is no longer. Survivors of natural and capitalistic disasters roam the maze like ghosts in hell. And we call that everyday life. The characters in Kang's stories come face to face with the meaninglessness of life and attempt to flee everyday life. But the navigation systems of those who have lost their way fail to function.

In the end, they are thrust into another hell, whose reality remains ambiguous. Kang's characters are fragmented; there's no one to hold them back when they leave. They find strangers to make love with, get into relationships without emotional connection, and return home to find themselves when the relationship is severed. Jinwuk, the protagonist of "Incurable," is a bank teller who has always been a diligent, exemplary worker. He starts seeing Suyeon, who applies for a loan at the bank, but returns home when the relationship comes to an end. Riri, the Japanese protagonist of "Thunder of the Sea," has been traumatized by a severe earthquake. Unable to sleep soundly after the earthquake, she comes to Korea for the sole purpose of getting some good sleep. Even when people leave of their own will, they are caught off balance when they arrive at their destination. In "Black Puddle," Jeongyeon, who has retired from her job, where she has worked for 25 years, goes drinking with a group of people, dozes off, and ends up trapped in the last subway train. Where they arrive at is not a magical place that makes their wishes come true. Their hometown is beyond recognition, and the northern village of Seoul is a place where anything can happen to strangers. In a city half in ruins, at an unfamiliar bus terminal, in a stray alleyway, or on the last subway train, they are still faced with chaos.

Publishing Industry

South Korea's Major Online Bookstores



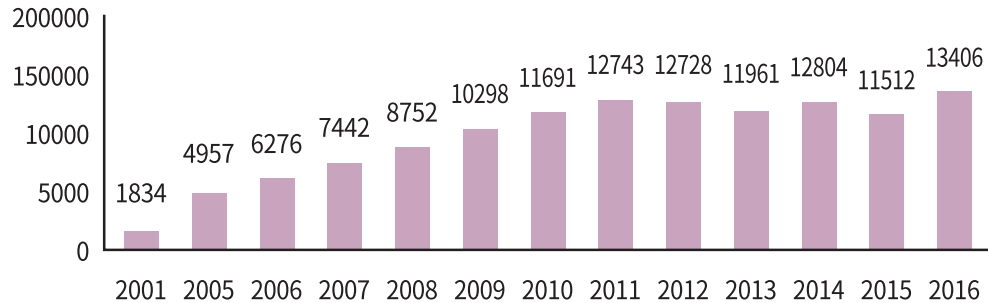
Online bookstores account for 30 percent of South Korea's total book distribution and sales. The largest bookstore companies of this kind include YES24, Aladin, Interpark and Kyobo Book Centre, which has a large offline base. They are the 'Big 4' and when including offline sales, Kyobo dominates, but when talking about just online book sales, YES24 is the current leader.

Written by Won-keun Baek(President, Books & Society Research Institute)

After 'Amazon.com' emerged in the United States in 1995, global online book sales surged sharply and in South Korea, the first online bookstore appeared in 1997. Shortly after in the early 2000s, several more online bookstores entered the foray that had no offline base or store. Their growth over the following decade was astonishing. In 2009, sales reached an aggregate 1 trillion won before peaking in 2011. Internet bookstores have since shown fluctuation in sales repeatedly and this is where some explanation is needed.

〈Sales of online bookstores〉

(Unit: 100 million won)



Data provided by Statistics Korea

South Korea's vague fixed-price policy on books is deeply intertwined with how online bookstores have grown and survived in South Korea. South Korea's fixed-price book policy that became mandatory in 2003 to prevent excessive discounts by online bookstores did not have much of an impact until Nov. 2014 when the amended version of the law came into effect. Before then, books that were more than 18 months old from their publishing date had been subject to unlimited discounts (including buy one get one events) and as a result, the stability of the entire publishing market became flawed as books on discount surged in popularity at odd times, reaching bestseller lists. During this time, online bookstores expanded their market share aggressively while smaller bookstores in regional locations were forced out of the market, unable to compete. At this time, the market size did not show much change, while online bookstores saw rapid growth.

From Nov. 2014, all books became subject to a discount cap of 15 percent, and while online bookstores managed to squeeze in some sales growth with ‘final discount’ events towards the end of 2014, sales on a whole slowed in growth in 2015. In 2016, book sales growth picked up, but largely due to bookstores turning their focus on the secondhand book market after the discount cap was enforced.



South Korea’s online bookstores have a high market share while they offer a number of services like ‘same day delivery’ and discount marketing tools that are still usable under the current law. They also sell e-books and secondhand books. After opening its online doors in 2008, Aladin, known for its secondhand book sales, now has 40 offline stores for secondhand books in major cities nationwide after the first one was established in 2011. The company has stuck to selling

secondhand books as offline book sales have been designated as an SME-appropriate business(valid until Feb. 2019). YES24 also has six offline stores for secondhand books in Seoul and Busan. The large online bookstores mentioned in this article currently say they have a business margin of 10 percent from their open market sales where individual participants buy and sell books to and from each other. The companies also separately sell and buy used books. At times, they fall under blame from South Korean publishers who rely on sales of new publications in order to survive.

What is particularly a problem is their buyback marketing. Online bookstores currently ensure individuals will get half of their money back if they buy bestsellers or new publications from them and sell it back to them later. After some demand from publishers, online bookstores have established a rule where this buyback program can be used only if the book is six months or older past publication. This type of marketing has driven a surge in secondhand books while suppressing sales of new publications and benefiting online bookstores at the same time. Many offline bookstores complain these buyback programs and the expansion of online secondhand bookstores in the real world have hurt business.

After starting their businesses online, these major online bookstores have now expanded their reach to actual sales while

also serving as platforms of e-books and other digital content. They have been able to meet the demands of customers by providing quickly searchable databases and swift delivery. They have also modernized ways of doing business with publishers, but have not been able to avoid criticism for solely focusing on boosting sales through discounts, the abnormal expansion of the secondhand bookstore industry and lower distribution rates from small and or new publishers(aimed at expanding their margins). South Korea is one of the few key countries in the world where Amazon.com has not yet launched. However, what the online bookstores see now is similar to what Amazon is facing overseas in terms of criticism over its high market share and tax evasion while enjoying massive brand power.

Under South Korea's current fixed-price book policy, online bookstores benefit the most. They provide 10 percent discounts topped with another 5 percent dubbed as 'mileage discounts' made possible through their direct trade with publishers. They also use their influence in the distribution system to boost their online exposure, related goods sales and other marketing programs. Some of them also engage in sales of other diverse goods like travel packages, performance tickets and commercial goods, making it impossible for offline bookstores that rely solely on the sales of books to compare. However, the large online bookstores are also constantly at conflict with themselves to overcome the limits seen in book sales overall.

Best Seller

Aggregate data as of the second week of November

South Korea's December Bestsellers

Written by Hyun-jung Kim
(Kyobo Bookstore Brand Management Team)

Hot from Pre-orders! *Mom Studying Self-Esteem*



Mi-kyung Kim's *Mom Studying Self-Esteem* saw a wave of interest from prospective readers ever since it became available for pre-orders and after its publication, the book soared to the top of the bestseller list. Word of the book had already spread like wildfire through television shows and lectures and the content itself was enough to attract the interest of many women.

Sales breakdowns easily show female readers overwhelmingly outnumber male readers while women in their 30s attributed for 50.4 percent of all readers of the book.

Aside this book, *Temperature of Language* by Kiju Lee, *Trend Korea 2018* by Nan-do Kim and *Ji-young Kim Born in '82* by Nam-joo Cho enjoyed their extended popularity, sitting near the top of the list.

* Sales breakdown by gender/age for *Mom Studying Self-Esteem*

	Male	Female	Total
Under 20	0.2%	0.2%	0.3%
20s	0.5%	4.0%	4.5%
30s	3.7%	50.4%	54.1%
40s	4.6%	32.1%	36.8%
50s	1.1%	2.5%	3.6%
Over 60	0.3%	0.4%	0.7%
All	10.4%	89.6%	100%

Self-innovation, self-development books surge

As public interest in self-innovation and self-development grows in hand with interest in forecasting the future, readers in their 30s and 40s have been turning to related new publications. Self-development books like



Mark Manson's *The Subtle Art of Not Giving a Fuck*, and Kogure Taichi's *Explaining Clearly Without Being Incoherent*.

South Korean entertainer Byung-jae Yoo's *Book of Jokes Black Comedy* rose six steps to 10th place on the bestseller list after Yoo attracted much attention on social media through his unique autographing events. Yoo is a television entertainer, but he has a large fan base thanks to his active communication on social media with fans in their 20s and 30s.

