

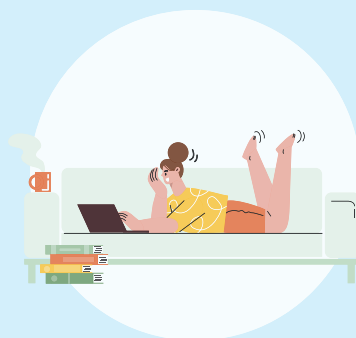
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# K-Book Trends

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



## TREND

<b>Topic</b>	Books with Discourses on the Post-COVID-19 Era in Korea
<b>Special Project</b>	K-Movie
<b>Export Case</b>	Popular Books in the Overseas Market: Second Half of 2020
<b>Book Trip</b>	Sokcho, Gangwondo Province

## INTERVIEW

<b>Korean Publishers</b>	Bearbooks Inc.
<b>Korean Authors</b>	Writer Baek Se-Hee

## KNOWLEDGE

<b>Publishing Industry</b>	Current status of each field in the Korean publishing market 7. Publication of practical books for home
<b>Publishing Policy</b>	Online Business Meeting for the Copyright Import of K-Books

## INFORMATION

<b>New Books</b>	Green Tangerine
<b>Best Sellers</b>	2nd Week, July
<b>#K-Book</b>	#Minorities in society

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TOPIC

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## Books with Discourses on the Post-COVID-19 Era in Korea

The world after the pandemic

Written by Kim Seul-Gi

(Journalist, Department of Culture, Maeil Business Newspaper)

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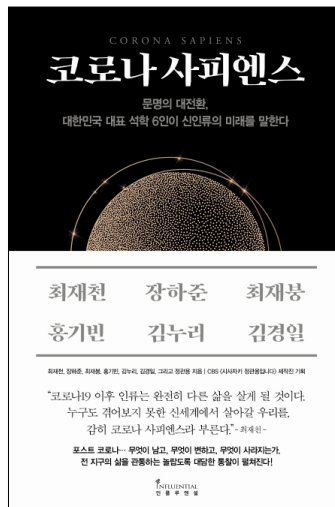
Now, we can no longer live in the way we lived before. With the outbreak of COVID-19 across the world, people have begun to divide the era into two: BC (Before Corona) and AD (After Disease).

This new infectious disease did not just kill innocent people, but is severing physical movement and interpersonal interaction. With the emergence of a contactless society, a massive shift is taking place in the society, economy, and politics.

In the face of the pandemic, publishers are busy planning exclusive books about the COVID-19 era. Since March this year, books featuring the virus have been newly filling the shelves, adding new lines to the discourse so-called “post-COVID-19.” For faster publication of books, publishers chose to make them in the omnibus style, where writings of several specialists are combined in a single book.

There is a book that begins with the sentence, “Humanity will live a totally different life after COVID-19. We dare to call them the Corona Sapiens, who will live in the new world which nobody has ever experienced.”

*Corona Sapiens* (Influential), a collection of experts’ opinions from each industry on the pandemic, has been a hot title among bestsellers ever since it was published in early June. It is an exclusive title in which Choi Jae-Cheon (Ecology and Humanity), Jang Ha-Jun (The Economic Adjustment), Choi Jae-Bung (Transition of Civilization), Hong Ki-Bin (The New Regime), Kim Nu-Ri (The Overturn of the Worldview), and Kim Kyung-Il (A Measure of Happiness) share their outlook for the new world we will be living in after the end of the pandemic.



*Corona Sapiens*

The economic shock brought by the virus is assessed to be the worst since the Great Depression. Jang Ha-Jun, a professor of economics at Cambridge University, diagnosed the current situation that the weak points of the economic structure have been exposed once again, adding that “Growth is merely a tool. The goal is to make society a better place to live in for everyone. Such preposterous values have nowhere to stand now.”

Meanwhile, ecologist Choi Jae-Cheon, a chair professor at the Department of Eco-Science in Ewha Womans University, said that such a virus was derived from human beings’ excessive intervention in nature, and left quite a unique outlook that “From now on, ecology-oriented companies that put the ecology at the center of their economic activities will emerge, and consumers will be choosing nothing but those businesses.”

Hong Gi-Bin, the head of Karl Polanyi Institute Asia, advised that “We have no choice but to walk towards a new civilization” as the four pillars – globalization of industries, urbanization of life,

financialization of values, and commercialization of environment - that have been firmly supporting the capitalism across the world for the past 40 years have fallen. Also, Kim Nu-Ri, the head of ZeDES emphasized that Korean society has to take a different perspective that looks at human dignity with equality, moving away from meritocratic ideas.

The COVID-19 pandemic has brought together new opportunities as well. It was an event that proved the explosive influence that the fourth industrial revolution could pose. In Korea, people developed applications for identifying confirmed cases of the virus and checking the inventory of masks at pharmacies supported by the government, which were all released free of charge. The Phono Sapiens in Korea adapted to the contactless society faster than any other generation and led others to follow. Choi Jae-Bung, a professor of the Service Convergence Design Institute at Sungkyunkwan University predicted that “Working from home, working 3-4 days a week, and having online classes will be the new normal for the civilization,” and argued, “The pandemic was a chance for us to see which generation is capable of overcoming the crisis more healthily and safely. If the older generations fail to actively adapt to the digital civilization, humanity would never be able to survive together.”

Kim Kyung-Il, a professor of psychology at Ajou University, claimed that it is time we put down the competition for more “public recognition” where we ceaselessly compete and compare ourselves with others in the capitalist society. He stressed that people need to focus on things that truly satisfy them, choosing to do things that

they “like”, not what the society “wants,” adding that he actually began to live a life for himself since the outbreak of the virus.



*Post-COVID-19 Society*

*Post-COVID-19 Society* (Geulhangari) was one of the pandemic-related books that were published relatively faster than others in Korea in late May. It is a title in which 12 experts from different fields including Kim Soo-Ryeon, Kim Dong-Eun, Park Chul-Hyeon, Kim Min-Ah, Shim Min-Young, Kim Chang-Yeop, Woo Seok-Gyun, Baek So-Young, Chohan Jin-Hee, Kang Sung-Woon, Jung Seok-Chan, and Park Han-Seon eagerly put their heads together to collaborate. The book discusses twelve aspects of our society including globalization, capitalism, East Asia, cutting-edge technology, climate change, and national crises that were revealed with the outbreak of COVID-19 from each of the field’s perspectives ranging from medicine to anthropology.

“Among the 102 patients who were hospitalized in closed psychiatric wards on the 5th floor of Chungdo Daenam Hospital, none tested

negative. On the other hand, none tested positive on other floors of the hospital. How crowded must have the wards been that led to these frustratingly different outcomes?” (Woo Seok-Kyun)

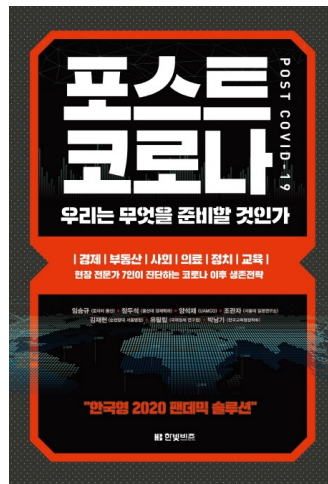
As such, the COVID-19 pandemic worked as an incident that nakedly disclosed the prevalent inequality in our society. This has even traumatized the entire society to some extent on top of the pain the confirmed cases must have felt.

The chapter “Our psychology fighting against isolation” looks at the unpleasantness and doubt in our daily life that could not be brought to the surface with bigger quarantine issues with a keen sense of human rights sensitivity. It covers the naked stories of the initial briefing of the government that did not even have a sign language interpreter, the life of people with disability who had to live incomparably more days in closed rooms feeling unimaginable fatigue, the pain of those old and sick that were regarded as less important than the inconvenience of the young and healthy generation, and the national surveillance authority that earned support and cooperation of the public by chance with the unprecedented pandemic.

Meanwhile, “COVID-19! Asia’s Experience: the True Color of Racism” reports on the racism in western society that was ignited with during the COVID-19 crisis. The reality of Asians that was uncovered with the spread of the virus is displayed in a different way than that of Africans, Jews, and Arabs. The irrationality of ignorance is discussed nakedly in the chapter. Amidst all, Korea’s achievements in quarantine efforts were discussed in an unexpected

combination of “the worst surveillance country + obedient public” fused with orientalism.

The book also includes writing that concentrates on the power of religion and recovery of connectivity that “once again connects” people with God, people with people, and people with nature, going beyond the existing criticism of the irrational reason for the existence of some churches in Korea that negatively stood out during the crisis.



*Post COVID-19*

*Post COVID-19* (Hanbit Biz) is a book released in May that offers survival strategies in the era of COVID-19 written by 7 experts in economics, medicine, education, real estate, politics, and society including Jang Doo-Seok, an assistant professor at the University of Ulsan, Kim Jae-Hun, a professor of urology at Soonchunhyang University, and Park Nam-Gi, the former head of the Korean Educational Research Association. It examines the current situation that “the spread of the virus could be a tipping point that

fundamentally changes the aspects of life that we have been taking for granted.”

Many people believe that the global economy would be able to be normalized to the pre-COVID-19 level with the development of a vaccine. However, Lim Seung-Kyu, a journalist at the Reuter’s News Agency who wrote the international economy section of the book criticizes that it is only a mirage to believe that the coalition of central banks would be able to perfectly put things back to normal. He continued that in “May there wasn’t such thing as a magical silver bullet. Since the 2008 Global Financial Crisis, the central banks have been striving to bring back the massive bubble, and it would be rather reasonable to see that such a ‘Voodoo’ act of the central banks has been hiding the credit risk that was already near us.”

The book uses the word “Ozark” as a metaphor for the global economy in the future. In the Netflix series with the same title, this word is the name of a vacation spot in Missouri where people launder money for drug transactions. Marty’s family that runs the business suffers from endless threats, conciliation, and anxiety even after moving to Ozark – the family even wins over an FBI agent to further continue with the business more safely. It seems that the reality of the central banks that print out an infinite amount of easy money as the hostage of the market is somewhat identical to Marty’s family.

The book predicts the possibility of “nationalism” to fill in the great missing hole in global governance spurred by the lethargic western power in the global order. Also, it hints at the possibility that the relationship between the US and China that has been in an

icy stalemate with trade conflicts could be reconsidered from the ground level.

The book also offers a diagnosis for real estate. The supply of commercial space that requires face-to-face contact would shrink in size from both short-term and long-term perspectives, and with changing demands, the industrial structure will be re-engineered, which will ultimately bring a massive change to the role of industrial real estate.

We also need to think about what would come next after the successful “K-Quarantine” that has been spotlighted across the world. The fruit of systematic epidemiology and training carried out by the Korea Centers for Disease Control and Prevention and the Korean Society for Preventive Medicine since the MERS outbreak was finally proved. Professor Kim Jae-Hun advised that “The decision-makers regarding infections and quarantine must be specialists in those fields, not politicians, and the ultimate success may only be achieved with the rational behavior of the general public.”



