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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

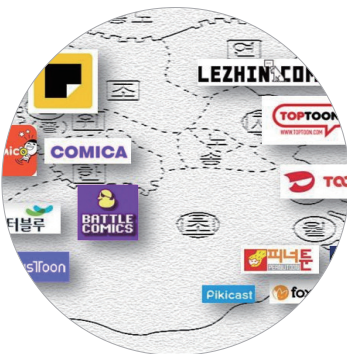
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# K-Book Trends 韩书趋势

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Trends

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## Trends and news in South Korea's book design

Written by Yoony Suk (Head, Mimesis Design Team)

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Despite there being very limited space on a book for design, we've seen many changes in book design both experimental and diverse. Up to the early 2000s, it wasn't clear what the concept of book design entailed and at many times people would ask what it was exactly 'book designers' did.

Book designers are one of many people who are involved in making books and not only do they design the covers, they need to understand the font and contemplate how to connect readers



(Image 1) Book images from the 1980s

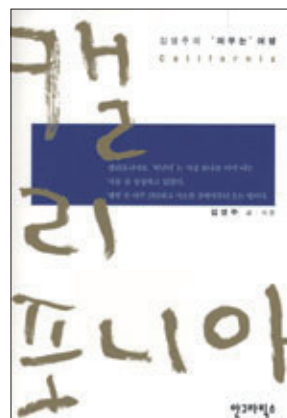
with the materialistic characteristics of the book. In the 1980s, the form of books was quite simple and there were limitations as to how books were designed. Looking back, the unique designs from then had influenced book designs to a great extent, when book designers had to work with film by hand in designing the books(See image 1). With the development of programs, it now takes a very small amount of time to get what's inside your head onto the covers of books and there is a much wider selection of fonts and paper. There are more opportunities to find better images and everything, including sharing information on the design process, has become much faster.

As we went into the mid-to-late 2000s, designs on books started becoming more diverse with more fonts and postprocessing. With the calligraphy boom, unique fonts and handwriting started appearing in advertisements, movie posters and and books. More illustrations started being used and flamboyant yet strong designs

also caught the eye of many. In 2010, there was a spike in phrasing brands and globally, "minimalist" designs started picking up in popularity(See image 2). In contrast to the past, covers were no longer being used to convey information and designs started becoming much simpler. Thanks to the influence of Japanese book covers, margins became very important in book design for simple layouts.

Serious contemplation over the 'impact' on readers has continued until now. In the case of bus advertisements, one strong slogan itself can become an ad, or a fun image can grab the eye of passersby. On book covers, the main trend has remained simplicity while some experimental elements have been incorporated here and there. For example, a small but fun and strong title might be used along with a unique illustration. Another form of design would be 'tacky' designs, or vintage designs with motifs from the past that only incorporate graphic elements and postprocessing. We are seeing more and more designs that are diverse, as if they are all competing for the most fun and experimental design.(See image 3)

(Image 2) *California, Design of Design*(An Graphics)





(Image 3) *Setting a bit of space*(Book Reading Cat),  
*Research Center For the Skills of the Mundane*(Across),  
*Words of Writing*(UU Press), *Dream*(Workroom Press)

As there are now cases where some book designs have led to receiving separate attention from the industry, or directly resulting in higher book sales after having been perceived as 'good design', book designs are no longer a secondary thing in the process of creating books. When contracts are signed for the creation of a book, those involved discuss what design and concept are to be used in the book, what kind of paper will be used, how much weight the book will be given and what unique illustrations will be used on the covers and inside the book. These discussions naturally extend to the marketing of the book. Designs are also key in planning related goods or creating images for the Internet - all things to help the book become known further.

To regular readers, only the designs of bestsellers probably remain in their minds, but those who have a little more interest than the normal reader or people inside the industry actually increasingly buy books to collect publications that have unique designs. As more books fail to be published beyond the first edition, these consumers are opting to buy books to possess them. Noticing this trend,

some publishers have decided to publish limited editions of books(See image 4). Books that had stopped being published were at times re-published with snazzier covers while limited editions of steadysellers would be sold revamped and looking more fabulous. That trend has not died yet and continues to draw in readers with small changes here and there.



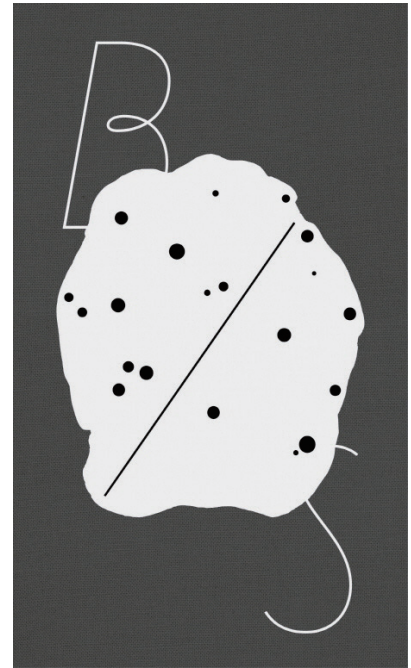
(Image 4)  
*The Centenarian Who Escaped Through the Window*(Open Books),  
*Igalia's Daughters*(Golden Bough).  
 Original covers on left, limited edition covers on right

In the case of regular books compared to books for collection, they are being manufactured with lighter paper and made smaller to help readers carry them around. Designs are recreated for this purpose and the sizes of the books are changed so they can be gripped with one hand. Rough but light paper is used to print the books on to make them easier to read and they are also simpler in design. Naturally in this process, book prices go down, and readers find themselves searching for lighter and thinner books to read. There are already readers who collect books that offer fewer pages and publishers that plan short story books from South Korean authors which are only expected to spur more variety when it comes to designs.(See image 5)



(Image 5) Minumsa's *Shooting Arrows* series, Open Books' *Blue Collection*

Elements in book design are now also very important in deciding the identity of the publisher. The overall look of the book, how it's printed, the style of the main content and cover images - all these contribute to the first impression of books. That impact and style books have are increasingly reflecting the characteristics of publishing companies. Similar to how Penguin Books in the United Kingdom has appealed to readers over the years with their brand image, South Korean publishers are slowly moving towards the point where readers can identify some publishers by the covers of their books without checking the logo. The creation of the brand image that previously seemed possible for only bigger publishers is now being done by local independent publishers who publish books with affection, one at a time. Sometimes even the title of the book is nowhere to be found while at times the book is purposely made too big or too small or even like a spiral notebook. The layout of the main content is sometimes stunning, making readers take time to adjust to the new concept. (See image 6)



(Image 6)  
*Paper Island*(Book Nomad),  
*Proost*(Workroom Press)

Nowadays it takes a short amount of time for trends to come and pass. It's fun seeing diverse book forms but it is increasingly becoming difficult to define what good book design is. When giving lectures on book design, one question that is given quite often is, "How much influence do you think design has on readers?" The question is basically asking how much sway design has on readers when it comes to their actual purchasing the books, and I believe that is a question that also addresses the basic fundamentals of book design.

Books will always have their core role as a book. All the elements that make a book have their own purpose, and I believe design will increasingly have a bigger role as time passes. Design is now critical when it comes to lifestyle items like household electronics and book designs are something publishers cannot pass up as they stress the core values of books.

How will book design develop as time passes? Like calligraphy managed to combine itself with design while retaining its callous feel, the current popularity of vintage designs and bold graphic designs may develop into another trend altogether by combining themselves with pure artworks. Designers are now faced with contemplating how many or what images, ratios or colors are used for online marketing but at the same time, there will be more books readers can feel and touch.

Demand for useful and minimal designs is expected to remain. Simultaneously, there will be readers who want fancier finishes to their books with serious weight, resulting in bigger books. The day when all these books grace a single bookshelf is likely to come sooner than later.

Special

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## Agencies talk actual copyright export cases

It is a well known fact South Korea's copyrights are being exported actively throughout the globe. However, it is difficult to know in detail what books are being sold into which countries and how. This is because the information is directly connected to the business operations of agencies that are involved in intermediating export deals. It is also because so many books are being exported to other countries simultaneously.

In our January webzine, we will look at what kinds of content have been exported so far including literature, children's books, practical books, series, comics, webtoons and language education workbooks. Through these detailed examples from agencies, readers will even be able to find tips they would not have found out about without having gone through the export process themselves.



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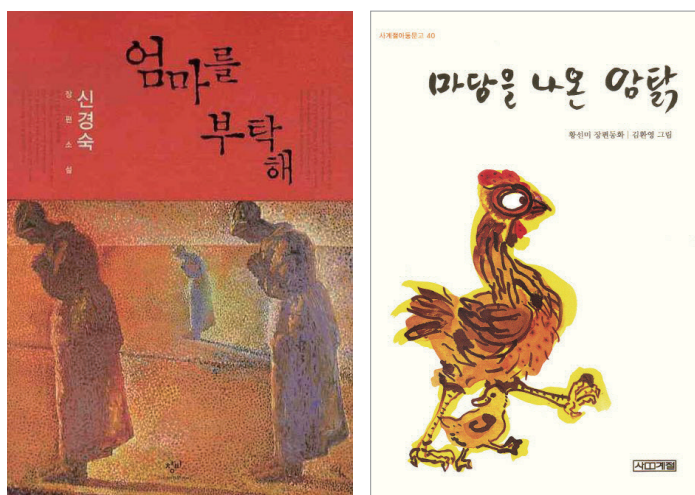
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## 1. Literature

Written by Joseph Lee(President of KL Entertainment)

### **Kyung-sook Shin's *Please Look After Mom* and Sun-mi Hwang's *The Hen Who Dreamed She Could Fly***



Kyung-sook Shin's *Please Look After Mom* found itself on the *New York Times*' bestseller list as soon as it was published in early April, 2011. Shortly after, it made Amazon.com's Best Books of 2011 list that selected 100 books. In the novel category, it was selected as one of the best 10 novels along with Japanese writer Haruki Murakami's *IQ84*. Shin had opportunities to meet with foreign readers in six cities in the United States and eight European cities. In addition to topping bestseller lists in the United States, Shin's novel also rose to first place among new releases in 10 days following its release in Italy. The novel was also named among other bestselling novels in a leading newspaper there. In Taiwan, *Please Look After Mom* became the third bestselling novel there. In the spring of the following year, Shin's *Please Look After Mom*

received the Man Asian Literary Prize, which was unprecedented for a South Korean novelist and an Asian female writer. Through this South Korea's literature was suddenly in the global spotlight, receiving attention from publishing markets and writers worldwide. It ultimately became a critical bridge for South Korean literary works to broaden their territory. As of now, *Please Look After Mom* has been exported to 37 countries.

Sun-mi Hwang's *The Hen Who Dreamed She Could Fly* was published in the United States and United Kingdom in late 2013 and early 2014, respectively. When South Korea was invited to the London International Book Fair in spring of 2014 as honor guest country, Hwang was selected as 'today's author' at the fair. As of December this year, *The Hen Who Dreamed She Could Fly* has been exported to 29 countries and made it on the bestseller list in the United Kingdom in April 2014. Thanks to Hwang, the presence of South Korea's novels was made known in U.K. bookstores. That year the book gained notable attention in the United Kingdom, becoming one of the top-selling novels in the top 10 independent U.K. bookstores in 2014, best book of 2014 by Water Stones and best book of 2014 selected by booksellers. Prior to this, the book had been selected as book of the year in Poland in 2012. Consequently, Hwang was now a global author. More recently, Hwang's *The Dog Who Dared to Dream* has been published in Western and Northern Europe and is receiving consistent praise. Another one of her longer length novels, *Miracle on Cherry Hill* was recently exported to the United Kingdom.

## Jung-myung Lee's *The Investigation*, Han Kang's *The Vegetarian* and *Human Acts*

Korean author Jung-myung Lee was the recipient of one of Italy's most coveted literary prizes in July 2017 when she was given the Premio Selezione Bancarella for *The Investigation*. This title is given to five authors who make it to the finalist round for the Premio Bancarella. Among the six authors who were finalists for the top prize, Lee was the only non-Italian writer. The Premio Bancarella award is the only Italian award where actual local booksellers are included on the judge panel. At the award ceremony, the members of the judge panel take a vote and select the winners. The prize, established in 1953, was first given to U.S. novelist Ernest Hemingway. *The Investigation* was published by Macmillan Publishers in spring of 2014 and later was on the longlist for the Independent Foreign Fiction Prize 2015. Since its release outside South Korea, the novel has received praise for its literary value and

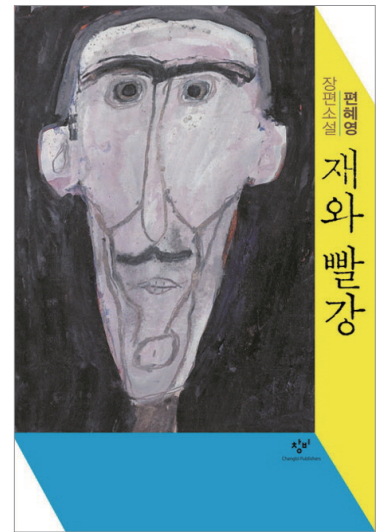
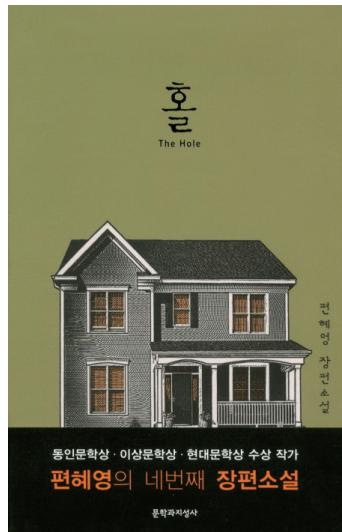


popular appeal and to date, its copyright has been sold to Italy, the United Kingdom, the United States, France and Spain.

In 2016, Han Kang received the global spotlight after winning the Man Booker International Prize for *The Vegetarian*. The news of the award resulted in a wave of interest in not only the author herself, but South Korea's literary world as well. The copyright for this book has been sold to nearly 40 countries so far and *Human Acts*, another novel from the author, is also currently the subject of interest from the United States and Europe. Recently Han Kang's *The White Book*, a compilation of poems, essays and stories in novel-form, was published in the United Kingdom, furthering her success as a unique author.

### **Hye-young Pyun's *The Hole, Ashes and Red***

Hye-young Pyun's novella *Caring for Plants* was translated and published in *The New Yorker* on their July 10 issue. It was only the third time for a Korean writer to have their work published in the magazine. Previously four poems by Ko Un were released in 2006 and in 2011, Mun-yol Yi's novella *An Anonymous Island* was published. Interestingly, Pyun's novel *The Hole* was released in the United States on Aug. 1 shortly after *Caring for Plants* was published. This book was published by Arcade Publishing. Pyun's first full-length novel *Ashes and Red* will also be released through



the same publisher in Aug. 2018. In the spring of 2016, a two-book deal regarding *The Hole* and *Ashes and Red* was signed with Arcade Publishing, which was the first of its kind. The author's *Ashes and Red* was previously selected as book of the year in 2016 in Poland.

## 2. Children's picture books, practical books

Written by Soon-hang Shin(Imprima Korea Agency China Team)

### Growing emphasis on authors in China

The Chinese publishing industry has also recently starting placing emphasis on authors, resulting in some authors' work being consistently imported to the country. For example, Polish author Iwona Chmielewska is known for actively publishing books in Korea and her publications have been aggressively sought after in China. Many places have imported and started selling her books in Korean, including Taiwan and China. Also in Chmielewska's case, she had little trouble getting her books published in China thanks to her Polish nationality while South Korea and China were in the middle of a dispute over the deployment of a U.S. missile defense system called Terminal High Altitude Area Defense(THAAD).

- Examples of exported books by Iwona Chmielewska



- *Eyes* (Changbi, 2012 / Jieli Publishing House, 2013)
- *House of the Heart* (Written by Hee-kyung Kim, Illustrated by Iwona Chmielewska, Changbi, 2010 / Taiwan's Grimm Press, 2013)
- *Blue Stick, Blue Box* (Sakyejul, 2014 / China's Huazhong University of Science and Technology Publishing Co, 2016)
- *Four Directions of Time* (Sakyejul, 2010/ China's Zhuwenhwa)
- *Toes* (Nonjang, 2004 / Jiangsu Phoenix Publishing(Children), 2014)
- *Half Full or Half Empty?* (Nonjang, 2008 / China's Guangxi Normal University Press, 2017)
- *Thinking 1, 2, 3* (Nonjang, 2008 / China's Guangxi Normal University Press, 2017)
- *There is a Problem* (Nonjang, 2010 / China's Guangxi Normal University Press, 2015)
- *Pencil of Thoughts* (Nonjang, 2011 / China's Guangxi Normal University Press, 2017)
- *Road to School* (Nonjang, 2011 / China's Guangxi Normal University Press, 2016)
- *Where Can Our Daughter Be?* (Nonjang, 2011 / China's Guangxi Normal University Press, 2017)
- *Four Plates* (Nonjang, 2013 / China's Guangxi Normal University Press, 2017)

In the case of author Hee-na Baek, who has a considerable following thanks to her book *Cloud Bread*, she has seen contracts signed but actual publications have been delayed in Taiwan and China(Jieli Publishing House). Before the spat over THAAD, Baek had been invited to give lectures at the 2015 Shanghai children's book fair in addition to book readings at elementary schools, book autographing events and promotional events at bookstores. The author had gone on to expand her presence in China in 2016

through various events, like reading and making books at the Beijing Books Building. However, as diplomatic conflict grew between the two countries, Korean book publications were stalled in China and it has been the same for new releases.

- **Examples of exported books by Hee-na Baek**



- *Cloud Bread* (Hansol Education, 2004, Hansol Soobook, 2007 / China's Jieli Publishing House, 2013)
- *Jangsutang Fairy Godmother* (Bear Books, 2012 / China's Jieli Publishing House, 2016)
- *Moon Sherbet* (Bear Books, 2014 / China's Jieli Publishing House, 2015)
- *The Fly I Tasted in My Dream* (Bear Books, 2014)
- *Last Evening* (Bear Books, 2014)
- *Chirping Mom* (Bear Books, 2014)
- *Strange Mom* (Bear Books, 2016)

## More Korean picture books exported on back of popularity

The popularity of picture books has been increasing in China and Taiwan and exports of South Korean picture books have been growing in tandem. Of course in China's case, there are still difficulties like CIP(cataloging in publication) issuances being barred but most expect consumers' demand for high quality picture books will continue to grow. Recently published books like the below and their respective authors' future books are worth a look. Especially in the case of writer Hye-won Gyeong, she was invited to a book autographing event at a Taiwan bookstore after her book *Elevator* was published there in December 2017. Taiwanese publishers also prefer selecting books based on authors, and Gyeong has seen continued demand for contracts.

### • Other examples of picture book exports



- *Underground Garden*\* (Sun-kyung Cho, Borim, 2005 / China's Guangxi Normal University Press, 2015)
- *The Fish With A Cold* (Jeong-sub Park, Sakyujul, 2016 / China's New Star Press, 2017)
- *Elevator* (Hye-won Gyeong, Sigong Junior, 2016 / Taiwan, 2017)
- *Watermelon Swimming Pool* (Bonsoir Lune, Changbi, 2015 / China's Guangxi Normal University Press, 2016)

\* Recipient of Most Beautiful Picture Book in China award in 2016

## Export cases of books for elementary school students, children

Aside picture books, books for elementary school students like *Book Reading Troll*(Sang-bae Lee, Cheoeum Junior, 2008 / Xinyong Publications, 2012) and *Today, What Shall I Write In My Diary?*(Seol-a Jeong, Blue Garden, 2010 / Liaoning Publisher of Science and Technology, 2014) continue to produce royalty payments following additional contracts. At this point we can easily say these are books well accepted by Chinese students and their parents.



A math book series for children not yet in school called *Apple Math Stories 1~25*(Korea Steiner, 2010 / China's Eastern Publishing Co, 2012) has also been consistently recording good sales as word of mouth spreads among Chinese parents. The year the contract for the book was renewed, royalty payments had already exceeded the pre-royalty check from the renewed contract.

## Export examples of practical books



Among books for practical use exported to China, *10 Minutes To Creating a Man's Body* (Ju-ho Chung, Vita Books, 2013 / Posts & Telecom Press, 2014) has seen sustained sales since it was published in Chinese. *Garden of Time* (Ji-hye Song, Book Life, 2015 / China's CITIC Publishing House, 2015) which was exported to China at the height of the coloring book boom recorded a large number of sales that year and the following year. Books on learning languages are also consistently popular in China. *Business Email English Phrases Dictionary* (Darakwon, 2009 / China's Beijing Language and Culture University Press, 2011) and *Sinagong TOEIC Series* (Gilbut Easy Talk, 2006 / China's Machine Press, 2010) have been selling steadily since their release.

### 3. Book Series

Written by Yeon-hye Chung(Head, Lingking-Asia International Inc.)

#### Children's picture books

- Examples of picture books



- *Finger Play* (Su-hyun Bae, Round Ground, 2017 / Taiwan)
- *The World's Biggest Cake* (Young-eun Ahn, Sung-hee Kim, Gimmyoung Publishers Junior, 2014 / Taiwan)
- *My Small House* (Sun-jin Kim, Sangsuri, 2016 / China)
- Series *Safety Story Series* (Sodam Junior, 2010 / China)
- Series *Big Kids Math Set* (Chunjae Education, 2016 / China)

*Finger Play* is a book that incorporates the use of fingers, whether it be by the young reader alone, or by the reader accompanied by their friends or parents. There are English and Korean words inside the book, but the book itself requires little knowledge of language. Thus is such that direct requests from publishers in other countries have been made for exports of the book. So far, contracts have been signed for English, Spanish and simplified Chinese. The last

contract was signed at the 2017 Beijing International Book Fair even during heightened diplomatic tensions between South Korea and China over THAAD. The clear theme and colorful artwork tell a fun story that can be enjoyed without language barriers and future prospects are good for warm, friendly picture books like these.