<South Korean Top 15 Bestsellers, Second Week of November 2017>

No.	Title	Writer	Publisher	Genre
1	<i>Mom Studying Self-Esteem</i>	Mi-kyung Kim	21 Century Books	Self-development
2	<i>Temperature of Language</i>	Kiju Lee	Malgeulteo	Essay
3	<i>Trend Korea 2018</i>	Nan-do Lee	Miraebook Publishing Co	Economics/ Management
4	<i>Ji-young Kim Born in '82 (Hardcover Edition)</i>	Nam-joo Cho	Minumsa	Novel
5	<i>The Subtle Art of Not Giving a Fuck</i>	Mark Manson	Galleon	Self-development
6	<i>Remains of the Day</i>	Kazuo Ishiguro	Minumsa	Novel
7	<i>Dignity of Words</i>	Kiju Lee	Hwangso Books	Self-development
8	<i>I'm Quite Good Just the Way I Am</i>	Yu-mi Cho	Hummingbird	Essay

9	<i>Nudge</i>	Richard Thaler, Cass R. Sunstein	Leaders Book	Economics/ Management
10	<i>Byung-jae Yoo's Book of Jokes Black Comedy</i>	Byung-jae Yoo	Viche	Poems/Essay
11	<i>I Have Decided to Live As Me</i>	Su-hyun Kim	Maumsup	Poems/Essay
12	<i>A Lesson in Self-Esteem</i>	Hong-gyun Yoon	Simple Life	Self-development
13	<i>Miracles of the Namiya General Store</i>	Keigo Higashino	Hyundae Munhak	Novel
14	<i>Let Me Eat Your Pancreas</i>	Yoru Sumino	Somy Media	Novel
15	<i>A Lesson in Latin (For an intellectual, beautiful life)</i>	Dong-il Han	Next Wave Media	Humanities

* Data provided by Kyobo Book Centre

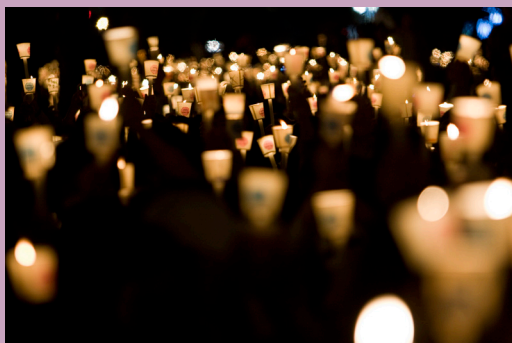
趋势

十个关键词中的 2017韩国出版

作者. Won-Keun Baek(书和社会研究所代表)

蜡烛革命

《蜡烛革命》这本书的副题是“2016年冬天和2017年春天，用烛光写下的历史”。这部书记录了从2016年10月的第一场蜡烛集会到2017年5月政权交替为止，是以7个局面、45个主题、484张照片构成的现场照片集。这是生动的记录了人次多大1700万蜡烛市民呼喊的“这是国家吗？”的口号和对新政府寄托的希望。



无能腐败的朴槿惠总统因国民的蜡烛革命被弹劾，2017年5月通过总统选举文在寅政府正式出台。这是1987年军事政府的“民主化宣言”以后时隔30年创造的伟大的民族主义历史进程。通过蜡烛革命以和平的方式交替政权期间，有关总统的《文在寅的命运》和有关韩国法律和经济体系的书籍受到关注，其中有《国家是什么?》，《现在重新，宪法》，《为什么要愤怒》等。

根据韩国最大书店教保文库的年均调查显示，今年包括《蜡烛革命》的政治、社会领域和文学、就业、考试参考书出版市场比前年增加了很多，相反实用书(语言、旅行等)学习参考书领域与去年相比却下降了。

出版批发公司倒闭

今年初韩国的中坚出版批发公司Song-in书籍正式倒闭，最后由电商公司及网上书店Interpark决定收购Song-in书籍。但与该公司进行交易的两千多家出版社和一千多个地区书店在经济不景气的情况下又受到了经济打击。韩国物流环境的基础是委托销售制度，因此没有受到委托书籍销售贷款的出版社损失就非常大了。

Song-in书籍原来对图书馆和学校的供货市场比重较高，之所以倒闭不是因为销售量下降，而是因为不道德行为和非合理的经营方式导致的。过时的汇票交易惯例增加了交易公司的痛苦，当然Song-in书籍的倒闭也给一些竞争公司带来了机会。

韩国的出版流通结构是出版社基于大型上下线书店的要求进行直接交易，地区的小书店通过批发公司进行交易。韩国是小型出版社、小型书店非常多的市场，因此批发公司的作用非常重要。但通过本次事态的发生，为减少对批发的依赖度，有的地方开始扩大出版社和书店之间的直接交易。有的小型出

出版社想在原有的流通系统下改善缺点，还有一些小型书店想通过直接交易构建独自的销售网。

女权主义

今年销售量最多的小说就是Nam-joo Jo作家的《82年生金志英》，这本书的主人公是30多岁社会经历断绝的女性，这本书里描述着“在韩国作为女性生活”的难处，获得了同时代的年轻女性的同感。

韩国表面上看起来是男女平等的社会，但实际上在工资领域仍然存在不平等现象。有关贬低女性和厌恶女性的事件也多次出现。不知是不是因为对这问题的认识，从去年开始发行并关注很多在女性的观点写作的男女平等书籍。

目前在女权主义领域站在前排的书是美国的环境、人权运动家，也是女权主义作家Rebecca Solnit的《Men Explain Things To Me》。这本书也是让man+explain这个单词得以广泛使用的契机，意思是男性在女性前面得意忘形的举动。作家在接受采访时说与“man+explain”最般配的人物就是美国总统特朗普，我本人也不得不点点头承认，作家的新作《The Mother of All Questions》最近在韩国很受关注。

女权主义书籍趋势中值得关注的是讨论日常生活中女性被歧视的散文，以寄生虫博士出名的徐珉教授写作的《厌恶女性，女性到底做了什么？》引起了女性厌恶群体的愤怒。韩国女性民友会著作的《Living as a Feminist Despite All Rudeness and Butting In》，《今天也决心不生孩子(副题：你问为什么不生孩子？不生孩子才是我的母爱)》等。



现代社会的女性在成长过程中没有感受到的男女差别，通过就业和结婚就会感觉的到。但现在的女性不像过去顺应这种现象，会为实现男女平等而做出努力。其表现就是现在出现的女权主义书籍之风潮，但遗憾的是这些书反而男性不怎么去关注和阅读。

4次产业革命书籍热潮

今年5月出台的文在寅政府设立了总统直属“第四次产业革命委员会”，为在人工智能和物联网等巨变的社会中，在政府层面优先准备对未来社会的变化。

今年在经济经营领域克劳斯·施瓦布的《第四次产业革命》选为必读书，成为了畅销书。以第四次产业革命为话题出版的书也非常之多，在网上搜索“第四次产业革命”能搜出400多种目录。在韩国可以说是过热的在讨论第四次产业革命，在国外这种热度就很难发现了。但这最终都是代表对生存和发展的追求

上线&下线

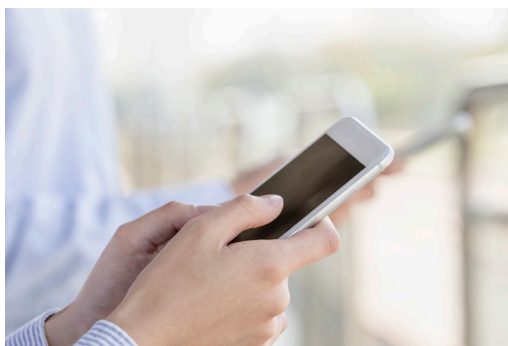
根据统计厅“网上购物趋势调查”显示，今年截至第三季度(9月)书籍的电商交易销售额为1万933亿韩元，同比增长9%。这代表网上书店的销售额增加

了很多，这与实体书店的萧条现象明显对比。最近数年间韩国的大型书店在新建的购物中心以有利的条件进行营业，在全国各地逐渐扩大新的卖场，但整体的销售额还是在原地踏步。这说明今年实体书店的成绩不佳，相反网上书店继去年仍然持续着上升趋势。

二手书市场的扩大

出版市场中唯一成绩优秀的领域就是二手书市场。就像在前面所说的一样，网上书店的成长基于对二手书需求的扩大。网上书店通过对新刊的二手书购买来产出大量的二手书，并且通过电商网站和公开市场可以直接进行二手书买卖交易，书店从中获取10%的手续费。大型实体二手书卖场在全国各地运营卖场，最大的二手书网上书店Aladin在全国大城市运营40家以上的规模又大又整洁的二手书卖场。

从2010年开始急速发展起来的“企业型二手书店”与过去个人经营的二手书店在管理层面和营销层面都升级了很多，通过完善的体系逐渐扩大了二手图书市场。对于新刊销售极为重要的出版社和实体书店而言，二手书市场的发展严重扰乱着出版市场的秩序。最近发表的研究报告说明企业型二手书店从出版社和书店的手里夺走了7%以上的新刊销售。



对于经济实力较弱的学生和需要儿童书的家庭主妇来说“又便宜又像新书”的二手书是再好不过的选择，因此对此需求也不断增加。如果说不是自己想要收藏的书，看完一遍就要扔掉的话，没有理由拒绝买的时候和卖的时候都很经济的二手书。想要解决目前的问题最根本的方法就是扩大公共图书馆的作用，围绕二手书市场的争论可能还要维持一段时间。

