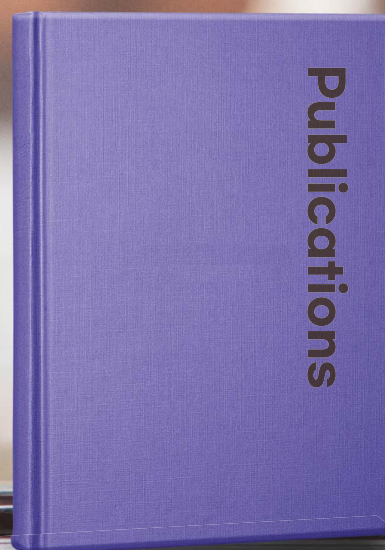
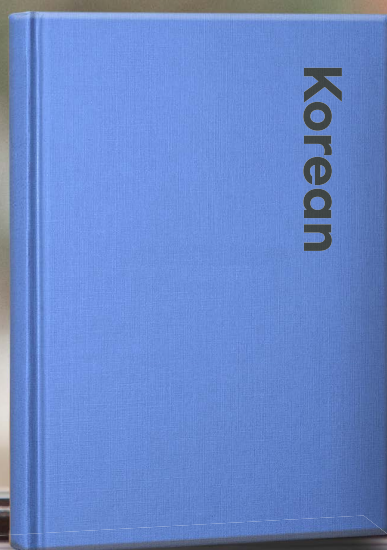


2020.06

vol. **23**

# K-Book Trends

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



**KPIPA**  
Publication Industry  
Promotion Agency of Korea

[www.kpipa.or.kr](http://www.kpipa.or.kr)

## TREND

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<b>#K-Book</b>	#Science and Humanities

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TOPIC

## Why K-Books are drawing attention from across the world

Written by Park Ji-Hyun (Journalist of Financial News)



Amidst the time when countries are closing gates due to the spread of COVID-19, Korean literature is taking a step closer to overseas readers while drawing attention from the US, Britain, Germany,

and Japan. The global interest in Hallyu (Korean Wave) and the Korean culture that once again swept the world with the movie “Parasite” from director Bong Joon-Ho early this year is said to have spread to literature with the outbreak of the pandemic.

Corresponding to the phenomenon, diverse genres of Korean literature, including poems, novels, and children’s stories, are winning globally prominent awards, showcasing the potential of Korean literature once again. Poem collection *A Drink of Red Mirror* (Munji Books) by Kim Hye-Soon which was recently published was nominated for the best-translated book in the US, while the novel *A Murderer's Mnemonics* (Munhakdongne) by Kim Young-Ha was chosen as the best mystery book in April 2020 by the German press, and *Almonds* (Changbi) by Son Won-Pyung won the award for translated books by Japanese bookstores. Writer Baek Hee-Na who wrote picture book *Cloud Bread* (Hansol Soobook) won the Astrid Lindgren Memorial Award on March 31st.

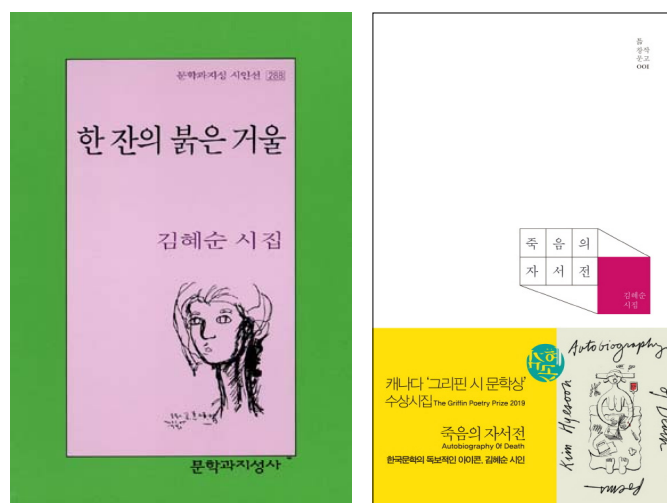
### **Kim Hye-Soon, Kim Young-Ha, Son Won-Pyung, Baek Hee-Na... Globally spotlighted Korean literature**

First of all, poem collection *A Drink of Red Mirror* by Kim Hye-Soon was nominated for the Best Translated Book Award (BTBA) of Three Percent, a website specialized in translated literature. Ever since Three Percent established the literary award in 2007, it has been choosing the best poem collection and novel each year, sponsored by Amazon Books from 2011. The eligible nominees are translated

works published in the US during the previous year; this year, a total of 35 titles (25 novels, 10 poem collections) from 20 countries were announced as nominees including a work by Olga Tokarczuk, a Polish writer who won the Nobel Prize in Literature in 2018, and books by Japanese writers Ogawa Yoko and Gawakami Hiromi.

The collections of poet Kim Hye-Soon have been introduced to the US readers with the translation of Choi Don-Mi, but the translation of *A Drink of Red Mirror* was done by three others – Shin Ji-Won, a professor of Korean literature in the University of Arizona, and her students Lauren Alvin and Bae Soo-Hyun.

Poet Kim Hye-Soon was the first Asian writer to win the Griffin Poetry Prize with her *Autobiography of Death* (Munhak Silhumsil), and translator Choi Don-Mi won the Lucien Stryk Asian Translation Award hosted by the American Literary Translators Association (ALTA). The winner of the best-translated book award is set to be announced on May 27th, and a cash prize of 5,000 USD will be presented to the winning writer and translator.



*A Drink of Red Mirror, Autobiography of Death*

The work of Kim Young-Ha, one of the popular novelists in Korea, is receiving the spotlight in European countries, including Germany. His novel *A Murderer's Mnemonics* topped Krimibestenliste in April in Germany. Krimibestenliste is a list of mystery novels recommended to readers in Germany, which has been jointly announced by daily paper Frankfurter Allgemeine Zeitung (FAZ) and radio channel Deutschlandfunk Kultur since 2017. The list was first announced by the weekly newspaper Zeit in 2015. The panel of judges consists of 19 members – critics and mystery novel experts from Germany, Austria, and Switzerland. The grades given to four mystery books chosen by the panel are added up at the end, and the book with the highest grade tops the list. It was the second time that a Korean work made it to the list after *Seven Years of Night* (EunHaengNaMu) by Jung Yoo-Jung ranked 8th in 2015.

*A Murderer's Mnemonics* was introduced by a renowned Swedish daily paper Neue Zürcher Zeitung that commented: “It is a blazing story showing the burning literary talent of Kim Young-Ha, mixed with bizarreness, humor, blood, morality, slyness, clumsiness, absurdity, and profundity.” With this introduction, the book has been gaining positive comments from the local media.



*A Murderer's Mnemonics, Seven Years of Night*

Novel *Almonds* by Son Won-Pyung who is actively expanding her career as a director by writing scenarios, won the translated book award in 2020 selected by Japanese bookstores. Established in 2004 by bookkeepers who connect books to readers from the closest distance, recommendations, and votes from bookstores determine the winners for the grand prize (Japanese novels), discovery award (any genre), translated novels award, and non-fiction award among works published during the past year. It is the first time for Korean literature and also for an Asian work to rank first in the translated novels category.

*Almonds* was also introduced by Japanese publisher Shodensha after receiving grants through the Translation Grants Project of the Literature Translation Institute of Korea in 2018. Established in 1970, Shodensha has been publishing several beloved works of which most of them were made into films. This was the first time they published a Korean book. The translator of *The Country of the Blind* written by Kim Ae-Ran, Yajima Akiko, translated *Almonds*.

When selecting the winner of the translated novels, *Almonds* was highly appraised as “a masterpiece of global literature” and “a book that will be widely loved throughout generations.” The grand prize given by Japanese bookstores is slowly having a greater influence on the readership just like famous literary awards such as Naoki Award and Akutagawa Award. This seems to well reflect its catchphrase “The best book selected by bookstores nationwide!”. Having this good news as the tailwind, *Almonds* is expected to meet more Japanese readers through various channels including special corners in on- and offline bookstores.



*Almonds, The Country of the Blind*

\* *K-Book Trends* Vol. 22 – Interview of Son Won-Pyung

Korea’s children’s literature is globally recognized, along with adult literature. Writer Baek Hee-Na who wrote the picture book *Cloud Bread* recently won the Astrid Lindgren Memorial Award (ALMA), the Nobel Prize for children’s literature, for the first time in Korea.

Astrid Lindgren is the most popular writer in Sweden who wrote *Pippi Långstrump*. The award was established by the Swedish government to commemorate him in 2002. The representative work of Baek Hee-Na published in 2004, *Cloud Bread* sold 400 thousand copies, which is an unprecedented scale for a picture book and was published in English in 2011. Starting with English, it was further translated and exported to 10 different countries, earning global fame. Also, it is told that its worth rose up to 440 billion won as it has been made into a children's musical and TV animations.



*Cloud Bread*

\* *K-Book Trends* Vol. 22 – Article on Baek Hee-Na

## Solidifying the foundation: Korean literature welcomes a bright spring with quality translation

Even COVID-19 could not stop the Korean literature industry from celebrating the ongoing good news. Related officials agreed that “Everything was not made in a day. The long years of work and endeavors of Korean literature have finally begun to shine bright.” Also, Yoon Boo-Han, who is in charge of literature promotion in the Literature Translation Institute of Korea and had analyzed the Hallyu (Korean Wave) of publication reported in the Hallyu Whitepaper announced last year by the Korean Foundation for International Cultural Exchange (KOFICE), said that “It took us a long way here,” and added that “The little steps in building trust and data on Korean literature on the global stage have finally begun to see the light. *Please Look After Mom* (Changbi) by Shin Kyung-Sook came in the top 20 in the US bestsellers’ list in 2011, and in 2016, writer Han Kang won the Man Booker International Prize. It was all thanks to these achievements that Korea has been making, which led to today’s accomplishment.” He also said that “Pop culture such as K-pop and K-movie also played a significant role in what we have achieved. As people around the world have a better understanding of Korea through K-pop music and Korean movies, I think they could absorb the storyline of Korean literature more easily. I believe that Korean literature can also be added to Hallyu as K-literature.”



*Please Look After Mom*

Lee Jung-Hwa, who is in charge of the business team in the Daesan Foundation that has been supporting translation and publication of Korean literature since 1993 said that “Korean literature has not begun to bloom in the world, but is still sprouting. It is not that the quality of Korean literature has suddenly gotten better that the world is paying attention to it. It is rather thanks to the harmony and chemistry of skilled translators and publishers, along with the influence of Korean literature maintained in the market that helped achieve such good news.”

