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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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## TOPIC

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# The Current and Future Ecosystem of Published Comics

Written by Park Se-Hyeon  
(CEO of the FandomBooks, Planning Director of MStoryHub)

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## Fast-Growing Korean Webtoons

According to the Korea Creative Content Agency's (KOCCA) "2022 Comics Industry White Paper," Korea's Webtoon market exceeded 1.6 trillion won in volume. It is the 4th largest in the world, following Japan (4.5 trillion won), China (1.8 trillion won), and the US (1.7 trillion won). Considering each country's population, the Korean webtoon market is enormous. Korean webtoons show rapid share growth yearly in South East Asian countries, including Thailand and Indonesia, Japan, European countries, and North America. As of the 1st half of 2021, Kakao Japan's Piccoma and Naver Line's Line Manga took 70% of the digital comics share in Japan. Revenue of Piccoma was around

730 billion Won, and Line Manga's (including e-book Japan) recorded about 800 billion Won (*NEWSPIM*, 2022.04.25., [www.newspim.com/news/view/20220425001008](http://www.newspim.com/news/view/20220425001008)), competing to take the #1 place as a domestic webtoon platform in Japan.



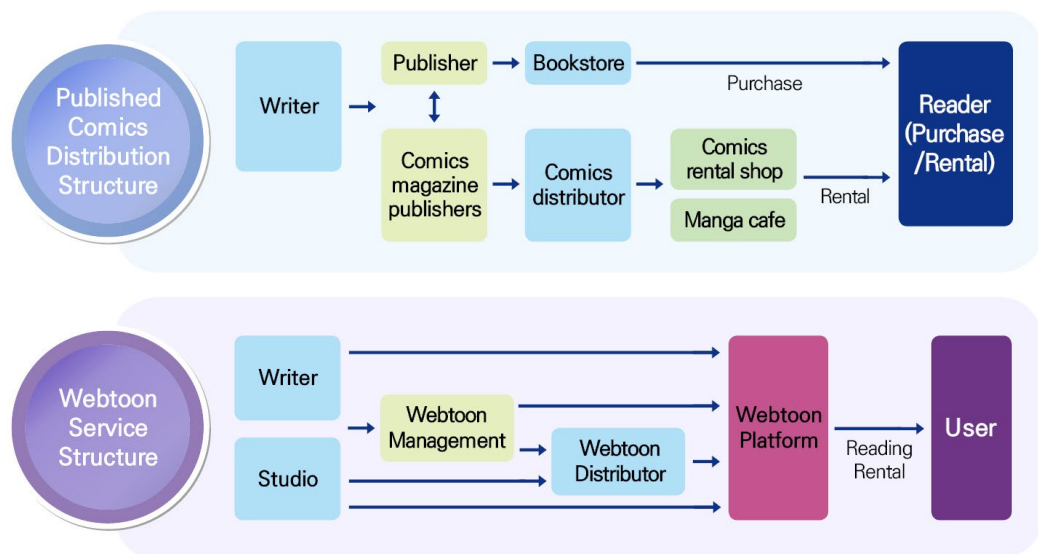
OTT Dramas based on Korean Webtoon

Moreover, Korean and other OTT platforms, especially Netflix, Disney+, and Tving, are focusing on Korean webtoon as the original content IP of digital content. The common concern of all the OTT platforms is securing Original Content, and making

Korean webtoon into dramas plays a pivotal role in such efforts. For example, Netflix has invested over 600 billion won in Korean digital content. Likewise, Tving is expected to pour 30 billion won or more into developing OTT dramas based on webtoon out of its 70 billion won of OTT drama production budget. Likewise, Korean webtoons are gaining popularity in Asian countries, including Japan, and are taking a massive part in digital content thanks to the flourishing OTT platforms in North America, Europe, and the Middle East.

### **How Did the Structure of the Published Comics Change?**

Published comics released in Korea had an inflection point in the mid-2010s. In the 1990s, comics serialized in published comics magazines by comics publishers, such as Seoul Media Group and Daewon C.I., were produced and sold under the name comics. Distribution was also mainly made to comic rental shops and cafes, driven by comics distributors. However, from the mid-2010s, as webtoons were serialized on webtoon platforms, such as Naver Webtoon, Daum Webtoon, and Kakao Page, the structure of creation, distribution, and service changed. As a result, the new digital media, webtoon platform, came to take hold of the core part of the new structure. As a result, its service distribution processes were more simplified than published comics, but its system became more complex than before.



Service Structures of Published Comics and Webtoon

Currently, Korea’s published comics can be broadly categorized into two. The first category consists of educational comics, released in separate volumes targeting children, and social science comics, which contain information or knowledge targeting adults. The other category includes independent volume comics, imported and translated overseas comics, or the published version of webtoon serialized on webtoon platforms. The former type may have different targets, but it is an educational comic aimed at delivering knowledge and information. The latter are fun and moving story-based ones made for entertainment and enjoyment. Interestingly, the webtoon’s publication ratio is smaller than expected. According to the KOCCA’s “Extensive Research on Webtoon Industry in 2022”, within the webtoon industry, paid content took the highest with 63.2%, while overseas content (17.4%), publication (6.0%), secondary copyright (2.8%), and advertisement (1.7%) followed in revenue. The survey shows that webtoon publication only

takes 6% of the industry's revenue.

Nevertheless, unlike the concern that webtoon will make the published comics market suffer, a survey showed that the publication of webtoon positively impacts the publishing market. The KOCCA's "Extensive Research on Comics & Webtoon Users in 2022" shows that the share of published comics readers who have experience purchasing rose from 42.5% in 2020 to 54.1% in 2022. Also, the percentage of people buying published comics once or more every month increased from 39.7% to 59.7%. As shown above, the survey proves that webtoon fandom had a direct impact on the increase in published comics purchases. In a survey asking the reason for purchasing, the share that said 'Webtoon I like were released as independent volumes' rose from 17.7% in 2020 to 21.6% this year. The percentage of webtoon readers who have experience buying a separate volume of webtoon books also showed an increase from 22.6% in 2020 to 29.0% this year. Korean Publishers Association's statistics on the publishing market show that the top 10 most-read published comics included famous webtoon, such as *Yumi's Cells* (Wisdom House), *Itaewon Class* (Young Com), and *Solo Leveling* (D&C Media).

### **Is the Answer to Published Comics Publication of Webtoon?**

Then, one might ask, "Is the answer to published comics publication of webtoon?" Unfortunately, the answer is an absolute "No!" No official statistics exist, but the industry

consistently says that the webtoon's publication count has increased since mid-2022. However, the sales count is falling drastically, unlike its past trend. Generally, to lead webtoon fans to buy published comics, publishers have often strategically sold published comics and goods through a crowdfunding platform, Tumblebug, targeting high-end readers. The strategy was effective in the past. However, from the mid and later half of 2022, it is said that popular webtoon's sales count decreased from 20% to up to 40% based on preferred genre or target readers. There are three reasons behind this phenomenon: 1. Too many webtoons are being serialized or made into series. 2. The Korean book purchase rate dropped rapidly with digital devices. 3. OTT drama and movie views increased a lot.