出版平台

在数字网络环境下，今年有些平台经济事业值得韩国出版产业关注。目前通过电子书还没有几家出版社获得收益，关键是怎样树立新的收益模式。

Commbooks去年对2400多种书籍推出了一本99韩元超低价电子书服务，今年又推出了通过著名演员录音的100篇录音书籍，名字叫“100个演员，阅读我们的文学”。目前在韩国，录音书籍还没有形成独立的市场，因此著名演员和名作的结合充分让人关注。

出版社Changbi为在数字时代形成“诗”生态，开始了诗专门App“诗星期”，民音社出台了网上小说平台“BritG”，Wisdomhouse开始了网络漫画及网络小说平台“Justoon”。在韩国以往有名的网络漫画和网络小说都是以Naver等大型门户网站或专门收费网站直接与作家合作，因此出版社在这领域没有立足之地。因此这种出版社主导的平台事业本身就有很大的价值。

出台之后最有人气的就是“诗星期”，不愧是长期以来持续出版诗集的出版社，App里装载了220多名诗人的3万多篇诗词。这里包括发展韩国文学史的诗人，也包括刚登坛的年轻诗人。一个月支付的费用为3900韩元，价格很实惠。在数码手机时代，仅靠实体书诗集来传达诗词是远远不够的。但诗和数码相结合时就会出现很大的扩张性和附加价值。推荐、搜索、综合功能

都很齐全。其他出版社发行的诗集也都包括到了App里，出版社的目标就是要设立诗和诗人都可以共赢的“公开平台”。在韩国首次推出的“诗平台”，让我们共同期待数字时代能否让诗成为人们生活中一部分。

策展时代

韩国正在迎来特性化书店繁荣时代，今年每一周出现了3家左右的1人书店。今年在首尔国际图书展以“书店的时代”为主题设置了20多家充满个性的书店展位，引起了游客的瞩目。在书店、图书馆和阅读有关人士之间“策展”是很关注的主题。甚至出现了书策展讲座和书策展人资格证等。越是阅读率下降，图书市场萎缩时，越要通过策展来吸引读者可以接触到更多好书。

今年举办了去年书店界指定的“书店日(11月11号)”，这是政府支持举办的第一次纪念仪式，举办的非常隆重。当天发表的宣言里写到为发展书店的未来，会加强策展的功能。首尔市继去年今年迎来第二届的“首尔书店人大会”也非常关注书策展。目前极为分明的是符合读者需求的经营方式才是出版市场今后要解决的课题。

社区与书

出版社和书店为了可持续发展的经营，必备的条件之一就是在地区共同体、关注和爱好共同体找出中心。今年有很多地区的行政机构与出版社、书店、图书馆进行了丰富的合作。

从3年前开始地区书店向地区图书馆供货，今年策划了一个新的方案，是读者在地区书店选择的书成为地区图书馆的收藏书，名字叫做“希望图书租借服务”。环绕首尔的地方自治团体-京畿道在韩国是唯一的地方政府和地方议会联合实行新方案的地区。京畿道在全国范围内首次设立了“京畿书店出版支持中心”，开始了以地区出版社和书店为对象的多种政策方面的支持事

业。目前正在考虑是否发行只有在京畿道内才可使用的“地区书店商品券”。顺天市首次推出20多岁的年轻人在书店买书时，市政府负担50%书费的项目。“韩国的夏威夷”济州岛正在推进制定史无前例的“地区出版支持条例”，倡导以书为媒介的城市再生和地区再生。书在本质上是商业性媒介，但又是存在公共性的共同体资产，因此才可以落实以上介绍的行政支持。

变化和创新

韩国代表性出版团体-韩国出版文化协会的新执行部在今年2月正式出台。单行本出版社的中心-韩国出版人协会会长出身人物成为韩国出版文化协会会长职位这次是第一次。很多人期待时隔10年重新连接起来的两个团体可以为解决目前存在的出版界课题做出更多的努力。希望可以成为提倡变化、革新、创新的韩国出版界，因为越是面临危机的时候越需要合作与领导力。“变化和创新”一直是想把危机转换为机会的出版社、书店、图书馆等所有有关书生态的话题。

韩国出版业 1

为下一代的书, Next To Us
Nexus出版社旅行图书专门品牌

NexusBOOKS

넥서스BOOKS

作者·照片. Geun-hee Kwon部长
整理. Ji-hye Gwon记者

旅行是所有人都追求的东西,有时旅行书可以成为一个人走过去方向,有时可以成为旅行的美好回忆。(株)Nexus出版社的旅行图书专门品牌-NexusBOOKS成为人们旅行的里程碑。NexusBOOKS打的旗号就是出版为了下一代的书,这也是出版社的强点。我们不仅要及时应对旅行趋势,还要传达准确的信息和融入旅行的情感。下面的采访让我们清楚什么叫做真正的旅行图书,接受采访的人是 NexusBOOKS的Geun-hee Kwon部长。

韩国出版文化产业振兴院(以下 韩):为我们海外的读者请介绍一下(株)Nexus出版社。

NEXUS

Geun-hee Kwon部长(以下 Kwon):您好, Nexus是“Next To Us”的意思,代表我们为下一代创作更多好书的意志。1994年9月我们以“创作出人和社会需要的书”为实践精神开始了第一步,至今就语言、文学、人文、教养、经济经营、健康、实用、宗教、儿童等领域共出版了5000余种图书。

我们从2000年代中期开始正式开始对旅行领域的图书，目前已经成为我们出版社的主力出版领域。我们各领域都使用着不同的品牌，有关旅行图书的有“NexusBOOKS”和“Planningbooks”两个品牌。因旅行图书比重较高，因此出版事业部里有很多编辑组来负责旅行图书，我本人也属于出版事业部，负责旅行图书的策划和编辑。

韩：您认为Nexus出版社在制作旅行图书时的长处是什么？

Kwon：我认为出版旅行书的出版社都有各自的特点和优点，我们出版社的优点可以说是独特的设计和有效的内容。我们运营着很多旅行书专门编辑组，因此完成度较高，并且趋势方面也可以第一时间去应对。



Enjoy系列

韩：有没有印象深刻的事例呢？比如策划者很好的反映了读者的需求，获得很好的呼应等等？

Kwon：我可以举“现在系列”例子，以往是“Enjoy系列”在指南书领域占据绝大部分，因此有些人反对已经有站住脚的系列了，为什么还要开始新的

“现在系列”？“Enjoy系列”属于比较传统的旅行书，但“Enjoy系列”是为新手旅行者选出最核心的旅游地，提供最需要的信息，还好取得了很好的成绩。

韩：我认为“旅行”这个单词一直是很火热的词语。在出版社的立场上在观察趋势并准备书籍的过程中需要时间，能告诉我们这个过程吗？

Kwon：旅行的趋势在不断的变化，因此我们也需要与趋势同步进行。比如，有些地方因开通直航或上了电视之后对这个地方的需求就会剧增，还有旅行方式也变化为“自己旅行”和“Healing旅行”。虽然探讨趋势到出版书籍是会有一定的时差，但我们为了在最快的时间里反应出趋势，会随时确认旅游市场的动向，同时调查社交网站、互联网、书店等有关旅行的信息。调查信息之后认为不是瞬间的焦点，而是一个长期性的趋势，就会策划有关当地的书。

韩：最近除了博客、脸谱和照片墙(Instagram) 之外有很多普通人明星作家，能介绍一下通过这些人进行的旅行散文策划过程吗？

Kwon：社交网站已经是不可回转的当代趋势，邀请有名的旅行博客作为作家的现象已经很久了，最近氛围慢慢移动到照片墙(Instagram)。当然出版社也为挖掘出社交网站里的好内容和好作家做出多方面的努力。有时按照策划的内容寻找合适的作家，有时在搜寻社交网站时发现很好的内容。如果是有很多粉丝的网上明星，无论是谁都可以去邀请，但更重要的是照片和文章有没有出版为书的价值，我们出版的方向与作家的策划内容是否相符。在经过这一系列的研究后判断可行性后进行联络。



韩：为我们海外读者介绍三本国内旅行图书吧，还有为什么会选出这三本书？

Kwon：如果只要推荐三本的话那就是《国内旅游心愿清单101》，《坐地铁出发的首尔&近郊旅行》，还有《这次是系列(ENJOY国内旅游系列)》。第一本书是把国内101个著名的旅游地选出来制作的书，通过这本书可以一眼就知道来韩国的名所在哪里，任意选出自己喜欢的旅游地策划旅行路线。

第二本书里介绍着利用大众交通进行首尔和近郊旅游的地方，对于最近年轻的自助游游客是很好的选择。最后一本书是划分韩国7大地区的指南书，分别是首尔、济州、釜山、庆州、江原道、南海岸和郁陵岛&独岛。这里涵盖海外游客喜欢的地区，里边提供着非常详细的旅游信息，方便游客随身携带。