#### Translation grants provided to overseas publishers for the last 6 years (2014-2019)

Year	2014	2015	2016	2017	2018	2019
No. of translation grants provided to overseas publishers for translation and publication	11	42	62	63	65	81

\* Source: 2019 Hallyu White Paper, 137p, Korean Foundation for International Cultural Exchange (KOFICE)

The qualitative improvement of translation has also greatly contributed to the globalization of Korean literature. In short, Korea's culture and language can now be better delivered to overseas readers compared to the past. Yoon said that "Translation is very important. Compared to the 1970s and 80s, the number of native translators that have an in-depth understanding of Korea increased, which helped the message and content of Korean literature to be better conveyed to readers worldwide." Public and private organizations have also played a great role. While cooperating with each other with works divided, their effort added an engine to the globalization of the Korean literature. Yoon added that "If the private sector such as agencies or publishers carry out aggressive marketing strategies for quality books written by star writers and work as a gimlet that makes a hole in the tough market, public organizations such as the Literature Translation Institute of Korea enlarge that hole by supporting works that diversify Korean literature. This collective effort has led to local publishers to take the lead in translating and publishing Korean literature even before we do."

Also, Lee Jung-Hwa from the Foundation added that "The number of translation grants provided to overseas publishers every year is around 25. The applicants were mainly from four language groups: English, French, German, and Spanish. But now, we receive applications from all around the world. In terms of Europe and Asia, some people who have a great interest in the Korean culture work as a salesperson as they actively make publication requests to local publishers while trying to translate the work by themselves. They are huge contributors to the globalization of Korean literature."

**SPECIAL PROJECT**

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## Literary Awards and Contests in the field of Genre Literature

**Becoming the center of the publishing market as a mainstream field**

Written by Choi Ha-Yeong

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The preference of readers is having more influence on the Korean publishing market than other elements. Genre literature including webtoons (online comics), web novels, and science fiction that gained little attention in the past have become popular among

readers – even comparable to pure literature – and its market is expanding as well. The idea that genre literature is non-mainstream and is only enjoyed by certain fans has become nonsense today. In particular, in terms of web novels, anyone can become a writer, and as anybody can enjoy the works with a mobile device anywhere one likes, its market has outgrown that of paper books.

Genre literature possesses a different value than pure literature in that its works can be extended to derivative works such as movies or TV series with their creative ideas and fast flow of stories. Once regarded as an area that mainly covers topics some may find interesting, genre literature has become a trend in the domestic publishing market as a part of literature loved by readers. As its derivative works such as videos or movies became big hits, the excellence and quality of the contents are also becoming recognized. Behind such background, new literary awards and contests are being established in Korea to seek for fresh and outstanding content and cultivate them in the field of genre literature. Now, let's look into the literary awards and contests for genre literature and see which works have won the awards.

### **Chanbgi Young Adult Genre Literature Award**

Changbi, a publisher that has been paving a new way in young adult literature in Korea, held the “Changbi Young Adult Genre Literature Award” together with Kakao Page, a representative content platform in Korea. This award is given to genre works of

literature that focus on spreading the fun elements of their story based on creative imagination and an interesting world view. Winners will have a chance to publish their story on Kakao Page and publish a book through Changbi; the door is open to all new and professional writers. The winners in 2020 were as follows: grand prize - *24°C* by Park So-Young, and excellence prize - *Bloody War 1931*, a full-length novel by Kim Na-Kyung.



Poster of Changbi Young Adult Genre Literature Award

### Various literary awards of BritG (Brilliant Tales G)

Golden Bough, a fiction brand of Minumsa, a renowned publisher in Korea, has been reflecting the new flow in literature by having an interest in the trends of young literature such as SF, mystery, fantasy, and horror that have been on the sidelines of mainstream literature. Since 2004, it has been running an online novel platform named BritG. BritG aims to be the knot that ties the paper book publishing market with the web novel market.

BritG has been steadily hosting contests varying in size – small contests including the “Body-Plunderer Literary Award”, “Doomsday Literary Award”, “Tasty Literary Award”, and “Time-Leap Literary Award”, and sizable contests including the “Golden Dragon Literary Award.” On top of these, it also hosts the “YAH! Literary Award” together with Naver Audio Clip, an audio content platform in Korea, in which the winners get to produce their work into video content. As such, BritG seeks for the diversification of readers’ subscription trends while supporting creative works of writers by hosting various literary awards. Recently, BritG hosted “The 2nd BritG Thriller-Romance Contest” and is currently undergoing screening of the submitted extraordinary romance stories. The winners of the first contests were as follows: grand prize - *Who Are You* (Golden Bough) by Lee Hee-Young, and excellence prize - *Monster Rose* (Golden Bough) by Jung Yi-Dam.

\* BritG : [britg.kr](http://britg.kr)



*Who Are You, Monster Rose*

## Com2uS Global Game Literary Award

A mobile game company Com2uS has been hosting “Com2uS Global Game Literary Award” since 2018 to discover and foster creative talents. In 2019, the contest was divided into two: “Source Story” for stories that can be made into comics or animations, and “Game Scenario” that can be produced as a story-based interactive game. Winners get to have an opportunity to make a real game utilizing their story, and also to publish their work in the winners’ collection collaborating with a famous illustrator.

The collection of the winning works in 2019 was published in March this year, but it was only given to related people as it was not for sale. *Dragon Queen Maker* by Choi Ji-Hye that won the top prize in game scenario last year is set to be produced as a story game this year. It is driving huge attention as it is the first work from the award to be put into a game.



Illustration of *Dragon Queen Maker*, 2019 “Com2uS Global Game Literary Award” Collection

## Naver Webtoon & Webnovel Contest Greatest on Earth

“Naver Webtoon & Webnovel Contest Greatest on Earth”, marking the 2nd anniversary this year, is a grand-sized contest with prizes worth 1.5 billion won. Submission is set to open in June. The contest is subdivided into webtoons and web novels, and anyone can apply regardless of career. This contest is the biggest literary contest in Korea that aims to discover and foster content creators and expand domestic webtoon and web novel markets.

The webtoon part chooses winners twice in a year: first in June and second in September. The winners get to have a chance to officially publish their work on Naver Webtoon along with a cash prize and are eligible for professional management by the company. Also, as winning the contest implies that the work can be made into derivative content such as videos or books, it is a must-try chance for writers. For web novels, the category is subdivided into 6 genres – romance, romance fantasy, modern fantasy, fantasy, martial arts, and mystery. The eye-catching characteristic of the web novels part is that readers get to choose the winner through an “open series” method in which candidates publish their works on a web novel platform run by Naver.

The grand prize winners in the webtoon category last year were: *Off Limits: Grim Reapers*, *Tin-Opener Ranger*, and *The Girl Trial* in sequence. The award was given out three times last year. For web novels that were held in a total of four rounds, the winners were: *Game Master* - 1st round, *How to Safe-Farewell* - 2nd round, *Devil's Myself* - 3rd round, and *Contract Marriage of Virtuous Park* - 4th

round. Among them, *Devil's Myself* is currently under preparation for series, and others are being published on Naver Webtoon and Webnovel.

\* Naver Webtoon : [comic.naver.com](http://comic.naver.com) / Naver Webnovel : [novel.naver.com](http://novel.naver.com)



Thumbnails of *The Girl Trial*, *Contract Marriage of Virtuous Park*

### Munpia The 6th Korea Webnovel Contest 2020

“The 6th Korea Webnovel Contest 2020” co-hosted by the Writer’s Association of Korean Popular Literature and Munpia, a Korean web novel platform, is open for applications from May 11th to June 19th. The winners will be announced on July 23rd, and the number of views and the evaluation of professional judges will decide them. In the 5th contest hosted in 2019, *The Genius’s Game Streaming* by Highend won the grand prize; the series ended, but supplement episodes are currently published.

\* Munpia : [www.munpia.com](http://www.munpia.com)



Thumbnail of *The Genius's Game Streaming*

## Korea Science Literature Award

“Korea Science Literature Award” is an award for new science-fiction writers held by newspaper Moneytoday. This award is known to be the most celebrated award in the field of science-fiction literature in Korea. Established in 2016, the award is subdivided into two categories: full-length story and short- & medium-length story. Writer Kim Cho-Yeop’s *Book Missing Inside Library* and *If We Cannot Move at the Speed of Light* won the grand prize for short- and medium-length stories and runner-up categories in 2017. The two novels were published in 2019 in the collection titled *If We Cannot Move at the Speed of Light* (Hubble). The winners of the 4th Korea Science Literature Award held in 2019 were: *Thousand Waves* by Cheon Sun-Ran for full-length novels and *Moment Arcade* by Hwang Mo-Gwa for short- and medium-length novels. The work collection of the winners was published in May by Hubble, a science literature brand of East-Asia Publishing

Co. Meanwhile, the 5th Korea Science Literature Award 2020 was unfortunately canceled due to COVID-19.

\* *K-Book Trends* Vol. 19 – Interview of writer Kim Cho–Yeop

\* *K-Book Trends* Vol. 15 – Interview of East–Asia Publishing Co.



Winners' Work Collection of the 3rd and 4th Korea Science Literature Award

On top of the above-mentioned literary awards and contests, there are other various genre literature-related literary awards and contests in Korea. The number and size are growing along with the expanding market. Recently, “Moon Yoon-Sung Literary Award (tentative)” is under preparation which is named after writer Moon Yoon-Sung who wrote *Perfect Society* (Arzak), which is regarded as the first full-length sci-fi novel in Korea.

As such, various works of genre literature such as sci-fi, mystery, thriller, and fantasy are constantly drawing attention in the domestic literature market. Yet, underestimation of the field still exists that claims genre literature is mainly focused on

“entertainment.” However, as genre literature is loved by readers as a part of “literature”, not distinguished from pure literature, I hope that more literary awards that assess the excellence and value of it are created in the future.

## EXPORT CASE

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# Export Trend of Self-Development Books in Korea

**Uptrend in the Asian publishing market**

Written by Joseph Lee (President of KL Management)

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There are self-development books in Korea that are growing in presence in the Japanese publishing market. They are *I Decided to Live as Myself* (Woods of Mind's Books) by Kim Su-Hyun, *I Almost Lived Hard* (Woongjin ThinkBig) by Ha-Wan, and recently-published *The Power of Language* (PlanetB) by Shin Do-Hyeon and Yun Na-Ru. While being bestsellers in the Korean market already, the review and recommendation of K-pop stars helped them earn greater popularity.

\* *K-Book Trends* Vol. 22 – Interview of Woods of Mind's Books



*I Decided to Live as Myself, I Almost Lived Hard, The Power of Language*

Korean self-development books are of great popularity in the Southeast Asian market as well. Published in Vietnam, *I Decided to Live as Myself* has undergone a 2nd printing recently. Also, the translation publication rights of *The Power of Language* (PlanetB) by Shin Do-Yeon and Yun Na-Ru were recently sold to Vietnam. *Tired, or Nothing to Like* (Ganghanbyeol) by Geulbaewoo, *Don't Lose Courage and Cheer Up* (One Flower of True Heart) by Kim Ji-Hoon, *I Learned Life from the Trees* (Maven) by Woo Jong-Young, and *Good or Bad, Who Knows?* (The Forest Book) by Shiva Ryu are books that are steadily loved by readers as bestsellers in Korea. Consoling and encouraging readers who are heart-broken and exhausted from life, these books are expected to be greatly loved by Vietnamese readers in their 20s and 30s.