*Uncontact*

One of the most frequently quoted words in the media during the first half of this year was “Uncontact.” Meaning non-contact or contactless, the word refers to a state where people are not directly connected and don’t meet in person. A book that argues “uncontact” is not merely about social distancing, but is the desire embedded inside our heart as we live in the “anxious but convenient” society, and the most important megatrend that penetrates generations. It is *Uncontact* (Publion). Being an early bird in the market – published in late April by Kim Yong-Sup, an expert trend forecaster, it introduces the real aspects of contactless life that we will be soon facing in three sections (contactless daily life, contactless business, and contactless community) with detailed case studies. He explained that “A contactless society was a predicted future. It is just that the speed of transition has accelerated with the unexpected outbreak of the virus.”

If the history until today has been evolving humanity in the way that maximizes offline connection and exchange, things have changed – online connection and exchange have taken the main lead where offline meetings are added as a supplement. In other words, “uncontact” is no severance, but an evolution of a “contact” society. For us to be connected in a safer, more convenient, and effective way, we are accepting the “uncontact” technologies in which people do not necessarily have to face each other for connection. Kim explained that “Our community will remain valid in the ‘uncontact’ society after all. We will remain a social animal after all as well. Yet, the way we build relationships, interact, and connect will change,

where contactless non-face-to-face interactions will increase, and robots or IT technologies might replace some of our jobs.”

Discourses on the post-COVID-19 era have been established as a massive market in the Korean publishing industry since April this year. Dozens of books were released with the title “COVID-19” until early July. *Corona Sapiens* and *Uncontact* gained enough popularity to enter the top 10 ranks of integrated bestsellers. This result derives from the current situation that more people have been spending more time reading books during the self-quarantine period. Also, it can be seen that in the face of the dramatically transforming society and economy, people were looking for something positive to help them overcome their anxiety.

However, as books featuring COVID-19 are flooding the market today, the sales records of later arrivals seems unsatisfying. Books that collected writings of experts even gave the impression that the books lack in quality. So perhaps books that contain in-depth discourses on the post-COVID-19 era may be published later than next year with richer research and insights based on cumulated data the writer has collected for more than a year. Therefore, the publishing market for post-COVID-19 can be said to have just begun.

SPECIAL PROJECT

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## K-Movie

Books and movies are powerful cultural products

Written by Choi Ha-Yeong

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Movies and books are alike each other in that regardless of their different production methods, they are records with stories embedded in them. Korean movies have never stopped advancing,

and the Korean film industry is marking its 101st anniversary this year. Korean movies once were marginalized in the global film industry, but with all the hard work and passion of the filmmakers to push into the global market, their reputation has grown significantly on the global stage. In particular, “Parasite” from director Bong Joon-Ho recently won the Academy Award for Best International Feature Film, the Academy Award for Writing Original Screenplay, the Academy Award for Best Director, and even the Academy Award for Best Picture, winning a total of four honors at the 92nd Academy Awards. This is truly a milestone achievement in the history of Korea’s film industry.

In addition, books have often become the source for movies in the history of Korean cinema, while being records of movies in the form of screenplays and review collections. Below are books related to movies that have been popular in the news.

### **How to share impressions with others**

Some people record their impressions and assessment of a movie in a written form. The comments written by movie critics work as a standard for the audience that has not yet seen the movie and a channel for active communication for those that have watched it.

Lee Dong-Jin, a film critic and a broadcaster on TV, announced *Movies Begin Twice* (Wisdom House) in 2019, which is a 20-year collection of his film reviews. It contains his comments for a total of 208 movies, including those he has announced until today and

those he has newly written for the book. Anyone reading through the book would be able to look back at the past 20 years of critic Lee Dong-Jin, the film industry, and the reader him/herself.

Also, another film critic Kim Jong-Won who has been one of the most active critics in the Korean film industry for the past 60 years published a critique collection titled *Movies and the Spirit of the Age* (Jakga) marking the 100th anniversary of the Korean film industry. Consisting of mainly three parts – history of films, screenwriters & actors/actresses, and general movies, the book is like the finale of the industry’s history and an important record.



*Movies Begin Twice, Movies and the Spirit of the Age, Dissecting 10-Million-View Movies Vol. 5, Parasite*

The Association of Korean Media & Culture that analyzes and announces the characteristics and trends of the 21st-century media culture publishes a critique series with the title *Dissecting 10-Million-View Movies* (Play and Human Being). As a review collection of movies that hit 10-million viewers in Korea, volumes

covering a total of 5 movies such as “Inside Men”, “The Age of Shadows”, “A Taxi Driver”, “Along with the Gods”, and “Parasite” were published, and other collections are expected to join the line.

### **The lingering taste of movies felt again through letters**

Movie-lovers often read the texts of films they watched to feel the lingering impression they had experienced. Regardless of the running time of the movie, some audiences desire to be indulged into the atmosphere and the story of the movie once again. To satisfy them, movie producers publish books about the movies in the form of a screenplay collection or storyboard books.

The movie “Moonlit Winter”, which was the closing film at the 24th Busan International Film Festival in 2019, was an unprecedented middle-age female queer movie in Korean history. A famous Korean actress Kim Hee-Ae and a popular Japanese actress Yuko Nakamura starred as the main characters. Featuring the loss and recovery of love, the movie delicately reverberated among the audience drawing public attention and is now available on Netflix. *Moonlit Winter Scenario* (Kl Books) contains the director’s cut scenario, an interview with the director, and Yuko Nakamura’s first-ever interview in Korea.

Also, the movie “Parasite” by director Bong Joon-Ho presented a special gift to the Korean movie industry and fans with the globally prominent award in 2019, the centenary year of Korean films. *Parasite Scenario & Storyboard Book Set* (Plain) is now available

in bookstores. The book is especially meaningful to movie lovers as the “plan for the movie” written and drawn by the director himself can be read in the form of a scenario book and a storyboard book. In particular, the scenario book is ever more cherishable as the reader can take a peek into the director’s world of films from a new perspective after reading his interview. *Parasite Scenario & Storyboard Book Set* had been the talk of the town ranking first among bestsellers on the back of the mega-hit of the movie when it was published.



*Moonlit Winter; Parasite Scenario & Storyboard Book Set, Microhabitat Scenario Book*

Meanwhile, the movie “Microhabitat” is a piece that draws the ordinary city life of a lovely main character who is like the modern Little Princess. Not only did the movie win the CGV Arthouse Award at the 22nd Busan International Film Festival, the Audience Award at the 43rd Seoul Independent Film Festival, and the Jury Award for Independent Movies at the 16th Florence Korea Film Fest, it also was also watched by 50 thousand people in only 18 days of its

release and ranked first among Diversity Movies at the Box Office for three straight weeks, setting new records for Korea's history of diversity films. *Microhabitat Scenario Book* (Bidansoop) offers other parts uncovered in the movie, which allows readers to have a different experience compared with the original movie.

### **Korean culture seen through videos**

The power of stories offered by books not only attracts readers but also lures the audience when they are adapted into a movie. Even though the way books and films carry out the story differs and the success of a book does not always guarantee the success of its movie, the book's popularity often works as an indicator for movie producers to choose it as the source for their movie.

*Kim Ji Young, Born 1982* (Minumsa) met the cinema audience through a movie with the same title after it became widely popular among book readers. The book was a perfect replica of the typical life of Korean women in their 30s, which was mainly divided into two stories – the memory of Kim Ji-Young born in 1982, and all sorts of statistics and articles that support her experiences. The movie “Kim Ji Young, Born 1982” also recorded another success ranking first in cinemas after it hit no.1 bestseller in bookstores.

Also, *A Murderer's Mnemonics* (Munhakdongne) by Kim Young-Ha, a star writer in Korea, was made into a movie. It is a thriller in which the story is told from the perspective of a serial killer who “retired” 25 years ago after his 30 years of murder. He slowly loses

his memories with the progress of his Alzheimer's Disease. The movie won the Thriller Prize at the 36th Brussels International Fantastic Film Festival (BIFFF) and the Jury Prize at the 10th Beaune International Thriller Film Festival.

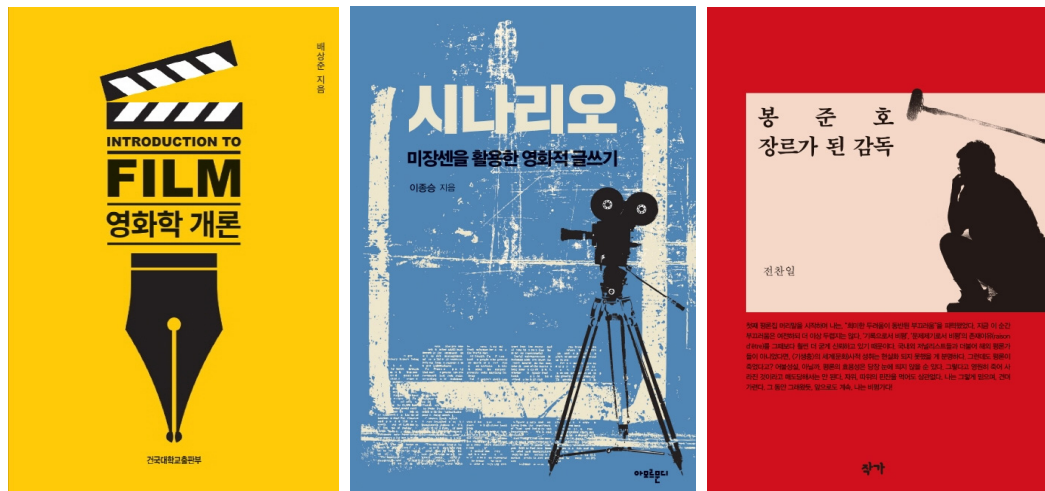
There are also many films based on webtoons (webcomics). For example, popular webcomics such as *Secretly, Greatly* (Balhae BOOKS), *Moss* (WJ Funfun), *The Neighbor* (Munse Books), and *Along with the Gods* (Munhakdongne) were adapted into films and received great love from both the fans of the original cartoons and the movies. In particular, the webcomic *Along with the Gods* was also made into a series of movies, where they made a new record by drawing 10 million viewers for each film in the series.



Kim Ji Young, Born 1982, A Murderer's Mnemonics, Along with the Gods

On top of the books introduced above, various movie-related books can be found in Korea including books on film studies such as *Introduction to Film* (Konkuk University Press), books on writing screenplays for people studying film such as *Scenario* (Amor Mundi)

and *Introduction to Dramatization* (Sambo), books on film directors such as *Bong Joon-Ho, a Director Who Became a Genre Himself* (Jakga), and books written by directors such as *Park's Hommage* (Maumsanchaek).



