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K-Book Trends

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

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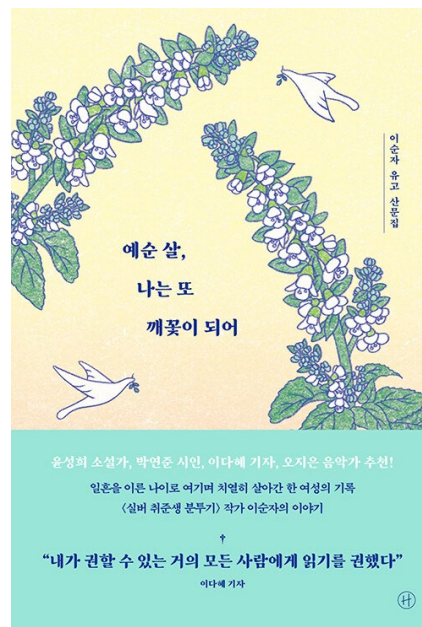
Publishing Industry Full of Consolation and Sympathy in the Post-COVID-19 Era

Written by Lee Ho-Jae (Reporter at *Dong-a Ilbo*)

“Since my mother was not loved, I believed she would love more. Since my mother did not have anything, I thought she would fill someone’s heart more than others. I sincerely hope the story of this insignificant individual can give a sense of comfort to someone with a lonely and hungry heart. I was able to find a sense of consolation before others and by a lot. In addition to what I gained, I released my mother’s obituary collection. (Preface written by author Lee Soon-Ja’s daughter)”

The above is the preface written to the essay *At 60, as I Became a Sage Again* (Humanist Publishing Group), released on May 9, 2022. The book is a collection of prose released after the death of the author Lee Soon-Ja, who won non-fiction award in the 7th *Maeil Newspaper* Senior Literary Awards last year. It may be that

this word of consolation by a little known writer swayed readers' hearts. The book was introduced on the book introduction pages of various media outlets and ranked high among best-sellers, gaining much response from readers.



At 60, as I Became a Sage Again

Writer Lee Soon-Ja was the eldest daughter-in-law of a head family where four generations lived together. In the book, the author shares her experience from the beginning of her married life to being on the frontline of job seekers at 62 after her divorce. The writer had difficulty communicating due to hearing disabilities but wanted to connect with others through her writings. Unfortunately, as she passed away shortly after winning the award, she was never able to work as a fully-fledged writer. The book is a collection of poems, prose, and novels left on the writer's laptop. After the COVID-19 pandemic, readers

who wanted warm words of consolation gave an eager response to the book. “I got hopes after reading her stories,” and “I want to live as I love others” were the comments left by readers.

Recently, in the era of Post-COVID-19, the publishing industry has been releasing more books on ‘us’ than ‘me.’ If the books can be labeled under hashtags, it would be #friendship, #kindness, #solidarity, and #sympathy. So, let us find out which books are leading the industry and why they are popular among readers.

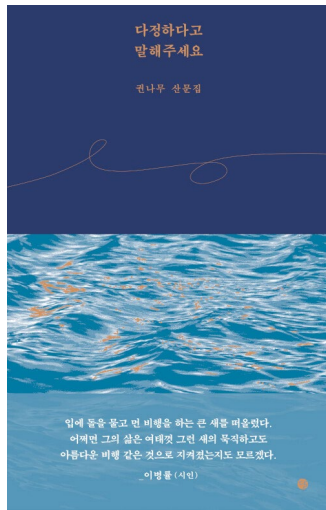
In the Post-COVID-19 Era, People Want Warm Words of Consolation

“We are so much different as individuals, so we must try harder to embrace each other. Love is an act of embracing differences.” The writer and musician Kwon Tree wrote this phrase in the essay *Tell Me I’m Kind* (Dal Publishers), released on May 10. The book sings about a life where people live harmoniously. As seen from its title with the word kindness, the book delivers the spirit of solidarity to its readers. What kindness covers is higher than the sky and wider than the sea. Thus, a kind word given to another without much consideration can make the person feel kindhearted, a concept the writer talks about in his book.

Essays and poems are representative writings that include kindness and consolation in this era after the COVID-19 pandemic. Like *A Small Consolation* (Happybook), some emphasize its title, and like *Plant Clinic Next Door* (Bright)’s

subtitle “Words of consolation plants give you,” shows, some put the keywords in their subtitle. Some books take kindness as their keywords, as seen from *Review on Kindness* (Anonbooks) and *I Decided to Be Kind to Myself* (Cassiopeia). There are many new books on overcoming a sense of isolation and disconnectedness in the essay sector because of how people feel about the time they live. Unlike social science or humanities books, essays are thinner and lighter. It is a relatively easy way of expressing the author’s experiences and thoughts. Writers and publishers rapidly capture readers’ sentiment through essays.

The collection of poems also shows the sentiment of the time. One representative piece is Sister Lee Hae-In’s *Like a Petal* (Samtoh), released this March. The book is a collection of poems and journals written by Sister Lee Hae-In as she stayed in Hae-in Geul Bang for the past two years during the COVID-19 pandemic. The book became the third best selling poem book in Kyobo Books right after its publication. When asked why readers are invested in her writings, she answered, “I think readers sought my poems out of frustration and distress. As it was hard to meet anyone and get consolation during this time, I had no choice but to rely on prayers and poems. What common good is for society, not an individual, and how precious it is to feel connected were reflections in my writings. So, maybe my thoughts were delivered to readers through the book.”



Tell Me I'm Kind, Like a Petal, and Welcome to Bookstore Hyunamdong

Famous novels in recent days also deliver messages of solidarity and friendship. One book that shows the trend well is *Welcome to Bookstore Hyunamdong* (Clayhouse), released in January 2022. The book is a full-length novel about people consoling each other in a town with a small bookstore. The book delivers the daily lives of Yeong-Ju, the owner of the bookstore, and the neighborhood. The novel might be boring to some, but to others, the novel touches on something important in life but often forgotten. The novel shows how one should treat one's job, build relations with others, and live life. It also talks about ordinary people overcoming scars and moving forward. One can understand why readers said, "I feel like getting consoled throughout the whole novel," and "This novel gives energy to the weary," as comments on the novel. Fantasy novels like *Dollagoot Dream Department Store* (Sam & Parkers) also warm readers' hearts. The popularity of fantasy novels shows people's desire not to lose hope.

Titles Change as Science Books from Other Countries Are Translated

Publishers' strategy to take hold of readers in the post-pandemic era is getting more competitive. For example, in translating and publishing books from other countries, publishers tend to change the book title and subtitle to meet Korean readers' tastes. *Friends*, a book launched this January, put its subtitle as "The most important value science can tell you about friendship." The book's original title was *Friends: Understanding the Power of our Most Important Relationships*. If one is to translate its subtitle into Korean, it would be an understanding of the power of the most important relationship. However, the one published in Korea has a different subtitle highlighting friendship. The book's paper band even says, "Thinking once again about friendship in the era of disconnectedness and isolation," to target readers in the post-pandemic era. Maybe the idea was persuasive enough for people because the book has kept its position as the top best-seller in online and offline bookstores since its publication.

A science book launched this January named *Science in Kindness* is also one of the books that changed its title to catch readers' attention. The book's original title was *The Rabbit Effect: Live Longer, Happier, and Healthier with the Groundbreaking Science of Kindness*. *Science of Kindness* in the subtitle was translated as *Science in Kindness* and replaced the main title. There are reasons the publisher changed the book title. One main reason is that the new title is in line with the book's theme.

The book insists that humans are free from threats like hunger, famine, or diseases but are threatened by other health issues, such as obesity, depression, and suicide. The book says that what we need the most to live a healthier life in modern society is kindness.

A social science book released as a restored edition early this year, *Survival of the Friendliest*, says survival of the fittest is wrong. According to the book, the winner of evolution is not the fittest but the friendliest. The book's writers resist the common knowledge that the physically fittest species survive and say that the survivors are the friendliest ones. The restored edition is seeing a steady increase in sales as if to show that Korean readers agree with the book.

The Publishing Industry Needs to Prepare against Economic Slowdown to Overcome the Challenge

Best-selling essays in Korea around 2015 and 2016 were about taking care of oneself. The top sellers in the mid-2010s were mainly about how to live proactively without being affected by others' views. The book *Self-esteem Lesson* (Simple Life Books), which sold more than 1 million copies, highlights the three major pillars of self-esteem. In addition, the book *The Courage to Be Hated* (Original book title: 嫌われる勇氣) suggests that readers should give up on the urge to get compliments from others. Books under similar themes emphasize that those who

are pushed along by the fierce speed of competition need to take more care of themselves.

During the COVID-19 pandemic, personal investment boomed among people, leading to the popularity of books on business and money. According to Kyobo Book's Comprehensive List of Annual Best-Sellers in 2021, books on business and money sales share was 8.5%, taking the largest share in 2021. It was unprecedented for books on business and money to take the number one place among book categories since Kyobo Books was established in 1980. After the pandemic broke out, books on business and money recorded the highest sales in 2020. The total sales of the book category showed 22% additional growth in 2022. Similar trends were shown in online bookstores. According to Yes24's 2021 Book Sales Trend, out of total book sales, books on business and money took 6.3%, becoming the second-largest books to be sold next to children's books. Taking second place is something unprecedented as well. *The 77 Most Important Questions for Novice Stock Investors* (One & One Contents Group Publishing Co.) was sold the most among books on business and money, taking second place in Kyobo Books and third in Yes24. Books on business and money became popular due to the economic slowdown.

Starting from the end of last year, as people had higher expectations of the COVID-19 situation improving, books on solidarity gained the spotlight. For example, the 'Best Book of the Year in 2021 by *Dong-a Ilbo*' was selected by 35 people,

including publishers, scholars, and medical researchers. It was on the cover page of *Dong-a Ilbo* in the January 2022 issue. The list included many foreign books on community or solidarity. It seems that people’s collective consciousness to stick together beyond hatred to overcome the pandemic unconsciously affected the book selection. Experts say, “In the Post-COVID-19 era, people are attracted more to emotion and sociability than logic and reasoning. The book caught my heart, not my brain,” and “Even in the worst times, people think of hope. This book makes me not give up on having a kind heart towards every living thing.”



Self-esteem Lesson, and The 77 Most Important Questions for Novice Stock Investors

The publishing industry faced unexpected situations due to COVID-19. Offline bookstores suffered from an economic downturn enough to close many, but online book sales rose as people’s needs for content increased. There is even a statistic that total book sales rose by 23% after the outbreak of COVID-19.

As the post-pandemic era unfolds, face-to-face meetings among writers, publishers, and readers are on the rise. Minsumsa's book bazaar, Family Day, was held offline in May in Paju, Gyeonggi-do. The event used to be held only online. Korean Publishers Association hosted Seoul International Book Fair at Coex from June 1 to June 5. Due to concerns over COVID-19 infection, it was the first time in 3 years for the exhibition to be held on such a large scale. The exhibition invited writers, such as Lee Suzy and Eun Hee-Kyung, as lecturers and had a high concentration of readers from the ticket early-order stage. Many expect face-to-face meetings to be helpful for marketing in the post-COVID-19 era.

Nevertheless, publishers have concerns about how to respond to the current era. One CEO from a publisher said, "Considering the competitiveness of OTT, such as Netflix, weaken, the possibility of book sales decreasing should also be counted." In the post-pandemic era, publishers need to focus on how to capture readers' tastes. The publishers might have to strategically consider releasing foreign books translated to meet readers' tastes and include keywords such as consolation and sympathy. In other words, Publishers would have to build their unique tactics in response to the era to overcome the long-sustained economic slowdown in the industry.

