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K-Book Trends

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



KPIPA
Publication Industry
Promotion Agency of Korea

www.kpipa.or.kr

TREND

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TOPIC

Domestic Exhibition of Korean books for children & teenagers for the 2020 Moscow International Book Fair

Adding futuristic value to the innocence of childhood

Written by Lee Ji-Hyeon

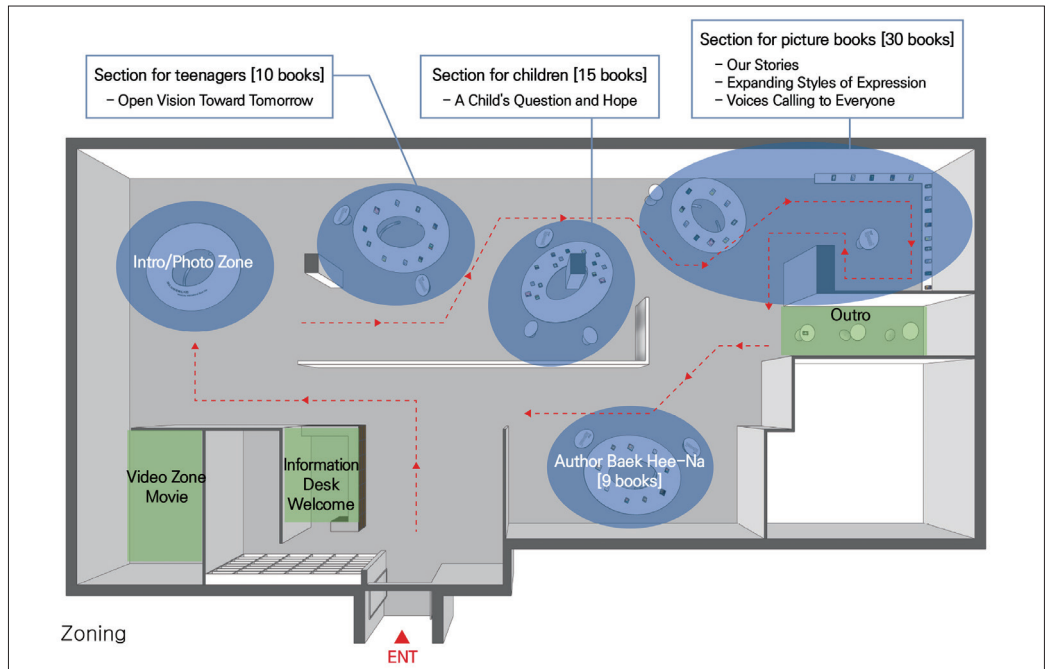
The coronavirus has changed so much of our daily life. We can no longer move around without a mask, and social distancing has become a must. Many offline exhibitions got canceled or were switched to online. The 33rd Moscow International Book Fair is being held as an “un-tact (contactless) book fair” on an online platform this year. Korea, as the guest country of honor, has organized a relevant exhibition and created a curating video to be used as an online platform for the Moscow International Book Fair set to be held from September 2nd to 6th. The domestic exhibition of Korean books for children and teenagers for the 2020 Moscow International Book Fair organized by the Publication Industry Promotion Agency of Korea (KPIPA) was carried out from August

3rd to 12th on the theme of “Meeting the Future Across Time and Space” in Seoul. With the concept of “The Universe of Books,” the exhibition showcased a total of 50 titles while subdividing them into 3 sections – teenagers, children, and picture books with 5 sub-topics - “Open Vision Towards Tomorrow,” “A Child’s Question and Hope,” and “Our Stories,” “Expanding Styles of Expression,” and “Voices Calling to Everyone” respectively.

Also, the exhibition served as a venue for book discussions inviting parents and children with a special exhibition of author Baek Hee-Na who won the Astrid Lindgren Memorial Award (ALMA), along with introductory videos of 6 representative writers of Korean children’s books including Lee Geum-I, Lee Eok-Bae, Jang Hyeon-Jung, Jung Jin-Ho, and Kim Hyeon-Jung.

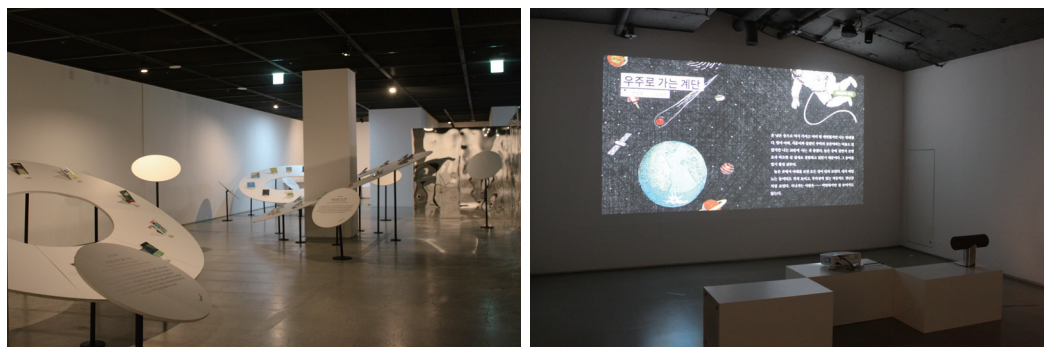


Poster of the Domestic Exhibition of Korean books for children & teenagers for the 2020 Moscow International Book Fair

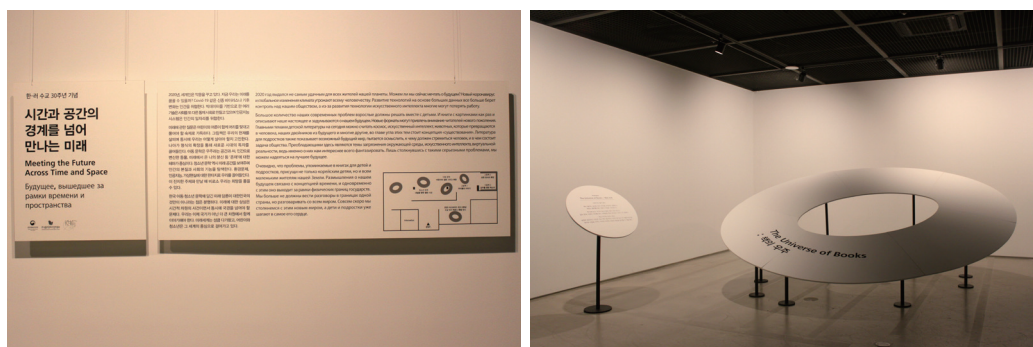


Map of the Exhibition Hall (Source: from A)

Once you enter the exhibition hall, you have to have your body temperature checked at the entrance to prevent the spread of COVID-19. Then, if everything's okay, you must have your hands cleaned with the provided hand sanitizer. It was a strict measure of the hall as people would touch and read exhibited books together. Then, enter the hall, and you will first see the video zone. In this zone, curating videos of authors and books are screened. You can look for the book you would like to read after reading the explanation of books while sitting on the prepared chair.



View of the exhibition hall (left) and video zone (right)



Introduction of the theme of the exhibition (left) and a photo spot at the entrance (right)

Section for teenagers: Open Vision Towards Tomorrow

The first section you encounter is for teenagers with the theme “Open Vision Towards Tomorrow.” Children look into the future with futuristic thinking and ideas. Works of imagination fly around freely in a spaceship in the vast space and the outer world. Children dream of another world different from the world we live in through the parallel universe theory, and they also examine the nature of human beings and functions of society as they connect with nature and see changed society through virtual reality. It is the reason why the future our child readers will make is highly anticipated – they never stop thinking until their imagination becomes a reality.

Exhibited book *Life Traveler* provides teenagers thinking of which choice to make at so many crossroads in their life an opportunity to have a test drive for each decision and see how it may turn out. The book suggests readers be more generous, rather than worrying and regretting about the choices they make. Meanwhile, *Madman Operation Report* likened the characteristic of the adolescence to “madness.” Readers can find themselves consoled as they flip through the book, as the author’s hope for teenagers to find their

own world in their own style is well reflected through the main character Lee Yeon-Hee. Also, *Par-Int* is a novel that takes off from the imagination that you can choose the family you want to live with during your adolescent period when you broaden your perspectives and build subjectivity. The book makes readers look back to the relationship between parents and children in modern society by throwing a question, “What if teens can choose their parents?”

- Exhibited Books

The World of Bs (Choi Sang-Hee, MUNHAKDONGNE PUBLISHING GROUP)

The Secret of the Ring (Oh Si-Eun, Baram Books)

Madman Operation Report (Song Mi-Kyoung, SigongJunior)

The Leopard of the Limitless Hexagon (Park Yong-Ki, Baram Books)

Come Visit Bangju (Gu Byeong-Mo, Moonji Publishing Co., Ltd.)

Blackout (Park Hyo-Mi, Hankyoreh Publishing Company)

Syncher (Bae Mi-Ju, Changbi Publishers, Inc.)

Par-Int (Lee Hee-Young, Changbi Publishers, Inc.)

The Second Universe (Seon Jae-un, Jaeum&Moeum Publishing Co., LTD.)

Life Traveler (Lee Geum-I, MUNHAKDONGNE PUBLISHING GROUP)



Life Traveler, Madman Operating Report, Par-Int

Section for children: A Child's Question and Hope

The second section is for children with the theme “A Child's Question and Hope.” Our future seen from the eyes of a Korean children's book writer is quite different from today. Space stretches out into the distant universe or parallel universe, and time is a mixture of the past, present, and future. Also, humans become one with A.I, animals turn into humans, and my replica comes from the future, all making you fiercely think about your identity. However, one thing not so different from today is that children ask questions filled with pure hope and curiosity. How our children see the world is our future and light for hope.

Exhibited book *The Green Humans* is a Sci-Fi book for children where humans are fused with plants and photosynthesize themselves using a gene manipulating technology. Readers can mull over our health and food security. Meanwhile, the *The Human Clone Yun Bong-Gu* is another Sci-Fi novel to be the first in Korea covering the troubles and lessons the main character experiences and learns as he figures out that he is a human clone. The book delivers a message to the children readers that there is no being on Earth that is okay to be sacrificed for others in an easily understandable way.

- Exhibited Books

The Green Human (Sin Yang-Jin, Byeolsoop)

My Teacher Is AI (Lee Kyung-Hwa, Changbi Publishers, Inc.)

Two Moons (Jeon Seong-Hyeon, Moonji Publishing Co., Ltd.)

Underwater Vet (Won Yu-Soon, Woongjin Thinkbig)

The Human Clone Yun Bong-gu (Yim Eun-Ha, BIR Publishing Co., Ltd.)

Soonjae and the Midnight Visitor (Oh Ha-Rim, MUNHAKDONGNE PUBLISHING GROUP)

The Future of Dragons (Choi Yang-Sun, Moonji Publishing Co., Ltd.)

Stairway to Space (Chun Soo-Kung, Changbi Publishers, Inc.)

Jaehoo's Choice (Kim Tae-Ho, MUNHAKDONGNE PUBLISHING GROUP)

HUNTER GIRL (Kim Hye-Jung, Sakyedul Publishing Ltd.)



Books exhibited in "A Child's Question and Hope"

Section for picture books 1. Our Stories

You can meet picture books from the third section. Books that can purely resonate with adults too are exhibited in this section. The first sub-topic for picture books is "Our Stories." The word "we" is an expression that encompasses family, neighbors, and friends, including myself. This word does not change with the changing era. Children find their own stories through picture books. They laugh out loud reading a story about which they can easily see in daily life and dream of hope for tomorrow.

The exhibited book *Suspicious* begins with the curiosity of the main character Chorok. In the story, it all begins when Chorok starts following several footsteps on the floor after staring at the green juice his Dad made for him. It provokes the curiosity and imagination of child readers with the offbeat imagination of the book that quietly takes a peek into daily life.

- Exhibited Books

Guard up (Goh Joung–Soon, MANMANBOOKS)

Itchy Itchy (Seo Hyun, Sakyejul Publishing Ltd.)

It's Okay (Choi Sook–Hee, Woongjin Thinkbig)

The Rocket Boy (Jo Ara, Hansol Soobook Publishing Co.)

When Spring Comes to the DMZ (Lee Uk–Bae, Sakyejul Publishing Ltd.)

Suspicious (Skye, Changbi Publishers, Inc.)

It Is So Cool! (Kim Gyeong–Deug, Gilbut Children Publishing Co., Ltd.)