*Tired, or Nothing to Like, Don't Lose Courage and Cheer Up*



*I Learned Life from the Trees, Good or Bad, Who Knows?*

What's more, the Southeast Asian publishing market's response to *I Thought Everything Will Be Fine Once I Become an Adult* (Force; a brand run by Sam & Parkers, Co., Ltd.) by Kim Hae-Nam and Park Jong-Seok is highly anticipated. The translation publication rights of this book were sold to Vietnam and Indonesia. This book will be a wonderful guide and companion for readers who feel "When I become a grownup, and when I get older, I thought I would get stronger and be resilient against pains and struggles to a level.

I thought I would just grow up to be that way. But I was wrong. People still live an imperfect life and have soft hearts even though they are grown up.”



*I Thought Everything Will Be Fine Once I Become an Adult*

Interest in Korean self-development books continues in Thailand, too. After *Youth, It's Painful* (Sam & Parkers, Co., Ltd.) by Kim Ran-Do became a mega-hit in Thailand, other books have followed suit. *How to Clean My Head* (Garden of Books Publishing Co.) by Kim Kyung-Rok that gives tips on halving workload and doubling efficiency talks about specific mind-training skills that can change how you work and live. Also, *I Want To Be a Good Person Only For You* (Celebit) by Yoo Kwi-Sun that sends a heartwarming message to those that are in a frenzy of love, or in pain, struggling with human relationships, and worrying about the uncertain tomorrow, *Why Should We Be Happy?* (MiraeBook) by Lee Seung-Seok that gives his own answers to endless questions about happiness such

as “I wanted to be happy, but now I don’t know why I should be happy.” all sold their publication rights to Thailand recently.



*Youth, It's Painful, How to Clean My Head*



*I Want To Be a Good Person Only For You, Why Should We Be Happy?*

Self-development books published in the US, Britain, and Japan have been taking a great proportion in the Korean publishing market for recent decades. This phenomenon also applies to other languages other than Korea as well. But one thing for sure is that self-development books in various styles that were highlighted in Korea are receiving positive comments recently, and this

atmosphere has expanded into many Asian countries; based on the firm fan base in each of those countries, these books are expected to spread their wings into the broader global market.

## BOOK TRIP

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# Chuncheon

## A Sentimental Journey along the Railroad

Written by Hwang Jin-Ah

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The most sentimental city in Korea would be Chuncheon, Gangwondo Province. There are many reasons to visit Chuncheon: college students go to Chuncheon for workshops every spring, young couples come to enjoy the beautiful scenery, and gourmets

visit Chuncheon every year to taste the famous spicy stir-fried chicken and makguksu (buckwheat noodles). Alongside the lake and river, all sorts of water sports facilities, bike roads, and rail-bike trails are connected, which makes Chuncheon a perfect place for those that love outdoor activities. Just take ITX-Cheongchun in Seoul and ride for an hour to arrive in Chuncheon, the lake city.



Soyang 2nd bridge and Miss Soyang River, both of which are symbols of Chuncheon  
©Chuncheon-si

### **A picture book world unfolded on a little island**

Namiseom Island located on the way up to Chuncheon is a little leaf-shaped island with a perimeter of 5km. After becoming well-known from the TV drama Winter Sonata that aired in 2002, it has become a beloved hot spot for visitors. You can easily find pairs of snowmen installed on the island, which were the symbol of the series and also statues of the main characters.



Winning works of NC Concourses installed on the island

The biennial Nami Island International Children's Book Festival held in Namiseom Island added to the region's fame. Established in 2005 in commemoration of the 200th anniversary of the birth of Hans Christian Andersen, it has become a must-go spot for families and picture book lovers. Here they can experience various cultures of the world while embracing original picture books from around the world and making one on their own.



Winners of NC Concourses 2019 displayed in the NC Concourses Gallery

From 2013, Namiseom Island has been hosting the NC Concours every other year, which is an international illustration contest to set up a channel for global illustrators to take another leap towards the bigger world. Along the Metasequoia Road that penetrates Namiseom Island and in the NC Concours Gallery, the works of 18 winners including André Letria who won the grand prize in 2019 are displayed; it is open 365 days for anyone to come and enjoy interesting illustrations.

\* *K-Book Trends* Vol.12 – Article on Nami Island International Children’s Book Festival 2019



Picture Book Library

The Picture Book Library is the perfect partner for the imaginative works of illustrators and is another thing to enjoy on Namiseom Island. In particular, children can also spend a special time in this library. The stack of around 20 thousand books piled up to the ceiling gives a somewhat dreamy experience; visitors can read books, ride the slide, play with the toys, and participate in various programs run by the Picture Book Library. The International Children’s Library is located on the second floor where you can

find 5,000 picture books from 89 countries in the world – picture book-related illustrations and original painting exhibitions are held occasionally.

### Traces of life left in literature: Sile Village and Gimyujeong Station

If you take a train bound for Chuncheon, you will be able to see a station with a unique name. It is Gimyujeong Station, which is named after a person, not a region or a famous place. It was named after Kim You-Jeong in 2004, who is the representative writer of Korean short literature. The station was newly set up in 2010 when the Gyeongchun Line was established; the former Gimyujeong Station and railroad were not removed and are used as a small museum today.



Kim You-Jeong Literature Village ©Korea Tourism Organization

Kim You-Jeong, born in 1908, made his debut in 1935 and died at the age of 29 due to tuberculosis. Even though his literary career lasted for just 2 years, he actively wrote around 30 works including *Spring, Spring*, *The Camellias*, and *Scoundrels*.

The Kim You-Jeong Literature Village was built inside Sile Village where he was born. Located near Gimyujeong Station, the whole village is organized in a way visitors can take a peek into the literature and life of Kim You-Jeong. Magazines and newspapers where his works were published, photos of women he loved, and materials introducing a literary circle he was in can be found in the exhibition hall and his birthplace. It is also intriguing to walk along the “Sile Story Road” that surrounds the village and see the night school (Geumbyeonguisook) he established, and places and characters mentioned in his works.

If you reached the Kim You-Jeong Literature Village, then try to find the Museum of Books and Printing located nearby. The Gwanginsa Company, the first modern private printing house in Korea established in 1884, is fully reproduced inside, where you can see how a book is printed from A to Z and smell the vivid scent of ink and melting lead.



The Museum of Books and Printing ©Chuncheon-si

Also, ancient novels such as *Hun-Min-Jeong-Eum* (the proper sounds for the instruction of people), *Donguibogam* (principles and practice of Eastern medicine) which is designated as Memory of the World, and *The Story of Chunhyang*, and also multiple first editions

of works that only a few exist today including *The Azaleas* (1925) by Kim So-Wol and *The Silence of Love* (1926) by Han Young-Un are displayed. If you are a book lover, you must not miss it!

## MUST GO PLACES in Chuncheon

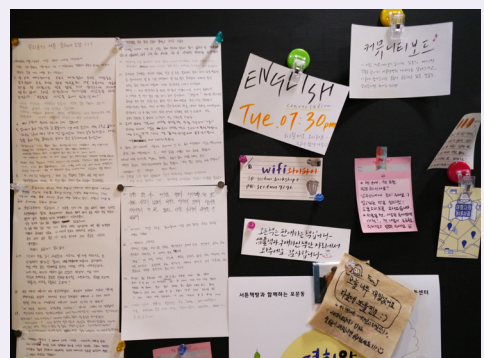
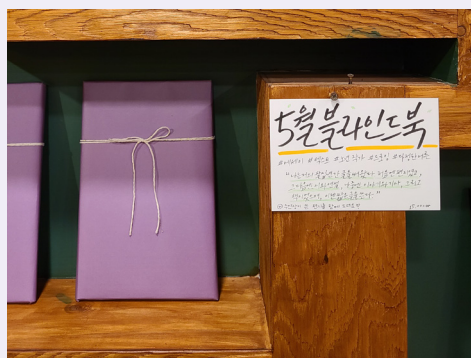
### Demian books



Demian Books, the biggest bookstore in Gangwondo Province, keeps its place on one side of Chuncheon amidst the time when regional bookstores are closing every day. This place is not a mere bookstore that sells and buys books but is also a cultural complex. On the first and second floors, around 100 thousand books are sold, and there is also an area in which

you can listen to or purchase from more than 15 thousand LPs. Cafe Hesse inside the bookstore and rest areas organized in between bookshelves are open for visitors to chat, rest, or read books. On the third floor, you can find seminar rooms where all kinds of book-reading programs or cultural activities are run. With all the charming characteristics, Demian Books has become a must-go spot in Chuncheon for everyone.

### Seotun Bookshop



In Seotun Bookshop, you can see hand-written book introductions and exclusive MD items when you look around. Also, there is a place where you can have a cup of tea while

reading a book quietly, where anyone can leave a message on the community board (people leave reviews or write relay stories). The most impressive thing about Seotun Bookshop is “Blind Book.” Every month, the bookkeeper packs a book covering the title and writes a memo with a few keywords and introduction, making visitors curious about it. When one purchases a book, packaging and heartwarming phrases come alongside for free; don’t miss it as a present for your beloved ones.

## KOREAN PUBLISHERS

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### Gloyeon

**Welcome, Gloyeon's garden is open for everyone**

Organized by Kim Moon-Soo

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There is a publisher specialized in picture books. It is Gloyeon, which dreams of opening the window to the world with literature. Making picture books targeting children and teenagers aged between 13 and 18, breaking free from the idea that picture books are reserved for kids, Gloyeon is also the winner of the BIB Golden Apple Award 2019 and Lotte Publishing Culture Awards. Now, let's take a sneak peek into what Gloyeon has to say.



Logo of Gloyeon

### Please introduce us to Gloyeon.

Gloyeon is a publisher that specializes in publishing picture books. Its name means “literature opening the world.” Meanwhile, in terms of operation and management, it is a publisher run by one editor who takes care of all the works. Therefore, I get to do various things - many, by the way, but they also bring me a great sense of accomplishment. Also, as there is no red tape, I can plan and run events without taking so long.

I am currently publishing picture books by Korean writers, and the number of titles published every year is around five. When I first published picture books, new writers were my partners. Now they have become experienced writers with time; they are still my precious partners. I try to encourage them to publish at least one picture book every year, adding to one book written by a new writer. If I can achieve these goals, don't you think the number of annually published titles will grow, too?

### Please introduce us to some of the best books of Gloyeon

Well, I would like to first introduce you to *My Grandma Reads Me Books* (2009), written by Kim In-Ja and illustrated by Lee Jin-Hee. It is a picture book based on a real story of the writer's family in which the granddaughter read a picture book for her grandmother for a year over the phone, and cited it out loud for visitors at her 80th birthday. This book won several awards including

“Outstanding Book Award Winner” in 2010. In particular, it was also chosen as the most beautiful picture book in China in 2015.