韩：为我们的海外读者介绍三本有关国内的旅行图书和散文吧。

Kwon：国内旅游图书中销售量最高的书就是“Enjoy系列”和“现在系列”，除外最近出版的图书中我想要介绍的书是「旅行的自由成为热情」，「妈妈和

孩子一起海外旅行」，还有一本即将出版的「日本小城市旅行」。

第一本书是记录2000中期畅销书的「On The Road」的修订版，是一本记录背包旅行者充满自由和热情的散文。这本书可以刺激梦想世界旅行但没有勇气实践的人们。



「妈妈和孩子一起海外旅行」写着没有旅游经验的妈妈带着自己的孩子到东南亚背包旅行的故事。这里叙述旅行对孩子的积极作用有多大，想要与孩子快乐的旅行应该准备什么等等，对梦想与孩子旅行的父母是一本很好的借鉴书。《日本小城市旅行》是提供给想摆脱东京和大阪等大都市，到一个自由而平静的可以感受到日本文化的游客。

韩： NexusBOOKS出版的书中有没有在海外出版界受欢迎的事例？今后是否有海外出口计划？

Kwon： 我们出版社的“Enjoy系列”在中国大陆(简体字)和台湾、香港、澳门(繁体字)进行了翻译出版。在香港和澳门已经出版了10种以上的旅游区，每年都会翻译出版2种以上的书籍，这些书反应都很不错。除外，“现在系列”与台湾、香港和澳门(繁体字)已经签署了版权出口协议，预计2018年上半年出版4种。

 NEXUS : <http://www.nexustory.com/about/introduce.asp>

韩国出版业 2

让人生散发香气的想象

想象出版(SangSang Pub)

它是旅行者的朋友，不管是走到很远的地方，还是短暂的旅行，想象出版社会提供所有种类的旅游书籍。不仅内容丰富，还非常有意思。设立已有9年历史的想象出版社是韩国旅行图书专门出版社中的一家，以丰富的主题解释不一样的国内旅行信息，不仅如此还向背包旅行者提供海外旅行信息。除此之外，还制作料理书和散文等其他日常生活中可以利用的书籍。

旅行和想象非常相配，我们总会想象到新的地方旅行，这种想象会给我们的生活带来不少的活力。就像“美好的想象会让人生散发香气”的想象出版社的思想一样，也许这里出版的书会给我们的日常添加点香气。想象出版社的Cheol-sang Yoo代表过去作为旅行记者亲自体验并设立了出版社，设立初期作为作家出版了旅行图书，现在以自由的想象和热情制作着有意义的“好书”。以下是与想象出版社代表进行的访问。

作者. Myung-im Nam 记者



韩国出版文化产业振兴院(以下 韩)：请为我们海外的读者介绍一下想象出版社。

Cheol-sang Yoo代表(以下 Yoo)：我们出版社是基础非常雄厚的旅行专门出版社。为背包旅行者提供实质性的海外信息出版了“自助游”系列，还出版了介绍100个旅游地的“100”系列国内旅行书籍。除此之外，还以散文和料理书为中心出版着各种实质性的书。《韩国都走过哪里?56》这部作品获得了2012韩国旅游之星单行本大奖，《北海道自助游》，《大韩民国隐藏的旅游地100》等作品也记录了旅行领域排行第一。其中《韩国都走过哪里?56》2012年纳入了中学生3年级国语教科书内。

因为我们是制作并传达信息的书籍，因此从策划阶段到出版都会优先考虑读者的立场。我们不断思考读者们最需要的书是什么？最需要的信息是什么？以这为基础与作者、编辑和设计师进行持续性的会议。我们这一宗旨是从设立公司的2009年开始到现在一直维持的想法，今后也会继续坚持。

韩：这么多的领域中为什么选择了以“旅行图书”为中心的出版呢？还有想象出版社制作的旅行书籍的优点及特点是什么？

Yoo：我在设立出版社之前，当了10年的旅行记者。之前是在旅行专刊“Abroad”当了编辑，也在Random house出版社负责过旅行出版，到了2009年自己独立创建了想象出版社。我认为‘旅行图书专业化’才是可以明确我们出版社特色的唯一道路。因为我是记者出身，所以过去认识的旅行记者们成为了我们出版社的优秀作家库。



从设立公司到至今9年的时间里我们共出版了176本书，其中旅行书籍就超过120本。我认为我们出版社最大的优点就是在最快的时间里认识到读者所需要的信息后进行制作。专业的旅行作家们搜索出今后会成为旅游目的地地方，我们就会在内部进行讨论确定地区，之后在很短的时间内完成制作。如果感觉到某一个地方今后会成为一个趋势的话就会制作正式的策划案，然后以多种有关旅游统计信息进行会议。然后考虑韩国人喜欢的旅游地是哪里？重新访问的概率有多少？媒体预测的明年的趋势是什么？。毕竟我们出版的是旅游书籍，因此也会参考航空公司是否有直航等信息。最近以这些研究为基础选出了韩国游客喜欢的地区，制作了《岷港·芽庄自助游》和《对马岛自助游》，符拉迪沃斯托克地区也在准备之中。

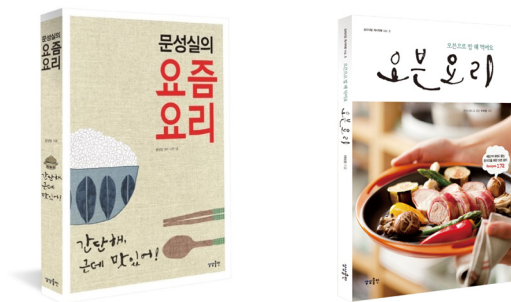
韩：从出版的书中可以看到您对版型和设计的深思，听说出版社还制作电子书，是吗？



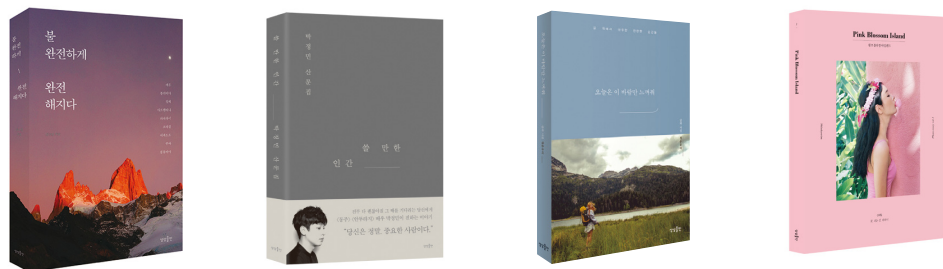
Yoo：因为旅游书籍大部分要带到当地，因此我们试图比其他出版社出版更薄更轻的书。里面只包含了读者必须要知道的信息，因此书变得更小更薄了，价格也降低了。最近很多读者都通过移动设备获取旅游信息，因此我们也开始投入电子出版领域。比如“自助游”系列的APP是通过电子出版专门公司制作的，把梳理的内容直接搬到了APP。它还与谷歌地图相互联动，因此可以确认现在的位置和旅游景点的位置，不仅如此还可以随时获取天气、换钱所等旅游中必要的信息。

韩：除了旅游图书之外还出版什么书呢？

Yoo：虽然很多读者喜欢旅游也喜欢旅游图书，但不得不受到季节的影响。夏天和冬天旅行图书的人气很高，但到了春天和秋天人气就下降了，但这时料理书等实用书籍受到人们的喜爱。按比重划分的话旅行图书占70%，料理书占10%，散文等其他占20%。



到目前我们共出版了15本左右的料理书，最具代表性的就是2013年出版的《Seong-sil Moon的最近料理》，里面介绍了365种既简单又好吃的菜谱。印刷次数为18次，总销售量约5万7千部。2014年出版的《烤炉料理》是介绍用烤炉可以烹饪的菜谱，销售量为2万部，已出口到中国和台湾等国家。料理书作家大部分是料理研究家或专家。除外，散文是从去年(2016年)正式开始的领域。我们会第一时间邀请电影演员、著名摄影作家和在社交网站上有名的旅行作家，制作年轻层喜欢的内容，因此读者的反应也很好。



韩：我知道您作为作家亲自写过旅游指南书，为计划访问韩国的海外读者们介绍一下国内值得去的景点吧。

Yoo：我积极推荐首尔的5大宫殿，景福宫、昌德宫、昌庆宫、德秀宫和庆熙宫。还有宗庙也值得一看。我认为这些地方是最能准确了解韩国历史和文化的地方，也可以亲眼看到韩国的美丽风景。据我了解已有很多国外游客访问宫殿，我也积极推荐给大家！

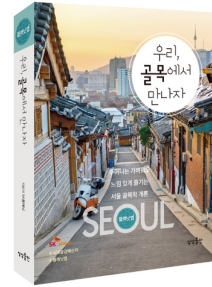
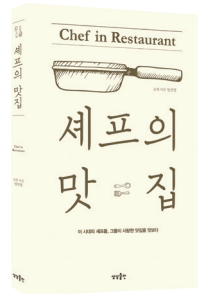
还有我们出版的书中名叫《周末是首尔旅行》介绍了首尔100大名胜古迹，经过两年半的时间进行采访后以电子书的形式进行了制作。我们在里面还拍摄加入了记录宫殿实际面貌的录像，韩国出版文化产业振兴院选定这本书为综合电子书优秀图书。并且已经翻译成中文和日文等语言，因此访问首尔的外国游客如果积极利用这本书的话相信会成充实各位的旅程。