Hello, Alien! (Park Yeon–Cheol, SigongJunior)

Elevator (Kyung Hye–Won, SigongJunior)

Such a Trifle! (Park Hyun–Joo, iyagikot)

Mr. Tutti and 100 Waterdrops (Noh In–Kyung, MUNHAKDONGNE PUBLISHING GROUP)



A mother recommending a book to her child (left) and exhibited books of "Our Stories" (right)

Section for picture books 2. Expanding Styles of Expression

The second sub-topic of the picture book section is “Expanding Styles of Expression.” Picture books are a medium of expression for many authors. In the aspect that picture books are a combination of letters and visual images, various fusions and innovative attempts are being made, while new genres are ceaselessly pioneered by fusing information with visual language, language with music, and videos with books. The second sub-topic of this section tears down the boundary between fields by expanding methods of expression and delivers stories in an interesting style.

The exhibited book *Waiting for Mom* is a picture book about a child who waits for Mom at a trolley station. The kid only asks when Mom would come. However, excitement, anticipation, and frustration can all be felt in the face and tone of the kid. In particular, the kid walking with Mom holding hands together on the last page is enough to linger in the reader’s mind, stimulating imagination.

- Exhibited Books

Just a Frog (Jang Hyun-Jung, Kidari Publishing Co.)

Wishes (Choi Eun-Mi, Chobang)

A Bride with a Paddle (Oh So-Ri, iyagikot)

Oh, Sweet, Sweet, Sweetness (Yun Suk-Nam, Sakyejul Publishing Ltd.)

The Opposite Pigs (Lee Soon-Ok, KINDERLAND)

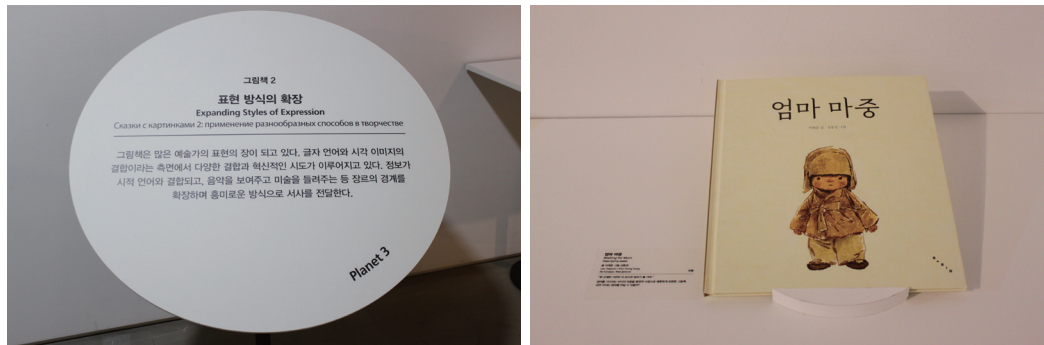
A Dandelion is a Dandelion (Kim Jang-Sung, iyagikot)

Lion Masked Dance (You Sung-Jeoung, Chobang)

Waiting for Mom (Lee Tae-Joon, Borim Press)

A Bouquet of Grass from Yeonnam Brook (Jeon So-Young, Yellowpig (Dalgrimm))

Hyde & Seek (Kim Ji-Min, Hansol Soobook Publishing Co.)



Waiting for Mom, exhibited with an explanation on “Expanding Styles of Expression.”

Section for picture books 3. Voices Calling to Everyone

The last sub-topic in the picture book section is “Voices Calling to Everyone.” Modern picture books are experiencing a fast expansion of readership and topics. In particular, they call out to the society on various phenomenons taking place with a critical voice by not limiting readership. Marginalized neighbors or the environment devastated under the name of development are commonly found topics for picture books.

Exhibited Book *Plastic Island* makes us think once again about the environment with our kids. From the perspective of a seabird, it talks about manmade civilization and our future. The same goes for *A Guide for Homeless Wild Boars*. It tells boars that have lost their home overnight to “not be upset and look for a new house.” The boars’ wandering journey in the city somehow looks like our life. As such, environmental issues are something that adults and children must solve together through various enlightening methods.

- Exhibited Books

RIVER, the Black Dog (Lee Suzy, BIR Publishing Co., Ltd.)

Mudflat War (Jang Sun-Hwan, Kidari Publishing Co.)

I'm Opportunity, a Mars Exploration Robot (Yi Hyeon, MANMANBOOKS)

The Tin Bear (Lee Gi-Hun, Rejam)

Look up! (Jung Jin-Ho, HYEONAMSA PUBLISHING Co., Ltd.)

Strange Houses (Lee Ji-Hyeon, iyagikot)

A Guide for Homeless Wild Boars (Kwon Jung-Min, Borim Press)

Grass Friends (Saida, Woongjin Thinkbig)

Plastic Island (Lee Myung-Ae, Sang Publishing)



Plastic Island (left) and *A Guide for Homeless Wild Boars* (right)
exhibited in "Voices Calling to Everyone"

Special Exhibition of Author Baek Hee-Na

The 2020 Astrid Lindgren Memorial Award Special Exhibition

Author Baek Hee-Na was the first Korean to win the Astrid Lindgren Memorial Award, the best award for children's literature in the world with her work *Cloud Bread* (Hansol Soobook) in March 2020. Established by the Swedish government to inherit the spirit of author Lindgren who had opened a new chapter for children's literature while advocating the right of kids and children is also referred to as the Nobel Prize for children's literature.

You can meet 9 best picture books of author Baek Hee-Na including *Magic Candies*, *The Bath Fairy*, and *The Strange Visitor* in the exhibition.

Her representative work *Magic Candies* begins from the imaginative idea that you can hear what others are thinking about by eating a magic candy. Once you have a piece of this magic candy, the sofa tells you where you put the remote, and as you eat another candy, you can hear a story of an exhausted marble and also Dad's voice. It is a heart-warming book led by the main character Dongdong. Books by Baek Hee-Na have a magical happiness inside that melts the heart of not only children but also adults, with awe-inspiring imagination and touching stories with a scent of art.

- Books of author Baek Hee-Na (Bear Books Inc.)

The Blowfly in My Dream

I Am a Dog

Moon Sherbet

Little Chick Pee-yaki's Mom

Magic Candies

Last Night

The Strange Visitor

The Strange Mom

The Bath Fairy

* *K-Book Trends* Vol. 26 - Interview of author Baek Hee-Na

* *K-Book Trends* Vol. 25 - Interview of Bear Books Inc.



Special exhibition of author Baek Hee-Na (left) and her representative title *Magic Candies* (right)

The Universe of Books

Stories never end.

*Imagination unfolded in books are so vast like the universe,
which sometimes grasps our mind like a black hole.*

*Voices in each book shine like a star and
travel endlessly to people seeking for the meaning of life, being, and future.*

*While swimming in the universe of books,
why not forget about your worries and listen to the story of books?*

*Then, you might be able to feel small but warm consolation and find hope
that will lighten up the boundless darkness*

*- Prologue to the Domestic Exhibition of Korean books for children & teenagers for
the 2020 Moscow International Book Fair (Source: fromA) -*

Meeting the Future Across Time and Space

“In the year 2020, the world is having a nightmare.

Can we dream of the future today?”

Due to the COVID-19 outbreak that has been on a rampage since the end of last year, we have no choice but to think of how the future

will unfold after the pandemic ends.

Picture books look at the present days, offer insights for life, and attract readers of the new generation by expanding their format. Children's literature has been mainly talking about "beings" such as space and A.I, animals turning into humans, and my replica traveling from the future. Meanwhile, teenagers' literature lures readers into a fantasy about environmental issues, A.I., and virtual reality by examining the human nature and functions of society in the future. The future has come near, and children and teenagers are walking toward the center of that future world. The Domestic Exhibition of Korean books for children & teenagers for the 2020 Moscow International Book Fair is a story about "a task called the future that we should resolve together."

The Publication Industry Promotion Agency of Korea (KPIPA) is hosting domestic exhibitions from September 2nd to 10th as the 2020 Göteborg Book Fair will be held online from September 24th. Even though international book fairs are choosing to be held online to minimize human contact, attempts to connect books with readers will continue.

2020 Moscow International Book Fair | www.mibf.info

Link to Introducing Republic of Korea as The Guest of Honor | <http://mibf.info/korea>

Platform of Republic of Korea as The Guest of Honor | <https://goh-en.sibf.or.kr/>

SPECIAL PROJECT

K-Food

Having fun reading, cooking, and eating!

Written by Choi Ha-Yeong



Korea's food and culture have been continuously developing and evolving over a long history. And as Korea's culture is now widespread across the world, its food and culture have joined the

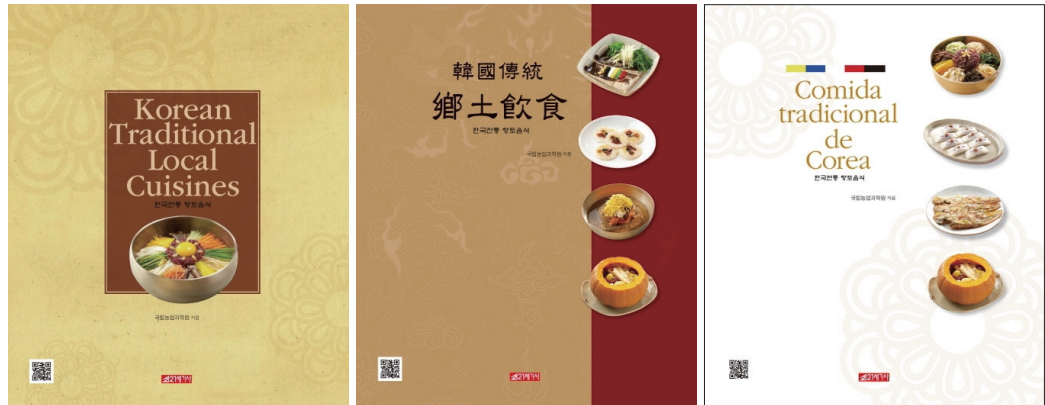
Korean Wave, captivating the global community. Besides, foreigners are enjoying the so-called “K-Food,” and Korea’s “cooking shows” or “mukbang (videos of people eating food)” have become a trending type of content that overseas audiences search for.

Korea’s food-related content clearly shows what is currently trending in the Korean culture, which attracts the eyes of the overseas audience. Even though fewer people are looking up books to find out about K-Food content due to the development of video platforms like Youtube, books and recipes of Korean food, sometimes written by Korean celebrities, are published in the market. The following section introduces books on K-Food.

Korean food, highly rich in flavor, just like its long history

Over the course of the long history of Korea, Korean food has never stopped changing. And its cultural depth leads to the depth of its flavors. Traditional Korean food mainly consists of grains and vegetables, and fermented food such as kimchi, doenjang (fermented soybean paste), and gochujang (red pepper paste) is well developed. Also, there is diverse indigenous food using the specialties of each region. As such, Korean food is recognized as a “healthy diet,” or a “diet for long life” in both home and abroad. Adding to this, the National Institute of Agricultural Sciences chose 100 traditional Korean dishes that people can easily try making themselves to spread the reputation of excellent Korean food and put them in *Korean Traditional Local Cuisines* (21st Century Books), which

was then translated into Vietnamese, English, Japanese, Chinese, Spanish, and Arabian and published in overseas markets.



Covers of the English, Chinese, and Spanish editions of *Korean Traditional Local Cuisines*

As the vegan diet is trending across the world today, temple food is receiving a spotlight among all other types of Korean cuisine. Temple food refers to dishes mainly enjoyed in temples, which is also sought by ordinary people for a healthy diet. The best recipe books for temple food written by sunims (monks) are *Page One Recipes of Daeahn Sunim* (Gimm-Young Publishers), *Seonjae Sunim's Korean Temple Food* (Bulkwang Publishing), and *Wookwan's Korean Temple Food* (Style Books). In particular, Wookwan sunim even won the Silver Prize for the Cooking Book of the Year designated by the US Independent Book Publishers Association (IBPA) in 2019.

* *K-Book Trends* Vol. 15 – Interview of Wookwan Sunim



Wookwan's Korean Temple Food,
Korean Food Culture Series – A Dining Table for the Joseon Royal Family, Humanities of Korean Food

Korean food becomes an ingredient for writing various types of books as well. For example, *Korean Food Culture Series* (Hollym) written by the Korean Food Promotion Institute (KFPI) is a 5-volume series that talks about the history of Joseon and modern history, along with stories about food through references and images. Also, *Humanities of Korean Food* (Healthletter) is a liberal arts book about food that reinterpreted the diversity of Korean food from the eyes of science. And *Poem and Korean Food* (Korea Food Service Information Educenter) is a book that describes 64 Korean seasonal cuisines through poems.

