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# K-Book Trends

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## TREND

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<b>Korean Translator</b>	Oka Hiromi
<b>#K-Book</b>	#Preference & Hobby

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## TOPIC

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## The MZ Generation Reads New Non-Fiction

Written by Kim Seul-Gi  
(Journalist at Department of Culture of *Maeil Business Newspaper*)

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### When did the golden age of non-fiction begin?

There is a genre that boasts of being at the best place in the bookstores. It is non-fiction, in particular essays, a genre where people speak frankly about their personal stories.

"The golden era of non-fiction has arrived" has become too cliché. Essays were once treated as "useless writings" until the beginning of the 2000s, when novels or books about money and economics prevailed in the markets. However, as mega-hit essay collections emerged entering the 2010s, such underestimation dissipated. Publishers, who belatedly realized that essays make money, have begun to fiercely launch essay collections into the market.

For example, Kim Nan-Do's *You Become an Adult After Wavering*

for *Thousand Times* (Munhakdongne Publishing), Hyemin Sunim's *The Things You Can See Only When You Slow Down* (Suo Books), Lee Byung-Ryul's *Attraction* (Dal Publishers), and Lee Oi-Su's *Love, and...* (Hainaim) are the representative essay collections of this era selling as many as a million copies. In 2011, Kim Nan-Do's *Youth, It's Painful* (Sam & Parkers) set a record top-seller of the year for the first time as non-fiction.



*Attraction, That I'm Not Going to Lose, You, I, and Yellow*

It's been rare for literary people to write a complete collection of essays because non-fiction wasn't their major field. It was the heyday of non-fiction that brought back the hearts of novelists and poets. Popular non-fiction collections include Kim Yong-Taek's *The Poems Came to Me* (Maumsanchaek), which sold 600 thousand copies, Kim Yeon-Su's *The Writings Written in My Mouth* (Maumsanchaek), and poet Kim So-Yeon's *A Dictionary of the Words About Mind*. There are more essays written on one topic as well. For example, Kim Young-Ha wrote *Reason*

*for Traveling* (Munhakdongne), where he mainly talks about how he feels about traveling, Kim Yeon-Su wrote *That I'm Not Going to Lose* (Woods of Mind's Books) where he unleashes his love for running, and poet Oh Eun wrote *You, I, and Yellow* (Munhakdongne Publishing), a story about pictures.

The year 2018 marked the climax of the golden age of non-fiction. A new trend called "The Golden Age of Healing Essays" has emerged. Six of the ten best-sellers announced each year by large bookstores, including Kyobo, were essay collections. They were all categorized as "healing essays," including no.1 *Winnie The Pooh, Happy Things Are Always Here* (RH Korea), along with *Every Moment Was You* (Wisdomhouse Mediagroup Inc.), *I Decided to Live as Me* (Woods of Mind's Books), and *I Want to Die But I Also Want to Eat Tteokppoki* (HEUN).

### **In the beginning, there was the *Anyway* series.**

In the meantime, the small publishers have begun to use their weapons against the big publishers flooding the market with non-fiction titles. "Small and light" paperback essays were born, which brought freshness to tired readers of the "big" essays full of commerciality. They are the new pocketbooks, so-called "essays of preference" or "fanatic essays."

The *Anyway* series was the first successful case. It is a 9,900-won-series made by publishers Hugo Publishing, Right Season Publishing House, and Conan Books in 2017. This series only

discusses a single topic related to “the world that created me, and the world I have created.” The first five volumes were released at once, starting with *Anyway, Fitness* (Conan Books), followed by topics such as study, guest house, shopping, and Mangwon-dong. There are also many topics that make us wonder why the publisher has chosen such a topic. It can be called a department store-like collection that will hook at least one reader with all kinds of topics, including magazine, road movie, woodpecker, Twitter, sweater, taxi, and thriller. There are now 44 books in the series, with *Anyway, Bar* (Right Season Publishing House) published recently in summer this year.



The *Anyway* series

The shock that the *Anyway* series gave the publishing industry was the confidence that even single-person publishers can make steady-sellers with ingenious ideas. It didn't take them a long time to come up with ideas and plans, not to mention not being

limited. This enabled them to publish 17 books in a year. It was also a clever decision to read the era's trend and pick topics that could attract "fanatics" with manuscripts as long as 300 to 400 pages, which was not a burdensome amount at all.

The series' success story became a groundwork for similar non-fiction titles targeting manias beings called "the next *Anyway* series." When we asked CEO Kim Tae-Hyung of Right Season Publishing House, CEO Lee Jung-Gyu of Conan Books, and CEO Lee Jae-Hyeon about the secret behind the success of the *Anyway* series, it was clear. The series was particularly popular among females in their twenties and thirties. The analysis was that the MZ generation (people born between the 1980s and early 2000s) loved stories about subjects they like written in a humorous but in-depth style. CEO Lee Jae-Hyeon said: "We thought it would just be lightweight and bright when we were planning it. But the books ended up being pretty serious. I am so grateful to our readers as they digest such serious subjects." Additionally, CEO Kim Tae-Young added, "We're more interested in 'micro' topics. There'll be more fun topics in our next series." In short, they have satisfied the needs of readers looking for "good essays" that are light and thin, but never light in terms of the content.

### **What kinds of essays does the MZ Generation read?**

A countless number of similar non-fiction titles targeting readers in specific fields are released in the market. They are all on light

new topics, with roughly 300-400 pages, making them light and affordable. Their price is around 10,000 won. Some books have subjects that are so creative that you could nod your head before you even read their story.

"It is a round table. No one feels uncomfortable here – should it be one person, two or three, or more sitting around the table, no one feels left out. Anyone can pull out stories about that precious food in your mind."

This invitation to a meal that makes you feel hungry is a greeting from publisher Semicolon (Minumsa) as they newly launched *Dding* (an onomatopoeia for feeling woozy), a non-fiction series. It is a pocketbook series that hopes to include stories that make people go “*dding* (woozy)” inside their heads and stomachs as if they have finished some good food. The first book in the series is *The Things I Thought About Over Breakfast* by columnist Lee Da-Hye. Written on the topic of “breakfast,” the writer talks about stories that bring up nostalgia, such as the breakfast you had at a hotel in another country after a tough traveling schedule you’ve had the day before, some *gimbap* (seaweed rice roll) that grandmother used to make for picnics, a bowl of codfish soup you had in Busan after finishing interviews at a film festival, and a bowl of bean sprouts soup you had in Jeonju. She also mentions the morning views that appear in films and literary works. The second book is about the foods you have for a hangover titled *The Day After Binge Drinking: A Self-Experiment on Handover Foods*, written by Miggang, cartoonist. It draws how

the hangovers and food for them make the perfect harmony with a dollop of tastiness. The series has published its 10th book as of today – after steadily releasing books such as *Park Wan-Suh’s Kitchen: The Accurate and Perfect Memory of Love*, *Hot Pot: The Red I Love*, and *Pyeongyang-style Cold Buckwheat Noodles: It’s Hard at First, You’ll Get Better Soon*.

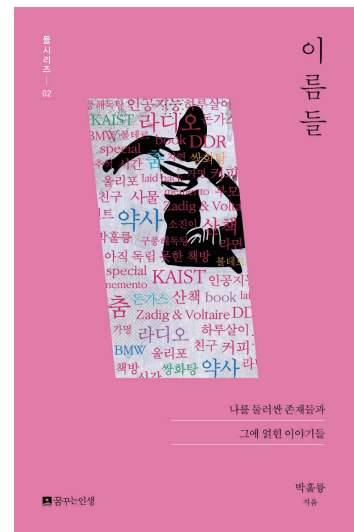
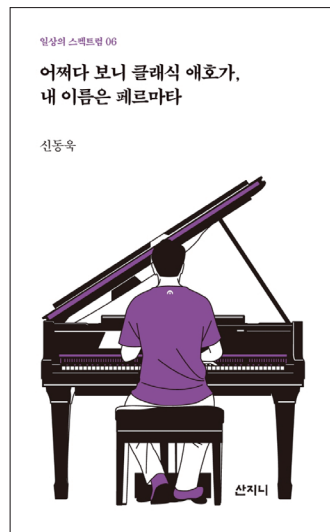


*The Day After Binge Drinking: A Self-Experiment on Handover Foods, I Dream of Natural Death, Coffee and Cigarettes*

Publisher EunHaeng NaMu is also steadily releasing its *Lik-it* series, which features stories about different jobs such as a doctor, a radio PD, and a florist, with the slogan “Things I like is how I live.” Nam Seung-Min’s *This Retro Life* suggests retro-style life as an alternative lifestyle, introducing the daily life of a vintage lover. Meanwhile, *I Dream of Natural Death* is written by a Me-Too activist Tak Soo-Jung, who has been making voices heard on sexual violence occurring in the cultural and art industries. It talks about the everyday life after “that day.” Finally,

the book *The Safe Distance Between You and I* is about the twists and turns the author has experienced as she resolves to drive a car herself with a strong will to be independent. It is also an essay that draws on modern literature of the world in delicate moments at the right time.

Publisher Delta Time also has been publishing a non-fiction series, *The Flow of Words*. In the book *Coffee and Cigarettes*, novelist Jung-Eun, who has also been a barista for 9 years, talks about her travels in Spain where she spent most of the food budget in drinking coffee and her past memories about Maxim (pre-mixed coffee product in Korea) coffee and the coffee vending machine which were somehow more than just coffee. She says that people start a relationship with cigarettes in very different ways through the episodes of herself, her love story that made her become a smoker so easily, and the first memory about cigarettes related to her grandfather and the galaxy. Just like its theme, “word chain,” novelist Jung-Eun’s *Coffee and Cigarettes* passed on the baton to critic Keum Jung-Yeon’s *Cigarettes and Movies*, which was then followed by novelist Jung Ji-Don’s *Movies and Poems*. The book *Cigarettes and Movies* is writer Keum Jung-Yeon’s record of failure, some fun and some sadness, where she (temporarily) stopped smoking in April 2018 and (almost) quit watching movies in July 2019. For the common thing cigarettes and movies share, she said, “Perhaps they are the things that make our lives livable.”



*My Name is Fermata, and Somehow I Became a Classical Music Lover, I Live in a Room, Not a House, The Names*

Publisher SANZINI’s *Spectrum of Everyday Life* series cannot be omitted either. It features stories about parenting and bloggers under the theme of “Work and life of people pursuing inner pleasure.” One example is *My Name is Fermata, and Somehow I Became a Classical Music Lover* by Shin Dong-wook, a writer in his 20s who loves classical music. It is a story about his life worshipping classical pieces. Also, Miss Kim Lilac’s *Breast Cancer Can’t Stop Me From Wearing a Bikini* and Nam Jeong-Mi’s *One Year of Child-Rearing in Berlin* are included in the series.

\* *K-Book Trends* Vol. 31 – Interview of publisher SANZINI

Meanwhile, publisher Dongnyuk, who specialize in humanity and social science, has been publishing the ㄷ (read as *digut*) series with the catchphrase “We root for the independent lives of the ‘live-alones’ who protect themselves in this world where it is difficult to live as myself.” The first book of the series is *I Live*

*in a Room, Not a House*, written by Shin Min-Joo, aged in her 20s, where she argues that everything, including getting out of monthly rent, getting a job, and dating someone, require “basic income.” Its sub-title is the first thing impressive about the book - “A financially independent story of a not-so-sure but poor Millennial generation.”

Another self-publisher Dreaming Life has been releasing the *Deul* (plural marker) series under the theme of “Stories about the little happinesses that keep our lives going.” Its first and second books are *The Private Lives* by writer Kim Seol, and *The Names* written by Park Hul-Ryung, pharmacist and owner of an independent bookstore.

### **A Gateway for the MZ generation authors**

The target audience for these series is clear. It is the MZ generation that believes that the small happinesses of everyday life are more valuable, rather than serious discourse, and has a clear preference in life. If not the MZ generation, who will pour love into topics like woodpeckers, socks, cigarettes, or Pyeongyang-style Cold Buckwheat Noodles and make a whole book about it?

The MZ generation discovers their story in these little essays about topics they like, finds a new direction in life, and feels vicarious pleasure by taking a sneak peek at weird pastimes that they couldn't try out. In that these non-fiction series suggest a new direction in life where people only indulge in things they like

instead of existing self-help books that offer a unified standard for success, they might be categorized as the self-help books of the 21st century.