*The World's Biggest Cake* is a picture book for young elementary school students based on an actual incident in 1491 when Leonardo Da Vinci was asked to create a giant wedding venue that resembled a wedding cake for Italian Ludovico Sforza. The book has already seen a surge in sales in China while Eastern Book Press in Taiwan is scheduled to publish the book early next year. The exciting story, fun details from history, imagination and creativity-boosting elements are all things publishers are currently looking for in picture books.

The *Safety Story Series* is for very young children to elementary school students. It is a series addressing basic themes on safety, involving play, traffic, food, illnesses, outdoors, electricity, fire, disasters and crime. Even the book itself was produced with technology that prevent paper cuts and received a presidential award. This too, was exported to China in spite of the diplomatic row. Chinese publishers are increasingly looking for books on children's safety as China no longer is enforcing a one-child policy. The picture book series on safety is seeing continued demand from China and Taiwan.

## Other children's books

### • Other examples of children's books exports



- Brain game book *Find it, Find it Series* (Sangsuri, 2010 / Taiwan)
- Educational comic series *Don't Lose it Science Series* (Wisdom House, 2017 / Taiwan)
- Educational comic series *Math and Records of the Three Kingdoms Series* (Chunjae Comics, 2017 / China)
- Self-development story series *68 Days With Arrogant Jean Louis* (Sun-mi Hwang, Bo-yeon Lee, Scholar, 2017 / China)
- Adolescent science reading series *Big History* (Why School, 2013 / China)

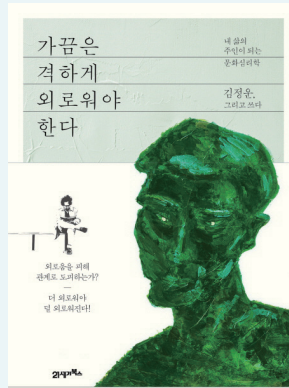
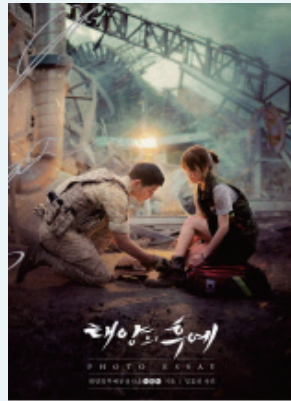
The series *68 Days With Arrogant Jean Louis* is a story by acclaimed South Korean children's book author Sun-mi Hwang on human relationships centered around children. The stories were jointly written by Bo-yeon Lee, an expert on children's psychology. This book series was actually requested by a Chinese publisher and later planned by a Korean publisher. The series will be published in China through Jiangsu Publishing, which has already released

seven of Hwang's books in China, including *The Day I Hid My Diary*. The team on the series is planning to release five books over the next two years. There is wide anticipation over the series already as Hwang is writing the stories and the news of the contract was carried widely back in September 2016 in China. Audiences globally outside South Korea and China are also expected to enjoy the book series as its content deals with relationships most people can relate to. The joint project combining a broad theme with joint bilateral planning has aimed to curry up interest among readers and is expected to have a synergy effect on sales in both South Korea and China as it will boost cultural exchanges and book promotion.

The *Big History* series(20 books, Why School) was produced by the same publisher that created the *Why* series. If *Why* had focused on elementary school students, this new series prompts middle and high school students to ask "how". In three categories(the universe, life and mankind), the books are divided neatly between 10 pivotal points in time from 13.7 billion years ago and addresses 20 big questions. All contracts and payments have been completed with China and Taiwan for 13 books and the books are currently being prepared for local publication. The comprehensive knowledge series for adolescents that addresses the big combined history of science and humanities is seeing an increase in demand from both China and Taiwan.

## Books for adults

### • Examples of book exports for adults



- *Descendants of the Sun Photo Essay* (Wisdom House, 2016 / China)
- *Sometimes You Must Be Very Lonely* (Kim Jung-un, 21 Century Books, 2016 / China)
- *200 Beautiful Korean Foods For the World, Dae Jang Geum's Palace Cooking* (Korean Food Promotion Institute / Taiwan)
- *I Like Meat* (Seong-geun Lim, And Books, 2017 / Taiwan)
- *Have You Tried Memorizing One English Book?* (Min-sik Kim, Wisdom House, 2017 / Taiwan)

Publications linked to wildly popular television drama series like *Descendants of the Sun Photo Essay* are always bound to sell like hotcakes. If it had not been for the THAAD conflict, books related to dramas like *Guardian: The Lonely and Great God* would already have been signed for offshore releases. A self-development book called *Sometimes You Must Be Very Lonely* was recently exported while *200 Beautiful Korean Foods For the World* was also exported

with strong support from the Korean Food Promotion Institute along with *Dae Jang Geum's Palace Cooking* and *I Like Meat*. Language learning books like *Have You Tried Memorizing One English Book?* always gain much attention like other books that help readers learn Korean. Aside these, books related to politics and political figures like *The Destiny of Jae-in Moon* and *From Destiny to Hope* were unprecedentedly exported.

## Book series for adults

### • Examples of book series for adults



- *Korea's Capitalism* series (Ha-sung Chang, Hey Books, 2014 / China)
- *Talking Joseon's Kings* series (Deok-il Lee, Yeoksaeuiachim, 2010 / China)
- *The Life of a Joseon King, The Life of a Joseon Yangban, The Life of a Joseon Woman* series (Geulhangari, 2010 / China)
- *Garden of Time, Room of Time* series (Ji-hye Song, Book Life, 2015 / Taiwan)

Export contracts for books on South Korea's capitalism, economic policy and issues in society overall like *Korea's Capitalism 1* and *Korea's Capitalism - Why We Should Be Angry* help balance out Korean book exports which tend to be geared towards Hallyu. Exports of historical books like *Talking Joseon's Kings 1, 2*, *Study on Joseon*, *The Life of a Joseon King*, *The Life of a Joseon Yangban* and *The Life of a Joseon Woman* show firm and steady demand from Chinese readers previously exposed to Korean history through historical Korean television dramas.

## 4. Comics

Written by Nam-ho Kim(Head, Topaz Agency)

### Export contracts for comics

Comics are usually exported overseas in magazine or volume form. In the case of magazines, contract fees are paid per page while publication fees for separate volumes are roughly 8 percent of the consumer price. The number of magazines or volumes to be sold overseas varies by region but usually 3,000 copies are the norm in an initial contract. Guarantee money that equals this number is usually paid out as advance payment and the contract is signed. Additional royalty fees are usually more important than advance payments and agents are advised to be careful not to push too hard for a big advance as that may result in the contract being scrapped altogether. In the case of e-books, their copyrights are usually sold worldwide by language.

When contracts are signed, English speaking countries include the United States, France, Canada, Australia and New Zealand. Italian speaking regions refer to Italy, San Marino, the Vatican and Switzerland while German speaking regions are Germany, Austria, Switzerland and Luxembourg. French speaking regions are France, Switzerland, Belgium, Luxembourg and Canada while Russian speaking regions would include Russia, Belarus, Ukraine, Moldova, Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan and Uzbekistan. Spain, Argentina and

Chile would be Spanish speaking regions and in the case of signing contracts with Argentina, regions like Bolivia, Colombia, Chile, Ecuador and Paraguay are all also included as Spanish speaking countries. Brazil is a Portuguese speaking region while Mexicans speak Spanish. Other regions sign contracts in their respective languages.

Both parties usually abide by South Korean law when signing contracts, but should there be a signee who wishes to apply their local laws, this might prove as a hurdle in the contract signing process. In this case, their opinions should be respected while applying international arbitration laws in the arbitration clauses and a separate clause should be added that going forward, arbitration court cases can be heard in South Korea.

### Actual cases of comic exports



Some representative exports of South Korean comics would include: *Ragnarok*(Myung-jin Lee), *Priest*(Min-woo Hyung),

*Island*(In-wan Yoon, Kyung-il Yang), *Cheon Choo*(Byung-jin Kim), *Gung*(So-hee Park) and *Full House*(Su-yeon Won).

In the case of *Ragnarok*, both contracts for magazine(Japan, Mexico, Malaysia and France) and volume form were signed. In volume form, the comic found much popularity in the following countries through their respective publishers: Oozora(Japan), Chuangyi(Singapore), Wahlstroms(Sweden), Conrad Editora(Brazil), La Cupula(Spain), Elex Media (Indonesia), Flashbook(Italy), Kasen(Poland), Mikro Oasis(Malaysia), Panini(Germany), Punainen Jattilainen(Finland), SCLA(China), Seebd(France), Siam(Thailand), Tokyopop(U.S.), Kim Dong(Vietnam), Editorial VID(Mexico) and AST(Russia).

*Priest* was also exported to AST(Russia), Elex Media(Indonesia), Jpop(Italy), Kasen(Poland), Normal(Spain), Pauna Media(Finland), Seebd(France), Siam(Thailand), Star Comics(Italy), Tokyopop GmbH(Germany), Tokyopop Inc.(U.S.), Enterbrain(Japan), Jade Dynasty(Hong Kong) and WIN(Taiwan).

Recently, *Eden's King* was exported to France's AC Media and the export contract was of a rare form as the comic was the joint effort by a Japanese story author and a South Korean artist. Looking ahead, it would serve publishers well to look closely at this kind of unique contract.

## The difference between paper comics and webtoons

Currently in South Korea, the popularity of webtoons is high and despite there being numerous webtoons, there is undoubted difficulty in exporting these abroad. One big issue would be the fact that the market is still at an early stage when it comes to paid-for content while there is also an imbalance between online webtoons and the offshore publishing market that still prefers publications in paper form.

Another reason for the difficulty would be that global readers find it hard to fully understand stories in webtoons compared to paper-bound comics. If webtoons are created going forward with paper format comics also in mind, it will be easy to export them.

## 5. ELT workbooks

Written by Amo Noh(Head, Amo Agency)

Roughly 10 years ago, Amo Agency started exporting ELT(English language teaching) workbooks under Neungyule's exporting brand Build&Grow. The agency aided Build&Grow enter offshore markets and as of now, books from the company have been exported to 30 countries. Aside this company, the agency is currently helping companies like Clue&Key, Woongjin Compass, Carrot English, Visang, I Am Books and Happy House export their workbooks abroad. Export customer countries include all of Central and South America as well as Taiwan, Thailand, Cambodia, China, Canada, Spain, Egypt, Turkey and some Middle Eastern countries.

When first starting out exporting ELT workbooks and programs, the agency was under the misconception that popular ELT books in South Korea, where currently all the ELT books in the world are currently being sold, would also be popular overseas. The agency was wrong. When ELT books made in South Korea were offered, a cold "No thanks" was heard in return and despite persuasion that the content inside would change their minds, it was all in vain.

### **Unexpected hurdles while exporting ELT workbooks**

After continuous explaining and persuasion, we finally managed to convince some publishers to read the books, but we were shortly

faced with other troubles. South Korean ELT books were not made according to international curricular but the needs of South Korean cram schools, hence forming a gap between the needs of South Korean consumers and those abroad. An overhaul of the books was needed in order to meet the needs of overseas consumers. There was also some content that needed to be deleted from the books due to cultural differences. After supplementing the books with new content, the agency went back into sales, but other homework awaited its workers.

In the first steps of exporting books, we lined up several candidate publishers by country and selected partners by country but what took us and South Korean publishers by surprise was the fact that simple concepts in terms of size or distance were completely different. For example, when we received a request for a "small" sample for promotion uses, we would say it would be possible only to learn their concept of "small" was a far larger size compared to what we had thought.

Meanwhile, our offshore clients started roaming their respective countries as if they were our co-workers and word started spreading of South Korean ELT books and brands. As that process and time passed, we saw orders come in and actual sales start to take place. At this stage, South Korean publishers are advised to visit customer countries and educate teachers on the books and how to use the workbooks.

Through location visits and meeting the teachers, we learned the level of education and teachers in South Korea was much higher than those in other countries. And the books that had satisfied teachers and students in South Korea were able to receive similar feedback from offshore teachers and students.

### **Advice for those preparing ELT workbook exports**

We receive questions at time regarding ELT workbooks exports. What I would like to tell them first is that this business requires more initial investment than expected and it takes a long time for a new brand to become known in a strange country. There is a high chance of success for a popular South Korean book, but if the book is not popular in South Korea, then readers abroad are likely to have the same response. Also, as this is not a business where projects end quickly, good offshore partners should be selected and long term investment and efforts should be made so they perceive themselves as another South Korean publishing branch - only then will success become visible.

When I think millions of children around the world with different races and nationalities are learning languages and growing their dreams through books our agency exported to Asia, South America and the Middle East, that thought in itself is enough for me to find fulfillment in my work. When looking at our order forms and export

declarations after two to three years of hard work, I think, “South Korean books are really being exported. Our books are increasingly finding popularity and being accepted.” I cannot forget the moment five years ago when I spotted a small girl walking a hallway inside an old school with one of our books in her arms. I also believe the publishers who work with us have also been deeply moved at the success they've seen by working with us - not giving up and making big investments despite no guarantee when that investment would be returned.

## Korean Publisher

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### The Power of South Korean Comics

## Daewon C.I.

Daewon Culture Industry(Daewon C.I.), formerly called Daewon Donghwa(1991), is one of South Korea's representative cartoon publishers. As one of the cornerstones for South Korea's comics industry, it has walked hand in hand with the history of the country's cartoons for the past 27 years. Daewon CI is a subsidiary of content licensing company Daewon Media and one of its more successful businesses.

Anyone who was born and raised in South Korea is likely to have at least one of Daewon CI's comics characters in their memories. Times have changed and paper comics that used to be turned page by page are now skimmed on digital screens, but Daewon CI has succeeded in keeping the attractiveness of comics alive, regardless of genres: humor, history, romance, social issues, education and fantasy. The following is a Q&A with Daewon CI's Park Jong-gyu, head of the company's publishing management team.

Written by Ji-hye Gwon

Photographs provided by Daewon C.I.

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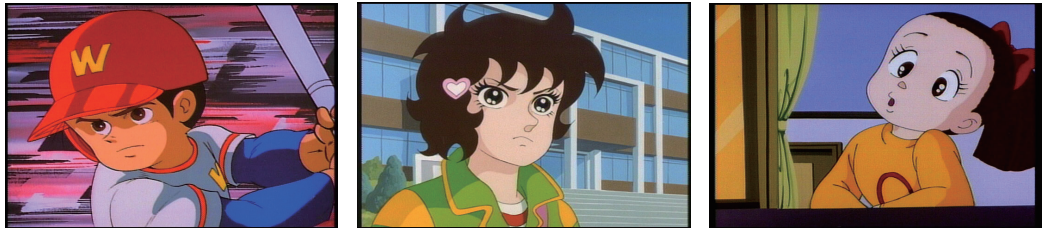
KPIPA : Tell us about Daewon C.I.

Park : Daewon C.I. was previously Daewon Donghwa, which was

established by chairman Uk Jeong, one of South Korea's founding fathers of animation. In the 1980s, Daewon Donghwa released comics such as *Dokgo Tak: Throw Towards the Sun*(1983), *My Name Is Dokgo Tak*(1984) and *Dokgo Tak Takes to the Mound*



**DAEWON C.I. Inc.**



From left, comics characters Dokgo Tak, Hany and Young Shim  
©1984 Lee Sang Moo / DAEWON MEDIA,  
©LEE JIN JOO / KBS / DAEWON MEDIA,  
©1990 GumTaek Bae / KBS / DAEWON MEDIA

*Again*(1988), which were the Dokgo Tak series. And around this time, Daewon was the first to produce a television animation, which was called *The Wandering Magpie*(1987). Later, we created *Young Shim*(1990)(Original work: Gum-tak Bae) and *Run Hany*(1988) (Original work: Jin-joo Lee) that both rose to nationwide fame. I think Koreans in their 30s and 40s who have one character in their hearts likely have Daewon Donghwa to thank.

In 1991, the first issue of *Boy Champ*(name later changed to *Comic Champ* in 2002) was published and at the time, if comics weekly *IQ Jump* from Seoul Manhwasa was for elementary school students, then *Boy Champ* targeted older students, even those older than middle schoolers. South Korean comic authors like Haeng-suk Ko of *The Magician's Son Cory* became received acclaim with that first issue. At the same time, we sought out new authors. At this time, Myung-jin Lee, who was in high school back then, won one of our competitions for budding talents and became a star author with *An Evening Where Good Things Are Bound to Happen*. Artists like Woo-young Lee, creator of *Black Rubber Slippers* also found fame through one of those competitions and later received much love



from readers and fans.

After, Daewon published *Touch* (later renewed as *Issue* in 1995) in 1993 which carried comics of a softer, more romantic nature. It also released *Young Champ* in 1994 geared towards high school students and left many works to be long remembered in the history of South Korean comics.

**KPIPA :** We've been talking about the history Daewon C.I. has experienced. I don't think we can leave out mention of your most representative works. Can you tell us about them?

**Park :** The reader base of comics tends to be quite diverse. The genres people like and what they purchase to read is all different, placing aside age and gender. This is partly the reason why the

cartoon magazines I just talked about have different concepts. The works that represented those magazines are simultaneously are most famous works.

By genre, I can think of three: *Yul Hyul Gang Ho*(writing and illustrations by Geuk-jin Jeon and Jae-hyun Yang), *Banji's Secret Diary*(writing and illustrations by Jongi) and *First Clean Passionately?!*(writing and illustrations by Aenggo).



*Yul Hyul Gang Ho* is a work I must mention because it has represented us through the years as cartoons left paper for screens. This year would be the 24<sup>th</sup> year since the martial arts comic was released. It enjoys a legendary status in South Korea's comics world, having sold over 6 million copies. It's still being published after first appearing in the first issue of *Young Champ*. The comic was also adapted into an online game, which is also quite popular, thanks to the comic's firm storyline. In 2005, it was first exported to China and Taiwan and now it's been released to a number of countries like Thailand, Japan, Vietnam and Indonesia. A few years ago we also had the pleasure of exporting it to 31 European countries. In the case of South Korean gamers, more than half of them are in their 30s and 40s, clearly showing the series was greatly loved by that generation.

For children we have *Banji's Secret Diary*(original title: *Banji's Silly Secret Diary*). It was a series first released in 2002 through *Issue*. In book form, it has 18 parts. Currently it has been adapted into a television animation being shown on KBS 1, Animax and the Disney Channel. Young viewers love the show. The character goods from the show are often called the hottest presents for children on Children's Day(a public holiday in Korea).



Lastly we have *First Clean Passionately?!* which garnered much attention with the news that it will be turned into a drama series. It's a series that has also been loved much by Chinese and Japanese readers. Despite the comic being paid-for content, it reached number one across the board for comic platforms. Even after the series ended, a special episode was released to assuage fans eager for more. The comic has become even more popular following the announcement that it will be turned into a TV drama series, stoking hopes for another Hallyu sensation.

**KPIPA : The cartoons you mentioned so far have extended their success in different forms like games, animation series and television dramas. What do you think is the secret behind their success?**

**Park :** The publication industry on a whole has witnessed a major shift from paper books to digital publications. Going forward, we can only expect new platforms to emerge and it will be our responsibility to adapt to them. For example, the word "webtoon" was pretty much coined in South Korea. As the market for paper books shrank, the webtoon platform emerged to aggressively draw in consumers. This all worked because paper books were already experiencing a shift to digital form and webtoons were becoming readily accessible to readers on their smartphones.

However, this didn't mean paper comics became obsolete. They are still here and these days, their value has risen and readers buy them for collections and to possess. The tangibility paper books have is only something you can experience from paper books. From that standpoint, I don't think there are specific standards a comic series has to meet in order to gain success. But what's for certain is that the power of content that is able to go in hand with the times, no matter how platforms or generations change, will also continue giving cartoons life.

**KPIPA :** Last year, the acclaimed Japanese manga *One Piece* celebrated its 20th year anniversary. It's a piece of work that has truly claimed several markets. In comparison, where can we find the competitive edge for South Korean cartoon markets?

**Park :** You can find long-term series at home too, like *Yul Hyul Gang Ho*. What's most important though is that you have to have

a firm base in order to maintain content like this. Japan is hands down a very strong country when it comes to comics content. And as such, the systems inside their manga industry work very well with each other. South Korea's competitive edge may be found in hardware technology. It can't be done with just the efforts of the companies that create the comics; it needs the interest and efforts of all institutions connected to this issue to show the cartoons on various platforms.

**KPIPA :** Many of the comics from Daewon C.I. have been exported abroad. Who is your biggest customer country?

**Park :** Daewon C.I. has exported copyrights of some of its most excellent work to more than 50 countries, including Japan, China, Thailand, the United States, France and Italy. And among similar companies, we were one of the first to do so. Some of the work we've exported include *Yul Hyul Gang Ho*, *Witch Hunter*, *Maje*, *Model*, *Archroad*, *Dajung Dagam* and *CEL*. We have more than 3,000 titles currently being sold abroad.

The first country we sold comics to was Taiwan back in 1994. *Street Knight: Red Hawk* (written and illustrated by Sang-wan



Ji, Ju-wol So) was published in a magazine there. Myung-jin Lee's *Ragnarok* and Minwoo Hyung's *Priest* were also exported and in the latter's case, it became the first Korean comic to be turned into a Hollywood movie.

Through the experience and networks we have accumulated over the years, Daewon C.I. is planning to actively export webtoons abroad as well. The huge market of China awaits us, including Japan. We plan to focus our efforts in helping our content become known by riding the flow of changing platforms well.

**KPIPA :** Lastly, are there any Korean comics you think our offshore readers should know about?

**Park :** There are quite many Korean cartoons I'd like to introduce. There are many artists and authors who are new to the scene but quite talented and the reason why we continue our efforts to find new talent through competitions and other ways is to tap into their fresh imagination and creativity. In the case of more experienced authors, their work quite often mirrors their strong individualities. Among these, I'd like to talk about three.