韩：最后请您选出一本最想向我们海外读者推荐的书。



Yoo：我想以韩国旅游图书为中心进行推荐，首先《大韩民国隐藏的旅游地100》是我们出版社的畅销书，销售量为5万部左右。通过主题和季节介绍了100种韩国旅行线路，这本书里介绍的地方甚至超过100。因为里面介绍的旅游地是人们不怎么熟悉的地方，因此想推荐给喜欢人少并追求只属于自己的、追求独特旅行的人。

《周游全国旅行指南》2018年版本修订版刚刚出炉。这本书把韩国的代表性旅游地以高速公路路线进行了划分，介绍值得看的、体验的、吃的和住的地方。访问韩国的外国游客大部分会选择首尔和济州，但通过这本书会知道除了这两个地方之外还有很多隐藏的旅游地。还有《周末是首尔旅行》这本书在前面已经做过介绍，是叙述首尔方方面面的书。旅游时须知的信息做了另外的介绍，根据四季变化以真实照片介绍了首尔，因此对首尔旅行这本书是再好不过的选择。



此外，介绍韩国的世界文化遗产的《世界文化遗产经典-韩国篇》，著名厨师介绍的《厨师的美食店》，挑出首尔有趣的小巷进行采访后以插图方式制作的《我们，在小巷见》等书都是我想推荐的。

🌐 想象出版门户网站：<http://www.esangsang.co.kr>

🌐 想象出版博客：http://blog.naver.com/sangsang_pub

焦点

有书、有幸福、有未来的“书店生活”

2017书店日

서점의날

每年11月11日是书店日

2016年，韩国书店合作社联合会根据代表书的汉字“册”和书架上书的样子，把11月11日指定为书店日。文化体育观光部为了保护书店权益、提高自豪感、发展地去书店，首届支持并举办了2017书店日纪念活动，并且还进行了纪念仪式和相关的丰富活动。纪念活动上选拔了‘文化体育观光部部长奖’，‘今年的优秀书店人’和‘优秀合作社’，并且通过选定委员会的评审选定并颁发了‘今年的作家’和‘今年的书’。





今年的作家

赵南柱(Nam-joo Jo)(小说家)

小说家赵南柱出生于1978年的首尔，过去当了10年的时事教养节目作家。著作的书籍有《大韩民国女权主义者的告白》、《82年生金智英》、《为了Gomanechi》、《侧耳倾听》等。

今年的书



文学·小说 | 《82年生金智英》

儿童·青少年 | 《杏仁》

经济·经营·政治·社会 | 《明见万里》

自我开发·历史·艺术·科学 | 《Book Reading by Those Who Were Unable to Survive》

其他 | 《声音和动作》

11月3号进行的书店日学术大会以书店代表的发表正式开幕，发表主题为‘书店、书店人、书店文化’。第二部‘书店的空间’和第三部‘书店的文化’主题中由学界主要人士进行了发表，之后围绕‘书店的现在和未来’进行了共同讨论。除外还进行了海外贵宾论坛。论坛的国内嘉宾邀请了Eun-su Jang编辑文化实验室代表，海外嘉宾邀请了Chen Long-hao台湾独立书店文化协会会长和土耳其作家协议会伊斯坦布尔联合会长。通过本次论坛嘉宾们发表了世界各国的书店现状和未来趋势，让书店人聚集在一起实现了和谐。



拉动市民参与的各种活动

书店日还准备了很多市民可以直接到书店参与的活动。首先邀请了畅销书和图画书等各领域作家，在全国各地的地区书店举办了书本演唱会。市民和作家在一个空间面对面的分享有关书和文化的丰富内容。除外还举办了‘人生书店’炫耀活动，对市民本身是一个非常有意义的活动。是市民亲自访问书店后，把拍摄的照片和故事进行应征的形式，获奖作品将展示在京义线书街的‘Book Safari展示会’。本次展示会中可以看到书店的历史和各种展示，足

以停留了市民的脚步。

‘册函’销售活动和‘书中的信-神秘书籍’活动激发了市民的参与。‘册函’活动是高级木材上以韩国传统花样制作的木箱，里面装进自己喜欢的书，当作礼物也是一个很好的选择。‘书中的信-神秘书籍’找出不同地方的6个邮箱，投进自己写的信。这些信会放进各地区书店里的销售的书中，购买书的人就会看到未知人物写来的信，会提供不一样的体验。本届‘书店日’活动满足了学术和乐趣，今后也会继续举办下去。



出口趋势

构建独自领域的韩国童话作家

Mi-kyoung Song 作家采访



她以实验性的奇发想象力、幻想性故事构建了属于自己的领域，今天采访的主人公就是Mi-kyoung Song作家。作家2008年在韩国正式开始了童话著作，并获取了很多奖项，作家除了童话以外还创作青少年小说，一直不断发表着优秀作品。

作家最代表性的童话集是《Some Kid Lived Here》，在今年初英国最有影响力的读书团体-图书信托基金会选出这本童话集为今年的海外图书最终候选作品。在400多篇优秀的图书中被纳入最后的8篇候选作品，可以说是非常优秀的成果。评审委员对这部作品评价为“意想不到，非现实，但又非常新鲜”，那接下来让我们来听取作家的作品世界和丰富的故事。

整理. Myung-im Nam记者

韩国出版文化产业振兴院(以下 韩)：非常高兴能在我们的网上杂志介绍您，请跟我们海外的读者做一下简单的介绍。

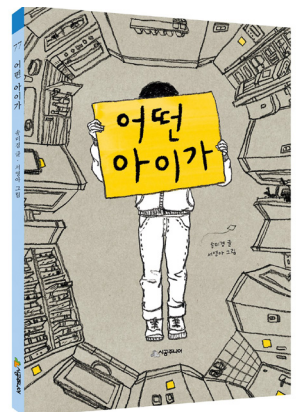
Song：非常高兴见到海外的读者!我1973年出生于首尔，从小喜欢画画和过家家，之后慢慢喜欢上了电影和电视剧小说。从小到现在一直喜欢做的就是拍照，从很久以前就开始拍街道上被扔掉的东西，工作完回家之后我就会重新看当天拍下来的照片入眠，这就是我的爱好。我喜欢用画来表达故事，所以今后计划开始进行图画书创作。



2008年以《A School Where Children do Not Want to go to School》获得熊津青少年文学奖之后正式登上文坛，以《Some Kid Lived Here》获得第54届出版文化奖，《A Child Who is Chewing Pebbles》获得第5届昌原儿童文化奖。还有2017年《Some Kid Lived Here》被纳入英国图书信托基金会选出的今年的海外图书最终候选作品。

我著作的童话有《The Home Newsletter Incident》，《罐头学院》，《我的珍珠连衣裙》，《针线活少女》，《来我家玩吧》，《复仇女神》，《吃日记的日记》，《吵闹的孩子们》等童话，青少年小说作品有《狂人手术报告书》等。目前在想象空间学院和changbi学堂等地方教“图像和叙述”课程。2016年在“水井”画廊举办个人展之后同时准备图画书和插图工作。

韩：今年听到了好消息，2013年发表的《Some Kid Lived Here》纳入2017英国图书信托基金会选出的今年的海外图书最终候选作品。希望您介绍一下这本书的背景，您想过会在海外受到这样的关注吗？





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[In Other Words](#)

Some Kid Lived Here & Other Stories

Author: Mi-Kyoung Song Translated from Korean by Sophie Bowman
Publisher: Sigongsa Co., Ltd.

Review

Sometimes there are strange worlds lurking inside our everyday lives. Sometimes our 'normal' everyday lives turn out to be anything but. This collection of five stories contains a range of eerie and unsettling variations on the theme of the ordinary.

In *Some Kid Lived Here*, a lone kid roams undetected from home to home with nowhere to call his own, and leaves a trail of notes which bring his unwitting hosts closer together. *Adult Younger Brother* depicts Haru's younger brother, a toddler who secretly loves to drink coffee and listen to his uncle play acoustic guitar. In *Non-existent Me*, Bean tells his story of growing up invisible.

Adorable child model, Laura, finds herself in a mysterious world where being cute is no longer important in *Laura was Cute*. And finally, we meet kids whose dads live inside pieces of smart leather and aluminium luggage; they force them out of their bags and into the world so they can teach them how to play in the story *Left Luggage*.