*Introduction to Film, Scenario, Bong Joon-Ho, a Director Who Became a Genre Himself*

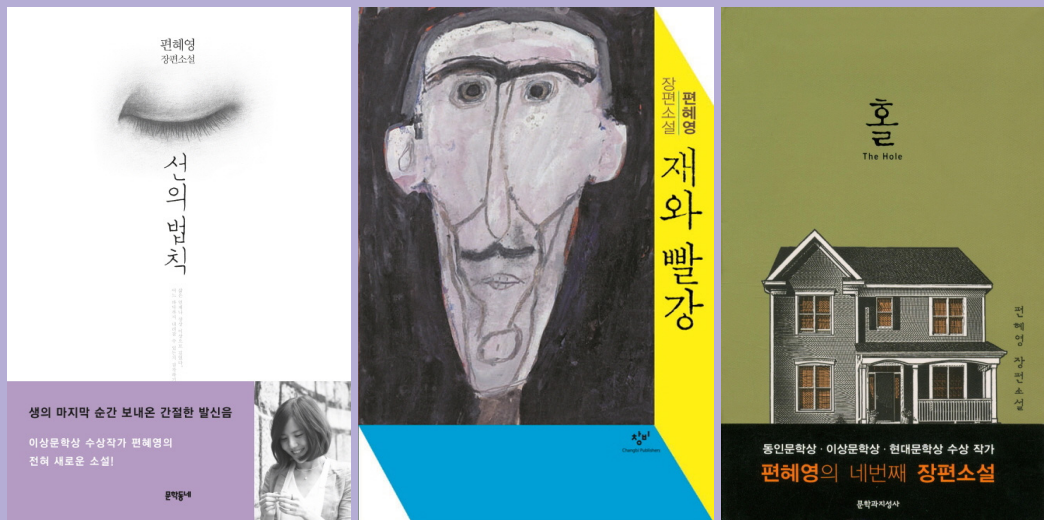
Korean movies that mark the 101st year of film history this year have been widely recognized by the global film market with numerous pieces being invited to prominent film festivals and winning film awards even before the movie “Parasite” hit the pinnacle in the history of Korean films. Meanwhile, books have always been there supporting the achievements of the film industry. Books and movies are not two different fields, but a single amazing cultural product of Korea. The hope is high for the power the two hold – may they create a positive synergy effect and open a new horizon in the industry.

## EXPORT CASE

Popular Books in the Overseas Market:  
Second Half of 2020

## The United States and Japan

Written by Joseph Lee (President of KL Management)



*The Laws of Virtue, City of Ash and Red, The Hole*

*The Laws of Virtue* (Munhakdongne) by Pyun Hye-Young has been drawing positive reviews from a number of newspapers and websites since its publication in May. This book is her third full-length novel translated and published in the United States after *City*

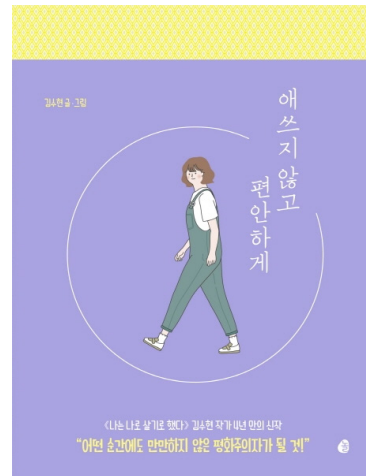
of *Ash and Red* (Changbi) and *The Hole* (Munji Publishing Co.). *The New York Times Book Review* introduced it as “A simmering thriller,” while *Books & Bao* commented “The Laws of Virtue is a mystery masterpiece of two interwoven and tragic narratives drawn along by power, fear, and corruption. Hye-young Pyun at her best.” Plus, *CrimeReads* called *The Laws of Virtue* one of “The Best Books of 2020 (So Far).”

The Japanese edition of the full-length novel *Almonds* (Changbi) written by Son Won-Pyung ranked first in the “2020 Bookseller Awards” for translated novels, becoming a driver for Korean literature in Japan. The Japanese edition was published in 2019 by Shodensha, and won the “2020 Bookseller Awards” in early April. While becoming a big hit in Japanese bookstores, *Almonds* is settling as the most popular Korean book in the Japanese market following *Kim Ji Young, Born 1982* (Minumsa) by Cho Nam-Joo, currently in its 12th printing since mid-July. The English edition of *Almonds* was published on May 5th by HarperVia, US, and was designated as “An Amazon Best Book of May 2020” and as one of “The best books of 2020 so far, according to Amazon” last July. The translation rights of *Almonds* have been sold to 16 countries so far. *Kim Ji Young, Born 1982* that led the wave of Korean literature on Japanese shelves before *Almonds* brought about a huge impact in the US market as it was published one month ahead of *Almonds* in April. *Vulture* called *Kim Ji Young, Born 1982* one of the “Best Books of the Year (So Far),” while *New York Times* chose it as “A *New York Times* Editors Choice Selection.”



*Almonds, Kim Ji Young, Born 1982*

Korea's self-development books also achieved a positive outcome in the first half of this year in the Japanese publication market. Best titles leading the trend are *I Decided to Live as Myself* (Woods of Mind's Books) by Kim Soo-Hyun, *I Want to Die but I Also Want to Eat Tteokppokki* (Heun) by Baek Se-Hee, and *I Almost Lived Hard* (Woongjin ThinkBig) by Hawan. These books are recording good sales in Japan. Riding the wave, there is news that *Take It Easy, Don't Try Too Hard* (Noll), a new self-development essay by Kim Soo-Hyun was exported to Japan for a high advance. Dasan Books, the Korean publisher of the book, announced on June 15th that *Take It Easy, Don't Try Too Hard* was sold to Japan with an advance of more than 20 million JPY. While *Kim Ji-Young, Born 1982* and *Almonds* have been leading the trend of Korean literature in one part of the Japanese publication market in recent years, non-novel Korean books are reaping good outcomes in another part, raising expectations for a wider variety of Korean publications to further expand into the local market.



*I Decided to Live as Who I am, Take It Easy, Don't Try Too Hard*



*I Want to Die but I Also Want to Eat Tteokppokki, I Almost Lived Hard*

\* *K-Book Trends* Vol. 22 – Article about writer Son Won-Pyung

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

\* *K-Book Trends* Vol. 25 – Article about writer Baek Se-Hee

## BOOK TRIP

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# Sokcho, Gangwondo Province

**An embroidery of beautiful scenery**

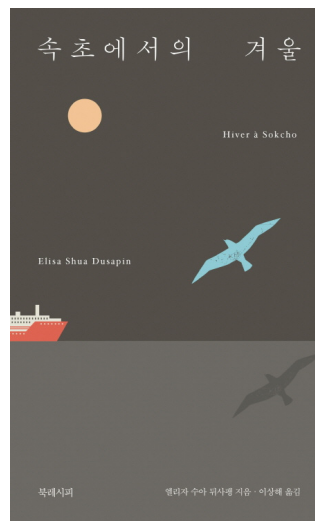
Written by Lee Ji-Hyeon

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The vast-open East Sea shining cobalt blue, a tranquil lake, and Seoraksan Mountain with a jaw-dropping view; these are just some of the many charms Sokcho boasts throughout the year. Plus, the delicacies presented by the Sokcho Central Market are enticing

more gourmet travelers to Sokcho today. The book *Winter in Sokcho* (Book Recipe) even chose the sophisticated feeling of cities that stands on the border of thrilling excitement and sentimental recollection for its background. Now, let's dive into Sokcho, a place whose name makes you want to take to the road.



*Winter in Sokcho*

## Sokcho Tour, Fisheries Market (Jungang Market), an emerging shrine for gourmet travelers



Sokcho Tour, Fisheries Market (Jungang Market)



Inside the Sokcho Tour, Fisheries Market (left), specialty of Sokcho, Squid Sundae (right)

Even though they say the number of tourists has dropped due to COVID-19, the most vibrant place in Sokcho is still the Sokcho Tour, Fisheries Market. The moment you enter the market, delicate seasonal squid, steamed crab, fried sweet and sour chicken, and all the tasty food starts making your mouth water from the magnificent smells and sounds. As Sokcho was raised to the status of a city in 1963, the market used to be called Sokcho Jungang Market following its administrative name, but through the project in 2006 to revitalize the market, it became what it is known today as the Sokcho Tour, Fisheries Market. Ever since then, the market has become one of the must-visited places in Sokcho, while being designated as a top 10 tourist market in Korea with fresh seafood and quality services. You will easily come across North Korean food in the market such as Squid Sundae; this is because displaced people from North Korea failed to return to their country after the truce and settled in the area.

\* [Sokcho Tour, Fisheries Market](#)

<http://sokcho-central.co.kr>, +82-33-633-3501

## Chilsungboatyard Salon, a live history archive of Sokcho



Exterior of Chilsungboatyard Salon (left), the exhibition room (right)



Views of Chilsungboatyard Salon

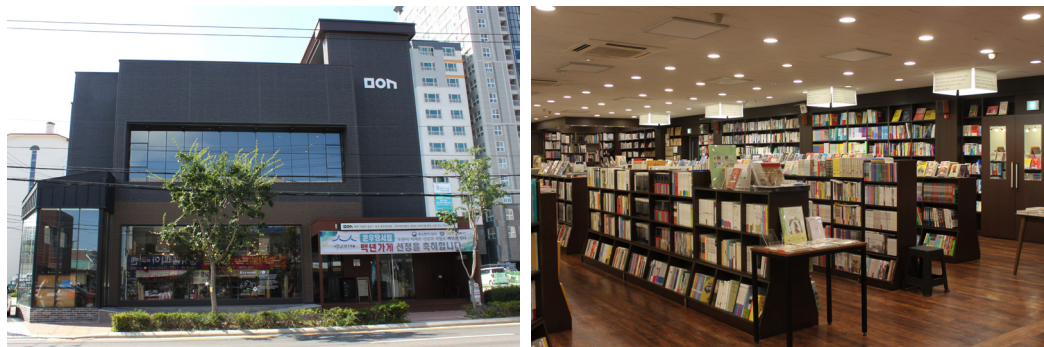
When you walk along Chungchoho Lake that connects the river and the ocean, you will be able to meet “Chilsungboatyard Salon” next to the shore. The place, which ran for 65 years from 1952 to August 2017, was one of the two boatyards left in Sokcho. However, it had no option but to close as the materials for ship-building changed, and demand for wooden ships fell with time. Today, the area has turned into “Chilsungboatyard Salon”, a cultural complex embedding the rich history of Sokcho, by Choi Yoon-Sung, the third generation of the family. A place that used to be a boatyard for building ships was reborn into a cafe, a “book salon”, and an exhibition hall treasuring the history of Sokcho today. Even though

the style has changed, “Chilsungboatyard Salon” still walks together with the Sokcho history.