The broadening and deepening era of this new type of non-fiction has another implication in that it has led to “the birth of new writers.” The three publishers of the *Anyway* series gave meaning to discovering new “authors,” just like how they found new “readers.” CEO Lee Jung-Gyu of publisher Hugo even left a comment, “It was the first book for about half of our authors until we published the 21st book. We have recruited a few, and we have received numerous submissions as well. Also, it was never our intention, but there are more women. There are more young authors born in the 1980s as the series continues.” Unlike the traditional literary circle where amateur authors fiercely competed against each other over few chances to make their debut as a writer, the non-fiction market is relatively favorable to new authors. Here, as courageous young editors send them a lifeboat, the authors of the MZ generation have reached a different world where they can talk about “their own stories.”

Amongst all, non-fiction is a good genre to communicate with readers. If books are one of the oldest art forms created for communication, non-fiction is the best genre that matches the intrinsic objectives of books. Hence, if the evolution of books is ultimately the evolution of non-fiction, there’ll be new essays born tomorrow, with new readers. Good luck to the readers, authors, and everyone’s tomorrow.

## SPECIAL PROJECT

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# K-Fantasy

We Invite You to a Special Universe that No One's Ever Dreamed of

Written by Lee Ji-Hyeon

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"If I had magic..." Everybody must have imagined becoming a magician as a child. We make so many unrealistic things possible thanks to the imagination. We fly through the sky, and we walk under the sea. Korean fantasy began to flourish when computers and the Internet began to be distributed across the country in the mid-1990s. As novels serialized on online platforms that only provided writing and reading services gained more popularity and proved their commercial values, the publication of fantasy novels started to occur in earnest. Fandoms emerged as fantasy books were distributed to local book lenders in massive amounts. The spread of smartphones and tablets in 2010 led to the full development of fantasy novels and web-novels. Fantasy as a genre has been steadily gathering fanatics, expanding its universe

and combining with other genres such as martial arts fantasy, romance fantasy, horror fantasy, and SF fantasy. The characters in the authors' universes move back and forth between the real world and the fantasy world, giving vicarious pleasure and catharsis beyond our imagination. In particular, Korean fantasy presents a compelling universe with descriptions so vivid that things happen before our eyes thanks to the delicate emotional expressions specific to Korean writers. The authors also present a highly-anticipated and unpredictable K-fantasy universe, skillfully twisting typical clichés.

### **The Power of a Special Universe and a Well-Organized Story: Traditional Fantasy**

Fantasy novels embody distinctive features from the author, not to mention exclusive world views. In particular, traditional, full-length fantasy series are composed of various supplementary stories within the expansive universe, spanning across several episodes, unfolding the entertaining elements of the stories in a broader scope.

*Mukhyang* (Sky Book), the representative traditional Korean fantasy, is a combination of martial arts and fantasy consisting of four series. Mukhyang, the main character who lived 100 years traveling between the martial arts world Murim and the fantasy world after falling into a conspiracy, returns to Murim

after decades to put an end to his grudge. He cleans up the chaotic central region on his way. While the first chapter is close to a pure martial arts story, fantasy elements begin to stand out from the second chapter, turning the story into fusion fantasy combining fantasy and martial arts. The dramatic and minute plot throughout the story and the extreme twist at the end add charm to the novel, making readers feel they have watched a historical drama.



*Mukhyang, Dragon Raja, Children of the Rune*

Meanwhile, *Dragon Raja* (Goldenbough) is another representative Korean fantasy novel that has sold more than a million copies in Korea alone since its release in 1998. It is about the dragons, the last species to keep the star, and the adventure of Huchi and his party, taking place in the middle age. The book *Dragon Raja* is a high fantasy novel that presents a virtual continent where mythic animals and intellectual beings out of nature appear. It is said to have laid the foundation for the fantasy boom in Korea in 1998.

With its literary values and philosophical elements, some of the book was even included in a literary textbook for Korean high schools in 2004.

The book *Children of the Rune* (Elixir) is a trilogy. It is a story of children fighting for independence in their lives in a continent where nations and forces collide countless times for a thousand years since the great ancient kingdom fell overnight and turned into barren lands. It is assessed to have drawn a line in the Korean fantasy world, with its beautiful universe, well-knitted storyline, and sophisticated writing style. As a million-seller that has sold more than 3 million copies around the world, you will recognize yourself finishing the last page without noticing it, absorbed by its immersive power.

### **Teen-Fantasy Soothing the Sensitive Minds of Teenagers**

People read fantasy stories the most and have the biggest interest in the genre during their teen years. They are considered stress relievers, calming the sensitive minds of adolescents with healing stories they can empathize with.

*Dollagoot Dream Department Store* (Sam & Parkers) begins inside a dream, a world in one's unconsciousness. The most popular place in this unique village where only the asleep can enter is the Dollagoot Dream Department Store which sells all types of dreams. It is always crowded with people and animals wishing to buy dreams. The book seeks answers to the ingenious

question of “what if dreams could be traded?” and features secret episodes of people who make and sell dreams.



*Dollagoot Dream Department Store, Cheonnyeonsoni Trouble-Solving Office, I'll Eat Your Story*

Meanwhile, *Cheonnyeonsoni Trouble-Solving Office* (Hainaim) is an amazing adventure story featuring a human boy Jiwoo who has the special ability to see the “dark shadow” and "gumiho (a legendary fox with nine tails)" Suah – the Cheonnyeonsoni – traveling across Korean myths and legends. They take smart approaches whenever they deal with delicate cases to escape the dangers, and put their hearts into solving cases. What about getting into the fantasy world with the members of the Cheonnyeonsoni Trouble-Solving Office? You’ll find yourself smiling at the stories of Korean legends.

*I'll Eat Your Story* (EZ Book) is the story of emotionless Sewol and Hyesung, a monster that chomps on books. One evening, Sewol finds Hyesung eating books in a corner of a library. He suggested devouring students' concerns instead to protect the books in the

library, and established a counseling club. As counseling begins, many children come to Sewol and Hyesung with their worries. The way children solve problems that are difficult to be solved in reality with fantasy elements is particularly notable.

### Korean-Style Fantasy Reflecting the K-Universe

A story's worldview or the universe shows the author's unique identity. For example, new types of characters appear in Korean-style fantasy – other than the familiar characters commonly seen in European fantasy such as dragons and trolls – including "*dokkebis* (Korean goblins)" and "*imoogis* (legendary snake-shaped creature in Korea)" based on Korea's traditional myths or legends.



*Toemaroek, The Bird that Drinks Tears, Only My Moon Will*

The No.1 bestseller in Korean genre literature – *Toemaroek* (Elixir) - is an occult urban fantasy. It features the adventures

of four people who chase after surreal and bizarre cases fusing Korean myths, legends, and ghost lore with various religions and ideologies such as Taoism and Christianity. The adventure and various episodes of exorcists who stand up for the marginalized and suffering people in the chaotic world take place across the genres of horror, martial arts, history, and fantasy, taking your breath away.

Unlike the typical universe of traditional fantasy, *The Bird that Drinks Tears* (Goldenbough) introduces four tribes the author has created: the humans – the weakest among all, the Rekons – powerful but weak in unification, the *Dokkebis* - the most Korean-style characters, and the Nagas – a half immortal cold-blooded species. The falsely charged fugitives, the prosecutors, and the rescue team of other tribes intervening between them all reveal the conspiracy encircling the world.

*Only My Moon Will* (Goldenbough) is a new type of Korean fantasy novel that mixes Korean folklore with fantasy. The story begins when a tiger attacks a remote village engulfed by the tiger's curse. The chief goes after the tiger but disappears. Shaman Cheoni, who has attained the public trust, persuades villagers that human sacrifice will be the answer, and sends unmarried women in the village to be the wife of the tiger. With the characters Heehyeon and Mohyeon, the book *Only My Moon Will* uses a good mix of elements unique to Korea such as "tigers", "shamans", "*gut* (exorcism)", and "*imoogi*." This suspense novel heightens the thrills as the "*han* (deep resentment)" of

Heeyeon, who feels a burden on her shoulders as a mother, older sister, and the eldest daughter, intensifies to an extreme state. It is also a coming-of-age novel of her younger sister Mohyeon, who overcomes tough challenges and becomes capable of making her own choices.

While fantasy as a genre has risen as the mainstream globally, the number of publishers specializing in genre literature is steadily increasing along with the trend. They look for high quality through friendly rivals, and provide additional values by cooperating with OTT channels or game companies, offering more fun and pleasure. As everyday life continues to be boring and indifferent in the pandemic era, how about energizing yourself with fantasy, where your imagination becomes reality?

## EXPORT CASE

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# Korean Literary Works that Have Recently Made Their Debut in France

Written by Lim Yeong-Hee (Project manager of Korean literature at Philippe Picquier, Korean-French translator)

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I've always kept an eye on titles newly released on the market every month or week and trends in the Korean and French book markets while introducing and translating Korean works as a member of a French publisher Philippe Picquier in charge of Korean literature collections. Knowing everything in both markets is essential for selecting and bringing Korean works that will suit the tastes of French readers. In addition, the information shared by Philippe Picquier's head on the tastes and preferences of French readers is also extremely useful when choosing Korean works.



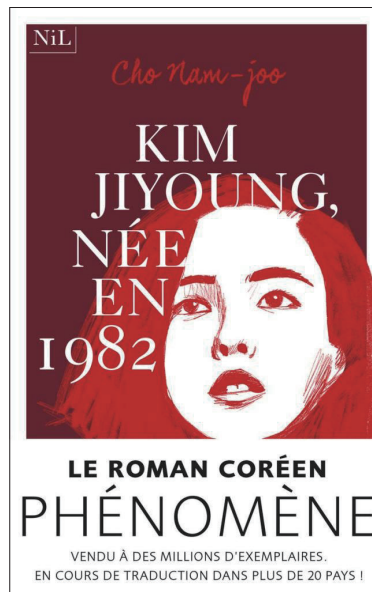
Korean works recently published by Philippe Picquier.  
 From left, *The Prisoner*, *Only Two People*, *The Good Son*, and *Sword and Tongue*

Fiction occupies a prominent place among Korean books brought to France. Two non-fiction titles were introduced in 2018 – Jungmok Sunim’s *The Emptier, the Fuller* (Sam & Parkers), and Lee Mi-Kyung’s *Happy Memories, Corner Shops in Korea* (Namhaebomnal), but as the response from local readers’ was weaker than expected, it makes me reluctant to continue bringing in other non-fiction Korean works. It is thought that perhaps the different emotional climate of the two countries is hindering Korean humanity titles or essays to penetrate the French market.

Meanwhile, Korean picture albums for children, comics, and graphic novels have been steadily moving in. It seems that Korean fiction has begun to draw attention in the French publishing circle with support from project managers or translators like myself and literary agents that have international networks.

In January 2020, Cho Nam-Ju’s *Kim Jiyoung, Born 1982*, published by the French publisher Nil recorded more than almost 10

thousand copies sold in France with the feminist boom and the Me-Too movement around the globe. It was almost the biggest commercial success among the Korean fictions brought to France to date. The book was also a bestseller and regular seller in Korea with over 1 million readers, but success in the Korean market does not always guarantee international success. Several French critics commented that the reason for the success of the book in France was its most central and universal message of feminist movements seeking to advance women's rights (rights as an independent human being rather than being just a mom, wife, or daughter-in-law) delivered through specific elements such as the patriarchal social atmosphere and personal stories of protagonist Kim Ji-Young. Clair Do Sêro of publisher Nil, who chose to present this book to French readers, commented in this context in an interview. He said: Through the very personal stories of an individual, this book exposes the reality of situations that many women routinely experience today. Even in the French society, which served as a foundation for great female activists like Simone de Beauvoir, many women relate to the life of Kim Ji-Young today to some degree.



French edition of *Kim Jiyoung, Born 1982*

Once a Korean book makes a commercial success in France, it makes a great contribution to drawing the attention of French publishers and bookstores to Korean literature, creating more room for project managers, translators, and agents that introduce Korean works to the market. Today, more and more French publishers are publishing Korean fiction, charting an upward curve in Korean literary works published in France. In particular, the figures have grown exponentially since the establishment of *Matin Calme* in January last year, which is a publisher specialized in Korean crime fiction.