Original Title: 어떤 아이가
[Click here to read an extract](#)

△ 英国图书信托基金会门户网站介绍的《Some Kid Lived Here》
<https://www.booktrust.org.uk>

Song：这本书里的作品是我第一次写的短片《爸爸从包里出来》和《Some Kid Lived Here》，当时从月刊和季刊受到了邀请写短片，但当时我是以长篇登坛的作家，所以没写过短片童话。但当时我非常高兴杂志社邀请我写作品，所以我就接受了写作。

《爸爸从包里出来》是我写的第一篇短片童话，所以对我来说是非常有意义的作品，当时写作时也非常开心，对我来说是非常印象深刻的作品。看到登到杂志上的作品后，Sigong junior出版社联系了我，之后正式出版为书籍。其实当时出版作品对我来说已经是非常高兴的事情了，万万没有想到在

国外会有这么热烈的反应。这部作品获得第五届韩国出版文化奖的时候就非常让我惊讶，纳入候选名单就已经让我无法入睡。从我写童话的2008年开始我一直希望可以透过童话与世界的孩子们交流，当时我在我的日记本上写到我的书进行翻译出版的想象，但没有想象过获奖的荣耀。只是希望可以透过翻译出版与世界的孩子们见面。这部作品集里的短篇《Adult Younger Sibling》制作为家庭音乐剧并成功进行了演出，我非常的高兴。

韩：您不仅创作儿童文学，还著作很多青少年文学以及成人喜欢的故事作品，您在写作的时候从哪里获得灵感呢？

Song：在写作的时候不是每次都以同样的方法获取灵感，有时在素描的时候，有时晚上看到我拍摄的街道风景也会想起来东西，还有时为其他人祈祷的时候也会获取灵感。在写作的初期，为了写东西往往会收集资料或学习，但如果刻意的去做这些事情反而更写不出来。我是属于把想起来的東西都写下来的那种类型，喜欢在笔记本上用铅笔和钢笔写下来。写东西的时候有时会乱写点东西，这偶尔也会有帮助。

韩：平时影响到您的国内外因素都有什么？有喜欢的儿童作家和作品吗？可以给我们介绍一下吗？

Song：小时候参加美术大会，收到了一个礼物，就是权正生作家的《黄牛叔叔》。这本书的内容虽然很伤心，但又有温馨，用词又很滑稽。当时只要有时间就自己阅读这本书，有时还给弟弟读。还有几部作品是我正式成为作家后接触到的书，是Jun Okada作家的《神奇的时便表》和威廉·史塔克(William Steig)的图画书。

韩：在您的作品中有哪些书想介绍到国外呢？



Song : 第一本书是文学村出版的《A Child Who is Chewing Pebbles》，这本书获得了第五届昌原儿童文化奖，并且在平泽市“一个城市一本书”的项目中选为几个城市的推荐书，获得了多一次与读者见面的机会。sigong junior出版的《Some Kid Lived Here》也是很多读者喜爱的书。里面包括《I Bought a Tongue》，《来接我的猫夫妇》，《A Child Who is Chewing Pebbles》，《纸屋里纸妈妈》，《地球是圆的》等7篇短篇。Sigong junior出版社出版的青少年小说《狂人手术报告书》是一本想与其他国家的青少年分享的故事，书里还有我乱画的一些东西，也是我个人非常珍惜的作品。

韩 : 最后请介绍一下正在准备的作品或今后想写的作品。

Song : 2018年春天即将通过文学村出版童话书《春天的熊》，不久之后Sigong junior将出版童话书《因为沙发发生的事》。除了这两部作品之外，还准备着青少年小说集，现在已经是完成的阶段。今后想写的内容是有关流散的故事，这个主题是从以前开始就思考的主题，今后总有一天想通过写作来发表。

专栏 1

韩书海外出口趋势

《World's End Girlfriend》， 《三文鱼》版权出口消息

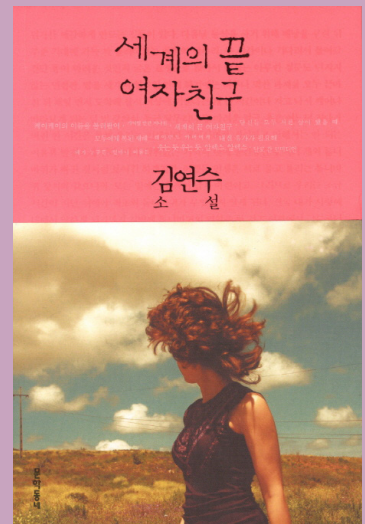
在韩国广受读者欢迎的两位作家带来了好消息，这两位作家就是小说家Yeon-su Kim和诗人安度眩。这两位作家的书各自出口到了台湾和印度尼西亚。已经确定出口到台湾的Yeon-su Kim作家的小说《World's End Girlfriend》和出口到印度尼西亚的安度眩诗人的《三文鱼(The Salmon Who Dared to Leap Higher)》在韩国也都已经是上榜过畅销书行列的优秀作品。

作者. Joseph Lee, President of KL Management

小说家Yeon-su Kim的短篇集《World's End Girlfriend》， 确定出口到台湾

成功出口到台湾的Yeon-su Kim作家的这部短篇集在韩国已经获得了李箱文华奖和东仁文华奖。这位作家的长篇小说《The Waves Belong to the Sea》和《Wonderboy》对国内读者已经很熟知了，但出口到台湾这部作品还是第一次。

已经出口到日本、中国和俄罗斯的这部作品是把Yeon-su Kim作家从2005年春天到2009年夏天著作的9篇短篇小说收集到一起的短篇小说集。金作家的文体精致而优雅，还带有他独特



Yeon-su Kim
《World's End Girlfriend》，封面
© 文学村

的幽默，本次出口到台湾的《World's End Girlfriend》作品的文体就很好的表现出了对世界尖锐的捕捉。通过本次机会台湾的读者们也获得了可以经验金作家文学的机会。在台湾出版市场过去吸收的大部分是 Drama-Tie-In小说或 Movie-Tie-In小说等相对来说大众化特征较强的作品，因此认为这次的文学作品，特别是短篇小说集的吸收是很罕见的事例。

安度眩诗人的《三文鱼(The Salmon Who Dared to Leap Higher)》，出口到印度尼西亚

安诗人的童话《三文鱼》最近成功出口到了印度尼西亚，其实这部作品已经翻译出版到英国、德国、土耳其、台湾、越南等东西方国家，是一本广受欢迎的为成人著作的童话，也是所有年龄层都可以享受的作品。

这部作品是1996年首次出版在韩国的作品，出版后的20多年仍然很受读者的喜爱。特别是在韩国，销售量已超过一百万部，这部作品也是让安诗人成为畅销书作家的作品。这部作品中最突出的一点就是诗人细腻的情感，并且内容也是描述三文鱼独特的生存方式-“回归”，从中叙述成长，痛苦和爱情。



安度眩《三文鱼(The Salmon Who Dared to Leap Higher)》，封面
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在东南亚国家中比如越南是同时出版文学作品和大众性较强的作品，但相反印度尼西亚是针对10多岁到30岁出头的读者，在这种大众性强的文学市场中《三文鱼》会获得什么反应值得我们期待。

专栏 2

世界文化舞台上的韩国作品

2017GKL文学翻译奖

作者. Joanne Kim院长

(韩国文化遗产教育研究院院长, 韩国翻译家协会第一代会会长)

为了韩国文学的海外出口

韩语的使用人数在全世界排行第12位，是一个广泛使用的重要语言。100年以上的韩国近代文学保存着很多宝物，每年出版的韩国文学不仅在质的层面，量的层面上也应受到世界的瞩目。

在这地球村里成为人们喜欢的、尊敬的国家直接影响到国家的生存和繁荣。这仅靠经济实力是不够的，需要文化和艺术的支撑。

韩国文化艺术的世界性已经通过K-POP充分获得了认证，在世界各地流行着韩国的电影、音乐和电视剧，甚至出现了K-beauty, K-food等单词。虽然韩国的大众文化和生活方式在全世界受到喜爱，但与此相比韩国文学的海外进军却远远满足不了人们的期待。大众文化，这一美丽花朵的根基就是文化，是一种高级文化土壤。我们为了成为受人尊敬的国家必须要宣扬我们的高级文化。



△ 韩江《素食主义者》

在这种环境下今年初韩江作家的小说《素食主义者》获得曼布克国际奖这一消息可以说是雪中送炭，这是申京淑的小说《寻找母亲》正式发行英文版之后传来的好消息。我们有必要仔细分析这两部成功事例，毋庸置疑文学出口的成功条件就是遇到好翻译家、好编辑和海外著名出版社进行出版。

为促进韩国文学的翻译及海外进入，包括政府机构很多民间团体也从多方面参与到其中。为在海外介绍韩国文学，首次建立翻译文学奖制度的是‘KOREA TIMES(KT)’。1970年日本川端康成的小说《雪国》获得诺贝尔文学奖是让韩国认知到韩国文学的翻译及海外介绍重要性的最大契机。当时获奖的日本作家在获奖感言中说到“这一奖项的一半是属于翻译家Edward Seidensticker”。

37年的时间里培育出的KT韩国文学翻译奖获奖者们目前已经成为了活跃的文学历译家集体，可以说在这干旱的文学历译土地上KT韩国文学翻译奖做出的功劳非常大。

韩国文学翻译现状

文化体育观光部属下的公共机构是韩国文学翻译院(LTIK)。文学翻译院运营着培养翻译家的项目及支持翻译的招募事业，还制定并颁发韩国文学翻译奖。文学翻译院的翻译家支持项目和训练项目培育出了众多文学翻译家。