SPECIAL PROJECT

[Korean Scholars ⑦]

Public Health Specialist and Socialist, Professor Kim Seung-Sup

Records of the Fierce Days Taking Care of Those in the Shadows

Written by Kim Young-lhm

The entire world had been engulfed in horror due to the COVID-19 pandemic, a virus unprecedentedly strong and infectious. Now its spread has slowed down, but it has indeed been a powerful turning point for the world to the extent that its end is called ‘post-COVID.’ As we lived through the painful times, we were faced with serious concerns about public health and social consensus where we live together with the marginalized in society. And there is professor and socialist Kim Seung-Sup, who has been ceaselessly fighting on the side of the weak like a beacon in the dark, seeking the best way while accepting diversity. Following is an interview with professor Kim, who has been making meaningful actions, sending messages to society as

a socialist and public health specialist as well as sowing the seeds for the common good.



A Social Epidemiology Perspective on Disaster Situations that are Crueler to the Underprivileged

The group that collapses helplessly in the face of unexpected disasters is mostly the socially marginalized. The shield for them has never been robust. However, is this really unchangeable? Those whose livelihoods were devastated the most in the face of the pandemic that prolonged for more than 2 years were socially disadvantaged, without a doubt. In the economy, the non-regular workers were the first to lose their jobs, disabled and immigrant workers were pushed to the very outer reach of public health,

and collectivism spread widely.

Public health specialist professor Kim Seung-Sup has been studying the health of the socially marginalized through data analysis. He has been carrying out research on marriage of immigrant women, sexual minorities, survivors of the Sewol Ferry incident, prisoners, fired laborers and their families, and survivors from the ROKS Cheonan sinking, talking about their pain and social discrimination. The topic he chose for the catastrophic situation brought by the pandemic was indeed about things like layoffs, hatred, and discrimination. Furthermore, he shared his keen insight on the threat surrounding the minorities in society, such as non-regular workers left unprotected in the workplace with no facial masks provided in the early spread of COVID and 1-2% of the population in any society being unable to be vaccinated due to medical issues. At the same time, he emphasized the need for active government intervention in order for slogans such as “Let’s live together” or “We form each other’s environment” to apply to people whose livelihood or survival is threatened in disastrous situations. He also pointed out that even though it would be difficult for the government to devise appropriate policies for each detailed situation, it must first consider the socially disadvantaged and minorities through the adequate distribution of available resources.

Asking for more Attention Based on Research Findings

The physical evidence of professor Kim's practical efforts is his books. He has been writing books based on his research, translating relevant books, and publishing books with his colleagues – never complacent in his efforts to empathize with more people in more parts of society.



Future Victims Have Won, Making Hope Out of Sorrow, and If Our Body is a World

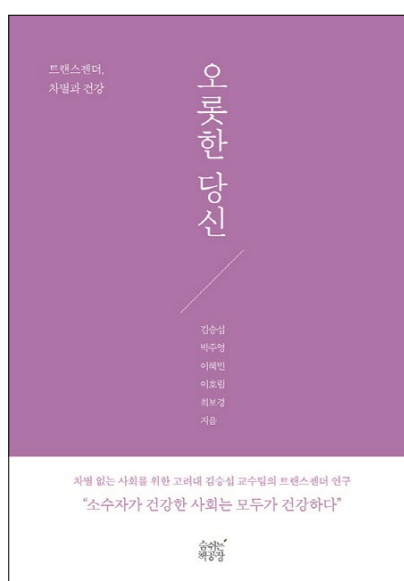
Professor Kim's books always put the focus on discrimination and social isolation. They are the essence of his academic achievements, including his research on how discrimination and social isolation make minorities sick and how the cause can be found in the relationship between an individual and the community. Through his books, *Future Victims Have Won* (Nanda), *Making Hope Out of Sorrow* (East-Asia Publishing Co.), and *If Our Body is a World* (East-Asia Publishing Co.), professor Kim Seung-Sup talks about issues that involve serious social

conflicts such as the privatization of public corporations, pain of sexual minorities such as homosexuals and transgender people, bullying and discrimination prevalent in our society, the Sewol Ferry disaster and the sinking of ROKS Cheonan, and the massive layoff of SsangYong Motor. He also said, “I hope my books help find a better path for them, going beyond ignoring or exploiting the suffering of others,” by inducing people to pay more attention to several case studies where they can think about “becoming a victim in Korean society.”

As such, providing an opportunity for more people to share thoughts about social issues by steadily publishing books based on his research is definitely another good influence he has been exercising. But, above all, he has been playing a role in sparking interest in topics that are still socially overlooked through his insightful approach. For example, *Making Hope Out of Sorrow* has even produced a strange phenomenon where it swept various awards, even though it dealt with sensitive topics. Also, *If Our Body is a World*, which is like a historical archive of public health, talks about topics that professor Kim, the researcher of social epidemiology stressing the importance of population’s health through data, has been studying for the past 20 years based on medicine and public health.

Also, co-published *You as Yourself* (Soom Books) discusses the most important topics of discrimination and health while covering transgender issues, which we should approach without stereotypes and find out how to empathize with and console

them. And the translated book *A Disability History of the United States* with the sub-title “Chronicles of the struggle to regain the lost body against silence and isolation” is also closely tied to social issues that he has been studying, taking care of, and looking for solutions. This book describes the struggles and triumphs of those who fought against the oppression of the social structure at the end, showing how society defines and suppresses individuals. Plus, the book becomes a good guide for solving our society’s problems by referring to similar phenomena occurring in the US.



You as Yourself

Professor Kim Seung-Sup has once referred to his studies as “research on the lost site” and “research on the ruined.” Perhaps it is obvious for a public health specialist and a socialist to say who studies how social factors such as discrimination and unstable employment harm the health of the socially

marginalized. However, his eyes on people living in the dark shadows of our society and his voice towards research and community will finally come to fruition. Maybe this is why his every move encourages little, but big changes, and seems heavy and profound. The fierce footsteps that professor Kim Seung-Sup continues to take forward will be the cornerstone for our society to make positive developments and become happy.

EXPORT CASE

Promoting *La Torre* and Korean Literature in Italy

Written by Ilaria Benini (Editor at add editore)

La Torre (Italian title for *Tower* (Moonji publishing)) by Bae Myung-hoon is the second Korean book we published, after Bae Suah's *Notti invisibili, giorni sconosciuti* (Italian title for *Untold Night and Day* (Jaeum & Moeum Publishing)).

We planned its publication so that it was ready as a preview at the Salone del libro di Torino, the most important book fair in Italy. We reached this moment with a lot of excitement, as 2022 has been an important year of change for our publishing house, with a rebranding operation with a new logotype and visual identity.

But let's start from the beginning. add editore is an independent publishing house founded in 2010 in Torino, a city historically

linked to publishing.

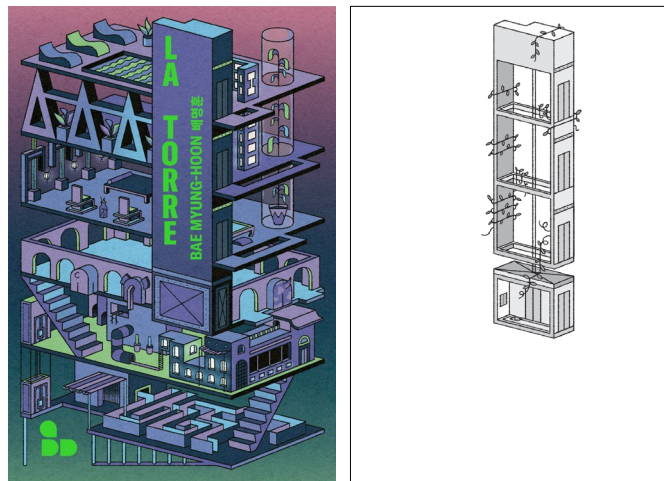
In 2015, returning from a few years spent developing cultural projects in Southeast Asia, I launched the Asia series, which includes different literary genres (literary fiction and sci-fi, non-fiction, comics) in order to offer readers a sort of complete package to discover and learn about literature from the diverse and heterogeneous continent of Asia.

We have chosen to publish contemporary sci-fi because we believe it is a literary genre that manages to make the best of plots full of imagination, and entertaining while channeling the narrative power to depict our reality with political and social criticism in an illuminating and not obvious way. It is in this context that, when we discovered *La Torre* by Bae Myung-hoon, we thought it was a great book and perfectly suited for our catalog. We were very glad to find a licensing deal and start working on it.

The first promotional act lies in choosing the right translator for the book, and I am convinced that with *La Torre*, we made an excellent choice in entrusting the translation to Lia Iovenitti. We received many compliments on how the Italian book came out. Another fundamental piece is the cover: as we know, it can determine whether the book will end up on display in the window and whether in the bookshops it will occupy a prominent space, or will be relegated to the shelf. In this case, the merit of the book's visibility is due to a young Italian illustrator, Lucrezia Viperina, to whom we have entrusted all the

covers of the Asia series, within the rebranding work inaugurated this year. We let our readers judge the result directly.

On the first page of the book, we always hide a secret element, a surprise to embellish the package. In this case, Lucrezia Viperina, after reading one of the stories in the book, drew a forgotten envelope in an elevator.



Book cover of *La Torre* and first page of *La Torre* © add editore

We selected a fluorescent pantone color for the cover, both to convey a certain sense of unreality and position the book in a sci-fi esthetic, and to make it stand out even more in the bookstore. When we set up our stand at the Salone del libro, we were in great anticipation of the feedback from readers, and we noticed that many stopped by because they were attracted by *La Torre*. We also organized a promotional tour of 6 events for the book's release. Since the start of the covid-19 pandemic, this was the first time we have managed to invite an author from Asia. We tried to take advantage of the opportunity to take him to several

cities, hosted by festivals, bookshops, and universities. The response has been great, with many young and new readers filling the rooms. It's obvious that Korean culture is attracting a lot of interest in the younger generation, which shows interest in everything Korean, sci-fi literature included. All the events were held in the Korean language with consecutive translations, offering the audience a chance to listen to the sound and enjoy the true words of Bae Myung-hoon. This was made possible thanks to the great work and ability of Lidia Cossu and Mary Lou Galimberti.



Information of promotional tour © add editore

The book tour started in Venezia at Incroci di civiltà (Crossings of Civilizations). This international literary festival celebrates the city's long-standing tradition as the meeting place for people and cultures. Among their guests in the past editions: Ko Un, Salman Rushdie, Orhan Pamuk, Adonis, Javier Marias, Abraham Yehoshua, Vikram Seth, Michael Chabon, Antonia S. Byatt, Cees Nooteboom, Amitav Ghosh, Michael Ondaatje, David Grossman, Amélie Nothomb, Jeanette Winterson, Robert Coover, Rita Dove,

Hanif Kureishi, and many, many others.



Book tour started in Venezia © Stefano Marchiante

The presentation was held by Prof. Vincenza d'Urso and researcher Kang Soon Haeng, both from the University of Ca' Foscari. Then, Bae Myung-hoon traveled to the University of Napoli "L'Orientale," whose original nucleus dates back to 1732 and is considered the oldest center for Sinology and Oriental Studies on the European continent. Here Prof. Andrea De

Benedittis organised a morning lecture with his students.

In Bologna, the event was hosted by the first Korea Corner in Italy, led by Prof. Antonio Fiori, at Centro Amilcare Cabral with the partnership of La Confraternita dell'Uva, a local and independent bookshop with a very strong customer base.

In Milano, the author met Paolo Salom, a journalist from *Corriere della Sera*, one of the biggest newspapers in Italy, for an in-depth interview. After that, we went to Verso bookshop, where Prof. Giacomo Calorio and Prof. Antonio Paoliello from University Bicocca managed an entertaining and interesting presentation. In the audience, there was also a representative from the General Consulate of the Republic of Korea.



Interview with Paolo Salom © add editore

In Torino, we were playing at home and hosted the presentation in our own bookshop, Libreria Bodoni, located in the very centre of the city and with a tradition of welcoming many international authors, from Don De Lillo to Xiaolu Guo. We reached the capacity limits of the room, having people sitting even on the staircase in order to listen to a presentation focused on sci-fi. Members of Mufant, a sci-fi museum, interviewed Bae Myung-hoon.