The titles of the main books published in France in the last three years since 2018 and their publishers are listed below. It includes only Korean fiction translated into French, and therefore does not include all Korean books. (By author's name, French publisher's name, title, year of publication in France)

- Hwang Sok-Yong, Philippe Picquier, *The Prisoner* (Munhakdongne Publishing Group), 2021.  
*Baridegi* (Changbi Publishers), *Familiar Things* (Munhakdongne Publishing Group), *Dusk* (Munhakdongne Publishing Group), etc. were published by Philippe Picquier since 2013. Seven other works were published by Zulma and one by Safran before.
- Kim Young-Ha, Philippe Picquier, *Only Two People* (Munhakdongne Publishing Group), 2019.  
Seven titles, including *Your Republic is Calling You* (Munhakdongne Publishing Group) and *A Murderer's Mnemonics* (Munhakdongne Publishing Group), were published by the same publisher.
- Gong Ji-Young, Philippe Picquier, *The Crucible* (Changbi Publishers), 2020.  
Titles including *Maundy Thursday* (Hainaim Publishing), *My Sister Bongsoon* (Miraen), and *Tall Blue Ladder* (Hainaim Publishing) were published by the same publisher since 2014.
- Jeong You-Jeong, Philippe Picquier, *A Good Son* (EunHaeng NaMu Publishing), 2018 / *Jini, Jinny* (EunHaeng NaMu Publishing), 2021.  
*Seven Years of Darkness* (EunHaeng NaMu Publishing) was published by Decrescenzo in 2016, and *28* (EunHaeng NaMu Publishing) is scheduled to be published by Matin Calme in 2022.

- Kwon Jeong-Hyun, Philippe Picquier, *Sword and Tongue* (Dasan Books), 2019.
- Ju Won-Kyu, Philippe Picquier, *Made in Gangnam* (Jaeum & Moeum Publishing), 2021.
- Pyeon Hye-Young, Rivage Noir, *The Hole* (Munji Publishing), 2019 / *The Laws of Lines* (Munhakdongne Publishing Group), 2021.

*City of Ash and Red: A Novel* (Changbi Publishers) was published by Philippe Picquier in 2012, and two short-story collections were published by Decrescenzo.

- Jang Kang-Myung, Decrescenzo, *The Bleached* (Hankyoreh Publishing Company), 2019.  
*Because I didn't like Korea* (Minumsa Publishing) was published by Philippe Picquier in 2016.
- Chung Myung-Seop, Decrescenzo, *Seoul Zone Interdite* (Jaeum & Moeum Publishing), 2018.
- Jang Yong-Min, Decrescenzo, *The Ultimate Child* (Elixir), 2018.
- Kim Tae-Yong, Decrescenzo, *The Pig on the Grass* (Munji Publishing), 2020.
- Kim Un-Su, Matin Calme, *The Boiling Blood* (Munhakdongne Publishing Group), 2020.

*The Cabinet* (Munhakdongne Publishing Group) was published by Ginkgo in 2013, *The Plotters* (Munhakdongne Publishing Group) was published by Aube in 2016, and *Jab!*

(Munhakdongne Publishing Group) was published by Serge Safran in 2018.

- Suh Mi-Ae, Matin Calme, *The Only Child* (Elixir), 2020.
  - Do Jin-Ki, Matin Calme, *The Portrait of La Traviata* (Goldenbough), 2020.
  - Jung Jae-Han, Matin Calme, *The Minamdang Case Diary* (CABINET), 2020.
  - Song Si-Woo, Matin Calme, *Here Comes the Black Dog* (SIGONGSA), 2020.
  - Lee Jong-Kwan, Matin Calme, *On-Site Inspection* (GOZNOCK ENT), 2020.
  - Ban Si-Yeon, Matin Calme, *Abyss* (INDIEPAPER), 2020.
  - Park Yeon-Seon, Matin Calme, *Summer, a Corpse Somewhere* (Dasan Books), 2021.
  - Kim Jae-Hee, Matin Calme, *Case on the Island* (SIGONGSA), 2021.
  - Jang Min-Hye, Matin Calme, *The Insect* (GOZNOCK ENT), 2021.
  - Cho Nam-Ju, Nil, *Kim Jiyong, Born 1982* (Minumsa Publishing), 2021.
  - Kim Tak-Hwan, Asiathèque, *It's a Lie* (Booksfear), 2020.
- The Banggakbon Murder Case* (Minumsa Publishing) was published by Philippe Picquier in 2010.



French editions of *Seoul Zone Interdite*, *The Ultimate Child*, *The Pig on the Grass*, and *The Mindamdang Case Diary*



French editions of *Abyss*, *Here Comes the Black Dog*, *The Insect*, and *It's a Lie*

On top of these titles, publisher La Croisée, which has never published Korean literary works up to date, is planning to publish *The Disaster Tourist* (Minumsa Publishing) by writer Yun Ko-Eun in October this year. It won the CWA Daggers award at the 2021 CWA Daggers of the UK's Crime Writers' Association (CWA). It is particularly easier to bring Korean books to the French market if they have won a literary award in English-speaking countries, which also affects their sales performance. For instance, *The Hole*, written by Pyeon Hye-Young, which I translated, served as the trigger for publisher Rivage Noir to start taking an interest in Korean literature and publish it in France as it won the Shirley

Jackson Award in the US. It also had a fairly good commercial output, selling more than 4,000 copies. Beginning with this success, Rivage Noir released *The Laws of Lines*, written by the same author earlier this year, showing a constant interest in Korean fiction.

If you look at the list above, you will realize that over 70% are genre literature, in other words, hardboiled fiction. This was particularly influenced by the establishment of publisher Matin Calme in 2020. Still, as a balanced reader with no particular genre preference, I also found myself recently introducing crime fiction or thriller works without intent, when looking for fine works in the Korean market. This implies that more high-quality genre literature with strong narrative power, perfect for introduction into foreign markets, is published in the Korean publishing industry.

The driving force behind the success of hardboiled fiction is the writer's storytelling skills, which makes readers breathless from start to finish. To pick Korean authors that had their skills recognized in genre literature in France, it would be Jeong You-Jeong, Pyeon Hye-Young, Seo Mi-Ae, and Kim Un-Su, with sales records of 3-4 thousand copies. However, topics or themes are greater determinants of success when it comes to general fiction. Aforementioned *Kim Jiyoung, Born 1982* is one example, and French readers have also recognized *The Crucible* by Gong Ji-Young for the author's bold courage to reveal society's unreasonable reality.



Works I've recently translated, from top left:  
*Made in Gangnam*, *The Laws of Lines*, *Jini*, *Jinny*, *Summer, a Corpse Somewhere*, *The Hole*,  
and *The Crucible*

The topics or themes I have been looking for or interested in lately are social engagement that points to irregularities in society, the relationship between humanity and animals, environmentalism, feminism, and natural therapy.

BOOK TRIP

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## Gangneung, Gangwon-do

A Region of Rich History and Culture

Written by Kang Chan-Hwi

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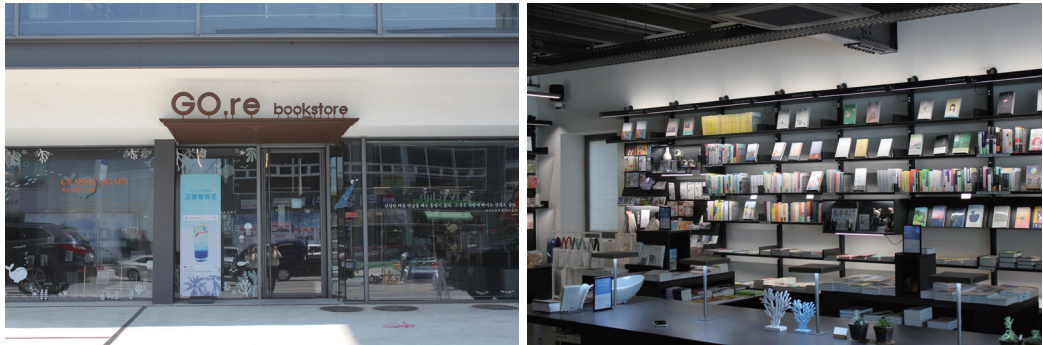


Having a blue ocean of the East Sea to the east and jaw-dropping scenery along with the lush greens of the Taebaeksan Mountain Range to the west, Gangneung of Gangwon-do Province is a city with glorious history and culture boasting both sheer beauty

and long tradition. As a popular tourist destination with much to enjoy, the city becomes a hot place every year with Sogeu River, and Daegwalleong, famous for their beautiful landscape, not to mention Jumunjin and Gyeongpodae Pavilion crowded with tourists. Also, Ojukheon House, where *Yi I*, known by his pen name “*Yulgok*,” who was an outstanding Korean scholar, and his mother *Shin Saimdang* used to live, shows off noble beauty as historic cultural heritage.

The small and large bookstores of Gangneung, famous as the birthplace of novelist *Heo Gyun* and poet *Heo Nanseolheon* of the Joseon dynasty, bring its local culture to life. Some cool bookstores are spreading out their new dreams, creating a cultural street downtown, and some beautiful bookstores grasp the minds of tourists by blending with the blue sky and ocean. Gangneung is particularly known for having well-organized spaces for people to read books while enjoying a cup of coffee, its specialty item. If you think you need a break in a tranquil village by the shore or if you want to choose a book to read during your trip, bookstores in Gangneung will friendly lend a hand. Now, let’s take a closer look at some of the bookstores in Gangneung.

## A cultural spot advertising Gangneung with books: Go.re Bookstore



Views of Go.re Bookstore

Go.re Bookstore, located in downtown Gangneung is relatively very roomy for an independent bookstore. The name “Go.re” stands for “again (re)” and “let’s go (go).” Running both a bakery and a cafe, you can find the bookshop and the bakery cafe on the first floor, children’s bookstore on the second floor, seminar rooms on the third floor, and works written by literary people born in Gangneung, along with books about the city on the basement floor. The book space which has been organized with such a great effort, began with the bookstore manager’s hope to create book culture in Gangneung, after feeling frustrated about the regional environment where people could not get easy access to books due to lack of bookstores. This turned Go.re Bookstore into the largest bookstore in Gangneung. The manager says that the reason for creating a reading environment is because she believes reading books cultivate one’s character and develops the ability to continue studying, encourages one to have curiosity

about the world, and builds patience and empathy. She believed that this would help people have the right attitude for and direction in life and that they, the readers, would play a pivotal role in society and spread hope in the world.



The reason why Go.re Bookstore receives so much love from visitors can be found in its bakery and coffee shop which are run with love, distinguishing the bookstore from others. They entice people to spend more time in the bookstore reading books across the space where they can enjoy bread and coffee together. In addition, the Go.re bookstore enhances the quality of the culture of reading by organizing cultural activities with local residents, including the “*shimya chaekbang* (night bookshop)” open in the fourth week of each month. Furthermore, the bookstore invites authors from Gangneung and hosts book talks, not to mention reading sessions where teachers gather for debates. Also, Go.re Bookstore runs other various events, including special curations on World Water Day and recommended books divided by people’s MBTI (Myers-Briggs Type Indicator; self-report questionnaire for identifying one’s personality type). Plus, as the

bookstore also makes and sells unique merchandise related to Gangneung, it is a good place to buy souvenirs alongside books to remember the region. The manager hopes to make Go.re Bookstore a place for people to have a natural encounter with books while recommending good books at appropriate times, becoming an excellent cultural space in Gangneung. Such hope is blooming brightly in the region, just like a full-blown flower.

