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K-Book Trends

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

TREND

Topic	Great places to meet South Korean books
Special Project	Books recommended by bookstore MDs and librarians
Export Case	Round Ground
Book Trip	Paju Book City

INTERVIEW

Korean Publishers	EunHaeng NaMu Publishing
Korean Authors	Jo Jung-rae

KNOWLEDGE

Publishing Industry I	South Korea's Imprint System in Publishing
Publishing Industry II	Visual adaptation rights for books and sales

INFORMATION

New Books	The Science of Conception
Best Sellers	South Korean bestsellers in September
Book Summary	Export Prospects of Korean Books

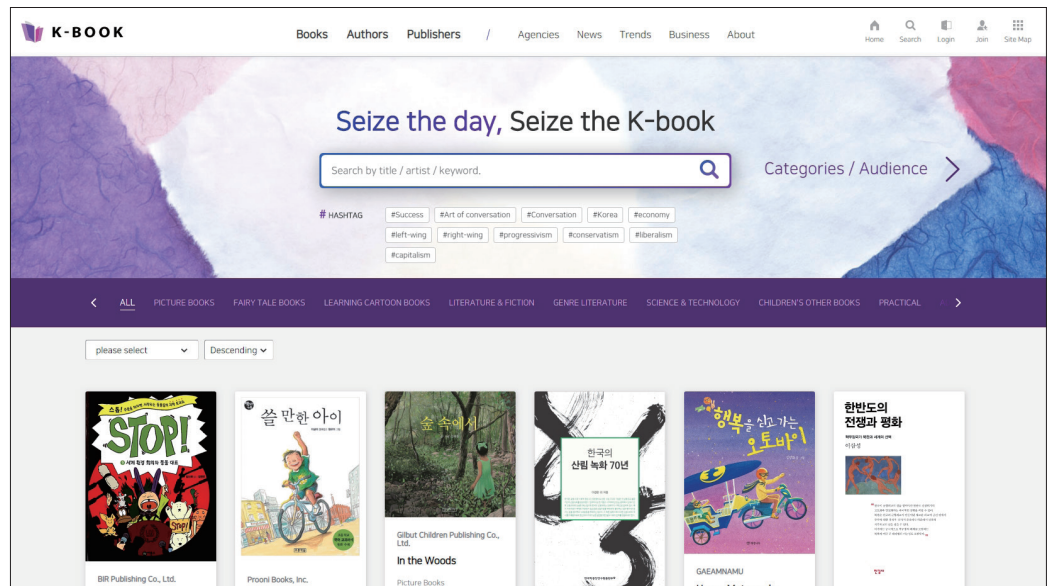
TOPIC

Great places to meet South Korean books

Platforms for Korean books

Written by Park Chan-su (Head of the Research Center on Book Culture Content/Adjunct professor at Semyung University)

The Publication Industry Promotion Agency of Korea (KPIPA) has been managing an online platform since December 2018 through which users outside South Korea can search for Korean published content and use the information. Called 'K-Book', this platform has selected books determined to be well suited for global readers and provides detailed information on those books in English. When it first went online in December last year, it offered 1,147 book entries, and the number has been growing since.



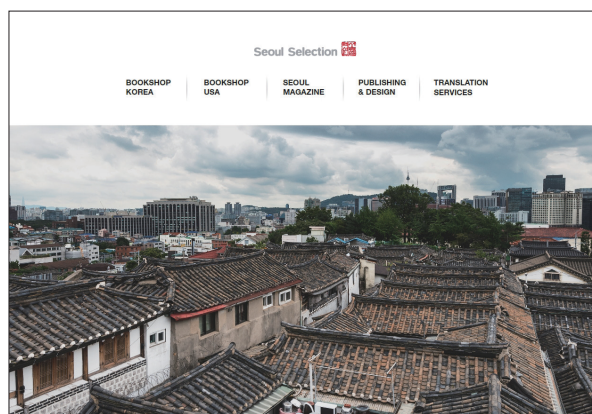
www.k-book.or.kr

To maintain sustainable expansion of the K-Book platform, referencing other countries' methods in providing information on publishing content may prove to be fruitful. Countries like the United Kingdom, France, Germany, Japan and China provide such services. In the United Kingdom, information on foreign publishing markets is analyzed and provided to publishing industry workers there. In France, institutions have been active in collecting information on overseas publishing, and they are equally aggressive in exporting French books. Through the Frankfurt International Book Fair, Germany has been promoting its publication content at this international event where publishing representatives from all over the world convene. In the case of Japan, the country has been using strategies involving bookstores to provide its publishing content to global locations and China has been disseminating its publications to other countries through its language and culture.

In South Korea, there are other online platforms and locations where publishing content can be found in addition to the aforementioned K-Book platform being run by KPIPA. Below are introductions to several of those places, some of which are even based outside the country.

Seoul Selection

Seoul Selection is based in South Korea, managed by a publisher of the same name which specializes in books in English. From roughly a decade ago, this publisher has been involved in everything from planning to establishing bookstores in their efforts to create books that reflect South Korean culture in English. Seoul Selection provides a one-stop service from multi-language publishing to distribution while it offers a keen ability to understand clients and read their thoughts, creative designs where stories and images resonate and sophisticated translations.



- <https://www.seoulselection.com>
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- TEL: +82-70-5038-5034 (direct)
- FAX: +82-70-8668-1090
- E-mail: atoz@seoulselection.com

CUON / CHEKCCORI

CUON is a publishing company based in Japan, launched by a Korean named Kim Seung-bok in 2007 after he believed it was the right time for the publisher to grow into a place of deeper international cultural exchanges, beyond other media-led cultural interactions. The company usually translates Korean work into Japanese for publishing and has also introduced Korean publishing content to other publishers in Japan.

CHEKCCORI is a book cafe in Japan that has more than 3,000 books in Korean, including novels, poetry, essays, and comics. Some of them also include children's books and books on beauty and health. The cafe also has for sale some 500 books on learning Korean and Japanese books on Korea. It offers both the latest releases and secondhand books as well. In addition to coffee, the cafe offers traditional Korean tea, Korean rice cakes, rice wine and beer on its menu, providing a comfortable resting place for visitors. The cafe periodically features events called CHEKCCORI LIVE where writers and artists from both South Korea and Japan are invited to hold talk shows. Users who need space for their events can rent it at CHEKCCORI, which also provides a mail order

service for Korean books. Its motto is 'connected to Korea through books' and is working to provide a space that can be used for exchanges between South Korea and Japan, as well as distributing information.



- <http://www.cuon.jp>
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- Twitter: <https://twitter.com/chekccori>
- Operating hours: 12:00~20:00
- Closed on Sundays, Mondays

Ehon House Publishing Inc

Ehon House boasts a history of over 30 years as one of Japan's prominent sellers of Western books. It is also a wholesaler of

Western picture books. It has directly-operated stores in 30 countries around the world, including the United Kingdom, the United States, France, Italy, South Korea and Iran. Here, visitors can not only find more than 4,000 picture books imported from countries including the United Kingdom, the United States, Germany, Finland and South Korea but also character products related to picture books. Among the South Korean books on its website are those from Hollym Corp, later addressed in this piece.



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Bandi Book US

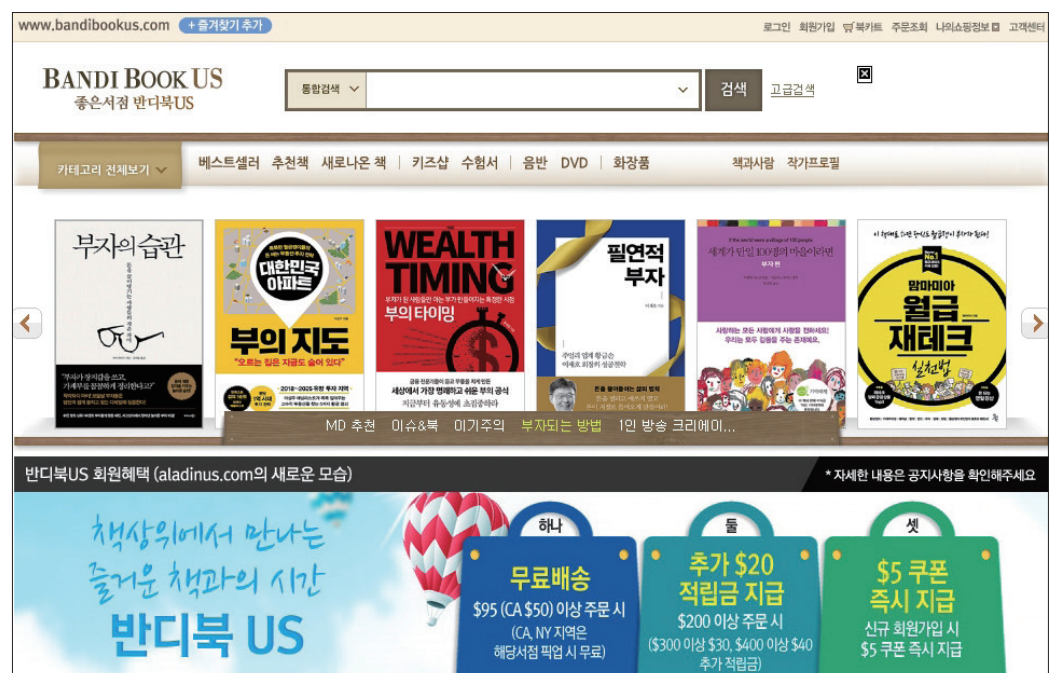
In 2013, OPES Inc that operates the U.S. arm of South Korean book vendor Aladin called Aladin US entered a strategic cooperation contract with South Korean bookstore chain 'Bandi n Lunis'. Shortly after, the online book shopping website Bandi Book US

(www.bandibookus.com) was made available to American users.

The website mainly sells Korean books, music and DVDs.

OPES started as an online bookseller in 1999 based in Los Angeles, California and is currently the biggest Korean book distributor in the United States with three online websites and 7 brick-and-mortar stores.

Bandi Book US sells everything from the latest bestselling Korean books to steady sellers. Members are provided with free shipping for every purchase over \$50 and are given back \$20 worth of points for purchases over \$200 (\$30 worth of points are paid back for purchases over \$300 and \$40 worth of points are paid back for purchases over \$400). Newly joined members are given \$5 coupons.











- <http://www.bandibookus.com>
- 2777 W. Olympic Blvd Los Angeles CA 90006
- +1-888-880-8622 (Toll Free)

Hanbooks

Hanbooks is a location established and managed by the biggest Korean bookstore chain in the United States. It is located in Los Angeles, California and provides services for customers who wish to purchase Korean books, CDs or DVDs but don't know how to read Korean or find it difficult to read Korean resources on computer screens.

Here you can purchase nearly all the same books, CDs and DVDs being sold in South Korea. Unavailable products can be separately ordered by emailing the website administrator.

The screenshot shows the Hanbooks website interface. At the top left is the Hanbooks logo with the tagline 'Korean Books, CDs & DVDs'. To the right is a search bar with 'All Categories' and a 'Search' button. Below the logo is a navigation menu with links for 'New Releases', 'Books in Korean', 'Books in English', 'Bilingual Books (English-Korean)', 'Languages', 'Korean Magazine', 'Movies - DVDs', 'Music - CDs', and 'Gift Items', along with a 'view cart' link. The main content area features a 'Bestsellers' section with a grid of book covers. Each book listing includes the title, author, regular price, and sale price.

Bestsellers			
 <p>Everything Is F*cked Regular price: \$30.19 Sale price: \$25.66</p>	 <p>Cari Mora Regular price: \$28.30 Sale price: \$24.06</p>	 <p>Where the Crawdads Sing Regular price: \$30.19 Sale price: \$25.66</p>	 <p>The Woman in the Window Regular price: \$29.81 Sale price: \$25.34</p>
 <p>The Laws of Human Nature Regular price: \$60.38 Sale price: \$51.32</p>	 <p>Jikji-amor manrt (2-Volume Set) Regular price: \$52.83 Sale price: \$44.00</p>	 <p>The Outsider (2-Volume Set) Regular price: \$52.08 Sale price: \$44.27</p>	 <p>Growth IQ Regular price: \$35.28 Sale price: \$29.99</p>

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HOLLYM International Corp

Hollym International Corp. has been publishing and distributing high-quality books in English on Korea-related topics since 1977. Publications include Korean language textbooks and dictionaries used in colleges, universities and language centers around the world, as well as critically acclaimed titles covering Korean history, art, travel, cooking, novels, folk tales, politics, poetry and children's books.

Hollym is a South Korean publisher that plans, edits and produces publications. Nearly all books published under the Hollym brand receive U.S. ISBN codes and are sold throughout the United States via Hollym International Corp, which undertakes the administrative processes necessary. Some of their books are also available in U.S. libraries.

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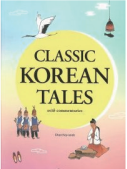
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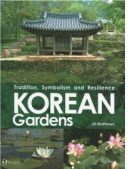
HAENYEO
Haenyeo: Women Divers of Korea



CLASSIC KOREAN TALES
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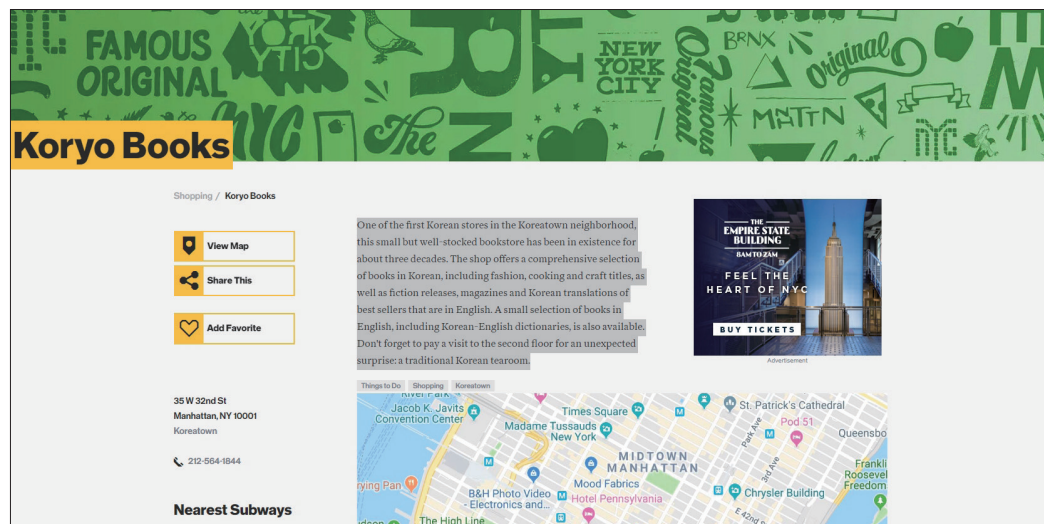
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- Mail: contact@hollym.com

Koryo Books Importing, Inc

Koryo Books was the first brick-and-mortar bookstore for Korean books that opened in New York's Koreatown in the United States. It's a small store that's now being managed by a second-generation Korean American after the original owner retired. The store has been open for roughly 30 years and sells books on fashion, cooking and crafts. Visitors can also buy bestselling Korean novels

translated into English, as well as magazines and other Korean content that has been translated.