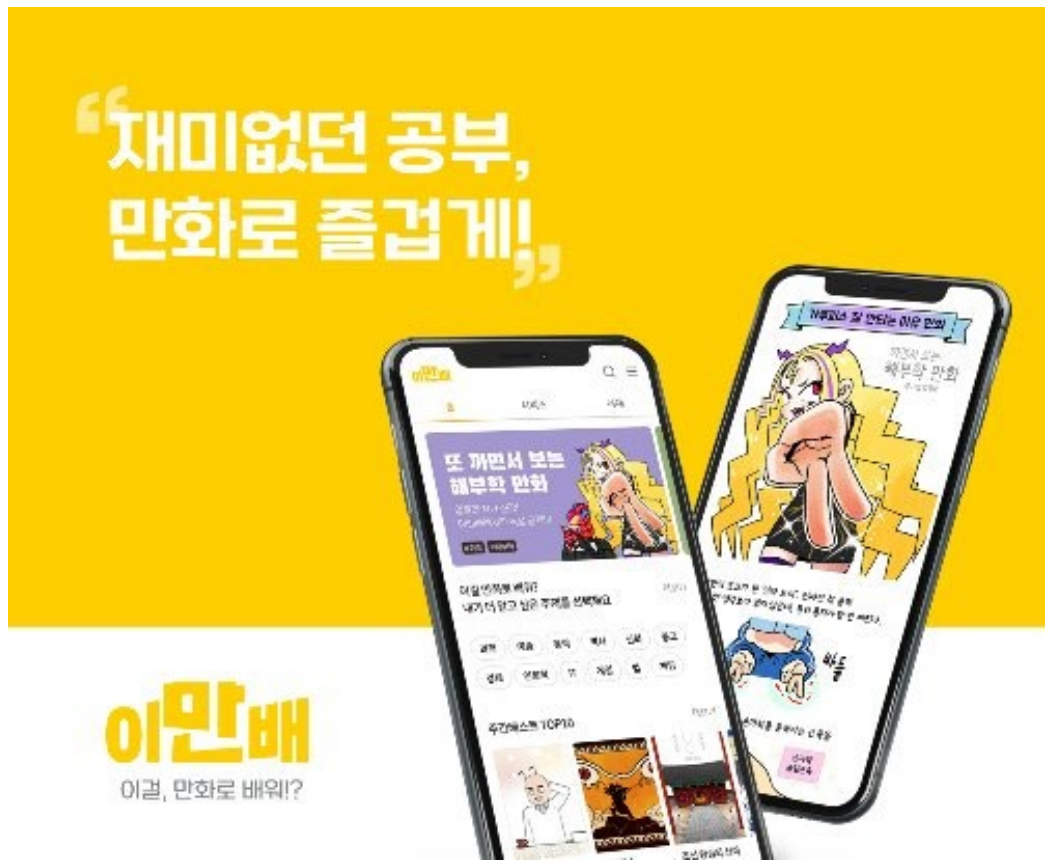
The reading amount for each age group  
 (Maeil Business News, 2022.10.09., [www.mk.co.kr/news/society/10482768](http://www.mk.co.kr/news/society/10482768))

As of 2021, the ratio of adults reading one or more books in a year was 46.9% in Korea, meaning that less than half of the

population read books. More than anything, the 20s' annual average books read decreased from 18.8 books in 2011 to 8.8 in 2021, showing a steep drop in 10 years, and teens' (Aged 13-19) annual average books read dropped from 22.2 to 13.1, recording the 2nd most significant fall in reading, following the 20s. The result demonstrates that teens and the 20s focus on consuming digital content, like webtoons, web novels, games, and OTT, as the native digital generation. Likewise, teens and the 20s reading less is leading the purchase rate of published webtoon to drop. Another reason for the decrease would be the transition from mid-2022 when the COVID-19 pandemic changed to endemic.

### **What Future Lies Ahead of Published Comics?**

Even I, writing this paper, cannot answer the question clearly, putting me in an embarrassing position. Once, I believed that the answer to the question was in social science comics, which target adults with diverse topics and fun content. However, excluding text-based educational cartoons targeting children, sales of social science comics for adults also fell in the published comics market in Korea. It is because the published comics in Korea have focused on education and training, and the trend is likely to continue.



Webtoon Platform for Knowledge and Social Science, Emanbae

The paid model of Emanbae (“You Learn This from Comics?”, [www.emanbae.com](http://www.emanbae.com)), a knowledge and social science webtoon platform with the slogan ‘Knowledge is a service too,’ is considered ineffective in the market. The paid platform on knowledge and social science for adults has a long way to go. Regrettably, the only apparent way to generate profit is to publish serialized webtoon for now. Publishers and platforms each have their issues to address. To resolve relevant problems, the collaboration between comic publishers and platforms seems more important than any other thing. As shown in the table below, if publishers and platforms complement each other,

create businesses, and collaborate, both can build a virtuous cycle of webtoon serialization and publication, which may be the solution they seek.



#### Publisher

- ✓ Continuous Product Planning
- ✓ Changes in the creative system
- ✓ Worsening publishing market
- ✓ Overcoming differences in recognition
- ✓ Platform Collaboration
- ✓ Publication or serialization first?



#### Platform

- ✓ Paid service payment directing
- ✓ Paid user gathering
- ✓ Maintaining user retention
- ✓ Controlling illegally operated sites
- ✓ Expanding secondary copyrighted content
- ✓ Continuous investment in pieces
- ✓ Planning for killer content
- ✓ Curation direction

## SPECIAL PROJECT

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[Book & Media ④]

## D.P.

**Mission: Return Safely with the Deserter!**

Written by Choi Ha-Yeong

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The main character is assigned to the D.P. (Deserter Pursuit) team in the military.

As they track down deserters with diverse backgrounds, they step closer to reality.

The mission is clear - bring back the deserters as “safely” as possible!

The drama “D.P.” released on Netflix in 2021, starring popular Korean actors such as Jung Hae-In and Koo Gyo-Hwan, made not only Korean viewers but also international viewers go wild. Setting the stage as authentic as possible, using duties and similar incidents that actually happened in the Korean military, the drama had its audience empathize with the story. Plus,

the distinct, humorous lines and the humane storyline in each episode made the viewers cry and laugh. As such, the drama “D.P.,” which induced the audience to feel various emotions throughout the story, won three gold medals at the Baeksang Arts Awards in 2022, a representative general arts award in Korea. International media outlets also gave positive comments on the drama, saying, “The best Korean drama of the year” and “A realistic representation of the vicious cycle of bullying.” (Ready Steady Cut, August 27, 2021, [readysteadycut.com/2021/08/27/review-d-p-season-1-netflix-k-drama-series](https://readysteadycut.com/2021/08/27/review-d-p-season-1-netflix-k-drama-series))

With the drama at the center of attention, its original webtoon *D.P Dog’s Day* (book publisher: Cine 21 Books), has once again gotten under the spotlight. The webtoon *D.P Dog’s Day* was a popular work recording 10 million accumulated views during its serialization, and it was then published into a physical book series. The writer, Kim Botong, also participated in the drama script. As he had won the Minister of Culture, Sports, and Tourism Award with his previous work *Amanza* (Wisdom House), which features the story of a cancer patient, the dramatization of *D.P Dog’s Day* drew high expectations from webtoon fans. With the drama’s success based on the quality original content, “D.P.” is set to release season 2 in the second half of this year. While we wait for the new season, let’s do a quick review of the story covered in season 1.



Book cover and screenplay cover of the webtoon *D.P. Dog's Day*, and the main poster of the drama "D.P."