Interview with members of Mufant

© add editore (left), © Luisa Romussi – La grande invasione (right)

The final event was held at the literary festival La grande invasione in Ivrea, where our publishing house was the official guest of the 10th edition.

The book tour has been featured in several local and national newspapers. We created a social media campaign on Instagram and Facebook, involving creators to share, comment, and spread the news. It worked! Just this morning, I got a call from a bookseller: "A young client bought La Torre today, and she

was so thrilled because the author has been touring Italy! She couldn't go to the presentation, but she was able to follow it live on Instagram and then came to buy it." The results were visible in the events: the rooms were always full, and the signing session was significantly busy. Two book clubs are about to start, and we're looking forward to more initiatives and publications from Bae Myung-hoon and other Korean authors.

BOOK TRIP

[Korean Libraries with Themes ②]

Uijeongbu Music Library

Harmony of Black Music Created by the Collaboration of Music, Books, and Space

Written by Kim Young-lhm

One of the positive changes brought by the stronger influence of local governments is that the unique cultures of each region are becoming more independent. Small cities have been making good progress in this regard. For example, Uijeongbu, well-known as a city where US troops are stationed, has spread relevant cultures. Among all, Uijeongbu has become a leading region, a mecca for so-called black music, such as jazz, R&B, and blues that the US soldiers enjoyed. Using this characteristic, Uijeongbu City opened a music library in June 2021. While it is unique that the library is themed under “music,” the thing that it is based on black music makes the library more unique, as similar libraries would mainly cover classical music. Let’s take a walk through Uijeongbu Music Library, where you can enjoy the lively rhythms of black music with all your five senses.



The Birth of an Exotic Cultural Space Where Books and Music Meet

Built to reflect the cultural characteristics of the Uijeongbu area, Uijeongbu Music Library chose black music as its specialized genre among various music genres. The concept came from the influence of the US military base stationed in the city and the black music culture created within with the motif of hip-hop such as Tiger JK and Yoon Mirae. Black music refers to all genres of music, such as jazz, blues, gospel, soul, R&B, and hip-hop, which have been the source of Western popular music since the 20th century. Uijeongbu Music Library, which particularly specializes in the music field, is a cultural complex that has absorbed and developed the cultural contents of the region.



Opening ceremony – Music Association (left) and Uijeongbu Civic Chorus (right)



Graffiti drawn along the stairway inside the Uijeongbu Music Library

Uijeongbu Music Library, a library specialized in music combining music, books, and space, has excellent accessibility as it is located in Jangam Neighborhood Park, a resting place for Uijeongbu citizens. This is so that all citizens can conveniently visit and use the space and enjoy it at any time. Just like its name, the library lets its visitors enjoy the music and books at the same time while embracing the region’s unique culture. It organized

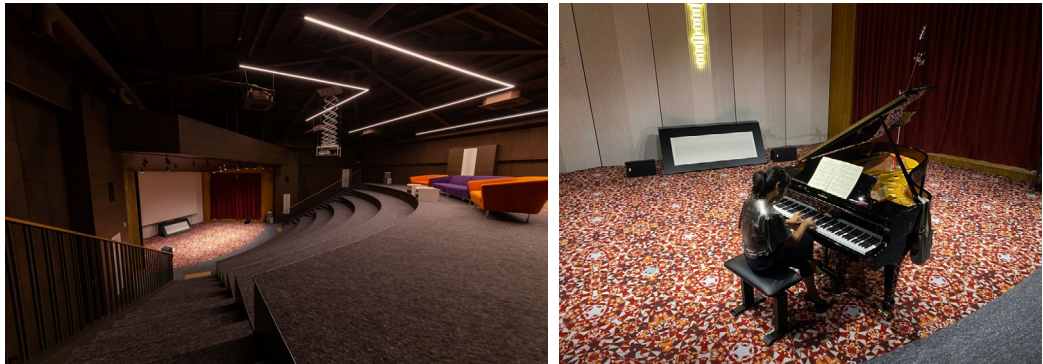
the first floor as a space for families, displaying books for both adults and children, emphasizing the role of a public library. On the second floor, you can find poetries and classical literature to cultivate your cultural background, as well as musical scores of various genres for music professionals and amateurs. On the third floor, there are CDs, LPs, and DVDs of various music genres, as well as CD players and turntables for visitors to listen to music.

Above all, the part that best represents the identity of Uijeongbu Music Library is the audio room equipped with a high-end audio system for groups to appreciate and the music hall for performances and screenings. The best examples are Studio A, a room for professionals or citizens with musical talents to realize their dreams by trying out a composition program on the computer, and Studio B, a piano practice room. Such a spatial organization has turned Uijeongbu Music Library into a space where books and music become one, and a cultural complex where any citizen is welcome to enjoy experience programs under the theme of music.

A Deep Resonance Created by Abundant Materials and Programs on Music

As Uijeongbu Music Library has become a differentiated, professional area for music, it has put extra effort into collecting materials specialized in music so that the citizens can have a

variety of experiences using all five senses. It has displayed 6,287 music CDs, 1,195 LPs, 968 DVDs, and 2,824 music scores, as well as materials of the black music genre that reflect the regional musical characteristics were also extensively exhibited. What's more, the library allows any citizen to borrow and enjoy these materials that cannot be easily accessed anywhere else for free of charge.



Music Hall on the 3rd floor (left) and the book concert held at the Music Hall commemorating the Month of Reading with pianist Lim Hyun-Jung (right)

Uijeongbu Music Library has also been actively running relevant programs to utilize its musical infrastructure. It is planning to operate a library tour program in cooperation with educational institutions in the city as well as fields related to libraries and architecture. Also, the library is preparing customized music curations where it recommends perfect books for certain targets or suggests books by analyzing the rental history by age. Plus, it is planning to help all age groups – from children to adults – to build on their musical taste by planning and running music-related experience programs. Uijeongbu Music Library has

organized musical instrument classes for children, programs for youth contemplating music-related career paths, music therapies for the general public, and regular in-depth lectures and programs for music experts and lovers. It is planning to build on its image as a library specializing in music, differentiated from other existing public libraries. Also, it will be carrying out enriched cultural projects by establishing a cooperative network with local culture and art organizations such as the Uijeongbu branch of the Music Association of Korea and Woorihamke.

Uijeongbu – a city that has created a focal point for strong cultural content by taking advantage of its regional characteristics, opening a library specializing in music. The beautiful melody the library will write in the future as a cultural platform that satisfies citizens’ intellectual and cultural desires while faithfully fulfilling the role as a public library, and a cultural complex is highly anticipated for sure.

Uijeongbu Music Library

Website: www.uilib.go.kr/music

Contact: +82-31-828-4850

Address: 280 Janggok-ro, Uijeongbu-si (in Jangam Neighborhood Park)

[Another Book Space]

Hoo, Hoo! Come and Enjoy Korean Classical Music at Woorisori Library!

Music-themed libraries are more welcome as they are not common. Amongst all, there is a space, a hub of experiences and performances based on traditional Korean music (*gugak*), that also holds various books related to traditional Korean music. Woorisori Library, which opened in 2017, is a library and a complex specializing in traditional Korean music. It received material donations from relevant organizations such as the National Gugak Center, National Intangible Heritage Center, Gugak FM, traditional Korean music Association, and Korean Classical Music Record Museum. It boosted professionalism by establishing a sound source system to popularize *gugak* with the advice from experts.



Inside views of Woorisori Library



Pictures of various traditional Korean music programs held in the Woorisori library.

Woorisori Library holds and displays sound sources, CDs, LPs, and rare albums related to traditional Korean music, opens lectures and talk sessions, and offers small traditional Korean music performances. It not only preserves various materials related to traditional Korean music where people can familiarize themselves with its history and stories but also systematically collects more materials, promoting the beauty of traditional Korean sound. As a result, Woorisori Library has become a center of traditional Korean music by continuously supporting various relevant activities and promoting them, going beyond its role as a library.

[Woorisori Library](#)

Website: www.jfac.or.kr/site/main/content/woorisr01

Contact: +82-70-4550-5014

Address: 47 Samil-daero 30-gil, Jongno-gu, Seoul

ONE-LINER QUOTES

Foreigner Living in Korea's Pick

Written by Jana Milosavljevic
(Coordinator, World Human Rights Cities Forum Secretariat)

Before coming to Korea for the first time about 5 years ago, I must admit I was not well-acquainted with Korean culture overall. I did see a couple of Korean movies and dramas, and I did become a fan of BTS' music around the time *Hallyu* was shyly making its way into my country, Serbia. However, I have never read a single book by a Korean author prior to moving to Korea. The two books I would like to introduce today I thought to be uniquely marked with a deep sense of something specifically 'Korean', while at the same time, equally and as deeply reflecting the purest and deepest universal human values, and as such, I believe could evoke true empathy with readers anywhere around the globe. So far, the two books left the greatest, most profound impact on me throughout my years of living in Korea.



Human Acts
Han Kang, Changbi



Bearing that in mind, the question
which remains to us is this:

what is humanity?

*What do we have to do to keep humanity
as one thing and not another?*

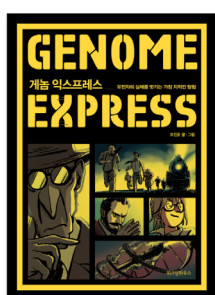
When I first typed the word ‘Gwangju’ in the search engine as I was hoping to familiarize myself with the city in the southwest of South Korea where I would be moving to, right below the ‘Gwangju’ main Wikipedia article, the ‘Gwangju Uprising’ Wikipedia article was highlighted. Hence, I was instantly introduced to one of the events that changed the course of the history of not only Gwangju, but of the whole of South Korea. Later on, on many occasions, while living in Gwangju and also continuously throughout my work as a coordinator at the World Human Rights Cities Forum Secretariat, I kept learning more and becoming familiar with the unique ‘Gwangju spirit’. Still, I do not believe anything has captivated my soul and brought me closer to the events of what is also referred to as the ‘*Gwangju Democratization Struggle*’, ‘*the Gwangju Massacre*’, ‘*the May 18 Democratic Uprising*’ or ‘*the May 18 Gwangju Democratization Movement*’, than Han Kang’s novel *Human Acts* (Changbi). Therefore, it is my humble opinion that when introducing Gwangju, the book should be at the top of the list and my first

Korean book recommendation.

The award-winning book (Manhae Literary Award in Korea, Malaparte Prize in Italy) is a fictionalized account based on the actual events of the May 18 Gwangju Democratization Movement, and it comes with a trigger-warning. A warning that it would trigger every bit of humanity the reader possesses, regardless of the fact if they ever visited, or even had a slightest thought about either Gwangju or Korea. Nevertheless, myself being in Gwangju while reading the book, I kept wondering whether it was the fact that I had been sitting calmly in a coffee shop overlooking the square in the heart of Gwangju that is now known as the 'May 18 Democracy Square' where numbers of peoples' screams for justice, freedom, and democracy were silenced, worrying my daily worries and sipping my morning coffee, oblivious until that moment to numerous stories the souls echoing through time had to say that had me fighting to hold back my tears despite being in a public place; or perhaps it was the author's soul-piercing choice of words when describing the brutality, the atrocities, but also at the same time the deepest ponderings of the souls of those who had passed and those remaining with the scars of state-violence induced trauma and survivors' guilt, that felt like a cold wave of reality washing over all the insignificant, petty worries in my day-to-day life.

This is not a history book - it is a book whose pages consist of voices, those silenced but not left speechless thanks to Han Kang, amplifying both the whispers and screams of those

who had not been heard. Those were real people, and they were standing where I was standing. Some of them fell to the ground building the Gwangju as it is today, building the unique ‘Gwangju spirit’, a spirit of solidarity and sharing that I have come to learn has a distinctive and different tone in Gwangju, and that is in its originality captured in *Human Acts*. Some might worry that reading such a book in translation could take away the authenticity. However, as someone who, even with my fair knowledge of Korean, still read the book in English, I can guarantee the opposite. Going through the pages, I kept catching myself instantly having a specific Korean word pop into my mind owing to the unambiguous choice of words in translation of the brilliant Deborah Smith, who also wrote the ‘Introduction’ to the book, leading the reader less-informed of Korea and the historical circumstances of Gwangju gently into the setting.