Koryo Books is a place that has chosen to keep its sales of diverse Korean content offline. Although online bookstores dominate the industry today, Koryo operates its physical store because of the characteristics of Koreatown, where patrons seek out various products related to Korea.



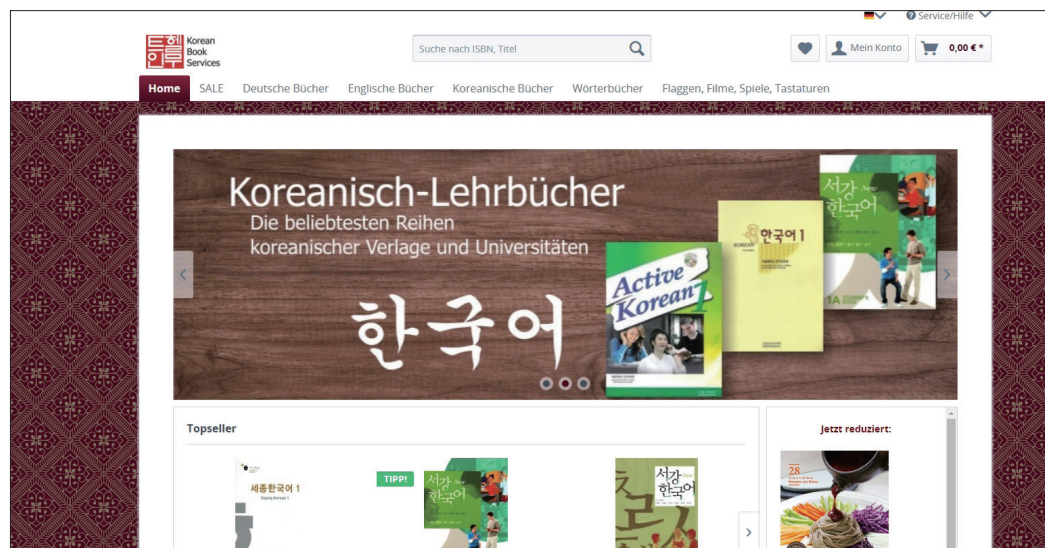
- <https://www.yelp.com/biz/koryo-bookstore-new-york>
- 35 W 32nd St New York, NY 10001 b/t 5th Ave & Broadway Koreatown, Midtown West Get Directions
- TEL: +1-212-564-1844

Helmut Hetzer, Korean Book Services

Helmut Hetzer is an online service provider dealing with Korean books and other content based in Germany. From 1999, the vendor has been receiving orders for Korean literature in German, English

and Korean as well as other Korean books, movies and music. Users receive their goods via mail.

Dictionaries and materials for learning Korean are most popular at Helmut Hetzer, which is currently doing business with companies like Darakwon, Gimmyoung, Hawoo Publishing, Hollym Publishers, Ilchokak, Bobmunsa, Osung Publishing House and Yonsei University's press.



- www.koreanbook.de
- Prinzenweg 10, 93047 Regensburg
- TEL: +49-941-586-5231
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- E-mail: service@koreanbook.de

Aside from these, the Korea Foundation is supporting education and research on Korea as well as the dissemination of information on Korea by providing publications and audiovisual resources on Korean history in Korean and other languages to institutions

like universities, public/private libraries, research centers and museums. Resources that can be requested include books and audiovisual materials on Korea (liberal arts or social science) and other resources registered at Books on Korea. For resources that can't be found on Books on Korea, like Korean learning materials, one can request it by handing in information on the book. Requests can be made on Korea Foundation's website for Korea research material support at www.booksonkorea.org. Related institutions are provided subsidies of up to 2 million won in cash to purchase books. Shipping costs are paid by the Korea Foundation and requested books are usually sent on ships, but in the case of in-land countries, flight shipping is also possible. Distribution takes place quarterly in March, June, September and December.

In conclusion, regardless of what shape they are, information service platforms for Korean publication content have emerged as important projects.

When one thinks about "globalization of the 21st century, everything turned into knowledge information and the strength that culture has in the age of culture", people have the ability to travel anywhere in the world within a course of a day and talk to someone else in a different country at any hour of day or night. You can't stop your culture from being changed through contact with another culture. The strength that culture has is stronger and perceived as more important than the power symbols and images have because culture is lasting. As perception on the power of

culture becomes important, it wouldn't be an exaggeration to say countries around the world today are in an 'image competition' of sorts to secure the hearts of the global population, boost their national competitiveness and gain the upper hand, each touting their own unique and attractive image.

For Korean culture to become more popular globally, ways of understanding and utilizing Korea-related publications, which are representative of Korean culture, should be well established. More than anything else, information service platforms for Korean publications through which the Korean language can be disseminated via books will provide opportunities for non-Korean users to boost their interests and satiate their curiosity about Korea. And this, in turn, may boost the country's image. If that happens, these various pieces of information could influence diplomatic policy, trade between companies and exchanges between members of the public.

The platforms introduced here do not provide a very wide range of Korea-related content. Users can purchase a limited range of publications that are about South Korea itself, the Korean language or bestselling novels. It is not easy for non-Koreans to come into contact with diverse types of Korean publications. Information service platforms for Korean publications should extend greater efforts to convey the appeal Korean culture has by actively providing Korean publications so lasting exchanges and not temporary cultural exchanges, can be possible.

SPECIAL PROJECT

**Books recommended by
bookstore MDs and librarians****People who have an eye for great books**Arranged by Choi Ha-Yeong

Some people are closer to books and readers than others. These would be bookstore MDs and librarians. Bookstore MDs read dozens of books a week and decide what values the books hold after going through press releases from publishers, prefaces and tables of content. MD is an abbreviation for merchandiser, and they are responsible for selling books to readers by deciding what order books are to be displayed and what that display should look like. Librarians collect research, categorize it accordingly to fit their library's characteristics and help library users and readers find the research material they need.

One thing these two groups have in common is that when readers are in search of a book, they both provide services to cater to readers' information needs. They are the link between books and

readers and serve as a bridge between publishers that create books and the readers who read them. It is because of this that they notice book and reader trends in the market ahead of anyone else. The following article details book recommendations by bookstore MDs and librarians.

Books recommended by bookstore MDs



My Mother's Story, Daughter in Law (Myeoneuragi)

Kyobo Book Centre's Han Ji-soo, an MD, says she recommends Kim Eun-sung's comic *My Mother's Story* (Anibooks) and Soo Shin-ji's *Daughter in Law* (Gyul Press). *My Mother's Story* tells the tale of a mother in her 80s who has experienced the independence of the Korean peninsula from Japanese colonial rule and the Korean War. Her daughter, in her 40s, has expressed her mother's story in the comic art form. "When this book was first released in 2008, it didn't receive much attention. Late last year after author Kim Young-ha introduced it on television, it instantly became

a bestseller," said Han. "Readers have said the book is effective in showing contemporary Korean history through the personal story of an individual," Han went on, explaining her reason for recommending it. "The content is striking while the traditional-looking art inside helps readers better understand Korean history." Soo Shin-ji's *Daughter in Law (Myeoneuragi)* portrays a woman who has just gotten married and is trying to grow closer to her husband's family. "'Myeoneuri' is what you call your son's wife in Korea but it carries political connotations that are quite complicated," says Han. Through the main character of the book, Min Sa-rin, the book sheds light on South Korea's traditional patriarchal family structures by focusing on conflicts between the older generation, which is more familiar with ranks within families and closer relationships between family members, and the younger generation, which favors individualistic relationships. "This book tends to sell more during traditional Korean holidays like Seollal and Chuseok when conflicts between older and younger Koreans arise the most," said Han. "If you're a reader who'd like to learn about Korea's unique family structures, this will be a fun read."

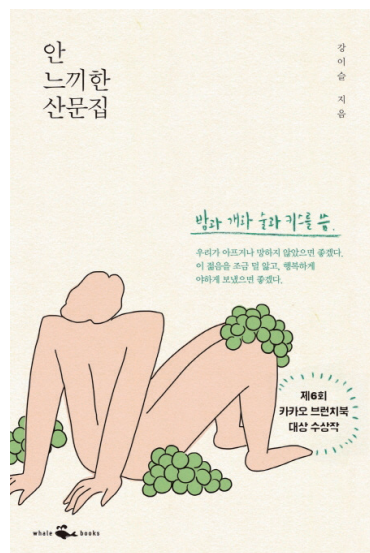


The Bracken Bag, Only Han-a on Earth

Do Ran, who is an MD at online bookstore Aladin, recommended autobiographic comic essay *The Bracken Bag* (Sakyejul) by Kim Seong-ra and *Only Han-a on Earth* (Nanda) by Jeong Se-rang. *The Bracken Bag* is a book that goes well with early spring, when spring breezes start blowing, rather than the autumn season we have now. The book has lovely depictions of spring on Jeju Island in short comics that are like fairy tales. It tells the story of the author who momentarily leaves busy Seoul to collect bracken on Jeju Island. There, the author takes a short trip to find herself, which she had lost in her busy life. "I take this book out and read it whenever my heart is weary, and I need some comfort," says Do Ran. "It's like my heart can feel the winds of Jeju," the MD added, saying this book is recommended for readers who live busy lives.

Do also said she reads Korean novels the most in her personal time and recommended Jeong Se-rang's latest, *Only Han-a on Earth*. Do said she likes the worlds Jeong creates in her books. "You

could be talking about a very realistic issue at one moment and then suddenly in another, you find yourself in a fantasy world. The two worlds seem so realistic there are many times when you can't feel the difference between the two," Do said. "There is a sort of catharsis from that." The book is also for readers who seek romance stories out of the norm. "The book is short, and it reads quickly, but once you close it, the thrilling romance in the book stays with you for a long time," Do says.



The Non-Greasy Book of Prose

Interpark's MD Yang Dan-bi also recommended Jeong Se-rang's *Only Han-a on Earth* and Kang Yi-seul's *The Non-Greasy Book of Prose* (Whale Book). "Jeong Se-rang has a unique color of her own that shines on the border between pure literature and genre fiction. That uniqueness she has is so brilliant it's as if we're seeing Northern Lights," said Kang. "I think through this latest novel; she's solidified her position as someone that can't be left out of

Korean literature."

The other book Yang recommended was *The Non-Greasy Book of Prose*. This book won the top prize in the sixth Kakao Brunch Book competition, where 10 editors from different publishers personally select the best books. "This is a book that truthfully, plainly tells stories of youth that aren't regularly addressed, but at the same time, tells them in a savory, fun way," said Yang. "Its uncensored sentences and expressions tickle and melt our hearts."

Books recommended by librarians



Why Are You A Human, Psychology of Monday

The National Library of Korea offers books recommended by its librarians. The national library is a treasure trove with the country's knowledge and information. After its establishment in 1945, local publications and other knowledge information have been systematically organized here and made open to the public. The librarian in charge of the national library's recommended books

said they selected Song Eun-joo's *Why Are You A Human* (Whale Book) and Ha Yu-jin's *Psychology of Monday Morning* (Chungrim) for September.

"As you can see from the title, this book begins its story by asking basic questions like why we are human and what makes us different from machines amid scientific technology's development," said the librarian about *Why Are You A Human*. "As you progress through the book, you may get the feeling you're reading several science fiction novels. And you can see how you can properly live life as a human. As uncertainties grow in our world, we can forecast what can come next and try to think about how to address those changes."

About *Psychology of Monday*, the librarian said, "This book's mission is to lend advice to those who are afraid to go to work because they don't see the meaning of it. It's quite useful as it tells readers how to act when they are suffering from problems at work, in relationships and emotions," said the librarian. "Readers would do well in trying to ask themselves what meaning their work carries for them so that they can realize their vocational calling as that's what the author of this book is trying to do."

And then some librarians recommend books for children and teens. There is a separate librarian in charge of recommending books at the National Library for Children and Young Adults. This librarian chose Ahn Eun-young's picture book *Where is Grandmother?* (A Thousand Hopes) for children and Chang Chung-hee's *Tasty Liberal Arts for Teens* (Mom ae deurim) for young adults.



Where is Grandmother?, Tasty Liberal Arts for Teens

Where is Grandmother? compels readers to think about the serious question of 'How would one feel if they had to say goodbye forever to a person they thought would be with them always?' This book tells the story about a person who goes in search for their grandmother who has died. The main character, who is a child, tries to comfort themselves by thinking of all the memories they have with their grandmother. The librarian who recommended this book explained their hopes children would be able to learn about death and saying goodbye through this book. "It teaches children, who don't know yet about death and parting, to not be afraid of saying farewell," the librarian said.

For teens who are always hungry, the librarian recommended *Tasty Liberal Arts for Teens*. "Have you wondered what eating 'well' really means? Instead of searching for something delicious? This book teaches readers how the food we eat every day is made and what effects the food has on our bodies, society and earth's environment." "It also prompts us to think about our rice and soup,

of which less has been eaten since the arrival of fast food. The book gives us a chance to think about how everyone can eat well and live well."



For Pain to Become A Road, Dignity of Words

Lee Seung-gil is a teacher-librarian at Kyungshin High School and chairman of the Korea School Library Association. Lee recommended Kim Seung-seop's *For Pain to Become A Road* (East Asia) and Lee Ki-ju's *Dignity of Words* (Hwangso Books). "The author is creating awareness on social issues or legal conflicts in society that are being neglected," Lee the teacher-librarian said on *For Pain to Become A Road*. "The book offers a favorable path regarding what has happened in South Korean society for at least a decade and sheds light on what we have grown insensitive to."

Regarding *Dignity of Words* by Lee Ki-ju, the teacher-librarian said, "Saying that there is a dignity to words is equal to saying a person's words is actually that person. People have dignity and dignity of words refers to their nature being shown through their words." "It's

a book that offers fun examples of things we are already well aware of in a well-knit format and one that compels readers to look back upon themselves," Lee said, adding that he too, found some things to contemplate regarding himself after reading the book.

Bookstore MDs and librarians come across so many books that are published every day and even now, they are reading them to recommend good books for readers. With cool breezes stirring, autumn is prime time for reading. If you've put off reading for a while because of your busy routine, now might be the best time to enjoy this fall season by reading some of the books recommended here by bookstore MDs and librarians.