\* Chilsungboatyard salon

<https://instagram.com/chilsungboatyard?igshid=1ne3gd169de3x>, +82-33-633-2309

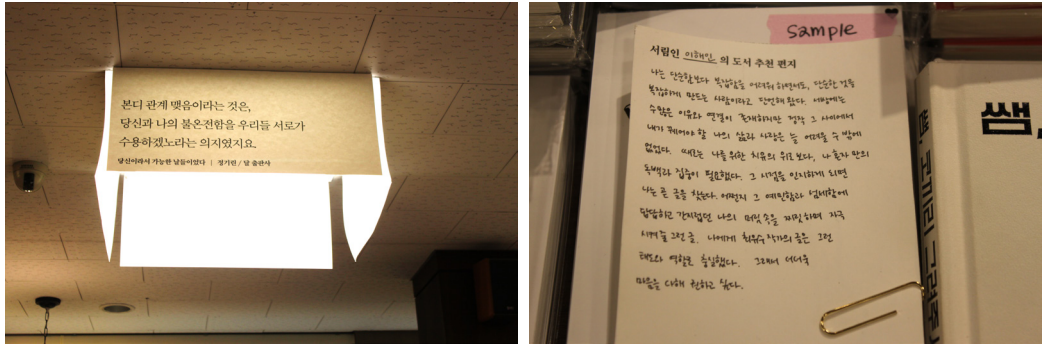
## Moonwoodang Bookshop, a space for books and people



Views of Moonwoodang Bookshop

Moonwoodang Bookshop is the biggest bookstore in Sokcho, celebrating its 37th anniversary of establishment this year (opened in 1984). The bookstore is slightly different from typical bookstores that merely sell books, as it works as a cultural complex where it introduces books and talks about the culture connecting them with people. Once you take the first step into the bookstore, you will be able to see how much love and sincerity were put into the bookstore as you browse the antique interior. You will also find guidelines for visitors, including those about magnifying glass for the elderly and a guide for first-comers to Moonwoodang Bookshop. Take time and look around the bookstore, and you will soon feel the warmth inside your heart.

Moonwoodang Bookshop began selling independent publications



3 years ago. It was perfect timing. The demand for independent publications rose, and writers who have come as travelers suggested selling their books in almost the same period. This has led Moonwoodang Bookshop to sell works of about 250 writers up to date. Meanwhile, everyone takes their first step. High-quality, independent publications have difficulties with promotion. This is why the staff at Moonwoodang Bookshop write a memo of recommendation and hang a good description from books on the lights. You will be able to sense the philosophy of the owner that fine books need to be shared.

\* [Moonwoodang Bookshop](https://moonwoodang.com)  
<https://moonwoodang.com>, +82-33-635-8055

### **Donga Bookstore, a mirror of Sokcho**

Donga Bookstore is a unique location, where a majority of visitors come with kids. Some visitors sit together and read a book to their kid, and some purchase books that mainly feature Sokcho. The one common point they shared was that they looked so comfortable as if they were at home. Donga Bookstore, established under a philosophy that a healthy place is where people from all corners

of life regardless of generation, age, and status can come together, attracts customers with its extraordinary comfortable atmosphere like home. Opened in 1956 with the name “Donga Stationery” the shop used to sell stationery and a few magazines, journals, and reference books, Donga Bookstore changed its name and became what it is today in 1966.

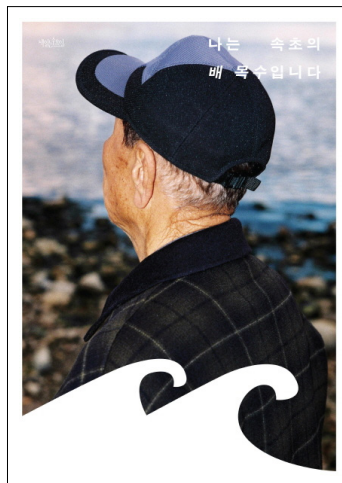


Views of Donga Bookstore



Kim Young-Gun, the third owner of Donga Bookstore, has been preparing a variety of content with the theme of Sokcho or bookstores while maintaining its identity as a general bookstore. The book *I am a Ship Carpenter in Sokcho* (Books On Wednesday) is his flagship work, which contains interviews he had with two ship carpenters (rare to find today) in Sokcho. For tips to maximize the fun in Donga Bookstore, Kim suggested reading old books

displayed near the entrance, early pictures of Donga Bookstore, and books related to Sokcho. Just follow his tips, and you will be able to meet not only yesterday and today of Donga Bookstore but also the past days of Sokcho.



*I am a Ship Carpenter in Sokcho*

\* [Donga Bookstore](#)

<https://www.instagram.com/accounts/login/?next=/bookstoredonga/>, +82-33-632-1555

### **Perfectdays: Leave Your Worries Here, We'll Take Care of Them**

Perfectdays, with its name derived from *Long Life* by Mary Oliver, is 3 minutes away from the Intercity Bus Terminal on foot. The first floor is used as the bookstore, and the second floor is open for visitors as a guest house to lay their body and relax. The owner of Perfectdays, Choe Se-Yeon says that she chose the spot close to the terminal where visitors first set their foot as she wanted them to take a step out of their daily life, have a cup of tea, and get enough relaxation. This makes Perfectdays a “comfortable book place for relaxation” more than just a bookstore or a guest house.



Views of Perfectdays



Brochure of an original picture exhibition *The Pony and I* (left) and the exhibition (right)

Perfectdays chooses liberal arts book that discuss social issues. The topic may not seem to go well with the bookstore's theme of "relaxation," but who knew? It makes a perfect blend, as it helps readers to work out an answer for difficult problems in life while relaxing. The bookstore provides an optimal environment for readers to calmly have sufficient time thinking. It also becomes an entertaining cultural space for residents of Sokcho and tourists by hosting book talks with authors, lectures, performances, and exhibitions once or twice a month.

\* Perfectdays

[https://blog.naver.com/perfectdays\\_sokcho](https://blog.naver.com/perfectdays_sokcho), +82-33-947-2319

Sokcho, Gangwondo Province: <https://youtu.be/WVfq17fQNTM>

## KOREAN PUBLISHERS

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### Bearbooks Inc.

**Finding fun in books connecting today and tomorrow**

Organized by Hwang Jin-Ah

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Children have their first encounter with the world through books. They have a bath together with the fairy, prepare for the new year with family, and go on an adventure inside a refrigerator inside books. This is one of the reasons why publisher Bearbooks Inc. has fallen deep into books for children. Making children happy through stories and diversifying the world they will live in are its goal. Let's hear what Woo Ji-Young, the chief editor of Bearbooks has to say.



Logo of Bearbooks Inc.

### The name is quite unique. What does “Bearbooks” mean?

The way the bear is sitting looks similar to how an editor is sitting stooped at the desk. How it looks from the front crouched is just like our children. The name “Bearbooks” came from the idea of hoping the stories of our simple-heartedly made books would be received well by children.

The motto of Bearbooks is “Connecting yesterday, today, and tomorrow with children’s books.” It is because the today melted into the book becomes yesterday with time. So the initial members of the publisher were quite interested in our culture. We thought that knowing ourselves is the foundation for building self-esteem, and what other than books would be able to deliver “being ourselves” to children. This is why the first book Bearbooks published is the picture book *Little Yeoni’s New Year’s Day* depicting the legend of 100 years ago. This is also the first volume of the series “Ongojishin (review the past and learn the new).” Following this, we devoted our time and effort in making a creative picture book series titled “I love picture books,” which is still ongoing until today. The 69th volume titled *Fridge Family’s Pizza* is set for release this month. We would like to contribute to making fine books that are sought as number 1 by our kids.

엄마랑 언니들은 밤이 깊도록 설빔 짓기에 바빠요.  
할아버지 할머니는 새봄까지 따뜻하게 지내시라고,  
보송보송 햇솔 두어 송이 설빔 지어 드린대요.  
언이네 열 식구 입을 설빔 모두 짓자면,  
설까지 남은 밤을 꼬박 새워도 모자랄 것 같아요.

"내 설빔은 언제 지어요?" 연이가 물어도  
다음 모르는 척 웃기만 해요.



Little Yeoni's New Year's Day

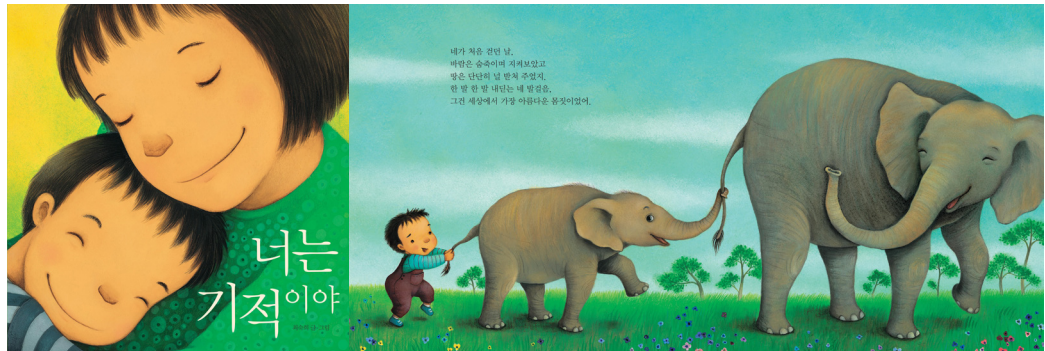


Fridge Family' Pizza

Could you please introduce us to some of the representative titles from Bearbooks?

There are indeed some that we would like to introduce to you. The first one is the picture book *You Are a Wonder* by Choi Sook-Hee, which a mom would love to read to her child. This is maybe why the book is steadily loved by moms. *Mom's Mad!* is also a very meaningful book to us. It was in Dang Dang, a Chinese online bookstore's list of children's bestsellers, too. It made us dream of

creating picture books that are universal enough to touch the heart of readers in other countries.



*You Are a Wonder*



*Mom's Mad!*

*The Bath Fairy* is the first book that we worked on with author Baek Hee-Na and the one that won us the Korea Book Awards. It was quite a meaningful award as it enabled those specialists in the publication and cultural industry to get a better glimpse of picture books. What makes it more special is that a few editors and designers at that time jumped into the project and even worked as filming staff to finish the work. Another work of author Baek Hee-Na is *Magic Candies*, which is the most universal work among

others that we published. It also earned us success as it was made into a kids' musical.



*The Bath Fairy*

\* *K-Book Trends* Vol. 22 - Article about author Baek Hee-Na

We also cannot leave out *Fridge Family* by author Yoon Jeong-Joo. She has drawn more than 200 books working as an illustrator for children's books ever since she was a senior in the university. She also made her debut as a cartoonist through a comics magazine titled *Wink* in her 20s. But there was no work where she wrote and drew pictures at the same time. It is this *Fridge Family* that we tenaciously persuaded her to work on as we knew that she would be a good writer too. You know, it turned out to be an interesting book for kids that they read it over and over again.

Another book we would like to introduce is *Super Tortoise* by author Yoo Seol-Hwa. It was her first official publication and a steady-seller at the same time, where we find it very meaningful to be together when someone is taking his or her first step. As we had

been together since the early establishment of the publisher, we feel like getting old together making books as partners. She has been steadily producing works, where *Super Hare* containing stories yet untold in the first book was published recently.

We've mostly mentioned creative picture books, but every single one of our books is important and precious. We make books thinking that each of them represents us.



*Super Tortoise, Super Hare*

Bearbooks has been producing many series. Is there a specific characteristic each series has?

There are more various series apart from the aforementioned “Ongojishin” and “I love picture books.” For example, “Jakeun gom jari (The Little Bear) Series” comes with an explanation that it is a “picture book series for global kids to think right and have a broad mind and live a fun life.” It is our wish for the series to include everything we would like to offer our kids through books from right thought, broad mind, and entertainment. Meanwhile, the “Keun

gom jari (The Big Bear) Series” was created based on the idea to collect fine works for our “grown-up” kids. We are steadily adding children’s literature from home and abroad to the series.