### Plot - Complete the Mission!

"D.P. (Deserter Pursuit)," meaning the "deserter arrest team" is under the military police, given the duty to arrest deserters. Given its nature, its members mainly carry out missions among the public, wearing civilian clothes, growing their hair, and using mobile phones relatively freely, unlike ordinary soldiers, to stay undercover from the deserters. The position is actually quite unfamiliar to Koreans – there is even a misperception among people that already know about the team that D.P. is one of the "easy as pie" duties, because of the freedom mentioned earlier. Protagonist Ahn Joon-Ho is offered to join the D.P. while he has been having a hard time serving in the military. He then begins a new life as a "soldier that arrests deserters." There's one mission for Ahn to complete - "Bring back the deserters safely!" Running and sometimes going undercover to track down the deserters, Ahn Joon-Ho faces the sick reality of the military as he continues

to complete the mission. The dilemma between the humane understanding of the deserters and the responsibility to complete the mission adds more challenge, both physically and mentally, to Ahn's life in D.P.. Will Ahn be able to clear the mission successfully and be discharged safely?

## **Book vs Drama - Double the Fun by Comparing the Drama and the Webtoon!**

### **#1. New characters appear in the drama**

The biggest difference between the drama and the original webtoon is the role of Han Ho-Yeol, who only appears in the drama. While the two members work as a team in D.P. like police detectives, Han is the one that pairs with Ahn Joon-Ho in the drama. Han is skillful and professional, but at the same time, witty and clever. He has been one of the popular characters in the drama with his humorous lines. Actor Koo Gyo-Hwan, who played Han Ho-Yeol, deserves to be complimented for his performance, creating something out of nothing, as he even won the Super Rookie Award for TV Shows at the Baesang Arts Awards.

### **#2. Realistic characters**

While Korean and international audiences of the drama gave positive reviews to the work, the realistic acting of the actors and actresses deserves more attention. Watching the actors and actresses play in episodes that we might have experienced

or heard of in real life, such as how nervous the young man is with the enlistment date coming up and the uncomfortable relationship between an old sergeant first class and a young captain, you get to think as if the characters are real. Also, the audience is more absorbed into the drama as the deserters and the surrounding characters perform so lifelike in each episode. The original webtoon was also drawn in an achromatic, plain style to add more real-like elements to the military background, with the realistic description as Kim Botong, the author, was a member of D.P. himself.

### #3. A build-up for season 2

There's good news for those that enjoyed watching the drama "D.P." Season 2 is coming up in the second half of the year. As the original webtoon is longer in the story with many more episodes than the drama, not all the characters from the webtoon could be dramatized. The charming characteristics of some characters in the original story were combined as one character in the drama. Also, one way to enjoy the long wait would be to take a detailed look at how the drama is different from the original webtoon, as the drama had parts of character settings and screenplay hinting at a sequel. Stay tuned for D.P. Season 2 – how the characters from Season 1 will appear in the new season, what roles will be newly added to the story, and what episodes will grasp our attention, all heighten our expectations!

\* Trailer of the drama "D.P." – [youtu.be/f17ID9KotJA](https://youtu.be/f17ID9KotJA)

**EXPORT CASE**

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**Flowers of the Orient  
- Bringing Korean Gems to  
Polish Readers**

Written by Marzena Stefanska (Co-CEO of Kwiaty Orientu Publishing)

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Sixteen years ago, immediately after a fellow Korean Philology student and good friend, Edyta Matejko-Paszkowska, and I decided to establish a publishing house that was centered around Korean literature, people were perplexed. ‘Why?’ they asked. Few believed it was a great idea at the time, and some attitudes could now be considered mocking. However, now that the Korean wave (*Hallyu*) has reached Poland, they are no longer laughing. The popularity of Korean cuisine, language, dramas, and K-pop has extended to Korean literature.

Up until around 2007, a total of seventeen titles of what could be classed as modern or classical literature had been translated from Korean into Polish - extremely low compared to the likes of Japan or China, which both ran into the hundreds. Several

key factors explain why Korean literature translations weren't widespread. Firstly a lack of knowledge of the Korean language - Only a handful of Poles could speak Korean, and only a fraction (perhaps two or three) were suitably qualified and willing to take on the subtly challenging task of translating literature. Secondly, it was very difficult to persuade anyone to publish anything. Translation was rather a hobby or an academic project without a hint of commercial venture. Thirdly, it was extremely challenging to reach Korean writers to negotiate copyrights without their agents representing authors outside Korea. When you stop to consider the chasm between Polish and Korean cultures, it's easy to appreciate the challenge faced by *Kwiaty Orientu*.

In 2008 we published three books from Korea; Oh Jung-hee's Short Story Collections, Kim Young-ha's *The Vampire* and other short stories, Pak T'aewon's *A Day in the Life of Kubo*. The initial take-up wasn't particularly encouraging, and interest from bookshops and journalists to write reviews was limited at best. However, an early turning point in our journey was when *The Hen Who Dreamed She Could Fly* (Sakyejul) by Hwang Sun-mi received an award -The Best Book Of The Year 2012 by portal [granice.pl](http://granice.pl) - The book gained wide recognition through various media and sales improved tenfold. As a result, more interest was drawn toward Korean books and our publishing house. We even recently released a second edition of this title:



*The Hen Who Dreamed She Could Fly*  
 – 2022 edition with Polish illustrations, 2011 edition with original illustrations

Around this time, Shin Kyung-sook won the Man Asian Literary Prize for *Please Look After Mom* (Changbi). While still heavily with an Asian focus, Shin went on a World trip, which included a visit to Poland, to promote the novel, resulting in further success for the author and us, so much so that our fourth work under her name will be released in May 2023.



*The Violets* by Shin Kyung-sook will be published in May 2023, 4th novel by this writer.

Perhaps the highest achievement to date for Korean literature on the global stage arrived in 2016 when Han Kang received the International Booker Prize for *The Vegetarian* (Changbi). We actually published this title two years prior!

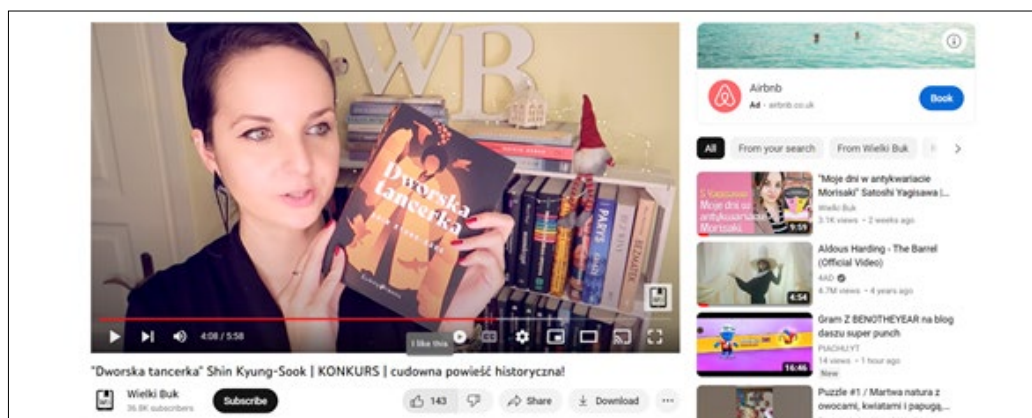
The recent success of “The Parasite” winning the best picture Oscar, the global phenomenon that is “Squid Game,” K-pop sensation BTS, and several other influences have also helped the popularity of Korean literature. Consistently now, the Booker Prize includes nominations for Korean works, and large publishers are all-of-a-sudden after Korean titles. The sales of Korean books is growing fast.

But what makes us different is that Kwiaty Orientu is cooperating with the most experienced translators who are not only masters of both languages but also possess a comprehensive knowledge of Korea and its culture. Moreover, translating directly from the Korean language rather than English gives the company further superiority and uniqueness in the Polish market.

While initially extremely challenging to say the least, since we established the company, we have managed to craft key relationships to open up communication channels with Korean agencies and publishers to negotiate copyright and so forth.