<Book Recommendation>

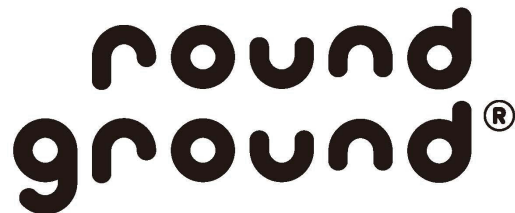
- Kyobo Book Centre's MD Han Ji-soo
- Aladin's MD Do Ran
- Interpark's MD Yang Dan-bi
- Librarian in charge of recommendations at the National Library of Korea
- Librarian in charge of recommendations at the National Library for Children and Young Adults
- Lee Seung-gil, teacher-librarian at Kyungshin High School

EXPORT CASE

Round Ground

Where dreams of a world full of well-rounded lives exist

Arranged by Jeong Hwan-jeong



How does play begin? There are times when one ponders whether play has turned into learning. So much educational material and the media rarely think twice about directing children how to play, and caregivers are always eager to lead and interfere when children play. One may think there are right and wrong ways to play, but play will always be play. Playing is enough when it's enjoyed no

matter the process, with fun materials and tools. Everything the eye can see, whether it be tree leaves, bubbles, passersby or the house you live in, can be materials for play or even play itself if it's visible and tangible. Children are aware of this joyful fact more than anyone else, and Round Ground is the place where that fun for children is raised to another level.

Even just listening to the name Round Ground is fun. What meaning does the name Round Ground carry? Could you also introduce yourself and your company?

Round Ground refers to a 'round world'. Our view of the world lies in our name that all elements of the world like sprouts, soil, water drops, the sun, the sea, animals, plants and people can all come together and create a big world.

I, Bae Su-hyun, am the CEO of Round Ground. I majored in visual design and previously worked as a brand experience designer, creative designer and toy designer at Daum Kakao, Ssamzie and Rico Toys. It's already been nearly 15 years since that time in my life. Now, as you're aware, I run Round Ground. We aim to create playful content from which warm feelings and joyful experiences can be created by breathing stories into all our products, and not just our picture books.

Your previous work experience had you dealing with various fields like space, products and experience design. What caught our eye was the fact that you mainly worked with products for children. Was there a specific reason that led you to these career choices? Also, you need to be able to please both children and parents when creating children-targeted services or products. How have you pinpointed their needs and turned that into design?

My work wasn't all for children, but through various projects, I came to accumulate many hours thinking about how to turn the feelings of children and their parents into design. My portfolio includes art toy designs for both adults and children, as well as clothing designs to prevent children from going missing. At Daum Communication, which today is Kakao, I worked as part of a space experience design project team for 2 to 3 years. The project was to design the company's in-house daycare called 'Space Dot Kids' to be located at the company's headquarters in Jeju Island. During that time, I was able to experience so much. My days were hectic as I had to travel to and from Seoul to Jeju, but I was able to draw so much inspiration from Jeju's regional characteristics. Thanks to that I sketched many fun scenes, and those sketches later turned into a book called *Finger Play*. In hindsight, I think the 'Space Dot Kids' project was a huge driving force that helped me to start Round Ground - a turning point I am thankful for.

Even outside work, I've always been interested in collecting children's products, toys and picture books. I've visited Prague

in search of wooden toys made by artisans. Every time I traveled outside South Korea, I would always seek out local toy shops and design museums for research. In this process, I realized there is an understanding between people, beyond territorial boundaries, regarding emotional materials like picture books or toys. These experiences I feel helped me in my process of selecting the direction for the content we aim to create.

The basic goal at Round Ground is focused on the fact that even adults should be able to participate in playthings for children. So, if you take a look at our playbook series, friends, grandmothers, moms and dads all naturally play a role. This is because we hope everyone can come together.

Also, in consideration of the fact that children are using our products, we try to avoid using single-use products as much as possible. As part of these efforts, we print our books with soy ink and are now in preparations to make toys with environment-friendly wood. These are our efforts, albeit small, for the earth and we are cheered on by readers who notice this fact after they purchase our books and products.



Finger Play, Face Play, Toe Play

Finger Play and *Face Play* are quite dimensional, most likely as an extension of your experience in spatial and product design. These picture books are also unique in the fact that they lead readers to really have an experience when reading them. You've experienced many things in your life - why did you choose books? We'd like to know about any difficulties you might have faced and perhaps, any differences between what you're doing now and what you did previously. Also, what specific considerations have you taken in order to deal with books?

Our playbook series, all in the form of books, is currently on the market, but we're also planning finger play toys that look like wooden blocks by year-end. We're also in preparations to turn our playbook series into animations. Instead of limiting ourselves to books, we planned to expand the range of our products and content from the very beginning, and we are currently in the middle of that process. Of course, we spent much time and effort over our book series because we were creating books.

What we thought was most important when creating these picture books for play was making a story that children could naturally play with. There were so many edits to the content because we wanted to use nursery rhyme-type expressions in short but simple phrases. While creating our English versions, we negotiated with not only translators but native speakers as well to create natural and warm sentences that were closest to the original meaning in Korean. This is the same for design, but I feel books greatly influence readers' sensibility. This is why we had to edit and scrutinize every

single sentence and every word. It was also why it took us up to two years to create one book.

Because these were playbooks, we needed to pay attention to the supplements for the books as well. As a result, we were able to create items that matched their respective books. In the case of *Finger Play*, we included tattoo stickers for children in the shape of eyes, noses and mouths for the hand character that features in the book. *Face Play* has a play kit with which stories can be made with masks and *Toe Play* has stickers children can stick on their toenails to make reading more fun.

Was there a specific reason that compelled you to make picture books for play? And what do play and joy mean to you, personally?

These days, everyone seems so busy, and many people tell me there is not enough time for children to spend with their parents. I felt there was a need for conversation-type content with which children could play with their parents. Above all else, it was my biggest hope to give children experiences through independent imagination rather than cramming it into their minds. Children are still at a stage where they can make great toys out of things like stones and tree leaves. From this standpoint, books seemed the most appropriate medium to create conversation-type content for children and adults alike to play with. After creating this series, we were greatly touched every time someone told us they had so much fun playing with our playbooks at places where children and

adults could be together, like play facilities for children, daycares, museums and workshops.

For me, play, and the joy from playing are limitless. Right now, creating diverse content including books is as fun as playing and it makes me happy. It's my hope that more people will be able to share better energy through the things that I gladly, happily make.

How did you feel when you heard *Finger Play* and *Face Play* received the Best Designed/Illustrated Book for Children prizes at the Junior Design Awards last year in the UK?

Those in South Korea may not be aware about what the Junior Design Awards are, but being recognized there has great meaning because it means the books are judged on actual experiences by children the books are meant for. One of the judges, Michelle Kennedy, said, "We've not seen books like these, and we need happy and creative play like this," about Round Ground's books. At the time, Oliver Jeffers' *Here We Are* was also in the running, so it was an even bigger honor. Jeffers' work has been previously recognized by the *New York Times*.

After we received that award, many children's museums and design shops reached out to us from a number of different countries. Thanks to them we were able to export bilingual versions of the books in Korean and English to Singapore this year. At first, we were concerned local readers might balk at Korean words on the pages, but we received feedback that readers actually enjoyed the Korean.



© Screenshot from the UK's Junior Design Awards website

As an independent publisher, the export process must not have been easy. How did you prepare? What did you focus on?

I think more than the administrative process or legal issues; our concerns were focused on language. We wanted as many people around the world to read our books in different languages like English, Chinese and Japanese. Meanwhile, we also created samples without any writing in order to stimulate readers' imaginations. This was because we wanted readers to read with their imagination, rather than be led by the author's intention.

Eventually, we came to the conclusion that it would be best to present our work in the simplest form. So we chose to publish in just Korean and English. To date, we've been told from readers abroad that our content is creative and a must-read for children.

We think this is because the form of play inside the books *Finger Play* and *Face Play* represent a language shared by everyone around the world.

What did you feel like when your first export deal was reached? Do you have any contracts that personally linger in your mind?

I think all our export contracts were meaningful and they have stayed in my memory. Most of the publishers we've signed with are major, first-generation publishers in those respective countries. Outstanding publishers around the world like France's Gallimard that published *The Little Prince*, Penguin Random House in Spain, Taiwan's Eastern Publishing, China's Beijing Juvenile and Children Publishing and Taiwan's Amarin all showed warm attention toward our books and signed contracts with us. We are still thankful for that to this day.

In the contract process, we received much help through agencies that have expertise in dealing with publishers in Asia and Europe. We plan on working with them again. Also, KPIPA's consultants also helped us with the export process including legal matters and I'd like to extend my gratitude once again.



Cover art for French, Spanish, Taiwanese and Korean versions of *Finger Play*

What has the reader response been like to your books outside South Korea? Do tell us if there's anything that has stuck with you and why it did.

There are times when readers outside the country ask about our books via social media as our official website is yet to be launched. They're usually messages asking how they can buy the books, even if international shipping costs more than the books themselves.

Among those messages, one from Croatia really stayed with me. It was from a person who introduced themselves as a design major and this reader requested a written interview from us to post on their blog because they found the composition and quality of our books to be satisfactory. With our answers, this blogger created a

detailed introductory post for Round Ground, including reviews of our books and our vision statement. We were surprised and delighted that someone from so far away was interested in our books.

We'd like to know what projects you're now up to at Round Ground. Are you collaborating with other companies or artists at this point?

Like I mentioned previously, we began as a publisher, but we are trying to launch as many different products as we can like toys and stationery. We have plans to start selling toys before year-end and will also release interesting picture books that will accompany our playbook series.

We continuously receive collaboration requests from children's brand companies and artists, as well as picture book material from artists. These we are all grateful for, but at this time we'd like to focus on our own content. I think in the future once we have our bearings, we'll be able to embark on a project with people who understand us.

Lastly, we'd like to hear stories about the world Round Ground wishes to turn into books, content and different items.

Like our name says, Round Ground dreams of a world where everyone is well-rounded. Children are in the center of the content that Round Ground aims to create, and there are grown-ups there

with them. I think all the people in the world are inside Round Ground's world. And we will cohabit that world by creating content that creates good energy and helps others.

BOOK TRIP

Paju Book City

City of, for and by books

Written by Jeong Hwanjeong



There are cities that focus on creating things. Usually, in the case of these planned cities, all the businesses that provide the raw materials, packaging and shipping tend to be clustered together. Industrial zones tend to show this type of congregation as if they

are sapped of romance and all the businesses simply exist for efficiency. However, the story becomes a little different if that industrial zone creates books.

Publishers that left the city

Its official name is Paju Publishing Culture Information National Industrial Zone. The name, already a mouthful, brings to mind the sound of engines, metal clanging and dust. It certainly cannot explain the entirety of what Paju Book City is. This is because the city of books has so many enticing characteristics, and it doesn't exist as a dreary space where everything focuses on production.

It cannot be denied that Paju Book City was formed out of necessity and efficiency like all other industrial zones are. As land prices in Seoul rapidly jumped, rent and operating costs did as well for publishers, who started hatching a plan to leave the capital. The government agreed with this plan created by publishing and printing companies. After a lengthy review process, roughly 1 trillion won was invested into Munbal-dong in Paju City to create what is Paju Book City today. The goal? Create a cultural hub with publishing as an intermediary.

On November 20, 1998, the ground breaking ceremony took place, and construction began for the buildings where publishers would start moving into from March 2001. By the time construction for the city was completed in 2005, around 500 publishers, 50 printing companies and one large-scale book distributor had completed the

move. They were all part of the co-op for the Paju publishing zone. When Paju Book City was first made open to the publishers, what caught the public's eye was the fact that architect Seung Hyo-sang designed the city. Seung, a renowned architect in South Korea, had designed unique and beautiful buildings that looked like they had nothing to do with drab industrial zones. It was intentional, to create a space that was befitting of publishers. Thanks to this, Paju Book City has been used as a backdrop for many video contents like television dramas, movies and music videos. The location itself, in a sense, has become a form of content.

Your trip starts here: Forest of Wisdom

Paju Book City is an industrial zone that is planned and managed by the government, as aforementioned. It has all the characteristics of a business district, to be exact. And most of the people who can be seen there are usually employees of a publisher, a print shop or book distributor. Of course, there are locations meant for visitors too. The landmark Forest of Wisdom would be one such place.

The Forest of Wisdom is a location filled with books donated by academics, intellectuals, research centers and publishers. Once you push open the big, heavy doors, the first thing that comes into view are the seemingly endless shelves of books that reach the ceiling. The bookcases, like firm bricks in a wall, are bursting with so many books one could easily think all the books in the world were in those shelves.



Inside the Forest of Wisdom

The interior with vaulted ceilings could be imposing, but the Forest of Wisdom tends to emanate an enchanting and cozy atmosphere. This is because of the narrow walkways and warm lights thrown on the many books. And should you walk further inside, led by those kind lights, you'll find a space with wooden floors, tables and chairs. These plainly show what the Forest of Wisdom is for. Anyone can read as many books as they like here, wherever they choose. A glance around the room shows people of various ages

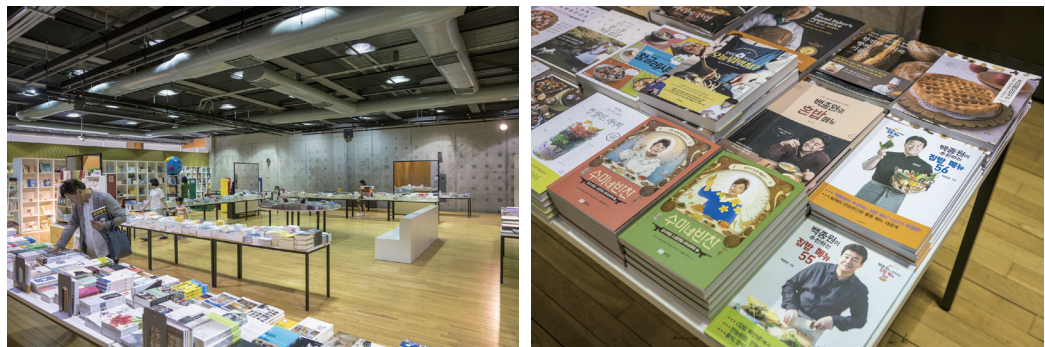
happily immersed in books. They form a sort of harmony with the bookcases, creating a natural landscape.