Genome Express

A Most Intellectual Journey in Revealing the Truth of Genes

Cho Jin-ho, Wisdom House

There are still those who believe DNA is all there is to genetics, that genes themselves are a completely material substance.



But our journey into the world of genetics has come to a point where we're beginning to suspect whether genes are, indeed, only material.

The second book I would like to recommend is the polar opposite of *Human Acts*, not only in genre but also in the soothing effect

it had on my being. The book was a present from a dear person and came into my life at the moment when I truly needed it. *The Things You Can See Only When You Slow Down* (Suo Books), written by Haemin Sunim, one of the most influential Zen Buddhist teachers and writers in South Korea, is not simply a 'self-help book' as the genre suggests. It is a guide for the soul and mind of possibly almost every modern human being, whose 'self' had been taken so far into a swirl of confusion by the tornados of daily business and bustling created by the hyperconnected world we live in, that they forget to slow down, to understand, to truly reflect and feel. Interestingly, Haemin Sunim, as a human being living in the 21st century himself, did actually reach out to his readers at first exactly through these busy and hectic social media networks that keep us all constantly connected, and, more often than not, overwhelmed. However, his straightforward, but soulful words seemed to have managed to untangle the complex knot 21st century-humans' minds have caught themselves into, so after receiving much positive feedback from readers online, the decision was made to bind his essays and short messages of advice on dealing with and overcoming the challenges of everyday life into a book.

When looking at the words 'Zen' and 'Buddhism', some readers might at first hesitate to try and delve into such a book presuming a certain level of spirituality and serious understanding of Buddhist practices is necessary to do so. The reality is, Haemin Sunim's words of advice on mindfulness in all of the most

important aspects of one's (spiritual) well-being travel straight from heart to heart, so nothing else apart from the willingness to press 'pause' button on the cacophony of one's thoughts racing with worries is needed. Furthermore, as the author himself was involved in the translating process together with the translator Chi-Young Kim, when it comes to *The Things You Can See Only When You Slow Down* as well, those reading the book in English need not worry that the essential meaning of his words would be lost in translation.

As the author himself noted in the opening remarks, some readers prefer to read the book quickly and continuously, as they would read a novel, while he recommended reading slowly and taking time to ponder and reflect. My own experience, however, was that I did not (and still do not) read the book page by page in order a single time. Instead, whenever I would feel that my worries were racing over my thoughts, I would reach out to read an essay, a paragraph, a short message, or just glance over the artistic contributions of the artist Youngcheol Lee included in the book for my moment of calm and meditation. Also, as a person who tends to underline, highlight, and mark pages with phrases I find important and wish to remember in a book, I must admit I simply could not do that with *The Things You Can See Only When You Slow Down* because every thought, every sentence is applicable to another life challenge, another situation. Ultimately, it seemed to me I would highlight every word and mark all the pages, so eventually, I just gave up.

Both books made me contemplate the meaning of 'being human', which, on the one hand, I am sure is not related specifically to the fact that I came across them while living in Korea. While, on the other hand, I do believe it was part of my personal journey and growth to be introduced to these books in my specific life circumstances of being a foreigner in Korea. Nevertheless, due to the fact that they both, although in very different ways, touch upon questions of mind and soul that cross languages and country borders, I would recommend the above books to anyone willing to scratch beneath the surface, glimpse into the depths of oneself, and think about what makes us human.

KOREAN PUBLISHERS

Next Wave

Reading the Flow in the Publishing Industry by Absorbing the Newest Trend While Staying Close to the Basics



Logo of Next Wave

When we see people or businesses sticking to their basic principles amidst the rapidly changing trend and environment, we can't hold back complimenting them. One of the publishing companies, Next Wave, has been pioneering its path as a publisher, following various trends while holding onto its motto of "We Make Books that Support Your Life" in the drastically changing society. As a mid-sized publishing house, Next Wave has been strengthening its reputation in the publishing industry,

publishing books of various genres. It has always been in thirst for content production and new knowledge, and at the center of all, there's CEO You Jeong-Yeon, who contemplates publishing books that can respond to the generational spirit in the future. Following is an interview with her, who is vigorously sailing through the waves into the future with a clear goal of making books that readers can rely on in life.

Please introduce publishing house Next Wave to the people in the international publishing industry. Also, could you please tell us what meaning is embedded in the company mission "Wave"?

Next Wave is in its 19th year now, has gone through puberty and entered adulthood. It is comprised of the following teams: Editing (Team 1 – in charge of cultural sciences, Team 2 – in charge of business), Marketing, Design, and Management Support. At the infancy stage, Next Wave grew by focusing on business books, and 10 years on, we have expanded the scope to non-fiction, humanities, and fiction. This was a natural expansion of Next Wave's view as we followed the interests of our readers.

The mission "Wave" came from the phrase "Look at the flow, not the phenomenon." The first meaning of "Wave" is "essentials," and the second is "trend." It contains the belief that we should be flexible in responding to the generational changes while staying close to our essentials. Hence, our English name is Next Wave. This is another expression of the company philosophy, which

aims to suggest to our readers what to think of and prepare by ceaselessly mulling over the generational spirit in the future.

Next Wave has consolidated its position in the industry as a publisher specializing in books of humanities that breathe with social trends and non-fiction of famous figures. What was the reason behind Next Wave's decision to focus on these areas?

It might have been just a coincidence or the sound of my heart, but five years before I started publishing humanities books, I devoted myself to studying and attending lectures every early morning. Then, I also put 7 years into studying science. I could not resist my inner curiosity. Perhaps this came from the instinct to satisfy the “mental anomie” left by the once-prevalent neoliberalism. Anyway, the studies gave me the eyes to discover authors with new knowledge, as well as the wisdom to guess the level of readers.

It is obvious that you learn the wisdom of life through books, but as Next Wave has a motto of “We Make Books that Support Your Life,” Next Wave must be particularly devoted to publishing more books for that goal. Therefore, it is assumed that there will be a more strict and prudent standard when choosing books for publication. What kind of yardstick do you have when choosing books?

The motto “We Make Books that Support Life” is derived from my own experience. In my 20s, which were especially tough,

books were like a support for me, clearing my mind and soul, while my body was exhausted. So, Next Wave makes books hoping that they give such a power to others.

When we have to choose a book for publication, it is our rule that we gather opinions from many of our members. If the translation of a book was deemed poor, we went through multiple modifications or even put it through a whole new translation. I have this rather obsessional principle in mind that books filled with difficult to understand sentences should not be given life. So, even though a book has a good concept but a poor manuscript, we gave up publishing it, no matter how much loss it might be, considering the already-paid minimum guarantee and translation fees. We believe that our readers, who send us support and love, recognize our beliefs and efforts to keep them.

[Next Wave has been actively engaged in communicating through books. You seem to be contemplating things that publishing houses in this era should do. Any comments on this?](#)

The core nature of media is the message. So, a publishing house should not only plan on messages to deliver but also become the drum of the times that resonate in society. There was a time when people said books were the beginning of all content. But now, after the invention of TV, books have lost their reputation – in this era where computers and mobile devices surround us, books have fallen to the extent where they copy the influences of

other media. So, it is no surprise that we, as one of the publishers, have many concerns. However, we believe that people still think of books first when searching for things to know (knowledge) or interesting topics or themes (entertainment). So, we should improve the climate in the publishing industry so that talented people join the field and work in a favorable environment where they can have a sense of accomplishment. Also, we must create a connecting link in many different quarters so that media preferred by readers can lead to books.

[Next Wave is now looking into its 20th year. What do you think was the power that helped the company grow well as a mid-sized publishing house?](#)

There were largely two driving forces behind the good growth of Next Wave: our staff members and sincerity. I believe that the most important element is the talented staff I worked with, am working with, and will work with in the future. Also, I believe there is no profession that does not betray hard work as much as publishing. If an individual or an organization grows wider and grows beyond one's limits by always learning and challenging new things, they will not fall behind. It is the world of publishing we are in, where the results come out honestly as much as we put in our efforts.

The publishing environment is also changing a lot amid the great digital transformation in society. So how is Next Wave preparing for this kind of change in the market?

As the publishing environment and market trends change drastically in a short period of time, it sometimes makes us feel sick when we try to look at the big picture. So, we are thinking of fortifying our capacity starting from the essence of publishing. The most important thing for us is properly understanding what we are publishing and introducing to our readers. It is the most basic job for a publisher, but it is also one of the hardest. After you have become firm enough on the inside, you can then go out to make new attempts outside. We think that a publisher should not be confined to traditional publishing. So, Next Wave is trying to break the egg – the existing frame – and make new, bold attempts. Dismantling orders and genres... we think we should look at the platforms. Readers are choosing to read more short cuts, looking for more images, and using different words and phrases. So, we are trying to make changes to our style as well.

Next Wave has published numerous bestselling books of non-fiction and humanities. Among them, what are the books that you can proudly recommend?

Among all, we recommend reading three books: *Lessons of Latin*, *Golden Hour*, and *Some Death Told Life*.



Lessons of Latin, Golden Hour, and Some Death Told Life

Every language on Earth reflects its own unique way of thinking and culture. Now a dead language, but if we look at science, biology, and earth science, we see Latin breathing alive, which had been the foundation and system of many studies. The book *Lessons of Latin* encourages its readers living in the modern era to reflect on the meaning of life and oneself through Latin, a language deeply embedded in every part of our world.

Meanwhile, the book *Golden Hour* is a report of life and death written by Lee Guk-Jong, a surgeon who has been fiercely struggling at a trauma center for the past 17 years with the belief that “I must save every life that has hope for survival.” Even though it is the story of events taking place in a trauma center, the stories of medical personnel and firefighters fighting every day in demanding reality, as well as the stories of patients and their families, reveal the true face of our society, making readers feel sadness, anger, and empathy, and be greatly touched.

The book *Some Death Told Life* is a story written by oncologist

Dr. Kim Bum-Seok at Seoul National University about what attitudes to have toward life and death with the topic of “How can we prepare for inevitable death? How will you fill the rest of your time in life.”

Korean publishing houses are becoming more famous with growing influence in the international market. It seems that Next Wave is also interested in overseas markets. What kind of efforts are you making in relation to overseas publishing? Also, if there are any books that have been popular in overseas markets, please introduce them as well.

We are currently building on Korean fiction to increase the room for overseas export. We are also preparing fiction or SF based on Korean myths or folktales. The book that has been popular in the overseas markets is *Lessons of Latin*. It was exported to Taiwan and Japan (scheduled to be published in August).

As Next Wave has been strengthening its position with a clear identity for a long time, your next moves are highly anticipated. So, what are your future plans? How do you plan to develop further?

We believe we should be decisive in which field to specialize in and concentrate on in the future. Each team member shall clarify their conviction and direction towards publishing and work hard to attract more readers. This would be the first step for our future. If we mess up the first step, we wouldn't be able to evolve

in the direction we want. Next Wave deeply appreciates all of you for your continued support.

KOREAN AUTHORS

Writer Park Sang-Young

A Joyful Solidarity Built Between the Writer and their Readers Through Novels

Pursuing joy in life is one of the privileges given to human beings. Of the many strengths of fiction, readers particularly love finding joy inside the stories. People enjoy reading fiction that is fun and easily readable. One of the writers talented in maximizing such characteristics of fiction is Park Sang-Young, who creates the common ground of “writing joy” and “reading joy” between him and his readers through his stories. Park has been creating a synergy effect, encouraging readers to share the joy and feel solidarity with him. Let’s dive into the delightful moment with writer Park Sang-Young, who exerted his unique joyful energy throughout the interview.