Easy recipe books written by celebrities

The so-called “cooking show” on TV has become a trend in the Korean broadcasting industry. If such cooking shows are like documentary films showing how people make food overseas, Korea’s cooking shows have settled as entertainment programs

that include “mukbangs.” Also, as the popularity of cooking shows increases, the books written by the starring celebrities are becoming more popular too. For example, *Lee Jung-Hyun’s Home Meal Restaurant* (Seosawon) was published after the food made by actress and singer Lee Jung-Hyun got famous on a TV show called “Fun-Staurant.” Also, the recipes of actress Kim Su-Mi who is starring in an entertainment show “Soo Mi’s Side Dishes” that intends to encourage cooking at home, that has almost disappeared with more people eating outside, were included in the book with the same title *Soo Mi’s Side Dishes* (Seong-Andang). This is not the end – books like *Please Take Care of My Refrigerator* (JoongangBooks) and *Three Meals a Day* (andbooks) titled after TV programs also provide recipes showcased in the shows.



Lee Jung-Hyun’s Home Meal Restaurant, Soo Mi’s Side Dishes, Healthy Meals of Master Shim Young-Soon

Meanwhile, recipe books by famous Korean chefs often seen on TV shows are getting increasingly popular as well. These books introduce recipes used by the chefs on the show in a nice and easy

way. For example, chef Sam Kim provides his recommendations and recipes for his secret sauce through his book *Sam Kim's Homemade Italian* (Rosy) and chef Raymon Kim introduces the simplest recipes for everyone by dividing the contents of the series *Raymon Kim's Simple Cooking* (Wisdom Style) into food ingredients people are most familiar with. Also, master Shim Young-Soon offers authentic recipes for making Korean food through her book *Healthy Meals of Master Shim Young-Soon* (ST Unitas).



Making Side Dishes for a Week with 10 Dollars, Calorie-Cutting Recipes, Mother's Recipes by Shimbanggol

Recipe books written by YouTubers running cooking channels are hugely popular as well. For example, Youtuber Yoloria presents the best 96 recipes recognized by her 280 thousand subscribers in her book *Making Side Dishes for a Week with 10 Dollars* (Gilbut). And *Calorie-Cutting Recipes* (Cypress Books) is a recipe book by Laella, a content creator with 70 thousand subscribers on Youtube and Instagram. Meanwhile, *Mother's Recipes by Shimbanggol* (Chungrim Publishing) written by a 62 year old content creator Shimbanggol introduces recipes for home meals that contain 40

years of her know-how as a housewife. It is currently popular among readers with humble and simple recipes that recall those of Mom.

Various stories about cooking

There are also books that talk about cooking, even without recipes. For example, *Master's Cooking* (Woongjin Thinkbig) is an essay about the life of Chinese cuisine chef Lee Yeon-Bok. Talking about his 50-year cooking career, the book has everything a reader could want from a master who has been countlessly repeating the same work in the kitchen and researching for so many years. Meanwhile, *What Shall We Eat Today?* (Diary R) is an essay introducing Korean food and popular restaurants, based on the column “What Shall We Eat Today?” that has been serialized in Donga Ilbo since 2017. Also, while *Warm Message from the Table* (JS in Books) is a book about food and cooking, it tells readers how cooking can be a healing activity, and not stressful work. The author provides tips on how to fill in the missing holes in life through cooking and food.



Master's Cooking, What Shall We Eat Today?, Warm Message from the Table

Cooking-themed webcomics are popular as well. When we look at cutely drawn pictures of food, our mouths water even although we know they are merely pictures. The best example is *Omurice Jam Jam* (Songsong Books) a series serialized on Daum Webtoon that currently has 11 volumes up to date. Also, *Joy of Cooking* (WJ Fun Fun) serialized on Naver Webtoon introduces itself as “the comic you eat with your eyes.” While choosing one food to be discussed in each episode, its book is filled with mouth-watering illustrations and various tips for cooking.



Omurice Jam Jam, Joy of Cooking, Chicken Oddysey

On top of these, books for craftsman exams such as *Mastering Craftsman Cook, Korean Food Exam* (Seong-Andang), *Integrated Book for Craftsman Cook, Chinese / Japanese / Blowfish Exam* (Sangsang Books) and books that provide information on how to become a cook for teenagers like *I am a Cook* (Teencareerbelle) are popular as well. Also, there are many liberal arts books that talk about food such as *The Flavor of Baeksuk* (Phronesis), a poetry

collection that reinterpreted the works of modern poet Baeksuk with food and *Chicken Odyssey* (Maumsanchaek), a liberal arts book about cooking and the humanity.

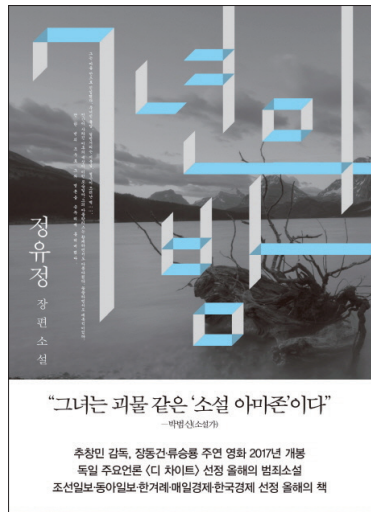
“Healing” and “self-management” have become the keywords that represent the overall Korean culture, including food. Contents about K-Food are also changing with such a trend. As people are spending more time at home due to the coronavirus, how about a little warmth and comfort from tasty and healthy food through books about K-food?

EXPORT CASE

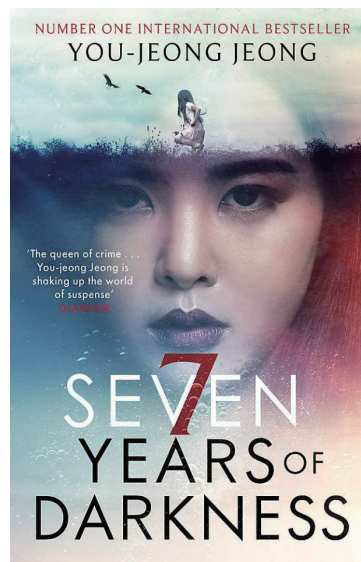
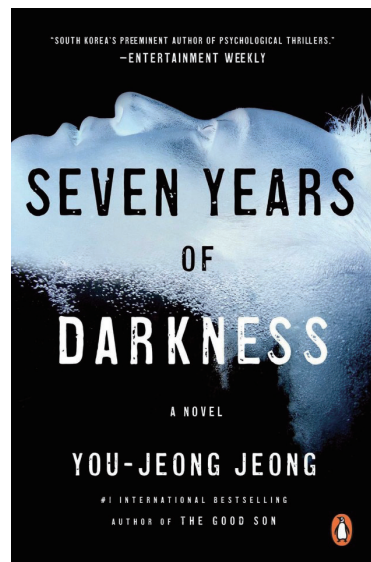
**Second half of 2020 looks promising
for Korean publishing industry****Focus on Britain and America**

Written by Joseph Lee (President of KL Management)

Jeong You-Jeong's *Seven Years of Darkness* (EunHaengNaMu) was translated and published in the United Kingdom and the United States in May and June respectively. It had only been 2 years since her previous work *The Good Son* (EunHaengNaMu) was published in both regions in 2018. This new title is already receiving the spotlight from major media outlets. For example, Crimereads, Bustle, and AARP.org chose this book as the "Most Anticipated Book of Summer 2020," while the Los Angeles Times commented, "You-Jeong Jeong is a certified international phenomenon ... Genuinely surprising and ultimately satisfying ... Seven Years of Darkness [bolsters] the case for Jeong as one among the best at writing psychological suspense."



Korean covers of *Seven Years of Darkness*, *The Good Son*



Covers of the US and British edition *Seven Years of Darkness*

Her *Seven Years of Darkness* which was also turned into a movie is a novel featuring a sorrowful but awe-inspiring and scathing 7-year-long story of a father and a son told with her overwhelming imagination and meticulous background research. The eye-catching and somewhat bewitching charm of the book stems from the author's intention to "look deep into the hidden nature of human beings." Her iconic thrilling sentences, well-built characters, and

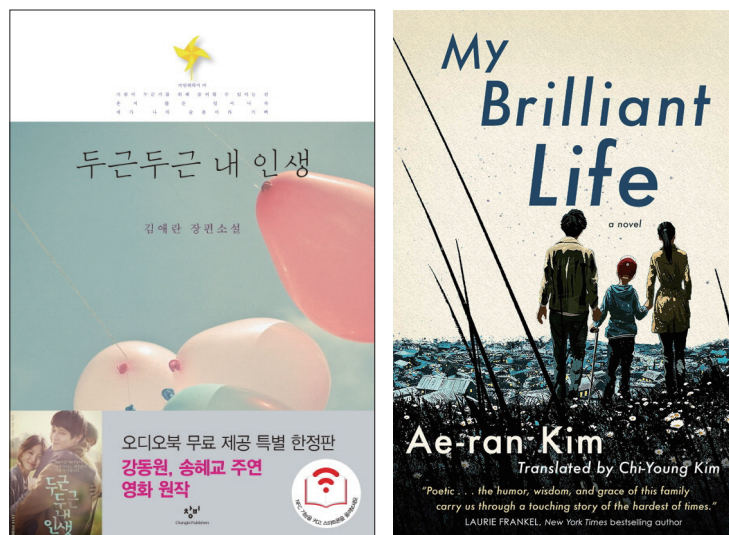
watertight world view present narrative catharsis to readers just like the pumping heart of a diver surging up to the surface from the deep sea.



Covers of the Korean and British edition *The Disaster Tourist*

A full-length novel *The Disaster Tourist* (Minumsa) written by Yun Ko-Eun that was first translated and published in the UK and the US is a Korean title that also deserves to be read in this half of the year. While being called “a satirical Korean eco-thriller with a fierce feminist sensibility,” the translated edition of the book was published in the two regions in July and August respectively. The Guardian commented that the book is “A fresh and sharp story about life under late capitalism ... an entertaining eco-thriller,” while Elvia Wilk, the writer of *Oval* called it, “An endlessly surprising and totally gripping read, *The Disaster Tourist* is as hilarious as it is heartbreaking ... There could not be a more prescient moment for this too-real fiction about how we create our

own disasters on every scale and what resilience might mean in the face of catastrophe.” The book *The Disaster Tourist* is a story of “Ko Yona,” who had been working for 10 years as a head programmer at a travel agency called “Jungle,” which only sells packages that take travelers to regions devastated with disasters. The place she headed to when her company pushed her to the verge was “Mui,” a sinkhole in the desert. Unexpectedly isolated in the destination, she gets entangled in a massive project. The writer Yun Ko-Eun takes a rather refreshing approach as she talks about two different topics together – disaster and traveling. Readers will be able to find something in the book that they would never find in other works by her.



Covers of the Korean and the US edition *My Brilliant Life*

Meanwhile, another full-length novel *My Brilliant Life* (Changbi) by Kim Ae-Ran that is set for publication in the US in January next year is indeed a promising title. It topped the bestsellers' list as

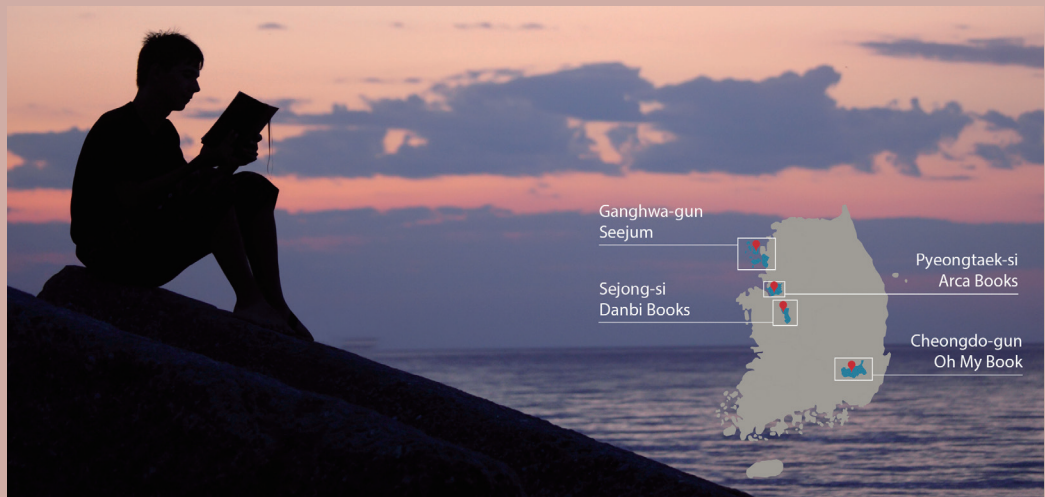
soon as it was published in Korea in 2011, and it hasn't lost a bit of popularity among readers until today. It drew even more attention when its movie was released in the cinema. The book lays out a story about youth and love that make our hearts pit-a-pat, while being led by the "youngest parent" and the "oldest child." Among all the neatly written miraculous and beautiful sentences of Kim Ae-Ran, the reader finds her glistening insight towards life and love. Kim's depiction of "being a parent, being a child, and getting old" makes readers smile until the end of the book with moments that fill their eyes with tears. Claire Lombardo, writer of a New York Times bestseller *The Most Fun We Ever Had* commented, "A moving, earnest, and deeply-felt exploration of a unique family in all its joys and disappointments ... an utter delight." The book deserves anticipation. It will be Kim Ae-Ran's first debut into the British and American markets.