Once you pass by the 1st Space of the Forest of Wisdom, which is quiet and serious, the more open and energizing 2nd Space reveals itself. If the former is filled with liberal arts and social science books from intellectuals and research centers, the latter is stuffed with books donated by publishers located within Paju Book City. As a result, even the shape of some of the books brings a smile to your face, and the Forest of Wisdom doesn't seem so imposing anymore. Children who accompanied their parents to Paju find themselves opening up books, while teenagers are busy taking photos with their friends in front of the bookcases. Whether you read the books or not, books are a necessity in this space.

The lobby of Paju Book City's official guesthouse, Jijihyang, is connected to the Forest of Wisdom. There are books even in the guesthouse, which has a slow, lazy vibe. Even if you don't have a reservation at the guesthouse, visitors are welcome to indulge in the books and pass their time reading. There is no one around to give you odd looks for reading lying down or leaning at strange angles. Jijihyang means 'hometown of paper', and here, no one seems to mind what you're doing as long as you're with a book. It's liberating and comfortable.

In search of a bookstore within books

Even inside the Forest of Wisdom, where you have the freedom to read all the books in sight, is a bookstore to sell and buy books. This would be the Booksori Bookstore, that dreams of a better world through books. The unique thing about the Booksori Bookstore is that a social co-op operates it. This co-op was formed by publishers contemplating deeply over the social function of books. This may be the reason why the bookstore even has a special guideline in displaying books. Books that are difficult to find in big bookstores are given prime locations in the store.



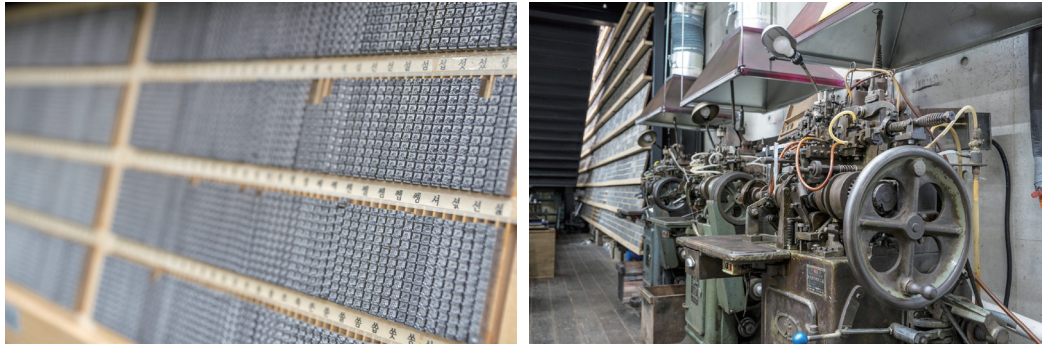
Inside Booksori Bookstore

Some of these books include *The Story of My Mother* (Anibooks), a book about contemporary Korean history told through the eyes of a mother from Hamkyong Province in North Korea; *The People Digging For National Treasure* (Geulhangari), which tells the story of archaeologists who worked at important excavation sites in South Korea; and *A Class in Munhwa-eo* (Across), which provides a look into the life of North Koreans through standard North Korean language called Munhwa-eo. Of course, not all the books here are of the serious kind. The more fun books would include *The Second Most Curious Thing in the World* (Balgeunmirae Publishing) that tells the story of how life is created and how precious it is; and *Drinking Research Life* (The Forest Book), which any alcohol enthusiast would appreciate. These books all bring a gentle but meaningful smile to your face.

The bookstore doesn't ignore all the demands from the public, either. Cookbooks that included *Sumi's Banchan* (Seongandang), adapted from a popular cooking show featuring South Korean celebrity Kim Sumi; and *House Cooking Menu Recommended by Baek Jong-won 56* (Seoul Media Group) all crowded a table.

Books as an Industry, and Publishing

Books are clearly a pillar upon which culture is created, but they are also industrial elements that make it possible for people to live their lives. This fact can be vividly experienced at Hwalpan Gongbang located on the basement floor of the Forest of Wisdom.



Inside Hwalpan Gongbang

Hwalpan Gongbang is a location where everything that was once needed to print books has been put into one spot. Visitors can learn how type printing developed in Korea after it was first introduced to Korea in the 19th century and became an essential part of the country's knowledge industry development for a century. This is why it is easy to find lead letters that formed the key parts of type printing inside Hwalpan Gongbang. Deducing how books were made by piecing together the tiny metal letters can be sobering. However, if you have a small child accompanying you, you won't have time for that because there are many hands-on activities to try out. Visitors planning to check out Hwalpan Gongbang should look into what programs are available beforehand because activities, as well as Korean paper making events, are also available.

(Reservations: www.hwalpan.co.kr, Baek Gyung-won 010-8564-8371/terre100@hanmail.net)

New Stories in Old Books

As it is a city with everything about books, Paju Book City also has secondhand book stores. One would be the full-fledged used bookstore called Igagoseojeom. The books sold at this store have quite some age to them. It isn't difficult to find books published around the time that Korea was liberated from Japanese colonial rule. The owner of the store says even those books eventually leave the bookstore with a new owner. Another characteristic of the bookstore is the fact that very old imported books can also be found. Previously if families had frequented the bookstore, now it's more popular among couples. Elderly patrons also seek out the bookstore steadily in search of liberal arts books, and the owner says its regular customers are a point of pride for the bookstore.

In comparison, Blue Box aims to serve as a comprehensive cultural space. It fulfills its duties as a used bookstore, but the location also features a small theater and sells highquality coffee. Visitors can stop by to read books and rest their feet without having to worry about someone chasing them out. This is because most visitors to Blue Box are there for just that purpose.



The exterior and interior of Igagoseojeom



The exterior and interior of Blue Box

Within Paju Book City are unique locations that are too many to list, even in addition to the ones introduced here. Publishers are operating most of them in Paju, and all of them have been established to fully tout their individuality, so none of them is quite the same. And this is likely the purpose for which Paju Book City exists. From a better environment and better place come better thoughts and with those thoughts, better books can be made. Paju Book City was built upon that belief on territory that was a swamp. Paju Book City, which is now the world's most beautiful industrial zone, may today be showing us a very small part of the most beautiful world that can be created through books.

KOREAN PUBLISHERS

EunHaeng NaMu Publishing

Fun and touching books, books on the ages and the future

Arranged by Jeong Hwan-jeong

은행나무

EunHaeng NaMu

Stories still entice people's imaginations. We live in an age inundated by images and videos, but despite this, everything circles back to stories in books made of paper and letters. This might be the reason why books are continuously being created ever since humans created written characters. And EunHaeng NaMu Publishing has a special talent for making stories that leave readers wanting for more.

Hi. It's good to meet you through *K-Book Trends*. We are aware that EunHaeng NaMu Publishing has made many efforts in publishing many stories in the form of novels and essays. Could you introduce EunHaeng NaMu Publishing to our readers?

After our establishment in 1997, we have published some 700 liberal arts and general education books of many genres including history, philosophy and science from inside and outside the country with the motto, 'fun and touching books, books on the ages and the future'. We don't have a long history, but we aim for open publishing that thinks of readers' diverse demands first, young publishing that leads changes of generations and trusted publishing through good content and accurate knowledge and information. We take pride that we continue to grow by endlessly communicating with our readers.

Also, through our bi-monthly literary magazine called *Axt* launched in 2015, we have been seeking out new authors by making new attempts involving Korea's literary sphere. 'Axt' means 'ax' in German and it was taken from a quote by Franz Kafka, who once said "books should be an ax to break the frozen sea within us". Breaking open the sleeping awareness, emotions, intellect, and reason of existence within us - that is what EunHaeng NaMu Publishing aims to do through publishing.



Bi-monthly literary magazine *Axt*

We see many publishers use tree names. This is probably because trees tend to portray a certain image in terms of identity and direction. What does EunHaeng NaMu in EunHaeng NaMu Publishing mean to you?

Books have strength; strength to compel one to look inside oneself and take interest in the outside world. Through books, our lives can be expanded and become more plentiful. With that faith, we create books. And the books we make carry our hope they will stay in our readers' hearts for a long time, like a ginkgo tree that has useful leaves and fruit and strong life force.

When looking at the books from EunHaeng NaMu Publishing, they are mostly novels. Is this a genre you have a fondness for?

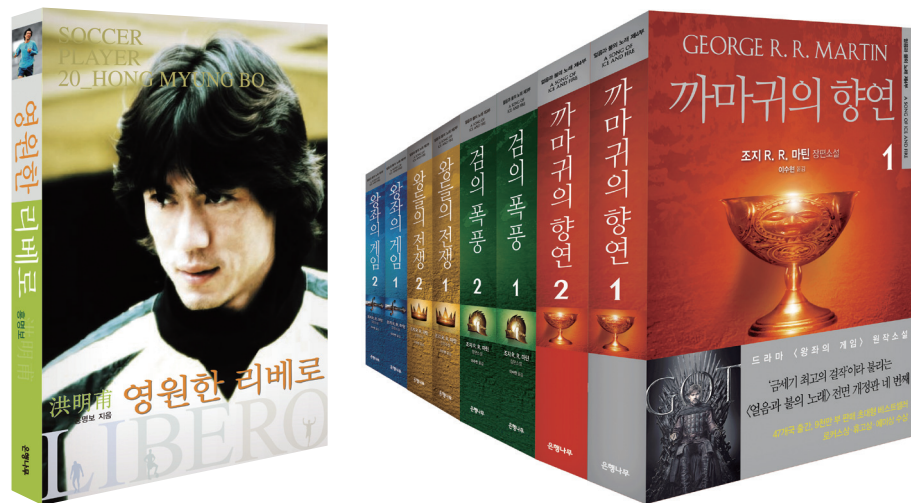
Literature has always thrived in the core of all our products. We can largely divide our books into foreign novels and Korean novels. In our early days, we published Korean versions of George R.R. Martin's *A Song of Ice and Fire* series and Jeong Bi-seok's *Records of the Three Kingdoms* and *Sun Tzu's Art of War*. In 2005, we released Japanese hits like Okuda Hideo's *Flying Trapeze* and *South Bound* and Yoshida Shuichi's *Evil Man*. Another representative foreign novel published by our house would be Alain de Botton's *The Romantic Movement*. After 2010, we've been reaching readers with works by up and coming Korean authors who have both literary quality and popular appeal, like Jeong You-jeong, Lee Jung-myung, Chang Kang-myung and Sohn Won-pyung. We've really tried to show readers literature that's easy and friendlier to approach through differentiated quality and entertainment, set apart from previous novels. As a result, we have achieved satisfactory results both in literary and product quality.

What was the most meaningful moment for EunHaeng NaMu Publishing after it opened in 1997? Do let us know if there is a book that has been most meaningful to the company so far.

The most meaningful moment was when South Korean football player Hong Myung-bo's essay collection *Eternal Libero* rose to no.

1 on bestseller lists at nationwide bookstores in May 2002. It was the first time any of our books had gone to the top of the charts, and we also set a surprising record by selling 300,000 copies of that book during the month when the World Cup was ongoing. After that, books by Okuda Hideo and Jeong You-jeong have all gone to no. 1, but Hong's book was meaningful because it was the first.

The most meaningful books for us were those in George R.R. Martin's *A Song of Ice and Fire* series. We published the first installation in the series, *A Game of Thrones* in November 2000 and it took us more than a decade to publish the fifth book in the series *A Dance with Dragons* in 2013. Back then the sales weren't great, but we were able to continue publishing the series because of incredibly strong requests from die-hard fans of the books and their encouragement. And in 2011, the series was adapted into a television drama, and sales skyrocketed as the show was popular globally. We can't help but remember this book series because we were able to see great results by not giving up thanks to the strength our readers gave us.



Eternal Libero, A Song of Ice and Fire series

Works like *Seven Years of Darkness* and *The Good Son* by Jeong You-jeong, who's seen so much frenzy every time she's released a book, have been published by EunHaeng NaMu Publishing. Her latest, *Jiny*, *Jinny* was also released recently. Books by both Korean and non-Korean authors have been published by EunHaeng NaMu Publishing. What is your know-how when it comes to identifying good writers?

Finding good writers and manuscripts is tough for all publishers. So, in order to find new authors, we currently run three literary awards for long-form writing. We also are able to find young writers through writing series, interviews and op-eds in *Axt*. In the case of non-Korean work, we carefully sift through catalogs from our editors or agencies in different countries, and after a multi-step screening process, we make our selections. We make our decisions based on literary quality, awards or prizes and other notable promotion or sales issues we should know about. Once

we've made a decision on an author through this process, we try our best to release the entirety of that author's work. Instead of vying over book advances, we feel it's better for the author and publisher to grow together by publishing books with good translations and decent quality that reflects the characteristics of the book.

The books released then are introduced to readers via various marketing and promotion strategies. Even the best of books can't reach readers without strategic and detailed editing and marketing. Efforts aimed at getting the books known to the public are as important as efforts made to find the authors. Once we feel the book is worth trusting, we throw ourselves into promoting the book through book talks, book trailers, promotion events on social media and news, reader events and advertisements.

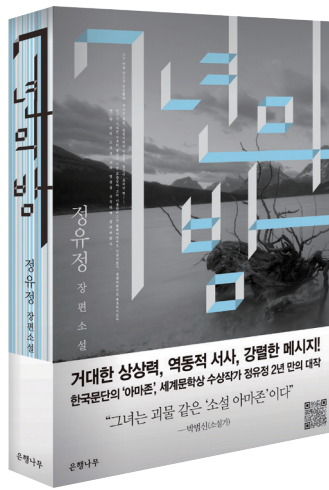
EunHaeng NaMu Publishing has published many Korean books and imported diverse non-Korean books. Thanks to this, many readers, even outside South Korea have been able to enjoy your books. Are there standards you have for exporting or importing books? Please tell us about any exported books that received good feedback from non-Korean readers.

Our standard when it comes to publishing manuscripts is the same when it comes to Korean and non-Korean work. We ask ourselves whether the content is fun and meaningful for readers. Naturally, we've come to select books that have strong storylines with defined characters and themes. We get many requests from drama or movie

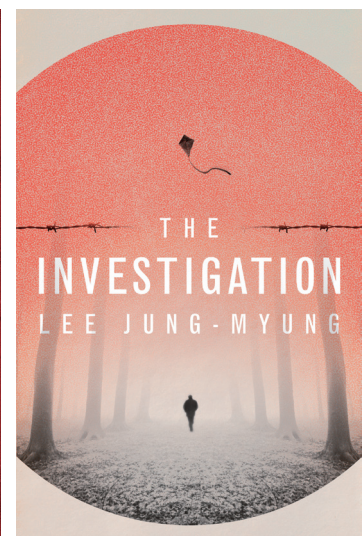
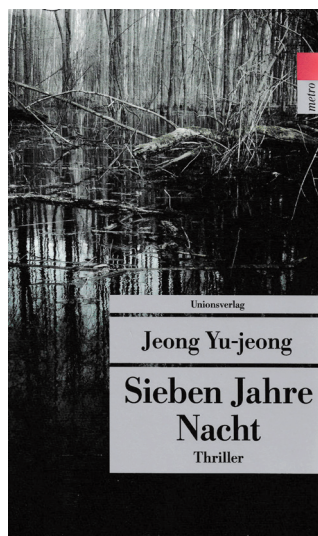
producers regarding adaptations.