*One Morning* (2012) by Lee Jin-Hee is also one of my favorites. It describes a story where a deer that lost one of its horns gets to recover from the pain in lovely pictures. All the European readers I met at the Bologna Children’s Book Fair said they were so happy flipping through the pages. However, it is sad that the copyright was only sold to Asian countries, including Japan, Taiwan, China, and Vietnam.

*One Quiet Sunday* (2017) by Lee Sun-Mi is also a meaningful picture book to me. It shows the different perspectives of family members or generations as they go through an incident that took place on one Sunday morning. From the age point of view, it clearly but humorously depicts the differences the children, parents, and grandmother experience from their vertical relationship. At the same time, the horizontal relationship with friends is covered as well. In 2018, the book won the Sejong Award of the Publication Industry Promotion Agency of Korea (KPIPA) for literature.



*My Grandma Reads Me Books, One Morning, One Quiet Sunday*

Various writers can be found on Gloyeon's website. If there is a yardstick or value that Gloyeon pursues when selecting writers or works, what would it be?

Well, I prefer works in which writers reflect their interpretation of the story into the pictures. When I begin working with writers after finding their book interesting in the first place, I get to be more fond of the writers themselves. In this course, I naturally get to understand the writers better and become friends with them. Also, I think I can have a deeper understanding of the creative ideas of them too. What's more, as we get to continue our partnership throughout the following years, the relationship grows, which in fact eventually led to the pool of writers I have today.

I believe that writers also choose the publishers of their choice. I work in all directions as an editor and a manager to help writers trust my company as a publisher that can best capture their intentions and expressions in picture books. I think this is what made writers choose Gloyeon as their partner. Even though I may lack in things like marketing compared to big publishers, I am always thankful for the partner writers for having faith in Gloyeon.

There is also this section "1318 Picture Books" in one corner of the website. What kind of books are 1318 Picture Books? And what are the representative works?

"1318" means age: from 13 to 18 years old. I wanted to make picture books for teenagers, and this motivated me to name the series "1318

Picture Books.” To be more specific, I thought this up when my high schooler daughter began to have less time for reading books due to the overload of school work. I thought that a picture book that she can quickly read through during recess would be enough. It was around 2012, and the picture book market then was dominated by the idea that readers can only be children. Since then, a picture book association was set up in Korea and announced that the readership of picture books is anyone “aged from 0 to 100.” Here, I got to think, “Is it necessary to distinguish picture books from one another depending on the age of readers?” Even though the 1318 Picture Books series ended, the already published ones are steadily sought by readers.

#### What has Gloyeon achieved since it was established in 2004?

Wow, it’s been a long time. I also had published various types of books aiming to become a general publisher until 2008. But now I get to think that it was all a journey towards finding Gloyeon’s identity.

Gloyeon’s mindset changed from 2018. I got to have a slightly different resolution towards picture book publication. Since then, all the picture books I published won awards in contests such as the Biennial of Illustration Bratislava (BCBF) or have been listed on the International Board on Books for Young People.

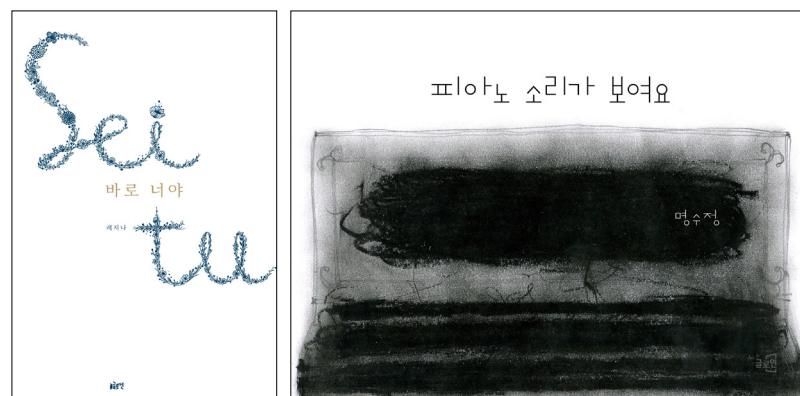
To be more specific, *The Skirt That Spreads to the End of the World* by Myung Soo-Jung won the BIB Golden Apple Award 2019, and

*The Great Apaturailia* by Ji-Eun was designated as the “Illustrator of the Year” in the BCBF 2020. Plus, *It’s You* by Regina was chosen as one of the Silent Books by the IBBY in 2019.

In Korea, *I Like Music for My Eyes* by Myung Soo-Jung won the main prize at the Lotte Publishing Culture Awards. Each and every page of the book was processed with epoxy (Vanish) to emphasize the intention of the writer which was to help the hearing-impaired readers to feel the melody of the piano and saved the play in a QR code for ordinary readers to have a synesthetic experience. With this book, I realized that if the writer puts their full heart into the book, there is always somebody that recognizes it.



*The Skirt That Spreads to the End of the World, The Great Apaturailia*



*It's You, I Like Music for My Eyes*

## Would there be a way to communicate with overseas readers along with domestic readers?

Well, there is a saying that you need the effort of the whole village to raise a kid. I think it is the same with books. Books are also made with the love and attention of the readers from all different walks of life. As I have been giving free lectures at bookstores in town, I could feel that those little bookstores are like the heart, the vein, and the artery of the reading culture in the region. The bond with the residents that only neighborhood bookstores can have is surely attractive. So Gloyeon always prioritizes being open-minded and caring for them while building solidarity with them at the same time.

Furthermore, Gloyeon has been choosing one to five readers every year since 2017 and gives them the title “Gloyeon Beautiful Reader.” It is a meeting that seeks for long-lasting solidarity between the publisher and readers. We have been strengthening our ties as colleagues even outside the company by having regular meetings throughout the year; it is my ultimate goal to invite 100 readers to this group one day. Also, I try to communicate with many readers on social media such as Instagram and Facebook, and through our website. As Gloyeon is serviced in both Korean and English, I believe that overseas readers can have easier access to our works. I have also uploaded a book trailer in the two languages on Youtube. International Book Fairs are where Gloyeon meets most of the readers in person. In particular, Gloyeon has been participating in Bologna Children’s Book Fair every year, and many readers come visit our booth and take new titles. I am even thinking of making

“Gloyeon Beautiful Reader – Global.” Haha.

The phrase “We make picture books with the mind of a gardener taking care of a beautiful garden.” is quite impressive. What motivated you to establish a one-person publishing company?

I began publishing when I thought I want to make books suitable for my kids’ different stages of life as a mother. My husband helped me with his experience in editing, but as I did not know the role of an editor at that time, it was quite confusing in the beginning. I think around that time I saw an interview by the chief editor of a French publisher L’ecole des Loisirs when he came to Korea in 1999 where he said “Editors are like a gardener. Sow, water, weed, and put love into the garden, and you will be the one who reaps the fruits.”

His idea that if the writer is a tree, the publisher is a garden where those trees take roots. In this aspect, I began to think that as an editor, I am a gardener who waits and takes care of the trees so that they can grow up with their own unique colors.

**Last question. What is the final goal of Gloyeon?**

Gloyeon dreams of helping writers with different characteristics to grow up to be marvelous flowers and trees, and providing a place for readers to come, be relaxed and refreshed in the beautiful Gloyeon garden designed by all the writers. As trees, flowers, and fruits are all different in shapes and sizes, I want to make picture books that fully respect the different talents of writers and have

them wholly reflected in the book.

First and foremost, I want to make picture books the writer him or herself finds most loving and precious. If the writer loves the book he/she made, readers will definitely respond to that love someday. I mean all the readers across the world!

I had a chance to study publishing in a British graduate school in 2014. The first thing I did as I came back to Korea was asking Lee Jin-Hee to draw the garden of Gloyeon that I had been dreaming of. Her work well shows what Gloyeon pursues. Now Gloyeon's partner writers and picture books will grow day by day, and so does the garden. I will continue putting the utmost effort into making the garden as beautiful as it can be as a happy gardener. So, please, no matter where you are, stop by Gloyeon when you feel like reading picture books. Welcome to the Gloyeon garden.



"The Gloyeon Garden", Lee Jin-Hee

- \* Website – [www.gloyeon.com](http://www.gloyeon.com)
- \* Facebook – [@gloyeonpublishing](https://www.facebook.com/gloyeonpublishing)
- \* Instagram – [@gloyeon](https://www.instagram.com/gloyeon)
- \* Youtube – [https://www.youtube.com/channel/UCPAZ976kWIXhjBXvLM14j\\_A](https://www.youtube.com/channel/UCPAZ976kWIXhjBXvLM14j_A)

## KOREAN AUTHORS

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### Writer Heungeul

**It was through Social Media that I could console others and be encouraged myself**

Organized by Kim Moon-Soo

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There is a writer that utilizes Social Media as a medium to empathize with followers. His writings are composed of delicate words, and are not lengthy with a spectacular storyline. They are just consoling and empathizing short sentences that warm the souls of people. Let's take a deeper look at Heungeul, a sentimental writer on Social Media, blowing a new wind of poems with 300 thousand followers.

It is an honor to have you here. Could you please introduce yourself to all our subscribers?

Hi, hello. Nice to meet you. I am Heungeul (Cho Seong-Yong) never stops writing even in this moment. It is my honor to be meeting you all through this webzine.



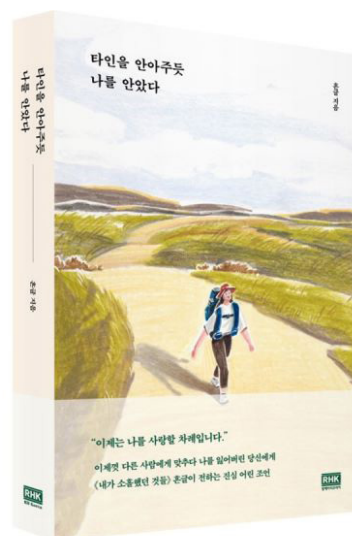
Writer Heungeul

We would like to talk about your book *I hugged myself as I would hug others* (RH Korea). What is the topic of the book, and what made you write it? Can you tell us more about it?

*I hugged myself as I would hug others* talks about self-esteem from the broad perspective, while in detail it helps readers to find their true selves and love themselves. As the title implies, I had been prioritizing others' feelings more than those of my own. And I realized that I was being too neglectful of how I was doing. This made me take up the pen; I wanted to tell readers that changing the way we live and how we think can actually make your life easier to an extent.

Do you have a special method of “hugging yourself”? And, if you could give a tip to readers on how to “hug themselves” in real life, what would it be?