BOOK TRIP

Book-Stay, a Romantic Night with Books

Time to read as many books as you like

Organized by Choi Ha-Yeong



Book-stay refers to spending a night reading books. A cozy room with books filling one corner... How romantic and perfect does it sound? Most of the book-stays in Korea are run by bookstores, where it is unique that they are organized by small bookstores in

local neighborhoods. Even though the rooms may not be as fancy as those in a 5-star hotel or resort, they are cozy and neat enough to read as many books as you like.

As traveling abroad has become nearly impossible due to the coronavirus, extraordinary domestic trips – such as book-stays – are trending in Korea. People are searching for a good place to do a book-stay across the country to spend a special day with family, friends, lovers, or even themselves away from their busy life. This part introduces some book-stays in Korea for those that have not set up a plan for a vacation or those in need of spending time reading books. Introductions written by the owner of each book-stay are added, just for you!

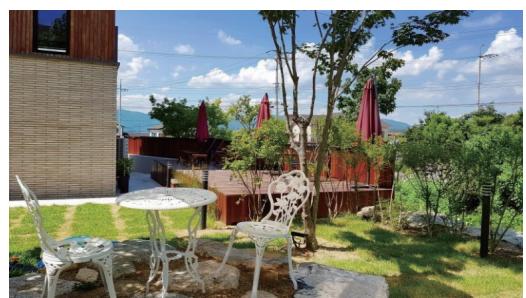
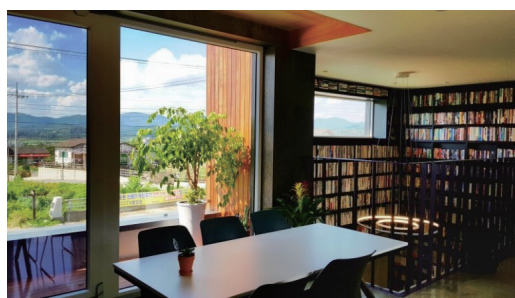
Oh My Book



A night at the bookstore

Hello, we are “Oh My Book,” a bookstore run by a couple of the same age. “We are a bookstore. Oh, we also sell coffee.” is a phrase written on the billboard in front of the bookstore. So we are literally a bookstore and a countryside bookshop that sells coffee too. And we are also running book-stays where you can solely enjoy this wonderful place for the entire day.

The reason why we emphasize that Oh My Book is a bookstore is that we obviously sell books. You know, some people would mistake us as an ordinary book cafe. The biggest difference between a bookstore and a book cafe is whether you sell books or not. But I also think that how many new titles you bring in also matters. In this sense, even though Oh My Book is a newborn bookstore established slightly more than a year ago, we are displaying new titles each week.



Oh My Book is located in a tranquil rural area where there are trees, grass, and flowing water 365 days. The first floor is just for books and coffee, while the second floor is used as a cafe and for book-stays... the third floor is where our couple are living. We have two rooms for book-stays, with each small enough to accommodate up to 3 guests. There is only one desk in each room for people to read books comfortably. We tried to minimize the organization hoping for visitors to stay as long as they can in Oh My Book, getting the most out of their book-stay. And a good thing about our book-stay is that we provide breakfast. I think it would be our exclusive advantage as you can enjoy some simple breakfast and read books in a quiet bookstore.

“A night at the bookstore” is the slogan of Oh My Book. It is common to use the word bookshop these days, but as it has been 20 years since I’ve run a bookstore, I find the term “bookstore” more familiar. I have spent almost half of my life with books – even now – but I know more than anyone that it is not easy to run a bookstore as the Internet is so developed today. So as we wanted to show visitors that Oh My Book is a more advanced bookstore, we are trying to get closer to customers by displaying more various books, selling coffee, and running book-stays.

Oh My Book's Recommendation



Mountain Dove

We would like to recommend *Mountain Dove* (Changbi), a collection of children's poems written by children's book writer Kwon Jung-Seng. It was written in 1972 and was officially published in 2020. As it was written after the death of his mother, his pain can be vividly felt through the book. Also, we believe that foreign readers would find it easier to read it as he used simple words with pictures he drew himself. By the way, we wanted to introduce the life and spirit of Kwon Jung-Seng to overseas readers as well. He would publish works albeit having lonely and difficult times in his life; he also had done so many great things for children even after his death. His books are a full representation of his pure mind, making me look back on how I am thinking.

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Danbi Books



©Funnyplan

A treasure-like little bookshop in the forest

Hello, this is “Danbi,” a small bookshop in Sejong-si, Korea. I decided to run a bookshop that has book-stay programs when I was so fed up with the same daily routine, cumulated fatigue, and stress from work that I could not overcome with traveling and exercising. As a couple we were talking about things we like one day around that time, and we arrived at a common idea that we like taking care of flowers, reading books, and living with a pet dog. As we needed a detached house to be capable of doing these things, we got to open

a bookshop that has a garden in Sejong-si.

We chose the name “Danbi” while we were looking for a pure Korean name with a good meaning. It means “just the right amount of rain” or “sweet rain.” It also goes well with books and country life. We are also called “Danbi-nim” by our regular customers, not bookkeepers or owners.

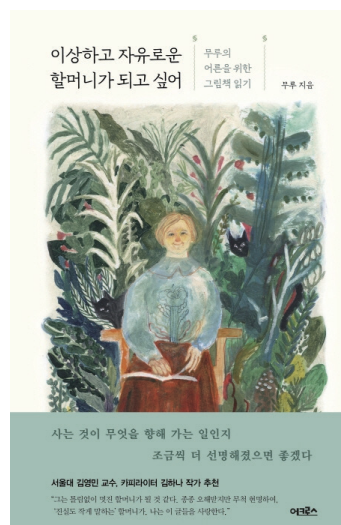


The slogan of Danbi is “A treasure-like little bookshop in the forest.” Danbi is located in a clean area under a mountain on the outskirts of Sejong-si, where birds sing, frogs croak, grass bugs chirp, starlight falls at night, and fireflies shine in late summer. Almost everyone dreams of having a hideout in life, but not all of them can have one. So even though it is small in size, we tried to have a big garden with various types of flowers and trees, and organize a cozy attic.

As we thought of having book-stays when designing the building, we are naturally using the attic for the book-stay. To protect books from discolored by sunlight, we made the southern window small and western window big and long; the sunset is so peaceful and beautiful. So in this place, 100% reflecting our couple's preferences, we hope visitors can peacefully enjoy reading books surrounded by nature and encounter a book of their life.

The bookshop is open during the day, and the "book-stay Danbi" is open after 7 pm on either Friday or Saturday in the attic. As we only receive one team under reservation, you have to book several months before the day you want to do the book-stay. Book-stay Danbi is not just about spending a night outside but is about experiencing and meeting the small bookshop and nature and interacting with the bookkeepers. So whenever you feel like you need "sweet rain (Danbi)" in your tough daily life, feel free to visit us.

Danbi's Recommendation



I Want to be a Strange but Free Grandmother

I Want to be a Strange but Free Grandmother (Across) is a book published with the sub-title “Reading picture books for adults by Muru.” Writer Muru calls herself a picture book guide for adults. She began reading picture books when she experienced late growing pains around the age of 20, and the number of books she read then would outnumber all the books she read during her childhood combined. She also said that she learned many names of happiness and sadness through picture books. This book lightly talks about the forms and styles of picture books she has met in her entire life. Her choice of words relaxes the readers’ minds, making the book easy to be read. You will find her story closer to your mind, where she says she wants to become a fun but strange aunt and a grandmother to her future nieces/nephews and children. Why not read the book today?

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Seejum



Inspiration from a space filled with books

Seejum is a bookshop located in the small and serene Sodam Village on Ganghwado Island that also provides book-stay programs. Just like the name Seejum (meaning “viewpoint” in English), it is a bookshop that hopes to cherish every moment and every perspective by looking at new starts or things. We recommend books with detailed curation and pursue being a place where visitors can peacefully stay and have time on their own. Oh, we are also living with four neighboring cats and two cute dogs named Mani and Jeondeung.

We face many changes and challenges in life. We think that a private space filled with books can provide much inspiration, as it gives you the power to think and question yourself. Our bookshop offers book-stays too because we took such a viewpoint towards

books and space.

Today, people type in “how to~” on Youtube, not on a search website, when they are looking things up. As even search portals are losing influence, people no longer find books for answers. However, books still have an exclusive advantage that is irreplaceable by other media as they throw you a question, give you time to look back on yourself, provide empathy and consolation. So even though the usage and meaning of books may change, their nature stays the same. We thought that even though people no longer find answers in books, they can find the single most important question they are in need of – then you need time and space to focus on books.



Even though Seejum is on the rural island of Ganghwado, it is easily accessible from Seoul and the metropolitan area by car in 1

or 2 hours. There are many buses from Seoul, Incheon, or Gimpo that stop near our bookshop. Also, there are many spots to go after reading books such as Jeondeungsa Temple, Manisan Mountain, and Hanok Church. Our favorite spot is the trail around the Samrangseong Fortress. This fortress on top of the mountain in front of Seejum has a long history with the legend that the four sons of Dangun (legendary founding father of Gojoseon; it is why the castle is called Samrangseong). It only takes about 20 minutes to walk up the hill, so why not take a book in your arm, walk around the fortress, and fly away from all your worries?

Seejum's Recommendation



The Jehol Diary

We love reading travelogues of each country and culture. So we would like to recommend overseas readers *The Jehol Diary* (Bookdramang) by Yeonam Park Ji-Won, which is one of the best travelogues in Korea. Even though classical, the books are packed with insights penetrating the era, awareness about the present, and

future he hoped to change.

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Web. linktr.ee/book_seejum

Instagram. @book_seejum

Arca Books



A place of cure and recovery

Arca Books began when we attended the “children’s book meeting for adults.” It was actually intended to choose picture books for our kids, but as we read through the books, we would also indulge in talking about our childhood. Most of the main characters

in children's books would be in need of love or marginalized, as the writers experienced the rapidly growing economy in Korea as a kid and therefore lacked communication with or love from their parents. So as we organized various programs for both adults and kids such as picture book performances and shadow shows, we wanted to make a place where these programs could continue on and on.

This was also when we decided to name the place "Arca," which means an "ark" in Italian. Also, we wanted people to be cured and recover in this "ark" which also has the meaning of haven. We wanted Arca Book-Stay to be a place for people to look inside each other and have serious but genuine discussions as a family. We thought that conversation and consolation between generations were what the modern society is in need of, where family members have a hard time having in-depth conversations as Dad goes to work, Mom takes care of the family, house chores, and sometimes even work, and kids are exhausted from school work focused on competition. We believed that a good solution would be children's picture books that are not heavy but deliver a profound message.

Arca Book-Stay does not force reading on to its visitors with a stuffy sentiment. We have a swimming pool in one corner, and everyday at 6 pm, the whole bookshop building is open for customers to freely move around the spacious library and the attic and read books. The stair-shaped library and hidden attic in the bookshop building were designed for customers to get more familiar with books and lightly build a reading habit.



We wanted Arca Books to be a bookstore and an educational place for many students and parents competing in the entrenched educational structure for college admission to release themselves from that frame, design their own dream through books, and boldly stand against the doctrinaire social structure. And we believed that facilitating communication in each family was important as the first step, which we thought begins with curing modern adults that bear great responsibility as the pillar of the family and are suppressed with their role as parents. When artless dads and moms are reborn in the modern conservative family, and when that artlessness realizes the freedom of genuine cure and recovery, the reproduction of the vested interests in the Korean society shall stop.