They are *Guilty-Innocence*(written and illustrated by Han Yoon), *The House of the Restorer*(written and illustrated by Sang-yub Kim) and *In Wol*(written and illustrated by Hye-rin Kim). They are comics that have drawn attention from readers for their diverse content and stories.



*Guilty-Innocence* features gay characters and what's interesting about this comic is that the author is also a doctor. Rather than reinforcing stereotypes about the homosexual community, the comic has many fresh and interesting elements to it. It also addresses 'death with dignity' in its own way.

The second comic *The House of the Restorer* is about a boy who has a talent for restoring items. The author is a history major and at times you can see it surface in the comic through historical elements but the speed at which the story progresses through fantasy and mystery is probably a key issue for its popularity.

Finally, Hye-rin Kim's *In Wol*, which means 'drawing in the moon' is a comic that takes place in the Goryo period. It features characters and stories from that time and the author is already well known for her other works that are similar to this one. I believe this comic is worth reading just for that reason alone.

Issue

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## K-Books Blossoming in Central America

**South Korea's picture book exhibit  
at the Guadalajara International Book Fair,  
Traveling book fair in Central America**

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### The joy of discovery, South Korea's picture book exhibit

From Nov. 25 to Dec. 3 in Mexico, the 31st Guadalajara International Book Fair was hosted. Spain participated as the guest country of honor while more than 2,000 publishers from around 40 countries took part in the book fair, cementing the fair's status as the largest of its kind in Central America. With the support of the South Korean culture ministry, KPIPA also participated with KBBY and operated a picture book exhibit at the book fair. It was the third year for the picture book exhibit, which began in 2015.



The theme of this year's exhibit was 'El deleite de descubrir' reflecting the joy of discovering new, excellent South Korean picture books. A total of 57 books were on display, including *Hyde and Me*(Ji-min Kim), *Mom's Present*(Yoon-jung Kim) and *The Mole's Wish*(Seong-keun Kim). Inside the booth were carried out active discussions on book exports.

In-sup Lim from Choicemaker Korea, who participated in the book fair as an export expert, said publishers of Central and South America showed interest in non-fiction picture books like *What Is This In a Human?*(Jong-hoon Moon) and *Great Day*(Shin-ae Ahn). Lim added publishers who specialize in picture books in Central America tended to gravitate towards books with high quality illustrations and strong storylines.

### **Picture book reading, lecture for local readers**

Yoon-jung Kim, an author well known in South Korea and abroad for her warm picture books like *To A Friend* and *Mom's Present*,



met with local readers inside and outside the booth through various events. Inside the booth was a workshop where she read *To A Friend* and readers were invited to try creating their own picture books. The author later visited a school for the Korean language in Guadalajara and gave a lecture to roughly 20 high school, university students and local residents. The lecture ended a success and the principal of the school, Ho-geun Ryu, said young Mexicans have a good image of South Korea and are open to being exposed to South Korean content.

"I hope this interest in South Korea that came from Hallyu extends to many other fields," Ryu said.

### **Traveling Book Fair in Central America**

After having seen success in Thailand in June, Vietnam in July and Indonesia in September, South Korea's traveling book fair finally landed in Central and South America, aimed at boosting exports of South Korean books abroad. 69 books from 20 publishers were on

display and at the request of Mexican publishers, a special line-up of 11 South Korean literary works was also made available.



At the booth visited not only various publishers that represent the local area, but representatives and officials in charge of publishing South Korean content in Mexico. They carried out discussions regarding exports according pre-confirmed schedules for "business matching". The local publishers showed interest in South Korea's children's books that have many themes and methods of illustration and regarding literature, they showed an acceptance to South Korean elements. The books on display were also open to the normal crowds that visited the book fair and were later introduced on local broadcast and radio.

## Export Trends

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All-round novelist with sense of humor and smarts

# Interview with author Jung-hyuk Kim

It is not an easy feat melding sharp and piercing insight and bright humor into one piece of literature. Novelist Jung-hyuk Kim, the interviewee of this month's issue, debuted in 2000 with *Penguin News* and since, he has been publishing novels and essay collections to consistently show his work. He also does work related to cinema while giving lectures and working as a podcast DJ.

In South Korea, Kim has a wide group of fans thanks to his witty dialog and he is known for being an all-round novelist with knowledge in a variety of areas. The 'star writer' is only bound for more success and this month, we spoke to him regarding exports of his work.

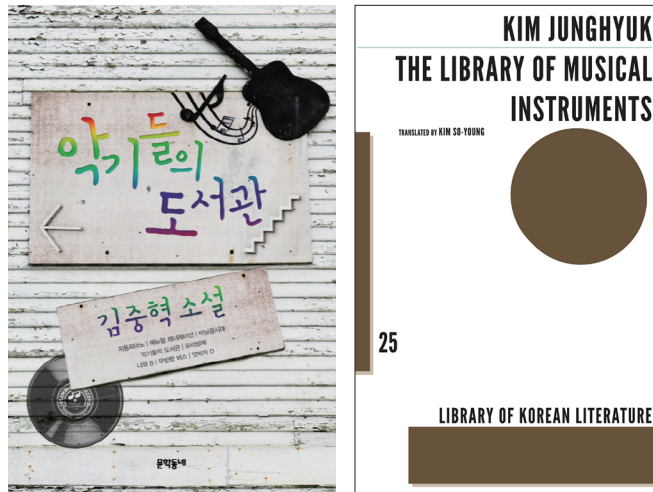
Organized by Myung-im Nam

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**KPIPA:** We are delighted to feature you in our webzine. Can you introduce yourself to industry officials outside South Korea?

**Kim:** I am Jung-hyuk Kim, someone who writes novels. I don't like giving long introductions.

**KPIPA:** Your work is not only loved by Korean readers but those abroad as well. *The Library of Musical Instruments* has been exported to Japan, France and the United States while *Your Shadow is a Monday* is also slated to be published in Vietnam, China and Germany after have been published in France. Can you tell us about these two books?



△ Cover art for the Korean and English versions of *The Library of Musical Instruments*

**Kim:** *The Library of Musical Instruments* was a work based on the theme of sound. I came about the concept of writing this book after I heard the sound of a piano, thinking "Where do all those sounds go?" I delved into the world of sound and started writing short stories one by one. I dealt with a story of a pianist while in another, I told the story of a person who collects sound. I wrote about a DJ who mixes different sounds. What was most fun about writing this book was that I had to think how I was going to describe the sounds I was hearing in words. Part of the reason why I selected the title for this book was exactly that.



▷ Cover art for the Korean and French versions of *Your Shadow is a Monday*

*Your Shadow is a Monday* is a novel that features a detective as the main character. Most detectives search for what has been lost, but Dong-chi Ku in the book is a deleter. When he is given a case by someone, he either 'deletes' that item or information. He erases that thing or information from the world completely so no one will no longer know about it. It may be a secret diary no one must know about, or something on the Internet. One of the people who gives Ku a case in the book says this: "People are bound to leave traces of themselves some way or another. When you look at it, those traces are actually that person. I don't want to be remembered as an untidy person."

It's important to think what kind of person you want to live as, but I feel contemplating what kind of person you want to be remembered as is also an important thing which also shows the desire of man.

**KPIPA:** [Have you had a chance to receive direct feedback from your foreign readers? Do you have an experience that comes to mind?](#)

**Kim:** I had an opportunity to meet readers at a mystery novel library in France. They had many questions about South Korea. I think they were most fascinated by how South Korea was able to make such astonishing developments despite being the only divided country in the world. It was fun how we were able to speak to one another with just the theme "mystery novels" despite our being from different cultures. It occurred to me we may be living in one

country called "fiction" where it is not important what nationality we are.

I also had a touching experience with a reader in Japan. One reader put his hand up and asked a question. It was actually a confession rather than a question. She told me how his life had changed after he read the first sentence in *The Library of Musical Instruments*. That sentence goes: "It would be unfair for me to die without becoming anything. This is what I thought as my body floated up in the air after being hit by a car."

That reader was a woman who was around 60 years of age. After she read the novel she said she looked back on her life, while going back to that first sentence. She too, felt it would be unfair without having become anything. After she started writing and said her life had changed because of that.

If there is some form of power to sentences, I believe that power gives us the ability to understand one another. We were from different countries, but we are all addicted to writing. We are people who believe in the power of written language than spoken language and like insects, we feel our way through words to find the way to each others' hearts.

**KPIPA: You seem to keep writing - long novels, short stories and essays. Where do you get the inspiration for your work?**

**Kim:** I don't, so I have to keep writing. If you wait for your inspiration to come, you will never write anything. I feel I am translating all the sensations of life into words and this is why I end up using different genres. When I write essays I feel calm. I only have to softly spill out all the words inside me. When I write short stories, I focus more on my senses and when it comes to long novels, I concentrate on the plot, structure and characters.

**KPIPA:** Previously you worked as a magazine reporter and a web designer and now you're a podcast DJ and even work in cinema. How do all of these roles influence you?

**Kim:** All my experiences lead to novels. If I have a top goal in life, that would be to write a fun novel. In order to write a fun novel you must have diverse experiences. The greats of old either went whale-hunting or out to war in order to write great novels. I can't do that but I try to meet as many people as I can and listen to their stories. I often think novels are eventually the stories of people. I think novels when I listen to other people speak in their own ways.

**KPIPA:** Is there a book you would like to introduce to our foreign readers?

**Kim:** If *The Library of Musical Instruments* was about sound, then *1F/B1* (first floor, first basement floor) is about the city. Seoul is

quite a fun city. It's developing quickly but at the same time, there are many dark sides to it as well. The side effects of a city grown too fast can be seen. I feel that mismatch is one of Seoul's attractions and it's a good location to think about mankind and cities. *1F/B1* is a novel where I tried to convey different kinds of humans who live in the city.



△ Cover art for the Korean version of *1F/B1*

**KPIPA:** What plans do you have for the new year? Please tell us if you're planning anything new.

**Kim:** My only plan is to write great novels. There is something in the works at the moment, but currently it's like a ghost with no form. I will eventually see the outline as I do my research, think of people and their stories. The greatest feeling I get as a novelist is when I find the reality of a story. These stories just walk up to me after having seemed impossible. I meet that body of the story, add flesh to it while erasing some parts. I keep adding and erasing to create my story. I'm already looking forward to my next novel.

## Column 1

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### South Korea's Book Exports

## Book exports by authors Sun-mi Hwang, You-jeong Jeong and Jung-myung Lee

December, for most, is a month that symbolizes the close of the year. Over the past year, many South Korean books took a stroll outside South Korea to various countries around the world. It shows South Korean literature has received consistent attention from foreign readers in a number of different countries and fuels hopes they will garner more success in the future.

Written by Joseph Lee, President of KL Management

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### Sun-mi Hwang's *Miracle on Cherry Hill* Sold Into the United Kingdom

Sun-mi Hwang's *Miracle on Cherry Hill* was sold into the United Kingdom and will be published there by Little, Brown. The novel offers an opportunity for readers to think about the values of human life as we live in co-existence with other beings through the story of one old man and the



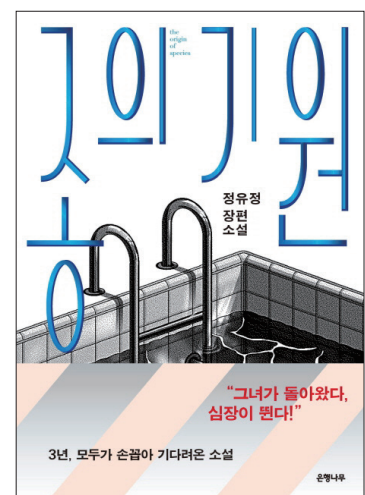
© Sakyejul

people who come to gather in his yard. It's a novel for readers of all ages, from children to the elderly.

*Miracle on Cherry Hill* showcases Hwang's unique style that is warm and detailed. With her descriptions of the old man's back yard, closet, attic and storage room that are all secretive locations of a house, Hwang portrays the meaning of life - that sometimes we are not aware of things about ourselves but others are. The publisher that will release this book also published Hwang's earlier novel *The Dog Who Dared to Dream*. Hwang's breakout novel *The Hen Who Dreamed She Could Fly*, which has been published in 29 countries so far, found itself on the bestseller list in the U.K. previously.

### You-jeong Jeong's *The Good Son Sold Into Brazil and Taiwan*

You-jeong Jeong's *The Good Son* was sold into Brazil and Taiwan. This novel is also slated to be published in the United States and the United Kingdom in early June next year. As a result, the novel will be published in a total of 11 countries, including Finland, Germany, Italy, France, Spain, Indonesia and Vietnam.



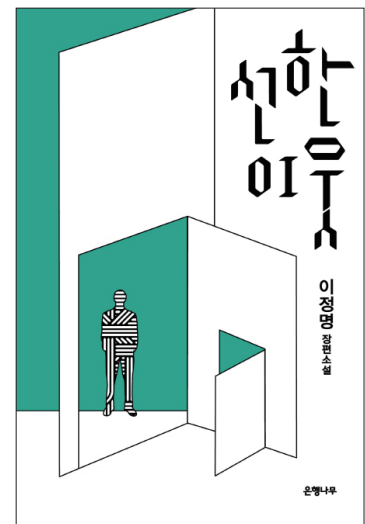
The United States' Penguin Random

© Eunhaengnamu

House has selected this novel as one of its key publications for the first half of next year and hopes are high for sales in 2018. News that the novel was sold into Brazil and Taiwan is expected to accelerate the speed at which the novel will be demanded by other countries.

### **Jung-myung Lee's *Good Neighbor* Sold Into Italy**

Jung-myung Lee is known for receiving the Premio Selezione Bancarella in July in Italy for *The Investigation*. The author's latest book *Good Neighbor* has recently been sold into Italy. So far, Lee's books *The Investigation* and *The Painter of the Wind* have been published in Italy. This is expected to boost hopes Lee's *Good Neighbor* will also be sold into the United States, where *The Investigation* and *Heaven's Boy* have already been published.



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Column 2

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## The growth of K-Webtoons and strategy for global intellectual property

Written by Nam-yong Hwang (Head of Jaedam Media)

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The emerging of Lezhin Comics, a webtoon platform, in 2013 was an important catalyst in activating paid-for content markets in South Korea and also brought about the birth of a range of cartoon platforms. Previously the webtoon services on Internet portals like Naver and Daum were free of charge and gained many fans, expanding the market, but Lezhin Comics created their own success by handling genres difficult to address in public portals(adults only content) and seizing exclusive content. They also applied paid-for services strategies that can be seen in mobile and online games.

After, similar paid-for services for adults appeared and today, Kakao Page currently leads the paid-for cartoon market after



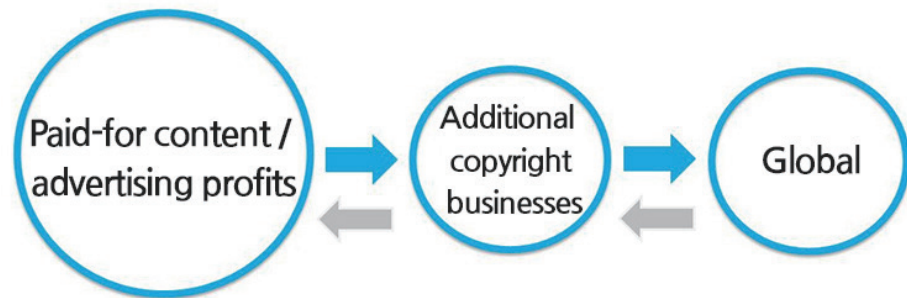
△ The more than 20 cartoon platforms in South Korea

having overcome its early losses by launching a 'wait for free content' service, where readers can wait a certain amount of time to access previously paid-for content. South Korea's webtoon market currently touts more than 20 platforms where more than 200 titles are uploaded every day.

Many of these platforms' first-stage profits come from paid-for content, but the return on investment in original content is low with the exception of certain genres(adult content, romance) or wildly popular works(comics that have been adapted into video form). As the number of platforms grows, the competition to find new talent has grown hotter and as a result, the gap between successful and not-so-successful platforms is also growing with time.

With the world's 27th-largest population and ranking 109th in territory size, South Korea's local consumption market has its limits. Realizing the limits of the paid-for content market in South

Korea, platforms are already dabbling in other copyright businesses using intellectual property and or preparing to take their services overseas.



△ Profit structure of cartoon platforms

There are roughly 3,000 to 4,000 webtoons being serially uploaded every month but the number of works that have the competitiveness to garner success overseas is quite low. Part of this is due to the fact much of the content has been geared towards adult readers after 2013, but there is also a lack of know-how and information on planning and producing content that can reach a global audience.

Now is not the time to remain satisfied over the success from individual authors or sheer luck. It is critical for trans-media content planning and investment of a global nature take place inside a systematic and specialized system like studios. And companies should also be able to handle other copyright businesses involving television dramas, movies, games and character licensing at the same time.

There is also a need for analysis and selection of genres that have low culture discounts when it comes to selecting content elements. Having a low culture discount means one country's cultural goods can easily be accepted by other countries.

For instance, Japan is a country known for its manga and globally successful works so far include *One Piece*, *Naruto*, *Dragonball*, *Attack on Titan*, *Death Note*, *Gantz* and *Ghost in the Shell*. These are all fantasy themed works. Things of the imagination can all be shared by the world. Genres like fantasy, romance and fear/thriller have low cultural discounts.



△ Japanese manga that have low 'cultural discount' rates

Japan's manga still has great influence over the world in addition to Asia, but South Korea's comics have also managed to secure high spots when it comes to popularity or profits. It has competitiveness.

However, South Korea does not have one major global hit and that is also a reality and limitation we need to come to terms with.

The smartphone environment we are living in today brought about the boom of the comic content market and with the debut of countless authors came about various sources of income. If for the past few years South Korea's comic market has developed in quantity, now would be the time for improvement in quality. It is an opportunity for systematic, specialized production studios to grow and progress together with platforms and authors to upgrade South Korea's global competitiveness in the comic market.

## Book Summary

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# Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

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### *Farewell*

#### 1. Publication Details

**Imprint** | SANZINI

**Title** | Farewell

**Subtitle** | Learning about Death

**Author** | Ki-Sook Lee

**Format** | 188\*257

**Binding** | Paperback

**Pages** | 262pages

**ISBN** | 978-89-65454-37-3

#### 2. Contact

**Name** | Haneulbada Park

**Phone** | +82-51-504-7070

**Email** | ehreh1111@daum.net

**URL** | <http://www.sanzinibook.com>

#### 3. Marketing Information

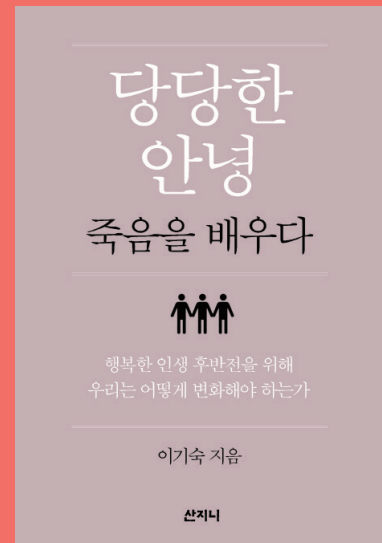
**Issued Copies / Bestselling Ranking** | 1,000 copies

**Topic** | Life and death

**Target Readership** | General public

**Media Review and Advertisement** |

The study of death deals not with death but with life. – Psychologist Robert Kastenbaum



#### **4. About the Author**

Lee was born in Busan in 1950. She retired from her position as professor of family and elderly welfare at Silla University, and is currently the president of Dying Matters, Korea.

Lee delivers lectures, conducts research related to death, and promotes do not resuscitate documents. She is also an active member of several civic and female activist organizations such as Busan Feminism Education Foundation and Women's Rights Support Center.

She is the author and co-author of 30 books, including *Adult Development and Aging*, *Death: The Last Dance in Life*, and *Five Generations of Mothers and Daughters*.

#### **5. About the Book**

Essay on Life's Last Task: Well-Dying.

This book discusses (1) the experience of and preparation for death, (2) life in old age and minimal treatment, (3) case studies of those who remain behind, and (4) the mourning process.

Drawing from her own experience of dealing with life and death, the author describes what a good death is and how we can prepare for it.

The author renders her personal experience in terms of family anecdotes from the perspective of those approaching death (senior parents) and those who remain behind (grown-up children). The author embraces death as part of the aging process, and offers unreserved advice on life after 65. This book describes types of death and ways to prepare for the last eight years of your life before "well-dying." Information on senior treatment and care, such as nursing homes and hospice, are also included.

## Three Minutes a Day of World History

### 1. Publication Details

Imprint | Sigongsa Co., Ltd

Title | Three Minutes a Day of World History

Author | Dong-sub Kim

Format | 155\*224

Binding | Paperback

Pages | 284pages

ISBN | 978-89-52779-20-5

### 2. Contact

Name | Sunju Jung

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

### 3. Marketing Information

Theme of Book | World history presented through 100 words

Media review and advertisement copy |

Three minutes of your day can change the quality of your conversations!

Words that will get you naturally conversing about world history

### 4. About the Author

Kim has studied French at Sungkyunkwan University. After devoting himself to studies of everything French, he received his master's degree at the Limoge University, and doctoral on linguistics from the Université Paris 5 (Paris Descartes) Kim is currently teaching at the French department at Suwon University, and lectures on subjects such as French literature, cultural anthropology, mythology, and Latin.

His recent interest in British and French medieval history has led him to research the history of the French and English language, and he is currently writing a book about history based on the perspective of language exchange. He believes that the history of a certain language is inseparable from the history of the people who use it. His books include *There wasn't any English in the UK* which was selected as a recommended book for young readers by the Publication Industry Promotion Agency of Korea, *Understanding Mythology*, and *Learning About Culture Through Language*. His translated books include *The History of the French Language and Life in the Middle Ages*.