Please say hello to our subscribers.

Hello, I'm novelist Park Sang-Young. I've written fiction such as *Love In the Big City* (Changbi Publishers), and *I Want to be One-Dimensional* (Munhakdongne).

After winning the Sin Dong-Yup Prize for Literature with your *Love In the Big City*, you were also nominated for the Booker Prize, not to mention winning literary prizes each year since your debut. This is never an ordinary career for an author who has won both public popularity and literary recognition. So how do you feel about your accomplishments, and where do you think such a literary capacity came from?

I think winning a prize is sheer luck. When I just made my debut, there were many attempts to find new literature. As the genres of

my works were rare in the existing literary field, I could receive much attention in my early days. Well, winning a prize always makes me happy. I feel really good, and when I was nominated for the Booker Prize, I couldn't actually believe the news as I had never thought that it was something that could happen in my life. I don't actually feel the love from the public, readers, and critics to my skin, but I'm truly grateful for the good reviews.

I don't think public popularity and literary recognition are different from each other by a significant amount. Some readers might read literature because it is fun and exciting, but some readers might read literary stories because they want their stories, never to be told, to be related. So, I've been writing stories mulling over these aspects to quite an extent, and I think the readers recognized my efforts.



Love In the Big City and I Want to be One-Dimensional

As a young writer, you have been covering many stories about youth, while making an unrivaled career in queer literature in particular. So, you have been writing across various genres. Where do you usually get your inspiration? Also, what kind of stories do you aim to discuss in your works?

I get inspiration from every part of my life. I get it from things like articles I skim through or conversations with my friends. I try to make my stories as abundant as possible. So, I like wandering around a lot, have a great interest in how others are living, and look deep into my heart – these are where I get the motives for my stories.

People seem like they have distinct desires, different dreams, and different conditions in life. But, I think there is a point where they all converge, and that is what I want to discuss through my stories.

Evaluating yourself, what do you think is the greatest charm of your work? Please also tell us about the energy and feeling of accomplishment you get from writing stories.

The books I like to read are those with great readability. So, I put a lot of effort into writing and editing my works so they can be read seamlessly. I think that the reason why many readers like my works is because they are easy and quick-to-read with strong storylines and jokes put in between boring parts. I guess these

are the charming points of my stories.

I tend to exhaust energy through my work rather than getting energy from them. But, I feel pleasure when I share things with so many people, things so serious that I couldn't open up to anyone. This really heals – it becomes energy for me. So, I always have this hope in mind that I will grow to be a better self as I write stories.

You have also written *Work in Seoul, Sleep in Jeju*, a non-fiction work about your experience in “Gapado Artist in Residence” run by the Jeju Foundation for Arts and Culture. How did this experience affect your work?

It was a whole new experience as it was the first time I lived in a so-called rural or remote area. I thought that I was more of an urban man that couldn't live in isolated places where there were no people at all, but as I lived for some time in Gapado, I could realize that another part of myself enjoyed the leisurely time. I had suffered quite a lot from burn-out syndrome after writing *I Want to be One-Dimensional*, but I could get better as I stayed in Gapado. Thanks to my stay, the writing spirit burst in my heart. The novel, set to be published in July, strongly reflects the experiences and inner states I had during my stay.

You have been actively releasing works and serializing stories while busy with schedules in other fields than writing. Is there a special competitiveness that helps you write stories without losing energy?

I think writing stories is a job I have to do for a living. As a full-time writer, I'm open to any work-related requests as I have to keep a certain amount of income. But as I realized that I needed a brake to control the speed and flow of work, I signed a contract with an agency and found the right amount of manuscript I could write steadily without getting exhausted. So, these days I'm trying to work for just that set amount. And I signed a contract with the agency because I wanted to create an environment where I could keep writing stories without getting burned out. And as I became free from issues surrounding guarantees or schedules, I got more space to focus on things I wanted to do.

You have been appearing on TV quite a lot. It is assumed that working through various media broadens the scope of communication and experience, ultimately serving as the driving force for writing better stories. What do you think?

My upcoming novel includes many stories about it, by the way. Showing up on various media personally helped me in gathering data. It's not just the staff I meet on the shows; as I get to meet people from so many different circles on TV shows about liberal art (ex. Yemen immigrant in Jeju, crime profilers, etc.), second-

hand experiences through conversations with them often became the fertilizer for my works. Also, it was a kind of spill-over effect that my heightened reputation through TV shows helped boost sales – I truly enjoy appearing on various media.

Apart from your nomination for the Booker Prize, your *The Tears of an Unknown Artist, or Zaytun Pasta*, was translated and serialized on *WWB (Words Without Borders)*, a literary magazine in the US. It has been receiving good feedback from international fans - is there anything you are preparing in particular for overseas publication?

I'm coordinating my schedule as I got many invitations for international book festivals this year and next. Well, as a matter of preparation, I'm taking English classes as a hobby. But, I'm still the same person, the same writer, and as I'm writing stories that are read by people using my mother tongue, I'm not particularly putting effort into overseas publications.

Many of your works have been published internationally. Is there a particular book that you want to recommend overseas readers to read?

In the book *The Tears of an Unknown Artist, or Zaytun Pasta*, there is a short queer story titled *Fake Viagra and Drugs Made in China, a Short Joke About Urine that Doesn't Collect Anywhere*. This is one of the stories I like the most. It contains

many elements that foreigners might find interesting, so I suggest reading this. Also, *Missing: Paris Hilton* and *The Busan International Film Festival* are stories in the same collection that continue as a series. I hope many people read this as they are stories about engaged people.



The Tears of an Unknown Artist, or Zaytun Pasta

Your next moves are highly anticipated as you are a young writer. So what are your future plans?

At some point, I stopped having long and grandiose dreams. I don't think life goes in the direction I want. So, I changed the paradigm and told myself to do one thing I could do every day, which made my life simple and fun. If I had set a goal of becoming an author and winning the Booker Prize, I might not have become a writer like myself today and would have been so

frustrated when I failed to make it to the final nomination. As I always think to myself, “Write exciting stories” instead of having macroscopic goals, it was like a gift when I got nominated for the prize. Everything is always so fun. It is my goal to continue writing fun stories, and enjoying communicating with my readers.

* youtu.be/DojacmsZeVg

PUBLISHING INDUSTRY

Korea's Writing Platforms

Written by Jang Eun-Soo (Head of Editing Culture Laboratory)

In the book *Writing Space*, Jay David Bolter says that writing technologies realize the writing space. In other words, the writing tools, materials used, cultural selection, and social customs significantly impact the writer's writing style and content. As a result, changes in writers' works will be more evident in a different environment in the long run. After the Digital Revolution, people write about their daily lives more on screens than on paper, and people are moving from offline to online at an astoundingly fast pace.

With changes in writing space, the pathway to publishing books is also changing rapidly. In the past, writers won literary awards, submitted to publishers, or were recommended by acquaintances before publishing their works in paper books. In contrast, writers

nowadays increasingly publish their writings on online writing platforms first, get found by editors, and release paper books or e-books. Diverse writing platforms are established because the online environment provides easy-to-use tools to writers, and readers can consume content through various sources, including smartphones, tablets, and PC. Platforms are forms of digital publications and are also the gateway for paper books or e-book publishing.

With the advent of writing platforms, writers' scope of activities widened. Many hybrid writers share their work through platforms and gather readers to publish books, release books and sell them directly to readers, or use both measures. The recent increase in book-band or online bookstores adding descriptions of how popular the writing is on online writing platforms tells one thing. The number of online writers will soon surpass that of conventional writers who became a writer through the school system, literary circles, and journalism.



Logos of Munpia, Joara, Naver, and Kakao

There are diverse forms of online platforms in Korea where users can publish their writings, drawings, and comics and communicate with readers. Social media platforms, such as Blog, Cafe, Tistory, Facebook, and Instagram, and content platforms, like Naver Series, KakaoStory, Joara, BritG, Ohmynews, Brunch,

Ssm, and Alookso, are well-known platforms people use. There are also newsletter platforms, such as Stibee, Maily, and Mailchimp, and open market platforms, including Postype, Kmong, Class101, Taling, and Soomgo. Most platforms allow different forms of writing, such as novels, comics, and prose, and writers use those platforms to publish their works through postings, subscriptions, e-books, social funding, and paper books. Therefore, defining the scope of the writing platform is no longer a simple matter.

For ease of discussion, the 'writing platform' will be limited to platforms that provide text-based content through support, subscription, sales, or affiliation. Existing social media platforms, such as blogs or Facebook, are to be excluded from writing platforms. Social media is excluded because it is losing grip as a writing platform. Other platforms are gaining popularity because digital content's paid usage and subscription models are growing. The trend is evident from the publishing industry standpoint.

Web novel platforms are the most activate ones among diverse writing platforms. In the 2000s, web novel platforms started as Internet novel serializing sites, such as Munpia and Joara. Those platforms showed steep growth in the late 2000s when paid business models began to settle with the advent of large Internet portal sites, including Kakao and Naver. According to The Korea Creative Content Agency, the web novel market amounted to 600 billion Won at the end of 2020. Kakao acquired Radish and Wuxiaworld, and Naver acquired Wattpad to advance into the

North American web novel market and become a global web novel firm.

The two companies only allow existing writers to update paid serial novels. New writers can join and post on the following web novel writing platforms: Munpia, Joara, Novelpia, Naver Webnovel, and KakaoPage Stage. Though the scale is not as big, genre literature publisher Goldenbough also built an online novel platform called BritG. Korean writers who brought sensation to Korean genre literature, such as Shim Neoul, Cheon Seon-Ran, and Lee Hee-Young, started writing on the platforms above.

Writing platforms relevant to writing non-fiction are Brunch, Publy, Ssm, and Around. Serials are uploaded on Brunch, a writing platform operated by Kakao. Among these, Brunch is one of the most popular content sources in the Korean publishing industry. One unique aspect of the platform is that a user must gain approval to be registered as a writer. Unlike blogs, Brunch encourages writers to post works under specific topics, making collecting and publishing posted content effortless.



Logos of BritG, Brunch, and Book Journalism

As of 2021, the number of registered writers was around 47,000, and 4,200 books were published after being posted on Brunch. In addition, the platform encourages paper book publishing

by running the annual Brunch Book Publication Project with publishing companies' editors. By finding new best-selling authors, like Lim Hong-Tek, Jeong Mun-Jeong, and Ha Wann, the platform also encourages the participation of new writers, creating a virtuous cycle of its own. Brunch also provided online editing tools for e-book publication, including cover production, work introduction registration, list organization, and book finish rate analysis.

Publy and Book Journalism are digital publishers that create and release content. Both platforms also have an approval process like Brunch if a user wants to be a writer and post content. Ssm gives users daily life topics, encourages them to write 500 words every morning and afternoon 500 words, and helps them grow their writing skills. In addition, users can subscribe to others' writings. Alookso is a writing platform that mainly deals with political and social issues. Through the Compensation feature, points from activities can be withdrawn in cash. PenCake is a good platform for reading and writing short pieces. It enhanced editing features by providing different fonts. Steemit and Around pay in cryptocurrency for the writings users upload.



Writer Lee Seula's *Daily Lee Seula*

Lee Seula, an unknown writer in 2018, released *Daily Lee Seula*, a paid subscription sent through email at 10,000 Won per month, and gathered thousands of subscribers. She became a famous writer with tens of thousands of fans from an unknown writer waiting for publishers or media outlets to shine a light on her. Since then, all her newly released books have become best-sellers. Her case is a representative case showing the possibility of the paid subscription content business. After Lee Seula, many writers and publishers opened content subscription services using emails. Newneek, Uppity, Book Journalism, LongBlack, and Somewon are exemplary startups that emerged as subscription content companies. Magazine and newspaper companies are also joining forces with the trend of content subscription models. Examples are newsletter platforms like Stibee and Maily, which send newsletters, manage subscribers, and help convert users to paid services.