Furthermore, at the beginning of our journey, only traditional media was available for promotion, and we were limited to literary magazines or specialist TV and radio broadcasts. However, the introduction of social media like YouTube, Instagram, and TikTok, along with our efforts to cooperate with

their numerous and approachable specialist influencers, as well as now offering titles in e-book format, has put us on a positive trajectory into the future. Examples of famous influencers:



"Wielkibuk" on YouTube, "Bardziejubieksiazki" on Instagram

## BOOK TRIP

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[Celeb's Book Spot ④]

## Chaeg Bar

A Healing Space Where Books and Liquor Harmonize

Written by Song Su-Hui

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The area in front of Hongik University, where restaurants, bars, and clubs are focused, is known as an area for young people. Walk along the Yeonhuro road, past the crowded street, and you

will find a bar that shows off a unique concept - “Chaeg Bar.” Chaeg Bar, which is like finding treasure hidden deep inside an alley, is a “drinking bookstore” - a bar and a night bookstore - like its name suggests (*chaeg* means book in Korean). A bar and a bookstore seem like an awkward mix, but Chaeg Bar has been getting word of mouth as it was introduced by movie director Jang Hang-Jun, writer Kim Young-Ha, Kim Sang-Wook, and RM of BTS (idol group). It might not be easy to find the place as it is located between stores in a narrow alley, but it proudly says that “there might be people that have never visited us, but there is no one that has come only once.” So, why not take a little tour inside Chaeg Bar, a special book space where drinks and books make a good blend?

\* *K-Book Trends* Vol. 42 – Go to the article about writer Kim Sang-Wook  
[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=894&page=2&code=interview](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=894&page=2&code=interview)

### One sip of alcohol for one page of a book

Jung In-Sung, the head of Chaeg Bar, says he quit working in a large company to make a quiet place for people who like books and drinks. The sign in front of the bar says, “Are you alone? You’re more than welcome!” Like the sentence, Chaeg Bar goes better with reading and contemplating alone, rather than noisy drinking parties joined by several people. The unique atmosphere where the only sound you hear is the sound of making cocktails, not visitors’ chats, largely derives from the special space that Jung has designed. The secret space that cannot be seen from

outside is one example – press the button next to the bookshelf on the left side of the entrance, and the bookshelf will open like a door and lead you to the special space. Reading “inside” a quiet bookshelf is a fresh experience that cannot be found elsewhere. Also, looking for familiar backgrounds visited by RM, director Jang Hang-Jun, and writer Kim Young-Ha, provides another kind of fun.



Views inside Chaeg Bar

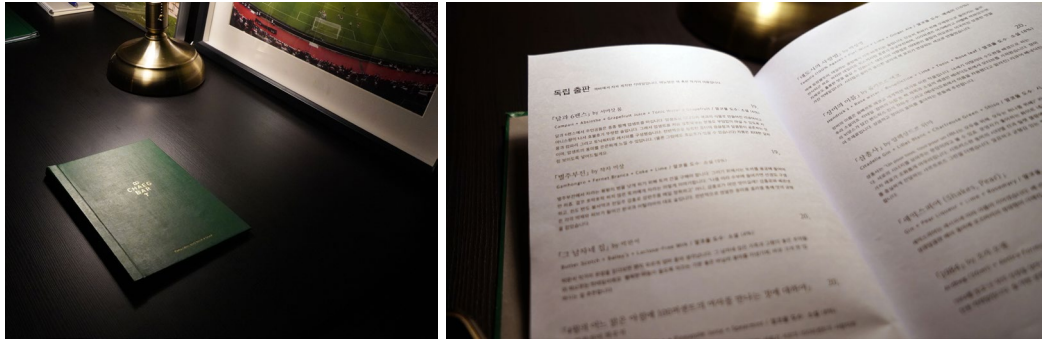


Doctor of Astronomy Sim Chae-kyung, Writer Kim Sang-wook, Movie director Jang Hang-Jun, RM of BTS, Writer Kim Young-ha, and Professor of Forensic Science Lee Ho at Chaeg Bar  
(Source: “The Dictionary of Useless Human Knowledge” Episode 2, tvN)

Find a seat you like and open the book-like menu, and you will see a list of alcohols that remind you of books. Chaeg Bar classifies alcohol into Poems, Essays, Novels, and Comics based on their alcohol content. All you have to do is choose a drink that

goes well along with the book you will read, from a strong 20% or higher “Poem” that are a good match to enjoy short poems over a long time, to non-alcohol “Comics,” which you can enjoy lightly. Also, you can choose menu items that are hard to find at other bars, such as “Independent Publications,” which are cocktails developed by Chaeg Bar with inspiration from books, “Drinks from Books,” which are literally famous drinks from books, “Quarterly Magazines,” which are seasonal menus, and “Supplements,” where you can choose books related to side dishes and Chaeg Bar. It is also quite fun to read the menu itself, as the “Independent Publications” part has the head’s comments, and the “Drinks from Books” part has scenes from books where the drinks appear. I tried a cocktail that reminded me of tender memories with *The Man’s House* (Hundae Munhak) written by Park Wan-Seo as the motif, as well as a refreshing cocktail that resembled the joyfulness in the book *Love in the Big City* (Changbi Publishers) written by Park Sang-Young, from the “Independent Publications” menu. These two cocktails belonged to the “Novels” category. They were made with low alcohol content – less than 10% - so that you don’t get drunk while reading a long novel.

\* *K-Book Trends Vol. 48* – Go to the interview with writer Park Sang-Young  
[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1021&page=1&code=interview&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1021&page=1&code=interview&category=66)



The book-resembling menu and the original menu at Chaeg Bar, “Independent Publications”



Cocktails: “Love in the Big City,” and “The Man’s House,”  
and recommendation notes written by Chaeg Bar for visitors to refer to.

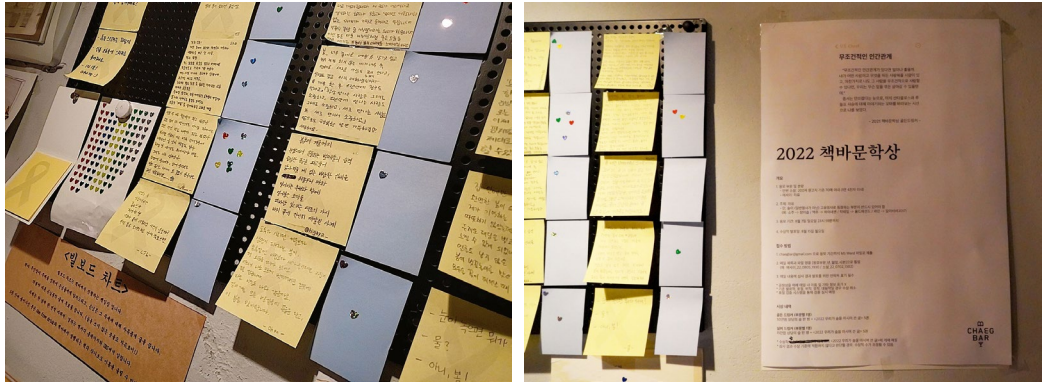
If you have chosen a drink, it’s time to choose a book. It’s good to bring books you want to read, or you can also choose and borrow from various books prepared by Chaeg Bar. If you can’t decide which one to read among the books new to you, refer to the recommendation note attached to each book. It will be fun to find one book among all the books displayed in Chaeg Bar, such as fiction, non-fiction, magazine, or foreign book, that has been waiting for you. Also, as some shelves are used as book stands as well, you can buy a book you want and take it home to enjoy the lingering impression from Chaeg Bar.