## 5. About the Book

If TV programs and the weather are the only topics for your daily conversation, if you find yourself panicking in moments of silence as you frantically search for things to talk about, if you would like your conversations to have a touch of class, maybe what you need is deeper knowledge about world history.

If this sounds like you, the new release *Three Minutes A Day of World History* will provide a true solution. The book explores the form and origin of words, revealing the rich history and background hiding within them, a treasure chest of basic world history. Words hold the traces of history past, and it is also words that records history. Learning how seemingly unrelated words come from the same origin and how a word has gone through transformation through the storms of history allows the reader to get a grasp of the flow of world history.

Why is the distress call for aviation Mayday? Why is Christmas shortened to X-mas? Is it true that in Russia, you can know a father's name based on the daughter's name? Was the Titanic destined to sink and is there actually a 27th letter in the alphabet? Three minutes a day is all you need. If you follow along for 100 days, just as the book says, you will have a new knowledge base for more meaningful and sophisticated conversations with your colleague, superior, friends and family.

The author hopes for readers to use word exploration as a stepping stone into culture and history, and eventually find delight in the joy of world history. And in his search for the right form, he chose to wrap up each theme within 3 minutes. Anybody who picks up this light read will hopefully close the book with a new, heavy set of knowledge.

## *Clingy Learns to Stand Alone and Other Stories*

### 1. Publication Details

**Imprint |** SigongJunior

**Title |** Clingy Learns to Stand Alone and Other Stories

**Author |** Yi Ju-hui

**Format |** 205\*175

**Binding |** Paperback

**Pages |** 36pages

**ISBN |** 978-89-527-8621-0

### 2. Contact

**Name |** Irene Lee

**Phone |** +82-2-2046-2849

**Email |** Irene@sigongsa.com

**URL |** <http://www.sigongjunior.com>



### 3. About the Book

#### ■ The Plot of "Clingy Learns to Stand Alone"

Yunwu, who is seven going on eight, is a clingy child, stuck to his mother like a piece of gum, refusing to let go. When his baby brother Hyowu is born, he learns that there are more and more things that he has to do on his own. He enters elementary school and meets a new friend, Parang, and the two hit it off. As the two fight and make up, their relationship becomes tighter. In May, the month of the family in South Korea, Yunwu goes to the ballpark with his family. On his birthday in June, Yunwu wonders, "When did I grow so big?" During summer vacation, he goes to his grandfather's house and watches the corn grow, and he also takes a trip to the beach. In the fall, school resumes, and Yunwu struggles after catching a cold in the crisp weather. As the end of the year approaches, Yunwu organizes old stuff with his mom. He recalls the memories with each object and misses those moments. Yunwu moves in December and is sad to leave his friend, Parang. Everything about his new neighborhood is unfamiliar, but Yunwu is also excited. He greets the new year in the new neighborhood and is full of questions about his new school and new friends.

#### ■ The Plot of "Jungle Bus"

Minwu's father is a bus driver. One day when his dad takes a shower after getting off work, Minwu puts on his father's uniform and drives the bus. Minwu ends up driving into a jungle and he picks up an orangutan, an alligator, and a boa constrictor that he meets there. However, he ends up driving the bus into a swamp. He screams for help, and safely escapes thanks to a bridge that the alligators create. The boa constrictor swallows the sinking bus just in the nick of time and brings it out of the swamp. While they wait for the wet bus to dry,

Minwu roasts bananas with his animal passengers, climbs trees, rides a boat and plays on the slides. When the bus is all dry, Minwu gets on. The animal friends whistle and call the flamingos, and they carry the bus to Minwu's house. Minwu arrives safely, takes off the uniform like nothing happened, and enjoys a delicious dinner with his mom and dad.

#### ■ **The Plot of "The 100-Year-Old Cat, Yomu"**

Yeongji is a girl who lives alone with her old grandmother after her mom went to heaven when she was a baby. (She has no memory of her father.) Yeongji's grandmother bellows in a thunderous voice each time a stray cat approaches, but she is a warm-hearted person who always adds a handful of rice for the cat when she cooks. When Dongcheol's dog gives birth to puppies, Yeongji begs her grandmother for one but is unable to break her grandmother's bullish stubbornness. Yeongji brings the stray cat that comes to her house to eat when playing house with her friends and their puppies. On the spot, she names the cat Yomu. One day, when her grandmother is sick in bed, the stray cat, Yomu, comes into the house, and Yeongji believes that Yomu is there to visit her sick grandmother. From that time, Yomu enters the house even after Yeongji's grandmother gets well, and they live together as one family. A few days later, Yomu gives birth to kittens, and Yeongji's grandmother prepares a feast for Yomu. Yeongji's friends beg her for a kitten and Yeongji is happy thanks to Yomu.

#### ■ **The Plot of "Delicious Is Delicious"**

Six-year-old Solwu lives with her grandmother, mother, father, seven-year-old older brother, and two-year-old brother. One day, her younger brother swallows a button and is rushed to the hospital. Seeing that, Solwu wonders, "Does Yeonwu think buttons are delicious?" and she begins thinking of tasty things. She thinks of the food that the entire family—her cat, the plants, Mom, Dad, Grandma—think is delicious as well as the food that she finds tasty, letting her imagination run from one dish to another. The writer shows the readers delicious food, delicious spaces, delicious times, delicious smells and delicious sounds through the perspective and thoughts of the young Solwu. The reader then discovers that "our house," with all its delicious food, time, smell, and sound, is the most delicious.

#### ■ **The Plot of "Night Sailing"**

Every night, the child prepares to sail as he goes to sleep. The child, who goes out to faraway waters using his bed as his boat, heads toward a treasure island with his friends. On their way, they meet the rain and a storm, but the child firmly overcomes all these challenges. When he meets a scary sea monster, he puts it to sleep by singing him the lullaby that his mother sang to the child when putting him to sleep. The child arrives at a treasure island full of his own cute toys and dolls and then returns home in search of more treasure and falls asleep.

## *Bullheaded Yi Sun-sin*

### 1. Publication Details

**Imprint** | Woojunamu

**Title** | Bullheaded Yi Sun-sin

**Author** | Jung Ha-sup

**Illustrator** | Won Hei-young

**Format** | 220\*270

**Binding** | Hardcover

**Pages** | 40pages

**ISBN** | 979-11-95752-11-9

### 2. Contact

**Name** | Jung Ha-sup

**Phone** | +82-70-8848-1905

**Email** | woojunamup@naver.com

**URL** | <http://woojunamup.blog.me>



### 3. Marketing Information

#### **Awards, Recommendations, and Selections** |

Recommended by Kyobo Bookstore, Aladin, Yes24 MD

**Subject** | A coming-of-age story about a stubborn boy

**Target Readers** | Children ages 4 to 8

**Media Reviews & Advertisement Copy** | How did a stubborn-as-a-mule Yi Sun-sin become a national hero?

### 4. About the Author / Illustrator

Jung Ha-sup graduated from Sunkyunkwan University and worked as an editor at a publishing company before becoming a writer. He has written over 40 children's books, and three of his works have been published in elementary school textbooks. Several of his books have been translated into French, German, Swiss, Japanese, and Chinese.

Won Hei-young studied printmaking for seven years in China and Japan and is a professional printmaker. Won has illustrated for various genres, such as folktales, biographies, and poetry, with most of the illustrations being in printmaking form. Won still creates woodcuts instead of using a computer.

### 5. About the Book

This is a picture book to encourage a life with a purpose. Yi Sun-sin is a national hero to Korean people. As a naval general he defeated the Japanese during the Imjin War and defended his country and people. However, this book doesn't focus on his heroic achievements. Rather, the book shows how Yi Sun-sin came to develop his personality and strengths to find a purpose in life. The story centers on Yi Sun-sin's adolescence and how he matures through trial and error. The woodcut illustrations impress upon readers Yi Sun-sin's stubborn character and outgoing personality.

## Great Nostrils

### 1. Publication Details

**Imprint** | Bearbook

**Title** | Great Nostrils

**Author** | Kim Yu

**Illustrator** | Kim Yu-dae

**Format** | 152\*210

**Binding** | Paperback

**Pages** | 104pages

**ISBN** | 979-11-58360-46-7

### 2. Contact

**Name** | Choi, Hyun K.

**Phone** | +82-2-332-2672

**Email** | bear@bearbooks.co.kr

**URL** | <http://cafe.naver.com/bearbook>

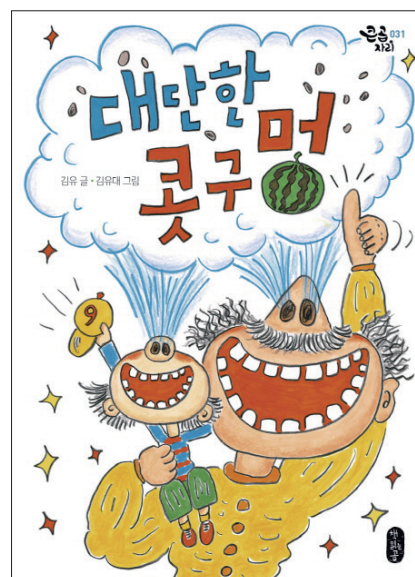
### 3. Marketing Information

**KEYWORDS** | Dad and I, family

### 4. About the Author / Illustrator

Kim Yu was born the youngest daughter of the strongest, handsomest father in the world. She wrote this book in hope that every child may count on their father as a friend, even if they are not biologically related or the richest or most successful in the world. She is the winner of the 17th Changbi Good Children's Book Award and has written such books as *My Name is Gugu Sneakers*, *Manbo the Scaredy-Cat*, *The Dog that Ate Instant Noodles*, *The Mixed-Up Library*, and *The Dontread Family and the Book Restaurant*. She is the co-author of *Forget Your Worries Mailbox* and *Forget Your Worries Library*.

Kim Yu-dae always takes a sketchbook on her travels and feels happy when drawing insects or animals. She is a first-prize winner of the Seoul Picture Book Illustration Competition and has received honorable mention at the Korean Publishing Arts Competition. She has illustrated such books as *Revenge of the Mutt*; *Revenge of the Woodpecker*; *Second Grade Class 3 is the Happiest Class*; *I'll Be Sensitive, Too*; *A Manual For Acorns*; *Miss Beanface Smiled*, *The Talented Friends*, *Teacher Cookies*, and *Marbles Roll Off*.



## **5. About the Book**

This book is dedicated to dads and kids all over the world. Sometimes Dad can be more of a baby than I am; maybe sometimes he doesn't get what I feel; maybe we don't even look like each other; but we're still on the same side. With Dad by my side, I can do anything! A refreshing collection of stories showing not-so-perfect dads trying their best and their kids that love them anyway.

### **Chapter One: Great Nostrils**

You don't have to look alike to be family. Family makes you feel happy just being together. Bonggu and his stepdad blow away a bunch of prejudice with their great nostrils!

### **Chapter Two: The Three Musketeers**

Dad, Hancheol, and Ducheol take it easy while Mom is on a business trip. The house is a mess, and they're running out of money from eating out every day. Mom won't be back for a long time—what should they do?

### **Chapter Three: The Best-Dad Search**

Gun's dad is a not very successful comic book artist. None of Gun's friends or neighbors is impressed by Gun's dad, but Gun is proud of him. Gun and Dad are sure they're going to win the "Best Dad" competition!

## *Funerals of the World, Different in Every Culture*

### 1. Publication Details

**Imprint** | Hyeonamsa

**Title** | Funerals of the World,  
Different in Every Culture

**Author** | O Jinwon

**Illustrator** | Chu Deokyeong

**Format** | 188\*257

**Binding** | Paperback

**Pages** | 116pages

**ISBN** | 978-89-323-7455-0

### 2. Contact

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**URL** | <http://www.hyeonamsa.com>

### 3. About the Author / Illustrator

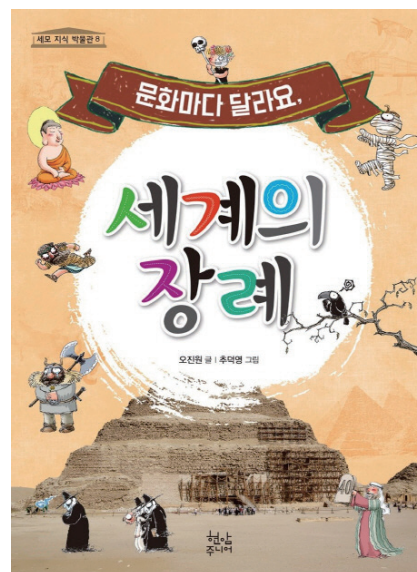
O Jinwon, the author, loves to read and write children's books. He is a member of The Old Red Bean Porridge Lady, a gathering for sharing old tales, and Children's Nonfiction Books Research Association. His works include *I Came to Borrow a Book*; *Run, Little Courier*; *My True Transparent Friend*; *The Three-Generation Old Embers*; and *Bang Jeonghwan Dreams of a World for Children*.

Chu Deokyeong, the illustrator, graduated from the Department of Industrial Design at Konkuk University and has been working as an illustrator since. He has worked for "Good Morning Digital" of Digital Joseon and Munhwa Ilbo, and now works for Hankyung. His works include illustrations for *Don't Eat the Marshmallow . . . Yet!*; *Mr. Millionaire*; *How to Survive Among Piranhas*; *Recital of the Heart*; the Korean translation of *Undercover Economist*; *Perseverance for Children*; and *The Man Who Takes a New Path*.

### 4. About the Book

Tombs are world heritage sites, you say? And funerals are festivals?

Let's take a look at the different cultures of the world through different stories about death and funerals—everything from the tale of Gilgamesh, the oldest story in the world about death, and other mythical tales of death, to the various funeral cultures around the world that emerged from different natural environments, religions, and traditions, including tombs that have become world heritage sites, and even funeral festivals!



*Funerals of the World, Different in Every Culture* takes a look at the different cultures of the world through different types of funerals that vary according to natural environment, religion, etc., as well as mythical tales including the tale of Gilgamesh, the oldest tale in the world. It also talks about tombs of the world that have become world heritage sites, such as the Royal Tombs of the Joseon Dynasty, Westminster Abbey, and the Mausoleum of the First Qin Emperor, and funeral cultures that have become festivals, such as the Festival of the Hungry Ghost, the Day of the Dead, and Halloween.

Everyone has wondered at one point what happens to you when you die. People have held funerals for the dead, believing that the soul goes on living in the world after, and wishing the soul to arrive there safely. The hereafter that people believe in, however, differs according to natural environment, religion, and culture, resulting in different types of funerals around the world, and the different types of funerals reveal how people around the world live. How do the different people of the world see death? Why are funeral cultures different in every country? What do the different funeral ceremonies mean? What do the numbers that often appear in funeral cultures, such as 3, 40, and 49 symbolize? *Funerals of the World, Different in Every Culture*, answers these questions and talks about the many philosophies on death, as well as funeral cultures, around the world.

## Publishing Industry

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# South Korea's budding publishing experts

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

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University education inside South Korea to create experts in the publishing industry peaked in the 1990s. This was reflected in how even regional universities outside the capital area created new majors for this purpose while more than 10 two-year community colleges also did the same. There were also several locations that used the title "electronic publishing". Currently there is only one

four-year university that has a publishing related major(Semyung University) and two two-year colleges(Shingu College, Seoil University). In today's modern world where job education is key, the number of majors at universities might as well be a barometer for how successful that field is. And this change shows well how things have greatly changed from 20 years ago when there was a surge of those working in the publishing industry.

On the other hand, there is a need to note not many publishers require their workers to have studied in a related major in university. From a publisher's point of view, editors need to be someone who can edit rather than someone who has studied the subject material. Most felt when it comes to marketers or designers, their college majors are not that important either. Working abilities needed for the production or sales of publications depends on how much you have learned on the field, than what your academic background might be.

Compared to the decline of public education, the role of private education institutions that focus on actual field work is growing. Most of them offer a several month-long course that teaches the details of the industry and has students carrying out actual tasks. For instance, a publishing education institution called Seoul Book Institute(SBI) is one of them. It was established by the Korean Publisher Society and has been operating education courses since 2005. It has 25 lecture courses for new recruits, current workers

and those outside the industry. The courses aimed at creating experts in the publishing industry are largely divided into three: publishing editors, publishing marketers and publishing designers. In the courses that encourage the improvement of current publishing industry workers, detailed courses on planning picture books, publishing e-books and calculating the price of publication are available. Recently the institute saw more than 700 people completing its courses every year.



Among non-publishing industry institutions, the Hankyoreh Education Culture Center's lectures are also well known. Compared to other private education facilities, this location stands out for its publishing related services, and has courses on editing, enhancing work task abilities, becoming an editor, the basics of creating e-books and design. For those looking to boost their performance, courses like the skills of editing, translating, survival techniques of publishing startups, children's book publishing and publication

planning are provided. As South Korea is a country where many translated works are circulated in the book market, there are 17 classes alone on translations and especially those dealing with English and Japanese. By lecture, there are usually six to 12 classes(each spans two hours) and most of the courses can be taken with government support.

Meanwhile, in South Korea's education system, some graduate schools offer publishing related majors. Some universities in Seoul that do not offer publishing classes for undergrad students do offer them in their graduate school programs(Chung Ang University, Kyung Hee University, Sogang University, Kunkuk University) and help current workers in the publishing industry study and work at the same time to obtain master's degrees. Here the classes are not focused on field work but rather academic studies and research. It shows South Korea's cultural emphasis on education and degrees.

Aside these, South Korea's University of Polytechnics that has 34 campus locations throughout the country is a school to teach skills and non-degree job training sessions are available like publishing design and digital content. The short-term education courses are free of charge. KPIPA has also operated classes based on demand, including those like publishing, marketing, digital publishing, bookstores and publication exports. Korea Federation of Bookstore Association also offers classes several times a year on a non-regular basis via financial support from the government for those who wish

to open their own bookstores or those who operate them already.

Like the above, there are many locations in South Korea apart from universities and graduate schools like private education facilities and government run institutions that provide a number of classes on publishing. Recently, provincial governments like Seoul and Gyeonggi Province have been running classes for bookstore operators or those who plan on opening bookstores. This reflects the growing trend of classes focused on new demands in the market for things that are useful in the field.

## Best Seller

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Aggregate data as of the first week of December

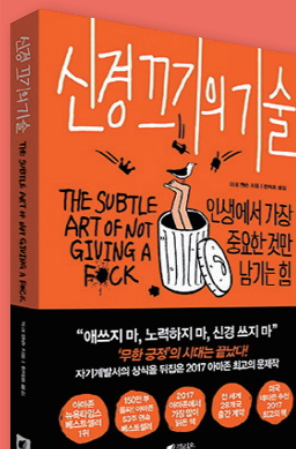
# South Korea's January Bestsellers

Written by Ji-hye Choi (YES24 Branding Team, Marketing Dept)

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Self-development book *The Subtle Art of Not Giving A F\*ck* reigns for fourth straight week

U.S. influencer Mark Manson's *The Subtle Art of Not Giving A F\*ck* stayed atop YES24's bestseller list(as of the first week of December)



for a fourth consecutive week thanks to its overwhelming popularity. The book has offered a fresh paradigm that has trumped conventional self-help books known for stressing unlimited positivity, resulting in it catapulting in popularity around the world.

## Novels see fiery demand on new releases from non-Korean authors



With year-end holidays upon readers, novels have found much demand as the gift-giving season has coincided with new releases from bestselling authors from both inside and outside South Korea. Acclaimed Japanese mystery writer Keigo Higashino's latest, *Cheers to Your Eyes*, found itself in sixth place shortly after its release.

French author Guillaume Musso's *An Apartment In Paris* sat in seventh place while *The Da Vinci Code* author Dan Brown's *Origin*, divided into two parts, stood at eighth and ninth place. Nam-joo Cho's *Ji-young Kim Born in '82* was at fourth place while *The Martian* author Andy Weir's science fiction thriller *Artemis* found itself in 13th place on the list.

## Diverse genres decorate bestseller list

Meanwhile, Jun Park's book of prose *Although Nothing Will Change If I Cry* that appeared in the tvN drama series "Because This is My First Life" shot to second place, while Kiju Lee's *Temperature of Language* stood one step lower at third. *Trend Korea 2018* from Seoul National University's analysis center of consumption trends stayed firm at 5th place with its forecast on trends that will appear in 2018. *Getting More* by Stuart Diamond, currently teaching negotiation at the University of Pennsylvania's Wharton School of Business, was at 12th place this month.

*Everything is Your Fault*, a collection of poems by Korean actor Jong-suk Lee and poet Tae-ju Na found itself at 10th place after pre-orders began, while Kiju Lee's *Dignity of Words* shifted down to 14th place. *Mom Studying Self Esteem* by Mi-kyung Kim sat at 11th place while *A Lesson in Latin* by Dong-il Han, South Korea's first Vatican attorney, was 15th on the list.