* *K-Book Trends Vol. 39 – Interview of writer Lee Seul-Ah*

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=650&page=1&code=interview&category=66

There is still controversy over whether to consider newsletter platforms as writing platforms. However, it is worth considering the new model as a writing platform. The platforms support anyone to start writing and collect subscribers; the postings are often uploaded to be published as books; the platforms are maturing as a new publishing model with paid services.

Stibee is a service platform that helps write and send newsletters and supports running marketing activities. Newspaper outlets like Chosun Ilbo, Joongang Ilbo, Kyunghyang Shinmun, and many companies use the platform to issue newsletters. Content creators also use the service to deliver their works to readers. Examples include Yoon Sung-Won of Somewon Summary & Edit, who summarizes and delivers core business materials, and Lee Sula of Daily Lee Sula. Maily is a newsletter platform that has been rising recently. It helps writers generate profit by providing paid content to members.



Logos of Stibee, Maily, and Postype

Postype, Kmong, Class101, Taling, Soomgo, and other open market platforms are not dedicated platforms for writing. However, the number of people using talent sharing and sales platforms to write and publish e-books or paper books is increasing. Also, companies like Taling founded their own publishing company to actively engage in publishing paper

books. In that sense, the above platforms can be broadly considered writing platforms.

Postype is an open market platform that uploads diverse forms of creative content, like web novels, essays, and knowledge, and puts a price on the content to generate profit for writers. As of April 2022, 340,000 creators posted content on Postype, and content creators with sales experiences on the platform surpassed 75,000. Knowledge publication markets, such as Kmong and Taling, where individuals sell knowhow in the form of electronic files, like PDF, are examples of a newly emerging publishing market.

With the spread of the Internet and the online world opening up, the spotlight on content creation and consumption moved from papers to screens. The scope of the writing platform is unclear yet, but anyone can write, communicate with readers, and publish books to become a writer through diverse platforms in the current era. Of course, content that focuses only on casual topics, emotion, or practicality can flood the market and make it hard to find ones that require intelligent and rational thinking. Regardless, as the diversity of content increases, new content that can give life to characteristics of publications as minor media outlets is rising at the same time. There are enough reasons for publishers to show interest in new platforms. It is time for the publishing industry to consider unconventional options, like how they can use writing platforms to find writers or sell content directly through platforms.

Publishing Policy

Various Book Festivals in Korea

Love for books flows into festivals



Various Book Festivals in Korea



“Turning crisis into opportunity.”

Here are a few of the book festivals that take place in Korea that underwent a complete transformation after COVID!

Seoul International Book Fair (SIBF)

Where authors and readers
meet around books

- ✓ New technologies and information related to publishing
- ✓ An exchange hub for both Korean and foreign copyrights
- ✓ sibf.or.kr/2022
- ✓ +82-2-733-8402



Paju Booksori

A book festival held in Paju,
the city of culture and art

- ✓ The biggest knowledge festival in Korea
- ✓ Set to be held in October 2022
- ✓ pajubooksori.kr
- ✓ +82-31-940-4721



Seoul Wow Book Festival

A festival for all ages held
in front of Hongik University

- ✓ A festival of books, culture, and art centered on readers
- ✓ Set to be held in October 2022
- ✓ wowbookfest.com
- ✓ +82-2-336-1585



Paju Bookcity Festival for Children

A book playground
where children spread out
their dreams

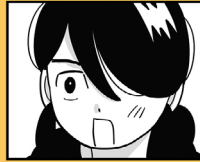
- ✓ Exciting programs and experiences
- ✓ Various children's book exhibitions
- ✓ pajubfc.org
- ✓ +82-31-955-0050



NEW BOOKS

It's Time to Say Goodbye





Si-Young,
who's apathetic about life,

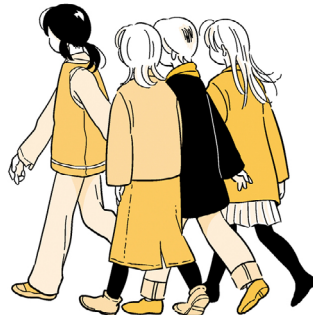
Chae-Rin,
who seeks attention,

Song-Yi,
who's fed up with poverty,

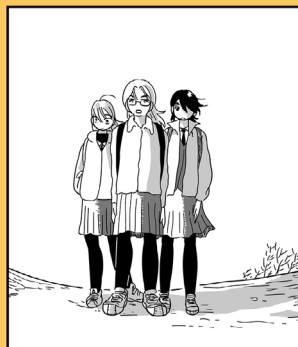
Ji-Woo,
who's about to transfer
to another school

Four people begin to learn about each other
through a type of farewell called "school transfer."

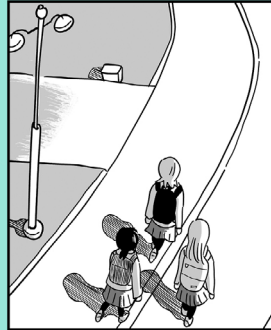
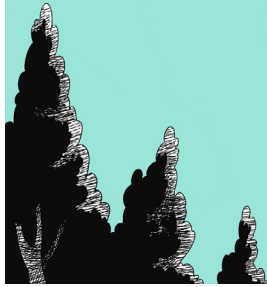
To some of them, this becomes their
first love, and the first farewell in life.



Why are we leaving each other
when we have become
more honest with our feelings?



Would we be able
to walk “together”
at a crossroads so unfamiliar?



Author Ha Yang-Ji newly defines
the meaning of love through her book as

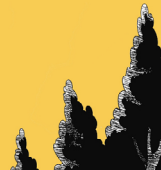
“The one and only relationship
where two are no.1 to each other.”

A little awkward yet special story about goodbyes



***It's Time
to Say
Goodbye***

Written by Ha Yang-Ji,
published by Munhakdongne



BEST SELLERS

1st Week, June 2022

Best Seller Trends in the Four Biggest Online Bookstores in Korea

Familiar titles could be found on the best sellers' list for the first week of June this year. Starting with writer Kim Young-Ha who took first place with *Farewell*, his latest novel in 9 years, writer Kim Hoon's novel collection, and the new title by writer Kim Jae-Sik who has been a star author among non-fiction fans, put their names among the top 10. Kim Hoon's *Alone Over There* is his second novel collection released 16 years after his *Rivers and Mountains Without End* (Munhakdongne). Just like he says, "I wrote this story as one of your neighbors," the book talks about the joy and sorrow of our close neighbors. Meanwhile, writer Kim Jae-Sik has been a well-loved writer in Korea, as a representative essayist, while his five non-fiction books have become best sellers in the past. Back with a new title, *It's Okay to be Me* after 2 years, he candidly shares insights into life throughout the book and

sends warm messages to his readers.

On the other hand, 2 humanities books have joined the top 10 best sellers as well. For example, *Choi Jae-Cheon's Tips to Studying* is a book that professor Choi, who has been a sincere observer and researcher of animals and humans, has prepared for the past 10 years. It is a good organization of his thoughts about studying that is most needed in this era. With keen insight into the fields of natural science and humanities, he takes an in-depth look at why studying is important and how it influences our lives through his new title. Meanwhile, *Emotional Expressions* has been published with the subtitle "Studying Emotional Expressions to Clarify Vague Feelings and Live a Better Life," merging language and psychological domains. The book encourages you to reflect on your feelings while introducing various emotional expressions, which could provide great assistance to readers with a strong interest in writing.

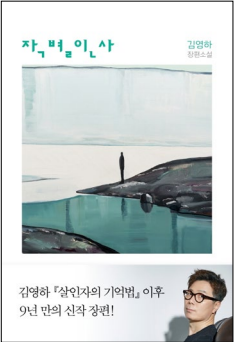
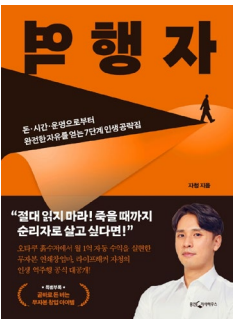
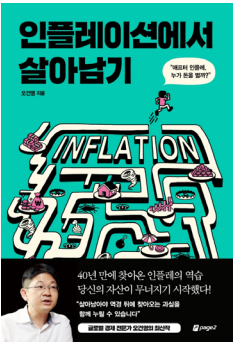
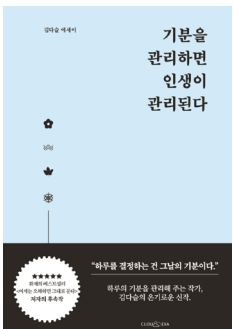
* [K-Book Trends Vol. 44 – Go to the article about Choi Jae-Cheon](http://www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=958&page=1&code=trend&category=61)
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=958&page=1&code=trend&category=61

Among the bestselling art books, the script books of *Our Blues* (2 volumes) - a popular drama series written by Noh Hee-Kyung, and *My Mister* - a drama picked as the "lifetime drama" among viewers, winning prestigious awards in Korea and abroad, took the top 3 places. The huge popularity of the two dramas on Netflix worldwide led to high sales of their script books. Meanwhile, *Awkward Story About Art 7* is a book about the



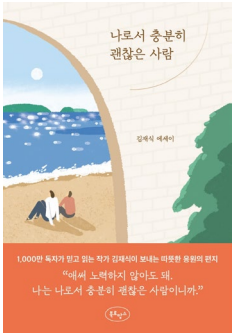
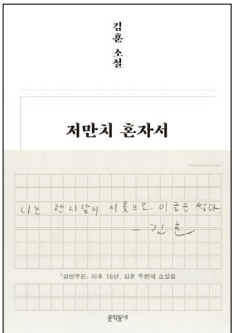
history of art, in which the writer vividly describes how he went to Rome for an investigation on the ground. By making good use of various photographs, timelines, and QR codes to support a better explanation of art, the book has received positive reviews from its readers.

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


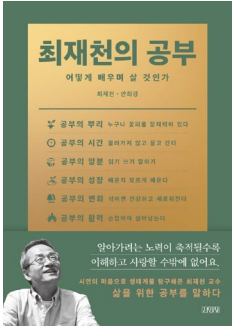
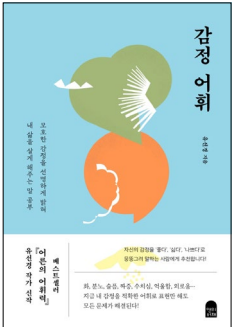

Top 10 Best sellers for the 1st Week of June

<p>1</p>	 <p>김영하 『살인자의 기억법』 이후 9년 만의 신작 장편!</p>	<p><i>Farewell</i></p> <p>Author Kim Young-Ha Publisher Bokbok Seoga Genre Fiction</p>
<p>2</p>	 <p>돈 시간 운영으로부터 환란만 지양을 위한 7단계 인생공략법</p> <p>“절대 입지 마라! 죽을 때까지 손리자로 살고 싶다면!”</p> <p>오래된 돈주에서 힘 있는 돈을 위한 7단계 인생공략법, 카타레지 가철의 인생 역주장 돈의 대공전</p>	<p><i>Counter Your Life</i></p> <p>Author Jachung Publisher Woongjin Jisik House Genre Business</p>
<p>3</p>	 <p>인플레이션에서 살아남기</p> <p>“돈의 인플레이션, 누가 돈을 벌까?”</p> <p>40년 만에 찾아온 인플레이션의 역습, 당신의 재산이 무너지기 시작했다!</p> <p>“인플레이션이 막대 위해 필요한 20가지 방법을 알려 드립니다.”</p>	<p><i>Surviving Inflation</i></p> <p>Author Oh Kun-Young Publisher Page 2 Books Genre Business</p>
<p>4</p>	 <p>기분을 관리하면 인생이 관리된다</p> <p>“하루를 결정하는 건 그날의 기분이다.”</p> <p>하루의 기분을 관리해 주는 법, 감정의 흐름을 생각.</p>	<p><i>Manage Your Feelings to Manage Your Life</i></p> <p>Author Kim Da-Seul Publisher Claudia Genre Non-fiction</p>