My way of “hugging myself” is enjoying a dish I like at least once a week. It may sound trivial, but it was a refreshing point for me who was exhausted from living the days in this world. It actually reinvigorated my life. So, what I suggest readers is to take out a sheet of paper and write a list of things you like. For example, if you like autumn, then write “I like autumn,” and if you like the dawn, then write “I like the empty air of dawn.” Now, if you have filled out the list, post it to somewhere that can be easily seen, and try to do one thing you like once a week. It is never difficult but will be of great help to you. If there is anyone that wants to hug themselves, try this out. It will be good.



*I hugged myself as I would hug others*

The major readership of *K-Book Trends* is overseas readers. As a writer with 300 thousand followers, have you ever tried to communicate with overseas followers? If you haven't, what would you do to do so?

In fact, I haven't had decent interactions with them. I would just leave a thank you message through direct message (DM) or leave comments to theirs. If I decide to properly interact with them, I would choose to advertise my writings through translation. I think I should think about a better way of doing it.

For *Do Not Fall* (Kyunghyang BP), you published the first copies by yourself through a publishing platform. What motivated you to do self-publishing?

Well, first of all, I've had many dreams since I was young. As it was difficult to achieve every single one of those dreams, I made a bucket list to fulfill little bits of them. The first thing among them was "writing a book", and this is why I began posting on Social Media. Many followers liked my posts, but as I did not know much about the book publishing procedure, I got to think of self-publishing.

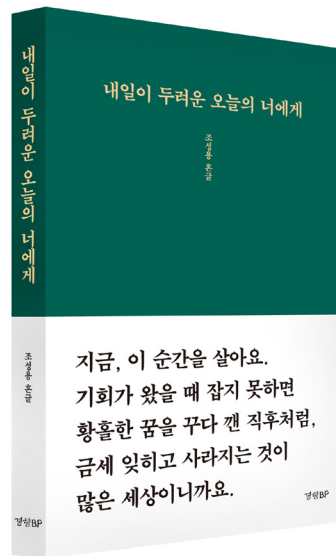
You also wrote lyrics for “Walking in the Starlight (music by Lee Min-Hyuk)” and “The Night With You (music by Lee Min-Hyuk)”. What inspired you to write songs? Also, what do you think that lyrics and sentimental posts you upload have in common, and what would be their difference?

There was a songwriter that I personally really liked. We got close through Instagram, and one day I got offered to write a song. As I have been wanting to write lyrics and as a music lover, there was no reason to refuse it. I was so thankful for the offer. The difference between lyrics and Social Media would be the structure; you have unlimited space on Social Media to deliver a message, but in terms of lyrics, you have to reflect the intention and topic into a limited number of words. The thing they have in common is that they are both good media to express me.

When I am reading your posts, I find myself empathizing with them without notice. I also feel like consoling and encouraging you and the readers. What made you upload such writings on Social Media? And, what is the reaction like from your subscribers?

As I mentioned earlier, I began writing on Social Media for my dream. To be more honest, I think I began uploading posts when I needed something that could divert my attention after I broke up with my girlfriend. I thought that Social Media was a good choice as I could disclose my feelings without limitation, and some people

empathized with me. Nowadays, I have some readers constantly leaving comments on my works. “It helped me a lot today again. Thank you.” These comments may sound like nothing, but each and every word of it greatly supports me.



*To you who are afraid of tomorrow* (Kyunghyang BP)

Many writers say that with time you lack a source for writing sentimental sentences. Is there a way that you find the source for your posts?

As people encounter multiple lovers in life, I feel less stressed about sources as I can take a different approach to them. I tend to think often about things. I worry about many things and have many concerns. When I scribble them on a notepad, they sometimes form sentences themselves. Yet, I get to write the best when I get sources from conversations.

Do you have plans for 2020? Could you please share with us your future plans and send a message to the readers?

I was actually thinking of finishing the manuscript early this year, have a long trip, and leave what I felt in letters, but due to COVID-19, I could not go on a trip. So I don't have big plans at the moment. Writing new lyrics, thinking about my next book, and keeping fit would be it. It is a globally difficult time now, and I hope you all stay in good health. If there weren't all the readers that read my writings, they would not have existed in this world. Thank you always for reading and loving my work, and I will keep on working up to your expectations.

\* Instagram – @heungeul

## Publishing Industry

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# Current status of each field in the Korean publishing market

## 5. Science & Technology Publications

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

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Science & technology publication is one of the major pillars of a generation. It is because, for readers who have to adapt to the rapidly changing environment and seek survival strategies amidst the advent of the fourth industrial generation, those books are essential. Now a perception that science is only reserved

for scientists and technology is something to do with robots is no longer acceptable. We need knowledge that can help us make decisions by ourselves in this changing world. We need knowledge that we can actively make use of. Therefore, books that professionals wrote in an easier language are like a guide that fills the knowledge gap of the readers. Adding to the traditional way of publishing paper books, science books have become widely popular through entertainment programs on TV or Social Media. This phenomenon has led to the mass production of popular content that matches the level of the readers' knowledge.

Publication of Science & technology books encompasses the fields of “science” and “technology/computing.” Unlike the “science” field that refers to pure science, “technology/computing” which covers practical technological engineering and IT takes an overwhelmingly bigger slice of the pie in terms of the number of published titles or market size. According to the “KPIPA Publication Statistics (2018)” of the Publication Industry Promotion Agency of Korea (KPIPA), a total of 7,282 titles were published in 2018 in the field of science & technology. To be specific, natural science accounted for 971 titles with 1,498 titles for IT/computer, and 4,813 titles for technological engineering. Also, according to the publication statistics announced by the Korean Publishers Association in 2019, pure science accounted for 965 titles while technological science accounted for 7,140 titles. The sales record of Kyobo Bookstore, the biggest on- and off-line bookstore in Korea, shows that in 2019 the sales proportion of the science & technology category was 10.8% (science

2.3%, technology/engineering 4.3%, and computing 4.2%). For the past three years, fields “technology/engineering” and “computing” took about the same proportion, while the “science” field is seeing a continuous increase in sales each year.

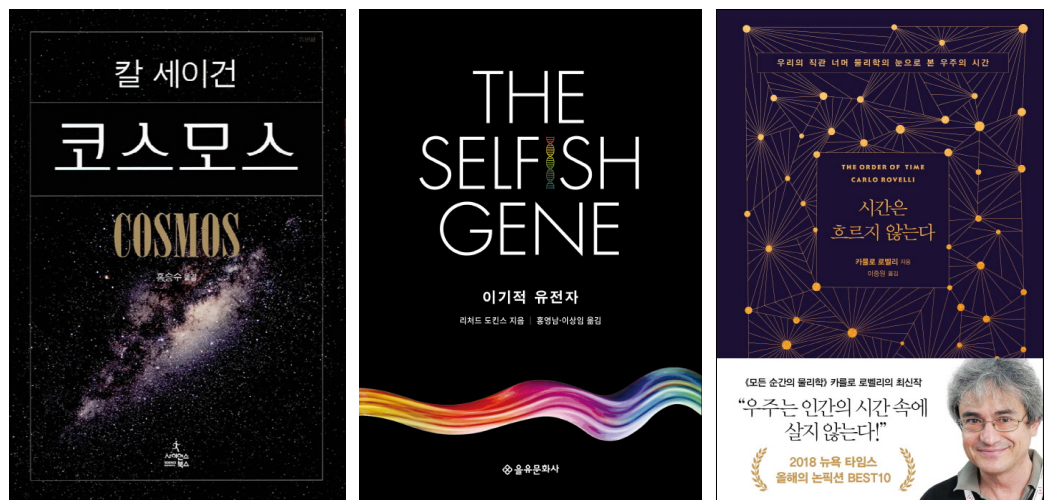
Bestsellers in the science field in Korea are mostly liberal arts books, not professional books. Albert Einstein once said, “You do not really understand something unless you can explain it to your grandmother.” Popular science books can refer to this quote. Therefore, the so-called “science communicators” that lead the popularization of science books based on in-depth knowledge on a special field are playing an important role. The science field is mainly divided into two sub-categories: translated books from world-renowned scientists and new science books clearly written by Korean scientists.

### **Popular overseas science books in Korea**

The book that stood in the front lines of the Korean science publication market was *Cosmos* (Science Books) by astronomer Carl Edward Sagan, which is picked as the most classic science book. Told to have recorded the highest sales among science books written in English, this book earned greater popularity after it was introduced in a TV program of tvN “Reading a Book.” On top of this book, multiple science books gained popularity thanks to entertainment programs on TV. In 2018, tvN’s “Encyclopedia of Useless Facts” and JTBC’s “JTBC Lecture” were bestseller makers, while in 2019, “Reading a Book” of tvN played a significant role in

making science books bestsellers.

The historic book *The Selfish Gene* (Eulyoo) by Richard Dawkins which the New York Times acclaimed as the “science book for ordinary people that makes readers feel like a genius themselves” made a big hit in Korea. *The Order of Time* (Sam & Parker’s) by Italian physicist Carlo Rovelli who is often referred to as the next Steven Hawking also drew attention with the idea that there is no such thing as time set by human beings in the universe; it became a greater issue after it was chosen as a “non-fiction of the year” by the New York Times in 2018. Along with the popularity, his *La realta non e come ci appare* (Sam & Parker’s) published in 2014 and *Seven Brief Lessons on Physics* (Sam & Parker’s) were more widely read by the readers.



*Cosmos, The Selfish Gene, The Order of Time*

Charles Darwin is a very special figure in Korea as well. Planned and reviewed by the Darwin Forum led by professor Choi Jae-Cheon of the department of eco-science in Ewha Women’s

University, the first book of the translated collection of the *Finally Darwin* series *The Origin of Species* (Science Books) by Charles Darwin and translated by professor Jang Dae-Ik of Seoul National University was showcased to the public. This project which is told to have mustered all the capacity of evolutionary biology experts in Korea provided an opportunity for classic books from the 19th century to be introduced to readers. *The Man Who Mistook His Wife for a Hat* and *Everything In Its Place* by Oliver Sacks charmed Korean readers with eye-catching book design by the publisher Alma Books. His writings were as attractive as his nickname “poet laureate of the medical world.” He drew empathy from readers as he translated his record of clinical trials on patients with a nervous disorder into warmly written letters.

In regards to Asian writers, *Chemistry, it will help you one day in life* by Taiwanese chemical engineer Chien-Yang Hsieh, and Japanese books translated into Korean *Physics and chemistry law principle formula* (GreenBook) and *Mathematics Dictionary* (GreenBook) were widely read by students majoring in those fields.

Meanwhile, *Lab Girl* (Alma Books) by Hope Jahren which the Korean edition was published in February 2017 became a mega-hit. This triggered the Korean science publication market to eye female scientists. Also, books that raise issues regarding female scientists or written by female scientists such as *The Missing Female Scientists* (Darun), *100 Female Scientists who Changed the World* (Gilbut Kids), and *Venture Women* (Medici Media) were steadily published.