Two key examples would be authors Jeong You-jeong and Lee Jung-myung. These two authors' novels have nearly all been adapted into video form because their novels aggressively draw readers in, and the finished quality is very good. They also carry universality other global publishers have acknowledged, as well as distinct Korean tones. All of Jeong's works have been or will be adapted into movies, webtoons and plays. *Seven Years of Darkness* and *The Good Son* have now been translated and published in more than 20 countries, and we have been receiving remake copyright requests from a non-Korean film producer. *The Good Son* was one of the top 5 summer reads recommended by NBC's Tonight Show in the United States. *Seven Years of Darkness* was among the top 10 crime novels of the year selected by German daily *Die Zeit* and has been leading a K-thriller boom globally.

Lee Jung-myung, who is famous for having penned the original works for popular television dramas *The Deep Rooted Tree* and *The Painter of the Wind*, was shortlisted for a foreign novel by the Independent in the United Kingdom after Lee's novel *The Investigation* was published in more than 20 countries. The novel was also the recipient of the Premio Selezione Bancarella award in Italy, reflecting the popularity it's enjoyed so far among non-Korean fans.



Cover art for Korean versions of *Seven Years of Darkness*, *The Good Son* and *The Investigation*



Cover art for the German version of *Seven Years of Darkness*, the U.S. version of *The Good Son* and the U.K. version of *The Investigation*

Are there any books from EunHaeng NaMu Publishing you'd like to promote to readers outside South Korea?

That would include Chang Kang Myoung's *Keyboard Troop* and *Homodominans - A Dominating Man*; Sohn Won-pyung's *Counterattack at Thirty*; Cho Nam-joo's *For Gomaneci*; and Im

Sung-soon's *The Consultant* and *The Frozen Sea*. These books have already been published in other Asian countries so far. Chang and Im have been forging their own styles with thick, masculine narratives satirically portraying South Korean society. They also have sharp emotional aspects which are characteristic to younger writers. In the case of Sohn and Cho, after their hits *Almond* and *Kim Ji-young, Born in '82*, they have been wildly popular with young, female readers by portraying problems modern women and youths face with upbeat, active narratives. *Keyboard Troop*, *Counterattack at Thirty*, *For Gomaneci* and *The Consultant* are all literary award recipients, and they are all books that not only have literary quality but popular appeal as well. In addition to these authors, the 150-page series *Novella* written by young authors like Choi Jin-young, Jeong Se-rang, Kim Hea-na and Seo Yu-mi is worth checking out.



Keyboard Troop, Counterattack at Thirty, The Consultant

Many people like to say the age of text has gone and passed. This is because a lot of writing has been replaced by images and video. We now even have a generation that is not accustomed to reading traditional clocks with arms. What is EunHaeng NaMu Publishing's plans for publishing books in this kind of day and age? Please tell us about your vision and future plans.

Even if we are living in an age where images and video have influence rather than writing, the source of all stories lives in literature. Our imagination alone can surpass visual limitations. Literature can portray and draw everything from the smallest universe inside people's heads to the cosmos far away, without limits. The true nature of literature, which draws readers into a strange world and has them experience all sorts of emotional waves, will not fade with time. As long as humans consume stories and seek them out, new stories will sprout anew. Of course, tastes or preferences of readers are expected to become more detailed and complicated.

EunHaeng NaMu Publishing plans to publish diverse books that are faithful to the nature of literature while erasing the borders between genres and form. We also plan to create beloved stories that will be remembered by Korean and non-Korean readers alike - stories that will be understood by all and stories that are beautiful and have strength. Please enjoy them with us.

KOREAN AUTHORS

Author Jo Jung-rae

One of the nation's most revered novelists who has loved Korea and its people

Arranged by Choi Ha-Yeong



Jo Jung-rae is an author known for his piercing novels that shrewdly punch through contemporary Korean history. He has become one of South Korea's most revered novelists by telling the painful history of the country including Korea's colonial rule by

Japan, the Korean War and military dictatorship through three novel series: *Taebaek Mountain Range*, *Arirang* and *Han River*.

Jo's literary work has been acknowledged through countless accolades, including the Hyundai Munhak Award, the Korean Literature Award, Manhae Daesang, Danjae Literature Award and Noshin Literature Award. His novels have been adapted into comics, television dramas, movies and musicals, leaping beyond paper pages to touch audiences. Jo's work has also been translated into different languages, including English, French, German and Japanese and loved by readers around the world.

Three years after releasing *Grass Flowers are Flowers Too* (Hainaim), Jo recently published *The Question of a Thousand Years*. *The Question of a Thousand Years* was also released in audiobook format on South Korea's biggest internet portal, Naver, to the delight of readers. It's enjoyed weeks on the bestseller lists in South Korea after racking up 300,000 copies in sales in just two months after release, confounding critics who had recently been lamenting a lull in Korean novels.

We met with Jo who, with his latest work, is prompting readers living in the 21st century to ask themselves what a nation is.

We are delighted to meet you through our webzine *K-Book Trends*. You're already very well known in South Korea as one of the country's representative authors, and readers outside South Korea know you as well, as your works have been translated and published overseas. How would you describe yourself in one word?

For the past 30 years, readers have attached so many prefixes to my name. It would be unbecoming of me to tell you about them myself, and to answer your question feels like I'm showing off but the first prefix would be 'the people's author', and the next would be 'the nation's author'. Others would be 'an author together with our people's history', 'the eternal author in active duty' and most recently I even heard 'living legend'.

These titles were given to me as an expression of gratitude by readers after they read my work and felt they could trust me and liked what I wrote. I just feel blessed. I feel very grateful to have heard those titles in my lifetime, and that might be what keeps me writing, out of gratitude for my readers.



The Question of a Thousand Years series

In June, you released your latest work, *The Question of a Thousand Years*. Through your body of work over the years, you've relentlessly shown Korean society as it is. What aspect of Korean society did you want to portray in your latest novel?

People say South Korea is the only country on earth that has managed to achieve economic development and democracy within a short period of time. I think this is the source of the Korean people's pride and ego. However, because all this was achieved in such a short period of time, so much evil and vices have accumulated throughout our society. I felt if we don't fix this, we won't have a future.

I think the accumulated evil in South Korea was created by five power groups that currently make up the power structure in South Korea's society. The legislative, judiciary and administrative branches of government that form the country's power; the chaebol that form the country's economic power; and the media that has joined forces with them all - These five power groups have forged illicit liaisons with one another, sought out profits and shackled the common people, repressed them and exploited them.

So *The Question of a Thousand Years* was written to tell the people, "We should not tolerate these things". Not only was the novel written to tell them that, but also to lead the way to the answer. By driving out an administration that was guilty of wrongdoing through candlelight protests, we made an immense, democratic achievement. It surprised advanced countries like the United

States, France and the United Kingdom. In my novel, I say if we establish a standing army for peaceful revolution like we had during the candlelight protests in order to seize our basic rights and create a happy country, this nation may become the heaven we seek.

In your novel *The Question of a Thousand Years* you asked readers, "What is a nation?" It's a meaningful question with implications that will bring readers both inside and outside the country to think about what it means. What was the message you'd wished to tell them through that question?

Nations can be created because there are people. But ever since the history of mankind began, from thousands of years ago, we've asked ourselves doubtful questions like "What has the country done for us?" "Doesn't the country just take taxes from us?" "Do we need a country?" This is not just South Korea, but elsewhere too, I believe.

The novel *The Question of a Thousand Years* is a work that has particularity and universality all at once. The particularity comes from the backdrop that is South Korea in the early 2000s, and the novel's universality is derived from the fact that all countries trick, restrain and exploit their people although they all differ in degrees. The solution is for people to always never forget that they are the owner of their countries and be careful to protect that ownership should their rights be violated, taken away or abused. That is what I wanted to say through the book. If we are unable to do that

properly, that is, if we are indifferent towards politics and neglect monitoring and inspecting the power groups, we will live this way for the next thousand years. We will end up living the same way forever. I wanted to tell readers to come to their senses.



The Question of a Thousand Years on Naver's Audioclip, an audiobook service

Among your work, *Han River* started as a series in a newspaper in 1998. Your latest novel *The Question of a Thousand Years* is now being presented in an audiobook series. Was the decision to provide the book in audiobook format to keep in rhythm with changing times? We'd like to know how you made that decision.

It wasn't planned from the beginning. I only agreed to it once my publisher suggested it after I completed the novel. I was able to see I had made the right choice shortly after the audiobook was uploaded because not many days had gone by before I saw comments from Canada, Australia, the United States and France. These people were saying they were happy to see the book online. I was truly able to experience the global age, where people around

the world can all see and hear things at the same time. I think audiobooks offer a favorable method of reading books that are in tandem with changing times, and feel there should be more to accommodate people's busy lives.

*When *The Question of a Thousand Years* was first published, male readers in their 40s made up the bulk of your readers, but recently the novel is being loved by those in their 20s and 30s. This is likely due to the fact that the novel is available in digital format, as well as in audiobook form in addition to paper books. Have there been differences in feedback from readers in different age groups?*

The differences between age groups are only natural, I feel. However, their understanding of the novel's theme or their judgment can only be the same, just as everyone acknowledges the beauty of flowers or how a certain temperature feels. I believe this comes from the homogeneity and empathy language gives us, as an effect of literature.

Despite changes in this world, we heard you still write your manuscripts by hand. We couldn't help but hear in awe about your writing every word by hand. Is there a special reason you don't use a computer?

I do this in order to keep the density of my sentences. What I mean by density refers to the elasticity and tension the sentences carry. I believe this is directly connected to how easily they can

be read and the emotions readers feel. To paraphrase it, I feel the soul reflected in my work would be different if words were quickly typed on a machine rather than written by hand, word by word. Readers say they "try to save the book the further they go" or they "can't put it down once they pick it up" about my work. I think this feedback bears witness to the ability my sentences have in drawing in readers, and this ability comes from the fact that I hand-write all my work. I also think it's also the price I pay to receive such comments.

Your novels have been translated into different languages like English, French, German and Japanese. There must be some similarities and differences in responses between Korean and non-Korean readers. How has the overseas response been so far?

Similar responses from all readers have most been, "the novels were fun" and "I learned a lot". The difference would be Korean readers say they felt responsibility for the future along with fresh anger" while foreign readers say they were unaware that Korea had such a painful and tragic history. They have also said they feel sorry for having been indifferent for so long and some sort of responsibility.

Since your work deeply addresses Korean history and its people, you must have had concerns over inaccurate translations. Were there some parts you had to specifically pay attention to when exporting your work overseas?

Some people say translation equals treason. This most likely refers to the limitations that translation has because of all the different characteristics languages have. I have a very strong Jeolla Province accent, and it's become an issue every time someone attempted translating it. There were many attempts, but we gave up translating the dialect and reverted to the standard form of language in respective countries. This was the solution we found in order to avoid making mistakes in translation.

There are most likely many readers outside South Korea who are unfamiliar with South Korea's society and history. Please tell our readers of any books you would like to recommend to them.

That would be *Human Mask* (Munhakdongne) that has an English version. The first reason I selected this is because it's short and easy to read. Secondly, I wanted to show readers what tyranny strong countries have unleashed upon weaker populations. Third, the book deals with a theme of mankind's history that we should block strong countries from this inhumane tyranny that could happen again at any time because of the dynamics countries still retain even after the 20th century.



Human Mask

After you made your debut in 1970, you've written many novels. You've not taken much rest but rather continued to think of new novels and written them. Have you thought about what you want to write next? How do you approach your writing?

I hope to be able to keep writing for the next 15 years and am contemplating around 10 novels inside my head. Reading patterns are changing quickly because of swift technology advancements, and people are reading less and less. Paper books are being consumed less. This is being observed globally, and there is talk of a literary crisis. Faced with this strange change in the times, I have a premonition of a tragedy in humankind's mind. But you know the saying 'Even if the world ends tomorrow, I will plant an apple tree seed.' I will strive to continue writing, just as I did from the beginning when I told myself I would write even if there were one person left to read my work. Only that I feel, would give completeness to my life.

People say writers speak through their work. What is the message you want to tell your readers eventually through your entire body of work, including *The Question of a Thousand Years* and the novels you will come to publish in the future?

People have one thing in common. Everyone is born once, and they die once. This is why I think there is no human who is above or below others. When you take that into consideration, all humans are their own little universe and shining stars that have their own light. So, people should all respect each other and be understanding. They should try to look at each other's good aspects rather than their flaws, and if we don't do that, human society can't be happy.

If we care about each other, respect each other and understand each other, then many misfortunes mankind has experienced so far could be resolved in an instant. That is the final goal I hope to achieve through my literature: the dignity and value of mankind. This is why on a wall of the Taebaek Mountain Range Literature Center in my name, I've written 'Literature should contribute to mankind for mankind to live as mankind should.'

Publishing Industry I

South Korea's Imprint System in Publishing

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

Most well-known South Korean publishers have several imprints (independent brands under the same publishing house). This number can go up to double-digits for large publishing houses, while smaller publishers' number of imprints is usually in the single-digit range. Imprints are a way for publishers to expand their publishing range as well as the size of their business and improve profits.

Around 2005, the number of imprints grew rapidly in South Korea, and this trend was led by Woongjin Thinkbig, which managed more than 30 imprints at one point. They had a publishing system where they would recruit well-known people from the industry, like directors or editors, give them high wages and place them in charge of imprints. After looking at their performance for two years, the

company would decide whether to extend their contract or not. In addition to Woongjin, Minumsa, 21st Century Books and Wisdom House, which are all book publishers, were mentioned frequently on the news whenever there was mention of imprints. In South Korea's publishing world, there was criticism over publishers' competition to recruit better editors and squabbling over capital, but now, imprints have become a natural part of publishing culture for publishers to run their businesses.

Publishers that specialize in certain types of books are bound to dream of becoming big publishing houses that can release all types of books. Imprints enable publishers to transform themselves and publish different books of various genres, jumping beyond any rigid company images they may have had. Today, not only do regular publishers have imprints, but university presses and small publishers also have imprints. So, at times, 'imprints' is also used interchangeably with the word 'brand'.