If you have a good combination of a drink and a book, now it’s time to “drink” the book. In the composed atmosphere with

calm jazz music, a drink and the calm, quiet time that flows with a book are all for you to enjoy. If a phrase impressed you while reading the book, share it in the “Phrase we loved” section in one corner of the wall. If there’s a drink that goes well along with the book, add it, too. It will be interesting to track the book with the sentence you found on the board full of memos. Of course, your next drink shall be the drink recommended alongside the phrase.

### A place where everyone becomes a writer

Chaeg Bar organizes events every month related to writing. The “Billboard Chart” is an example. Visitors write and submit short memos on a designated topic, which changes every month. Others can vote by attaching a sticker to a memo they can most relate to. The top three messages are uploaded on Chaeg Bar’s Instagram with their pen names. The topic for April this year was “spring,” and people who have already visited the place have left impressive memos. If you want to write longer stories, you can participate in the “Chaeg Bar Literary Award,” held from June to August every year. It accepts short fiction and non-fiction with alcohol as the topic. Authors that are regular to Chaeg Bar and people from the relevant industry carefully choose the winning work. The memos selected from the Billboard Chart, posted on Instagram, and the winning work of the Chaeg Bar Literary Award are published in the *Writings We Wrote While Drinking* (Chaeg Bar) series.



The “Billboard Chart” for April 2023, and the poster of the “Chaeg Bar Literary Award” in 2022

Chaeg Bar is a place where readers become regulars, and regulars become writers. As a bar for books located deep inside a quiet alley, Chaeg Bar presents an unforgettable experience that cannot be found in any other bar or bookstore. If you are having a lonely night where you want to console your mind and soul with a sentence from a book and a glass of alcohol, why not visit Chaeg Bar and enjoy some healing time for yourself?

### Chaeg Bar

Address: Rm. 101, 1F, 24, Yeonhuimat-ro, Seodaemun-gu, Seoul,

Instagram: <https://www.instagram.com/chaegbar>

## ONE-LINER QUOTES

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### Korean Theatre Director's Pick

Written by Lee Jun-Woo (Head of Vaeda Theater)

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*For Teenagers  
Asking About Peace and Reunification*  
Jung Wook-Sik·JUNO, Seohaemunjip

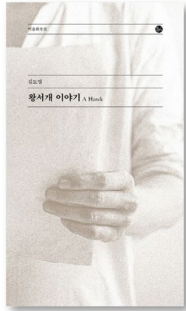
Many people long for peace.  
But we don't think that  
there's peace in the Korean peninsula.  
Why is that?



The first book I would like to introduce is *For Teenagers Asking About Peace and Reunification* (Seohaemunjip), by Jung Wook-Sik. Writer Jung is a peace activist that studies a nuclear-free world and peace by establishing a peace network and spreading its values. The illustrations were drawn by illustrator JUNO.

I have been making original plays based on history. I believe that you can find grounds for problems that remain unresolved today through history, and find clues for the future. In particular, the division of the Korean peninsula is one of the issues that I want to touch upon as a creator. In this context, this book provides easy explanations about things that we know vaguely about, or have no knowledge of, by starting with a question, “Can we become happier if the two Koreas are reunited?” Being familiar with something or things being obvious does not mean that you have a good understanding of it. Here, the book talks about why the Korean peninsula was divided in the first place, why wars occur, why peace is yet to come, what the countries North Korea, the US, and China to South Korea are, and how to maintain peace, while asking meaningful questions to reflect on.

This book is also referred to as a guidebook for peace and reunification, targeting teenagers. But, I strongly recommend it to people – not just teenagers – interested in the division and reunification of the Korean peninsula, as well as war. The writer says that there is no single answer to peace and reunification. But, if we come up with our own answers and continuously ask questions to overcome the barriers of division, I believe that we will take a step closer to peace and reunification.



*A Hawk: The Story of Wangseogae*  
Kim Do-Young, Eum Books

A little helping hand for me to find the thing  
I'm looking for is not going to hurt anything.  
But, why are people saying that they can't do so, or don't know?



The next book I would like to introduce is writer Kim Do-Young's *play A Hawk: The Story of Wangseogae* (Eum Books). I also directed the work at Namsan Drama Center in 2020. In the book, "Wangseogae," who was working as a falconer in Manchuria in 1932, loses his wife and his young daughter to five Japanese soldiers. Surviving alone, he works in China Town in Yokohama, Japan, as a delivery man after the war, with the name "Wang Genjo."

The story begins as he delivers a package to Japanese Ichigo's place. As always, he hands over the package to Ichigo, playing up to Ichigo's endless chat. There, Ichigo asks about the old crate that he has been carrying all along, all of a sudden. Triggered by that question – the question that he has never let go of in his heart and has never spoken of for the past 21 years, Wangseogae is resolute in finding the answer to it. He seeks after the 5 Japanese soldiers sitting on 5 horses on "that day" 21 years ago. Wangseogae is a person that lives with the tragic memory of his family, which spans a long period from the 1930s to the

1950s. This book asks if an individual with pain from the past can have their life recovered, and whether true forgiveness and reconciliation can happen for real. The book will be a chance for us to look back at where we are right now at the same time. I hope the book gives us the time to analyze ourselves from an offender's perspective and think about guilt and emotions to empathize with others' pain.

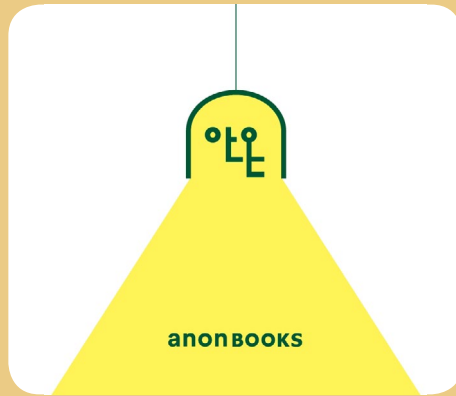
## KOREAN PUBLISHERS

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### Anonbooks

A Publisher that Makes Books to Enrich Quiet, Peaceful Time

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Logo of Anonbooks

People say that literature is the window to a beautiful world. Literature has been portraying human life, evolving anywhere where there's language. Some literature has been developing vibrantly with its own distinct color. And there's a new publishing house that specializes in such literature. It is Anonbooks, established in 2021. Since its establishment, Anonbooks has been

focusing on publishing fiction and non-fiction, concentrating on producing modern Korean literature, involving authors from all careers, be they professional or newly debuted. Following is an interview with Anonbooks, a 2-year-old publisher that hopes to give readers a quiet, peaceful time with their tranquil literature.

It's an honor to have you on *K-Book Trends*. Please introduce Anonbooks to our international readers, and give us a brief explanation of the meaning of the company's name.

Hello, we are Anonbooks. We have been mainly publishing literary books, including fiction and non-fiction. The word “*anon* (安穩)” means to be quiet and relaxed in Korean. We hope the readers enjoy some quiet and comfortable time with our books. The name can also be read as “*an on* (*an* means ‘no, negative’ and *on* means ‘to have come’ in Korean),” meaning our goal is to promote new and creative literary works. The word “*anon*” also has the meaning of “soon” in old English literature. So, this coincidental fit led us to choose Anonbooks as our company name.

Anonbooks is a publishing house set up by two people with an editing career at a publishing company. There must be new things you haven't experienced as an editor as you are sitting behind the wheel now. What were the things that were mostly new to you?