*The Origin of Species, Chemistry, it will help you one day in life, Lab Girl*

### Hot Korean science books today

The book written by professor Kim Sang-Wook of Kyunghee University is the hottest among readers in the field of science. His *Tremolo and Echo* (East-Asia Publishing Co.) explores human beings through the core ideas of physics such as light, time and space, atom, and entropy. Readers comment that this book tells you “how to read the world with familiar language of physics.” Also, his previous works *Study Science with Kim Sang-Wook* (East-Asia Publishing Co.) and *Study Quantum Science with Kim Sang-Wook* (Science Books) are perceived as attractive primers for readers who find science difficult along with students majoring in physics. Kim Min-Hyung’s *Facing the Mirror of Mathematics* (Influential) was praised as a magnificent piece as it takes an in-depth look at human life from the perspective of a Korean mathematician who is also a professor at Oxford University. This book helps understand the world using mathematical language. *Science Concert* (Across

Books) by Jung Jae-Seung, a professor of KAIST is a revised edition of his first copy of the book which sold more than 500 thousand copies already since first published 10 years ago. The writer, a physicist who studies the brain, has an excellent skill in interpreting various social phenomena with “science-converged knowledge.” He has been focusing on studies regarding how people make decisions.



*Tremolo and Echo, Facing the Mirror of Mathematics, Science Concert*

More exoteric science books are expanding their influence in the market. *I tell science as jokes* (Whale Books) by Ohu is a fun and easy-to-read book that talks about topics such as nitrogenous fertilizer, units, plastic, sex change, space science, and big data. Once you read through the book, you will be able to attain knowledge without notice. Comics are always on the list when we talk about entertainment. *Ecology of Dinosaurs: Comics* (Hanbit Biz) and *Evolution of Insects: Comics* (Hanbit Biz) by Kim Do-Yoon are educational comics drawn by a webtoonist who majored

in biology. Represented by his 5-million-viewed *Evolution of Insects: Comics*, the writer was even acclaimed by Thomas Holtz, a world-renowned dinosaurologist when he published *Ecology of Dinosaurs: Comics*. *Night Comics by an Engineering Student* (Puriwaipari) by Maeng Ki-Wan featuring considerable knowledge of science was popular among readers, which was not a common thing for science comics for adults. As such, works published on Social Media turning into science books are likely to increase in the future.



*I tell science as jokes, Ecology of Dinosaurs: Comics, Night Comics by an Engineering Student*

In the “technology/computer” category, practical books on video making are recording skyrocketing sales as Youtubers, and single-person content creators are becoming explosively popular. *HAIJOEN's Youtube Video Editing Class with Premiere Pro* (Hanbit Media) by Ha Ji-Won with a subtitle “Master in 20 days” introduces core functions of Premier Pro and how to best use the software. On top of this, *You can do it! Kim Meju’s Making Videos*

for Youtube (Easys Publishing) by Kim Meju, *How to Make a Profit from YouTube* (Gilbut) by Lee Hye-Gang, and *Delicious Design Premier Pro & After Effect CC* (Hanbit Media) by Kim Deok-Young were frequently found by readers. Practical books for computer works have been firmly keeping their presence in this field. Among various introductory books on Excel and design software, *1-Second Tip of Excel + Powerpoint + Word & Hangeul For Your Work* (Hanbit Media) by Jeon Mi-Jin and *Tasty Design Photoshop & Illustrator CC* (Hanbit Media) by Red Whale and Yoon Isara are popular. Books related to Deep Learning or Python, a programming language, are seeing rising sales. *Do it! Jump to Python* (Easys Publishing) by Park Eung-Yong and *Study Python Yourself* (Hanbit Media) by Yoon In-Seong are the examples.



*HAJOEN's Youtube Video Editing Class with Premiere Pro, You can do it! Kim Meju's Making Videos for Youtube, Do it! Jump to Python*

Well-known science book publishers are Science Books, Kyungmoon Books, East-Asia Publishing Co., Seungsan Books and Free Academy, while prominent technological engineering/

computer book publishers are Gilbut, Hanbit Media, Easys Publishing, Sungan Dang, Information Publishing Group, Youngjin.com, Acorn Publishing Co., Life and Power Press, and Iljinsa. It is one of the characteristics of the Korean publishing market that the market of exam books for achieving certificates and licenses has well developed apart from practical technological engineering/computer books for office workers.

**Publishing Policy**

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**Overseas Publication Grants 2020**

**Overseas Publication  
Grants 2020**



If you are an overseas  
publisher that imports  
domestic publication copyright,

**this is your chance!**





## Globally beloved K-Book!

A perfect chance to publish outstanding  
Korean works in the overseas market!

A portion of publishing expense for  
already published or  
yet to be published Korean books  
is supported!



A whopping number of 35 titles  
will be selected and supported by area!

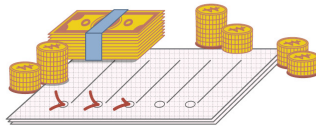
**More details?**

## #Grants



- ✓ Europe, Britain, the US - 3,000 USD
- ✓ China, Japan - 2,500 USD
- ✓ Others - 2,000 USD

## #Selection Criteria



- ✓ Quality of contents (30%)
- ✓ Marketability (30%)
- ✓ Ability of the publisher (40%)

## #Application



- ✓ June 29th - July 10th
- ✓ [kbookcenter3@naver.com](mailto:kbookcenter3@naver.com)
- ✓ Individually announced to selected publishers in July



## Overseas Publication Grants 2020

of the KPIPA!

We look forward to your application!

Inquiry | Dami Choe, Overseas Business Team  
dami4126@kpiipa.or.kr | kbookcenter3@naver.com

New Books

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Alexandra Kim, la sibérienne

Alexandra Kim  
la sibérienne

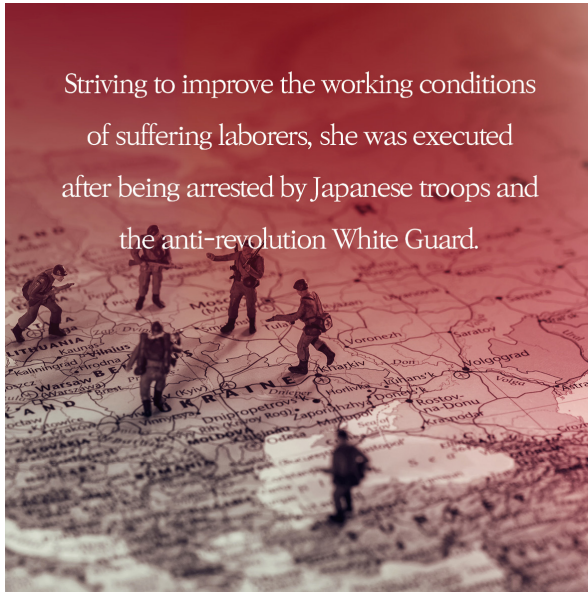
who dreamed of a world where everyone is equal



Alexandra Kim took part  
in the Russian Revolution,  
together with Bolshevik  
led by Lenin.



Striving to improve the working conditions  
of suffering laborers, she was executed  
after being arrested by Japanese troops and  
the anti-revolution White Guard.



The first Korean  
Bolshevik revolutionist, and the  
pioneer of the feminist movement,

## Alexandra Kim



“What I have been doing does not end here.  
It will continue among  
the tens of thousands of women.”



“Even though we look different and have different skins and nationalities, we are one as a laborer!”



“Never forget, the rage we felt today.”

**A graphic novel depicting the blazing life of Alexandra Kim, who fought for labor rights and the independence of Joseon.**



The Newyork Times

"The Best Comics of 2019" New Book by

Kim Keum Suk

★  
〈RED Award 2019〉 "Notable Record"

★★  
"Webtoon Project: Independence Activists" on Daum Webtoon

★★★  
Overseas Publication Rights Exported to France



## Alexandra Kim la sibérienne

Keum Suk Gendry-Kim·  
Jung Cheol-Hun (Original),  
Booksea Publishing Co.

## Best Sellers

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### 3rd Week, May

#### Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong

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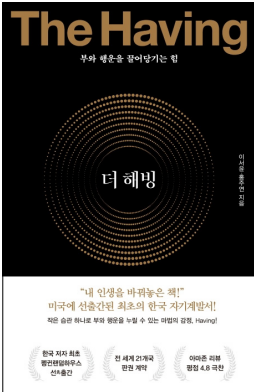
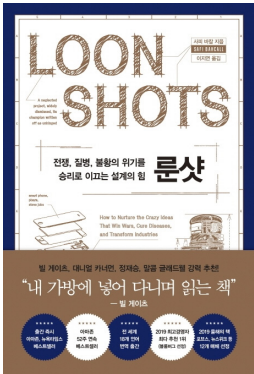

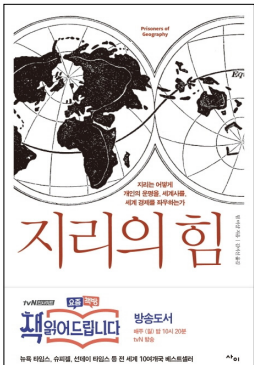
If we look at the bestsellers of four major online bookstores in Korea for the third week of May, books written by Youtubers will catch our attention. *New Yorker This Month* that hit the top list the day after its publication is about the episodes which Hong Se-Rim - a Youtuber with 600K subscribers (channel name: Serim's Life) - experienced when she was living in New York for a month. Also, *COVID-19: Investment War* written by three Youtubers of an economy channel "the Three Professionals TV" talks about their opinion on the changing economic landscape after the outbreak of COVID-19. This book was a sensation among Korean readers that it even became the bestseller in bookstores with only the pre-sales. Youtube is a hot market in Korea nowadays, and it seems that such a trend has also affected the publishing market.

One other thing that catches our eyes is that essays, economics & business administration books and novels are of great popularity. On top of the two books mentioned above, *The Answer that has been Prepared for a Long Time* by Kim Young-Ha, a star writer in Korea and *1cm Diving* that has been keeping its place on the list since its publication in January were notable in the essay category, while *Loon Shots* and *Prisoners of Geography* by overseas writers, and *The Boy is Coming* by globally prominent Han Kang and *La Boite de Pandore 1, 2* by Bernard Werber, a beloved writer in Korea, were added to the bestsellers' list in economics & business administration and novels respectively.



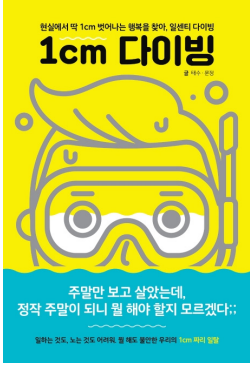
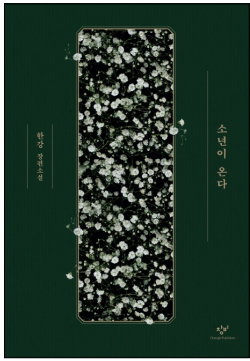
Meanwhile, *The Answer that has been Prepared for a Long Time* was a republished version of *Memory Lost* (RH Korea) which was published in 2009. Besides, *The Boy is Coming* features the May 18 Gwangju Democratic Movement, a heartrending incident in Korea that happened in 1980. As the Movement marks its 40th anniversary this year, the book was republished as a special limited edition with a new cover. First published in 2014, it also won the 20th Malaparte Prize in 2017.