Currently, Munhakdongne Publishing Group dominates South Korea's publishing industry when it comes to imprints. Munhakdongne has 24 subsidiaries and imprints. The publishing house was established in 1993 as a literature-focused company with the motto, "Dreaming of the most active and creative path between humans and the world". Through its magazine and literary awards (novels, new writers, children's literature), the publishing company is at the forefront of the industry when it comes to discovering new Korean authors. It is also known for publishing an expansive range of literature, from non-Korean classics to the

latest novels. In the case of foreign literature translations, editors will scrutinize translations, comparing them to the original text and in the case of some books for which several translations already exist, Munhakdongne will refer to those existing translations. The publishing company has quickly established itself as one of the country's representative publishing houses for literature. Some of its subsidiaries and imprints are as follows: 'Gyoyu Books' which specializes in liberal arts and general education; 'Geulhangari' that focuses on general education books on history, philosophy and science; 'Namueuimaum' for books on religion, the environment and ecology; 'Artbooks' for books on art; and 'Anibooks' for comics (source: Munhakdongne's official website). Munhakdongne says it is creating a plentiful and colorful world through its diverse subsidiaries and imprints that each have their own sound and light. The biggest characteristic of Munhakdongne's imprints is that opportunities are open for anyone to try and manage an imprint under the publishing company. If you are someone in the industry who has a sharp eye for planning and executing but don't have the capital and human resources, you may be able to establish an imprint with Munhakdongne's capital and system. Munhakdongne guarantees independent operations for imprints under its name. The heads of the imprints receive 20 percent of profits in addition to their contracted salaries. Also, after two years depending on the performance of the imprint, the business could be spun off into a subsidiary corporation. Gyoyu Books made the transition into a subsidiary from an imprint in June 2019. Before becoming

a subsidiary, imprints can only have their own editing team and marketers while other parts of the publishing system are shared with Munhakdongne. Heads of subsidiaries can own up to 75 percent of the company. If they own over 51 percent of the subsidiary, they can choose to leave Munhakdongne altogether. 'Bookhouse', 'Dal' and 'Humancube' are examples of publishers that were spun off into independent publishers from Munhakdongne. Munhakdongne has created this ladder-like system where imprints can evolve into subsidiaries, then later, independent publishers, enabling talented people in the publishing industry to have a vision for themselves. This open system is worth focusing on as it is a combined system where the company can create profits but also encourage publishing individuals to achieve accomplishments of their own.



The Corrupted Resistance (Gyoyu Books), *Flower Pictures Have Bloomed* (Art Books),
The Discovery of the Norm (Bookhouse)

Meanwhile, Minumsa Publishing Group is a company that has had its own in-house brands since the 1990s, which would make

it the earliest of its kind. Founder Park Maeng-ho who established Minumsa in 1966 said in a collection of interviews that he had started brand diversification to avoid criticism from other publishers that too many Minumsa books were introduced by the media and out of the need to promote more Minumsa books in media. With the thought "to collect the people's righteous sound", Minumsa has become a large pillar of South Korea's book industry, publishing Korean and global literature as well as academic books. Some Minumsa brands include 'Biryongso (1994)' for children's books; Biryongso's subsidiary brands 'Gorilla Box' and 'Chameleon'; a science-specializing affiliated company called 'Science Books (1997)'; 'Minumin'; Minumin's faction brand called 'Golden Bough'; 'Panmidong' for religious books; 'Banbi'; and 'Semicolon' for visual content like art, design, architecture, photography, movies and comics.

Mirae-N, an education publisher and energy company, was first established in 1948 as Daehan Textbook and to mark its 60th founding anniversary, the company changed its name. Under its educational publishing arm, the company produces mainly textbooks for elementary, middle and high schools as well as educational workbooks. It is also the owner of the country's oldest monthly literary magazine called *Hyundae Munhak* which has been in circulation since 1955. It also has imprints like 'Iseum' for children's books; 'Wiseberry' for books on liberal arts, economy and management, self-development; and 'Bookfolio' for essays, DIY books and webtoons.

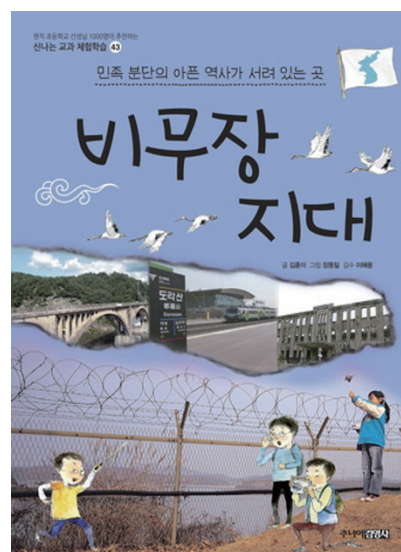


Worm Forecast (Biryongso), *Under the Closed Eye* (Golden Bough), *Real Study* (Wiseberry)

Woongjin Thinkbig started out as a linguistics company, selling cassette tapes on English in 1980. After it saw great success in its door-to-door sales business, it changed its name to Woongjin Thinkbig in 2007. A large chunk of South Korea's publishing market is comprised of children's books. Woongjin publishes workbooks and reading material for children, and it also has a 'book club' program where customers can have educational content and reading material all in one tablet PC. Although it had more than 30 imprints at one point in time, the company found itself in financial hardship after it had aggressively expanded into other industries. Its publishing brands like 'Woongjin Junior', 'Leaders Book', 'Galleon' and 'Woongjin Jisikhouse' are well-known.

Gimmyoung is one of the country's best publishers when it comes to advertisements and marketing. After being founded in 1982 until the 2000s, it was renowned for churning out bestselling books. Currently, it operates 'Bichae' which specializes in literature from

inside and outside the country; 'Poimea' for books on Christianity; 'Gimmyyoung ON' for books on general education, liberal arts and practical use for readers in their 20s to 40s; and 'Junior Gimmyyoung' for children's books. The company also runs an educational brand specializing in hands-on experiences and field trips called 'School Gimmyyoung'.

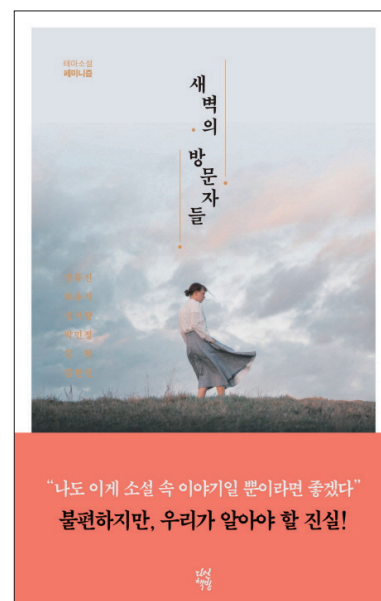


The Right to do Nothing (Galleon), *Demilitarized Zone* (Junior Gimmyyoung)

Wisdomhouse Media Group came to be in 2005 after Yedam Publishing (founded in 1999) acquired Wisdomhouse in 2002. In 2012, the company made headlines as it launched the country's first podcast on books, called 'Lee Dong-jin's Red Bookstore'. Lee was a film critic at the time, and this podcast is popular to this day. Wisdomhouse mainly publishes books on economics, management, self-development and comics. Its subsidiaries include 'Yedam' for literature, liberal arts and art; 'Morning of History' for history books; 'A Harmonious Life' for religious and meditation

publications; 'Yedam Friend' for educating children; 'Scholar' for children and teens' books; and 'Magic School' for educational books for young children.

Dasan Books operates an imprint system for other key genres in addition to its bread and butter books on economics and management. It has 'Dasan Life' for self-development and practical use; 'Dasan Chaekbang' for essays and literature; 'Objet' for general education, arts and essays; 'Dasan Chodang' for books on history and liberal arts; 'Dasan Edu'; 'Dasan Eorini' for children's books; and 'Nol' for literature for young adults.



My Son is Going to Elementary School (Yedam Friend), *Visitors of Dawn* (Dasan Chaekbang)

Imprints in South Korea's publishing industry are a diversification strategy for publishers as well as a type of testbed to increase operating profits. It is also a trend in publishing industry models that reflects the dreams and passions of publishers to release more

books of various genres. In an age where brand value decides customer loyalty, South Korea's publishers and imprints forge on today to create books readers will love with their brand value.

Publishing Industry II

Visual adaptation rights for books and sales

Written by Joseph Lee (KL Management)

Global attention towards South Korea's cultural content has been growing. Music records, videos, performances, art, clothing, food and even temple-related cultural content have been subject to global interest. The following takes a look at visual content adaptations of South Korean literature on the global stage and offers an outlook for these adaptations going ahead.

Previously, diverse South Korean television dramas like “Winter Sonata”, “Autumn In My Heart” and “Daejanggum” were exported overseas and ended up great successes. On the back of this success, book adaptations of these dramas were later released in several countries like Japan, Taiwan and China to wide acclaim. This signaled the beginning of a Korean wave for literature and bodes

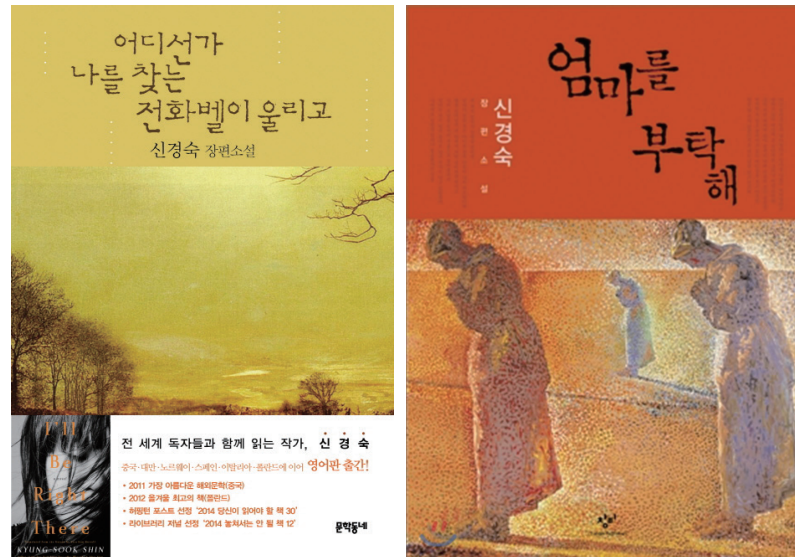
well for future South Korean publishing content. The situation has evolved from there, and now, various adaptation rights for South Korean literary works are being sold to other countries, enabling adaptations in the form of television dramas, movies and musicals. This can largely be seen as a signal that the number of people who are interested in and enjoying South Korean cultural content on the global stage is growing at a rapid pace.



The Hen Who Dreamed She Could Fly, Miracle on Cherry Hill

Hwang Sun-mi, who is now a global bestselling author after surpassing one million copies in book sales in South Korea, saw her book *The Hen Who Dreamed She Could Fly* be adapted into a musical at the Gulbenkian Theater in Beirut, Lebanon in 2018. The performance was held by students attending the Lebanese American University in Arabic. This book has been translated and sold in a total of 29 countries so far including the United States and the United Kingdom. Meanwhile, Hwang's *Miracle on Cherry Hill*

(Sakyejul) was released in the United Kingdom on July 4, 2019 by publisher Little, Brown.



Please Look After Mom, I'll Be Right There

South Korean bestselling novelist Shin Kyung-sook signed a drama series contract with Blue Jar Pictures in September 2018 for her book, *Please Look After Mom* (Changbi), a New York Times bestseller. *Please Look After Mom* has been exported to 38 countries around the world. Blue Jar Pictures was established in 2018 by renowned producer and director Julie Anne Robinson, long-time television drama series veteran Victoria Fea and producer David Wong. Wong is also known as a media businessman. Film rights for Shin's *I'll Be Right There* (Munhakdongne) were also sold to an American film studio in 2018.



The Plotters, The Only Child

Kim Un-su's *The Plotters* (Munhakdongne) can't be left out of this list. This book, for which translation rights have been sold into 25 countries, has enjoyed many global releases and film adaptation rights for it were sold to U.K.-based The Ink Factory in March 2019. Seo Mi-ae's mystery novel *The Only Child* (Munhakdongne) is slated to be published in the United States in February 2020. As of mid-September, this book's translation rights have been sold into 11 countries, and that number is expected to go up once the U.S. version is published. *The Only Child* will have a greater opportunity to reach more readers around the world as adaptation rights were recently sold to U.K.-based Carnival Film & Television Limited in June 2019 for a television series. Through this contract, Seo has further cemented her position as one of South Korea's prominent mystery novelists.

From 2018 and through the first half of 2019, South Korean literature succeeded in entering the global video content market,

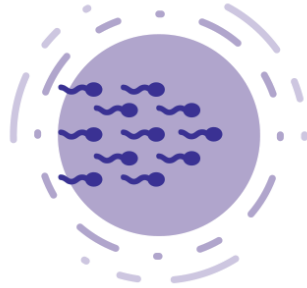
marking a new foray into cultural content. This has been a meaningful achievement as South Korean books are no longer limited to translation rights exports. As such, South Korea's publishing content has more potential now on the global stage culturally and industrially and is forecast to achieve greater results accordingly.

New Books

The Science of Conception



We've been mistaken until now
about the meeting of the sperm and egg!

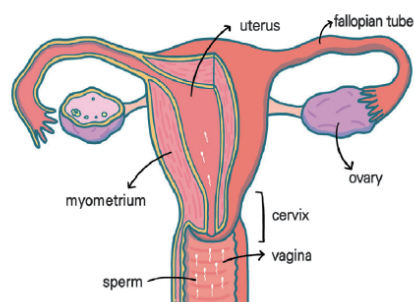


Sperm racing towards the egg
that waits endlessly?



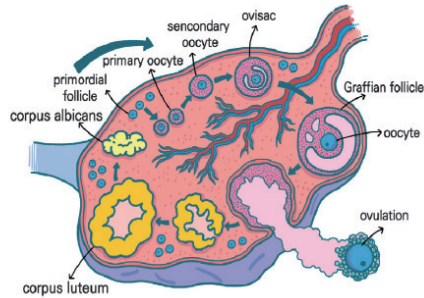
Fact 1

Uterine contractions help sperm
move to the fallopian tubes



Fact 2

Eggs also need to beat
a high competition rate
of more than 10 to 1



Sperm+egg=child

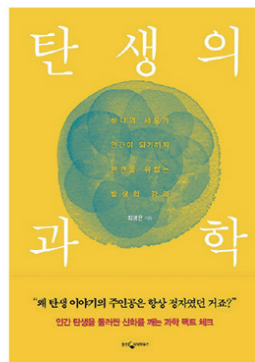
The surprising story beyond
what we know!



How one cell
becomes a human!



III
An embryological lecture
that will
confound prejudice!