“Jisik (Knowledge) Gomgom” and “Saenggak (Thinking) Gomgom” are also other series we have, which mainly consist of liberal arts content for children. Plus, we have a little series that we made whenever we thought certain content was necessary for kids. “Safety for Children 365” which was created when we thought children’s safety was being threatened, “The Value of Living Together” which was born when we thought conflicts between generations and the so-called social classes were aggravating each day, and “Healthy Bear (Tuntun Gom)” that features stories about the healthy minds and bodies of children are the best examples.

Is there something that Bearbooks most cares about when publishing picture books? And we would also like to hear about the achievements you have made as you have been creating them.

Well, the biggest achievement would be that we made readers remember the name of picture book writers. When we first began publishing, there were not many readers that remembered the names of picture book writers. We were frustrated as on the other hand, many people could recall the names of novelists. So ever since we announced the first creative picture book *You Are a Miracle*, we tried to advertise the names of our writers. When we promoted books, we made a catch-phrase for the writer, and our marketing

team really did a great job to get a shelf or a stand with the writer's name displayed prominently. As about 10 years have passed, readers began to remember their names. Now it has become common to advertise picture books as "a new work of this writer."

We also tend to look for a publisher that can promote the work and the writer at the same time when we are exporting our books. We were so thrilled when we heard Chinese editors whisper to themselves looking at our booth "Choi Sook-Hee" or "Baek Hee-Na" when we participated in the Beijing or Shanghai book fair. Of course, it was also thanks to the increased number of writers that set up their own identity as a picture book writer.

Personally, the greatest fruit of Bearbooks is that we create "well made books that children find interesting." When we participate in a book fair or a book-related event, we can easily see children flipping through the pages standing in front of our booth. We are incredibly happy to see them indulging in reading books. It is my personal idea that life is a tragedy, and the power to live through that tragedy is usually derived from a happy childhood. If our books can be a little help in having a happy childhood, could there ever be a more fulfilling thing?

**What is the standard or value that Bearbooks holds when it comes to selecting authors or works?**

What we find important when choosing a work is indeed the completeness. Whichever topic or source a book covers, if it is high-

quality and can be easily digested by children, there is no reason for us to reject it. Yet, we prioritize “children” a bit more than completeness. In particular, for picture books, we try not to forget that they are for readers aged 0 or above. As this world has also become tougher for children to live, we would like to help them at least find fun in reading books.

Also, we believe that we should continue taking personal ties with partners. It is also one of the reasons we established Bearbooks – to become an editor that ages with writers as we publish more books. We also wanted to create a “field” for our juniors to age like such an editor as well. Bearbooks usually matches an editor with a writer. This helps them to come up with an idea for the next work in their daily conversation. As our major readership is little kids that usually have not learned how to read, we prioritize communication. Wouldn't the communication between writers and readers through books be better carried out when it is first done well between the writer and the editor?

### What kind of publisher does Bearbooks want to be?

When we first had an interview with a media agency after Bearbooks' establishment, our CEO declared that we will keep publishing the “Ongojishin” series until it releases its 100th volume. As it took us 13 years to publish the 22nd volume, we'd better live long enough to publish all 100 books. :) We need to have a broader reach in the field of children's books, and we are hoping to see

more writers winning the Astrid Lindgren Memorial Award for Literature, the Hans Christian Andersen Award, and the Ragazzi Award. But first, we would like Bearbooks to be a publisher in which its members can long work together. Our CEO told me about the story of her experience in Japan during her business trip in her mid-30s when she first suggested me to start a publisher together. It went like this. When she visited one of the publishers, editors close to the age of 60 greeted her and told her about books they made. As it was common to see aged editors that failed to become supervisors leaving the publisher half-willingly, I told her that it would be good if our publisher is not like such a place. It is such an upsetting thing that the experience of seniors cannot be passed down to juniors. I have a similar idea for writers, too. No matter if it is a writer or an editor, I believe that books made in one's 20s and 50s would be different. I want to keep on publishing books that deliver our readers the things that only those that reached a certain age can experience. And I also hope that Bearbooks can become a publisher that does so for its members and writers.

\* [Website](http://www.bearbooks.co.kr) [www.bearbooks.co.kr](http://www.bearbooks.co.kr)

\* [Instagram](https://www.instagram.com/bearbooks_publishers) @bearbooks\_publishers

\* [Facebook](https://www.facebook.com/bearbookspage) @bearbookspage

\* [Twitter](https://twitter.com/bearbook) @bearbook

\* [Youtube](https://www.youtube.com/channel/UCaEX-UMYm3xHlxI54-xaPXA) <https://www.youtube.com/channel/UCaEX-UMYm3xHlxI54-xaPXA>

## KOREAN AUTHORS

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### Writer Baek Se-Hee

Focus on Your Own Emotions

Organized by Hwang Jin-Ah

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Writer Baek Se-Hee

Depression and anxiety are not easily tolerated emotions in our society. Maybe that is why depressed and anxious people have to ceaselessly doubt themselves about their feelings and care what others would think about them. It somehow seems *I Want to Die but I Also Want to Eat Tteokppokki* written by writer Baek Se-Hee

is sending encouragement to all those people, whispering “I am just like you.”

Hello. Please introduce yourself to the subscribers of *K-Book Trends*.

Hello, everyone. I am Baek Se-Hee. I am just an ordinary person who has been working at a publisher for 5 years, and love tteokpokki, books, writing, and Zoodasa, a streamer on Twitch TV. I published my first essay *I Want to Die but I Also Want to Eat Tteokpokki* (Heun) in June 2018, followed by *I Want to Die but I Also Want to Eat Tteokpokki 2* (Heun), *Love and Freedom* (coauthor, Munhakdongne), and *Body Language* (coauthor, Arte). It is my dream to love myself and books, and be a vegan.

The popularity of your book, *I Want to Die but I Also Want to Eat Tteokpokki* published in 2018, is seeing no signs of cooling. Was there a story that you wanted to tell readers?

Well, *I Want to Die but I Also Want to Eat Tteokpokki* is a record of the psychiatric consultation I had for 2 years from 2017 for dysthymia and anxiety disorder. I just wrote down the consultations I had with the psychiatric specialist in a dialogue style. I also added some of my opinions on the consultations in between them.

I wanted those that are feeling and living as I do to read the book and find relief that they are not alone. For those that are different from how I am, I wanted them to just think that “oh, there are

these kind of people in the world.” Well, you know, depression is just another “illness” like other physical diseases. It’s just their mind that is ill. I hoped those alike me to not be embarrassed, hate, or ignore the dark and emotionally hard parts inside them. It may sound banal, but life is tough for everyone, and it is ultimately you that has to look after yourself in the end.

**Did you think that your independently published book would be so loved by readers? And what do you think that the readers found attractive about the book?**

Even though independent publications were quite recognized by people, I thought it still more of a minor topic. So I had never imagined that my book would become a bestseller even at the moment of its official publication. Well, I think the most important element is the title. I just made the title based on my experiences, but who knew? Readers really found empathy in them. There were even a pack of parodies such as “I want to die, but I want to have soju” or “I want to have gopchang (beef intestines).” Everyone encounters that tough moment in life, but your body instinctively gets hungry and craves delicious food. And the next important thing is that the book featured depression and that it was written like a dialogue from the viewpoint of an ordinary patient. Books of this type were all written in the words of psychiatrists before mine.



*I Want to Die but I Also Want to Eat Tteokppokki 1, 2*

*I Want to Die but I Also Want to Eat Tteokppokki 2* was published last year. Is there a particular phrase from volume 1 and 2 that you especially melted your heart in and would like to share with it our readers?

There is a phrase in the prologue of volume 1.

“A belief that today might not be a perfect day, but a fine day. A belief that life is something where on a very depressing day, you may have that one trivial thing that gives you great laughter. I realized that opening the dark part in my heart was a very natural thing, just like showing the bright part of it.”

Your book was also made into a play. How was the play as the original author of the story?

I saw the play twice. During the first play, I could barely watch it as I was so embarrassed. I could manage to concentrate on the play on my second visit. Reading my story in letters and watching it as

a play was different. It is like... somebody else is standing in my shoes. Somebody else is acting my story. It was awkward at first, but I felt some kind of new ease of emotions through my story in the form of play and was consoled by it. I could look at myself from the third person's perspective. Inside my heart, I could whisper to myself in the face of another that "You did a great job."

**What are your plans or works to be announced in the future?**

Essay *Anyway*, *Characters* and another essay featuring cats and dogs are scheduled to be published in the second half of this year.

**If you could say one thing to readers with dysthymia and anxiety disorder, what would it be?**

I believe that evaluating and suppressing yourself with the yardstick of the society and others is a very dangerous thing. My psychiatrist also said that YOU are the most exhausted and tired person when going through difficult times. Feeling this way is never a selfish act. There is no such thing as more and less when it comes to emotional tiredness. When I feel tired, I am tired, and when I feel depressed, I am depressed. I think you should never compare yourself with others. It is not just a matter of having depression. I want you to focus on your own emotions. I want you to accept how you are feeling as it is. So when you feel tired or depressed, just think, "Oh, I am tired," "Oh, I am depressed." Don't think, "This is nothing to be tired of," or "I should not be depressed with things I have."

## Publishing Industry

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# Current status of each field in the Korean publishing market

## 7. Publication of practical books for home

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

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There is a wide variety of practical books that provide tips for diverse fields necessary in our daily life. So, this part divides the section into two: practical books for making homes and living a good social life. The former type mainly includes areas important

at home such as raising children, cooking, keeping fit, and hobbies, while the latter type includes language books and traveling guides that are needed in living a social life. Books that feature tips for maintaining a good social relationship and those for expanding financial property can belong to the latter part as economics and business administration books. Today, we would like to first touch upon the publication of practical books for home.

Publishers that make practical books for homes among the entire publishing industry take about 6.1% for health, entertainment, leisure, sports, and hobbies (pets), 4.6% for educating and nurturing children, and 2.6% for family, cooking, and hair-styling. Also, those specialized in publishing these books were 2.1% for health, entertainment, leisure, sports, and hobbies (pets), 1.3% for children's education and nurturing, and about 1.1% for family, cooking, and hair-styling ("Survey on the Publication Industry 2019", Publication Industry Promotion Agency of Korea).

According to the "KPIPA Publishing Statistics (as of 2018)" released by the Publication Industry Promotion Agency of Korea, the number of published titles was 1,130 for cooking and hobbies, 1,067 for health, sports, and leisure, and 544 for family and living. While the number is on a decline for family and living, other fields are showing an uptrend.

Also, according to the 2019 sales statistics of Kyobo Bookstore, one of the representative on- and off-line bookstores in Korea, about 5% of the entire sales was from practical books for home (1.5% for hobbies and sports, 1.2% for cooking, 1.1% for family and living,

and 1.1% for health), where the figure has been quite stable for the past three years.

### The “Family Life” field

The sales trend of practical books for home shows that those related to childcare account for a majority of sales. Books such as *Encyclopedia: All about Pregnancy, Childbirth, and Infant Care* (Samsung Publishing Co.), *Pediatrics 911* (Yuni books), and *Mom, I am Growing* (Bookfolio) that talks about the brain development of kids took the upper ranks. Among them, *Pediatrics 911* written by pediatrician Ha Jung-Hoon was largely popular among parents with guidelines for cold, indigestion, diarrhea, and skin issues that kids commonly experience. Since its first publication in 1997, it has been a steady-seller each year for 20 years, which proves that the book is regarded as a bible among Korean moms.