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

BEST SELLERS

<p>1</p>		<p><i><u>The Having</u></i></p> <p>Author   Lee Seo-Yun, Hong Joo-Yeon          Publisher   Suo Books          Genre   Self-development</p>
<p>2</p>		<p><i><u>Loon Shots</u></i></p> <p>Author   Safi Bahcall          Publisher   Next Wave Media          Genre   Economics &amp; Business Administration</p>
<p>3</p>		<p><i><u>The Answer that has been Prepared for a Long Time</u></i></p> <p>Author   Kim Young-Ha          Publisher   Bokbok Seoga          Genre   Essay</p>
<p>4</p>		<p><i><u>Prisoners of Geography</u></i></p> <p>Author   Tim Marshall          Publisher   Sai Book          Genre   Economics &amp; Business Administration</p>

BEST SELLERS

<p>4</p>		<p><b><i>La Boite de Pandore 1</i></b></p> <p>Author   Bernard Werber          Publisher   The Open Books          Genre   Novel</p>
<p>6</p>		<p><b><i>La Boite de Pandore 2</i></b></p> <p>Author   Bernard Werber          Publisher   The Open Books          Genre   Novel</p>
<p>7</p>		<p><b><i>1cm Diving</i></b></p> <p>Author   Taesoo, Munjung          Publisher   FIKA          Genre   Essay</p>
<p>7</p>		<p><b><i>The Boy is Coming (Special Limited Edition)</i></b></p> <p>Author   Han Kang          Publisher   Changbi          Genre   Novel</p>

BEST SELLERS

9



***COVID-19: Investment War***

Author | Jung Chae-Jin, Park Seok-Joong,  
Lee Gwang-Soo, Kim Han-Jin, Kim Il-Gu,  
Yeuido Class, Yoon Ji-Ho, Choi Jun-Young  
Publisher | Page 2 Books  
Genre | Economics & Business Administration

10



***New Yorker This Month***

Author | Hong Se-Rim  
Publisher | Book 21  
Genre | Essay

10



***Who Made Me a Princess 4***

Author | Spoon  
Publisher | KW Books  
Genre | Comics

## #K-Book

## #Science and Humanities

**KPIPA introduces K-Books for global publishing markets through K-Book Platform**

### *Chemist in My House*

#### 1. Publication Details

Title | Chemist in My House  
 Subtitle | Professor Kim Min-Kyung's Story of Chemistry in our Lives  
 Author | Kim Min-kyoung  
 Publisher | Humanist Publishing Group Inc.  
 Publication Date | 2019-03-08  
 ISBN | 9791160802160  
 No. of pages | 248  
 Dimensions | 150\*220

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 Phone | +82-70-7842-9401

#### 3. Book Intro

If you understand chemistry (theory), you can see chemistry (risk)!  
 Professor/walking chemistry encyclopedia Kim Min-Kyung's story of chemistry  
 Issues and accidents caused by chemicals happen one after another in Korea,  
 from humidifier sterilizers that led to heavy casualties, to pesticides found in  
 eggs, and sanitary pads and mattresses containing carcinogens and radon...  
 Terms such as "controversial," "toxic chemicals," and "detected" appear every



day on internet portals and in newspapers, and parents struggle to choose the right products for their children. We live extremely close to chemicals throughout the day, from when we wake up in the morning to wash our faces and brush our teeth, until we go to bed at night. Chemicals are absolutely necessary in our lives, but how should we treat them if they can be a danger? Chemist in My House is an essay-like book offering a friendly explanation about chemistry, which might ordinarily sound too complicated to understand. The book was inspired from the author's lectures for humanities students, "Chemistry in Everyday Life", at Hanyang University. She has become popular on social media as a "walking chemistry encyclopedia" and was selected by students as the "best teacher" every single year thanks to her outstanding teaching skills.

How should we approach people who don't like or know well about chemistry and help them understand better? The answer is simple. We can explain the principles by using everyday chemicals as examples. All readers, including you, can live a safer life by becoming "the chemist in my house" through this book, while broadening your knowledge of chemistry, including neutralization reactions, osmosis, and global warming (climate change).

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2299](http://www.k-book.or.kr/user/books/books_view?idx=2299)

## *The Fourth Industrial Revolution Is About Science*

### 1. Publication Details

Title | The Fourth Industrial Revolution Is About Science

Author | MID Science Trends Team

Publisher | MID

Publication Date | 2019-02-19

ISBN | 9791187601883

No. of pages | 232

Dimensions | 136\*206

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### 3. Book Intro

When the Industrial Revolution first began, much of human labor was replaced by machine labor. And as another two revolutions, 2nd and 3rd stages proceeded, what requires human labor has decreased gradually. Yet, there is a more important difference between the third and fourth industrial revolutions. Even in the third industrial revolution or the information revolution, the production process was still controlled by humans. But in the era of the Fourth Industrial Revolution, roles that have been reserved for humans might be replaced by machines.

In this Fourth Industrial Revolution, the most important abilities that humans should develop is ones that AI cannot replace at once. In response to wider and deeper knowledge to lead new inventions and discoveries, collaboration between experts is essential. Additionally, creativity and the critical thinking to set and solve problems on one's own are becoming more important. In the future, only people with abilities that cannot be replaced by AI will survive. Like all industrial revolutions so far, the Fourth Industrial Revolution is, after all, a matter of science. Those who will lead the Fourth Industrial Revolution must be being studying and developing science and technology even right now. MID Science Trends Team thought it would be nice to share the story of the Fourth Industrial Revolution which is created by science, from the perspective of science. To this end, MID has been working with leading scientific authors and experts since last summer to discuss the scientific issues that are the center of the Fourth Industrial Revolution and to organize them so that they can be easily understood by anyone.

This book contains the perspectives of scientific experts on to what extent artificial intelligence will replace what people can do, how convenient our lives will be in a city with new technology, and what capabilities are most needed in the Fourth Industrial Revolution.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2289](http://www.k-book.or.kr/user/books/books_view?idx=2289)

## *The Future of Study*

### 1. Publication Details

Title | The Future of Study

Subtitle | A New Study Method that Can Succeed In 10 Years

Author | Koo Bonkwon

Publisher | Hankyoreh Publishing Company

Publication Date | 2019-06-28

ISBN | 9791160402650

No. of pages | 252

Dimensions | 140\*205

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### 3. Book Intro

In the future, robots and AI will change what we learn and teach. Koo Bon Kwon, a professional IT journalist and digital humanist who has been tracking the various phenomena of technological advancement, delves into the problems of future education. Is Korea's education system competitive in the global and macroscopic changes surrounding the educational environment? How can we deal with this rapidly changing environment, such as automatic machine translation, digital textbooks, and coding education? How can we develop skills that a machine cannot replace, such as creativity, critical thinking and collaboration?

Admission-oriented education in Korea has lined up students with the correct answers for a long time, but in the future, things will be different. "Hard skills" that can be replaced by machines, such as reading skills, typing and programming skills, mathematics skills, and machine control skills, will not be included in future capabilities. Future education should be directed toward developing the attitudes and ability to accept change without fear of complexity and unpredictability. It should be aimed at developing "soft skills," such as creativity, critical thinking, self-control, and collaboration. This book looks at the roots of education in Korea, where soft skills have often been neglected because they're more difficult to score, and carefully considers what kind of educational environment should be created at home and at school in order to develop these skills. In addition, it explores ways to discover and develop soft skills unique to humans crossing over the boundary of humanities, philosophy, and science. Our future is filled with uncertainty and volatility, so study targeting at short-

term, and visible result, is more likely to fail. Only those who grasp what the fundamental, unchanging values will be in the uncertain future, and who constantly study to realize those, can have happiness. Advanced technology and an insecure future make us question the nature of study. We have to learn a new way of studying, looking forward 10 years, not merely focused on current test scores and college. This book will become the answer.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2275](http://www.k-book.or.kr/user/books/books_view?idx=2275)

## Cross Science

### 1. Publication Details

Title | Cross Science  
Author | Hong Sungook  
Publisher | BOOK21  
Publication Date | 2019-01-23  
ISBN | 9788950979416  
No. of pages | 356  
Dimensions | 128\*188

### 2. Copyright Contact

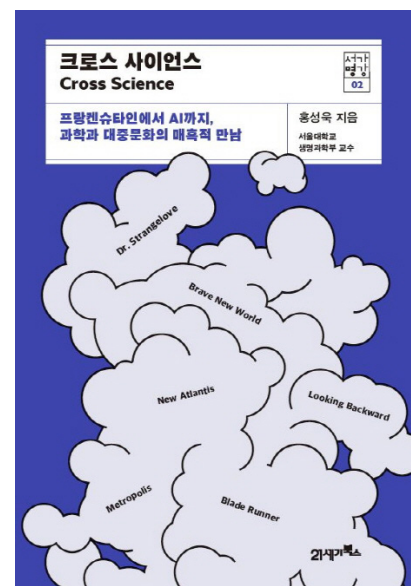
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Phone | +82-31-955-2119

### 3. Book Intro

This book discovers the issues of science and different perspectives hidden in modern classics and masterpieces, such as *Dr. Strangelove*, *Ghost In the Shell*, *Frankenstein* and *Brave New World*. Science is inextricably linked to our culture, and science is constantly intersecting with humanities in our daily lives. Rather than complex theories and formulas, there is an exciting feast of science to be found in culture.

This is the second book of the series *Great Lectures that are Available Without Having to Go to Seoul National University*. The series, which includes popular lectures selected by Seoul National University students and covers interdisciplinary contents, is also available through offline lectures and podcasts.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2200](http://www.k-book.or.kr/user/books/books_view?idx=2200)



## *It's Difficult for Me to Understand Science, Too*

### 1. Publication Details

Title | It's Difficult for Me to Understand Science, Too  
Subtitle | A story about science told by the director of Seoul Science Center  
Author | Yi Jeongmo  
Publisher | Bartleby  
Publication Date | 2018-01-05  
ISBN | 9791196250515  
No. of pages | 288

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### 3. Book Intro

Science can make your life pretty convenient.  
Science exists in your daily lives!

Lee Jeongmo, the director of Seoul Science Center, saw something strange when he visited his mother's house. Her bed was at a diagonal angle.

"Mom, why did you put your bed like this?"

"Well, I found out that a vein of water was running right under this room, so I adjusted the position of my bed to avoid it."