Top 10 Best sellers for the 1st Week of June

<p>5</p>		<p><u>Uncanny Convenience Store</u></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p>
<p>5</p>		<p><u>Seol Min-Seok's Korean History Adventure 21</u></p> <p>Author Seol Min-Seok, Storybox Publisher Dankkumi Genre Children</p>
<p>7</p>		<p><u>It's Okay to be Me</u></p> <p>Author Kim Jae-Sik Publisher Book Romance Genre Non-fiction</p>
<p>8</p>		<p><u>Alone Over There</u></p> <p>Author Kim Hoon Publisher Munhakdongne Genre Fiction</p>

Top 10 Best sellers for the 1st Week of June

<p>9</p>		<p><u>Marvel's Spider-Man: The Art of the Game</u></p> <p>Author Paul Davies Publisher Art Nouveau Genre Art</p>
<p>10</p>		<p><u>Choi Jae-Cheon's Tips to Studying</u></p> <p>Author Choi Jae-Cheon, Ahn Hee-Kyung Publisher Gimmyoung Pulishing Genre Humanities</p>
<p>10</p>		<p><u>Emotional Expressions</u></p> <p>Genre Yoo Sun-Kyung Publisher Anne's Library Genre Humanities</p>
<p>10</p>		<p><u>The Millionaire Next Door</u></p> <p>Author Thomas J., Ph.D. Stanley, William D., Ph.D. Danko Publisher Read Lead Publishing Genre Business</p>

Top 5 Books in Art for the 1st Week of June

1		<p><u>Our Blues 1</u></p> <p>Author Noh Hee-Kyung Publisher Booklog Company</p>
2		<p><u>Our Blues 2</u></p> <p>Author Noh Hee-Kyung Publisher Booklog Company</p>
2		<p><u>My Mister (set)</u></p> <p>Author Park Hae-Young Publisher Segyesa</p>
2		<p><u>Marvel's Spider-Man: The Art of the Game</u></p> <p>Author Paul Davies Publisher Art Nouveau</p>
5		<p><u>Awkward Story About Art 7</u></p> <p>Author Yang Jung-Moo Publisher Social Criticism</p>

KOREAN TRANSLATOR

Park Kyeong-Hee



Profile

- Korean-Japanese translator
- Email: kyongheejp@gmail.com

Educational Background

- Apr. 2002 – Mar. 2006: Ferris University (Yokohama, Japan)
- Mar. 2011 – Feb. 2013: Master's Degree in Korean-Japanese Translation at Ewha Womans University Graduate School of Translation and Interpretation
- Mar. 2019 – Today: Currently in a doctoral course in Teaching Korean as a Foreign Language at Ewha Womans University Graduate School of International Studies' Department of Korean Studies

Career

- Sep. 2016 – Today: Teaching Korean-Japanese translation at Ewha Womans University Graduate School of Translation and Interpretation
- Sep. 2021 – Today: Teaching at the *Chekccori* Translation School operated by the Japanese publisher CUON
 - Website of *Chekccori* Translation School:
チェッコリ翻訳スクール- CHEKCCORI (チェッコリ)
* www.chekccori.tokyo/honyaku_school
 - Lecture information (2022.05.):
定員になりました [2022年5月開講]実務翻訳入門コース-
CHEKCCORI (チェッコリ)
* www.chekccori.tokyo/school/2205_jitumu_nyumon

Awards

- Excellence prize at the 1st Korean Film Translation Contest

Literary Translations

- *Ven Pomnyun Sunim's Happiness* (Namu Mind)
 - Published in Japan on March 11, 2021
(誰よりも先にあなたが幸せになりなさい)
* magazineworld.jp/books/paper/3143/

- *Escape the Corset: Imagination and Reality* (Hani Book)
(co-translated)

- Published in Japan on March 30, 2022,
(*脱コルセット:到来した想像*)

* tababooks.com/books/datsucorset



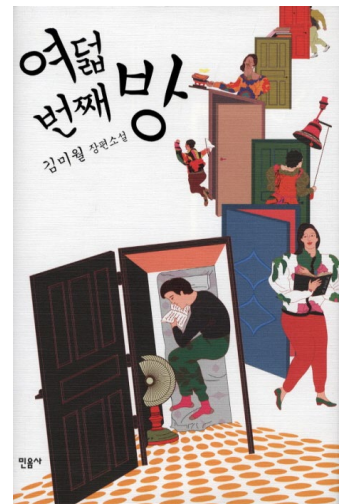
Korean (left) and Japanese (right) covers of *Ven Pomnyun Sunim's Happiness*



Korean (left) and Japanese (right) covers of *Escape the Corset: Imagination and Reality*

Other Career

- Selected three times for the Translation Grants provided by the Literature Translation Institute of Korea (LTI)
 - Translated books: *Korean Food Table* (Seed Paper), *Guide to Seoul Cave* (Munji Books), and *The Eighth Room* (Minumsa)



Korean Food Table, Guide to Seoul Cave, and The Eighth Room

#K-BOOK

#Friendship

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

Tell Us Your Troubles

1. Publication Details

Title | Tell Us Your Troubles
 Author | Kim Dae-jo, Han Jisun
 Publisher | Gimm-Young Publishers, Inc.
 Publication Date | 2020-10-29
 ISBN | 9788934991830
 No. of pages | 172
 Dimensions | 165 * 225

2. Copyright Contact

Name | Kim Soyeon
 Email | syk@gimmyoung.com
 Phone | +82-31-955-3115

3. Book Intro

Seong Ji-na, the leader of Five Princesses, bullies her friends one by one. Eun-woo, who is Ji-na's target this time around, is tormented by the attitudes of everyone who has suddenly become cold toward her. One day, she discovers the Tell Us Your Troubles page for her elementary school and signs up immediately. Tell Us Your Troubles is a page dedicated to writing and reading about things that kids have trouble vocalizing in real life, and commenters often provide comfort to those who feel troubled. Soon, however, malicious comments begin to pile up on the page. Some mention the awful things that Seong Ji-na did to her friends,



and others begin spreading false rumors about her. Ji-na begins to experience her own troubles. Who could it be? Who's spreading false information behind the mask of anonymity? Sensing that things are getting out of control, Eun-woo and her friends try to find a way to restore peace on Tell Us Your Troubles.

* k-book.or.kr/user/books/books_view?idx=4889

How come you're a partner?

1. Publication Details

Title | How come you're a partner?
Author | Lee Songhyun
Publisher | MIND BRIDGE
Publication Date | 2020-04-25
ISBN | 9791189010201
No. of pages | 188
Dimensions | 152 * 210

2. Copyright Contact

Name | Lee keumjeong
Email | vivacomic@daum.net
Phone | +82-07-7570-8869



3. Book Intro

I am selfish, have a high ego, and good at studying. My partner, Park Jun Ki, who doesn't have money and a no solutions. Studying is busy enough, the teacher also told us to be responsible for the partner and order us to play the recorder as a group. Why I have to responsible for my partner who didn't bring the recorder? Group practice for recorder has problems. I who becomes the contributor, have to meet friends and talk to them to solve the problems. After that, I know the secrets of Park Jun Ki, the new appearance of Yuk Hyung Gub, cordiality of Jang Ha Young. Can we, fight everything, become one voice, one heart? This is funny and touching children's story that let you know about happiness and harmony through children's voice and life.

* k-book.or.kr/user/books/books_view?idx=4984

Pitapat with Acorn

1. Publication Details

Title | Pitapat with Acorn
Author | Yun Jee Hoe
Publisher | Mirae N Co., Ltd.
Publication Date | 2020-12-05
ISBN | 9791164137060
No. of pages | 28
Dimensions | 186 * 207

2. Copyright Contact

Name | Ahram Lee
Email | ahram.lee@mirae-n.com
Phone | +82-2-3475-3937

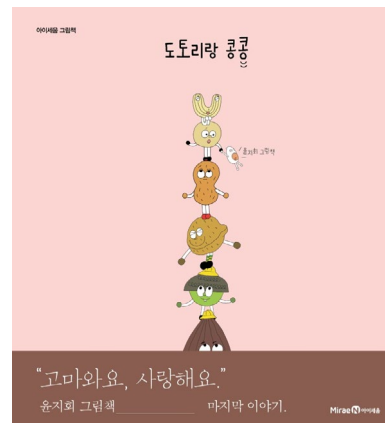
3. Book Intro

"Mommy and me and acorns! Mommy, listen!"

The yellow-hatted Acorn has something he wants to tell his mom. It seems like he wants to tell her about his friends—from his strong and mighty friend Almond—to the thoughtful Rice and the sweet-hearted Macadamia Nut who fusses over Acorn when he's sick. In this book, we learn about how our children must venture out into the world and make new friends. This story of adorable nut friends and their sweet relationships is beautifully illustrated in this slow-paced, heartwarming picture book. Yoon Jee Hoe has worked diligently on this project while thinking of her young son who continues to battle stomach cancer. As the Acorn in the book, her son will go on to laugh and cry with his many friends and be comforted by them, and sometimes even fight with them, but they'll always make up afterwards.

Author-Illustrator Yoon Jee Hoe has a pink-themed message to friends all around the world: Let's play!

As with all her picture books, this seventh book by Yoon Jee Hoe, Pit-A-Pat with Acorns, is heavy with significance. The words were handwritten by the author herself, and each page has traces of her touch. On the back cover, readers will find the passage: "When you're happy or you're sad, think of your friends. Let's play!"—which is the same message she wants to send to her readers, who are like her friends. She has known numerous people who have shown her love and attention over the years—the readers who have paid close attention and kept up with her hand-illustrated, hand-written works—and the many fans around the world on social media who have sent her words of courage and encouragement. She calls all these people her friends. Yoon is gifting them this book, and inviting them into her world. Let's play! She says. As her friend, we find it a pleasure to



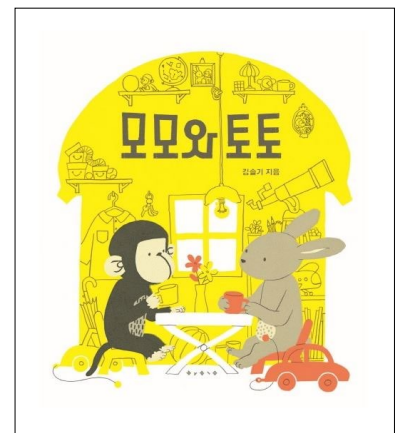
open her book and jump into her world of stories. In the last few pages, we may even find tears in our eyes. We urge our readers to read on to that last page. Only then will you fully appreciate the heartwarming illustrations Yoon has prepared lovingly for her beloved friends.

* k-book.or.kr/user/books/books_view?idx=4920

Momo and Toto

1. Publication Details

Title | Momo and Toto
Author | Kim Seulkee
Publisher | BORIM PRESS
Publication Date | 2019-12-31
ISBN | 9788943312848
No. of pages | 44
Dimensions | 247 * 304



2. Copyright Contact

Name | Park Sunjoo
Email | sunjoo@borimpress.com
Phone | +82-31-955-3456

3. Book Intro

Momo and Toto are best friends. Momo gives a lot of yellow things to Toto because yellow is Momo's favorite color. One day, Toto suddenly declares that he's not going to play with Momo any more. Momo is confused by Toto's sudden change of heart and has no clue what to do about it. Will Momo be able to find a way to get along with Toto again?

* k-book.or.kr/user/books/books_view?idx=2705

Would You Please Stand on My Left?

1. Publication Details

Title | Would You Please Stand on My Left?

Author | Jang Sungja

Publisher | Moonji publishing co.,Ltd.