The attitude and habits of anyone taking care of a child have a critical influence on the child. Therefore, guide books that help parents to be “good parents” were popular including *Fruitful Mother-Child Communication* (Hanbit Life), *Why Did I Say Such Thing to My Kid* (Whale Books), and *Habits That Don't Hurt Children's Feelings* (Gilbut). Entering this year, *Let Children Play Outside the Box* (Force) by Kim Kyung-Hee, a professor at the College of William and Mary who won the E. Paul Torrance Award in 2018, which is regarded as the Nobel Prize for creative education in the world, for the first time as a foreigner. It outpaced *Encyclopedia: All about Pregnancy, Childbirth, and Infant Care*

and became the top-selling book in the field. As a description and a guide for parents to cultivate their kids' creativity which is a core talent to survive in the future, it instantly became the hottest seller among parents.



*Pediatrics 911, Fruitful Mother-Child Communication, Let Children Play Outside the Box*

As students could not go to school as usual in the first half of this year due to COVID-19, many parents had to help their kids study at home. This led them to study how to educate their kids, which increased sales of *Meta-Cognition Education* (Book 21) and *The Education of Karl Witte* (Chai Jungwon). Recently, *The Best Interior for Home is Tidying* (Gana Publishing) by Jung Hee-Sook, a specialist for organizing space, became a hot issue in the bookstore as a book with a delicate collection of know-how for organizing things at home.

## The “Cooking” field

The popularity of a TV program seems to have influenced the publishing market in the cooking field. First of all, *Soo Mi's Side Dishes (Vol. 1, 2)* (Sungandang) by Kim Soo Mi, a celebrity who successfully showcased her outstanding cooking skills and secret recipes to the audience on a TV show, topped the list last year. Also, cooking books written by Baek Jong-Won, a cook and a so-called godfather of the foodservice industry who has been an enthralling figure today even being mentioned as the next presidential candidate regardless of his will, also ranked high among the bestselling books.

As people are having more interest in a healthy diet, *Recipes for an Easier and Tastier High-Protein Low-Carbohydrate Diet* (Wisdom House) and *Enjoy Losing Kilos with High-Protein Low-Carbohydrate Dietary Recipes* (B.able) by Park Ji-Woo were especially highlighted on the shelves. Unique recipes shared by celebrities on TV received public attention in the first half of 2020. In particular, *At-Home Restaurant by Lee Jung-Hyeon* (Seosawon) ranked first among other cooking bestsellers in the first half of this year, surpassing *Soo Mi's Side Dishes* and *Baek Jong-Won's Home Dish* (Seoul Media Group), which had been strong sellers among cooking books written by popular TV stars.

Apart from these books, cooking books written by so-called “influencers” on Instagram have been popular as well. *Myungrang's Secret Side Dish Recipes* (Recipe Factory) and *Post Seoul Cook*

*Book* (New Press) are examples. Adding to the megatrend of books for home cooking, those for children and infants have been increasing their share in sales in recent years.



*Soo Mi's Side Dishes, At-Home Restaurant by Lee Jung-Hyeon, Baek Jong-Won's Home Dish*

## The “Health” field

In this field, books suggesting specific solutions for managing health stood out including *You Can Fix Your Brain* (Bronstein) and *Patient Revolution* (Editor). *Patient Revolution* is a book in which doctor Cho Han-Kyung from California stressed that proactive participation of the patient is a critical element for fast treatment. He tells readers to regain their sovereignty over health from medicine and hospitals. Meanwhile, readers were also interested in books providing tips for the right diet and losing weight such as *The Strongest Meal* (Angle Books), *Your Meals are Wrong* (Thenan Contents Group), *Innocent Fat* (DKJS), and *5-Day Miracle: Sugar Detox* (RAONBOOK). The last book is a dietary guide for Korean-style fasting that helps with obesity and metabolic disease.



*Patient Revolution, 5-Day Miracle: Sugar Detox, 100-Year Work Out*

As more people are working from home and spending more time at home due to the COVID-19 pandemic, fitness training that is easy to follow at home gained attention. The sales of books related to losing weight, exercise, and fitness training rapidly increased from April this year, where for Kyobo Bookstore, the relevant field saw a whopping sales jump of 48.3% for bodybuilding and 38.5% for exercise and health training in the first half of this year. Meanwhile, books related to skincare, make-up, and nature-oriented health management fell by two digits compared to last year. *Invest 3 Minutes For Your Eyes* (Sam & Parkers) and *War with My Body* (Jungwon Books) are steadily beloved titles as well. *100-Year Work Out* (Artisan) by professor Jung Seon-Geun at the Department of Rehabilitation Medicine, Seoul National University Hospital, introduces healthy exercise tips for living a 100-year lifespan following his previous works *100 Years for Your Waist* (Science Books) and *100 Years for Your Neck* (Science Books), where he discussed ways to work out in a safe way that does not hurt spinal joints.

## The “Hobbies & Sports” field

In this field, *You Must Not Have a Dog* (Hyeda Books) and *Q&A with My Dog* (Hyeda Books) written by Kang Hyung-Wook, a famous dog trainer in Korea have been popular. At the same time, *I Wish I Were a Cat* (Gimmyoung) by Na Eung-Sik and *Myung-Chul’s Meow-ish Clinic* (Vita Books) by Kim Myung-Chul have drawn attention with tips for pet owners to better understand their partners. Besides, the growing interest in pet plants has also shed light on books such as *For Those That Dry Cactus to Death* (Bookisbab) by Song Han-Na, which is an introduction to home gardening for amateurs.



*You Must Not Have a Dog, For Those That Dry Cactus to Death,  
The Funniest Origami in The World*

Sticker art books have been a hot item as they were helpful in killing time at home as a hobby as people had to spend more time at home due to the pandemic in the first half of 2020. Readers uploaded their finished works of *Disney Friends* (Book Sense) and *Disney Ladies* (Book Sense) on Social Media. *The Funniest Origami in The*

*World* (Slow Rabbit) is a paper folding (origami) book written by Lee Won-Pyo, a Youtuber, for preschoolers to adults. Also, books related to hobbies such as scout reports for professional baseball, how to crochet, how to knit, and how to self-design at home saw a rise in sales as well.

**Publishing Policy**

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**Online Business Meeting for  
the Copyright Import of K-Books**

**Contactless Online  
Business Meeting**

held by the Publication Industry Promotion Agency  
of Korea for active copyright export of Korean books



**COVID-19 is showing  
no signs of abating**

Global publication industry is undergoing  
difficult times with canceled international  
book fairs and limited traveling across borders



If you are an overseas publisher planning to import Korea's publications,  
**this is your chance!**



### Online Business Meeting for the Copyright Import of K-Books

Contactless business matching between publishers

1

Introduce K-Books to the global market

2

Help overseas publishers' copyright import



### Online Business Meeting for the Copyright Import of K-Books



For publishers with books registered on the K-Book platform ([www.k-book.or.kr](http://www.k-book.or.kr)) along with other 40 Korean publishers.



Held from August to early December



A system all set for video conferences connecting home and abroad



Online business meeting for export held for domestic publishers and overseas buyers (interpretation service provided)

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**a Korean publisher upon an e-mail request!**



## Online Business Meeting for the Copyright Import of K-Books

a chance for publishers to find  
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business-matching program



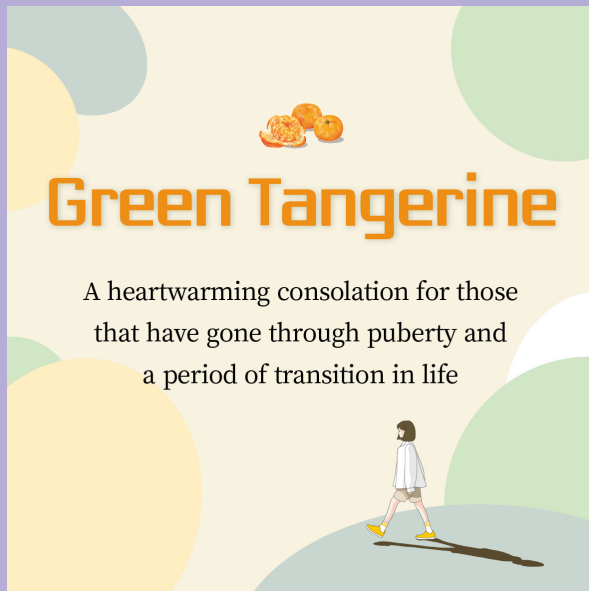
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Export Support Team, KPIPA  
mingunoyume@kpipa.or.kr

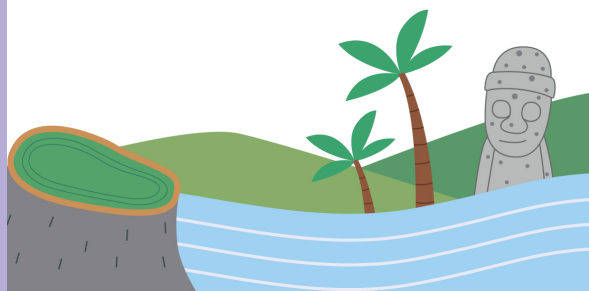
New Books

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Green Tangerine



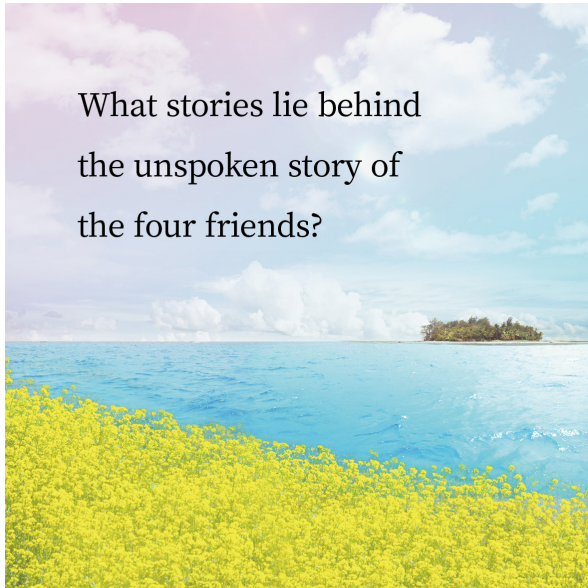
Turning 9th graders next year,  
four friends go on a trip to Jeju Island



On the last day of their trip,  
they make one special promise and  
bury it inside a time capsule



What stories lie behind  
the unspoken story of  
the four friends?



*A tangerine that fully ripened  
hanging on a branch under  
the abundant sunshine,  
and a tangerine that grew  
desperately with the nutrition  
left in the branch after it was  
cut off before ripening.*

*Which tangerine represents  
you and us?*

We have all went through  
that “green” time



People all live through  
the “green” days in life’s wave  
of high time and low time



We've had tough and lonely days  
in the past... but those could be  
overcome because we were together

New novel by Cho Nam-Joo,  
the writer of <Kim Ji Young, Born 1982>



## Green Tangerine

Munhakdongne, 05.28.2020.