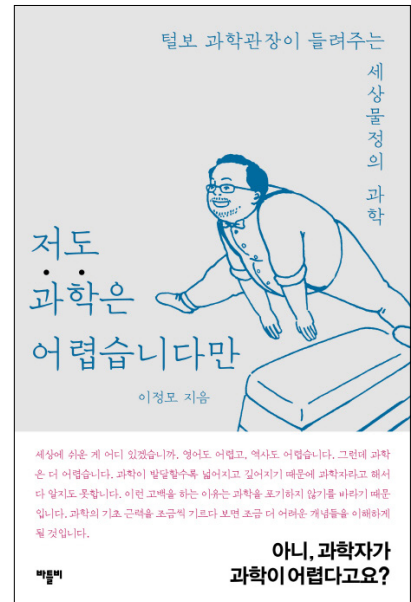
"This house is twelve stories high. You don't need to worry about that. How did you find that out, anyway?"

Lee's mother learned about water witching from a culture class at the community service center, bought a fairly expensive water witching stick, and found a vein of water. He persuaded her to place the bed in the right direction, but she refused.

"Stop being stupid! You scientists don't know anything. Just leave it!" (p. 134)

Science solves the secrets of the world with avaricious curiosity and sincerity, but its achievements are hardly delivered to the public. There are still many people who believe that antibiotics are good for curing colds, microwaves create carcinogens, GMOs are harmful to the human body, and global warming is fake. Superstitions without scientific basis and unscientific frauds that provide false information about veins of water, germanium health bracelets, biorhythms, creative science, the power of the pyramids, and perpetual motion machines are rampant.

*It's Difficult for Me to Understand Science, Too* is a science book for beginners



that narrows the gap between daily life and science. Lee tells readers that science is very useful for finding information on one's own, developing critical thinking skills, and solving practical problems. Those who have not dared to learn science, thinking that it will be too difficult for them, will be able to satisfy their curiosity with this book. By the time the last page is turned, readers will be able to feel that science is part of their daily lives and feel assured by the fact that it is always with them.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=806](http://www.k-book.or.kr/user/books/books_view?idx=806)

## *Tremolo and Echo*

### 1. Publication Details

Title | Tremolo and Echo  
Subtitle | Physicist Kim Sangwook's  
Perspective on Space, the World and Us  
Author | Kim Sangwook  
Publisher | EAST-ASIA Publishing Co.  
Publication Date | 2018-11-07  
ISBN | 9788962622508  
No. of pages | 272  
Dimensions | 145\*210

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### 3. Book Intro

From light, time and space, to atoms and electrons, and from the principles of least resistance, chaos, entropy, and quantum mechanics to simple harmonic oscillation, this book introduces various concepts from the field of physics. It guides the reader toward a new perspective on existence, life, death, relationships with others and beliefs about the universe thought the medium of "physics." The way a physicist views the world, as consisting of atoms, is similar to how a philosopher reads the epigrams of oriental philosophy. Where do the elements that make up existence begin? How should one contemplate death? What is the difference between myself and others? While the book does not offer a scientific answer to such questions, it offers a new perspective that only a physicist can introduce.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2212](http://www.k-book.or.kr/user/books/books_view?idx=2212)



## *Facing the Mirror of Mathematics*

### 1. Publication Details

Title | Facing the Mirror of Mathematics  
Subtitle | How Deep Can Humans Think  
Author | Minhyong Kim  
Publisher | Influential Inc.  
Publication Date | 2018-08-03  
ISBN | 9791186560785  
No. of pages | 328  
Dimensions | 130\*197

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### 3. Book Intro

Probability theory, invented in the 17th century, was once a complex mathematical theory that even experts could not understand. However, now anyone can read and understand probability, such as a "37% chance of rain." The intuition that emerged from observing the world is elaborately refined into a theory that is gradually and widely accepted by more people. The global mathematician Minhyong Kim, Professor of mathematics at Oxford University, says that as this process is repeated and accumulated over centuries, human thinking constantly expands, and this trend will accelerate. This means that, for us now, even the most complex modern mathematics theory will soon become a common sense for everyone.

Professor Minhyong Kim's new book, *Facing the Mirror of Mathematics*, contains seven lectures on the world of mathematics that have expanded human thinking. Through this book, you will encounter the essence of mathematical thinking, which is the basis for understanding every part of the world, from basic mathematical principles to information, the universe, and socio-cultural topics such as ethical judgments and meeting with the opposite sex. Based on over a year of lectures, including his various public lectures, this book contains a deep exploration and message about the mathematical thinking needed for our time. As you gradually warm up your brain by following the questions and answers in this book, as though sitting in a classroom, you will find yourself immersed in the fascinating world of mathematics. This book covers concepts that cross the boundary between physics and mathematics, such as the algorithm of Gale-Shapley, the Nobel Prize winners for Economics, Arrow's impossibility theorem, and Euler's formula. Yet it is written in the language of common sense so that



anyone can easily read it to the end.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2279](http://www.k-book.or.kr/user/books/books_view?idx=2279)

## *Regards to Disappearing Things*

### 1. Publication Details

Title | Regards to Disappearing Things

Author | Yoon Shin Young

Publisher | MID

Publication Date | 2014-10-20

ISBN | 9791185104126

No. of pages | 348

Dimensions | 135\*210

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### 3. Book Intro

A heartily and beautiful science book

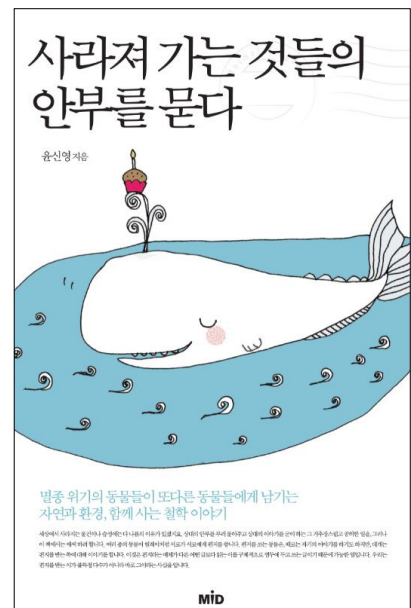
Warm regards to disappearing things from disappearing things

When it comes to all living things, whatever species, another name of life is death, and the end and beginning of evolution is extinction. Disappearing lives also are interconnected and form a huge ecosystem. The death of one species is sometimes the seed of a new one, and a single life is a universe unto itself. Yoon Shin Young, a science journalist who writes literary science articles with a warm and emotional perspective, has written a book-length essay on things that are disappearing. Written in the form of a letter, the voices in this book is addressed to "you."

A science essay that stimulates your intellectual curiosity across literature, biology and philosophy.

This book starts with biology but it soon adopts various disciplinary perspective, such as literature, philosophy, ecology and Chinese Confucianism. If someone discusses scientific knowledge without considering neighboring disciplines, it would only show half the picture. This is because science, like all other fields, does not exist alone without any socio-cultural context. As such, this book is not simple, but it is not difficult to understand. It is straightforward and clear.

Our earth and the world of animals are comprised of myriad of "links."



Considering the number of large mammals on earth, the population of humans is overwhelming. There has never been such a large proportion of topmost predators on the Earth. What does this mean and what will the fate of mankind be in the future? Find the answers in letters from extinct bats, extinct bees, extinct bees, even extinct Korean tigers, and in the messages to the human race from Neanderthals who once lived with our human ancestors.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2288](http://www.k-book.or.kr/user/books/books_view?idx=2288)

## *Robotic Age, Humanity's Work*

### 1. Publication Details

Title | Robotic Age, Humanity's Work  
Subtitle | A Guide to Life in the AI Age  
Author | Koo Bonkwon  
Publisher | ACROSS PUBLISHING COMPANY  
Publication Date | 2015-11-20  
ISBN | 9788997379767  
No. of pages | 344  
Dimensions | 152\*225

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### 3. Book Intro

Will my job survive the next ten years? Will a college degree be no longer necessary? Will I turn the steering wheel over to a self-driving car? What will I do if a robot becomes smarter than I am? AlphaGo's historic victory over Lee Sedol has left humanity with profound questions. What do we need to know in the age when human-created tools re-shuffle labor and knowledge and threaten humanity's place in the world?

Robotic Age, Humanity's Work is essential reading for the AI era presented by a digital humanities scholar. Rather than proposing an enormous question about civilization, Koo Bonkwon, the author, asks specifically what type of reality humanity will face tomorrow. Koo offers a vivid map of the future, framed by ten small questions regarding self-driving cars, machine translation, education and occupation, labor and emotions, and others, for a macro perspective and practical guidance beyond the conventional fragmented approach to new



technical information and emerging issues. This book will serve as an indicator to navigate the robotic age that is upon us.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=451](http://www.k-book.or.kr/user/books/books_view?idx=451)

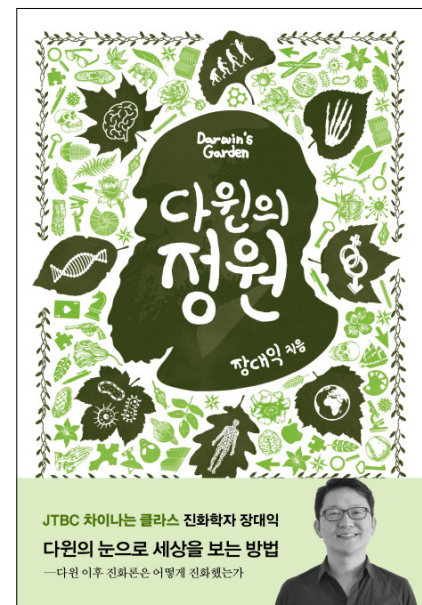
## *Darwin's Garden*

### 1. Publication Details

Title | Darwin's Garden  
Subtitle | The Theory of Evolution and the Blossoming of New Knowledge and Thought  
Author | Jang Dayk  
Publisher | BADA Publishing Co., Ltd.  
Publication Date | 2017-01-10  
ISBN | 9788955618822  
No. of pages | 368  
Dimensions | 152\*223

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### 3. Book Intro

The author introduces new knowledge and thoughts that have been derived from the theory of evolution and emphasizes that science will become anthropology of the 21st century.

Professor Jang Dayk's criticism, which was occasionally revealed in his previously written books *Darwin's Study* and *Darwin's Table*, has been materialized in this book and established as an independent theory. This book finalizes the trilogy of Darwin which provides new insights into our society at the forefront of knowledge.

Why do we need scientific anthropology? Is the true fusion of science and humanities possible?

In this book, Professor Jang Dayk reveals his aspect of a convergence scholar, a combination of an evolutionist scholar and a scientific philosopher, and answers the questions that we are facing now.

Part 1 presents evolutionary anthropology, which redefines humans from the viewpoint of evolution. Here, the theory of evolution extends beyond the discipline (biology) of animals and plants to theories that can embrace human

beings (humanities) and artifacts (cultures).

Part 2, which can be the application of evolutionary anthropology, examines sociology, astronomy, religious studies, moral psychology, mind and body theories, and innovation theories and reveals new aspects of human nature from a different perspective from existing disciplines.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=781](http://www.k-book.or.kr/user/books/books_view?idx=781)