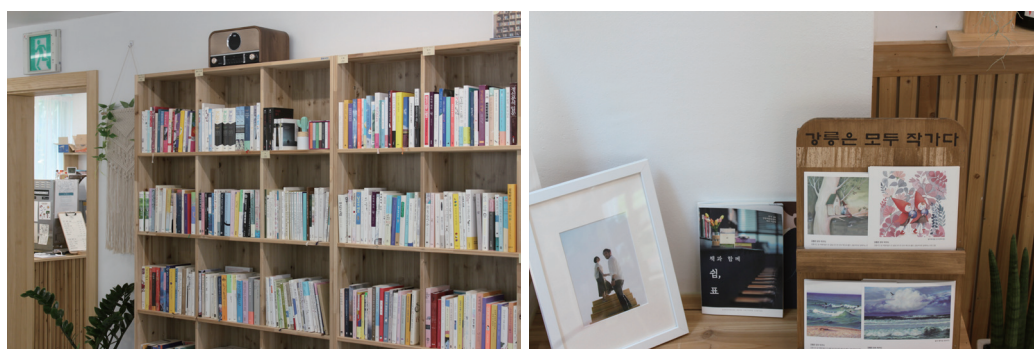
### A cozy mind-healer: Amulda



Views of Amulda

Bookstore Amulda (meaning “healed” in English) can be found in a shopping arcade in a quiet apartment complex. It’s a second-hand bookstore where people can take advantage of both psychological counseling and a good cup of coffee. Amulda’s manager heals the hearts of local residents with advice in one part of the bookstore near the entrance and consoles them through books. As such, the name of the bookstore, “amulda” reflects the owner couple’s hope of relieving and curing people’s spirits through books, writing, and counseling. Amulda primarily

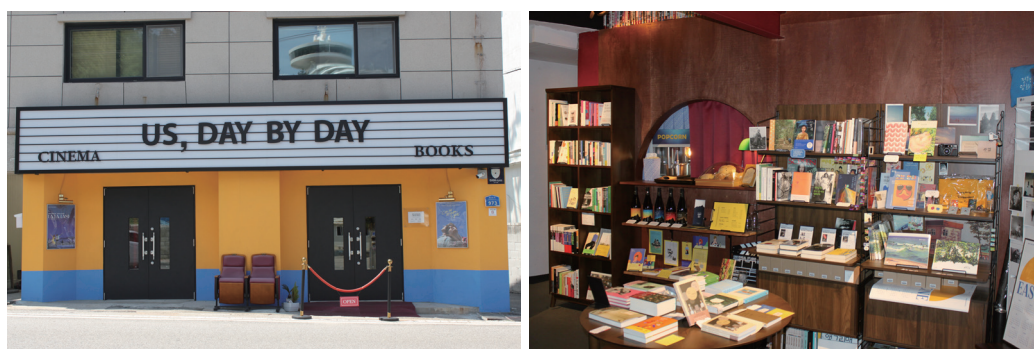
covers popular second-hand books that visitors can readily read. Amulda became a second-hand bookstore because the owner couple wanted any visitor to have a relaxing time reading books with a cup of tea. This well implies their care for readers. Also, in line with the operating principle of Amulda, which is to lower the barrier towards books when it comes to psychological counseling, the manager couple hopes to help people feel open to having counseling and have a look into themselves.



The two managers dream of building solidarity between bookshops, thinking that it is inspiring that more independent bookshops have unique features installed. They say they have a positive impact on readers too. There is one thing only found at Amulda, too, which is a small memo left by visitors to future visitors. The notes written by previous visitors include realistic tips, famous quotes, and fun phrases that heat readers' hearts. What's more, you can also learn drip coffee here at Amulda. It's a special experience exclusively in Amulda, where you can spend some relaxing time with books then have a sip of coffee made by yourself. What's more, as an eco-friendly book café, the

bookstore is taking the lead in environmental activities such as making coffee soaps and deodorants and is planning to organize a space where people can try making them on their own. While Amulda creates an atmosphere for Gangneung residents to join book readings, the bookstore also promotes Gangneung's hidden treasures by forming a cultural street at Chodangdong. Cheers to the managers' hope of making Amulda a warm, comfortable, and humane space for its visitors, full of a relaxing mood.

### **A place that soothes your soul with books and films: East Cine**



Views of East Cine

East Cine, located in front of the Jeongdongjin beach, is a bookshop specialized in films that is gathering lovers of books and cinema. Its name is a combination of “East” and “cinema,” meaning “a theater in the East.” It may also refer to the “East Sea” to have the same pronunciation. East Cine opens the day with the morning sunrise of Jeongjongjin, and mainly curates books about movies. It also features liberal arts books, including literature and poetry. This “bookstore specialized in films” in Jeongdongjin, Gangneung, was established by the owner, who

had been running an independent bookstore in Seoul for five years. He has brought together “films” and “bookstores” that he personally likes. The bookstore plans to open film screenings or meet the directors, emphasizing its strengths. East Cine is unique in another way; you can also enjoy book-cations and book-stays that have become a trend among book-lovers. Overnight stays, books, and movies marry so well, becoming a means for people to evoke their stories. This is why many travelers find mental stability and relaxation through books and movies while staying in the East Cine guesthouse. Also, once you reserve for an overnight stay, you have the chance to have a meal with the manager couple, heartedly cooked in vegan style, which is another exclusive experience only available at East Cine.



The managing couple says that independent bookstores are different from large bookstores in that they link people not only with books, but also with people. Just like how East Cine encourages interpersonal connection through books and films, the managers say that independent bookstores are particularly precious spaces in the region as the curations and visitors’

experience solely depends on the manager running them. With glittering eyes, they said that once the pandemic is over, they want to open programs such as morning bird and overnight film screenings where people watch films in the early morning or throughout the night until the sunrise, and even a program where people read the original story then watch its movie to compare how the same story is differently displayed. The managers added that they hope people remember East Cine as a place where they can have an extraordinary experience in Jeongdongjin while encountering new books and films. I hope that East Cine will be a place of mental healing with books and films for many more visitors in the future.

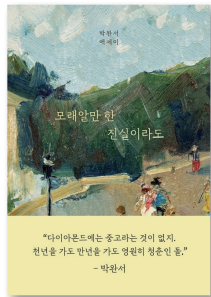
## ONE-LINER QUOTES

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### Essay Writer's Picks

Written by Yoon Jeong-Eun (Essay Writer)

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*Even If the Truth is Worth a Grain of Sand*  
Park Wan-Suh, Segyesa Contents Group Corp., Ltd.



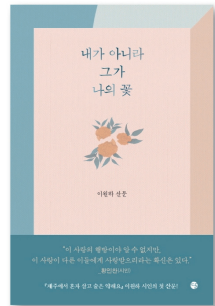
There's one day when everyone seems  
to be kinder than me.

That day was the day,  
and it is that day that makes life worth living.

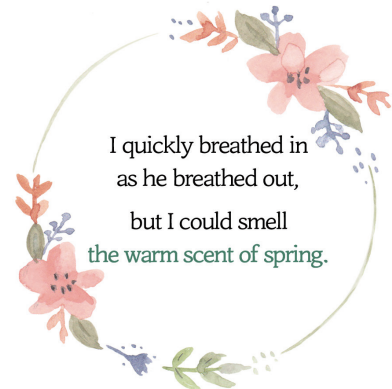
Among the many Korean authors, my favorite author that is close to my heart is Park Wan-Suh. She lived up to her will of “I would be happy to die an author.” And following her dream, I also hope to live as an author until the last moment of my life. Her words, “Waste your youth as much as you wish, for it is the only thing acceptable to be wasted.” are etched in my heart. I interpreted

the quote to mean that wasting youth is like taking on challenges that may seem unachievable. It helped me live through the days in my 20s. Out of all the good novels and essays she has left, I would like to introduce *Even If the Truth is Worth a Grain of Sand*, an essay written by a person who loved beautiful things - beautiful for being humble, sincere, and simple.

“There’s one day when everyone seems to be kinder than me. That day was the day, and it is that day that makes life worth living. (Page 20)” This is from the part where the main character thinks badly of a young man when she thought he did not yield his place to the weak in the subway. However, it turned out that she was confused by the man, as he was waiting for a woman, a pregnant woman with a girl, to give her his seat. This sentence came at the end of the incident when she felt real joy. I was taken aback by the author’s writing technique throughout the story. The honest story of the protagonist where she mistakes a man that is seemingly not yielding his seat to a pregnant woman, and how she could describe things happening in ordinary daily life in such a happy narration enabling people to relate to were just wonderful. And I think of the time when everyone seemed nicer than me. Well, if the world is so, wouldn’t it be a wonderful place to live in?



*My Dear, My Flower*  
Lee Won-Ha, Dal Publishers



The author says she went to Jeju because the person she loved wanted her to be a poet. She then debuted in Jeju with her poetry. As I read her book, I thought about the happiness and grief that love brings. As he didn't recognize her feelings, her broken heart turned into poems – *I Live in Jeju Alone, and I Don't Do Alcohol Well* (Munhakdongne). When you read this book, you'll feel like you're listening to songs with your eyes. The story's so beautiful that I didn't even notice myself searching for plane tickets to Jeju Island. I came to realize, "Oh, that's how it is when you fall in love at Jeju Island."

"I quickly breathed in as he breathed out, but I could smell the warm scent of spring. (Page 40)" Reading the gorgeous language of the young poet, I pictured myself falling in love with a man, who I more than wish to breathe in his breath. And not too long after, I could smell the warm fragrance of spring. On the day I felt I fell in love, I could smell the fragrance of flower petals floating gently around me, even though it was not spring. I find myself - myself from the past who would sing along to music

related to spring with a beating heart, in a sentence of the book. “On my way home, I left my body adrift along the alley. (Page 41)” I imagine myself in Jeju, where I let myself be adrift along the alley, which seemed to say, “Trust me and follow me.” After receiving this book as a gift from a junior writer and reading through it at a party on Moseulpo, I could not resist but book a ticket to Jeju. And guess what? Jeju was simply gorgeous. This book offers abundant happiness to readers, together with the tasty writing style of a young Korean poet and the beautiful feeling of Jeju Island.

## KOREAN PUBLISHERS

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### Kidari Publishing Co.

Ever Captivating Picture Books that Fascinate Readers

Organized by Lee Ji-Hyeon

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The best thing about picture books is that they can be appreciated by any age group, from kids to adults. Furthermore, they can be interpreted differently, not to mention give different impressions depending on the age of the readers, gender, and background. Kidari Publishing produces a variety of fun picture books that give pleasure across the generations from 0- to

80-year-olds through its brands “Kidari,” “MoraeR,” and “A Very Good Day.” Following is an interview with Kim Sang-Il, president of Kidari Publishing Co.. This publisher has been growing up with its readers since 2004 as a mid-sized publisher of picture books that presents fun books to children and gives adults a break and adds comfort to their demanding lives.

### Please introduce Kidari Publishing Co.

Kidari Publishing Co. was founded in 2004. We published about 10 titles a year in the early years, and today it's gone up to about 25, including picture books, children's books, and non-fiction books. In view of the year of establishment and the annual publications, Kidari Publishing Co. can be called a medium-sized publisher specializing in children's books among around 100 other publishers in the same field. While we put the emphasis on keeping our readership stable, Kidari Publishing Co. aims to become Korea's representative publishing house specializing in children's books in the coming years.

### What do you think are “good books” and “good writing”?

Our primary readers are children 0-13 years of age, including toddlers and elementary school students. The focus may differ depending on the readers you target. We think books should be entertaining to read to entice children. No matter how helpful

a book is, with as many good lessons it provides, it will not be welcome if readers do not find interest in it. For this reason, Kidari Publishing thinks that good books are the ones that motivate children to be interested, corresponding to their level. We seek “enjoyment” in various materials when planning books and recruiting authors.

### What do you see when choosing authors and works?

We believe it is important that artworks touch the hearts of their consumers (audience, listeners, readers, etc.) regardless of their form. However, books are produced differently from other works of art. As books are supplied to the market through a mass-production system called printing, it is essential to secure advertising and merchandising rather than scarcity. Like I said before, boring books don't get read. In this regard, we give priority to writers who create amusing works that make readers happy.

### Please tell us about the three brands of Kidari Publishing Co.

The first brand, “Kidari,” is the main brand. Kidari publishes books in various fields such as picture books, children's books, young adult fiction, non-fiction picture books, and liberal art books for children.

Established in 2017, “Moraer” is a brand specialized in picture

books. Compared to 10 years ago, or at least 5 years ago, more picture books with remarkable creativity are released in the marketplace, with a broader readership encompassing teenagers and adults. And Kidari Publishing also began with a brand centered on picture books to present picture books with extraordinary creativity with the market trend.

“A Very Good Day” is a brand for adults. There were times when we had the opportunity to publish content for adults through various channels, and that was the start of “A Very Good Day.” As Kidari Publishing has been making children’s books with illustrations, we tried to build our strength in pictures and publish books about hairstyling and traveling where illustrations take up a larger proportion, rather than text-oriented books.

### What do you think is the charming point of picture books?

The greatest charm in picture books is that they can be enjoyed by all generations. There are many picture books that were originally made for 3-year-olds but are also enjoyed by 10-, 15-, 20-, 30-, 40-, and even 50-year-olds, where they relate themselves to the story, have fun, and be touched.

Picture books are like poetry. They must be able to show the whole story with only a few pages, even in relation to children’s books and fiction. But this does not mean that the message that authors deliver, pleasure, and impression can be weighed less.

Are there books you would like to recommend to our subscribers?

There are three books that perfectly match the keyword “K-book.”