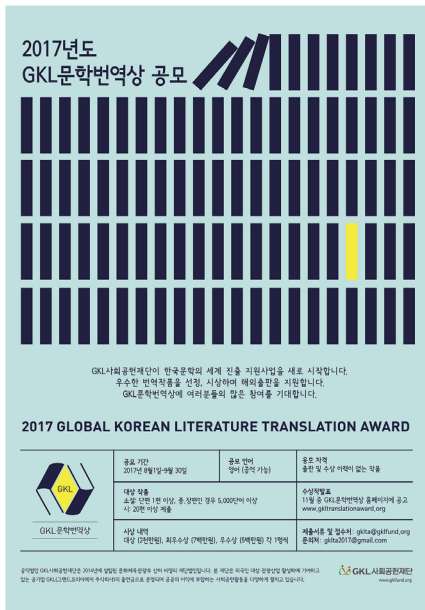
教保生命赞助的大山文化财团一直颁发大山文学奖，内容包括多种文化类型的韩国文学和韩国文学翻译部门。大山从过去就一直关注海外出版的重要性，不只颁发奖项，还支持着出版。

故Yoo Yeong延世大学教授(英文系)为翻译奉献了自己的一生，为了继续维持教授的业绩设立了财团法人-Yoo Yeong学术财团，并颁发着Yoo Yeong翻译奖。另外，YBM赞助的国际交流振兴会不仅进行韩国文学翻译家培育事业，还通过与海外大学的交流与出版支持韩国文学的普及。

因目前有一些制度和奖项上面的保障，所以在韩国文学的翻译和海外介绍方面，韩国文学翻译家会获得更多的机会和财政方面的支持。GKL社会贡献财团的Deok-joo Lee前任理事长认为最近作者韩江获得国际翻译文学奖充分让世界认识到了韩国是一个文化强国。

但有一个问题需要我们留心，对韩国文学的国内评价不代表海外读者的评价。如果我们只站在国内的角度评价翻译作品的文学性和艺术性，就相当于制作了忽视消费者需求的产品。

2017年设立的GKL文学翻译奖很好的认识到了这些问题。GKL文学翻译奖积极的利用了GKL(Global Korea Leisure)的国家层面的旅游收入财源，是通过GKL社会贡献财团进行的文化事业。GKL文化翻译奖的GKL意味着国际韩国文学(Global Korea Literature)。



△ 2017GKL文学翻译奖征集海报
 参考: <http://gkltranslationaward.org>

GKL文学翻译奖创建的宗旨是以国际化的角度和方法来培养国内外有实力的韩国文学翻译家，进而提高韩国文学翻译的质的水平，促进扩大在国外的市场。GKL文学翻译奖通过对作品的颁奖和培养优秀翻译家来探索项目的“二元化”。今后为了让更多更优秀的国内外翻译家获得信心，机构还会增加对奖项的奖金。

翻译文学奖的评审由国际翻译文学界的主要媒体、出版社、中介公司、明确海外读者期待的高级专家构成。GKL的执行委员长是过去在美国哈佛大学负责10年韩国文学

讲座、负责韩国文学介绍杂志《Azalea》编辑的Young-jun Lee教授(庆熙大学Huanitas研究生院院长)。



△ 哈佛大学韩国学研究所发刊的韩国文学专门英文文艺杂志《Azalea》第9号，第10号封面

社团法人韩国文化遗产教育研究院负责GKL文学翻译奖的整体运营，为此今年6月GKL社会贡献财团和(社)韩国文化遗产教育研究院签约了相互合作协议。今年7月27日还通过记者恳谈会公布GKL文化翻译奖的正式设立。

GKL翻译文学奖不仅颁发奖项，还帮助入选的翻译作品介绍到海外媒体和文艺杂志上，除外还支持在著名出版社进行出版。GKL文学翻译奖执行委员会基于这种长期的战略，运营着韩国文学的海外介绍事业。

2017GKL文学翻译奖获奖者



获奖内容	翻译者	作品名称(作家)	分类
大奖	Agnel Joseph	「附近」(朴玫奎)	短篇小说
最优秀奖	Eun-ji Sung	「永远的述者」(金爱烂)	短篇小说
优秀奖	Janet Hong	「小偷姐妹」(裴琇亚)	短篇小说

2017年GKL文学翻译奖的征集作品有44件，(诗7件，短篇小说28件，长篇小说9件)。其中通过预选的作品有8件(短篇小说7件，长篇小说1件)，在进行预审过程中已经有翻译的作品或准备资料不充分被排除的作品有8件。评审的标准是翻译原稿的完成度、艺术的完成度和翻译文章的完成度，还有可读性等等。

奖金是大奖2千万韩元，最优秀奖700万韩元，优秀奖500万韩元，不仅奖金还会获得海外出版的咨询和支持。通过预审的作品也可以像获奖作品一样申请对海外出版的咨询。

■ 参考资料-获奖者简历

获奖内容	获奖者	简历
大奖	Agnel Joseph	<ul style="list-style-type: none"> · 1984年印度出生，现生活在首尔 · 尼赫鲁大学韩语系毕业 · 2006年庆熙大学韩语学堂及韩国文学翻译院第5届翻译课程毕业 · 现韩国文学翻译院英语文化圈/E-Book组工作 · 获奖经历 <ul style="list-style-type: none"> - 第12届韩国文学翻译新人奖 - 第44届韩国时报主办韩国文学翻译奖大奖
最优秀奖	Eun-ji Sung	1981年韩国首尔出生，现京畿道广州市居住
优秀奖	Janet Hong	<ul style="list-style-type: none"> · 1980年加拿大出生，现加拿大居住 · University of British Columbia 毕业 · 作品 <ul style="list-style-type: none"> - 「The Impossible Fairy Tale(不可能的童话)」(2017/03出刊) - 「Bad Friends(坏朋友)」(计划2018上半期出刊) - 「The Woman Next Door(隔壁家的女人)」(计划2019/04出刊) · 获奖经历:第32届韩国时报主办韩国文学翻译奖大奖

书籍概要

韩国出版文化产业振兴院 (KPIPA)摘录·支持样品翻译的评选作品

有望出口的韩国图书

<灰色文献>

1. 出版社信息

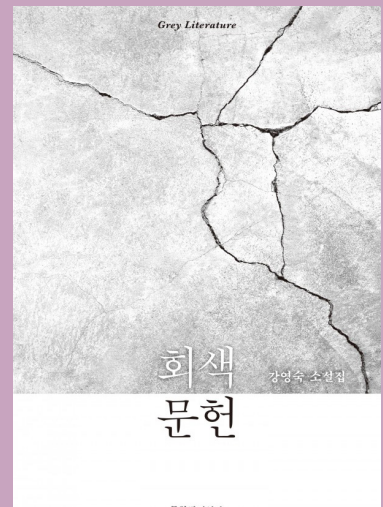
Moonji Publishing co., Ltd.
<http://www.moonji.com>

2. 图书信息

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类别 | 小说集
作者 | Kang YeongSuk
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4. 营销信息

发行册数/畅销书排行榜 | 4,000册

图书主题 | 平凡都市人日常中的龟裂

主要读者层 | 20~30来岁的读者

媒体评论及广告文案 | “用文字弥合人世龟裂和缝隙的小说家姜英淑是位害怕被贴上‘优秀小说’标签的真真正正的优秀小说家。”——《每日经济》

5. 作者简介

出生于韩国江原道春川,首尔艺术大学文艺创作专业毕业。1998年短篇小说《8月之餐》入选《首尔新闻》“新春文艺”后,开始创作活动。著有小说集《摇摆》、《每天都是庆典》、《关于红色中的黑色》、《举哑铃的夜晚》以及长篇小说《莉娜》、《写作俱乐部》、《悲伤而愉快的电视少女》。曾获《韩国日报》文学奖、白信爱文学奖、金裕贞文学奖。

6. 图书简介

本书由7部短篇构成。作品刻画了当今越发黑暗的都市和在这黑暗迷宫里无止境地徘徊的人们毫无保留地和陌生人分享伤痛的奇妙连带。

熟悉的日常日复一日,但这日常却不再安适。受自然灾害和资本主义灾难的双重打击,活下来的人们如同地域的幽灵般在城市这座迷宫中来来往往,而这就是所谓的“日常”。姜英淑作品中的人物都有过失去人生意义的遭遇,都试图摆脱日常的束缚。但迷失方向的人不会有导航系统,他们最终都陷入了另一个似梦非梦、摸棱两可的地狱。

姜英淑笔下全是些支离破碎的人物,即使离开也无人挽留。他们和陌生人恋爱,交往中不带一丝感情投入。关系结束后,他们总会为寻觅自我重返故乡。《不治》中的辰昱是个工作勤奋、为人表率 of 银行职员。他爱上了来银行贷款的秀妍。和秀妍分手后,他也回到了故乡。《海鸣》中的丽丽是个深受大地震阴影折磨的日本人。地震的经历让她很难熟睡。为好好睡上一觉,她来到韩国。尽管离开出于无奈,但所到之处同样超出想象。《暗坑》中的井然从工作了25年的公司离职了。和一群人喝完酒后,犯困的井然被困在最后一班地铁上。这些人所到之处并非实现他们梦想的魔幻之都。故乡已陌生难认,而首尔的北村对外乡人来说仍是个万事皆有可能的陌生之地。无论是在沦为半个废墟的城市建首、生平第一次来的公共汽车终点站,还是误入的小巷或最后一班地铁的车厢,他们面临的依旧是混乱。