Arca Books' Recommendation



The House where We Stroll with Books

The House where We Stroll with Books (Munhakdongne) is a story about the late Joseon Dynasty seen from the eyes of young Jang-Yi. The book seamlessly describes the phases of the late Joseon Dynasty, which can be difficult when learned in school, through fun incidents Jang-Yi and the surrounding characters experience such as the introduction of Catholicism, people's yearning for an equal society, the false and fabricated lives of the upper class, but also honest and conscientious members of the upper class, and social conflicts. Also, how Jang-Yi's family recommends books for visitors taking their situation and background into consideration shows how long the Confucian spirit of benevolence (仁; love and consideration) that supported the country as an ideological pillar had been deeply rooted in people's minds. The book throws readers a question of whether there has been a misunderstanding and distortion

about Confucian ethics due to our colonial view of history, which made modern people have a perception about it as outdated and stuffy.

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KOREAN PUBLISHERS

Yuksabipyongsa

Engraving the meaning of historical record upon the mind

Organized by Lee Ji-Hyeon

Yuksabipyongsa is an unrivaled publisher specialized in history in Korea. Established in 1987 with a “bookazine” *Critical Review of History*, it has been devoted to publishing content on Korean history for more than 30 years. From the glorious days to heart-numbing moments, the publisher has been producing rough but calmly written history works. Following is the interview with Yuksabipyongsa, who honestly talks about our yesterday, today, and tomorrow.



Logo of Yuksabipyongsa

Please introduce us about Yuksabipyongsa.

“Yuksabipyongsa pursues building a live history in harmony with the changing society.”

History is the result of the accumulated life of diverse human beings. Making today better than the past and opening an even better future begins from looking back to our history. Studying history is not just about looking back though; it is to take a critical perspective towards the world and make interpretations.

Taking the first step with its integrated quarterly journal *Critical Review of History* in September 1987, Yuksabipyongsa has published about 400 titles that feature critical awareness towards social and historical issues, and will continue to be this way for the better development of history. We are making books about pre-modern and modern history and also liberal arts books that cover various contents in diverse formats. The founding purpose of Yuksabipyongsa was to serve as a medium for sharing history with the civil society which was deemed to be reserved for researchers in the late 1980s when the Korean society had just overcome military dictatorship, was rapidly developing and was pursuing democratization. We believe that it is our duty to invite citizens to the discussion table they have set up.

Please introduce our readers of *K-Book Trends* the representative works of Yuksabipyungsa.

We would like to recommend the *Korean History in the 20th Century* series composed of 10 volumes. It is a popular liberal arts series that talks about the period beginning from when Korea first opened its port to foreign countries, to the democratic movement in 1987 by topics and generations. Based on the opinions of the most authoritative experts and materials in each field, the series about modern and contemporary history takes the most objective standpoint with no political bias at all.

Also, *Take a walk in ancient Korean history* deserves to be read as well. While the medieval times have several historical records, the ancient history lacks historical documents to an extent that it is almost like “making up” when carrying out research; this inevitably leads to distortions and arbitrary interpretations, which have even provoked debates on nationalism. The *Take a walk in ancient Korean history* is a series for beginners that correct such questions and distorted facts about the ancient history in a QnA format.

There’s another book we would like to recommend, which is *Reading Korean History by Argument*. It is composed of two volumes: “pre-modern history” and “modern and contemporary history.” Just as you can infer from the title, the series takes a look at milestone discussions or major topics that academia could not reach consensus on in Korean history, and touches upon what kind of historic views and ideas have been changing the horizon

of historical perception for the past century as they clashed and supported one another. As such, the series shows readers that history is never fixed for good but is a dynamic organism where parts are sometimes removed with colliding perceptions through the historic timeline of discussions.



Korean History in the 20th Century, Take a walk in ancient Korean history, Reading Korean History by Argument

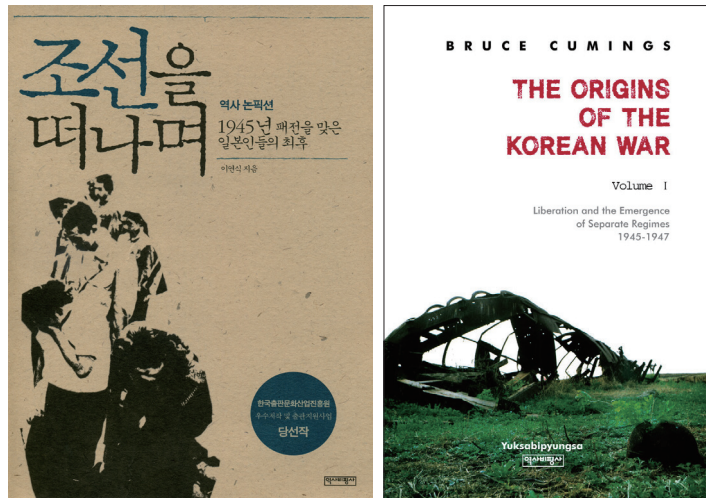
Are works of Yuksabipyungsa popular in other countries too?

Yuksabipyungsa is specialized in Korean history. From the viewpoint of world history, Korean history takes a small part in the overall Eastern history, which therefore lacks attention or in-depth research across the world. Also, as history is generally interpreted and described country-centered, if each country's history does not work in mesh with that of neighboring countries, then it loses universality. Therefore, unlike creative works like literature, the historic content of a certain country has no means but has limits in exporting copyright. However, the number of people majoring in Korean is increasing in East Asian countries like Japan and China,

and also in the US, and more Korean residents abroad are finding their identity, and people are paying more attention to Korean history.

Which books did Yuksabipyoungsa export?

The first example would be *The Origins Of The Korean War* by prominent scholar and expert on the Korean peninsula, Bruce Cumings. It is surely a masterpiece book covering the Korean War. While it is a 1,600-page-long book first printed by Princeton University, its publication was banned in Korea for ideological reasons regardless of being appraised as the most accurate and authoritative research book, which made people sell a pirated translation of the book. Currently, the copyright for the English version is owned by Yuksabipyoungsa, and the English edition sold across the world including on Amazon is also published by the company. In China, the translated edition of *How Did We Live the Past Century* (百年韓国-生活与文化) covering the 100-year modern and contemporary history of Korea is published, while *Raiding the Cholera Joseon* (コレラ、朝鮮を襲う-身体と医学の朝鮮史), *Liberation Movement and Towards Unification* (朝鮮民族解放運動の歴史-平和的統一への模索), and *Leaving Joseon* (朝鮮引揚げと日本人-加害と被害の記憶を超えて) are translated and published in Japan.



Leaving Joseon, The Origins Of The Korean War

What is the standard and value of Yuksabipyungsa when it comes to choosing an author or a work?

The first thing we take into consideration when selecting an author or work is the “specialty” of the author and “freshness” of the topic. We don’t call people writing history books an “author.” It is because history description is not a realm of creativity that relies on imagination. Imagination, in this field, is an element with the minimum influence that supplements the missing gap between historic materials with reasonable inference. So we are not looking for someone with a diploma, but someone that has done a sufficient amount of research and study based on our own standard. How well the writer describes this professional field comes next. Then we would be able to maintain readers’ trust for our contents as trust is like life for a history-specialized publisher like us.



Quarterly *Critical Review of History*

This year is the 30th anniversary of the quarterly journal *Critical Review of History*. How do you feel, looking back the past 30 years?

The quarterly journal *Critical Review of History* is a journal published by the Institute for Korean Historical Studies first published in 1987 by various critical intellectuals who agreed for the necessity of history education as Korea was undergoing democratization. If we count from the prep volume published in 1988, this is the 32nd year. The journal contributed to expanding the influence of historical studies into the public through active exchange with the public. Today, professional researchers across fields of Korean history, Western history, and Eastern history are carrying out editing meetings each month as an editing committee together with our publishers; not only profound thesis papers on history but also essays and critics are added to the journal as well. In the course of the reforming process of Korean society, multiple new magazines and academic journals were born and faded

away. Literally, no-one would hardly expect that *Critical Review of History* will continue publishing until today without a single month missing, as it is a non-commercial journal run by voluntary donation of scholars and support from the civil society. The young intellectuals that were the founding members of the journal are playing a central role in society and the country. By the nature of history, their descendants have taken the baton, overcoming their predecessors' limitations and working for the betterment of our history that breathes with the public.

Could you please tell us the future plans of Yuksabipyungsa?

History is never fixed. It changes, develops, and deepens with ceaseless research and discussions. Even though Yuksabipyungsa was established a century ago, we will present outcomes of new historical studies with such nature of history in mind. We may lack a bit of color compared to big publishers or newly established modern and sensitive publishers, but we pursue making sincere history books that do not distort the flavor of their materials. Our principle to make books that readers can have trust in and undoubtedly digest the content, albeit criticizing will stay firm with time and changing generations.

Website. www.yukbi.com

Facebook. [zapatista.yukbi](https://www.facebook.com/zapatista.yukbi)

KOREAN AUTHORS

Writer Baek Hee-Na

I hope my books can provide happiness and warmth to my readers

This interview was edited from the video “Authors of Korea Picture Books and Books for Children and Youth” made for the 2020 Moscow International Book Fair to celebrate the 30th anniversary of diplomatic ties between Korea and Russia.

2020 Moscow International Book Fair | www.mibf.info

Link to Introducing Republic of Korea as The Guest of Honor | <http://mibf.info/korea>
Platform of Republic of Korea as The Guest of Honor | <https://goh-en.sibf.or.kr/>

Baek Hee-na wrote and illustrated all her thirteen books. And her miniature dolls, full of expressions, come alive with the lights and detailed decorations on the page. With these illustrations, her books are simply awe-inspiring.

About these wonderful books, the writer commented that she tried to escape from the format of books and sculptures. And in her characters, one can see detailed expressions unique to the writer. The backdrops in her books are familiar and yet mysterious.

Given the nature of my job, which requires me to read many

children's books, I am not easily moved or impressed. But when I open the first page of her book, I fell in love with her illustrations. I felt that her heart was open to her readers, and I was in the embrace of its beauty. Children who read her books will learn compassion, joy, and love for this world.



Writer Baek Hee-Na

Greetings. It's good to see you. Please introduce yourself to our readers.

It is my honor to meet you through my book. I hope you can enjoy it.

I'd like to congratulate you on winning the Lindgren award. Please tell us how you felt about receiving the award.

It was an award I really wanted. But because I knew that the award is given not for one title but for the lifetime contribution of a writer,

I had no expectations. I had no idea I was being considered for the award. And I couldn't understand when they called because they spoke in English.

When they called the first time, I hung up because it was an international number, which I didn't know. I thought I should answer it when I got home. When they called again, I thought it must be something urgent. I thought it was good news, and I heard something about an award, but I had no idea the award was that award. I thanked them first. In the TV report, they said I was calm about the news, but it was because I couldn't understand it well... If I got too excited when it wasn't the Lindgren award, I would feel let down and wouldn't know what to do next, so I just thanked them appropriately at the time.

* *K-Book Trends* Vol. 22 - Article on the Astrid Lindgren Memorial Award

If you can pick a color that can represent your world of works, what would it be?

Prussian blue? It looks dark, but it has the feel of clean, crisp air. The air that enables you to breathe. And you can add water to it. I have some readers who find my illustrations scary. I also think that there is a dark side to them—my illustrations. But the darkness is only a part. There is also hope and humor. What I want most is to offer happiness and comfort. So the color will be Prussian blue.

How did you become an illustration book writer?

Ever since I was little, I liked playing by myself, and I didn't have social skills. I'm still the same...in that there aren't many things I'm good at. One day I thought about why I seemed so behind compared to others. Not in everything, though. There were some things I was good at. I liked drawing, and I had a lot of confidence in it too. When I'd play by myself, I played with dolls, or I drew. In hindsight, I realized I created stories as I was playing, and that became the source of my stories later on.

What is it like to write a picture book?

It's about mulling over how to tell a story using the physical characteristics of the book and the media called books. In other words, I think about how readers will first see the cover page, and turn to the flyleaf and see the subtitle, and read the story, and slowly become immersed in it.

I think of it as a complicated psychological game, which I find very interesting. The book as a medium is very limited, and it is fun and challenging to use it for its maximum effects to tell a story.



Baek Hee-Na's representative works

You don't use just drawings in your illustrations, but sculpted shapes made with a variety of materials. What is the intention behind that?