### 1. *From Busan to London by Train*

*From Busan to London by Train* is about a family that travels from Busan to London to celebrate Grandma’s birthday. It is a non-fiction picture book that makes readers feel the travel mood through its storytelling technique, explaining the information of every country they visit. Korea is located in the easternmost part of the Eurasian continent, although it is actually like an island because of division. It offers great morale to readers who look forward to the day when the two Koreas will be united, linking the furthest points of the Eurasian continent.

### 2. *An Old Seal Grandmother*

The story of Jeju *haenyeos* (divers), designated UNESCO Intangible Cultural Heritage of Humanity in 2016, and the Irish legend of the Selkies came together to create a new story. *An Old Seal Grandmother* is a story composed of beautiful pictures and texts describing the life of *haenyeos* living in Jeju, an island of an extraordinary ecosystem, nature, and peoples that co-exist.

### 3. *The Gyuri Goes to an Art Museum*

Gyuri thinks of art museums as boring places as she visits one with her mother. But all of a sudden she is pulled into one of the pictures hanging on the wall, where she has so much fun playing inside until she returns to reality. *The Gyuri Goes to an Art Museum* is a typical fantasy picture book depicting the imaginative world of children. You will also experience the sheer beauty of a Korean folktale.



*From Busan to London by Train, An Old Seal Grandmother, The Gyuri Goes to an Art Museum*

Can you give us a brief walk through your new titles?

#### 1. *Holidays*

This is a work of Lee Myeong-Ae, who was chosen twice as one of the “Selected Illustrators” at the Bologna Children’s Book Fair, was awarded with the BIB Plaque, won the Green Island prize at NAMI Concours, and is invited to international events such as the 2019 Goteborg Book Fair and the 2021 Asia Festival of Children’s Content (AFCC) held in Singapore as the representative picture

book author of Korea. She convincingly described how the body and mind slowly relaxes while on vacation and are reloaded with energy at the end only by images. This is a book that allows readers to review the meaning of “vacations” in our lives.

\* *K-Book Trends* Vol. 38 – Interview with author Lee Myeong-Ae

## *2. Rice, Bread, and Noodle*

*Rice, Bread, and Noodle* is a non-fiction picture book where you can see different types of rice, bread, and noodles across Asia in one look. Readers can naturally learn about cultural diversity by learning about different yet similar dishes and food cultures in Asian countries.

Did you know that *Nasi Goreng*, *Biryani*, and *Pilaf*, which look like other foods, are in fact the same “fried rice” as the *Kimchi fried rice*? Did you know that Vietnam’s *Banh mi* sandwich and Turkey’s *Kebab Doner*, more commonly found in Korea nowadays, are similar? Also, did you know that there are similar foods to *Jjiamppong* (Korean noodle soup with red, spicy seafood- or pork-based broth) and *Japchae* (stir-fried glass noodles and vegetables) in Uzbekistan and the Philippines? You can discover interesting facts on the similarities and differences between Asian cuisine in the book!

## *3. A Grandmother Storyteller’s Adventure*

Adventure is what kids love best. The storyteller grandmother’s childhood experiences tell ambiguous stories, believe it or not,

about an enigmatic island, a cannibal octopus, and outlandish islanders. Kids can't resist but be absorbed in the fun stories of the grandmother. *A Grandmother Storyteller's Adventure* is a story of adventure, filled with various elements of the power of stories.



*Holidays, Rice, Bread, and Noodle, A Grandmother Storyteller's Adventure*

Please tell us about the brand “7080 picture books” and some of its books for grownups.

A total of twelve books published under the series title *Story Star Candy Series*, which we have developed for all generations to read and communicate with one another, set in the daily lives in the industrialization era after the 1960s, including the lives and stories of individuals, families, and neighbors.

### 1. *Letter Grandma*

It is becoming increasingly difficult to find letters around us as e-mails and social media are developed. It's not something specific to Korea. The book *Letter Grandma* is a comforting

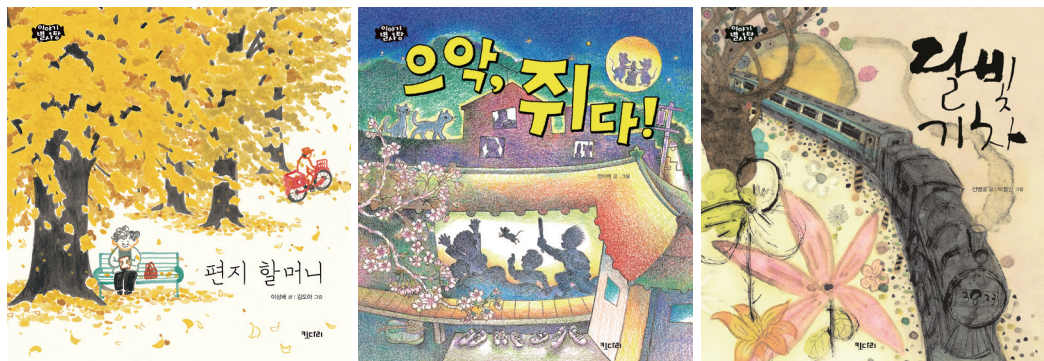
story of the family, of people, and of the time when people communicated mainly by letters.

## 2. *Catch a Mouse*

It's a story of when Korea was infested with mice from the 1960s to the 1980s, campaigning to catch and hunt them in houses.

## 3. *Moon Train*

It describes the social background of the 1970s, when it was common for family members to live apart to find work. The thrill and fear of a child taking the train alone, the child's idea of love for the family, and the caring mind of the parents for the child are well described in the story. Lyrical images of Korean paintings and poetic sentences will capture your attention.



*Letter Grandma, Catch a Mouse, Moon Train*

Why did Kidari Publishing publish picture books about the 1970s and 80s, and why do you think that the people born in that period should read picture books?

We often feel nostalgic in our daily lives, regardless of the rapidity of modernization. Marketing strategies have targeted such a phenomenon in various fields such as TV drama, products, services, and travel. Realizing our ideas for making books – especially children’s books and picture books – about nostalgia was *Story Star Candy Series*. The 12 topics, including cartoon cafes, sprinkler carts, anti-rat drives, letters, and baseball, are the best mirrors that reflect how people lived in that period. They bring nostalgia to adults about their childhood and give children a glimpse of how their parents and grandparents lived as young children. The basic idea is that we want to give the two generations the opportunity to communicate through these books.

People born in the seventies and eighties would be 40 to 50 years old now. They did not grow up with picture books. I hope that people will develop a new idea that picture books are not reserved for children. They are a medium that offers some pause and relaxation to tired adults’ lives.

### Any last comments?

Today, Korea is showing talent in a variety of artistic fields worldwide. The picture books joined other leaders of K culture, such as films, K-pop, art, and music. Picture books have less of a language barrier. Creative Korean picture book authors with great potential are spreading their wings worldwide. You can count on them to grow into the future. Kidari Publishing will work hard on supporting them as well.

**Blog** <http://blog.naver.com/kidaribook>

**Facebook** @kidaribook

**Instagram** @kidaribook

## KOREAN AUTHORS

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# Writer Hwang Sunmi

Korean picture books spread their wings around the world

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).

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Please introduce yourself to our readers.

Hi. This is Hwang Sunmi. I write children and youth books.

### From when did you want to be a children's book writer?

When I was in the 6th grade of elementary school, I first read a storybook. I found out I couldn't go to middle school at that time. The only way for me to accept that fact was to try to escape by reading books. So from reading books I then wanted to write interesting stories. I wanted to write for my whole life. I wanted to be that kind of person. That was how I was vaguely thinking at the time.

### Where do you get inspiration for writing?

What gives me energy to write is life. And it is the events in the lives of people and their stories - good or bad. What inspires me are the incidents happening among people.

### Did you have a memorable childhood?

Everything is so vivid. From my hometown Hongseong, Chungcheongnam-do. I moved to Pyeongtaek, Gyeonggi-do - a really barren neighborhood. All kids have warm thoughts about their hometown, but I grew up in an environment where I had to fight back instead of being told not to fight. Ironically, I grew up in this barren landscape. But there were stories everywhere around. So what makes me write is the competition in the other city. Grown-ups either hit the kids or scolded them. This made

me write. It's so weird.

**There are so many plants, why are you growing them?**

I did it to survive. It was very, very difficult to bear. So I had to write something. It was a way of breathing without doing that. So I decided to watch a plant from birth to death. I'm still doing it now. There were so many snails. They were just sticking to the wall in the morning. The apartment can be dry. It's a gray box. Nevertheless, to live in this place we are all striving. So I receive a lot of energy from plants.



*The Hen Who Dreamed She Could Fly* (SAKYEJUL PUBLISHING LTD.)

**Do you have any memorable episodes with your readers?**

I often went to bookstores when I was in Sweden. All I do is go check where my books are. I found where my book was one day

and the employee suddenly came and explained about the book, saying, “I’ve read this book. If you read it, you will receive a lot of comfort.” That member of staff was explaining my book to me, so I said “It’s my book I’m this author,” because there’s a picture there. That person looked at the book and me and kept checking and just pulled out books and brought them and asked me to sign them. I experienced small things like that.

**Do you have any wishes for your readers?**

I want children to grow up reading books. When I was young, I could receive praise for reading a book. Nowadays, you can meet books through diverse media – for example there are audiobooks now, too. But there is the importance of a book itself. It makes you think while reading. Some personal thought time after reading. Reading a book generates such important things. I want to see more children reading on their own. I hope they think reading a book is like practicing a certain wish. That is how I think.

**How long do you plan to write?**

I still have a lot to talk about. I write when I have a lot of stories to tell. I’ll write as long as I don’t have dementia.

\* [youtu.be/xVvs811671Q](https://youtu.be/xVvs811671Q)

## KOREAN AUTHORS

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### Writer Lee Myoung Ae

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).

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Please introduce yourself to our readers.

I draw and write illustrated books. I've been making books for about 15 years now. I'm Lee Myoung Ae, an illustrated book author.

### When did you first dream of becoming a children's book writer?

I didn't stand out academically. I was an ordinary child with nothing that particularly stood out about me. The first time I was praised for drawing I was in middle school. My art teacher recommended that I major in art. I thought about it a lot at that time. What am I good at? What made me happiest? I decided that was painting.

### Do you have any particular habits?

Whilst making illustrated books is my job, one of my habits is keeping a picture diary. Actually, people rarely do this after doing it in elementary school, but I think a picture diary where you can write and paint together is the most important habit one can have as a writer. I always write a diary in my sketchbook. A lot of stories come from there. They become topics and references.



*Tomorrow will be sunny* (Munhakdongne Publishing), *Plastic Island* (SANG)

You also worked on other illustrations, but are there any differences with working on children's books?

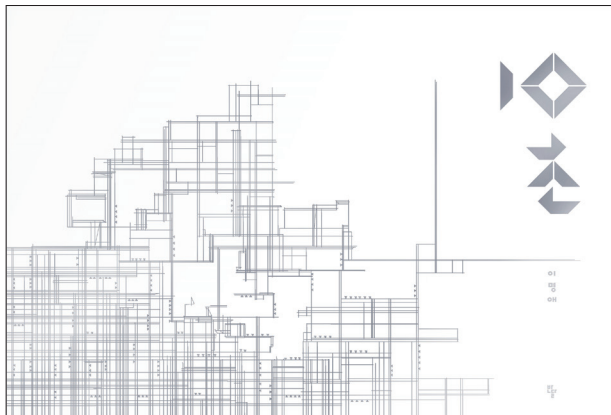
Unlike working as an illustrator, when I did illustrated books for my own work, it was completely different. I should be the director of my own picture book. I need to keep bringing out the inner story. I think it has that kind of charm.

How do you get inspired?

I listen to podcasts often when I work. I listen to Lee Dong-jin's "Red Bookstore" or something like that. I also listen to something about books, and if there's anything good, I take notes. There are words that are reminiscent of images. I try to draw them that day. I get ideas that way.

Writing and painting, which do you find more attractive?

The common ground between the two is that they are both tools to communicate with others. Although things can be expressed in writing, you can communicate with a person with a picture, as well. The difference is you need to translate the text to communicate with others, while pictures are very one-dimensional. Even if you don't speak with this person, you can communicate. So, I think pictures are much broader. I personally think so.



*10 Seconds*

Is there any book of yours you would like to introduce?

Probably my least-selling book *10 Seconds* (KINDERLAND/BANDAL). I like the book *10 Seconds* the most. Actually, there is no text, and the subject is indescribable. So it wasn't popular and it didn't sell much. I was happiest when I was working on *10 Seconds*. I made it my own way. It is a book that was created with a very happy process. And since there is no text, there are various opinions. I think that's the charm of picture books. Since it's a picture book without text, it's not popular. It didn't receive any love. So, whenever I go to a seminar, I bring the book *10 Seconds*. I always talk about it.