出版业

韩国出版的现状



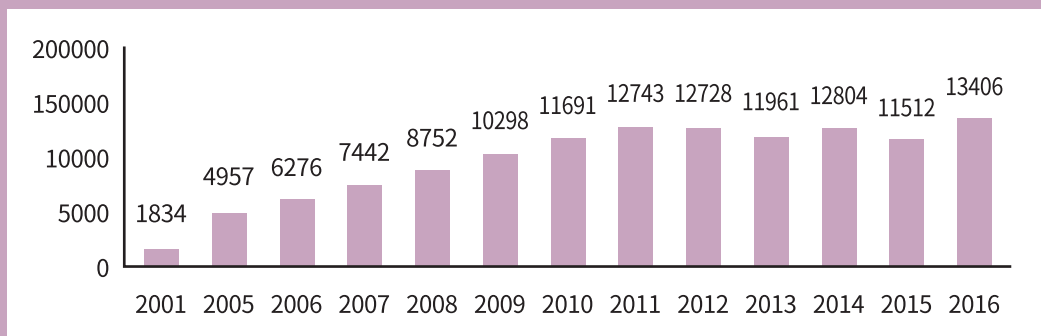
韩国出版市场中网上书店所占的流通渠道的比重约30%。大型公司有YES24, Aladin, Interpark和以实体店为基础的教保文库，这四家是典型的大型公司。如果加上实体店卖场，教保文库的销售额最高，但只看网上的销售YES24排在第一位。

作者. Won-Keun Baek(书和社会研究所代表)

在美国亚马逊的登场(1995)后，全世界陷入网上书店热潮时韩国的第一家网上书店也正式开业(1997年)。到了2000年代前后无需实体店，只依靠电商的多数网上书店开始登场。这10年间的发展趋势可以说是刮目相看。2009年销售额突破了一万亿，2011年记录了史上最高销售额后遇到两年销售下降现象，但又重新回升呈现“跳板现象”。这里需要具体说明。

<网上书店销售趋势>

(单位：亿元)



* 出处：统计厅

与网上书店的发展势头紧密相关的是韩国模糊的图书定价制的规定。为了防止卖场和网上书店的过度打折现象而规定的图书定价制，其实直到2014年11月修订现行法实行之前只是一个名义上的制度。发行后过了18个月的图书不限折扣范围，因此出现了1+1营销等过度竞争现象，导致打折作品成为畅销书的情况出现，可以说市场极度缺乏稳定性。这期间大型网上书店大大的提高了市场占有率，而相反地区的小规模书店就从竞争中排挤出去，面临了关门的危机。这时期是整体出版市场规模没有出现变化的情况下，只有网上书店实现发展的时期。

但从2014年11月新刊(从发行日到18个月以内的图书)旧刊的直接间接打折率限制在15%，因此基于“最后打折”营销，2014年网上书店销售额较高的原因在于这里。2015年如2013年一样呈现下滑曲线。2016年的销售额增加是因为打折率限制规定实行后，二手图书市场受到瞩目，因此网上书店开始攻略了二手市场，这影响到了2016年的销售额。



韩国出版市场中网上书店的占有率不仅很高，还实行着“当天配送”等快递服务、各种打折营销(15%的图书定价制度范围内)、电子书销售和二手图书销售等。Aladin从2008年正式销售网上二手市场，又从2011在全国大城市直营大型实体二手书店(目前共有40家卖场)。实体书店业是共同发展委员会指

定的中小企业符合行业(2019年2月期限),因此只做二手书店。YES24也在首尔和釜山运营6家大型实体二手书店卖场。在大型网上书店个人与个人在公开市场中进行交易时,书店会获取10%的盈利,并且还在线上 and 线下直接进行二手图书交易。因此不得不依赖新刊销售的出版界和出版市场指责网上书店是导致出版市场低迷的原因提供者。

韩国的大型网上书店基于互联网的发展,在数码环境下以折扣战略扩张了对实体书的销售范围,同时也是电子书和数码内容销售的平台。比起实体书店,配套和搜索,还有配送服务符合了顾客的需求,同时引入了先进的交易方式。但因打折销售和非正常的二手书市场的扩大,还有对小规模或新生出版社过低的供给率要求(扩大网上书店的盈利)等过度集中在销售的营业方式受到批评。韩国是诸多国家中亚马逊还没有进入的国家。韩国的网上书店市场就如从市场支配力获取品牌实力的,但同时因回避交税而受到批评的亚马逊一样。

目前韩国现行图书定价制的最大受惠者就是大型网上书店。与实体书店相比以较低的攻击率与出版社进行直接交易,提供10%的折扣和5%的积分服务。并且还通过利用流通市场上的影响力,进行网上广告和商品销售,除外还进行出版社支持的各种营销活动。一般的实体书店只能依赖于书的销售,但网上书店因电商的扩张性,除了书以外还销售着旅游商品、没票、一次性商品等,因此一般的实体书店难以战胜“规模上的经济”。但相对来讲规模较大的网上书店仍然面临出版物销售局限带来的苦恼。

畅销书



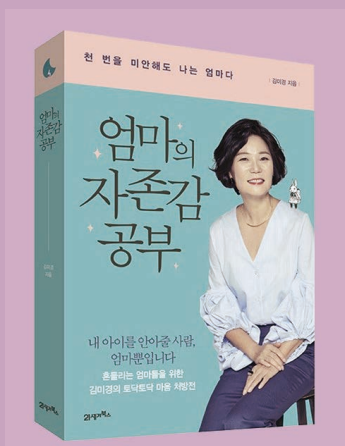
12月韩国畅销书趋势

2017年11月两周统计结果

作者. Hyun-jung Kim(教保文库营销支援室品牌管理组)



预约购买反应激烈，《妈妈的自尊心学习》

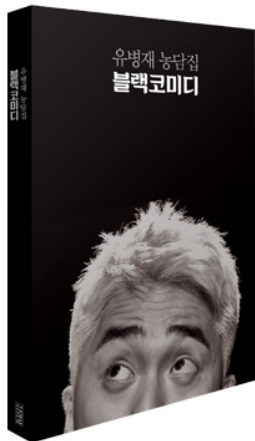


这部作品从预约销售期开始反应就已经非常激烈，瞬间排上了综合第一位。金作家通过电视和大众演讲已经有很高的认知度，在加上这本书的内容获取了女性们的认同。从销售比重中可以看出女性读者群占大部分，30多岁的女性读者购买份额占50.4%，占最大比重。

除外李基周的《语言的温度》，金兰都《Trend Korea 2018》，Nam-joo Jo的《82年生金志英》继上周排在前面，仍然很受欢迎。

《妈妈的自尊心学习》各性别/年龄销售比重

区分	男	女	合计
10多岁	0.2%	0.2%	0.3%
20多岁	0.5%	4.0%	4.5%
30多岁	3.7%	50.4%	54.1%
40多岁	4.6%	32.1%	36.8%
50多岁	1.1%	2.5%	3.6%
60岁以上	0.3%	0.4%	0.7%
综合	10.4%	89.6%	100%



自我创新，自我开发成为强势

最近人们对未来展望、自我创新和自我开发的关注度较高，因此对这一领域的新刊，30-40多岁读者的关注度较高。Manson Mark的《The Subtle Art of Not Giving A F*ck》，Kogure Taichi的《Explaining Clearly Without Being Incoherent》等有关自我开发的书籍呈现上升趋势。

还有以独特的主持在社交网站获得人气的柳炳宰《柳炳宰戏言集黑色幽默》上升了6个阶段，记录综合排行第10位。虽然他是电视人，但通过社交网站与20-30多岁的读者持续的进行沟通，因此粉丝层也比较雄厚。

<2017年11月两周畅销书1-15位>

排行	著作名	作家	出版社	领域
1	妈妈的自尊心学习	Mi-kyung Kim	21世纪Books	自我开发
2	语言的温度	李基周	Malgeul Site	诗/散文
3	Trend Korea(2018)(10周年特别版)	金兰都	miraebookjoa	经济/经营
4	82年生金志英(今天的年轻作家13)精装本	Nam-joo Jo	民音社	小说
5	The Subtle Art of Not Giving A F*ck	Manson, Mark	Galleon	自我开发
6	长日留痕(modern classic 34)	石黒一雄	民音社	小说
7	语言的品格	李基周	Hwangso kooks	人文
8	I'm Quite Good Just the Way I Am	Yu-mi Jo	Hummingbird	散文
9	轻推(Nudge)(精装本)	理查德·塞勒	leadersbook	经济经营
10	柳炳宰戏言集黑色幽默	柳炳宰	备彩	诗/散文
11	我决定做我自己	金秀贤	Maumsup (心里的森林)	诗/散文
12	自尊心课程	尹洪均	Simple life	人文
13	解忧杂货店(精装本)	东野圭吾	现代文学	小说
14	我想吃掉你的胰臟	住野夜	Somymedia	小说
15	拉丁语课程(为了智慧而美丽的生活)	Dong-il Han	Next wave media	人文

* 资料出处：教保文库