After coming up with a story, I think about what will be the most effective way to deliver the story. And depending on that, I decide on the nature of illustrations. Whether I will do it with charcoal or watercolor paints, or make it into three-dimensional. Even with three-dimensional shapes, I have to decide whether to make them detailed and realistic, or very rough-looking.

Lately, I've published fantasy stories, and they are small-scale fantasy stories which even grownup readers can read and think they could happen for real. Because I liked these stories which

could happen in real life, I thought visual representations that were not too far from reality would make them more believable, and that was why I worked with three-dimensional shapes in the illustrations.

What was the most memorable reaction from your readers?

I think a lot about how readers will like the story, and which parts will be fun, scary, or cathartic. So I read all the reviews online.

The most memorable review was a reader's comment online on my book, *Magic Candies* (Bear Books). She was a mother raising an autistic child, and she wrote in the review that instead of "magic candies," she hoped for "magic communication." She said one day, she hopes to have perfect communication with her child as if by magic like in the book. Reading that review made me cry.



Magic Candies

What changes or developments have you had as you continued to work as a picture book writer?

Although I'm a grownup, there are still so many things I don't know, or I'm not good at. I make many mistakes, and I'm still learning. Because I'm working as a writer, I can tell myself that it's okay to have these many imperfections.

There is a book I recently enjoyed reading. It's about a girl who makes a living by sewing, and she says all the good things in her life happened when she was working as a seamstress. She says in the story that she's afraid she'll become nothing if she stops sewing, and I really empathized with it. Good things in my life happened when I was writing stories. Writing stories was hard and sometimes painful too, but everything that was good happened when I was working as a writer. I also feel that if I stop working as a writer, I'll become nothing.

What kind of books would you like to write in the future?

I want my readers to feel happy and at ease, at least when they are reading. I believe in the power of stories. I believe that stories have the power to reignite fire and passion, even in the darkest despair. I want my readers to be empowered and happy.

If you have any worries about your work, what would they be?

When it comes to not only the visual aspect but also stories, I worry they might fall into a pattern, and I might also get used to such patterns of storytelling, which I've been careful not to. If I think too much, I come to a standstill. I just spend time thinking. I have to start by making something, whatever that might be. I also have to keep studying. I need many opportunities to make observations. There is no answer, but I have to keep thinking and wondering. And I have to keep going.

Publishing Industry

Current status of each field in the Korean publishing market

8. Publication of practical books for social activities

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



Among practical books that provide knowledge and information useful for daily life, those excluding “practical books for home” including areas such as child nurturing, cooking, healthcare, and hobbies were categorized as “practical books for social activities.” From the broader perspective, this category can include several

publication genres such as economy & business administration (*K-Book Trends* Vol. 22), self-development (*K-Book Trends* Vol. 24), and others useful for carrying out social activities. This month, we would like to take a deeper look at foreign language and travel books, concentrating on the narrow spectrum of “practical books for social activities.”

* *K-Book Trends* Vol. 22 - Article on the Publication of Economy & Business Administration Books

* *K-Book Trends* Vol. 24 - Article on the Publication of Self-Development Books

According to the sales statistics of Kyobo Bookstore, a representative bookstore both online and offline in Korea, foreign language books accounted for about 6.1% of its total sales, while travel books covered 1.4%. Also, 12 titles of language books were included among the top 200 bestsellers in the first half of this year, showing a high demand for English books. While the sales of foreign language books began to make an upcurve from 2018, that of travel books has been losing steam from 2018. However, the unexpected COVID-19 outbreak this year has shaken the publication market for foreign language and travel books. As exams for TOEIC or TOEFL that are deemed a must for getting a job or studying overseas were canceled or postponed, relevant markets were greatly hit as well. Also, the sales of travel books almost halved year on year as traveling overseas was largely banned worldwide. This helped books for domestic trips see an upward curve, where previously they had been relatively unnoticed by consumers. In

particular, as the relationship between Korea and Japan greatly deteriorated last year due to a conflict over historical affairs, demand for Japanese books and travel books dropped significantly. The market for foreign language books is largely divided into English and other languages. English accounts for an overwhelmingly large portion of total sales. English books are then subdivided into TOEIC/TOEFL books for college students and “easy English” books for people in their 30s and 40s. Books such as *Hackers TOEIC Vocabulary* (Hackers Education Group) published by the Hackers Education Group take the majority of the TOEIC/TOEFL books market in Korea, followed by YBM, etc. For other languages, Chinese and Japanese – languages of the neighboring countries, German, French and Spanish – traditionally learned second foreign languages, and Arabian – a highly selected subject for the college admission exam account for a huge proportion in sum.

English books for learners mainly consist of speaking, vocabulary, and grammar books. The publication market for these books generally publishes contents that people can study themselves by emphasizing visual aspects of the books, making them more understandable. These books are mainly written by Korean writers. Also, many language books provide an audio file (MP3) with which learners can practice native pronunciation. Online lectures using the publisher’s website or Youtube have become recently popular as well.



*English Conversation, The Miracle of 100 Days,
HackersTalk The 10-Minute Miracle for English Conversation: Speak Using Basic Sentence Patterns,
Miraculous 1000 Words for Basic English Speaking*

The educational curriculum for elementary, middle, and high schools focuses on raising grades for school and college admission based on sub-materials, exercise books, EBS materials, academies, and online lectures. Therefore, these form a very big educational market. Yet, compared to this, the language-related market for adults, including publications is relatively small. Believe it or not, but language books for adults tend to have titles that try to boost up their morale for learning English again, frequently using the word “miracle.” Examples are *English Conversation, The Miracle of 100 Days* (NEXUS), *HackersTalk The 10-Minute Miracle for English Conversation: Speak Using Basic Sentence Patterns* (Hackers Education Group), *Miraculous 1000 Words for Basic English Speaking* (SiWonSchool), *HackersTalk The 10-Minute Miracle for English Conversation: Travel English* (Hackers Education Group), and *100 Days of Miracle for Traveling: English* (NEXUS). Even

though learning a language solely depends on the efforts of the learner, these books have put “miracle” in their titles wishing for one to happen, encouraging people that they can really do it.

The essence of English books is speaking. For example, *So American Idioms for Speaking English* (Saramin) written by Kim Ah-Young is advertised to be the unrivaled guidebook for learning the most casual American English. Kim Ah-Young is currently giving lectures at the Florida State University’s English Instructor Course. Also, *Miraculous 1000 Words for Basic English Speaking* is written by Lee Si-Won, a famous instructor for English speaking, that provides an MP3 file along with 500 words most frequently used in daily life, 200 common expressions for traveling, and 300 expressions you can use in different situations that will help readers have a fluent conversation with a native speaker in 20 days. *English Conversation, The Miracle of 100 Days* written by Moon Sung-Hyeon is a bestseller that sold 500 thousand copies, which people can listen to the author’s additional explanations with an MP3 player using a QR code in the book. Also, readers can easily type in the title and watch his videos on Youtube. *Beyond English Words* (Saramin) written by Seo Young-Jo visually boosts up learning morale by using the most frequently used words, phrases, and familiar pictograms.

Some linguistic patterns are commonly used in English conversations. Books targeting this are: *233 Must-Know Patterns for English Speaking* (Gilbut), *233 Must-Know Patterns for English Speaking: Basic* (Guilbut) written by Baek Sun-Yeop, *Hackers 10-Minute Miracle for English Speaking: Basic Patterns* (Hackers Education

Group), *Hackers 10-Minute Miracle for English Speaking: Using Patterns* (Hackers Education Group), and *233 Must-Know Patterns for English Speaking: Advanced* (Gilbut) written by Joyce Baek. *Hackers 10-Minute Miracle for English Speaking: Basic Patterns* (Hackers Education Group) comes with an MP3 file to help learners practice speaking like a native speaker by reading after commonly used expressions by Americans. This book encourages people to study English 10 minutes a day, providing native pronunciation through QR codes. It also includes 4 commonly used sentences for each of the 100 basic patterns.



Chinjeolhan Daehak's English Class, 100 Basic Daily English: Verbs, Auxiliary Verbs, Hanging On! English Vocabulary for Elementary Schoolers

OPic (exam for English speaking) related books are also popular. *Hackers 2-Week OPic Strategy: Advanced* (Hackers Education Group) and *Hackers 2-Week OPic Strategy: Intermediate* (Hackers Education Group) are examples. There is also a unique book titled *Chinjeolhan Daehak's English Class* (Gilbut) written by Lee Sang-Hyeon, or Youtuber Chinjeolhan Daehak with 300 thousand

subscribers, helps people in their 50s or higher start learning English again. If you take a shot of the QR code in the book, it leads to the relevant Youtube video, calling itself a perfect English book for parents.

In the field of English vocabulary, *VOCA Bible 4.0* (Step Up) written by Heo Min is popular, which is based on the analysis of the past 30 years' English exams and has published its 4th revised edition. Meanwhile, for English grammar, *Hackers Grammar Gateway Basic* (Hackers Education Group) written by David Cho that puts up the slogan "mastering basic English grammar in a month," *American English Grammar 1: Nouns* (Saramin) and *American English Grammar 2: Verbs & Tenses* (Saramin) by Kim Ah-Young that come with an MP3 file, *100 Basic Daily English: Verbs, Auxiliary Verbs* (Tomato4u) written by Seo Jang-Hyuk were bestsellers. Also, *Hackers New TEPS Reading* (Hackers Education Group) and *Hackers New TEPS Listening* (Hackers Education Group) written by David Cho, *English Expression Power-Up Dictionary* (Darakwon) written by Lee Chang-Soo, and *Hackers Easy Reading 100* (Hackers Education Group) are high in demand.

Meanwhile, English books for children are divided into alphabets, pronunciation, vocabulary, reading/writing, and listening/speaking. One of the top-selling books is *English Grammar for Elementary Schoolers Basic: Grammar is Writing* (Key Media) focuses on making students practice writing English by subdividing basic grammar into daily tasks. Also, *Hanging On! English Vocabulary for Elementary Schoolers* (Wisdom House)

is an English book where the characters from a popular Korean webcomic *Hanging On!* (Webtoon Books) talk about English with four-frame comic strips. *Disney OST English* (Gilbut School) is a book that helps kids learn essential English expressions and vocabulary by singing after songs of Disney animations. Also, a popular series *Smart Phonics* (EFUTURE) is a specialized book for kids learning English as their second language that combines various games and learning activities together with colorful illustrations. This is also popular in other non-English speaking countries other than Korea. Lastly, *English Grammar for Kids 3800* (Mother Tongue) is published by a company well-known for English grammar for middle school students. The series helps kids build up a foundation for English grammar through repeated exercises. This book also provides an MP3 file for free.

As the coronavirus restricted people from moving across borders, the sales of books about overseas traveling dropped sharply. However, instead, guide books for domestic traveling and travel essays have clearly taken their place. For books about overseas traveling, regions such as Danang have outpaced Europe, the US, and Japan.

Books that have been popular among Korean travelers in the first half of the year were travel essays and guides for domestic trips. For stories on traveling, *I walked and walked in search of unfamiliar life* (Sangsang) written by Sueddu topped the list. The book, written by 560K Youtuber and traveler Sueddu, contains 53 travelogues encompassing both overseas and domestic travels with sensitive videos and photos. She can be referred to as the so-called “Youtube-

seller” where the popularity as a Youtuber led to the popularity of her book. Meanwhile, for travel essays, *Attracted* (Dal) and *The Wind Is Blowing, and I Like You* (Dal) by poet Lee Byung-Ryul are eye-catching, where the poet translated his impressions from travel into poetic language. Also, *No Traveling. Living a Month* (Eotteonchaeg) written by Kim Eun-Deok and Baek Jong-Min is a guide book that thoroughly analyzed how to take full advantage of living at a travel site for a month, which is rising as a new traveling trend. Moreover, *And They Have All Left* (2 Human Beings) written by Kim Ji-Soo is a story about the author’s trip where he took his father and son to Western America after his mother passed away. The travelogue of the three generations after the death of his mother is more than heartwarming.



I walked and walked in search of unfamiliar life, Traveling Korea Today, Bucket List 101 for Traveling Korea

In terms of travel guides for domestic trips, *Traveling Korea Today* (RH Korea) written by Ok Mi-Hye, *Guide for Traveling Around Korea* (Sangsang) written by Yoo Cheol-Sang, and *Bucket List 101 for Traveling Korea* written by Choi Mi-Seon topped the sales list.

Among these, *Traveling Korea Today* is a compact guide book that introduces 738 hot places in 32 preferred cities of travelers, along with nice restaurants and cafes. It is unique that it recommends 22 themed trips.