We've been thinking we've had enough experience engaging in the overall process of publishing a book as an editor – planning,

editing, and marketing books. But, as we got independent on our own, we realized that the details of the process were taken better care of by our coworkers. The biggest thing that's new to us is that we are the decision-makers for all the steps in the production and marketing process of books. Making a new system and taking full responsibility for our decisions were the most basic, but new experiences for us.

**Anonbooks specializes in literature. Was there a particular reason for choosing it as your specialty?**

CEOs Seo Hyo-In and Lee Jeong-Mi have both built careers in literary-publishing companies. We don't think that choosing literature was based on some special, smart reasons. We have liked literature since we were young, were influenced by literature, and there's nothing but literature to us. So, the reason has no reason. It might sound grandiose and abstract, but it's a fact.

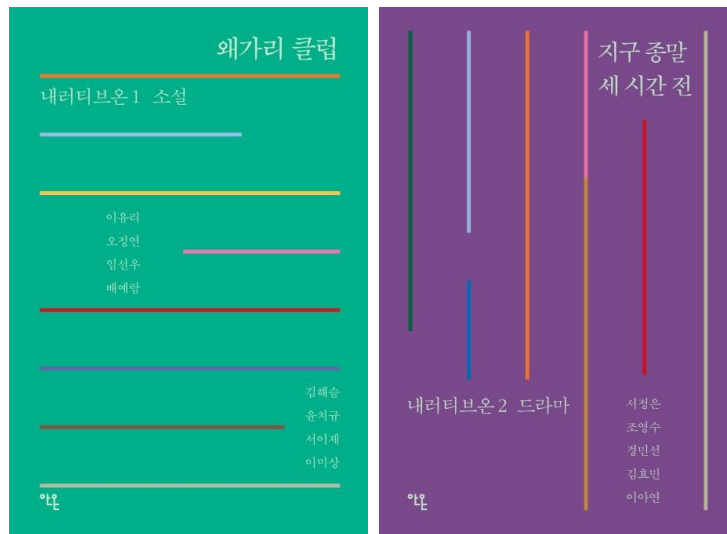
**What fields are Anonbooks putting extra efforts into, to be competitive as a literary publisher?**

We try to pay more attention to the editing. It's our goal to provide the best support we can from the planning stage, actively communicating with authors, so that we can have fine works. We don't think that there's a royal road to be equipped with

competitiveness in the market. So, we have to take a shovel and pave our way, which is hard. But, faithfully building up from the basics seems like what we should be doing right now.

You published *Narrative On*, your first series, in 2021. Was there a reason for publishing the series through Tumblbug funding? And what was the reaction like from readers?

The *Narrative On* series is an anthology series for newly-debuted writers with no experience in publishing a book. It prioritizes authors with 3 years or less experience in writing, and those that have not officially made their debut in the literary circle are also accepted. Instead of suggesting authors write on certain timely topics, we let them write freely on whatever topic they like so that they can show their maximum potential. So, as the writers and the topics were obviously not that known among the public and not sure whether they could get attention from readers, it was hard to guarantee their success in the market. That's why we used Tumblbug crowd-funding. We thought that it would be better to explain our objective for the series in detail. The funding was successful – we took the hot response from readers as valuable encouragement and support for the new publisher, and new writers.



*The Heron Club and Three Hours Until the End of the World from the Narrative On series*

It's been about 2 years since your first book, and now you have 18 books in your line-up. What was the driver behind such active publication?

We published at least one book a month when we were working in publishing houses in the past. We think that it's just a habit from then. But, above all, we wanted readers to remember our brand by steadily publishing good books. Publishing books continuously requires physical and substantial drivers. And the next new book we plan to publish works as that driver. We want Anonbooks to settle as a diligent publisher, rather than being complacent.

On your list of books, authors like Son Bo-Mi, who we interviewed for this month's volume, as well as Koo Byung-Mo and Chung Se-Rang, who have been popular among international readers, particularly catch our eyes. What was it like to be working with these writers that are much loved by Korean readers? Also, if there's a specific standard for choosing books for publication, please share it with us.

We think that it was all thanks to the good favor of the authors to help a newly-established publisher with literature as a specialized field. We are so grateful for them. We were proud that the relationship we began in the previous publishing company continued, but it gave us a burden at the same time. However, we were pleased to be the first people to read and edit their distinguished scripts. The yardstick we use to choose books for publication is literary value. It's hard to give a clear definition of it as it's a very abstract area. However, we believe in our discerning eyes as the manager of the company and comb through the manuscripts that authors submit to us.

\* *K-Book Trends* Vol. 58 – Go to the interview with writer Son Bo-Mi  
[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1187&code=interview  
&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1187&code=interview&category=66)

Please introduce some of Anonbooks' works to international readers.

The Book *Review on Kindness* by Kim Hon-Bi was introduced to the Japanese market. We hope that the book is introduced in other languages, too. Also, *Bari is a Robot* is a short anthology

based on a modern interpretation of old tales. It includes language-transcending stories like *Hansel and Gretel* and *The Little Mermaid*, and stories unique to Korea, such as *Princess Bari*. The modifications made to the familiar stories will be interesting and exciting factors to readers of different languages.



Review on Kindness and Bari is a Robot

Anonbooks has been publishing *Webzine Anon* as well. What does *Webzine Anon* feature?

*Webzine Anon* ([anonbooks.net/magazine/magazine.php](http://anonbooks.net/magazine/magazine.php)) serializes fiction and non-fiction stories. The *Neighborhood Vibe* series, which contains trivial but profound thoughts that poet Kim Eun-Ji had during her exploration of the neighborhood, is uploaded every other Monday. The *Food and Attitude* series, a food essay by food researcher Ahn Ara, is updated every other Wednesday. Also, *Kakadu*, a full-length novel by Park Seo-Ryeon is updated every Thursday. Another full-length novel by Jeong

Yong-Jun was added to the webzine at the end of April. We ask for your continued interest.

We look forward to the future of Anonbooks, a publisher that makes quiet and calm stories like its name. What are your next plans or goals?

Just like we've mentioned earlier, we aim to publish many good books. It might sound simple as is, but it is also a tough goal to achieve. From May onward, a prose collection by Lim Ji-Eun, a full-length story by Lee Yoo-Ri, and a full-length novel by Oh Jung-Yeon are scheduled to be published. We will do our best to present good books to our readers. Thank you.

## KOREAN AUTHORS

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### Writer Son Bo-Mi

I write like I make small steps forward every day

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Writer Son Bo-Mi has swept various literary awards in Korea and is highly recognized in the literary world – she has won the most Young Writer’s Awards as well as the grand prize of the 45th Yi Sang Literary Award in 2022. She is also loved by her readers for her encouraging, consoling, and sympathizing works. Writer Son being recognized for both her literary work and popularity seems to be driven by her constant attempts to take on challenges, a warm perspective towards the world, and the humble and diligent attitude that the author has towards her works. It’s already her 14th year as a writer – writer Son has never been idle in writing, diligently keeping up with the planned amount that she sets every day. Following is an interview with writer Son Bo-Mi, who has been steadily making progress with her work,

and not distracted by the outpouring of compliments from the literary circle and readers.



It's an honor to have you on *K-Book Trends*. Please introduce yourself to our subscribers.

Hello, everyone. It's a pleasure for me to be doing this interview. Looking back, it's quite surprising that this much time has passed. I'm novelist Son Bo-Mi, and I've been writing novels for 14 years. I recently published my third short story collection *The Dream of Love* (Munhakdongne) after 5 years, and since then, my heart's been fluttering with excitement.