The age of children's book readers is expanding, what do you think?

I recently published a book called *Flower*. People in their 50s and 60s liked that book very much. In the past, mothers read the books that their children picked up. More and more the genre is

disappearing and I feel like the age limit is gone. I think it's really fun. As a reader, it opens up many fun books. So it's great.



*Flower*

**What kind of writer do you want to be in the future?**

Children's favorite book writer. When playing with children there is a code that kids like. But I haven't been able to solve that yet. So I want to make a really interesting book.

\* [youtu.be/9y8lA2fJkds](https://youtu.be/9y8lA2fJkds)

## KOREAN AUTHORS

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### Writer Kim Soo-hyun

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).

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Please introduce yourself to our readers.

Hello, I am Kim Soo-hyun the author of *I Decided to Live as Me* (Woods of Mind's Books) and *Comfortably Without Trying Too Hard* (Dasan Books).

### Why did you choose the profession of writer?

In my case, I had a strong feeling that I had to 'live like other people' for some unknown reason. I tried very hard to adhere to this belief but it didn't really work out, so I started thinking 'if this is how its going to be' it would be better to spend my energy on things I really want to do and put my effort into such things.' So I quit my job and started writing about what I really wanted to talk about with some seriousness - and this became the book you know as *I Decided to Live as Me*.

### What kind of person do you think writers are?

Writers are 'Process is mentee', 'Result is mentor' is what I think. Many people might feel like writers are mentors but when it comes to the process of writing a book writers become mentees since they need to learn a lot. So I think a writer is someone who learns a lot conveys ideas in his or her own way, and grows up during the process, rather than 'someone who provides others with lessons.'

### Where do you find your inspiration when you write?

When I wrote *I Decided to Live as Me*, I was filled with a sense of defeat as I had just stepped into society as a beginner. I did contemplate my self-image, but then I came to think, "Huh? Why





*Comfortably Without Trying Too Hard*

### Do you have a good way of managing your mind?

I think the mind is like the grass in your front yard. But these lawns are not necessarily kept tidy all the time. Weeds grow continuously. Tending to this grass means that you have to pluck these weeds out continuously. In this way, people's minds do not exist with a perfect self-esteem, or high self-esteem. However, a good way to manage your mind is to pluck out emotions such as negative thoughts, anxiety, and those you feel when you are hurt or feel defeated. That is what I would like to suggest.

### What kind of writer do you aspire to be?

I think I am simply a 'creator.' Someone who creates. Not limited to essays. I think the genre of a piece of content matters not so long as I can create something to convey a certain message. So I would like to live as a creator rather than being limited to the title of essay writer.

**Kim Soo-hyun's One Line Reading**  
**- Comfortably Without Trying Too Hard**

*It is always how we love that is more important  
than the actual size of love.*

*If we want to be happy, we need to learn how to love.*

*We need to treat ourselves and those around us  
unconditionally treat them kindly and cherish them give them  
courage to grow and tend to the health of mind and body.*

*We need to be thankful, stay in presence,  
and be kind to the world.*

*Those you can love properly can never be unhappy.*

*Thus, you, please live your life filled with love.*

When I treated myself and those around me with unconditional respect and love as they are, I realized that happiness was there. 'I have been having hard times because I wasn't doing it right' I chose this line because I want people to love themselves. I picked this because I want you to love yourself unconditionally, even though this may be difficult because it is not something you have previously learned.

\* [www.youtube.com/watch?v=6D2BOfJ9GZM](http://www.youtube.com/watch?v=6D2BOfJ9GZM)

**PUBLISHING INDUSTRY**

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**Facilitation of Sub-rights and Their Markets****Plays, Films, Merchandising Goods, Etc.**Written by Joseph Lee (President of KL Management)

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As Korea's soft power expands, more people in the world are taking an interest in Korean culture. The best leaders of Korea's soft power are BTS, director Bong Joon-Ho who has presented various movies including "Parasite," and actress Youn Yuh-Jung's achievement through the movie "Minari." The values of Korean pop culture are growing, and many people worldwide are sharing Korean culture. Such a phenomenon implies that the opportunities and spaces for sharing Korean culture worldwide develop simultaneously at a rapid pace. It was, therefore, a natural result that people began to pay more attention to Korean publishing content – the source of the OSMU (once source, multi-use) – in addition to the phenomenon. All this means that it has become a reality that the number of different usage cases of sub-

rights based on Korean publication content is increasing in the industry.



Posters of “Parasite” and “Minari”

Just ten years ago, it was not common for Korean literature to be a part of everyday life in the US, UK, and European publishing markets. Korean culture was even unheard of on the world stage... Korean literature? You say. However, public interest in Korean culture and literature increased dramatically after 2010, and this trend was well reflected in the global publishing market. A number of Korean writers have won world-renowned literary prizes. The content of Korean publishing, including literature, has enjoyed great commercial success in various publishing markets around the world. A natural mix of unique, fresh, and serious topics, combined with artistic perfectness, has been the charming feature of Korean publishing content, appealing to global consumers.

Public promotion of source content and the resulting commercial

success have each led to increased interest in various sub-rights of the content. It's a very natural phenomenon too. All content owners interested in advancing abroad should quickly respond to market demands, catching such a flow in the world market. Compared with the United States, the United Kingdom, and Europe, where sub-rights have been actively used in every industry, Korea may be a late starter. Thus, there have been instances where they have failed to respond promptly to detailed requests from foreign markets. But now they've gotten a lot better, and there are even companies making pre-emptive sales of content products that could sell well on world markets.



Footage from the musical *The Hen Who Dreamed She Could Fly* performed in the US  
© Lebanese American University

As the copyrights of TV dramas, movies, and performances (plays, operas, musicals, etc.) based on Korean literature have been exported for the past several years, Korean publishing content's usage and roles face a new chapter in the global cultural content industry. Major export cases of video copyrights sold to the US and UK include Shin Kyung-Sook's *Please Look After Mom* (Changbi), and *I'll Be Right There* (Munhakdongne),

Seo Mi-Ae's *The Only Child* (Elixir), Kim Un-Su's *The Plotters* (Munhakdongne), and Pyun Hye-Young's *The Hole* (Munji Books). Also, regardless of size, Hwang Sun-Mi's *The Hen Who Dreamed She Could Fly* (SAKYEJUL PUBLISHING LTD.) was also performed as a musical in the US. On top of these, video copyrights of various other Korean literature adaptations, including video content for children, are presumed to be produced into a new type of content in the global market. There have already been signals from other countries showing an interest in the acquisition of video copyrights. The key point is that there are more opinions in the Korean industry that when there are suggestions from the global market – not limited to certain countries or languages, including Korea – regarding the exclusive use of video copyrights, there should be serious considerations. However, it is clear that it is meaningful to see a variety of Korean content marketed in foreign countries and languages.



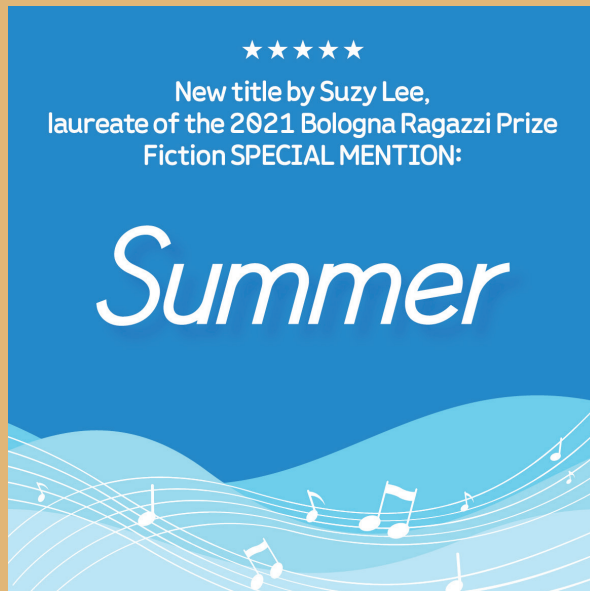
English editions of *The Only Child*, *The Plotters*, and *The Hole*

Recently, Korea's web content, such as web novels and webtoons, particularly in the genres of fantasy and romance, is rising as major content in overseas publishing markets as well as Korea. Thanks to its nature, web content has been trending upwards, steadily increasing its market power in the middle of the pandemic. Several TV dramas and films based on web novels or webtoons have already been produced and released in Korea, and more are likely to come in the future. One notable thing here is that more businesses hope to manufacture merchandising products, releasing Korean web content to foreign countries. In addition, there are already goods produced and sold alongside their original products (paper books/e-books) in shops on and offline. It is expected that if the copyright holder of the content makes movements meeting various overseas demands, more various, added-value merchandise goods of the content's characters will expand further into on- and offline markets. As foreign publishers make suggestions on this aspect, it seems to be a matter of time for Korean publishing content to make its way into the center of the world commodity market.

## NEW BOOKS

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### Summer



With 'Summer' from "The Four Seasons"  
written by the great musician Vivaldi,  
who hypnotized the whole world.



As background,  
Suzy Lee's artistic universe unfolds  
with three movements from 'Summer.'



## **“Beginning of Summer”**

1st Movement - Collage & Crayons



## **“Reverberation of Summer”**

2nd Movement - Dots and Lines

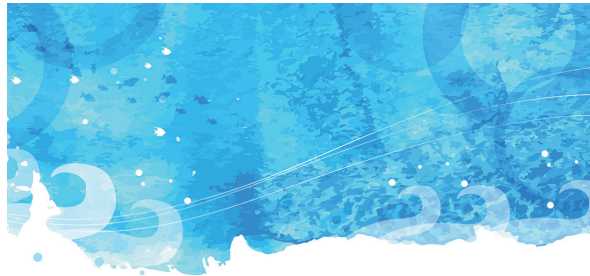
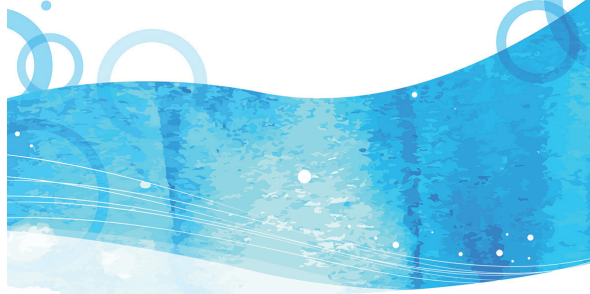


## **“Summer Has Come”**

3rd Movement – Light Coloring & Acrylic Paint

## A Unique Story!

Read along as you play the music, and you can “feel” the story even with no words!



## Exciting Summer Concerto!

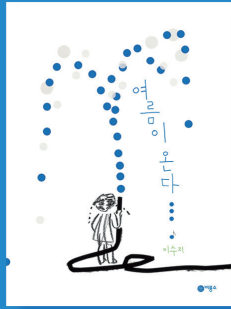
Feel the summer with your five senses through the different painting techniques by Suzy Lee!



Music and pictures expressing the vivid and intense emotions of summer, and the children playing inside them

will make adults and children miss summer when they reach the last page!

Summer time story read with music!



# Summer

Suzy Lee, BIR



**BEST SELLERS**

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**2nd Week, August 2021****Bestseller Trends in the Four Biggest Online Bookstores in Korea**

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It's August in Korea – the breeze has replaced the hot heat of the air. There has also been a fresh breeze in the Korean publishing industry. The no.1 book in Korea's four major online bookstores, *Dollagoot Dream Department Store 2* implies that fantasy novels are no longer a minority interest among Korean readers. The infinite love of readers can be seen in the numbers as its previous volume, *Dollagoot Dream Department Store 1*, made its way into the leading ranks of bestsellers. If you want to be empathetic and feel consoled by the story of Penny, the employee of the dream department store, try reading the series, volumes 1 and 2.





The integrated bestsellers list also indicates what Korean readers are wrestling with these days. While the COVID-19 pandemic has aggravated readers' economic challenges, new economic

and business books are being published in the marketplace. Among them, *I Buy Dollars Instead of Stocks* which pinpoints the value of dollars rather than stocks or real estate, and *Future Wealth*, a guideline for the flow of money in the era of the fourth industrial revolution, have joined the bestsellers' list. In addition, as the candidates have already begun fiercely competing against each other ahead of the presidential election next year, books about politics and society such as *Advanced Country in a Night: Already, But Not Yet* have been popular as well.