### <South Korean Top 15 Bestsellers, First Week of December 2017>

No.	Title	Writer	Publisher	Genre
1	<i>The Subtle Art of Not Giving a F*ck</i>	Mark Manson	Galleon	Self-development
2	<i>Although Nothing Will Change If I Cry</i>	Jun Park	Nanda	Poems/Essay
3	<i>Temperature of Language</i>	Kiju Lee	Malgeulteo	Essay
4	<i>Ji-young Kim Born in '82 (Hardcover Edition)</i>	Nam-joo Cho	Minumsa	Novel
5	<i>Trend Korea 2018</i>	Nan-do Lee	Miraebook Publishing Co	Economics/ Management
6	<i>Cheers to Your Eyes</i>	Keigo Higashino	Hyundae Munhak	Novel
7	<i>An Apartment in Paris</i>	Guillaume Musso	Bright World	Novel
8	<i>Origin 1</i>	Dan Brown	Moonhak Soochup	Novel
9	<i>Origin 2</i>	Dan Brown	Moonhak Soochup	Novel
10	<i>Everything Is Your Fault</i>	Jong-suk Lee, Tae-ju Na	YG Entertainment	Poems/Essay
11	<i>Mom Studying Self-Esteem</i>	Mi-kyung Kim	21 Century Books	Self-development
12	<i>Getting More</i>	Stuart Diamond	8.0	Self-development
13	<i>Artemis</i>	Andy Weir	RH Korea	Novel
14	<i>Dignity of Words</i>	Kiju Lee	Hwangso Books	Self-development
15	<i>A Lesson in Latin (For an intellectual, beautiful life)</i>	Dong-il Han	Next Wave Media	Humanities

\* Data provided by YES24

## Info

# Guadalajara Book Fair 2017

## Book from Korea



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| 1. Korea Magazine Association             | 11. MINUMSA Publishing Group                 |
| 2. Gloyeon Ltd.                           | 12. Bookbebe                                 |
| 3. Gimm-Young Publishers, Inc.            | 13. Safety Play                              |
| 4. FlyingStar Books                       | 14. Altus                                    |
| 5. YELLOWPIG                              | 15. Atnoonbooks                              |
| 6. SIZZLEBOOKS                            | 16. Moon1000 Inc.                            |
| 7. Chungeoram junior Publishing Co., Ltd. | 17. CrayonHouse Co., Ltd                     |
| 8. Haesol Publishing Inc.                 | 18. Hansol Soobook Publishing Co.            |
| 9. kidari publishing co.                  | 19. Hackers Language Research Institute Inc. |
| 9. Touching Story Publish                 |  |
| 10. Liber.                                |  |

趋势

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## 韩国书籍设计的趋势及动向

作者. Yoony Suk (Mimesisart设计组组长)

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书籍设计领域-虽然书籍领域可设计的部分非常之少，但其中经历了很多不同的实验及变化。直到2000年代初期，对于“书籍设计”的领域划分仍然很模糊，有时还会问到“书籍设计师”是设计什么领域的人？

书籍设计师是制作书本的许多人当中的一人，不仅是设计书面，还要理解书中的内容及书的物性。直到上世纪80年代书的形态比较单纯，表现方式也很局限。但如今过去用胶片设计的独特魅力及手工制作的设计又重新给现代设计提供积极影响。(图片1)因程序的发展很快就能把想法转换成现实表现，并且可选的范围可变得更多。因此我们不仅可以接触到更多好作品，还可以在更短的时间里进行制作后与他人共享。

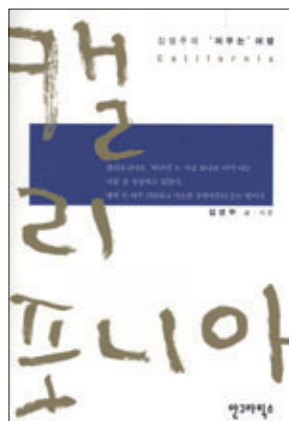


(图片1) 上世纪80年代书籍设计

到了2000年代中后期，因丰富的书体和后加工技术出现了更多不一样的设计，包括“艺术字”风潮更多有个性的书体和手写字使用到了广告和电影海报和书中。越来越多的设计师开始使用插画，绚丽及强烈的设计通过后加工变得更加突出。到了2010年文具品牌剧增，随着海外品牌及社交网站的发展设计变得更加简单。(图片2)过去的设计不同的是侧重点不在于传达信息，而是变得更加简单。特别是受到日本书籍设计的影响，为了页面布局最看重的就是空白。

对“冲击效果”的思考仍然是最多考虑的部分。比如公交车广告中，有时一句很强烈的广告词或有趣的照片本身就会成为一个广告。如今的“冲击效果”大部分是整个简单的画面，添加点挑战性要素。比如加入短而有趣的标题、使用独特的插图、只通过平面要素和后加工进行设计，或比较“老土”的复古形态。目前在业界可以看到很多丰富的设计，貌似在竞争谁能制作出更有趣更有挑战性的设计。(图片3)

(图片2) 《加利福尼亚》，《设计的设计》(Ahngraphics)





(图片3) 《留一点距离》(阅读的猫), 《日常技术研究所》(Acrossbook), 《Words of Writing》(UU出版社), 《梦》(Workroompress)

有些书的设计直接影响到书的销售量，因此目前书本设计不再是第二选择，而是制作过程中的重要部分。一旦开始签约制作书籍，首先会与书的内容一同考虑以什么样的风格进行书面设计？使用什么版型和纸？重量要控制在多少？是否在书面和内容中使用插图？这些讨论直接链接到营销。对商品的策划和网上上传的形象都是宣传的一种方式，因此设计的地位变得越来越重要。

对于一般的读者最印象深刻的应该是畅销书书面设计，但如果稍微对设计有兴趣的读者或者业界有关人士就会根据设计和趋势去选择喜欢的书籍，现在越来越多的人购买书是因为想要“收藏”。很多书是不重印的，因此想要收藏的话就要先购买再说。根据读者的这种需求，作为营销战略中的一种方法流行起来的的就是“Recover设计限量版”。(照片4)绝版书籍以新的书面设计重新进行销售，又可以把长期畅销书以精装本形式限量版销售。



(图片4) 《百岁老人跳家去》(Openbooks)和《Egalia's daughters : a satire of the sexes》(Goldenbough) 左侧原书面, 右侧Recover设计限量版。

与收藏型书籍不同的是，一般的单行本读者们更喜欢轻一点的纸和携带方便的大小。有时重新设计为文库本，或者把宽度设定在可以一手握住。使用的纸是虽然比较粗糙，但很轻的中等质量的纸方便携带。书的形式也会提高可读性，设计变得越来越简洁。读者越来越偏好薄而轻的书，今后文库本形态和设计也会变得越来越丰富，比如收集著名作家的页数较少的书，或者只策划国内作家的短篇等等。(图片5)

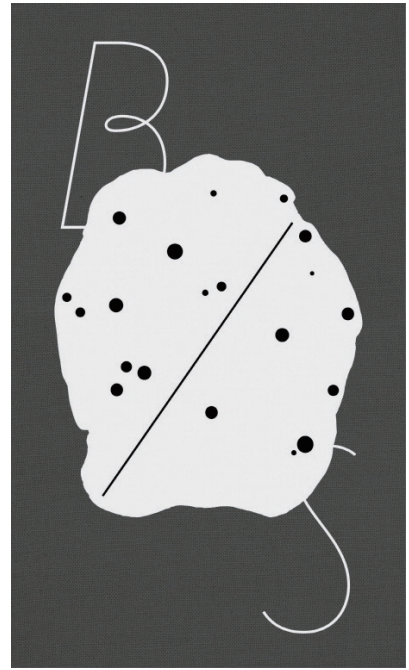
对于体现一个出版社的认同感，书籍设计变得越来越重要。人们渐渐开始通过版型、装订方式、内容形式、书面设计等认识该出版社的性格和特征。就像英国的著名出版社企鹅图书，就是通过品牌形象让读者们记住这家出版社。今后我们也会让读者们没有确认标识的情况下就能知道这本书是哪家出版社的书。以前认为只有大型出版社才可以构建这种品牌形象，但国内的一些独立出版社也在出版每一本书的时候都非常认真的策划出形象。设计形象有时很自然，但有时又很果敢很有挑战性。有的书完全删掉标题让读者认不出是什么书，有的书又太大或太小，还有一些书以弹簧或其他独特的装订方式进行制作。内容的版面设计也很果敢，所以在视觉上解读的过程中需要时间。(图片6)



(图片5) 民音社的Shooting Arrows series, Openbooks的蓝色系列



(图片6) 《纸岛》(Booknomad),  
《Proust》(Workroompress)



流行循环变得越来越快，虽然我们可以看到不同形态的书，但同时又难以定义什么是

“好设计”。有关书籍设计的讲座中最多的提问就是“设计对读者起到的影响有多大？”，换句话说就是在问从一开始看到书到购买过程中，设计的作用有多大？其实这也就是在问书籍设计的本质是什么？

书有书最基本的作用，如果想要制作出可以传达某种价值的书，需要很多种要素，每个要素都有自己的作用，设计今后在这过程中的比重会越来越大。现在人们在选择家电和日常生活用品的时候很注重外形设计，书也如此，设计可以让这本书变得更有价值，因此书籍设计与书是密不可分的关系。

今后书籍设计会怎样发展？就像过去使用艺术字的设计即有粗犷的感觉又很好的与设计要素相融合在一起，目前流行复古与平面设计的结合让人感觉到很自由奔放，这与过去艺术字设计又有不一样的感觉。虽然目前在进行设计时要参考网上的形象、比率和颜色，但同时传统书籍领域也会增加。

即实用又简洁的设计需求将会变得越来越多，同时高端的页面处理和大版型书籍也会散发出它的价值。这些不同形式的书将会在一个书架上各自散发自己的魅力。

特别版

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## 代理商参与的著作权出口事例

众所周知，韩国著作权出口市场非常活跃，但我们很难统计具体哪一本书出口到了哪个国家。在什么样的背景下进行出口等等……，因为这些信息与中介公司相结合在一起，也因为出口到各个国家的书的种类太多，并且没有时间规律，因此很难掌握这些信息。

在本月的策划新闻里会根据中介公司提供的信息介绍什么书出口到哪些国家？（文学、儿童书、实用书、系列版、漫画、网络漫画、ELT教材等）。从中我们还可以听到现场亲自经历的事情。



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### 目录

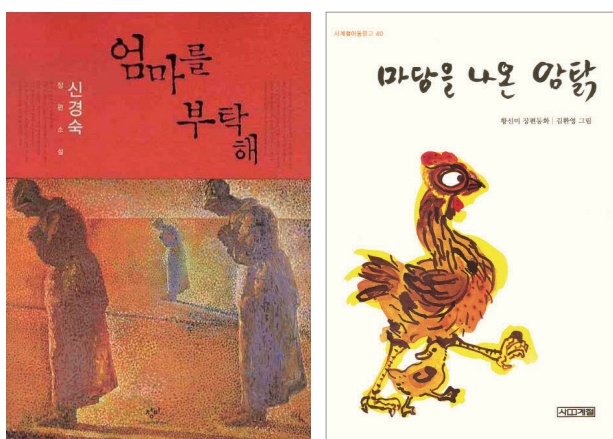
1. 文学 - 李龜鎔 (KL Management)
2. 儿童图画书·实用书 - Sun-hang Shin (Imprima Korea Agency)
3. 系列版 - 郑燕慧 (連亞國際文化傳播公司)
4. 漫画·网络漫画 - Nam-Ho Kim (Topaz Agency Inc.)
5. ELT教材 - Amo Noh (AMO中介公司代表)

## 1. 文学

作者. 李龜鎔 (KL Management)

申京淑作家的《寻找母亲》，

黄善美作家的《梦想飞行的母鸡 (The Hen Who Dreamed She Could Fly)》



申京淑作家的《寻找母亲》在2011年4月初出刊在美国之后，马上就登上了纽约时报畅销书行列。接着又被选为“最佳书籍(Best Books of 2011)100选”当中，在小说领域与亚洲代表作家村上春树的《1Q84》一同纳入“最佳10选”。并且在美国6个城市，欧洲8个城市与当地的读者见面进行了交流。

《寻找母亲》这部作品不仅在美国，在意大利出版后仅在10天的时间里就已经记录了新刊书籍销售第一位。并且当地著名新闻媒体统计中，在小说领域也纳入了畅销书榜单。不仅如此在台湾的小说领域也记录过第三位的好成绩。2012年春，申作家通过《寻找母亲》这部作品在韩国作家中首次、亚洲女性作家首次获得了英仕曼亚洲文学奖(Man Asian Literary Prize)的荣誉。通过这部作品国际出版市场和世界文坛开始关注韩国文学，对扩展韩国文学的范围做出了桥头堡作用。这部作品至今已经在37个国家进行了翻译出版。

黄善美作家的《梦想飞行的母鸡(The Hen Who Dreamed She Could Fly)》分别在2013年末和2014年出出版在美国和英国。2014年春举办伦敦图书展时韩国作为主宾国受邀，黄作家被选为“今天的作家”，作为代表韩国的作

家进行了活动。《梦想飞行的母鸡》至2017年12月已经在29个国家进行了翻译出版，2014年4月还登上了当地的畅销书行列，在英国全域书店中展示出了韩国文学的发展。不仅如此，当年在英国获得了“2014TOP10独立出版社小说畅销书”，“2014 waterstone选出的今年最佳书籍”，“2014书商最佳书籍”等称号，让黄作家进入了世界级作家行列。除外在波兰获得了“2012今年最佳书籍”的荣耀。黄作家的另外一部作品《蓝光长毛狗》以英国为中心，在西欧和北欧进行出版之后持续获得好评，还有另外一部长篇小说《Miracle on Cherry Hill》的英文版全也成功出口到英国。

### 李政明作家的《The Investigation》，韩江作家的《素食主义者》，《少年来了》

李政明作家的《The Investigation》在意大利获得了属于最高权威文学奖的Premio selezione Bancarella文学奖，是颁发给选入最终竞争候选的5位作家的奖项。纳入最终候选的6位竞争作家中外国作家只有李作家一人，剩下的5位都是意大利作家。Premio selezione Bancarella文学奖是意大利文学奖中唯一以书商作为评审，在颁奖现场通过直接投票方式选出获奖者的奖项。1953年制定奖项后第一年的获奖作品就是美国著名作家海明威的《老人与海》。2014年春，《The Investigation》在英国麦克米伦出版公司出版之后纳入“2015英国独立报外国小说奖(Independent Foreign Fiction Prize 2015)”候选，正是全世界关注的作品。对这部作品的文坛评价是文化性和大

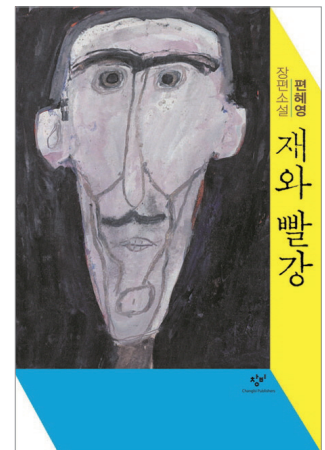
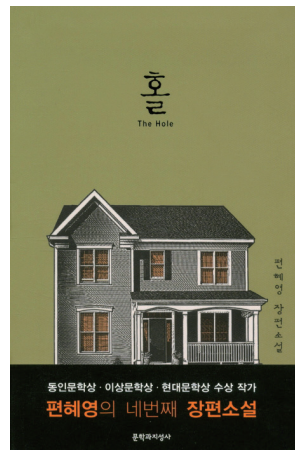


众性很好协调在一起的作品，目前翻译版权已出口到意大利、英国、美国、法国、西班牙等12个国家。

2016年《素食主义者》获“曼布克国际奖”后，韩江成为了全世界读者关注的作家。这一成果不仅对获奖人个人，对世人关注韩国文学做出了重大贡献。这部书的版权已经出口到近40多个国家，韩作家的另外一部长篇小说《少年来了》也以英美和欧洲为中心继《素食主义者》在当地巩固了作家的文学基础。最近诗、散文、小说形式融合在一起的作品《白色的书(The White Book)》在英国成功出版，正在构建具有其独特个性的文学世界。

### Hye-yung Pyun作家的《The Hole》，《灰烬和红色(Ashes and Red)》

Hye-yung Pyun作家的《植物爱好(Caring for Plants)》正式刊登至美国最高权威的周刊文学杂志‘纽约客(7月10号)’，在纽约客刊登的韩国作家的文学作品历史以来只有2006年高银的4首诗和2011年李文烈作家的“匿名的岛”。有趣的是Hye-yung Pyun作家的《The Hole》在《植物爱好》刊登到纽约客之后，过了几周的8月1日正式出版在美国。这本书是拱廊出版公司进行的出版。Hye-yung Pyun作家的第一部长篇小说《灰烬和红色(Ashes and Red)》也将通过同一出版社于2018年8月进行出版。《灰烬和红色》这部作品是在2016年春，与他的另外一部新作《The Hole》在韩国文学上首次尝试了“two-books deal”方式与美国出版社成功签署了版权合同。《灰烬和红色》在波兰被选为“2016今年的书籍”。



## 2. 儿童图画书·实用书

作者. Sun-hang Shin (Imprima Korea Agency)

### 在中国掀起的作家论

中国出版界最近基于作家论，正不断的进口出版外国作家的作品。比如，国籍虽然是波兰，但在韩国进行作品出版的伊沃娜·赫米莱夫斯卡(Iwona Chmielewska)不仅新项目签约，还延伸到续签，在中国已经获取了其认知度。台湾的Grimm Press、中国接力出版社、广西师范大学出版社、魔法象图画书王国等许多出版社正进口出版韩语版童话书。特别是伊沃娜作家因为是波兰国籍，因此没有受到萨德的影响，顺利出版了汉语版书籍。

#### ■ 伊沃娜·赫米莱夫斯卡作家书籍出口事例



- 《雪》(Changbi, 2012 / 中国接力出版社, 2013)
- 《House of the Heart》(Hee-kyung Kim(著); 伊沃娜·赫米莱夫斯卡(绘), Changbi, 2010 / 台湾Grimm Press, 2013)
- 《蓝色棍子·蓝色箱子》(Sakyejul, 2004 / 中国华中科技大学出版社, 2016)
- 《时间的四个方向》(Sakyejul, 2010 / 中国读库文学)
- 《脚趾》(Nonjang, 2004 / 江苏凤凰儿童, 2014)
- 《一半? 一半!》(Nonjang, 2008 / 中国广西师范大学出版社, 2017)

- 《时间123》(Nonjang, 2008 / 中国广西师范大学出版社, 2017)
- 《有麻烦了!》(Nonjang, 2010 / 中国广西师范大学出版社, 2015)
- 《会思考的铅笔》(Nonjang, 2011 / 中国广西师范大学出版社, 2017)
- 《上学的路》(Nonjang, 2011 / 中国广西师范大学出版社, 2016)
- 《亲爱的女儿》(Nonjang, 2011 / 中国广西师范大学出版社, 2017)
- 《Four Plates》(Nonjang, 2013 / 中国广西师范大学出版社, 2017)

以《云朵面包》出名的白嬉娜作家虽然有很多已经签约的图书，但台湾和中国接力出版社正在推延书籍出版。萨德发生之前白作家还受邀2015年上海儿童图书展进行了作家讲座，也在小学朗读作品，举办签名会，还在书店进行了创作作品的试演会。2016年并在北京图书大厦进行了朗读书籍和创作作品等活动在中国提高了认知度，但萨德问题发生之后书籍出版面临困难，新刊契约也是暂时保留状态。

### ■ 白嬉娜作家书籍出口事例



- 《云朵面包》(Eduhansol, 2004, Isoobook, 2017 / 中国接力出版社, 2013)
- 《澡堂里的仙女》(Bearbook, 2012 / 中国接力出版社, 2016)
- 《月亮冰澈凌》(Bearbook, 2014 / 中国接力出版社, 2015)

- 《The Fly I Tasted in My Dream》(Bearbook, 2014)
- 《昨天晚上》(Bearbook, 2014)
- 《Chirping Mom》(Bearbook, 2014)
- 《奇怪的妈妈》(Bearbook, 2016)

## 图画书人气带动韩国图画书出口

目前中国和台湾对图画书的需求大幅增加，因此国内很多图画书陆续出口到中国和台湾。虽然中国还存在发行CIP的限制，但今后对好作品的消费者需求会逐渐增多。最近出版作品(以下介绍)的一些作家的后续作品也需要关注。特别是Hye-won Gyeong作家在2017年12月出刊了台湾版《电梯》，也在台湾书店进行了签名会。台湾出版社也是比较注重作家，因此希望与合作过的作家进行作品续签。

### ■ 其他儿童图画书出口事例



- 《地下花园\*》(赵善晳, Borimpress, 2005 / 中国广西师范大学出版社, 2015)
- 《听说有鱼感冒啦》(Jeong-sub Park, Sakyejul, 2016 / 中国新星出版社, 2017)
- 《电梯》(Hye-won Gyeong, Sigong junior, 2016 / 台湾, 2017)
- 《西瓜游泳场》(安宁达, Changbi, 2015 / 中国广西师范大学出版社, 2016)

\* 2016年中国最美丽的图画书奖获奖作品

## 小学生阅读书及儿童系列事例

除了图画书以外，还有小学生阅读书中《爱上读书的妖怪》(李相培, Openkid, 2018 / 中国新蕾出版社, 2018)，《我今天写什么日记》(郑雪芽, Bluegarden, 2010 / 辽宁科学技术出版社, 2014)这两部作品续签之后仍然有版税收入。可以说这两部作品是获得中国儿童和父母同感的书籍。



学龄前儿童数学系列《我的第一本数学童话套装1~25本》(Steiner, 2010 / 东方出版社, 2012)在中国出版社的作用下，通过父母们的口碑持续维持较好的销售成绩。续签当年的版税已经超过了续签预先支付版税，充分证明了在中国的销售量。

## 实用书事例

出口到中国实用书籍中《无器械健身训练全书》(郑周镐, Vita\_books, 2013 / 中国人民邮电出版社, 2014)的中文版出版之后在中国的销售成绩依然很不错。彩色活页本非常流行的时候出口的《时间旅行》(宋智慧, Booklife, 2015 / 中国中信出版集团, 2015)出版那一年和下一年持续保持较高的销售



量。语言教材也是销售量居高不上的领域，比如《商务电子邮件写作大全》(Darakwon, 2009 / 中国语言大学出版社, 2011)和《Sinagong托业系列》(Gilbut, 2006 / 中国机械工业出版社, 2010)修订版出版之后也持续保持着销售量。

### 3. 系列版

作者. 郑燕慧(連亞國際文化傳播公司)