## Best Sellers

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## 2nd Week, July

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

Written by Choi Ha-Yeong

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There is one book that ranked first among bestsellers of the four major online bookstores in Korea in the second week of July 2020. It is *Reboot*, written by a famous instructor Kim Mi-Kyung who is currently running a Youtube channel “Kim Mi-Kyung TV” with 1.1 million subscribers. With the subtitle “How to stand up and reboot again against COVID-19,” the book provides bountiful insight on the life, work, and growth of individuals in the post-COVID-19 era. Even though it has only been a short time since its publication, readers are already sending much love and support through comments, making *Reboot* the hottest book in the Korean publication market today.


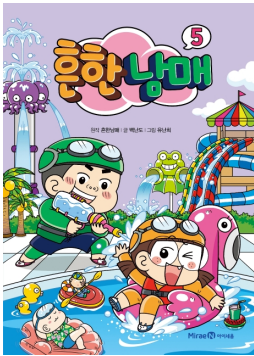
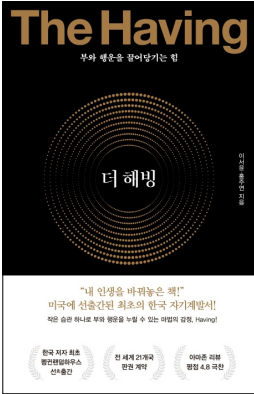
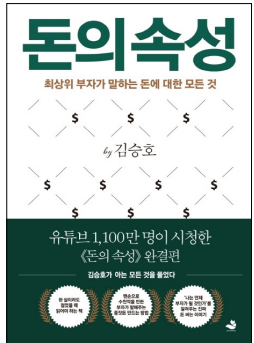
It seems that Korean readers are somehow finding answers for their economic struggles in the seemingly ever-persisting post-COVID-19

era through books. A self-development book *The Having*, which talks about a mindset that brings wealth and luck and *The Property of Money*, an economics book where CEO Kim Seung-Ho provides insights and philosophy about money have been topping the list of bestsellers since their publication. Also, *A Real Guide to Real Estate* that offers hints for investigating real estate has kept its place on the list since the first day it was published.

On top of these, books of various genres including *Proficiency Test of Korean History (Advanced/Vol.1)* by a star-instructor Choi Tae-Sung which joined other bestsellers ahead of the test and *I am Kim Ji-Eun* which is a record of the writer's "Me, Too" experiences can be found among bestsellers for this week as listed below.

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

BEST SELLERS

<p>1</p>		<p><b><i>Reboot</i></b></p> <p>Author   Kim Mi-Kyung          Publisher   Woongjin ThinkBig          Genre   Self-development</p>
<p>2</p>		<p><b><i>Hunhan Nammae 5</i></b></p> <p>Author   Hunhan Namme, Paek Nan-Do          Publisher   i-seum          Genre   Kids Comics</p>
<p>3</p>		<p><b><i>The Having</i></b></p> <p>Author   Lee Seo-Yun, Hong Joo-Yeon          Publisher   Suo Books          Genre   Self-development</p>
<p>4</p>		<p><b><i>The Property of Money</i></b></p> <p>Author   Kim Seung-Ho          Publisher   Snowfox Books          Genre   Economics &amp; Business Administration</p>

BEST SELLERS

<p>4</p>		<p><i><u>Seol Min-Suk's Great Adventure in Korean History 14</u></i></p> <p>Author   Seol Min-Suk, StoryBox          Publisher   I Human          Genre   Children</p>
<p>6</p>		<p><i><u>A Real Guide to Real Estate</u></i></p> <p>Author   Kim Hak-Ryeol          Publisher   Page 2 Books          Genre   Economics &amp; Business Administration</p>
<p>7</p>		<p><i><u>Take It Easy, Don't Try Too Hard</u></i></p> <p>Author   Kim Soo-Hyun          Publisher   Noll (Dasanbooks)          Genre   Essay</p>
<p>8</p>		<p><i><u>I am Kim Ji-Eun</u></i></p> <p>Author   Kim Ji-Eun          Publisher   Baume à l'âme          Genre   Politics &amp; Society</p>

BEST SELLERS

8



*Hi-Q (Vol. 42)*

Author | Haruichi Furudate  
 Publisher | Daewon C.I  
 Genre | Comics

10



*Proficiency Test of Korean History  
 (Advanced/Vol.1)*

Author | Choi Tae-Sung  
 Publisher | ETOOS  
 Genre | Exam

## #K-Book

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## #Minorities in society

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

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### *Greatest Fish*

#### 1. Publication Details

Title | Greatest Fish  
 Author | Gu Byungmo  
 Publisher | Wisdomhouse Mediagroup Inc.  
 Publication Date | 2018-03-30  
 ISBN | 9791162203392  
 No. of pages | 220  
 Dimensions | 128 \* 188

#### 2. Copyright Contact

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#### 3. Book Intro

Gon breathes through gills and swims in a deep, blue lake with his scales shining. He has hidden himself from the world and lived a secluded life, feeling limitless freedom underwater. Kangha gives Gon a new name and life. Haeryu escapes death, rescued by Gon. *Great Fish* is a mysterious and beautiful story about people who have been abandoned and isolated in the world yet desperately hope to keep breathing, even if they have to live their lives underwater.

\* [http://k-book.or.kr/user/books/books\\_view?idx=467](http://k-book.or.kr/user/books/books_view?idx=467)



## Summer Outside

### 1. Publication Details

Title | Summer Outside  
Author | Kim Aeran  
Publisher | Munhakdongne Publishing Group  
Publication Date | 2017-06-28  
ISBN | 9788954646079  
No. of pages | 272

### 2. Copyright Contact

Name | Kate Han  
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Phone | +82-31-955-2635

### 3. Book Intro

This collection features seven works, including the 37th Yi Sang Literary Award winner *The Future of Silence* and the 8th Young Writer Award winner *Where Would You Like to Go?*

*The Onset of Winter*, the first featured work, follows the painful life of a young couple who lost their child in an accident. Kim leads readers into sympathizing with the pain of others and shows how we turn our heads away when the pain exceeds what we are willing to bear.

*Covering Hand* tells the story of an elderly person who dies during a tussle with a group of teenagers. Jay, the son of the main character and witness to the incident, becomes subject to unfair prejudice simply because he comes from a multi-cultural family. Instead of moving the character into a pure narrative without prejudices, however, Kim Aeran introduces the possibility of binding him into another difficult situation of prejudice. Through this story, readers will realize that we all have a tendency to assume and judge casually and be dismayed at the thought of trying to sympathize with others in the simplest, most convenient way.

*Summer Outside* tells stories of multifaceted people, from those whom we thought we knew well to others we thought had nothing to do with us. It can be considered a result of the effort to create a new narrative instead of relying on existing ones to reach out to others.

Since she first came onto the scene, Kim Aeran has given readers a special experience, a feeling of intimacy that arises when we read about our current place in life through our native language. This is true even if that place were at the edge of a steep, unstable cliff and the language were that of the last remaining speaker on earth and undeliverable to others. *Summer Outside* contains seven such stories, all written with a loving embrace of ambiguity.

\* [http://k-book.or.kr/user/books/books\\_view?idx=706](http://k-book.or.kr/user/books/books_view?idx=706)



## *Human Acts*

### 1. Publication Details

Title | Human Acts  
Author | Han Kang  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2014-05-19  
ISBN | 9788936434120  
No. of pages | 215  
Dimensions | 145 \* 210

### 2. Copyright Contact

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Phone | +82-70-4838-4971



### 3. Book Intro

Han Kang sheds a new light on the May 18th Gwangju Democratization Movement through her dedicated efforts to see through the structure of wounds. Her story about a fifteen-year-old boy, which was published in "Windows," a literary blog managed by Changbi Publishing from November 2013 to January 2014, has gained a lot of attention.

Han Kang prompts people who are living without remembering May 18th to bring the day back into their memories, using sentences that deliver the messages of the innocent souls while comforting those who have been leading hard lives and still suffering from the trauma of May 18th.

*Human Acts* vividly portrays the inner pain of those who have survived the Gwangju Uprising and includes a character named Dongho, a middle school student who has fought against a military army. Her thorough description of the horrible situations "evokes certain sensations in readers and calls for them to remember the historical facts we must hold onto" (from the commentary by a literary critic Baek Jiyeon).

As the author confessed that she "could not avoid writing this novel" and "felt as if I won't be able to go anywhere without passing through this story," *Human Acts* is the work that expanded her literary world. As put by a literary critic Shin Hyeongcheol, "Han Kang's novel surpasses Han Kang herself."

\* [http://k-book.or.kr/user/books/books\\_view?idx=498](http://k-book.or.kr/user/books/books_view?idx=498)

## Misook's Year

### 1. Publication Details

Title | Misook's Year  
Author | Jung Won  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2019-04-25  
ISBN | 9788936458843  
No. of pages | 316  
Dimensions | 149 \* 210

### 2. Copyright Contact

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Email | aerim@changbi.com  
Phone | +82-70-4838-4971



### 3. Book Intro

The main character of *Misook's Year*, Misook, represents the hearts and daily life of us, who have gone through the tough days as an adolescent. Misook spends her adolescence exposed to various forms of violence in everyday life. Her father does not want a daughter, yet favors a son, and often gets in a fight with his wife. One day, he throws the book *Non-possession* to Misook and she gets a scar on cheeks. Her sister, who has been defiant recently, is too strange and Misook is always teased with the nickname "premature baby" (Misook-a sounds like this in Korea) by her friends.

Misook, however, shrugs it all off. She doesn't want to be like everyone else. She doesn't want to hurt anyone. Misook, the delicate observer, watches her sister habitually pinch her thighs whenever she is anxious or afraid, understands her mother's anguish, and embraces the dog, Jeolmi, that her father abandoned. The reader soon realizes that this immature teen, often teased as a "premature baby," is actually more mature and stronger than anyone.

The teenage years are a special time to dream of the wider world. The book *Misook's Year* presents the growth of Misook and her classmate Jaei, unfolding the process of them becoming adults through stinging growing pains. The wild and straightforward transfer student, Jaei, approaches Misook, who has recently become a middle school student. Misook approaches to Jaei carefully. Jaei is the only person who becomes friends with Misook when she feels left out of the world. Misook and Jaei take a step outside of this world for the first time by watching a movie in a theater, riding the subway, and dyeing their hair. Was it friendship or maybe love? These two emotions, which are difficult to define, sometimes brings warmth and sometimes danger. Misook, suffered from unexpected wounds, boldly breaks up with Jaei.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2221](http://k-book.or.kr/user/books/books_view?idx=2221)

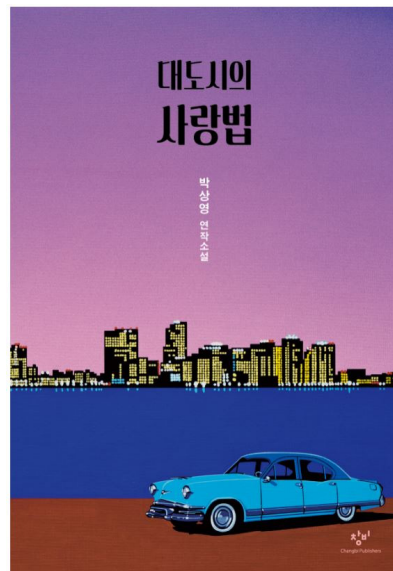
## *Love in a Big City*

### 1. Publication Details

Title | Love in a Big City  
Author | Park Sangyoung  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2019-06-28  
ISBN | 9788936437978  
No. of pages | 344  
Dimensions | 128 \* 188

### 2. Copyright Contact

Name | Bang Ally  
Email | aerim@changbi.com  
Phone | +82-70-4838-4971



### 3. Book Intro

In *Jaehee*, a gay male protagonist lives with an alumna named Jaehee. He and Jaehee, who are "unthinkingly in tune," chat about the men they meet and share each other's secrets. The two started to live together when Jaehee is threatened by a stalker. The two share their big 20s events, from Jaehee's pregnancy and abortion, to the death of the narrator's lover and his literary debut. Their eventful youth eventually ends up with Jaehee's marriage. The author depicts the whole process in a humorous and engaging way. And the ending leaves a reader with a strong emotion.