Publication Date | 2019-03-04

ISBN | 9788932035185

No. of pages | 112

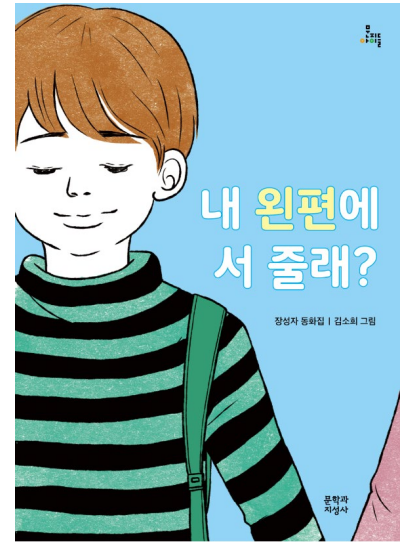
Dimensions | 152 * 212

2. Copyright Contact

Name | Yun Seohee

Email | copyright@moonji.com

Phone | +82-2-338-7224 (ext. 7129)



3. Book Intro

The book tells four stories of teenage friends and their friendship and love. It is not easy to open your heart to others, even to your friends, and when you're too honest, you end up regretting hurting your friend's feelings with blunt remarks. But having the courage to be honest empowers you to love yourself and to look more closely at the people around you. Only after making blunders and mistakes are you able to look beyond yourself and see those around you, and only when you spend time and energy on your friends and their concerns are you able to take a step toward maturity. Like all teenagers these days, the main character and her friends Jaewon, Yunha, Junjae, and Mina express themselves and communicate with one another and others using their smartphones. They express their emotions using emoticons and short online expressions. But because they communicate mostly with their smartphones instead of seeing one another face to face, it is easy to have misunderstandings. In the first story, the main character ends up lying not for her friends but for someone she hardly knows in a different class. In the second story, Jaewon is ecstatic to hear from Yunha that she has feelings for him and that they should go out, but the very next day, things go wrong for the two of them, and they end up breaking up. Junjae always wants his friends to stand on his left-hand side, but can his classmates understand why? A problem looms between Mina and the main character over a conversation that took place in the SNS group chat. Because of a minor misunderstanding or trivial blunder, the characters in the story face problems with their friends or their boyfriend or girlfriend. They also find themselves acting differently because of someone they are interested in. Things spiral out of control when they make the mistake of clicking on the send button on an incomplete text. What choice will they make to undo the damage? Can they find a different means to communicate and convey what they really wanted to say?

* k-book.or.kr/user/books/books_view?idx=2561

Unknown Blue

1. Publication Details

Title | Unknown Blue
Subtitle | Finding Soulmate
Author | Cha Yulri, Chateau
Publisher | Gorillabox
Publication Date | 2019-07-04
ISBN | 9788965483779
No. of pages | 196
Dimensions | 130 * 190

2. Copyright Contact

Name | Claire Yang
Email | claire@bir.co.kr
Phone | +82-2-515-2000



3. Book Intro

"I need a friend. A soulmate to whom my soul is connected!"

As soon as she makes this wish, a mysterious miracle happens under the sea. The beginning of a journey that transcends time and space!

To 13-year-old Miji, who enjoys scuba diving, underneath the sea is a comfortable haven. One day, an unbelievable miracle happens to her.

Miji has been betrayed by a friend, whom she believed to be her best friend, and becomes even more lonely as her mother, whom she has most relied on, gets remarried. As soon as she makes the wish to meet a soulmate, she finds a blue marble and is suddenly transported back to the Joseon Dynasty. The time travel alone is amazing, but the people who appear in front of Miji are pirates! Moreover, the pirates are mermaids! Can Miji get along with these mysterious pirates? And can she return home safely?

The leader of the pirates, Haemi, commands more than 20 pirates, exerting excellent leadership and charisma even though she is only the same age as Miji. Miji, who has been watching for an opportunity to get close to such Haemi, saves Haemi's life by jumping in front of an arrow from a Japanese invader... After that, as Miji finds that Haemi also has wounds, even though she looks strong, and that those wounds are similar to her own, a friendship springs up between the two. At the climax of the story, the two girls' friendship finally exerts a strong power. Miji decides on a huge sacrifice for Haemi, who faces a crisis... What is the decision? And at the end of the story, the kind of beautiful friendship that everybody wants in their soul is unfolded in a touching way.

* k-book.or.kr/user/books/books_view?idx=2096

Oh, My Old Friend!

1. Publication Details

Title | Oh, My Old Friend!
Author | Choi Woogeun
Publisher | BookGoodCome
Publication Date | 2018-10-30
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Dimensions | 127 * 185

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3. Book Intro

Choi Woogeun, who attracted readers with *The Inventor Next Door* (a collection of plays) and *Good Bye, Mr. Davidoff* (a novel) tells stories of his childhood memories from when he was nine.

Hojin, a 9-year-old boy, happened to move to a new neighborhood and a new school because his dad got a new job. In the new neighborhood, he encountered Byeongho. He was such a weird kid, and poorly dressed. He didn't go to school on Thursday because he thought it was Sunday. On top of that, he knew how to read his name, but he couldn't spell it. At first, Hojin thought Byeongho was stupid. But after watching him for a while, Hojin noticed he was a good painter and a fast runner. So when Byeongho came to him and friendly suggested they play together, he couldn't say no. Hojin taught him how to write his name. They went to school together and played in the neighborhood going here and there. As such, the two boys became friends and made a lot of memories. The author majored in philosophy at university. After graduation, he worked as a screenwriter for more than 20 years and has written scripts for many documentaries, including *The Agents of the National Police Agency*, and a drama named *The Serious Crime Squad*. *The Inventor Next Door*, the first play he published, in 2007, was performed at a theater located on Daehak-ro Street and loved by audiences. In his new book, Choi Woogeun tells the witty and hilarious story of a truly funny boy named Byeongho. This book reminds young readers of the relationships they have with their friends and adult readers of their pure childhood memories. It is a perfect book with a heart-warming story for people of all generations to read, laugh, and sometimes weep over together.

* k-book.or.kr/user/books/books_view?idx=1484

One Evening

1. Publication Details

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Author | Shin Hyunee
Publisher | GAEAMNAMU
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3. Book Intro

While crossing the street, Hyun-woo almost gets hit by a van. Even before he figures out what has just occurred, the angry van driver hits him. The children are furious and begin to look for this van driver. The courageous young boys eventually find the van driver, however he dies for what he had done to their friend. Through this incident, the children learn that they have to fight against injustice. Through this story, readers can learn how to make their voices heard against some adults who do not respect children only because they are too young.

* k-book.or.kr/user/books/books_view?idx=89

The Diary of Yangpa the School Girl Bullies 1

1. Publication Details

Title | The Diary of Yangpa the School Girl Bullies 1

Author | Mun Sunee, Park Cheolmin

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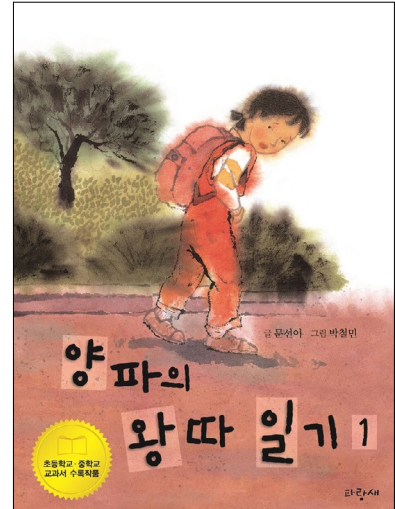
Dimensions | 152 * 223

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3. Book Intro

Jeonghwa, the main character, wants to be friends with Mihi Yang, the most popular girl in the class. Jeonghwa wants to join Yangpa, a group consisting of followers of Mihi. After joining the group, Jeonghwa feels so happy and excited, but soon realizes that Yangpa members bully other classmates. Yangpa has a rival called Jeongseon and the members target former members that have joined Jeongseon with bullying behavior. In this state, Jeonghwa feels so uncomfortable and distressed she eventually transfers to another school. By pointing out the wrongdoings to Mihi, Jeonghwa decides not to let the same thing happen again. In the second volume, as if nothing happened, a new student called Dasom transfers to school. When Dasom, who is good at studying and has an affable character, attracts attention from the class, Mihi expresses blatant hostility to Dasom. Yangpa members, trying hard not to upset Mihi, stick together to shun Dasom. Jeonghwa, who resolved not to let the same thing happen again, makes an effort to bridge the growing gap between Yangpa members and Dasom, but feels overwhelmed when she realizes it is too much to deal with alone. She starts to worry over the matter.

* k-book.or.kr/user/books/books_view?idx=104

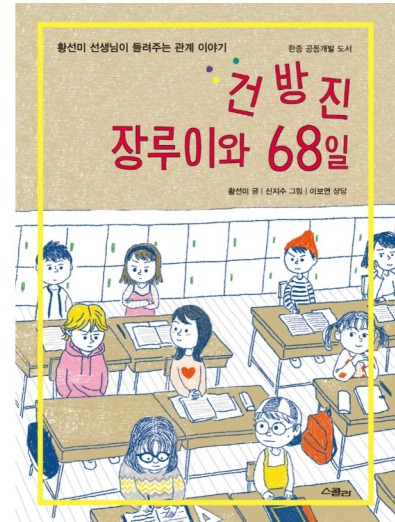
68 Days with Arrogant Jean Louis

1. Publication Details

Title | 68 Days with Arrogant Jean Louis
Author | Hwang Sunmi, Shin Jisu
Publisher | Wisdomhouse Mediagroup Inc.
Publication Date | 2017-05-30
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3. Book Intro

In *68 Days with Arrogant Jean Louis*, an ordinary girl named Oh Yungi gradually gains confidence and improves her position after meeting Jean Louis.

There's a saying that if you want to know what kind of person someone is, look at his/her friends. Who you are friends with is that important; it can affect your whole life. This is true for Oh Yungi. Oh Yungi was an ordinary, quiet girl before meeting Jean Louis. He took a back seat, only did things he was told and thought to herself that he only needed to go half-way in everything. But when Jean Louis transferred to Oh Yungi's class, his peaceful world started to break apart.

It all started on the first day back at school. His childhood friend, Taeju, ran across the crossroad without seeing that the lights had changed and was startled by a running car and fell down. The indifferent response of the curly-haired boy riding in the car made Yungi yell at him, demanding that he apologize to Taeju. He didn't know where that kind of courage came from since he hadn't shouted at anybody in her whole life. After that, his teacher introduced "Jean Louis," a new classmate who had transferred from France. He was the boy in the car that very morning! Having started off on the wrong foot, the two kept on clashing: in recommending Yungi for the class president, in the cooking class, and so on. For the first time in Yungi's life, he shouted out loud and got in a fist fight, all thanks to Jean Louis.

Jean started to get on his nerves because he was changing him. Then, Yungi learned that Jean was also having a hard time because of his overprotective mother. He started to feel a strange sense of kinship with him and to accept that he was quite an okay boy, much better than he had thought. He plucked up the courage and gave him his hand, although it was a little clumsy.

The author, Hwang Sunmi, by using concise but powerful sentences and detailed psychological portrayals, describes how great effects friends have on each other,

even though it may seem trivial, and how much a person grows after solving a problem and moving on to a better relationship.

* k-book.or.kr/user/books/books_view?idx=1655

INFO

2022 Visiting Korean Book Fair in Tokyo



The Publication Industry
Promotion Agency of Korea (KPIPA)
will be hosting

the **Visiting Korean Book Fair**
this year to boost the export of
Korean publishing content.

Visiting Korean Book Fair
is scheduled
to be held **offline**
in **Tokyo, Japan, in July.**



Visiting Korean Book Fair in Tokyo

Purpose	 To promote and support new market penetration of Korean publishing content
Date	 July 28, 2022 (Thu.) – July 29, 2022 (Fri.) (2 days)
Venue	 PARK HYATT TOKYO



A total of 21 Korean publishing companies and around 20 buyers from all over the world will attend the Korean Book Fair in Tokyo.

**Discover different
Korean books exhibited at
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in Tokyo this July!**

**We look forward to
your continued interest
and participation!**

Inquiry

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