#### 儿童图画书

##### ■ 图画书事例



- 图画书《FINGER PLAY》(Su-hyun Bae, Round Ground, 2017 / 台湾)
- 图画书《世界上最大的蛋糕》(安英恩(著); 金成姬(绘), Gimmyoungjr, 2014 / 台湾)
- 图画书《My Small House》(Sun-jin Kim, Sangsuri, 2016 / 中国)
- 图画书系列版《安全童话系列》(Sodamjunior, 2010 / 中国)
- 图画书系列版《BIG KIDS数学套装》(Chunjae, 2016 / 中国)

《FINGER PLAY》是可以与朋友、父母、自己玩儿的手指游戏图画书。虽然书里有英文和韩文，但其实是不需要说话的书本，因此有些读者直接购买韩语版书籍，可以说完全不受语言的障碍。目前已签署了英语、西班牙语、汉语繁体字合约，令人高兴的是在限韩令的恶劣环境中，仍然在2017年北京图书展之前签署了汉语简体字契约。以明确的主题和丰富的插图展开故事情节，不受语言限制，让全世界的孩子们都可以阅读。像朋友一样温馨亲切的图画书市场非常明朗。

《世界上最大的蛋糕》是为初中生制作的童话书,本书根据1491年列奥纳多·达·芬奇担任意大利斯福尔扎公爵婚礼策划师的逸事改编。这本书在大陆是

由中信进行出版，提高了其销售量，在台湾经过激烈竞争由东方出版社在明年进行出版。最近很多出版社在寻找有趣的情节、知识内容丰富、提高想象力和创意性的图画书。

《安全童话系列》是学龄前及小学课程的幼儿全集，就游戏、交通、食品、疾病、野外、玩水、电、烧伤、灾难、犯罪10个安全主题讲述故事。获得总统奖的“防止手指划伤技术(Safe Cutting技术)在限韩令的艰难局势下仍然成功进行了签约。中国目前迎来了两个子女时代，因此儿童安全是中国出版社最关注的领域。中国和台湾对以简单的画风描述安全主题的图画书系列需求很大。

### 其他儿童书籍

#### ■ 其他儿童书籍事例



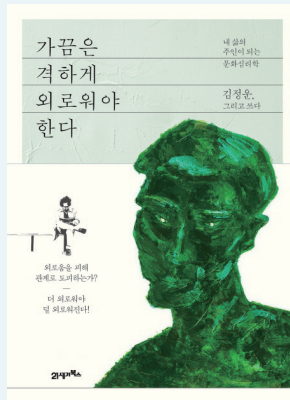
- 大脑游戏书籍《寻找，寻找系列》(Sangsuri, 2010 / 台湾)
- 学习漫画系列《Don't Lose it科学系列》(Wisdomhouse, 2017 / 台湾)
- 学习漫画系列《数学三国演义系列》(Chunjaebooks, 2017 / 中国)
- 自我开发童话系列《68 Days With Arrogant Jean Louis》(Sun-mi Hwang·Bo-yeon Lee, Scholar, 2017 / 中国)
- 青少年科学阅读书系列《Big History》(WhySchool, 2013 / 中国)

《68 Days With Arrogant Jean Louis》是韩国代表性童话作家黄善美围绕儿童周边的人际关系著作的童话，Bo-yeon Lee儿童心理专家帮助咨询的新概念童话书。这本图书是受中国出版社的邀请策划的书。黄作家的《把日记藏起来的日子》等七篇童话经过中国市场的验证，由江苏少年儿童负责出版汉语版。目标在年内出版5本书。黄善美作家本身就已经让中韩两国非常期待，2016年9月在中国进行签署仪式之后当地的媒体也进行了广泛报道。作者把普遍的认同感通过5本书以童话形式进行讲述，不仅让中韩两国读者，甚至可以获得全世界读者的认同。以普遍认同主题和海外共同策划进行的此次项目期待可以加进双方理解、增进文化交流、发挥宣传作用，从而提高在两国的销售量。

《Big History》(共20本.Whyschool)系列是策划《Why》系列的公司制作的。小学生的时候阅读过《Why》的孩子们现在已经成为了中高中生，《Big History》就是以这一人群为对象制作的书。主题分为宇宙、生命和人类文明，从137亿年为开始，讲述10个大转换和20个重大提问。中国和台湾仅出版13本的时候就已经结束了对全集的契约和汇款业务，目前正在准备出版。这本书是科学和人文融合起来的历史书，目前中国和台湾对青少年知识教养书籍的需求不断增多。

## 成人领域书籍

### ■ 成人书籍事例



- 《太阳的后裔写真集》(Wisdomhouse, 2016 / 中国)
- 《偶尔也需要强烈的孤独》(金珽运, Book21, 2016 / 中国)
- 《为世人的美丽韩食200选》，《大长今宫廷料理》(韩食财团 / 台湾)
- 《I Like Meat》(Seong-geun Lim, Aandbooks, 2017 / 台湾)
- 《你背过一本英文书吗?》(Min-sik Kim, Wisdomhouse, 2017 / 台湾)

像《太阳的后裔写真集》，有关热播电视剧的出版物无论什么时候都很受欢迎，如果不是限韩令，《鬼怪》等其他最近热播的电视剧有关书籍也应该完成签约。除外，《偶尔也需要强烈的孤独》等自我开发领域的书籍成功出口，实用领域方面，基于韩食财团的大力支持《为世人的美丽韩食200选》，《大长今宫廷料理》和《I Like Meat》等韩国传统料理书也出口到了台湾。还有在语言领域除了《你背过一本英文书吗?》以外，对学习韩语的TOPIK需求也很大。此外，根据政坛变化，比如《文在演的命运》和《从命运到希望》等有关政治焦点和政治人物的书籍也出口到了海外。

## 成人领域系列版本

### ■ 成人领域系列版本



- 《韩国资本主义》系列(张夏成, Heybooks, 2014 / 中国)
- 《谈朝鲜国王》系列(Deok-il Lee, 历史的早晨, 2010 / 中国)
- 《朝鲜国王的一生》,《朝鲜两班的一生》,《朝鲜女人的一生》系列(Geulhangari, 2010, 中国)
- 《时间的庭院》,《时间的房间》系列(Ji-hye Song, Booklife, 2015 / 台湾)

《韩国资本主义1》,《韩国资本主义2-为什么要愤怒》等作品是围绕韩国的资本主义制度、经济政策和社会问题,在专家的角度进行了深度分析和比较。这类书籍可以均衡韩流一边倒的出口方向,在这方面意义非常重大。《谈朝鲜国王1,2》,《朝鲜评传》,《朝鲜国王的一生》,《朝鲜两班的一生》,《朝鲜女人的一生》系列等历史书出口的增加说明通过韩剧接触过韩国历史的中华圈读者变得越来越多。

## 4. 漫画

作者. Nam-Ho Kim (Topaz Agency Inc.)

### 漫画出口契约

漫画一般是由杂志和单行本形式进行出口，比如杂志一般先受定金，以每页为单位计算原稿费。单行本的版税是消费者价格的8%，发行数量按地区存在差异，但一般情况下以初版发行量为准，大约在3000部左右。并且相应的保证金以定金的条件进行签约，一般来说版权税收入会高出定金。但很多出版社在签约时为了拿到更多的定金，一不小心就会出现摩擦出现毁约的情况，因此要事先预防类似事情的发生。签约时按照不同语言圈进行，电子书会按照各语言在全世界提供版权。

签约时1)英文包括美国、法国、加拿大、澳洲和新西兰地区，2)意大利语包括意大利、圣马力诺、梵蒂冈和瑞士，3)德语包括德国、奥地利、瑞士和卢森堡，4)法语圈包括法国、瑞士、比利时、卢森堡、加拿大，5)俄罗斯语言圈有俄罗斯联邦(白俄罗斯、乌克兰、摩尔多瓦、亚美尼亚、阿塞拜疆、格鲁吉亚、哈萨克斯坦、吉尔吉斯斯坦、土库曼斯坦、塔吉克斯坦、乌兹别克斯坦)地区，6)西班牙语语言圈有西班牙、阿根廷、智利地区，7)与阿根廷进行签约时以西班牙语进行签约，地区包括阿根廷、玻利维亚、哥伦比亚、智利、厄瓜多尔、巴拉圭，8)巴西是葡萄牙语，9)墨西哥是西班牙语，10)其他地区按个别国家的独立语言，限定签约地区后进行签约。

签约时法律一般按照韩国法律，但如果进口国要求按照自己国家的法律进行的话就会有一点麻烦。这时如果可以的话，首先听取对方的意见，之后在仲裁条约根据国际仲裁裁判所的规定，加入在韩国可以进行仲裁裁判的内容即可。

## 漫画出口事例



出口到海外的众多漫画中最具代表性的有《仙境传说》(李命进),《驱魔者》(邢民友),《Island》(In-wan Yoon, Kyung-il Yang),《Cheon Choo》(Byung-jin Kim),《宫》(So-hee Park),《Fullhouse》(Su-yeon Won)等。

《仙境传说》已经进行了杂志合约(日本、墨西哥、马来西亚、法国等地区)和单行本合约,有大空社(日本),创艺(新加坡),Wahlströms(瑞典),Conrad Editora(巴西),La Cupula(西班牙),Elex Media(印尼),Flashbook(意大利),Kasen(波兰),Mikro Oasis(马来西亚),Panini(德国),Punainen Jättiläinen(芬兰),SCLA(中国),Seebd(法国),Siam(泰国),Tokyopop(美国),Kim Dong(越南),Editorial VID(墨西哥),AST(俄罗斯),这部作品是在海外非常受欢迎的代表性韩国漫画。

《驱魔者》也出口至AST(俄罗斯),Elex Media(印尼),Jpop(意大利),Kasen(波兰),Norma(西班牙),Pauna Media(芬兰),Seebd(法国),Siam(泰国),Star Comics(意大利),Tokyopop GmbH(德国),Tokyopop Inc.(美国),Enterbrain(日本),玉皇朝(香港),WIN(台湾)等地区。

最近《Eden's King》卖到法国的AC Media,这部漫画是日本作家著;韩国图画作家绘的合著作品,这次以崭新的方式进行了出口。今后也可以多考虑这种方式。

## 实体漫画和网络漫画的差异

最近国内市场对网络漫画的需求非常高，并且也有很多优秀的作品，但仍然很难进入海外市场。其中有几种原因，第一，目前市场还没有成熟到接受收费漫画的程度。第二，滚动(Scroll)方式制作的网络漫画与偏好实体出版物的市场之间存在差异。第三，网络漫画的故事情节在国际市场上的接受程度与实体漫画相比比较低。今后制作网络漫画时如果事先想好实体漫画版本的话，相信在国际市场上也会受到欢迎。

## 5. ELT教材

作者. Amo Noh (AMO中介公司代表)

AMO中介公司从10年前就已经是唯一负责Neungyule教育-Build&Grow品牌出口的中介公司，从ELT开始，促使了Build&Grow能够成功进入海外市场，目前已经出口到30多个国家。此外还负责Clue&Key、Wjcompass、Carrotenglish、Visang、Iambooks、Happyhouse等公司的海外出口业务。出口国家有中南美全区域、台湾、泰国、柬埔寨、中国、加拿大、西班牙、埃及、土耳其和阿拉伯地区。

刚开始进行ELT图书、项目的出口业务时，全世界所有的ELT书籍都可以在韩国市场找到。因此我们认为在国内成功的书，在海外市场肯定也能成功。但国外对韩国制作的ELT书籍都很残酷的说“*No Thanks*”，我们当时说服说翻开书本就会改变想法，但国外出版社连看都没有看就拒绝了。

### 在ELT出口当地没有预料到的难题

经过我们的持续说明和说服终于能让海外进口商翻开了书本，但我们又遇到了另外一个难题。因为国内的ELT教材不是符合国际标准课程的教材，而是按照韩国国内补习班的需求制作的，因此没有办法满足海外进口商和教师们的需求。我们为了满足海外市场的需求，进行了对结构和各种附加材料的补充工作。除了这个问题之外，因为文化差异，我们不得不修改并删除部分内容。等到修正完内容，到了销售阶段时我们又遇到了大大小小的问题。

当我们准备好与哪个国家的哪一家合作商合作，并走出销售的第一步时，最让我们惊慌的是这些国家对大小和距离的概念与我们完全不一样。对方在邀请宣传样本等要求时会使用“一点”这一词汇，但因为韩国是人口比较少的国家，所以他们所说的“一点”与我们想的“一点”是完全不一样的概念。（我们想的“一点”比他们所说的“一点”要少很多很多）

国外的合作商代替我们出版社像当地的分社职员一样，拿着我们的目录在全国进行了宣传，我们的品牌及教材渐渐在国外传开。这些过程都经历了之后，才开始有订单发过来。连接到销售后韩国出版社就需要到当地为当地的老师进行各种教育，并介绍教材使用方法。

通过当地访问感受到的是，韩国的教育水平及教师水平与外国相比远远高出很多，并且在韩国受到老师及学生好评的教材无论在哪个国家都会获得很好的反应。

### ELT出口建议

最近偶尔有人咨询我们要怎么进行ELT出口，我回答的第一句话就是这一事业比您想象的要难很多。首先投资费用较高，并且想要让一个完全没有听说过的品牌在一个陌生的国家站住脚跟是需要很长的一段时间。虽然在韩国卖的很好的书在海外成功的可能性也比较大，但相反在国内失败的作品在国外也会失败。最重要的是要看的远一点，找出海外好搭档后，要认为他们就是公司的当地分社，需要长期的投入和努力才能够让项目成功。

想到不同国家和民族的数百万孩子们在亚洲、南美、达拉伯通过我们公司出口的书学习英语并展开自己的梦想，没有比这件事更有意义。经过2~3年的努力终于拿到订单和出口申报书时就能亲身感受到“我们的书确实出口到了海外，越来越多的书在海外得到认可”。5年前在巴拿马的一个小村庄简陋的学校，看到拿着我们的书在走廊奔跑的孩子时我激动不已。与我们合作的出版社应该也是同样的感受，刚开始我们不知道什么时候才可以创造出收益，也不知道庞大的费用投资要维持到什么时候。但我们都没有放弃，坚持到如今我们取得了丰硕的成果，我想出版社也会有别样的感受。

## 韩国出版业

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### 韩国漫画内容之力量

## 大元 C.I.

大元 C.I.(DAEWON CULTURE INDUSTRY INC.) 是韩国代表性漫画专门出版社，前身是大元童话（1991年）。作为韩国漫画出版的基石，与韩国漫画历史一同发展已有27年的时间。大元 C.I.是内容许可专门企业-“大元媒体”的子公司之一，在所有子公司中绝对是“孝子行业”。

只要是出生并成长在韩国的人，心中都会有一个大元 C.I.公司制作的卡通形象。虽然时代以从过去的纸漫画变为用拇指翻页的网络漫画，但大元 C.I.仍然就喜剧、历史、爱情、社会焦点、教育、科幻等类型创造出“漫画”。以下是与大元 C.I.出版事业本部 Park Jong-gyu本部长进行的一问一答型采访内容。

作者. Ji-hye Gwon 记者

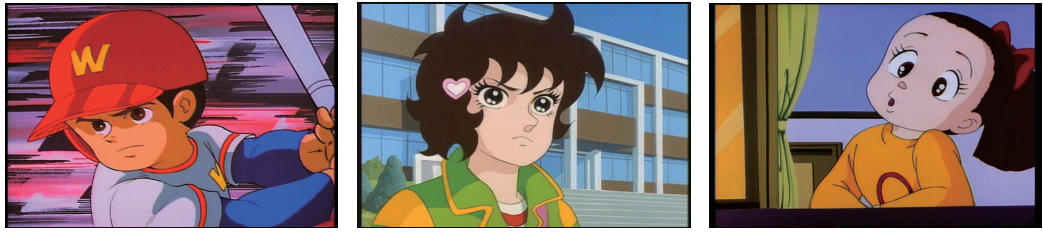
照片. 大元 C.I.

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韩国出版文化产业振兴院(以下 韩)：请对大元 C.I.做一下简单的介绍。

Park Jong-gyu常务(以下 朴)：元 C.I.的前身大元童话是韩国动画的见证人郑煜会长设立的。上世纪80年代大元童话开始了《Dokgo Tak向太阳投球(1983)》，《我的名字叫Dokgo Tak(1984)》，《Dokgo Tak重新找回的投球踏板(1988)》等Dokgo Tak系列。这个时期在国内首次制作了电视动画，它就是《流浪喜鹊(1987)》。后来可称为“国民形象”的《Young Shim(1990)》(原作：裴锦泽)，《Run Hany(1988)》(原作：Jin-joo Lee)等都是目前30，40多岁人群回忆中的一部分，这些作品都是通过大元童话诞生的。



从左开始：Dokgo Tak, Hany, Young Shim  
 ©1984 Lee Sang Moo / DAEWON MEDIA,  
 ©LEE JIN JOO / KBS / DAEWON MEDIA,  
 ©1990 GumTaek Bae / KBS / DAEWON MEDIA

1991年《Boy Champ》(2002年书名改为《Comic Champ》)创刊号正式开始，如果当时首尔文化社漫画周刊《IQ JUMP》是以小学生为对象的话，《Boy Champ》是以中学生以及更以上读者喜欢的漫画周刊。在国内作家中Haeng-suk Ko作家的《魔法师的儿子Cory》成为了创刊号的代表作品。同时又为挖掘新人作家做出了很多努力，以高中生的身份征稿当选的Myung-jin Lee作家的《An Evening Where Good Things Are Bound to Happen》，让他瞬间成为了明星作家。《黑色胶鞋》的作家Woo-young Lee也是新人征集作品展出身，受到了很多读者的喜爱。

之后大元在1993年创刊了纯情漫画杂志《Touch》(1995年更新为《Issue》)。1994年针对高中生创刊了《Young Champ》，留下了韩国漫画史上永存的大作。



韩：一谈到公司成长的过程突然好奇公司的代表作都有哪些，请按照不同题材各介绍一部作品。

朴：漫画这个领域读者层非常雄厚。根据年龄和性别喜欢的类型也都不同，这也是各漫画杂志持有不同特色的原因所在。各漫画杂志的代表作也就是我们公司的代表作品，按不同题材有《热血江湖》(文字，画Geuk-jin Jeon&Jae-hyun Yang)，《Banji's Secret Diary》(文字，画Jongi)和《热烈打扫》(文字，画Aenggo)



从过去纸质书到现在的数码时代，我们公司的代表作不得不谈到武侠漫画《热血江湖》，今年这部原作漫画以迎来了24周年。这部作品在韩国的销售量为600万部，是一部不可替代的作品。《Young Champ》是从创刊到现在一直连载的作品，在网络游戏领域也广受欢迎，保有大量的用户。以漫画为基础而制作的游戏能够有这么高的人气，其中最大的原因就是有趣的故事情节。在2005年这部作品还出口到了中国、台湾、泰国、日本、越南、印度尼西亚，前几年还出口到了欧洲31个国家。国内读者中30，40多岁的人群占一半以上，可称为“当时时代的代表漫画”。

儿童领域的代表作为《Banji's Secret Diary》(原作《Banji's Silly Secret Diary》)。这部作品是2002年通过《Issue》开始连载的漫画，书本出版已有8本。目前在 KBS1, ANIMAX, 迪士尼频道以《Banji's Secret Diary》为题目进行播放，在儿童群体中是比较受欢迎的作品。作品中登场的形象商品是孩子们最喜欢的儿童节礼物。





即将制作为电视剧的《热烈打扫》是通过网络漫画获得人气的作品。不仅在国内，中国、日本的读者也非常喜欢。这部作品连载的时候是收费的，但尽管如此在所有的网络漫画平台都记录了第一位，甚至完结之后以读者们的要求进行了特别版连载。要制作为电视剧的消息一传开，人们开始更加关注这部作品，期待又一篇韩流电视剧的诞生。

**韩：**您刚才介绍的那几部作品都是成功的原作漫画，这些漫画后来又通过游戏、动漫和电视剧走向了成功之路，您知道其秘诀是什么吗？

**朴：**出版界经历了从纸质书到数码的时代，今后也会出现新的平台和我们需要适应的东西。比如“网络漫画”可以说是在韩国首次登场的固有名词，是为了客服纸质书出版市场萎缩的情况，吸引更多消费者而出现的新平台。当然之所以网络漫画可以这么成功，是数码时代的来临和移动手机的发展起到了最大的作用。

但纸质书漫画市场仍然存在，仍然在市场上流通，目前的纸质书漫画不只是看，而是有“收藏的价值”。纸质书的魅力只能通过纸质书得到满足，因此我认为受欢迎的漫画没有什么特别的条件。但顺应时代变化趋势的内容不论在哪个时代，哪个平台都会发挥其生命力。

**韩：**去年日本漫画航海王迎来了20周年，这部作品是拥有很大市场的大作。您通过航海王事例，认为韩国漫画市场的竞争力在于哪里？

**朴：**其实长期执笔的意义从《热血江湖》也能找出。最重要的是为这样“有生命力的内容”提供的基础条件有多坚固。日本是国内外公认的漫画强国，日

本的漫画产业中很多系统之间的协调作用非常灵活。韩国漫画市场的竞争力也可以从硬件部分找出其原动力。制作漫画不仅需要制作公司的努力，还要通过各种平台与消费者见面，因此需要有关机构更多的关注和努力。

**韩：**我们知道公司出版的很多漫画书都出口到了国外，韩国漫画出版最受欢迎的地区是哪里呢？

**朴：**我们公司一直以来向日本、中国、泰国、法国、意大利等全世界50多个国家出口了韩国漫画著作权。我们公司是漫画出版市场中海外进军最早的公司。代表作品有《热血江湖》，《Witch Hunter》，《魔帝》，《模特》，《Archlord》，《多情多感》，《CEL》等3000多个作品出口到了国外。