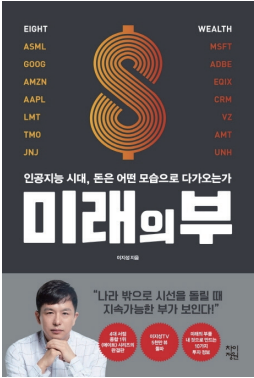
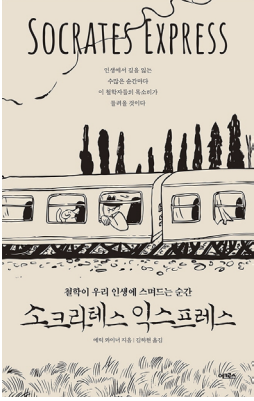
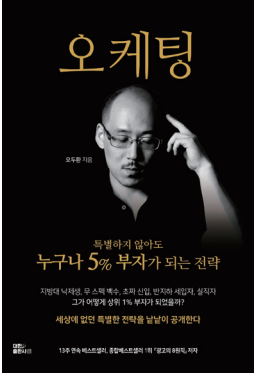
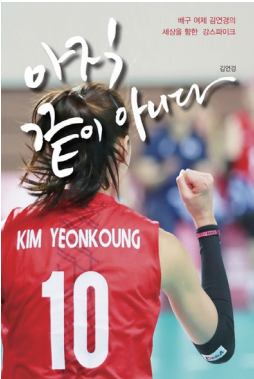
In the nonfiction category, the 2020 Tokyo Olympic Games has been maintaining its popularity in the second week of August. Essay *It's Not Over Yet* written by Kim Yeon-Koung, the empress of volleyball who showed a great performance in the Olympics, has ranked first. You will be able to see moments of "human Kim Yeon-Koung," along with those of "volleyball player Kim Yeon-Koung." Meanwhile, nonfiction books such as *Just Let Them Be*, *I am a Shining Little Star*, and *Hello, My Dear* make you feel comforted even when you read their titles. While the weather has been nice for reading books, how about picking up one of the high-ranking essays? It will be good food for you to live the second part of the year.

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

Top 10 Bestsellers for the 2nd Week of August

1		<p><b><u><i>Dollagoot Dream Department Store 2</i></u></b></p> <p>Author   Lee Mi-Ye            Publisher   Sam &amp; Parkers            Genre   Novel</p>
2		<p><b><u><i>I Buy Dollars Instead of Stocks</i></u></b></p> <p>Author   Park Sung-Hyun            Publisher   RH Korea            Genre   Business &amp; Money</p>
3		<p><b><u><i>Dollagoot Dream Department Store 1</i></u></b></p> <p>Author   Lee Mi-Ye            Publisher   Sam &amp; Parkers            Genre   Novel</p>
4		<p><b><u><i>No Matter If Our Love Disappears Tonight In This World</i></u></b></p> <p>Author   Yichizo Misaki            Publisher   Momo            Genre   Fiction</p>

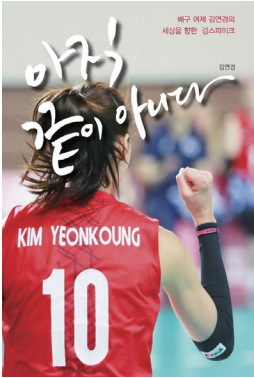

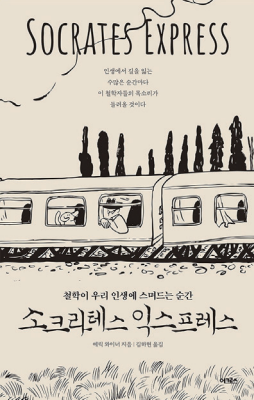

Top 10 Bestsellers for the 2nd Week of August

<p>5</p>		<p><b><u>Future Wealth</u></b></p> <p>Author   Lee Ji-Sung          Publisher   Chai Jungwon          Genre   Business &amp; Money</p>
<p>6</p>		<p><b><u>The Socrates Express</u></b></p> <p>Author   Eric Weiner          Publisher   Across          Genre   Liberal Arts</p>
<p>7</p>		<p><b><u>Oketing: You Don't Have to be Special to Become Rich</u></b></p> <p>Author   Oh Doo-Hwan          Publisher   Daehan Publishing Company          Genre   Business &amp; Money</p>
<p>7</p>		<p><b><u>It's Not Over Yet</u></b></p> <p>Author   Kim Yeon-Koung          Publisher   Kayun          Genre   Nonfiction</p>

Top 10 Bestsellers for the 2nd Week of August

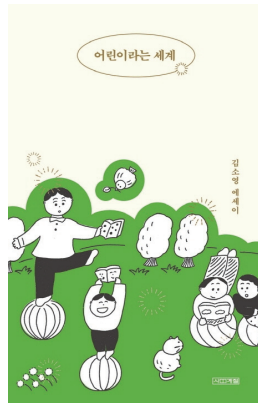
<p>7</p>		<p><i><u>Advanced Country in a Night: Already, But Not Yet</u></i></p> <p>Author   Park Tae-Woong          Publisher   Hanbit Biz          Genre   Politics &amp; Society</p>
<p>7</p>		<p><i><u>Jujutsu Kaisen 16</u></i></p> <p>Author   Gege Akutami          Publisher   Seoul Media Comics          Genre   Comics</p>

Top 5 Nonfiction for the 2nd Week of August

<p>1</p>		<p><b><i>It's Not Over Yet</i></b>          Author   Kim Yeon-Koung          Publisher   Kayun</p>
<p>2</p>		<p><b><i>Just Let Them Be</i></b>          Author   Yang Hee-Eun          Publisher   Gimmyoung</p>
<p>2</p>		<p><b><i>The Socrates Express</i></b>          Author   Eric Weiner          Publisher   Across</p>
<p>2</p>		<p><b><i>I am a Shining, Little Star</i></b>          Author   Soyoon          Publisher   Book Romance</p>

Top 5 Nonfiction for the 2nd Week of August

5



***The World of Children***

Author | Kim So-Young  
 Publisher | SAKYEJUL PUBLISHING LTD.

5



***Hello, My Dear***

Author | Jung Han-Kyung  
 Publisher | Book Romance

## KOREAN TRANSLATOR

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**Oka Hiromi**

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**Profile**

She was born in Hyogo Prefecture, Japan. A graduate of Doshisha University, she earned a master's degree in Korean Language and Literature from Yonsei University. She won the LTI Korea Translation Award for Aspiring Translators in 2012. Currently a member of *Yonhap News Agency's* Japanese press team, and professional literary translator.

- E-Mail: [hilomy@daum.net](mailto:hilomy@daum.net)

**Translated Works**

- Kim Suhm, *One Person* (San-Ichi Shobo Publishing, 2018)
- Lee Jin, *Guitar Bookie Shuffle* (Shinsensha, 2020)



## Translated Works (Co-translation)

- Yoon Yi-Hyung, etc., *Autobiographical Essay of Lee Sang Literary Award Winners* (CUON, 2020)
- Lee Sang, *A Lost Flower*, Kim Nam-Cheon, *Management* (Shoshi Kankanbo, 2020)
- Hideki Noma, Baek Young-Seo (edited), *Reading the Beauty of Joseon, Korea* (CUON, 2021)
- Lee Hyo-Seok, *Orion and the Apple*, Lee Ki-Young, *Ratfire* (Shoshi Kankanbo, 2021)



## Article

- “Art Innovation by Media Expansion,” a conversation between Kobayashi Erika and Kim Suhm (Bijutsu Shuppan-sha, 2019)

## Interview

- “Japanese readers will find interest in Korean pop music from the 1960s”
- “Fateful encounter with fiction rooted in K-POP”

## Essay

- The haves and the have nots - “redevelopment” in Korean literature (SHOHAKUSHA web magazine, 2021)

## Awards

- LTI Korea Translation Award for Aspiring Translators (2012)

## #K-BOOK

## #Preference & Hobby

KPIPA Introduces K-Books for Global Publishing Markets through K-Book Platform

### *Classic Music of the Day*

#### 1. Publication Details

Title | Classic Music of the Day  
 Subtitle | Music alone doesn't comfort you  
 Author | Cho Hyunyoung  
 Publisher | HYEONAMSA PUBLISHING Co., Ltd.  
 Publication Date | 2020-10-15  
 ISBN | 9788932320861  
 No. of pages | 344  
 Dimensions | 128 \* 188

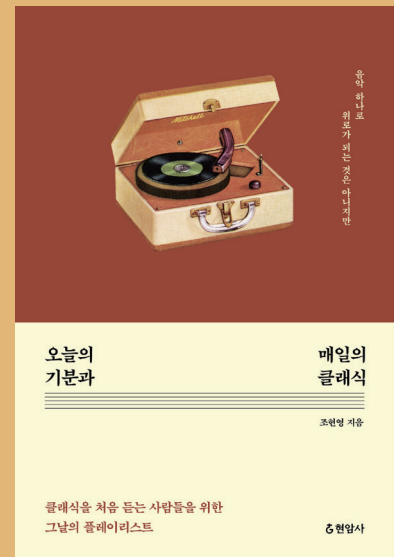
#### 2. Copyright Contact

Name | Cho Eun Mi  
 Email | bscrap@hyeonamsa.com  
 Phone | +82-2-323-5051

#### 3. Book Intro

##### **The daily joy of classical music.**

On the commute home, or on a sunny weekend afternoon, or on a quiet autumn night stroll... If you feel like listening to different music from your usual playlist, this book is perfect for you. It recommends Edvard Grieg's "Morning Mood" to set the mood on your way to work, Friedrich Gulda's "Concerto for Cello" for afternoon cocktail hours, Igor Stravinsky's "The Rite of Spring" to console a dreary and troubled soul, and Beethoven's "Piano Sonata No. 8" to help you unwind and



shake off all your stress. The book tells intimate tales behind each piece, with rich musical background knowledge, and with such vivid encounters with the artists from hundreds of years ago, you will feel much more comfortable and captivated by the otherwise far-removed genre that is classical music.

As the foundation of all music, classical music has been loved throughout the generations. But do we need to be knowledgeable to enjoy the genre? Even within classical music, many pieces of which seem somewhat difficult or similar, each piece has different facets.

The author is a pianist and founder of art lecture company Art & Soul. With over ten years' experience as a lecturer and ambassador of classical music, she is here to break down classical music to those who want to "enjoy" the music rather than "learn." Once a hard and solemn genre, it will feel more accessible-like one of your daily background jams-as the author dismantles the barriers to and the preconception of classical music as challenging or boring music.

This book is for beginners who wish to try out classical music but do not know where to begin. It serves as a friendly guidebook to coordinate the best piece for your daily mood and make classical music more accessible.

\* [k-book.or.kr/user/books/books\\_view?idx=4944](http://k-book.or.kr/user/books/books_view?idx=4944)

## MASTER PAPER FOLDING

### 1. Publication Details

Title | MASTER PAPER FOLDING  
Subtitle | THE BEST PAPER FOLDING SERIES 02  
Author | Jeong Gyuil  
Publisher | JONG IE NARA  
Publication Date | 2020-10-20  
ISBN | 9788976228109  
No. of pages | 152  
Dimensions | 203 \* 254

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Phone | +82-2-2264-7667



### 3. Book Intro

*Master Paper Folding*, a collection of award-winning entries in the Global Creative Jonggi Jupgi (Paper Folding) Contest, is the first book of its kind published in Korea. Jointly organized by the Paper Culture Foundation and the World Jonggi Jupgi Organization with Jong le Nara Paper Art Museum, the contest has been held since 2012 to enhance the culture of paperfolding in Korea as well as overseas. Since 2016, the grand prize has been awarded on behalf of the Korean Minister of Culture, Sports, and Tourism, and in 2020, the Award of Cultural Heritage Administration was newly added.

The International Creative Paperfolding Contest for Exhibition has a long history: Roh Young-hae, the chair of the board of the Paper Culture Foundation, has led the movement of Korean paper folding culture since 1987 in order to revive and recreate it. In 1989, the 1st Paper Folding Contest took place, and in October of the same year, the 1st Exhibition of Paper Folding Works was held. In December of the same year, the 1st Paper Folding Exhibition Contest took place, and through such exhibitions, Korean paper folding culture has been established and revitalized as a wholesome pursuit and educational activity. With this historical background, the International Creative Paperfolding Exhibition Contest has now become an opportunity for Korean as well as overseas lovers of paper folding to present their works.