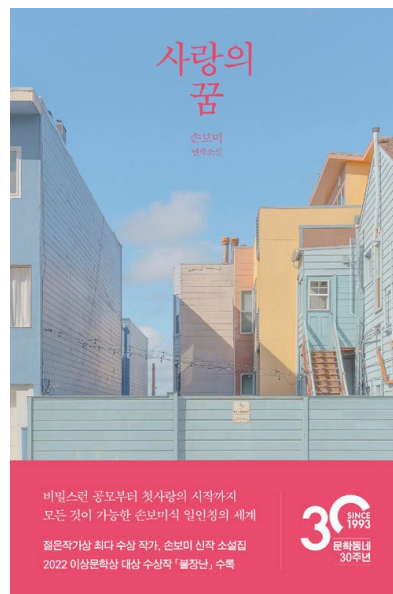
You've won the Young Writer's Award four times, recording the most wins. Besides this, you have won various literary awards, receiving love from both the literary circle and readers. So how does it feel to be such a beloved writer?

I don't actually know if I'm receiving much love, but I do think that there are fans that read, and enjoy my stories whenever they are published. Even though it's been 14 years now, I often can't believe that there are people reading my stories. It's still very surprising to think that my stories are being read by someone, somewhere! When I have a chance to meet the readers in person or when they talk about their impressions of my novels, I feel very strange in particular, and very happy at the same time as a writer.

As you've said in the introduction, the short-story collection *The Dream of Love* was published recently. It's impressive that the book talks about the stories of teenage girls. Was there a particular reason for choosing teenage girls as the main topic?

I grew up in a very conservative city. I had to cut my hair short in middle school and had to wear a sleeveless t-shirt inside the school uniform so that my inner wear couldn't be seen from outside. The school even chose for me what color of socks to wear as well as the type of shoes. The city was very enthusiastic about education at the same time. I remember being forced to

stay late at school for additional classes, even though I was only a middle school student. Maybe such oppressing atmosphere made many girls run away from home. Teachers ran after them, and they were never hesitant to talk ill about them during class. They wanted to give us a lesson.



*The Dream of Love*

I went to a girls' middle school, but there must have been runaway boys, too. But I think the attitudes of adults toward girls and boys running away from home were different. Girls like me were encouraged to achieve certain outcomes by studying hard, but the achievements didn't get the deserved attention. I used to wonder about the world that the runaway girls were living in during middle school. Teachers would regard their lives to have gone bad for good. I might have thought about them as being pathetic, but on the other hand, they might have been envied by

some others. So, I think I wanted to write about girls, who are envied but insecure, through my stories – girls that feel as if they are in comfort, but are in fact, constantly yearning for something else, and are doomed to frustration in the end.

There are many women living in diverse corners of life in your stories. What message did you want to deliver through the diversity?

There are so many types of lives in the world, and I have been thinking that every type should be respected. Well, it's obvious that one should be responsible for their life, from an individual's perspective. But, sometimes, the social, and external structure affects their life, which restrains them from escaping the influence. I think that women in my age have gone through such a time in their lives or are going through one, be they different in intensity. And some women might do their best to make changes to that structure, but some women have chosen to live bravely in the given environment. Coincidentally enough, women in *The Dream of Love*, Yang Woo-Jung, Gong Joo-Yeon, and Yeoung Ye-Eun, are the latter type of women. They don't care what others say and just focus on their lives within the set boundary.

Your early works were mainly male-narrator novels. What gender you choose for the speaker must differently affect how the story rolls out or how readers feel, even if the same topic is dealt with. What do you think about this?

Actually, I had hardly ever written a first-person novel before. The ones I did were the novel *Dear Ralph Lauren* (Munhakdongne) and a short-story, *The Box Man* (from the short-story collection titled *An Elegant Night and Cats* (Munji Publishing)), and their speakers were all male adults. As fiction is like designing a world inside my head and imagining what the characters experience in that world, it was hard to write in first-person or write about characters that are alike to me. Well, let's say that I lose imaginative power. So, that's why the main speakers were mostly males – I found it more comfortable to write in the third-person for adult female characters.

But, several years ago, I had to write an essay about my school days. I wrote about an incident with my friend in middle school. After writing about the scene where I said my last goodbye to her, I looked for the diary I kept then. Oh my, what I had in my memories was totally different from what actually had happened! I wrote about wrong memories without shame, as if they were real. There, I thought that I might be able to write novels in this way and that it was going to be really fun. Pretending to misremember the things I experienced when I was a teenager, I thought I could make up a story by making variations here and

there. From then on, I thought a lot about writing stories about teenage girls. And those works are included in *The Dream of Love*. So, it's like, if it had been a complete world of imagination, I now got the ability to cook the fragments of my memory in different ways. Of course, the stories in *The Dream of Love* are complete fiction, but I can say that my experiences are reflected in them to some extent.



*Dear Ralph Lauren, An Elegant Night and Cats, and Small Neighborhood*

It must have never been easy to steadily release works for more than 10 years. Did you ever go through a slump?

From late 2018 to early 2019, I serialized a full-length novel titled *Small Neighborhood* (Munji Publishing). I completed the story in only a month. It was about 650 pages, based on a 200-character manuscript. I think I spent six hours every single day writing the story. And I found my gum bleeding when I was brushing my

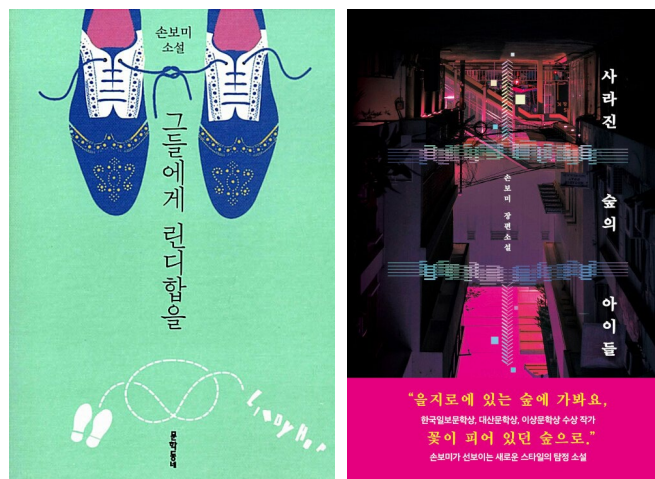
teeth a few days after I finished the story. I just wanted to finish work quickly and play, but later I found out that it was one of the symptoms of burnout - “Wanting to finish work quickly and take a break.” But after completing the novel, I didn’t take a break. I wrote more than 1,000 pages of 200-character manuscripts every year for three years since 2019. My close friends said I should take care of myself, but I ignored them. I thought I was okay, and I WAS okay. But, it was spring last year – I started a new essay series, but I just couldn’t hold a pen to write a 3,000-letter script. My head went blank, and I was frustrated. I think it was when I realized how serious the situation was. I had a deadline coming up for a short story, and I put it off only a month before. And I didn’t write short stories for a year. Now, I’m working on a short story after a year, and I still think it’s difficult.

We heard that you rarely go through revisions when writing. Can you tell us about your writing process?

I set a goal to write a certain amount every day. And during projects, I become more diligent than usual. I get up early in the morning, go to a cafe, open my laptop, and watch a drama or video that I like with a cup of coffee. Then, I start writing after that. Oh, I have to add stretching in between. It’s not that I don’t revise my work at all, but it’s more like revising it bit by bit every day after I finish the amount I set for the day. So, I write fiction with the idea of making little steps a day.

Meanwhile, *A Lindy Hop for Them* (Munhakdongne) is based on your experience of falling in love with swing dance. When choosing a subject for your story, is it often related to your interests?