1994年我们的第一个出口地区为台湾，《侠客Red Hawk》(文字·画Sang-wan Ji·Ju-wol So)连载到台湾杂志。除此之外还有李命进作家的《仙境传说》和邢民友作家的《驱魔者(Priest)》，邢民友作家的驱魔者是韩国漫画史上首次制作为好莱坞电影的作品。

今后大元C.I.会通过我们积累的经验 and 网络出版更多漫画，并且还计划积极进行网络漫画的海外出口。我们周边不仅有日本，还有中国这一广大的市场。我们会跟随各种平台的发展，为在海外介绍韩国漫画而做出不懈努力。

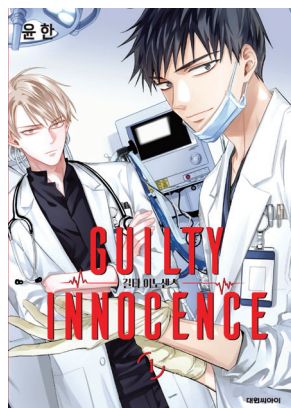
韩：最后请向我们的海外读者推荐一下韩国漫画吧。

朴：想介绍的韩国漫画特别多，虽然有很多优秀的新人作家作品，但我们之所以一直展开包括投原稿等征集展是因为通过这些活动挖掘出来的新人作品非常新鲜并有创意。还有一些已经出道作者在题材方面拥有明显个性。其中我想介绍三部作品。


这三部作品是《Guilty Of Innocence》(文字·画 Han Yoon)，《复原者的家》(文字·画 Sang-yub Kim)和《引月》(文字·画 Hye-rin Kim)。这些作品从题材到故事情节都非常优秀，在读者之间已经非常受关注。

《Guilty Of Innocence》是一部BL漫画，讲述的是兄弟情。有趣的是这部作品的作家是一位医生，我们可以从漫画中看到医生视角上的兄弟情是什么。比起对同性恋的偏见，作品中讲述了即新鲜又有趣的故事。特别是作品中还讨论到有关“尊严死”等社会信息。

第二部作品《复原者的家》从题目中就可以知道主人公是一位在复原东西上富有才能的人物。这部作品的作家是史学系出身，所以在作品中偶尔可以看到遗物复原的历史性要素，这也是一大看点。这部作品最大的人气秘诀是悬疑和科幻并存的，富有速度感的内容结构。



第三部作品是Hye-rin Kim作家的《引月》。引月是“吸引月亮”的意思，故事背景是高丽时期。讲述的是高丽时代的人物及故事。金作家是叙事漫画领域的代表作家，以作家的名气已充分有阅读的价值。

 大元 C.I.门户网站：[www.dwci.co.kr](http://www.dwci.co.kr)

焦点

## 在中南美开花的韩书(K-Book)

瓜达拉哈拉图书展中的韩国图画书展示馆·寻访中南美图书展

### “发现”带来的快乐，韩国图画书展示馆

从11月25日至12月3日在墨西哥举办了今年迎来第31届的2017瓜达拉哈拉国际图书展。西班牙马德里是主宾国，40多个国家的2000多个出版社也参加了本次图书展，不愧是中南美最大规模的图书展。韩国出版文化产业振兴院也以文化体育观光部的支持与KBBY国际儿童青少年图书协议会一同在瓜达拉哈拉国际图书展运营了韩国展示馆。从2015年开始的韩国图画书展示馆这次是第三次参加。



本次展示馆的主题是“发现带来的快乐(El deleite de descubrir)”，意味着在这里可以重新发现韩国优秀的图画书作品。在展示馆可以看到《Hyde and Me》(Jimin Kim), 《妈妈的礼物》(Yoon-jung Kim), 《鼯鼠的愿望》(Seong-keun Kim) 等共57种图画书，展区内还提供了著作权出口咨询等服务。

作为出口专家参加图书展的Choice maker korean-sup Lim代表说中南美出版界人士比较关注《What Is This In a Human?》(Jong-hoon Moon), 《Great Day》(Shin-ae Ahn)等非小说类图画书，以图画书为主进行出版的当地出版社比较关注图画结构优秀，并且故事情节有趣的图画书。

### 以当地读者为对象进行的图画书朗读及讲座



著作《To A Friend》，《妈妈的礼物》等图画书的国内外人气作家Yoon-jung Kim作家在展区内通过多种活动与当地的读者面对面进行了交流。在展区内进行的讨论会中向读者阅读了《To A Friend》等作品，还帮助读者亲自制作图画书的一部分，吸引了很多人的眼球。之后又访问了瓜达拉哈拉当地的韩语学校举办了外部活动。以当地的20多位高中生、大学生、一般大众为对象进行了讲座。瓜达拉哈拉韩语学校校长Ho-geun Ryu说“墨西哥青年对韩国的好感度非常高”，“对有关内容的消费也比较多，希望以韩流开始的对韩关注度可以延伸到更广的领域”。

## 寻访中南美图书展

为促进韩书出版著作权出口而进行的B2B为中心的“寻访图书展”继今年6月泰国、7月越南、9月印度尼西亚，这次终于成功举办在潜力巨大的市场-中南美。共展示了20多个出版社委托的69种图书，根据墨西哥当地出版界的邀请，“韩国文学11选”另外进行了展示。



在韩国展区不仅有中南美代表性出版社过来访问，还有出版韩国作品的墨西哥出版社代表及有关著作权的负责人也根据商务交流日程进行了出口咨询。当地的出版界人士对丰富的主题和表现方式较突出的韩国儿童图书非常关注，还表现出了对韩国文化的接纳态度。委托展示的书籍及韩国文学11选不仅对业界人士进行了介绍，还对参加图书展的一般大众进行了介绍，在当地电视台和广播等媒体也受到了积极的呼应。

## 出口趋势

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兼备幽默和才华的全能小说家

## 金重赫(Jung-hyuk Kim)作家采访

能够在一部作品中写出观察现象的尖锐洞察力和愉快的幽默是一件很难的事。本次采访人物-小说家金重赫是2000年以《企鹅新闻》这部作品正式步入文坛，之后不仅写小说集、长篇小说和散文，还做有关电影的各种活动、讲座和播客DJ，是一位从事丰富外部活动的作家。

以愉快的口才拥有不少粉丝，是一位“明星作家”。在多方面富有才能的“全能小说家”，今后的活动更让人期待。本次1月杂志中将以作品的海外出口为主题与金作家进行书面采访。

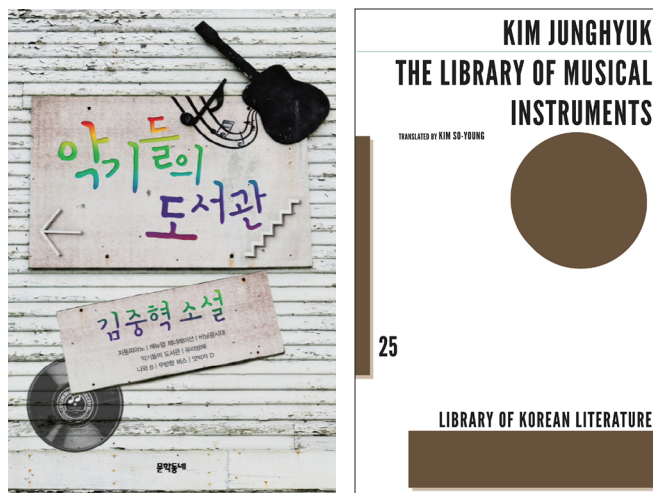
整理. Myung-im Nam记者

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韩国出版文化产业振兴院(以下 韩)：非常高兴能够在我们的网络杂志上介绍您，请向海外的读者打声招呼。

金重赫(以下 金)：大家好！我是小说家金重赫，我一般自我介绍的时候都很简单。

韩：您的作品不仅在国内，在海外也广受关注。在日本、法国和美国出刊的小说集《乐器们的图书馆(The Library of Musical instruments)》、已在法国出刊，也即将在越南、中国和德国出刊的《你的影子是星期一(Your Shadow Is a Monday)》等等。请简单介绍一下这两部作品。



△《乐器们的图书馆(The Library of Musical Instruments)》韩文版、英文版封面

**金**：《乐器们的图书馆》这部作品是以“声音”为主题的作品集。有一天听到钢琴键盘中发出的声音，突然有一个疑问，就是“这些声音到底走向何方？”。之后我就走向了声音的世界，著作了一篇又一篇的短篇小说。写到钢琴家的故事，也写到音乐收藏家的故事，还写到把各种音乐混在一起的DJ的故事。写小说的时候最有趣的一件事就是怎样用文字描述声音，这也是我把书名命名为《乐器们的图书馆》的原因所在。



△《你的影子是星期一》韩语版、法语版封面

这部作品的主人公是侦探，一般侦探是寻找消失的东西。Dong-chi Ku的职业是“删除者(Deleter)”，如果有人委托办理一件事情，那么Dong-chi Ku就

会删除其有关的东西和信息。就是隐秘的把有关的东西和信息从这个世界删除掉。这有可能是不能泄露的秘密日记，也有可能是在网上的一句话。向Dong-chi Ku侦探委托办事的人会留下这样一句话。

“人总会留下痕迹，有时这一痕迹才是这个人的真面目。不想被人记忆是一个肮脏的人。”

我想这句话充分表现都出了人的欲望，“要怎样生活？”固然很重要，但“想要记忆为什么样的人”仍然是非常重要的欲望。

韩：您有没有直接经历过海外读者的反应？如果有的话最印象深刻的是哪一次？

金：我有一次机会在法国的“推理小说图书馆”与读者们见面，当时人们很好奇韩国这个国家。韩国是在全世界唯一一个分裂的国家，但尽管如此实现了惊人的发展，这可能对于他们来说是一个非常新鲜的现象。虽然我们生活在不同的文化圈，但以“推理小说”为主题进行了活跃交流，我当时非常高兴。当时感觉到虽然我们的国籍各不相同，但却共同生活在“小说”这一国家里。

还有一次在日本遇见了一位让我很受感动的读者。这位读者举手提问，应该说是告白才对。她说《乐器们的图书馆》这部小说的第一句完全改变了她的人生，这部小说的第一句是这样的。

“碌碌无为离开这个人间是一个很委屈的事情,当我被车撞飞向天空时，我的脑海里突然想到这句话。”

这位读者是60多岁的女性，她说读完这部小说之后重新回顾了自己的人生。当重新看到小说的第一句话时，想到“就这样离开人间确实是很委屈的事情”，所以从那时她开始了写文章，她说自己的人生开始慢慢的发生了变化。

文章的力量在于可以与他人共享，虽然我们的国籍不同，但我们都是“活字中毒者”。我们比起话的力量，更相信文章的力量。我认为我们就像是为找出彼此的真心在文章上奔波的昆虫。

**韩：**您的作品世界不分短片、长篇和散文。请问您写作时从哪里获取灵感？

**金：**因为没有灵感，所以要不断的写作。等到有灵感再写文章，那你就什么东西都写不出来。我把生活中可以获取的所有的知觉都翻译成语言，因此会写出不同类型的作品。写散文时心里很踏实，只要把我心里想说的话说出来就可以。写短片小说的时候会更集中于知觉，写长篇小说的时候集中情节、结构和人物。

**韩：**您过去当过杂志社的记者，也做过网站设计师，不仅如此还是播客DJ，还从事有关电影的活动。这些外部活动对您写作会起到什么作用？

**金：**所有的经验都归纳于小说，如果问我最重要的目标是什么？那我会回答是写有意思的小说。为了写有意思的小说需要丰富的经验，过去小说巨奖们为了写出最优秀的作品甚至出海打鲸鱼，还有时亲自去战场。虽说现在没有办法经验这种事情，但我一直追求并努力与更多的人见面交流并听取他们的故事。我认为小说就是“围绕人的故事”，当我听到人们说话的时候，听到人们以各自不同方式去讲述故事的时候就会想到小说。

韩：您的作品中有没有想介绍到海外的作品？



△ 《1F/B1》韩语版封面

金：《乐器们的图书馆》是有关“声音”的小说，《1F/B1》(一楼，地下一楼)是有关“城市”的小说。首尔是一个非常有趣的城市，虽然发展很快，但同时也有很多阴暗的地方。这就是急速发展所带来的副作用，但这又恰恰是首尔的魅力。这里是思考人间和城市的好地方。《1F/B1》作品中为描述出生活在城市中的人们的各种面貌付出了很多努力。

韩：2018年即将来临，您有什么新的计划吗？如果有正在准备中的作品或活动能够透漏一下吗？

金：我唯一的计划就是想写出优秀的小说，虽然有准备中的作品，但目前只是没有实体的幽灵而已。也许在收集资料、探索人物的过程中突然有一天就能够画出小说的轮廓。作为小说家最高兴的瞬间就是认为不会存在的故事突然有一天站在我面前的时候。在这故事的骨架上添肉，把不需要的部分删除掉，通过雕刻和塑造创造出作品。连我自己都已经开始期待我的下一步作品了。

## 专栏 1

# 韩书海外出口趋势

## 黄善美、郑袖井、李政明作家作品版权出口消息

一年中的最后一个月-12月，听到了韩国作家的诸多作品版权销售到海外的好消息。这证明韩国文学在其他的语言出版市场仍然受到当地读者的关注，让我们期待今后会有更大的成果。

作者. Joseph Lee (President of KL Management)

### 黄善美作家的《Miracle on Cherry Hill》，英国版权销售

黄善美作家的《Miracle on Cherry Hill》版权销售到了英国出版社Little, Brown。这部作品讲述的是一位老人和聚集在后院的人之间发生的事情，通过村里人与人之间的关系让读者重新思考人生活的价值，无论儿童老人，是所有年龄层适合阅读的作品。

黄作家以她特有的温馨和细腻的表现，通过后院、墙壁、阁楼和仓库等隐藏的空间传达我们人间生存的意义。翻译出刊这本书的英国出版社过去也出刊过黄作家的另外一部作品《The Dog Who Dared to Dream》。黄作家作品中版权销售到29个国家的《梦想飞行的母鸡(The Hen Who Dreamed She Could Fly)》在英国已经成为过畅销书。

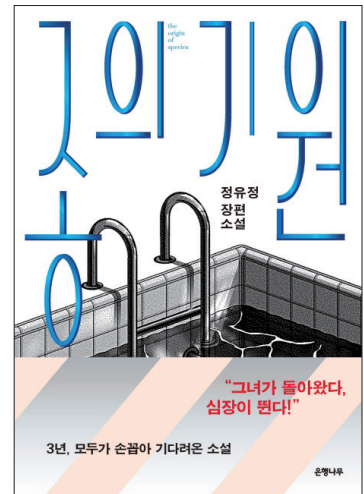


© 四季

## 郑柚井作家的《The Good Son》，版权销售到巴西和台湾。

郑柚井作家的《The Good Son》成功销售到巴西和台湾。这部小说即将在2018年6月初出刊在美国和英国，除了美国和英国，还销售到了波兰、德国、意大利、法国、西班牙、印度尼西亚和越南，共11个国家。

美国出版社企鹅兰登书屋把这部作品指定为2018年上半年的主要图书，对美国当地市场的销售期待非常高。本次对巴西和台湾的出口预计会扩大对其他语言地区的进入。



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## 李政明作家的作品《好邻居(Good Neighbor)》，版权销售到意大利

2017年7月在意大利以《The Investigation》获得Premio selezione Bancarella文学奖的李政明作家这次新作《好邻居》的版权也销售至意大利。到目前为止，在意大利翻译出版的作品有《The Investigation》和《The Painter of the Wind》。李作家的作品中《The Investigation》和《Heaven's Boy》在美国以成功出版，因此也期待新作《好邻居》是否可以在短时间内也能销售英语版权。



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# 韩国网络漫画发展势头 及国际IP战略

作者. Nam-young Hwang (Jaedam Media代表)

2013年漫画平台-Lezhincomics的登场成为了促进了国内收费漫画市场的发展及各种个漫画平台诞生的重要契机。之前像NAVER,DAUM等大型门户网站通过提供免费漫画服务扩张了市场，但Lezhincomics却先占了一般的门户网站没办法入手的领域(比如成人漫画)，还在市场上适用了游戏领域的收费模式，成功的站住了脚跟。

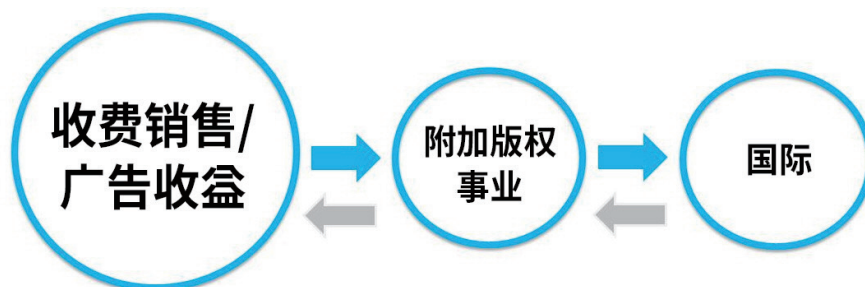


△ 20多个韩国漫画平台

之后陆续登场了类似的成人平台，Kakaopage通过提供“等待免费”服务(等待一段时间后自动链接到下一集的服务)克服了初期的挫折，目前正在引领着收费漫画市场。目前国内漫画市场上约有20多个漫画平台每天上传200个以上的作品。

大部分的漫画平台是通过收费服务获取收益，但除了特定题材(成人、爱情)及出名作品(拍摄影视作品的原著)带来的销售额以外，投资原稿回收率总体来说比较低。因平台变得越来越多，平台之间对作品和作家的竞争也非常激烈，因此“贫富两极分化现象”变得越来越严重。

在全世界人口排行第27位，面积排行109位的韩国，内需层面明显存在局限性。这些平台为了克服国内市场的有限性，正积极的进入到通过IP的各种附加版权项目中，海外出口也是所有平台为创造更多收益的必经之路。



△ 漫画平台收益结构

虽然每个月连载的网络漫画有3~4千篇，但在海外市场同时具有竞争力的内容并不多。2013年以后为创造更多收益多少偏重于特定领域(成人)的发展，但最重要的是缺乏可以受到海外市场欢迎的策划和制作方面的经验和信息。

当今市场仅靠作家个人的能力和运气是远远不够的。需要与制作公司在专业化、体系化的制作系统下，制作出符合国际趋势的作品，并且进行积极的投资。并且这些作品要与电视剧、电影、游戏和形象等附加版权事业相连接在一起。

特别是在选题材的时候要对文化折扣(Culture Discount)进行准确的分析和选择。文化折扣是指“为评价文化圈之间大众文化交流可能性的评价指标，文化折扣低意味着该国家的文化商品很容易被外国接受”。

漫画强国日本的漫画代表作品(《航海王》，《火影忍者》，《七龙珠》，《进击的巨人》，《死亡笔记》，《杀戮都市》，《攻壳机动队》等)大部分是“奇幻”。“虚构、想象、空想和幻想”大部分是不分国界的世界观。“奇幻、爱情、恐怖、惊悚”等题材是在漫画领域文化折扣较低的部分。



△“文化折扣”低的日本代表性漫画

虽然日本漫画到目前为止在亚洲和全世界受欢迎，并影响力也较大，但韩国漫画在人气和销售等层面也一直维持着前几位，保持着竞争力。但至今在全世界范围内，还没有出现出名的作品既是现实又是局限。

从2013年开始发展起来的智能手机拉动了漫画内容市场的繁荣，并且也出现了很多优秀作家，从而创造出了丰富的收入来源。如果说近几年韩国漫画市场实现了量的发展，那么从先开始就要实现质的变化了。平台、作者与专业化、系统化的制作公司实现共同发展才是韩国漫画获取国际竞争力的方法。

## 书籍概要

# 有望出口的韩国图书

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

### <如何优雅地离世>

#### 1. 出版社信息

SANZINI

<http://www.sanzinibook.com>

#### 2. 图书信息

书名 | 如何优雅地离世

副题 | 学习死亡

作者 | Ki-Sook Lee

页数 | 262p

开本 | 188\*257 (mm, 横 竖)

封页装帧 | Paperback

发行日期 | 2017年9月29日

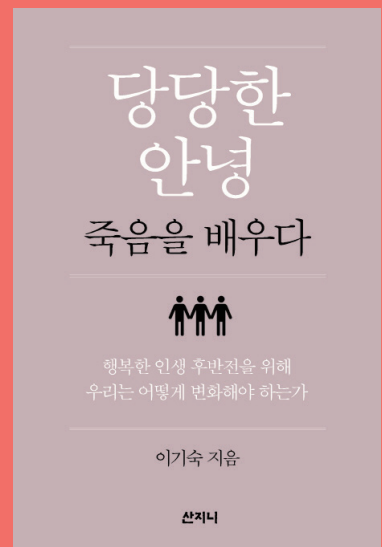
ISBN | 978-89-65454-37-3

#### 3. 负责人信息

姓名 | 朴Haneulbada

电话 | +82-51-504-7070

电邮 | ehreh1111@daum.net



#### 4. 营销信息

发行量及畅销书排行榜名次 | 1000册

图书主题 | 人生、生命、死亡

主要读者群 | 一般读者

媒体评价及广告词 | “学习死亡等于了解该怎么好好儿活着，而不是为了死亡”——心理学家卡斯顿保 (Kastenbaum)

#### 5. 作者简介

Ki-Sook Lee于1950年出生在釜山，曾任新罗大学家族老人福利学系的教授，退休后，现任“韩国Dying Matters(临终事务组织)”代表。她讲授并研究与死亡有关的话题，参加宣传推广“善终笔记本(Ending Note)”和《事前维持生命医疗意向书》活动，在釜山女性社会教育院和女性人权支持中心SALRIM等这类市民运动组织和女性运动组织工作。她的著作有《成人发展与老龄化》(教文社)、《死亡：人生最后一次跳舞》(创知社)和《祖孙五代》(SANZINI)等三十多本独著和合著。