*A Piece of Rockfish, the Taste of the Universe* is recognized as the best of 4 short stories, quoted as "the longest and most overwhelmingly beautiful work in this collection" (Kang Ji-hee, commentary). "Young," the female narrator, cares for his mother with terminal cancer. One day, she receives a letter from a man who she loved so much for five years. She first met him in a philosophy lecture. But the more she knew him, the more mysterious she felt about him. He still does not forget his past when he was a student activist for democracy. He scolds her for loving America and doubt whether the government is still watching him. He is gay but he does not admit it.

*Love in a Big City* and *Vacation Late in the Rainy Season* are directly connected. The protagonist of the former spends most of his time getting drunk in a club, has a job of selling a play pamphlet but it does not sell at all, write "garbage," and keeps it a secret that he is infected with HIV due to his partner's carelessness. Having a crush on a club bartender, Kyuho, he confesses his love and the two begin dating. *Vacation Late in the Rainy Season* is the story of the narrator going to Bangkok alone. The story is centered on the speaker's footsteps, recalling the brilliant moments spent with Kyuho in Bangkok. Unlike

other novels, it focuses on the emotions of loss and loneliness without laughter. The short confession at the ending leaves a reader with a strong emotion.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2227](http://k-book.or.kr/user/books/books_view?idx=2227)

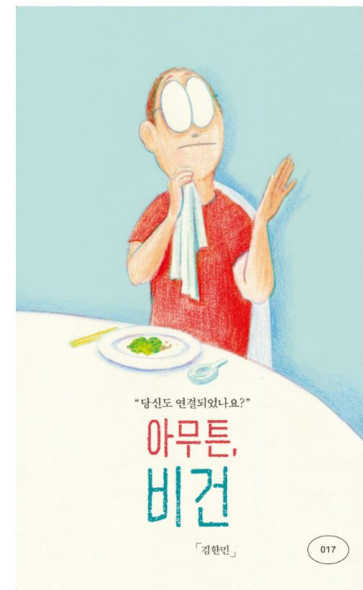
## *Anyway, Vegan*

### 1. Publication Details

Title | Anyway, Vegan  
Subtitle | Are You Connected, Too?  
Author | Kim Hanmin  
Publisher | Hugo Publishing  
Publication Date | 2018-11-25  
ISBN | 9791186602447  
No. of pages | 175  
Dimensions | 110 \* 178

### 2. Copyright Contact

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Phone | +82-31-946-9276



### 3. Book Intro

Kim Hanmin, a unique graphic novel writer and activist with the marine environmental group Sea Shepherds, builds his story step by step in this book about how he once enjoyed meat before becoming vegan, how he manages to uphold his values, and eventually how animals have approached him. The book also suggests ways to practice small efforts of veganism, and helps you become a vegan slowly without getting burdened with perfection. The final section presents the logic and philosophy of veganism through frequently asked questions. More than anything, Kim emphasizes that the purpose of vegans is not to achieve perfection, but to resolve to practice a healthier, ethical life and minimize the suffering of the planet and animals.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2217](http://k-book.or.kr/user/books/books_view?idx=2217)

## *Experts of the Low Season*

### 1. Publication Details

Title | Experts of the Low Season  
Author | Kim Hanmin  
Publisher | Workroom Press  
Publication Date | 2016-11-25  
ISBN | 9788994207735  
No. of pages | 160  
Dimensions | 175 \* 260

### 2. Copyright Contact

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Email | 03@wkrm.kr  
Phone | +82-2-6013-3246



비수기의 전판기물  
김한민

### 3. Book Intro

All forms of life as we know it have one common feature: the basic ability to get on with their lives. Despite the myriad differences and idiosyncrasies present in the vast number of individuals on this planet, at least one thing is a given: a mind embedded with a fundamental yearning for pleasure and happiness aligned with the body that it is housed in. Because to live is to be subjective, or to be naturally in oneself, instead of being on the outside looking in.

Yet that seems to be the case for one strange person, whom the author has succeeded in documenting after years of painstaking and persistent investigation. *Experts of the Low Season* is a graphic reportage on the existence and thoughts of an unadjusted man, a strange specimen to arrive at this stage of mankind given the long history of natural selection.

The brief period of time he occupies is deemed the low season, the opposite totality from where the rest of the world is moving to. And being the only known member of this aberrant species, he himself and the observant author naturally comprise the only experts of this unknown phenomenon.

Consisting mostly of private dossiers procured after his sudden disappearance, this collection of writings and drawings provide a rare glimpse into the workings of a quasi-vital, objectified mind, so removed from its anatomy that he cannot come to terms with his own language, movements, even his heartbeat. The fatigue or habituation desperately needed to 'get on' was somehow left out in his making, and instead a condition of constant acute awareness is grafted in its place, leaving him no choice but to exhaustively face every facet of his alienated being.

As the world chugs along in proud confidence towards the high season of things, he finds himself not just left behind, but doggedly heading off in the opposite

direction. In this great void of meaning and merit, he asks how it is possible to be, without being able to affirm anything.

After tearing himself from his only ties with his homeland, a dog and a crippled condor, he finds temporary refuge in Portugal, where through dark musings and deep confabulations he succeeds in narrowing down the three things he can be positive about. Trash, animals and poetry. The most abhorred, the most silent, and the most man-made. Yes, there was at least this that was worth doing, worth living even. He could become a trash collector. He could sweep up the debris of existence, pick up the neglected dead animals, and string them together into the plastic bag of poetry. The New Life. New Trash.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2247](http://k-book.or.kr/user/books/books_view?idx=2247)

## *The Bleached*

### 1. Publication Details

Title | The Bleached

Author | Jang Kangmyung

Publisher | Hankyoreh Publishing Company

Publication Date | 2011-07-22

ISBN | 9788984314818

No. of pages | 352

Dimensions | 150 \* 210

### 2. Copyright Contact

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### 3. Book Intro

Beating out over 240 contenders to take the 16th Hankyoreh Literary Prize, *The Bleached* not only scored a unanimous victory but made a lasting impression on judges. The work was hailed as “a masterpiece guaranteed to spark heated debate not only in the world of Korean literature, but society as a whole,” “the most problematic work in years,” and “a disturbing but tragic portrait of today’s nihilistic youths.” It received the full support of the preliminary judges and the recommendations of the second-round judges. The title *The Bleached* refers to the young adults of the “bleached generation”—characters born into a complete, immaculate world with no space for their contributions. As a result, they believe they have no choice

but to be “bleached” by society. Proclaiming that the only way to express themselves is to reach the pinnacle of success before committing suicide, the characters post notices on the website whydoyoulive.com and take their own lives within the next 24 hours.

*The Bleached* takes an unflinching look at the despair of being denied the right to dream. Jang has painted a masterful portrait of young adults today as they struggle each day with unavoidable, bleached futures looming overhead.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2533](http://k-book.or.kr/user/books/books_view?idx=2533)

## *In-between Seasons*

### 1. Publication Details

Title | In-between Seasons  
Author | Lee Dongeun  
Publisher | ES00PE  
Publication Date | 2013-11-15  
ISBN | 9788994228808  
No. of pages | 296  
Dimensions | 148 \* 210

### 2. Copyright Contact

Name | Kim MoonYoung  
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Phone | +82-10-9808-5580

### 3. Book Intro

The depth of life said by things that can't be said!  
You are hurt as much as you love someone, and you are disappointed as much as you expect. A husband insists on working abroad, making excuses. A son feels attracted to the same sex. The son's friend survived the traffic accident without any injuries, even though her son was on the brink of death in the same accident..... The psychological pain and conflict experienced by a middle-aged woman is deep. But the husband, the son, and the son's friends live also with pain and repentance, just like the woman. They just don't say it aloud as this woman does. The artist, who shows remarkable restraint in this work, doesn't let the characters put any emotion in to the language. Their small gestures, subtle expressions, and words of regret only allow the reader to guess the details of the emotional ups and downs. Thus, in this work, love and pain,



resentment and regret only shine in various places and do not define or fix the relationships between the characters. Maybe for that reason, just as the snow accumulated on the slope melts in the sun in spring, forgiveness and reconciliation that seemed impossible will find their way to the characters. And as all things are, and as life always is, they will escape from the shackles of love and hatred and return to their daily lives. Like a subtle psychological drama, this books captures the reader with a power greater than what is said or not.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2255](http://k-book.or.kr/user/books/books_view?idx=2255)

## *Bad Friends*

### 1. Publication Details

Title | Bad Friends  
Author | Ancco  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2012-08-10  
ISBN | 9788936472177  
No. of pages | 181  
Dimensions | 172 \* 238

### 2. Copyright Contact

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Phone | +82-70-4838-4971



### 3. Book Intro

At the age of sixteen, Jinjoo, who had suffered violence from her father, became a friend with the troublemaker Jungae. The two agree to leave their disgusting houses and school and run away together. They find work at a karaoke bar through Jungae's friend, but Jinjoo was not good at work and they got fired. They got a job in other karaoke bar, but Jinjoo again made a foolish mistake and they are found to be minors. They were advised not to work in such bar and came back to home. Unlike Jinjoo, who had a caring mother and sister, Jungae had only a runaway mother, a violent and poor father, and a younger sister. Jungae's mother suddenly returns home and asks for a divorce, which throws the house into terrible confusion. After that, Jungae disappeared from school and home. There were rumors that some people saw her, but she never comes back. Meanwhile, Jinjoo enters a high school but she continues to make trouble. And years later, Jinjoo, who has become a cartoonist, runs into a middle school

friend who works at a bank. And she heard that she saw Jungae's sister, Junghee, working at a brothel behind the bank. Jinjoo looks back on her past and thinks that Jungae might still remain in that miserable world. Later, by chance, in the bus, Jinjoo finds Jungae with her child on her back, but can't bring herself to say anything.

The writer's unusual school days and uncomfortable family life have already been confessed in *Nineteen*. Yet, this work, which tells about how she made it through those times and became who she is today, and what she feels about while looking back on at such time, shows how Ancco has moved from girl to lady and to adult.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2225](http://k-book.or.kr/user/books/books_view?idx=2225)