Almighty Home-Meal Journey of Le Grand Chef Heo Young-Man, Tasty Guys, Oh! My Guam

The best among domestic travel guides are books introducing matjips (tasty and pleasant restaurants). A commonly found content called “mukbang (where people film themselves eating food)” has spread its influence to books. Many readers love *Almighty Home-Meal Journey of Le Grand Chef Heo Young-Man* (Guardian), which is a collection of 200 genuine “matjips” across the nation, all visited by the famous cartoonist Heo Young-Man famous for his cartoon “Le Grand Chef” when he was filming a TV show. The thing that decides a real “matjip” in the book is how tasty the restaurant can make home-made meals at a low price. Meanwhile, *Michelin Guide in Seoul* (Michelin) written by Michelin Travel Partner is a perfect guide for gourmets and foreigners. Also,

Tasty Guys (Seong Andang) is a matjip collection of some selected restaurants introduced on a TV show with the same title that has the slogan of “those who have eaten may only know how it tastes.” For books about traveling overseas, *Spain Day* and *Italia Day* of the *Terra’s Day* series written by Jeon Hye-Jin and published by TERRA, *5 European Countries* (Kakao Friends Special Edition) of Sigongsa’s *Just go* series written by Choi Cheol-Ho, *Spain, Portugal* by Kang Hye-Won, one of the *Easy* series of Trust Books, *Hawaii: Traveling Alone* (Sangsang) by Jung Kkotnarae, *Western America, Canada, and Eastern America* of the *Friends* series of Joongang Books written by Lee Ju-Eun, *Spain and Portugal* and *Eastern Europe* by Park Hyeon-Sook, *Singapore* by Park Jin-Ju, and *New Zealand* and *Danang* of Hanbit Publishing Network’s *Real* series have been hot among readers. Meanwhile, *If You Have to Choose, Portland* (Mojosa) written by Lee Young-Lae, *Slowly, Alone: Eastern Europe* (Sangsang) by Kim Hyeon-Gil, and *Oh! My Guam* (2 Human Beings) by Samdori and Yang Seul-Ah that introduce the genuine charm of certain regions have been popular as well. When the persisting pandemic ends, and we can once again cross borders at ease, the markets for traveling and language books will be reinvigorated again.

Publishing Policy

The publications magazines of Korea

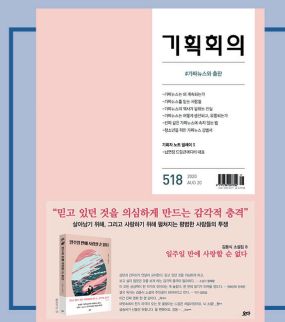
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Publishing Journal

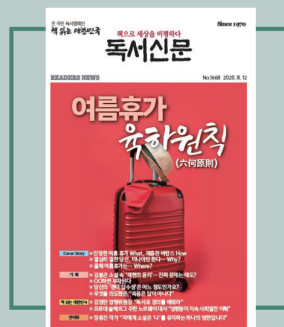
PRN Inc. Publishing & Reading Network for better world

Being a bi-monthly magazine marking the 33rd anniversary this year, the Ministry of Culture, Sports, and Tourism chose it as the magazine with excellent content in 2020. It discusses issues that have posed an overall influence on the Korean publishing industry as highlights.

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Analyzing the world of books since 1970!



Readers News

A1 News

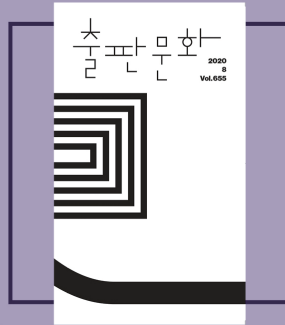
Readers News is a magazine published both online and offline that has been devoted to facilitating reading culture in society since 1970.

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the knowledge-based society in the 21c!**



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and check out outstanding titles
in the Korean publishing industry**

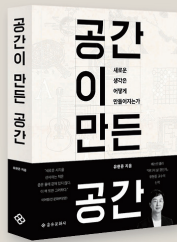
**through
the publications magazines!**



New Books

Space Created by Space

Space
Created by Space



Cultural Evolution represented
by changes in space



The climatic and geological limits
of each region created

a unique lifestyle and culture



Walls made of stone

were central to Western architecture with the region having less rain and hard ground



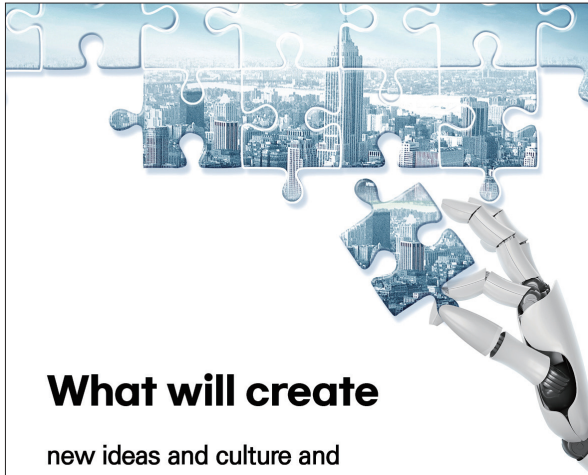
Slanted roofs and pillars

were integral to Eastern architecture with the region having soft ground and frequent rainfall



And today, A new style of architecture

emerged with inter-regional exchange and development of IT technologies



What will create

new ideas and culture and
a new form of architecture in the future?

Creation, Exchange, and Evolution of Culture



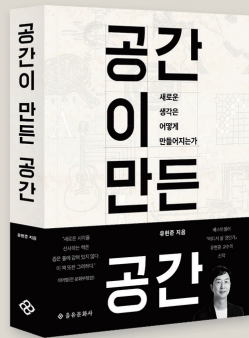
**Insightful
reinterpretation
by architect Yoo Hyunjoon**



*Architecture
always evolves
to survive in
the surrounding
environment.*

Yoo Hyunjoon

How are new ideas made?



**Space
Created
by Space**

Yoo Hyunjoon,
Eulyoo,
2020.05.01

Best Sellers

3rd Week, August

Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong



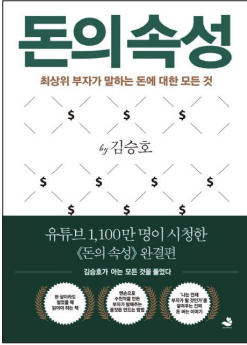
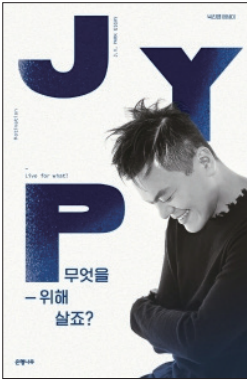
In the third week of August 2020, books written by famous figures drew popularity in Korea. For example, *What Are You Living For?* an essay written by JYP, a popular Korean singer, *Reboot* by the famous lecturer and Youtuber Kim Mi-Kyung, and *The Reason for Living* by film critic and celebrity Heo Ji-Woong topped the integrated list of bestsellers. In particular, *The Reason for Living* is a new essay eagerly written by someone who has gone through a significant struggle in life in 2018 - malignant lymphoma, which is a type of blood cancer - and has gotten a totally new perspective towards life. The writer offers warm consolation to readers who are fighting against their own struggles in life.

Some books have become bestsellers on the back of their original TV drama's success. For instance, “It’s Okay to Not Be Okay” is a popular drama in Korea featuring the story of a children’s book writer, and the book *Finding the Real Face* from one of the episodes was officially published, while the drama's scenario book *It’s Okay to Not Be Okay* ranked 10th. Having been included in the bestsellers’ list during their pre-sale period, the two are examples of how much a popular TV drama can influence book sales.





On top of these, *Prosecution Reform & Candlelight Citizens*, the no. 1 seller on the list, is a detailed record of conflicts that took place in Korean society. The book discusses the prosecutors’ investigation and news reports, and evolution of the candlelight citizens, which is expected to be meaningful for the advancement of democracy in Korea. Meanwhile, books of economy and business administration such as *The Property of Money, You Can Do It!*, and *Great Wealth Transfer* were popular titles in this period of difficult economic circumstances incurred by the pandemic.

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

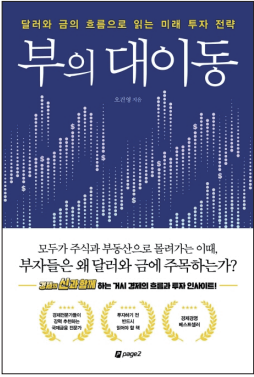

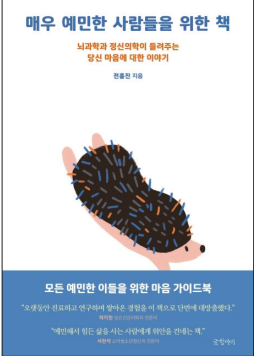
BEST SELLERS

| | | |
|----------|---|--|
| <p>1</p> |  | <p><i>Prosecution Reform & Candlelight Citizens</i> Author Cho Kuk Whitepaper Promotion Committee Publisher Omybook Genre Politics & Society</p> |
| <p>2</p> |  | <p><i>Finding the Real Face</i> Author Jo Yong (writer), JamSan (illustrator) Publisher Wisdom House Genre Genre Novel</p> |
| <p>3</p> |  | <p><i>The Property of Money</i> Author Kim Seung-Ho Publisher Snowfox Books Genre Economics & Business Administration</p> |
| <p>4</p> |  | <p><i>What Are You Living For?</i> Author JYP (Park Jin-Young) Publisher EunHaengNaMu Genre Essay</p> |

BEST SELLERS

| | | |
|----------|---|---|
| <p>5</p> |  | <p><i>Reboot</i></p> <p>Author Kim Mi-Kyung Publisher Woongjin ThinkBig Genre Self-development</p> |
| <p>6</p> |  | <p><i>How Studying Became So Fun</i></p> <p>Author Park Sung-Hyuk Publisher Dasan Books Genre Essay</p> |
| <p>7</p> |  | <p><i>The Reason for Living</i></p> <p>Author Heo Ji-Woong Publisher Woongjin ThinkBig Genre Essay</p> |
| <p>7</p> |  | <p><i>You Can Do It!</i></p> <p>Author John Lee Publisher Knomad Genre Economics & Business Administration</p> |

BEST SELLERS

| | | |
|-----------|---|--|
| <p>9</p> |  | <p><i>Great Wealth Transfer</i></p> <p>Author Oh Kun-Young Publisher Page 2 Books Genre Economics & Business Administration</p> |
| <p>10</p> |  | <p><i>It's Okay to Not Be Okay 2</i></p> <p>Author Jo Yong (writer), JamSan (illustrator) Publisher Howwooya Genre Drama & Scenario</p> |
| <p>10</p> |  | <p><i>A Book for Highly Sensitive People</i></p> <p>Author Jeon Hong-Jin Publisher Geulhangari Genre Liberal Arts</p> |

#K-Book

#2020 Moscow International Book Fair(Picture Books)

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

River, the Black Dog

1. Publication Details

Title | River, the Black Dog
 Author | Suzy Lee
 Publisher | BIR Publishing Co., Ltd.
 Publication Date | 2018-12-28
 ISBN | 9788949113746
 No. of pages | 80
 Dimensions | 154 * 215

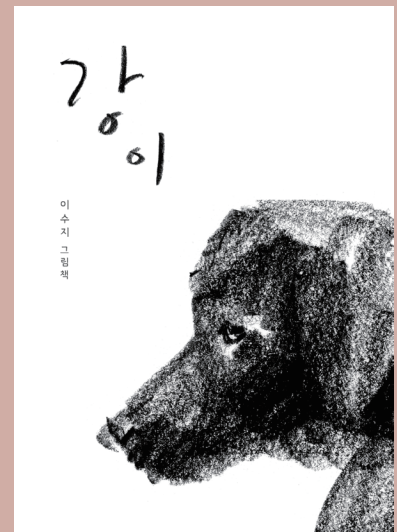
2. Copyright Contact

Name | YANG Claire
 Email | claire@bir.co.kr

3. Book Intro

The story of Lee Suzy's pet dog, "Gang."
 This picture book is a collection of drawings by Lee Suzy that she drew them in memory of her dog, "Gang." In order to record the dog's daily life, some of the drawings were removed, some added to and some used to build an outline. The book is like an album that fits into one's palm so that readers are easily mesmerized by the book.