#### 6. 图书简介

这是一本关于我们人生最后的课题即“如何好死善终”的随笔。这本书由四个部分组成，第一部分是与死亡有关的亲身经历和逝者的准备工作，第二部分是最后的晚年生活以及最基本的治疗，第三部分是给自己准备墓志铭等人生最后一次聚会的准备工作，第四部分是送葬者的实例和哀悼等内容。作者以实际生活中遇到的诞生和死亡为基础，阐述了什么是“好死”以及为了“好死”我们要做哪些准备。作者以亲人去世的亲身经历为原点，从逝者(老年父母)和送葬者(成年子女)的立场出发，在书中以朴实而清淡的笔调讲述了亲人去世前后在作者脑海里浮现出来的点滴感想。作者告诉我们死亡是人生必然的一个过程，劝告我们要坦然地面对死亡，她还教导我们该如何度过六十五岁以后的日子。她向大家介绍死亡的种类和准备人生最后八年的方法等，认真思考如何准备“好死(well-dying)”。此外，她还在书中阐述了疗养医院和家庭临终关怀服务等晚年必须受到的治疗和照顾服务等。

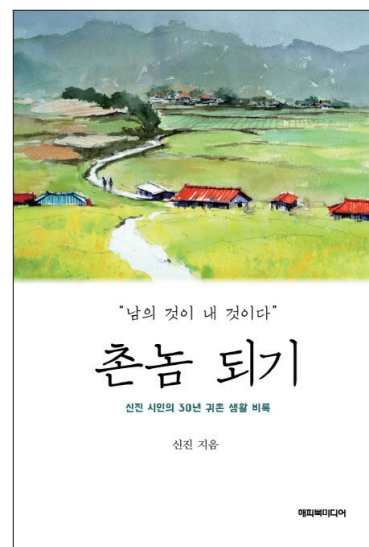
## <当个乡巴佬>

### 1. 出版社信息

HAPPYBOOKMEDIA  
<https://happybookmedia.modoo.at/>

### 2. 图书信息

书名 | 当个乡巴佬  
副题 | 诗人 Jin Shin 的30年归农生活秘录  
作者 | Jin Shin  
页数 | 254p  
开本 | 152\*223 (mm, 横 竖)  
封页装帧 | Paperback  
发行日期 | 2017年9月29日  
ISBN | 978-89-98079-22-2



### 3. 负责人信息

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电邮 | ehreh1111@daum.net

### 4. 营销信息

发行册数、畅销书排行榜 | 1000册  
图书主题 | 归农、归村、农村  
主要读者层 | 一般  
媒体评论及 广告文案 | 30年农村生活，融于其中的朴素思索

### 5. 作者简介

出生于釜山凡川洞，获得月刊《诗文学》的诗歌推荐(1974~1976)，从1981年至2016年在东亚大学国文系文艺创作系授课。  
著有《跳远》等八本诗集，论作有《韩国诗理论》等九册。曾发表创作童话《驼刺花的逃离》。从1987年春天起，将江村、山村作为主要居住地，努力过着归村生活。  
曾荣获诗文学奖、峰生文化奖、釜山文化奖等多种文学奖。

### 6. 图书简介

该书为诗人 Jin Shin的农村生活秘笈，可为因农村梦想和各种苦恼而脑海一片混乱的人们指明判断的方向。该书克服了外国事例或偏重于片段、功能部分的现有归农归村书籍的局限性，可让读者接触到 Jin Shin教授在30多年农村生活中获得的关于“人生是什么”的结晶，听他讲述不偏向于保守和进步、顺应与抵抗等任何一方的自由个人从伟大人生获得的成就感，听他安静、平淡地回味自己的人生，不断提问“宇宙中，人类这样的存在，该如何度过人生”并寻找答案，看他如何挥洒汗水与邻居们友好相处。作者在该书中，将农村的日常生活融于一首诗中，对比先人们的生活，多角度探索人类在自然生态界中的有限性与无限性，讲述自己在30年生活中得到的秘诀。在“别人的是我的”这句话中，也隐藏着“我的是别人的”之意。该书目录如下：第1章 归农归村时的心态第2章与 动植物共同生活第3章 当个乡巴佬，当个人虽然作者说自己是一个乡巴佬，但该书却包含着他在山河也足以变三次的漫长岁月中所获得的关于农村生活的思索及人生哲学

## <活得像只猫>

### 1. 出版社信息

SIGONGSA Co., Ltd

<http://www.sigongsa.com/main/main.php>

### 2. 图书信息

书名 | 活得像只猫(Live just like a Cat or Not)

作者 | 南先生(Mr. Nam)

页数 | 240p

开本 | 130\*190 (mm, 横 竖)

封页装帧 | Paperback

发行日期 | 2017年6月1日

ISBN | 978-89-52778-34-5



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### 4. 营销信息

图书主题 | 不喜欢的绝对不做，喜欢的一定会做。猫咪的生存法中有不少值得人类学习。

媒体评论及广告文案 | 冲动、气盛的猫咪探戈和南管家带来的一部散文，它能带给你勇气和安慰。

### 5. 作者简介

南先生(Namsee)

原名南盛贤(音译)，已为猫当了两年管家。他将自己的姓“南”和义为视线的“see”结合在一起，起了“南See”一名。由于说明太过复杂，向人介绍时一般只说“我姓南，所以笔名就叫‘南先生’。”(韩语中“先生”的发音和See相似。)目前和同居的猫咪探儿(探戈)同甘共苦，正在创作以猫咪为主题的绘画和相关的内容。创作方向主要是将主题“化繁杂为简单，化沉重为轻松”。

### 6. 图书简介

你是否曾因自己的活法正确与否而疑惑？是否介意过几天前别人的议论？是否明知该放弃，却仍为要不要放弃而苦恼？如果形形色色的烦恼让你觉得无助，那不妨来听听冲动、气盛的猫咪探戈和它的管家南先生的故事。猫咪绝不会慌张，它们总是带着“凑合”的态度生活。假如猫咪是上班族，那它们至少该被罚写100张检讨。令人惊奇的是即便保持着“凑合”的态度，但猫咪仍能在坚守规则的同时，漂亮地完成自己的任务。既然如此，那我们不妨也试着用和猫咪一样的态度，“凑合”而幸福的生活下去。猫咪不会为事务而烦恼，它也不会去关注事务。如果工作让你产生压力，如果莫名的抑郁一直在持续，那就请你接受冲动、气盛的猫咪探戈和男管家带来的鼓励和慰藉，大声喊出“活得像只猫！”吧。请放下所有折磨自己的忧虑和烦恼，从现在起，像猫那样从容，像猫那样泼辣，像猫那样按自己的节奏，堂堂正正地生活下去。

## <每天三分钟读懂世界史>

### 1. 出版社信息

SIGONGSA Co., Ltd

<http://www.sigongsa.com/main/main.php>

### 2. 图书信息

书名 | 每天三分钟读懂世界史

作者 | Dong-sub Kim

页数 | 284p

开本 | 153\*224 (mm, 横 竖)

封页装帧 | Paperback

发行日期 | 2017年8月17日

ISBN | 978-89-52779-20-5



### 3. 负责人信息

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电邮 | [alliswell1224@sigongsa.com](mailto:alliswell1224@sigongsa.com)

### 4. 营销信息

图书主题 | 一百个词汇读懂世界史

媒体评价及广告词 | 每天腾出三分钟的时间吧，谈话的内容就更有品位！

这是让您对世界史娓娓道来的词汇故事。

### 5. 作者简介

Dong-sub Kim在成均馆大学法文系学习法语，沉浸在法语的魅力之中，并在法国利摩日 (Limoges) 大学获得硕士学位，在巴黎第五大学 (也称巴黎笛卡尔大学) 获得语言学博士学位。目前在水原大学法文系讲授法国语言学、文化人类学、神话学和拉丁语等。

他最近对中世英国历史和法国历史产生了浓厚的兴趣，努力研究法语和英语的历史，正在撰写一本以语言交流的角度看待历史的书籍。他相信语言的历史和其民族的历史有着不可分割的关系。著作有被韩国出版文化产业振兴院选定为青少年推荐图书的《英国没有英语》、《了解神话》、《用语言来看文化故事》，译书有《法语历史》、《西方中世的人生和生活》。

## 6. 图书简介

如果您平时聊天只讲一些电视节目或者天气的话，可能会冷场，而急忙地找下一个话题也会显得手足无措。如果在聊天时想让自己显得更有教养且独具一格的话，您就通读世界历史以增长知识！《每天三分钟读懂世界史》这本书会帮读者们彻底地消除这样的苦恼。作者在书中介绍了词汇的形态、词源和来源，还讲明了词汇蕴含了漫长的历史背景和深厚的文化底蕴，让您轻松地掌握世界历史常识。语言包含着历史的进程，也是记录历史的媒介。因此如果您可以了解这些看来完全不同的词汇是如何由同一个词根引申出来的，以及一个词汇经过怎样的历史风波而变成现在的样子，就可以一眼看清楚世界历史的发展进程。航空紧急求救信号为什么是“Mayday”，Christmas为什么要缩写为“X-mas”？，套房（suite room）真的是很甜蜜（sweet）的房间吗？在俄罗斯从女儿的名字就可以看出父亲的名字，这是真的吗？泰坦尼克号真的只能沉没吗？第二十七个英文字母真的存在吗？古代丈夫（husband）原意是看家的，勋爵（lord）原意是面包的看守者，夫人（lady）原意是指揉面包的人，那如今它们的意思为何改变了呢？每天腾出三分钟的时间吧！您只要按照这本书的说明老老实实地做上一百天，您的头脑里就会层层地积累许多历史常识，平时跟同事、上司、朋友和情人谈话的气氛就会变得更有涵养，更有品位。一些人从来没有把世界历史这一深广的知识消化吸收，并融会贯通，把该知识转变为自己的，所以他们没体会过知识所带来的喜悦，没体会过通过自己所掌握的知识来主导谈话的快乐。而这本书就是针对这样的读者而撰写的。作者希望读者们能够通过词汇来加大对世界文化和历史的了解，更加沉迷于世界历史的魅力之中。为此，他尤其在这本书的结构和形式方面下了功夫，根据现代读者们的读书习惯而撰写了这本书。与一般的历史书不同，这本书都是三分钟内就能读完一篇的短文。如果您对千篇一律的世界历史讲义或者书籍感到厌倦的话，如果您想要更为轻松的、更为容易地接近世界历史的话，这本书会给您带来既新鲜又特别的刺激体验。希望读者们以轻松愉快的心情把书翻开，然后内心充实地把书合上，收获更多的知识。

## <慷慨的金万德>

### 1. 出版社信息

宇宙树(Woojunamu)  
<http://blog.naver.com/woojunamup>

### 2. 图书信息

书名 | 慷慨的金万德  
作者 | 郑夏摄(Jung ha sup)  
插图作者 | 尹贞珠(Yoon jeong joo)  
页数 | 40p  
开本 | 220\*270 (mm, 横 竖)  
封页装帧 | Hardcover  
发行日期 | 2017年4月27日  
ISBN | 979-11-95752-13-3



### 3. 负责人信息

姓名 | 郑夏摄(Jung ha sup) 电话 | +82-70-8848-1905 电邮 | [woojunamup@naver.com](mailto:woojunamup@naver.com)

### 4. 营销信息

图书主题 | 自尊心强的女性该如何生活

主要读者层 | 儿童(5-9岁)

媒体评论及广告文案 | 一本以有意义的人生为主题的人物绘本，请慷慨地帮助他人吧!

### 5. 作者简介

**郑夏摄** | 毕业于成均馆大学韩国语专业，曾做过出版编辑，现为专职作家。著有40余种儿童绘本，其中3部作品被韩国小学韩国语教科书收录，并有多种作品在法国、德国、瑞士、日本、中国等国家翻译和出版。

**尹贞珠** | 韩国插画领域专家，曾为100余种儿童图书创作过插图。热情地创作了大量充满魅力和个性的作品。

### 6. 图书简介

宇宙树推出了2本以“有意义的人生”为主题的人物绘本。主人公是富有人情味、心胸宽广的女孩儿金万德。金万德是18世纪朝鲜的女商人。在济州岛遭遇大饥荒时，她捐出自己的全部家当，救活了许多人，她也因此被视为义士。金万德不屈服于逆境、制度和风俗勇于开拓自己的世界，是一位光明磊落、自尊很强的女性。直至今她仍是我们学习的榜样。本书以金万德的童年为中心，刻画了她的天性以及她率性成为人生主人公的过程。以济州岛为背景、充满生机的画面和“有意义的人生”这一主题相配合，可让读者感受到“肯定”的力量。

## <牛脾气李舜臣>

### 1. 出版社信息

宇宙树(Woojunamu)  
<http://blog.naver.com/woojunamup>

### 2. 图书信息

书名 | 牛脾气李舜臣  
作者 | 郑夏摄(Jung ha sup)  
插图作者 | 元慧荣(Won hei young)  
页数 | 40p  
开本 | 220\*270 (mm, 横 竖)  
封页装帧 | Hardcover  
发行日期 | 2017年2月3日  
ISBN | 979-11-95752-11-9



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### 4. 营销信息

获奖、推荐及选定情况 | 被教保文库、网上书店ALADIN和YES24选定为MD推荐图书

图书主题 | 一个性格很倔强的少年的成长记录

主要读者群 | 儿童(四岁到八岁)

媒体评价及广告词 | 无药可救的牛脾气李舜臣怎么变成救国英雄的呢？

### 5. 作者简介

**郑夏摄** | 他毕业于成均馆大学语文系，在出版社做过编辑，目前是专业作家。他写了四十多部儿童书，其中有三个作品收录于韩国小学的语文教科书中，还有很多作品在法国、德国、瑞士、日本和中国等地出版。

**元慧荣** | 她在中国和日本一共学了七年的版画，一直从事于版画的创作。她还参与过传统故事、人物故事和诗集等各种体裁的书籍插画工作，大部分的作品都是版画。现在也不用电脑，而用木版画来创作插画。

### 6. 图书简介

宇宙树出版社人物图画书系列是以幼时的小故事为主描述创造有价值的人生这一过程，而这本书是该系列的第一本书。对韩国人来说，李舜臣将军是拯救国家的英雄。他担任水军将领，在壬辰倭乱中击退了倭军，保护了国家和老百姓。但是这本书的重点不在于描写英雄的丰功伟绩，而描写了他的性格和坚持成就的人生。这本书以李舜臣将军幼时的小故事为主，讲述了他的为人和性情，也讲述了他历经多次失败，逐渐成长的过程。书中木版插画体现出了李舜臣将军倔强的性格和游戏中活跃的氛围，都令人觉得很独特。

出版业

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## 培育韩国出版专家

作者. Won-Keun Baek (书和社会研究所代表)

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培养韩国出版界人才的大学教育在上世纪90年代可以说是“鼎盛时期”，地方的4年制大学3所，2年制大专10所学校设立了出版学系。有的学校甚至使用了“电子出版学系”的名称。目前维持出版系的大学中4年制大学有1所（世明大学），2年制大学有2所（新丘大学、瑞逸大学）减少了很多。在重视职业教育的现代社会中，大学中的学系反映出该产业的盛衰，从中我们可以知道有关出版的人力需求比起20年前情况大有转变。

除外，我们可以知道出版界对正规大学出身没有太大的需求。在出版社的立场上，比如编辑，比起专业学习编辑过程的出版学学生，更偏好其他领域的

专业学习者拥有编辑实力的人才。营销和设计领域也是如此，大学专业并不重要。对出版物的生产和销售上所需的工作能力，更重要的是在工作现场上学习到了什么？而不是知识的背景。

公共教育不断衰落的情况下，相反以实务教育为中心的民间教育机构的作用变得越来越重要。大部分是通过几个月的短期过程学习细分的内容，并且进行实习。比如，以单行本出版社为中心设立的韩国出版人会议运营的出版教育机构-SBI是最具代表性的例子。从2005年开始运营的SBI，以新人、在职者和一般大众为对象共开设了25个课程。新人培养过程包括出版编辑者、出版营销和出版设计3个部分。为提高在职者工作能力的学习课程中包括“图画书策划及编辑”，“电子书epub 3.0专家”，“出版制作原价计算”等细分课程。近几年每年共有700多名学生毕业。



在一般民间教育机构中韩民族日报教育文化中心运营的讲座受到好评。与其他民间教育机构相比出版领域尤为突出，在这里运营修正、核阅、提高工作效率、编辑人、电子书制作基础、设计等课程。在提高工作效率的课程中包括编辑技术、翻译工作、出版社创业及生存战略、儿童书出版入门、出版策划等。仅在翻译领域就已经开设了17个讲座，不愧是翻译出版非常活跃的国家。其中英语和日语翻译讲座比较多。各讲座大约进行6~12课程(每课程两个小时)，大部分是政府(雇佣劳动部)负担教育费的课程。

能够看到韩国文化的部分是，一般4年制大学中，运营着有关出版的硕士过程。比如大学专业中没有出版系的首尔内大学(中央大学、庆熙大学、西江大学、建国大学等)，会通过夜间课程在媒体信息研究生院开设有关出版的专业，出版从事人可以同时学习到理论知识，进而获取硕士学位。在这里学习的东西大部分是理论方面的研究，从这里我们可以看出重视学历和学位的韩国社会风潮。

此外，在全国运营34所校园的“韩国科技大学”综合技术专业学校(雇佣劳动部属下国策特殊大学)，就出版编辑设计、数字内容等课程实施非学位职业训练。对短期教育课程进行免费教育。韩国出版文化产业振兴院也根据民间的需求就出版、营销、数字出版、书店和出版出口等领域进行了讲座。书店团体(韩国书店合作社联合会)以政府支持，对想要开设书店的人和书店在职者为对象运营非定期的“书店学校”。

就像上面说明的一样，在韩国除了大学和研究生院课程之外，民间教育机构、政府设立机构(包括大学)等地方也实施着丰富多彩的课程。最近在首尔和京畿道等地方自治团体也为书店人和希望开设书店的人进行有关的教育项目。近期出现很多围绕现场需求而提供实质性帮助的讲座。

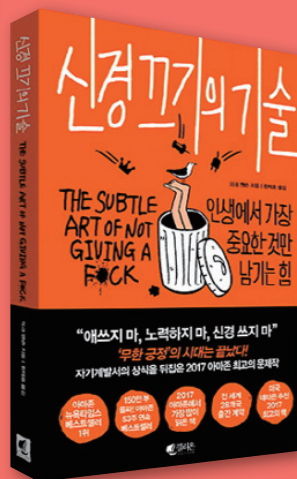
畅销书

## 1月韩国畅销书趋势

2017年12月第一周统计结果

作者. Ji-hye Choi (YES24营销本部品牌推广组)

自我开发书籍《重塑幸福》连续4周记录第一位



YES2412月第一周综合畅销书《重塑幸福》是美国明星博主马克曼森所著，连续4周记录第一位。这部作品与以往其他的自我开发书籍的不同之处在于，其他的自我开发书籍一般都是只强调积极的心态，但这本书阐述了完全不同的思考方式，在全世界掀起了热潮。

## 小说领域充满活力-海外人气作家小说



迎年来末，国内外长小说作家的新作接二连三进行发表，小说领域充满活力。日本的推理小说代表作家东野圭吾的新作《素敌な日本人》排行第六位。

法国人气作家纪尧姆·米索的新刊长篇小说《巴黎公寓》排行第七位，《达芬奇密码》作家丹布朗的新作《起源》1和2记录了第八位和第九位。Nam-joo Jo作家的《82年生金志英》维持了第四位，2015年马特·戴蒙主演作品《火星救援》的作者Andy Weir的科幻恐怖新作《Artemis》排行第13位。

### 前15位中的丰富题材

tvN电视剧《今生是第一次》中出现的Jun Park诗人的第一篇散文集《Although Nothing Will Change If I Cry》排行第二位，李基周作家的《语言的温度》排行第三位。首尔大学消费趋势分析中心发表的2018预测书《Trend Korea 2018 (10周年特别版)》仍然维持了第五位，在美国沃顿商学院进行有关“协商过程”讲座的Stuart Diamond教授的作品《Getting More(百万特别版)》(记录讲课内容出版的书籍)排行第12位。

演员李钟硕和诗人罗泰周的合著诗集《都怪你》开始预约销售之后已经进入了排行前十，李基周作家的《语言的品格》排行第14位，讲述“怎样养育有自尊感的孩子”的Mi-kyung Kim作家《妈妈的自尊心学习》排行第11位。国内首次梵蒂冈律师Dong-il Han神父的著作《拉丁语课程》排行第15位。

### <2017年12月第一周畅销书排行 1~15位>

排行	著作名	作家	出版社	领域
1	重塑幸福	马克曼森	Galleon	自我开发
2	Although Nothing Will Change If I Cry	Jun Park	Nanda	诗/散文
3	语言的温度	李基周	Malgeul Site	诗/散文
4	82年生金志英	Nam-joo Jo	民音社	小说
5	Trend Korea 2018(10周年特别版)	金兰都等7名合著	Miraebook	经济/经营
6	素敵な日本人	东野圭吾	现代文学	小说
7	巴黎公寓	纪尧姆·米索	Balgunesang	小说
8	起源 1	丹布朗	Moonhak	小说
9	起源 2	丹布朗	Moonhak	小说
10	都怪你(书+制作DVD)	罗泰周, 李钟硕合著	YG娱乐公司	诗/散文
11	妈妈的自尊心学习	Mi-kyung Kim	21世纪Books	自我开发
12	Getting More(百万特别版)	Stuart Diamond	8.0(8point)	自我开发
13	Artemis	Andy Weir	RHK	小说
14	语言的品格	李基周	Hwangso kooks	人文
15	拉丁语课程	Dong-il Han	Next wave media	人文

\* 资料出处：YES24