\* [k-book.or.kr/user/books/books\\_view?idx=4308](http://k-book.or.kr/user/books/books_view?idx=4308)

### *Spicy, Salty, Sour and Sweet*

#### 1. Publication Details

Title | My First Kickboxing  
Subtitle | I want to be tough  
Author | Hwang Boreum  
Publisher | tiramisu the book  
Publication Date | 2020-04-02  
ISBN | 9791160577662  
No. of pages | 236  
Dimensions | 124 \* 188

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Phone | +82-2-2653-5131 (Ext 322)



### 3. Book Intro

Here is a woman who has joined the ranks of “cool women who exercise.” It’s a well-known fact that you need to exercise and develop your physical strength in order to have a healthy life. Unexpectedly, the author goes for kickboxing. Why kickboxing over Pilates or yoga?

There are several reasons why she opted for kickboxing. First of all, she is very physically weak and felt that she had to do something to change that. Second, once she set her mind to it, she wanted to get the feeling of a really invigorating workout. The older you get, the weaker you become physically. However, the author hopes to be able to do more things, however little they may be. Knowing that she’d have to try something that was new and unfamiliar to her, she made up her mind to take on the daunting challenge of kickboxing for the first time in her life. At the same time, she hoped to learn skills with which to protect herself in the event of an emergency.

While this book is a record of the struggle that the author, who had been watching her physical strength deteriorate, goes through at the kickboxing gym, it’s also a diary detailing the physical and mental changes that she undergoes throughout one whole year. One year is enough time for someone to start something new and achieve dramatic change. Initially, the author struggles with even the most basic movements. Her arms shake uncontrollably, she keeps getting told off for her incorrect posture, and even occasionally fears for her life while exercising. She goes from being “below average” to “average” and even achieves what seemed impossible to her before. When you see her being praised by her coach, you’ll feel the urge to get ready to go out and exercise.

\* [k-book.or.kr/user/books/books\\_view?idx=4269](http://k-book.or.kr/user/books/books_view?idx=4269)

### *Easy Guide to Making Macramé Yourself*

#### 1. Publication Details

Title | Easy Guide to Making Macramé Yourself

Author | Jo Yeongmi

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2018-08-29

ISBN | 9791162207192

No. of pages | 244

Dimensions | 207 \* 270



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Phone | +82-31-936-4199

## 3. Book Intro

The book delivers the world's most considerate macramé class that guides you through pages designed to help you easily make your own macramé. It is an easy macramé guide that can help even those who are trying the western craft of macramé for the first time. It provides instructions from the eyes of a beginner and it features detailed instructions for plant hangers, wall hangings, dream catchers and mobiles. Large images, which remind one of a video, allow the reader to see every single thread, and each instruction is accompanied by detailed explanations and tips. Also, each page has a QR code that directs the reader to a video page to help him or her learn the instruction better. Through exercises for making various items, this book will help the reader to improve basic macramé skills up to the level of being able to build a full piece with one or two techniques only. Take your time to experience the fun of making simple, delicate macramé pieces and the joy of home styling through this book.

\* [k-book.or.kr/user/books/books\\_view?idx=1344](http://k-book.or.kr/user/books/books_view?idx=1344)

## *Discovering Gardening*

### 1. Publication Details

Title | Discovering Gardening  
Subtitle | From Horticulture Basics to Gardening  
Author | Oh Kyungah  
Publisher | Kungree Press  
Publication Date | 2013-11-15  
ISBN | 9788958202615  
No. of pages | 324  
Dimensions | 185 \* 245

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### 3. Book Intro

People often ask, “Why do I keep killing my plants?” Horticultural know-how is much more than just liking plants. A plant will not grow healthily when you give it water and give it some attention. Horticulture is a scientific study. You will never find the answer until you scientifically understand the structures of plants and the ways in which plants live. For this reason, Oh Kyungah has compiled various practical horticultural tips in this book. The book summarizes the important aspects of horticulture that must be considered and understood, such as the history and meaning of gardening; why the names of plants are important; why understanding the native habitats of plants is fundamental; and soil, the basis of the gardening. “This book systematically organizes the history and meaning of gardening, a fundamental understanding of plants, and techniques for gardening and garden management into 7 major themes and 22 minor themes in a way that’s easy to understand. It’s particularly thoughtful in that it includes illustrations of key points and more than 180 photos so that readers can approach gardening without any trouble. It’s a great book that adds a lot of meaning to gardening.” – Kim Yong-sik, a professor of the Department of Landscape Architecture of Yeungnam University and the president of Korean Association of Botanical Garden and Arboreta. “Although many books on horticulture and landscaping are available on the market, the reality is that they’re difficult and not accessible to laymen. This book is an easy, practical gardening guide for ordinary beginners who are interested in gardening. I applaud [Oh Kyungah] for publishing a practical and useful tutorial for readers interested in gardening.” – Lee Yeong-ja, the director of Garden of Morning Calm.

\* [k-book.or.kr/user/books/books\\_view?idx=300](http://k-book.or.kr/user/books/books_view?idx=300)

### *Nail Art to Dress Up Your Hands 1*

#### 1. Publication Details

Title | Nail Art to Dress Up Your Hands 1  
Subtitle | Beauty blogger Choi Yujin, ‘Yujin’s Self-Nail Art’  
Author | Choi Yujin  
Publisher | Eat&SleepWell  
Publication Date | 2017-10-26  
ISBN | 9791188053155  
No. of pages | 228  
Dimensions | 190 \* 250



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## 3. Book Intro

Nail art gives you a point of difference among people with similar fashion and make-up. Choi Yujin is a power blogger on beauty whose blog receives over 15,000 visitors every day. For this book, she has selected the most popular nail art designs recommended by ten million bloggers. She explains the basics for those who are new to nail art. She shows how to change nail art to change the mood in accordance with the four seasons or special occasions like New Year's Day, Valentine's Day and Christmas. There are special designs inspired by luxury brands and nail art featuring unique characters.

The book covers all levels of difficulty and makes nail art more accessible using QR codes for video clips. In addition, she answers some of the most frequently asked questions from those who visit her blog. Readers discover Choi's secret nail art tips that have never been revealed before.

\* [k-book.or.kr/user/books/books\\_view?idx=386](http://k-book.or.kr/user/books/books_view?idx=386)

## *My Sweet Urban Beekeeping*

### 1. Publication Details

Title | My Sweet Urban Beekeeping

Subtitle | A lonely, busy, exhausted city dweller falls in love with bees

Author | Choi Woori

Publisher | Wood Pencil Books

Publication Date | 2020-06-05

ISBN | 9791187890164(03490)

No. of pages | 220

Dimensions | 140 \* 210

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### 3. Book Intro

“Beekeeping in Seoul? Are you sure?”

To most people, urban beekeeping is still an unfamiliar concept. They would see bees in parks or streets, but not many people know that there are beekeepers who care for bees and harvest their honey in cities. Some may assume that it's possible only in the countryside or woods, but in fact, there are countless amateur beekeepers around the world who look after bees in cities. It's a well-known fact that Michelle Obama engaged in beekeeping at the White House during the Obama administration.

Bees that fly around the city are excellent pollinators and honey producers. They also serve as a litmus paper that shows if a city is an adequate place to live in. Some may dismiss bees as scary or annoying, but without them, two thirds of the vegetables on supermarket shelves would be gone. As for people who are worried about the danger of bees, many cities are searching for ways to have humans and bees live together safely by drafting ordinances on urban beekeeping.

This book is a record of an environmental journalist who lived with bees in the middle of Seoul for two years, all of which happened unexpectedly while she was trying to do some simple research on urban beekeeping for a news article. It's a story of bees, honey and flowers, and it offers an at-a-glance summary of the entire beekeeping process in each season, from getting beehives ready to harvesting honey. Practical information about beekeeping, scientific facts about bees' ecology, and ecological aspects in relation to urban environmental issues are blended smoothly with the author's experience and thoughts, allowing readers to look into the interesting reality of urban beekeeping. A glossary and a list of helpful books about beekeeping are attached at the end of the book as a guide for rookie beekeepers, and, to ensure the book contains only accurate information, it was proofread by Urban Bees Seoul, an urban beekeeper group that operates apiaries near Seoul.

\* [k-book.or.kr/user/books/books\\_view?idx=3934](http://k-book.or.kr/user/books/books_view?idx=3934)

## *How I Meet Birds*

### 1. Publication Details

Title | How I Meet Birds  
Author | Bang Yunhee  
Publisher | Nature & Ecology  
Publication Date | 2019-04-15  
ISBN | 9791164500000  
No. of pages | 184  
Dimensions | 163 \* 225

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### 3. Book Intro

**Relax and watch the birds in your neighborhood!**

**The author tries to share her observations of birds with love and tranquility instead of overflowing passion, and with an affectionate gaze instead of rich knowledge.**

The author, whose knowledge of birds was mostly limited to sparrows, pigeons, and magpies, began to notice for the first time the ducks in the stream around the city. She became curious about the name of the ducks, so she bought an encyclopedia. Then she started to take pictures and drew them, which led to her observing of other birds, thereby experiencing a whole other world.

After meeting this world she had not known before, the author often looked out the window. Even she started to enjoy going out to throw out the garbage or go shopping. Further, she even started to leave feed for birds to eat on the window sill, as she was concerned that birds might not have enough food during the cold winter. When you think of someone observing a bird, an image comes to your mind. A man travels to a remote place and stays days and nights in a tent as camouflage with large telephoto lens and binoculars in hands. However, the author's way of watching birds is a bit lukewarm and awkward. It's more about walking around the village than bird watching. This book shows that nature observation doesn't have to be grand or professional, and anyone can do it easily.

The author calls it "a book about lukewarm and clumsy love for birds." However, when you read the book, you come to realize that observing nature and understanding the myriad creatures living around us come from that lukewarm and clumsy love. It opens our eyes and our heart and gives us the kind of happiness we have never known before.

\* [k-book.or.kr/user/books/books\\_view?idx=2256](http://k-book.or.kr/user/books/books_view?idx=2256)

## *My Own Secret Home Café*

### 1. Publication Details

Title | My Own Secret Home Café  
Subtitle | Secret Tips for Beverages from a Popular Social Media-based Home Café  
Author | yena  
Publisher | RECIPE FACTORY  
Publication Date | 2019-06-20  
ISBN | 9791185473505  
No. of pages | 228  
Dimensions | 165 \* 220

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### 3. Book Intro

Popular Instagrammer Yena introduces a “Beverage of the Day” at the same time every day. Thousands of followers wait for her posts and gather on her Instagram page. Her followers are located in all sorts of different places, but at the moment Yena’s home café opens, they gather as if they had special plans to enjoy her home café together.

Rather than simply providing recipes, this book helps readers tune up their senses and develop ideas for home cafés. Based on her own experiences, the author of this book delivers a diverse array of knowledge on recommendable unique ingredients, perfect ratios for taste, ways to express colors, tips on how to make ice, and other helpful info.

\* [k-book.or.kr/user/books/books\\_view?idx=4536](http://k-book.or.kr/user/books/books_view?idx=4536)



## *Please Look After Succulents*

### 1. Publication Details

Title | Please Look After Succulents  
Subtitle | The Confession of a Black Thumb Plant Lover  
Author | Sogno  
Publisher | Woorinabi Publishing Company  
Publication Date | 2019-12-18  
ISBN | 9791186843482  
No. of pages | 210  
Dimensions | 148 \* 210

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### 3. Book Intro

One day the writer becomes smitten by succulents, but the pretty and cute succulents that she buys and brings home die one by one. The writer admits she has a black thumb, but her passion to grow succulents will not die. The first time is always difficult and it takes getting used to. The writer does not give up, and she takes readers to the wondrous world of plants and succulents by learning about each one. *Please Look After Succulents* is a graphic novel based on the real experiences of the writer as she tries to become a plantswoman growing succulents. In the book, she introduces different types of succulents, how to grow them, and even explanations for difficult botanical terms as well as gardening tips from her own trials and failures. There have been books about pet animals, but this is the first graphic novel about pet plants, especially succulents. They are more than pet plants to the writer, as she considers them a part of her life, and in the book, she shares with readers her philosophy and outlook on life as she struggles to keep her plants alive. Plants including succulents are everywhere, but growing them requires interest, care, and dedication, and after reading this book, readers will never see succulents the same way again, and they might be willing to dive into the diverse and fascinating world of succulents by growing one themselves.

\* [k-book.or.kr/user/books/books\\_view?idx=2777](http://k-book.or.kr/user/books/books_view?idx=2777)