■ From "becoming a pet after being abandoned dog" to "becoming part of the family" The dog "Gang," has continuously popped up in cameo roles in Lee Suzy's works.



In Line, the dog happily played with children on skates on a frozen pond, and in Such a Great Day joyfully danced in a puddle of water on a rainy day. Gang was always there with children during their moments of joy. This book features a story belonging only to Gang, who has decorated moments of joy in other picture books.

River, the Black Dog is the story of the author, Lee Suzy, and it depicts her first meeting the dog and the fond memories she had until the moment Gang left this world and entered heaven.

Within the book are quotes from Lee Suzy's son, San, and her daughter, Bada, made on the day they met the black dog.

"I am San (mountain in Korean)."

"I am Bada (sea)."

"So you should be Gang (river)."

Even from their first meeting, the children welcomed the abandoned dog with warm hearts.

The dog was given the name of Gang and became part of the family.

Gang, who lived with hunger and thirsty as an abandoned dog, is no longer is hungry or thirsty.

Gang also feels happiness within the boundaries of a family.

The four seasons spent with Gang - playing with a ball, rolling around with the hat featured in Such A Great Day, running through an open field, and riding on a snow sled.

Days without boredom and loneliness.

But the family of San and Bada goes on a long journey, leaving behind only one word, "soon."

While Gang was not hungry or thirsty, he wanted to see his family.

Gang, feeling sick, waits and waits for his family with heartache.

As the waiting continues, snow, which Gang always enjoyed with the children, starts to fall.

Gang begins to run through the snow as if the children had returned.

Then an dreamlike image is created as if Gang hugs San and Bada covered in the snow.

This is where the emotions of Gang are depicted the best.

Snow and children, and Gang, and white paper and black Korean ink are all blended, creating a touching scene at the end of the book.

* http://www.k-book.or.kr/user/books/books_view?idx=1198

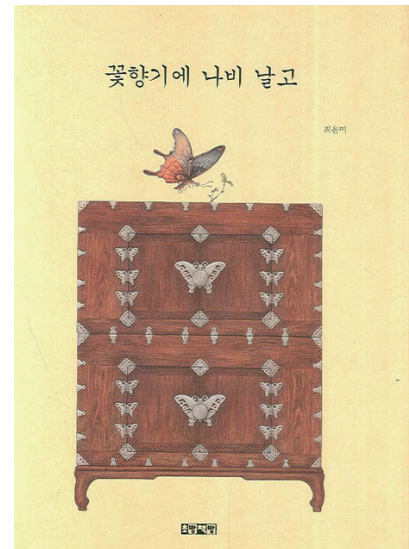
Wishes

1. Publication Details

Title | *Wishes*
Author | Choi Eunmi
Publisher | Chobang
Publication Date | 2007-04-14
ISBN | 9788990614209
No. of pages | 36
Dimensions | 210 * 297

2. Copyright Contact

Name | Chung SoJung
Email | bang@chobang.com
Phone | +82-10-6237-5267



3. Book Intro

Wishes is a picture book that introduces Korean traditional furniture. Korean traditional furniture uses animal-shaped ornaments to express various wishes. *Wishes* explains the meanings of animal-shaped ornaments used in Korean traditional furniture, referring to beautiful Korean folk paintings. Including butterflies for a harmonious marital relationship and cranes for a long life, this book introduces 13 animal ornaments, including the rooster, dragon, turtle, carp, heron, deer, duck, sparrow, phoenix, and bat, explaining the different wishes each one represents.

* http://www.k-book.or.kr/user/books/books_view?idx=3446

The Opposite Pigs

1. Publication Details

Title | The Opposite Pigs
Author | Lee Sun-ok
Publisher | KINDERLAND
Publication Date | 2016-12-15
ISBN | 9788956187273
No. of pages | 40
Dimensions | 180 * 230

2. Copyright Contact

Name | Kim Byoungoh
Email | kbo@kinderland.co.kr
Phone | +82-31-919-2736



3. Book Intro

This creative picture book explains the concept of relativity in a meaningful way! The book does not ask readers any question, but it make them think a lot! It led readers to change their thoughts and then develop further into something else. Is what I see with my eyes always right? Are you tall or short? If you're short, why do you think you're short? Is it because you are shorter than your parents? Then, are you taller than a baby or shorter? Taller, you say? Then, can you really say that you are tall? Or can you say that you're short?

* http://www.k-book.or.kr/user/books/books_view?idx=1436

A Bouquet Of the Grasses From Yeonnam Brook

1. Publication Details

Title | A Bouquet Of the Grasses From Yeonnam Brook

Author | Jeon Soyoung

Publisher | Dalgrimm

Publication Date | 2018-04-23

ISBN | 9791196169824

No. of pages | 56

Dimensions | 200 * 300

2. Copyright Contact

Name | Kim Sungeun

Email | books@yellowpig.co.kr

Phone | +82-31-942-5379



3. Book Intro

A Bouquet of Grass from Yeonnam Brook warmly describes the life of small patches of grass growing near Hongje Brook, along which the author takes walks throughout all four seasons. With her delicate illustrations and heart-felt writing, the author shows that there is life in grass that grows in the city, which we might fail to notice if we do not look at it carefully. By celebrating the life of the grass earnestly living its humble life, this book reveals its support for our everyday life, which, though it might not be splendid, is not ignorable, either. It also shows that life can be beautiful even if it is not the life of a big tree or fancy flower.

* http://www.k-book.or.kr/user/books/books_view?idx=1237

Itchy Itchy

1. Publication Details

Title | Itchy Itchy
Author | Seo Hyun
Publisher | SAKYEJUL PUBLISHING LTD.
Publication Date | 2017-04-25
ISBN | 9791160940688
No. of pages | 64
Dimensions | 217 * 264

2. Copyright Contact

Name | Kang hyunjoo
Email | kanghjo0@sakyejul.com
Phone | +82-31-955-8600



3. Book Intro

On the cover of the book, there is a boy with yellow skin holding one strand of hair. His yellow face with a few strands of hair falling down around it and his round eyes look cute. Itch, itch? What can be making the boy itch?

The story starts with the boy scratching his head thoughtlessly, because it is itchy. A couple of hairs fall off and becomes other "mes." The seven boys – the original "me" and six new "mes" – start to dance. At first, the boys dance to mom, dad and their older sister. They mischievously run to them and nag them to play. But even though they make a great fuss it throughout the house, they still want to play more. So the boy and other mes go out of the house.

Outside, their actions get bigger and their areas wider. They hop around and get on a bus to go far away. Probably, a reader with keen eyesight will have noticed by now that only the real "me" has his eyes wide open. Joy is left behind wherever the boys pass. People who meet the boys receive the joy and start to dance. People the boys passed while hopping, the bus they rode on, and the mountain which seemed uninterested all start to dance. An octopus whom they met in the middle of the ocean throws the boys, one by one, back to land.

The real "me" is dancing merrily when suddenly, uh-oh, his head starts to itch again. He scratches his head hard. Even more "mes" appear. He keeps on scratching hard and countless "mes" show up. It's group dance time! Become happy for no reason. It's the pleasure you feel the instant you become absorbed in something, the vitality felt after playing to your fullest. It's exhilarating the moment you are immersed in the scene. Oh yeah!

Itch Itch is a picture book you read with all the senses of your body. It feels like some part of your body is itchy when you hear the words "itch itch." You also want to sway your body when the boys shake and dance. The further and the

higher the boys go, the more pleasant you become. When he shouts "hooray," the excited feeling bursts out in sound. The afterimage of joy remains for a long time after reading this book.

* http://www.k-book.or.kr/user/books/books_view?idx=1175

Strange Houses

1. Publication Details

Title | Strange Houses
Author | Lee Jihyeon
Publisher | IYAGIKOT PUBLISHING
Publication Date | 2018-03-12
ISBN | 9788998751326
No. of pages | 48
Dimensions | 205 * 255

2. Copyright Contact

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3. Book Intro

In this picture book, there are a lot of strange houses! Strange, strange houses; weird, weird houses; ordinarily strange houses...

Who is living there? Why do they live in such houses?

Please come and visit the village where strange houses cluster together.

Listen to the fun story of the strange village where strange people live.

* http://www.k-book.or.kr/user/books/books_view?idx=3444

Waiting for Mom

1. Publication Details

Title | Waiting for Mom
Author | Lee Taejoon
Publisher | BORIM PRESS
Publication Date | 2013-10-30
ISBN | 9788943309725
No. of pages | 40
Dimensions | 220 * 240

2. Copyright Contact

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3. Book Intro

A very young boy is waiting for his mom at the tram stop. Each time a tram approaches, he asks “is my mom coming?” His nose is red due to the cold weather, but he keeps waiting for his mom. The famous Korean novelist Lee Taejoon, who is known for his simple and crystal-clear writing style, wrote this short story, and Kim Dong Sung illustrated it to make this picture book. The book delivers the heartwarming and heartbreaking affection of the boy for his mom. The intersecting background images of the 1930s’ Korean landscapes and the boy waiting for a tram add special charm to this picture book.

* http://www.k-book.or.kr/user/books/books_view?idx=3438

Hello! Alien

1. Publication Details

Title | Hello! Alien
Author | Park Yeoncheol
Publisher | SigongJunior
Publication Date | 2019-03-15
ISBN | 9788952788917
No. of pages | 48
Dimensions | 195 * 235

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3. Book Intro

Hello, Alien! tells an exceptionally imaginative and perceptive story through the use of text, photos, and drawings, where text can become pictures and photos, making this a fun typographic picture book. At times the text becomes words for the story and at times it becomes the alien's image. By using a transcription technique (transferring text or images), showing an object as how the alien sees it and the object's actual image (two different perspectives), the author has fun with how the images are interpreted, which is to say via alien and via humans (readers). He shows that the power of imagination lies in the eye of the beholder.

* http://www.k-book.or.kr/user/books/books_view?idx=1234

I'm Opportunity, a Mars Exploration Robot

1. Publication Details

Title | I'm Opportunity, a Mars Exploration Robot

Author | Yi Hyeon

Publisher | manmanbooks

Publication Date | 2019-09-27

ISBN | 9791189499051

No. of pages | 48

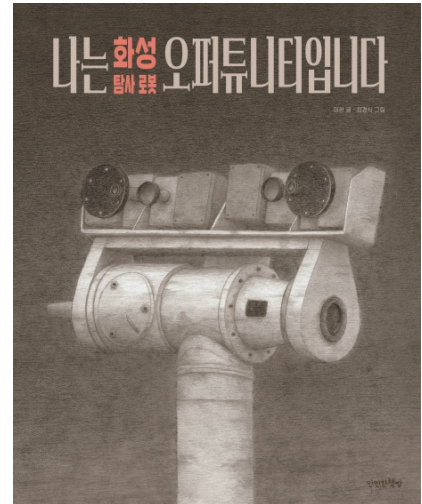
Dimensions | 238 * 295

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3. Book Intro

A robot travels in the universe. It is a little robot called Opportunity, which is 150 cm high and can move only 5 cm per second. Opportunity was launched for Mars expedition and its life expectancy at Mars was 90 SOL, which is approximately 90 days in Earth time. However, against all expectations, Opportunity lived 15 years and completed its mission of Mars exploration.

* http://www.k-book.or.kr/user/books/books_view?idx=3437

The Second Universe

1. Publication Details

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Author | Seon Jaeun

Publisher | Jaeum & Moeum Publishing Co.,
Ltd.

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ISBN | 9788954428187

No. of pages | 236

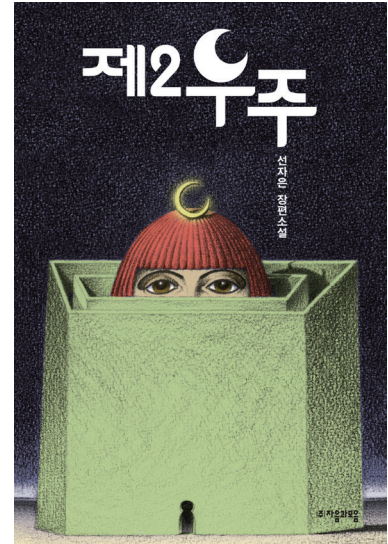
Dimensions | 140 * 205

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3. Book Intro

This story is set in two different worlds that exist in a parallel universe. Woo-joo is a sixteen-year-old girl living with her father after her mother died. She travels to a different world by chance where her mother is still alive. Radical changes of circumstance and ensuing events provide readers not only the chance to look back on their own life but also give insight into the coincidences of life and the importance of choice.

* http://www.k-book.or.kr/user/books/books_view?idx=3433