The Science of Conception

Author - Youngeun Kaitlyn Choi
Publisher - Woongjin Think Big Co., Ltd.
Genre - Science

Best Sellers

South Korean bestsellers in September

Bestsellers at South Korea's biggest online bookstores,
Interpark and Kyobo Book Centre

Written by Choi Ha-Yeong


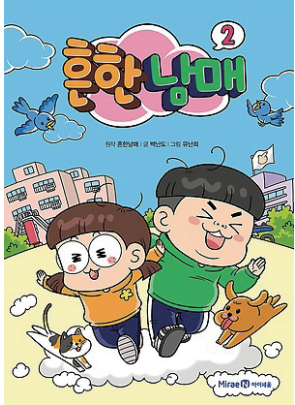
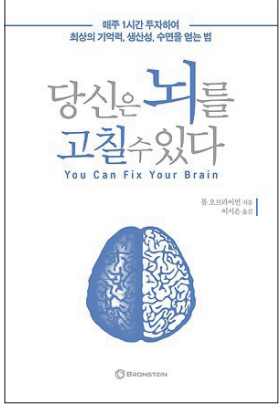
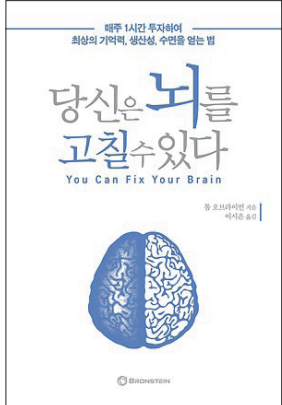
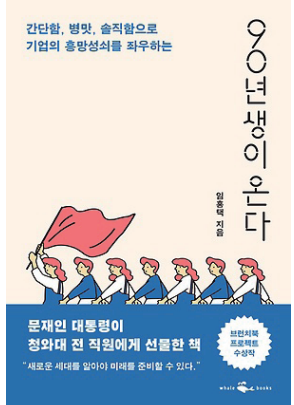
Comparing online bestsellers at South Korea's Interpark and Kyobo Book Centre in the second week of September shows the same books have mostly been included on their top-selling lists. Books including *Normal Siblings 1, 2*, *One Day I Became a Princess* (luxury limited edition) and *You Can Fix Your Brain* were all among the top 10 bestselling books in September, showing how popular they were.

Among the bestsellers at Interpark and Kyobo Book Centre, Kim Young-ha's *Why Travel* drew intrigue. *Why Travel* is now marking its fifth month after release and despite this, it was the fifth bestselling book at both Interpark and Kyobo Book Centre, showing it has been consistently loved by readers. *90's Kids Are Coming* also made it onto the bestseller lists after being recommended by the South Korean president while both parts of *Seol Min-seok's Romance of the Three Kingdoms* were bestsellers in September, attesting to the popularity of the star lecturer.

When comparing the bestsellers between the two online vendors, Interpark had more comic books like *Only I Level Up 1*. Meanwhile, readers who visited Kyobo Book Centre's website were more interested in self-development books, and essay collections like *To You, Who Finds it Desolate to Live* and *I Will Now Rest Today*.

* The following lists were provided from the official websites of Interpark and Kyobo Book Centre based on data from the second week of September.

<Top 10 Bestsellers>

No.	Interpark	Kyobo Book Centre
1	 <p><u>One Day I Became a Princess 2</u> <u>(luxury limited edition)</u> Author Spoon Publisher Carrot Toon Genre Comics</p>	 <p><u>Normal Siblings 2</u> Author Baek Nan-do Publisher Iseum Genre Children's comics</p>
2	 <p><u>Normal Siblings 2</u> Author Baek Nan-do Publisher Iseum Genre Children's comics</p>	 <p><u>You Can Fix Your Brain</u> Author Tom O'Bryan Publisher Bronstein Genre Health</p>
3	 <p><u>You Can Fix Your Brain</u> Author Tom O'Bryan Publisher Bronstein Genre Health</p>	 <p><u>90's Kids Are Coming</u> Author Im Hong-taek Publisher Whale Book Genre Economics/Management</p>

No.	Interpark	Kyobo Book Centre
4	 <p data-bbox="502 649 933 806"><u>One Day I Became a Princess 2</u> <i>(regular edition)</i> Author Spoon Publisher Carrot Toon Genre Comics</p>	 <p data-bbox="981 649 1412 806"><u>One Day I Became a Princess 2</u> <i>(luxury limited edition)</i> Author Spoon Publisher Carrot Toon Genre Comics</p>
5	 <p data-bbox="502 1232 933 1355"><u>Why Travel</u> Author Kim Young-ha Publisher Munhakdongne Genre Essay</p>	 <p data-bbox="981 1232 1412 1355"><u>Why Travel</u> Author Kim Young-ha Publisher Munhakdongne Genre Essay</p>
6	 <p data-bbox="502 1780 933 1915"><u>Only I Level Up 1</u> Author REDICE STUDIO Publisher D&C Media Genre Comics</p>	 <p data-bbox="981 1780 1412 1937"><u>To You, Who Finds it Desolate to Live</u> Author Wujin Publisher May 9th Genre Self Development</p>

No.	Interpark	Kyobo Book Centre
7	 <p>간단함, 명맛, 솔직함으로 기업의 흥망성쇠를 좌우하는</p> <p>90년생이 온다</p> <p>문재인 대통령이 청와대 전 직원에게 선물한 책</p> <p>“새로운 세대를 맞이하여 미래를 준비할 수 있다.”</p>	 <p>설민석의 삼국지</p> <p>누구나 알게 시작하고 모두가 좋아하는 이야기</p> <p>1</p> <p>바로 오늘, 여러분은 삼국지의 팬이 됩니다!</p>
	<p><i>90's Kids Are Coming</i> Author Im Hong-taek Publisher Whale Book Genre Economics/Management</p>	<p><i>Seol Min-seok's Romance of the Three Kingdoms 1</i> Author Seol Min-seok Publisher Segyesa Genre Liberal Arts</p>
8	 <p>설민석의 삼국지</p> <p>누구나 알게 시작하고 모두가 좋아하는 이야기</p> <p>1</p> <p>바로 오늘, 여러분은 삼국지의 팬이 됩니다!</p>	 <p>Special Edition</p> <p>오늘은 이만 휴할 게요</p>
	<p><i>Seol Min-seok's Romance of the Three Kingdoms 1</i> Author Seol Min-seok Publisher Segyesa Genre Liberal Arts</p>	<p><i>I Will Now Rest Today</i> Author Sohn Him-chan (Ogata Marito) Publisher Bukeureom Genre Essay</p>
9	 <p>설민석의 삼국지</p> <p>누구나 알게 시작하고 모두가 좋아하는 이야기</p> <p>2</p> <p>전통을 무시하면 그가 세운다. 좋은 사람을 곁에 두고 싶습니다.</p>	 <p>1</p> <p>현한남매</p> <p>11월 11일</p>
	<p><i>Seol Min-seok's Romance of the Three Kingdoms 2</i> Author Seol Min-seok Publisher Segyesa Genre Liberal Arts</p>	<p><i>Normal Siblings 1</i> Author Baek Nan-do Publisher Iseum Genre Children's comics</p>

No.	Interpark	Kyobo Book Centre
10	 <p data-bbox="576 674 850 797"> <i>Normal Siblings 1</i> Author Baek Nan-do Publisher Iseum Genre Children's comics </p>	 <p data-bbox="1002 674 1385 828"> <i>Seol Min-seok's Romance of the Three Kingdoms 2</i> Author Seol Min-seok Publisher Segyesa Genre Liberal Arts </p>

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

Flowers That Never Bloomed

1. Publication Details

Imprint | Humanist Publishing Group inc.
 Title | Flowers That Never Bloomed
 Subtitle | The unfinished art lessons of the Korean women who were sex slaves to the Japanese Imperial Army.
 Author | Lee Kyungshin
 Genre | Humanities and Social Science
 Format | 145×190
 Binding | Paperback
 Pages | 304pages
 ISBN | 9791160801477

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3. Marketing Information

Keyword | History; The World War II; The Japanese Imperial Army; Comfort Women; The Japanese Imperial Army Sex Slave; The Korea-Japan Relations; Art Therapy



4. About the Author

The author majored in painting at Hongik University. For five years starting from 1993, she carried on art lessons with the sex slave victims of the Japanese Imperial Army. She organized exhibitions of their drawings both in South Korea and internationally, exposing the history of the Japanese sex slaves. Triggered by her experience with these women, she went on to study art therapy at the graduate art college of Inha University and pursued art therapy lessons for the immigrant women, further exploring the purpose and effects of art as a public and social function. She worked on drawings having to do with the Japanese Imperial Army sex slaves and continues her artwork very actively, holding exhibitions.

5. About the Book

The author was the very first drawing teacher to the victimized Korean women who had been sex slaves or “comfort women” of the Japanese Imperial Army. The book shows how these women’s pain and suffering translated themselves into drawing and their healing and recovery process are shared in writing. Flowers drawn with clumsy lines, a crying girl with her face covered, the gawky soldiers, all these look like they were done by children but are actually drawings by the comfort women who took courage to unveil their most deep-seated scars and trauma.

This book presents the art lessons that the author, Lee Kyung-shin, gave to the Korean comfort women for five years from 1993 to 1997. This is not a history book about the issues of the sex slaves nor does it provide the testimonies of the victims. Instead, it starts out with the author’s first nervous meeting with these women and their not so easy drawing lessons, and the women’s efforts to come face-to-face with their pain. But their stories, which they told after much hesitation and trepidation by way of drawing on a white canvas, disclose heartrending tales. Moreover, readers will be more powerfully moved by their work as they discover how these drawings, such as “Stolen Youth” and “Punish the Commander” by the late Gang Deok-gyeong and “A Flower that Failed to Bloom” and “Dragged Away” by the late Kim Sun Deok, depict how the problems of the Japanese Imperial Army sex slaves came about.

The Korean public came to know about the Japanese Imperial Army sex slaves with the very first testimony of the late Kim Hak-sun in 1991. These women’s drawings served as catalyst during the period when the Japanese war crimes and the sex slaves became recognized as human rights issues. The book holds much significance in that it records for the first time these victimized women’s drawings and the stories behind them—which marked a turning point in the dispute about the sex slaves of the Japanese Imperial Army.

Readers can gain a glimpse into these women’s terrible pain and rage and how they transcended their bondage to being “the Japanese Sex Slaves” and met the challenge of living a new life in an impassioned way.

Hanna Arendt's Lectures on Politics

1. Publication Details

Imprint | Humanist Publishing Group Inc.
Title | Hanna Arendt's Lectures on Politics
Subtitle | There is no political freedom for those who do not think critically.
Author | Lee Jinwoo
Genre | Humanities and Social Science
Format | 145×210
Binding | Paperback
Pages | 272pages
ISBN | 9791160802719

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3. Marketing Information

Keyword | Hanna Arendt; Philosophy; Political Philosophy: Eichmann: Nazism; Refugee

4. About the Author

Lee Jinwoo is a professor at Pohang University of Science and Technology. He majored in German Studies at Yonsei University and received his M.A. and Ph.D. in philosophy from Augsburg University. He taught philosophy at Keimyung University where he also served as the chancellor. He was the president of the Korean Philosophical Association. He is the translator of Friedrich Nietzsche's *The Birth of Tragedy* and Hannah Arendt's *The Human Condition*. His philosophy—"Philosophy not for the sake of philosophy but one that serves people, thereby seeking an answer not for the sake of it but to find the meaning in life, and to oppose blind faith without critical thinking"—is a message everyone should heed to.



5. About the Book

Hannah Arendt is the author of *The Origin of Totalitarianism*, *The Human Condition*, *Eichmann in Jerusalem*, and other prominent works in the history of philosophy. She is viewed as one of the most brilliant political theorists and philosophers of the twentieth century. Hannah Arendt, who was deprived of professorship for being Jewish and imprisoned as well, posed the following question after witnessing the Nazi massacre of six million Jews: "How can men kill several million innocent people for no reason?"

She probed into the totalitarianism of the Nazis and the Holocaust and came up with the now renowned thesis about "the banality of evil." A lieutenant colonel of the Nazi Schutzstaffel (SS), Otto Adolf Eichmann, who forcibly removed the Jews from all over Europe to the Nazi concentration camps, was by no means a monster or a devil. Rather, he was a warm-hearted man who loved his family and was also a dutiful and competent public servant; however, he carried out the atrocious deed because he failed to think critically. Arendt, who was a witness to Eichmann's trial in Jerusalem, reached the shocking conclusion that lack of critical thinking led to evil action.

Hanna Arendt's philosophy still stands as a valid and profound warning to the present when it seemingly appears that the totalitarianism of Nazism has ended long ago. Are we reflecting enough on our lives, community, and the world? Because we are so busy with our lives, have we given up on thinking critically about the issues that seem too urgent and complex? This book explores the important political and philosophical problems that are relevant to our age. Furthermore, it does not stop short of simply understanding Hannah Arendt's thought but calls for ways in which we can relate it to the present status of political conditions in South Korea. Hannah Arendt affirms that unless we think critically about our present reality, we could all become other Eichmanns and that the totalitarianism of the Nazis could resurrect at anytime—that there is no one who can think for another person and even if there was, that is equivalent to giving up one's political rights and freedom. This book is a must read for anyone who wants to gain political freedom, as espoused by the critical thought of Hannah Arendt.

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

1. Publication Details

Imprint | woorischool co.
Title | Museum Director Lee Kang-hwan's
"Reply Aliens"
Subtitle | Children's Science × Humanities
Author | Lee Kang-hwan
Illustrator | Hong Seongji
Genre | Children, other
Format | 168×228
Binding | Paperback
Pages | 136pages
ISBN | 9791187050957



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3. Marketing Information

Keyword | Children; Alien; Universe; Solar System; Science
Target Readership | Age 9-12

4. About the Author and Illustrator

Author - Lee Kang-hwan

Author Lee Kang-hwan is an astronomer who has studied astronomy and raised scientific awareness for many people for a long time. He gives lectures and writes books so that people can break away from the thought that science is a difficult and distant field and even enjoy learning about it. Through a variety of media, he's been making effort to let science set its footing as a part of a hobby or liberal arts. He graduated from Seoul National University, and is working as the Director of Seodaemun Museum of Natural History.

Illustrator - Hong Seongji

I was a kid who liked to draw pictures, color things, or cut out and attach pieces of paper, lying down on my belly in my room. After majoring in Western painting and art education, I studied illustration in the U.K. To create unique drawings, I travel around with colors and lines of the world in my pocket.

5. About the Book

We hear a flood of news about the discovery of liquid water on Mars in 2015 or the location of a “Second Earth”, or a “Twin Earth.” We are living in an era where film “Interstellar” could become real—humans leaving polluted Earth and finding an alien planet that people can settle on. Then at this point, what should children learn and imagine about the universe? This book invites children to a vast horizon toward the space where they can meet wondrous stories about the solar system, universe, the second Earth and possible existence of aliens on it. The sun is a star. Across the universe, there are more than 100 billion galaxies, each containing 100 billion stars. These enormous number of stars, which has 22 zeros, each have several alien planets orbiting around them, like Earth orbiting the sun. This means that in space, there are more alien planets than stars, each of which has a possibility of life, just like Earth. The rapid development of astronomy and space telescope has found over 4,000 alien planets already as of June 2019, and Korea is one of the leaders in this field with the world-renowned KMTnet (Korea Microlensing Telescope Network). However, the extent of knowledge about space among many children still stays in the realm of UFOs or alien bodies kept in secret places. This is why a distinguished astronomist and the Director of Seodaemun Museum of Natural History decided to lay a stepping stone for children move on from this unfortunate reality. What young readers will find in this book is not green aliens with big heads and wide eyes—they will get an opportunity to explore “exobiology.” Also known as Doctor K who teaches science in a fun and interesting way for the public, the author offers a friendly guide to help children dream of the universe based on facts and science, not on superstitions or prejudices, as they are sure to enter the new era of universe. Most importantly, readers will be able to deeply understand that looking for aliens ultimately boils down to finding an answer to who we Earthlings are.

Professor Lee Daeyeol's "Brain Science and Artificial Intelligence"

1. Publication Details

Imprint | woorischool co.
Title | Professor Lee Daeyeol's "Brain Science and Artificial Intelligence"
Subtitle | Children's Science × Humanities
Author | Lee Daeyeol
Illustrator | Jeong Jingyeong
Genre | Children, other
Format | 168×228
Binding | Paperback
Pages | 128pages
ISBN | 9791187050582



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3. Marketing Information

Keyword | Children; Science; Brain Science; Artificial Intelligence; Robot
Target Readership | Age 9-12

4. About the Author and Illustrator

Author - Lee Daeyeol

As a neuroscientist, I have studied the brains of humans and animals for a long time. After majoring in economics and psychology, I started studying brain science to go deeper into human behavior and mind. I'm leading new and important research projects at the frontline of brain research, pioneering in a new field called neuroeconomics. I've been putting great effort in sharing knowledge about brain and intelligence for people who will live through the era of artificial intelligence. Currently, I'm working as a professor at Yale University.

Illustrator - Jeong Jingyeong

I majored in Oriental Painting at Hongik University. Right now, I'm an illustrator who loves drawing using different materials. I draw and hold exhibitions to create a world where no one gets hurt and lead a wonderful life.

5. About the Book

The author has put together new and interesting stories for children, discussing “Would it be possible for humans and artificial intelligence to get along?”, “What is human brain’s true and unique capability that nothing can copy?”, and “How will brain and intelligence lead us to be?”.

The development of brain science is what drove the development of artificial intelligence forward. Without understanding human brains, we can’t not survive in the competition against artificial intelligence. That is why our children must learn about human brain to prepare for the future.

We believe that humans are special because we are the only creature with intelligence. But contrary to common belief, the first chapter of this book shatters our prejudice about brains and intelligence by showing that a flytrap, a mere plant, can count to five. “Cats and dogs, which is smarter?” “Can animals think?” “How do our brains create thoughts?” “How did humans obtain this ability to think?” “Does artificial intelligence function the same as our brains?” The author offers amusing answers to these questions with examples drawn from dogs, cats, and even cockroaches, jellyfish, bacteria and *Caenorhabditis elegans*. In the end, he presents a new conclusion that intelligence is “an ability of a living creature to identify problems and find solutions as it faces numerous challenges in its life.” This book helps readers explore the meaning of brain and intelligence, body and mind, and life and evolution, setting their first foot in the marvelous world of brain science. Moreover, as living conditions continue to change, they will be able to believe in their potential and look out, with confidence, for something that they and no one else can do.

The Children’s Science X Humanities series delivers the “latest stories to the youngest readers.” The goal is to let the young pioneering scholars seeking knowledge to directly communicate with children, which, linked with life, will provide a unique, interdisciplinary experience. The series does not make children memorize information but teaches how to think on their own, and it does not give them boundaries but builds creativity that transcends the lines, thereby nurturing.

Regarding Attitude

1. Publication Details

Imprint | Hankyoreo Publishing Company
Title | Regarding Attitude
Subtitle | Values that inspire me to live
Author | Im Gyeongseon
Genre | Literature
Format | 132×195
Binding | Hard cover
Pages | 312pages
ISBN | 9791160402001

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3. Marketing Information

Keyword | human relationships; essay; life
Target Readership | Adults

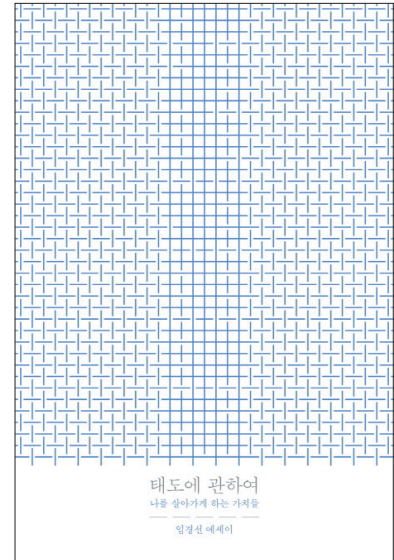
4. About the Author

Im Gyeongseon was born in Seoul and grew up in Yokohama, Lisbon, Sao Paulo, Osaka, New York, and Tokyo. Since 2005, Im has written *When Dating Mom*; *A Country Is Woman*; *Regarding Attitude*; *No Matter What, Individualistic*; *To Be Free*; and *I've Returned from Tokyo*.

She has also written the novels *One Day, the Women*; *Remember Me*; *My Man*; and *The One Who Remains with Me*. Currently, Im is the co-host of the Naver Audioclip "Yojo and Im Gyeongseon's Exchange Diary."

5. About the Book

Loved by 30,000 readers, Im Gyeongseon's most representative work. *Regarding Attitude* is Im Gyeongseon's most representative work. Im has written novels and essays; she has written multiple books on life and personal relationships and about work and love. *Regarding Attitude* is a collection of essays that reflects the core values the author has tried to convey in her 15 years of work in audio and written form: "Catwoman's Gasp Counseling Center" (Yu Hui-yeol's Radio Heaven), "Selfish Counseling Center" (Hankyoreo



esc), “Catwoman” (Metro Newspaper), and “Individualist Life Counseling” (Naver Audioclip). What Im refers to as attitude in *Regarding Attitude* is how one lives and views life, and she sees it as an asset that inherently makes us most human. The author tackles everyday problems that we face through five categories: spontaneity, generosity, honesty, sincerity, and fairness; but instead of providing answers, Im poses questions: “Then what do you consider important in this case? What is your attitude towards life?” Then the readers choose for themselves their own standards to live by. Im employs simple and plain language and prose; it’s easy to see why readers love her essays.

The Bleached

1. Publication Details

Imprint | Hankyoreo Publishing Company

Title | The Bleached

Author | Jang Gangmyeong

Genre | Literature

Format | 150×210

Binding | Paperback

Pages | 352pages

ISBN | 9788984314818

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3. Marketing Information

Keyword | Contemporary society; young adult issues; exclusion

Target Readership | Adults

4. About the Author

Jang Gangmyeong worked as a reporter at the Dong-A Ilbo Daily for 11 years before making his literary debut with the novel *The Bleached*, which won the Hankyoreh Literary Prize. Following his debut, Jang received the Surim Literary Prize for *No Enthusiasm*, *Eva Road*, the Jeju 4.3 Peace Prize and the Today’s Writer Award for *The Comments Army*, and the Munhakdongne Writer Award for *Waning Crescent*, or the *Way You Remember the World*. Other published

novels include *We Wish for War* and *Homo Dominans*. Jang has also published the serialized novel *Lumiere People*, the essay collection *Our 5-Year-Related Honeymoon*, and the non-fiction works *Election, Acceptance, Class*, and *The Price of an Arm and a Leg*. Jang is the co-host of the reading podcast “What Are Books, Really ?” with the singer Yozoh.

5. About the Book

Beating out over 240 contenders to take the 16th Hankyoreh Literary Prize, *The Bleached* not only scored a unanimous victory but made a lasting impression on judges. The work was hailed as “a masterpiece guaranteed to spark heated debate not only in the world of Korean literature, but society as a whole,” “the most problematic work in years,” and “a disturbing but tragic portrait of today’s nihilistic youths.” It received the full support of the preliminary judges and the recommendations of the second-round judges.

The title *The Bleached* refers to the young adults of the “bleached generation”—characters born into a complete, immaculate world with no space for their contributions. As a result, they believe they have no choice but to be “bleached” by society. Proclaiming that the only way to express themselves is to reach the pinnacle of success before committing suicide, the characters post notices on the website *whydoyoulive.com* and take their own lives within the next 24 hours. *The Bleached* takes an unflinching look at the despair of being denied the right to dream. Jang has painted a masterful portrait of young adults today as they struggle each day with unavoidable, bleached futures looming overhead.

Small But Important Differences

1. Publication Details

Imprint | Onebook Publishing Co.
Title | Small But Important Differences
Subtitle | Science Hidden in Small but Important Differences in Nature
Author | Kim Eun-jung
Genre | Children and young adults
Format | 190×260
Binding | Paperback
Pages | 84pages
ISBN | 9791185237343



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3. Marketing Information

Keyword | Science, animals, plants, illustrations

Target Readership | From 9 to 12 years of age

4. About the Author

When Kim Eun-jung was young, she wasn't interested in science, but as she grew up, she wanted to learn and understand the world, which made her more interested in science. She attended science lectures and asked questions and studied on her own, and those efforts led her to write and publish the books *Small But Important Questions* and *Small But Important Differences*. Her other illustrated titles include *Daughters Are Great*, *The Dictionary of Beautiful Values 1 & 2*, *The Walls of Suseong Palace Can Be That High*, and *Homemade Makgeolli*.

5. About the Book

In nature, we see many animals and plants that look alike and live in similar climates. For example, can you tell the difference between a true owl and a barn owl? Or the difference between a sea otter and a river otter? How about a water deer and a roe deer that we can see in a forest? Some plants also look alike. For example, rosebays and royal azaleas look very similar to each other and both blossom in the spring. In the fall, we see maiden silvergrass and common reeds in the fields or by a river, but it is difficult to tell which is which.

Small But Important Differences introduces 17 pairs of look-alike animals and plants and tells you how you can tell one from the other. The book explains the differences between Asian elephants and African elephants, cats and leopard cats, true owls and barn owls, river otters and sea otters, red-crowned cranes and Oriental storks, lotuses and water lilies, blunt-lobed spice bushes and Cornelian cherries, pine trees and Korean pines, and more. Reading this book is like taking a special trip into nature on which you get to see and learn the small but important differences in animals, insects, flowers, plants, and trees.

When you can see the small but important differences in nature, a new world opens up to you.

One of the most important lessons in any science class is to compare and contrast two similar or different objects or living things. The process of finding out the differences or similarities among things enables learners to not only obtain information but also to think scientifically.

With *Small But Important Differences*, young readers will have fun finding out

new information about animals and plants that they know or have seen. By learning about the small differences to tell each one apart from its look-alike, readers will become excited to learn more about the animals and plants and become more sensitive to small but important differences that exist around them. Only when you become interested and learn about nature will you appreciate it and work towards preserving it. This is a book that young readers should take outside and use its explanations to see the differences with their own eyes. Be ready to be awed by nature.

Small But Important Questions

1. Publication Details

Imprint | Onebook Publishing Co.
Title | Small But Important Questions
Subtitle | History and Evolution of Earth for the Past 450 Million Years
Author | Kim Eun-jung
Genre | Children and young adults
Format | 190×260
Binding | Paperback
Pages | 84pages
ISBN | 9791185237398

2. Contact

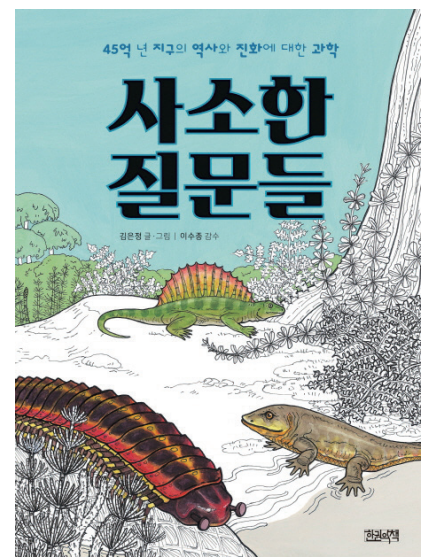
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3. Marketing Information

Keyword | Science; animals; plants; illustrations; the history of Earth; evolution
Target Readership | 9 to 12 years of age

4. About the Author

When Kim Eun-jung was young, she wasn't interested in science, but as she grew up, she wanted to learn and understand the world, which made her more interested in science. She attended science lectures and asked questions and studied on her own, and those efforts led her to write and publish the books *Small But Important Questions* and *Small But Important Differences*. Her other illustrated titles include *Daughters Are Great*, *The Dictionary of Beautiful*



Values 1 & 2, The Walls of Suseong Palace Can Be That High, and Homemade Makgeolli.

5. About the Book

The book answers small but important questions about animals and plants that lived, evolved, and became extinct during the cataclysmic changes that took place in the 450 million years since the beginning of Earth. The book begins by explaining how the solar system, with planets including Earth, came to be, how life began, and how life evolved after undergoing five large mass extinctions. The book includes wonderful pictures of how aquatic living beings left water, came to live on land, and evolved to become mammals, including homo sapiens, and pictures of how whales, which used to be land animals, evolved to become sea animals. Take your time to enjoy each picture in *Small But Important Questions*, which captures important moments from 450 million years of history of our planet Earth. There are no small questions in science. The book *Small But Important Questions* answers 16 questions about nature and science. Pterodactyls aren't dinosaurs? The fish that live in the sea now were originally freshwater fish? A mayfly doesn't have a mouth? Why don't trees turn into coal anymore? In the very beginning, a day on Earth was only four hours? These questions sound like ones that elementary school children might ask, but when you find out the answers to these questions, you discover how life began and evolved on Earth and how some living things became extinct. By reading the book, you will not only find out the answers to the questions but also learn how you can build knowledge—by being curious about the world around you and asking questions. You will also discover how mysterious and awe-inspiring the history of life and nature is.