Well, that's a very obvious question. My interests are inevitably projected onto the characters. It's because it's the world I created. When I was into swing dance, I wrote a story about it, and when I was learning ballet, I wrote a story where a ballerina appears as the main character. There are cases where the story starts from a line in an American drama or book I watched, or a scene from a documentary I happened to watch. Or, there are many cases where I simply jot down thoughts that come to my mind, and they become the beginning of the story.



*A Lindy Hop for Them and Children of Disappeared Forest*

Among your works, is there a story that international readers can also enjoy?

Well, it's hard to choose only one! Maybe the book *Children of Disappeared Forst* (Anonbooks), which was published last year. It's about two women with hurt hearts tracking down a killer. It's kind of a detective novel. It describes a complex view of Koreans about the Vietnamese War. It was a very difficult topic for me, too. But even though this story suggests no answers, I believe it can at least provide a chance to share awareness of the issue with everyone who knows about the war. Besides, one of the characters in the story loves bread. So, I think that any bread-lovers in the world will find the story more interesting to read!

\* *K-Book Trends Vol. 58* – Go to the interview with Anonbooks

[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1188&code=interview&category=65](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1188&code=interview&category=65)

We look forward to your next story, as you've been a steady writer. Please tell us about your future plans or stories you would like to discuss.

I have some plans. I'm a person with vague plans – I like to start out doing things at the same time. But often, I fail to push them until the end. Anyway, I want to write a new full-length novel around next year. I want to write a legal story about a divorced couple having custody disputes. I might need to spend a lot of time researching as I know nothing about that field. I also want

to publish a book about American dramas this year, and I want to write about the history of bread in Korea one day. Oh, I also want to write a book dedicated to my cat!

## PUBLISHING INDUSTRY

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# Reader-friendly Publication Marketing

Written by Eom Ji-Hye (Editor-in-chief of monthly *Channel Yes*)

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Publishing companies' own newsletters



Social Media influencer marketing



Crowd-funding for the first edition

Readers living in 2023 no longer get the latest news through book reviews in newspapers or advertisements. Instead, most of them purchase books through influencers on Instagram, YouTube channels, and book clubs and newsletters managed by publishing houses. As a result, more readers are meeting books

through faster, friendlier, and more familiar channels.

As an editor making book-review magazines in online bookstores, there's one question that I always ask readers that buy 2 to 3 books every month - "Where do you get the news about the latest books? Are there times when you buy books recommended by other readers?" As a result, heavy readers were subscribing to newsletters of at least five publishing houses and were following dozens of authors they like on Social Media. Publishing companies, of course, have already analyzed the purchase patterns of heavy readers. A sudden surge in sales of books that were just distributed was often driven by popular authors' recommendations on Social Media.

Publishing houses no longer just wait for books to be introduced in newspapers, magazines, and TV shows, but instead, create their own content. They make short interactives and interview videos of authors and upload them on their Social Media channels. In addition, editors and marketers make a newsletter for publishing firms to communicate with subscribers.

### **Publishing companies manage their own newsletters, book clubs, and subscription services**

Munhakdongne has been publishing the newsletter "Chaeg Check Letter (*chaeg* means book in Korean)" twice a month. Its initial purpose was to share various news, such as editor's letters and events, not just providing information about books,

with the members of “Book Club Munhakdongne,” a paid membership service in 2021. It went through a renewal, and it has been divided into “Chaeg Check Letter Premium” and “Chaeg Check Letter,” an official newsletter published by the Munhakdongne Publishing Group. Major subscribers are women in their 20s to 40s, but they are diverse in occupation – there are students, office workers, teachers, librarians, and leaders of reading clubs. Subscribers are highly satisfied with “Chaeg Check Letter,” which has more than 15k subscribers, as it is the fastest channel that delivers news about Munhakdongne’s new books. Moreover, it could generate a good synergy effect with Book Club Munhakdongne, as the book club was managed stably.



Meanwhile, “Young.Letter,” a newsletter issued by Gimm-Young Publishers, was designed to introduce less-known foreign essays to Korean readers. It has been expanding the scope of topics to humanities and social science as well as foreign fiction. The newsletter’s initial goal was to sell books, but as interaction with readers increased with time, it has been experiencing quite good

branding effects.

The one with the most active membership service is the “Minum Book Club,” run by Minumsa. You can join the club by paying a yearly membership fee. Once a member, you can not only get books as gifts but also be invited to various book-reading meetings, not to mention on- and offline “family day” and community activities.



“Minum Book Club” run by Minumsa and a promotional image of the book club

Meanwhile, the “Maumsanchaek Book Club” launched by Maumsanchaek in 2018 has been running private book clubs, only accepting a limited number of members each year. Once you become a member, you get a welcome package consisting of an eco-bag with a writer’s caricature drawn on it and a name card for members only. And you can be the first one to receive 5 new titles published every year. The members are highly satisfied as they can participate in offline book talks joined by writers held on a regular basis.



"Boreum UU" issued on the 15th of every month by UU Press

UU Press, a publishing house specializing in humanities books, launched "U Udang," a subscription service, in August 2022. Pay 20,000 won per month, and you can receive new books up for publication every month before their official publication. Subscribing readers are provided with an "E-book of the month" subscription service, along with monthly new books, a reading guide, and an editor's letter. It's like killing two birds with one stone – readers can have a first hand on the publisher's new books they like, and the publisher can secure certain amounts of sales each month and check readers' reactions before the official publication, which helps its further promotional efforts. In addition, UU Press has been making "Boreum UU," an official newsletter issued on the 15th of every month since 2021. It regularly publishes interview content with publishers that shares

useful stories with readers, rather than mere introductions to its new books. The newsletter is in line with the motto of the publisher, which is “Make liberal arts books that help readers learn.”

### **Social Media influencer marketing and YouTube channel**

It is not easy for small- and medium-sized publishing houses to make video content independently. It takes a lot of expense to air an author’s lecture live on YouTube. Even large conglomerates cannot guarantee the success of their YouTube channel, backed by tens of millions of won. However, there’s one publisher that has exceptionally achieved success in launching its YouTube channel in Korea - “Minumsa TV” by Minumsa.

“Minumsa TV” has 130k subscribers as of April 2023, and it is the most famous channel among readers in their 20s and 30s. It is so popular that even young, light readers know about the channel. Under the aim of “Make interesting content, not advertising content,” the channel has made various series such as “World Literature Collection World Cup,” joined by editors of world literature collections, “Unboxing Items Bought With Minumsa’s Cultural Expense Support!”, and “Living the Life to the Fullest by a Marketer in the 12th Year of Publishing.” While the channel sometimes introduces Minumsa’s new books, it also accepts advertisements from other publishing companies. As the channel targets more things than just sales, the content materials are

diverse and barely limited. The popularity of “Minumsa TV” is so high that there is an increasing number of readers that say that they have begun to read books after knowing about the publisher as they watched the channel and that the publisher’s booth is always crowded at the Seoul International Book Fair (SIBF) held in Seoul every year. As such, “Minumsa TV” is the one and only YouTube channel run by a publishing house that has succeeded in both branding and sales.

\* *K-Book Trends Vol. 58* – Go to the article about the 2023 Seoul International Book Fair (SIBF)

[www.kbook-eng.or.kr/sub/knowledge.php?ptype=view&idx=1189&code=knowledge&category=68](http://www.kbook-eng.or.kr/sub/knowledge.php?ptype=view&idx=1189&code=knowledge&category=68)



“Minumsa TV” run by Minumsa

Meanwhile, some publishing firms make promotional videos for their books by collaborating with book-tubers. The book-tuber that’s the hardest to collaborate with is writer Winter Gyeoul

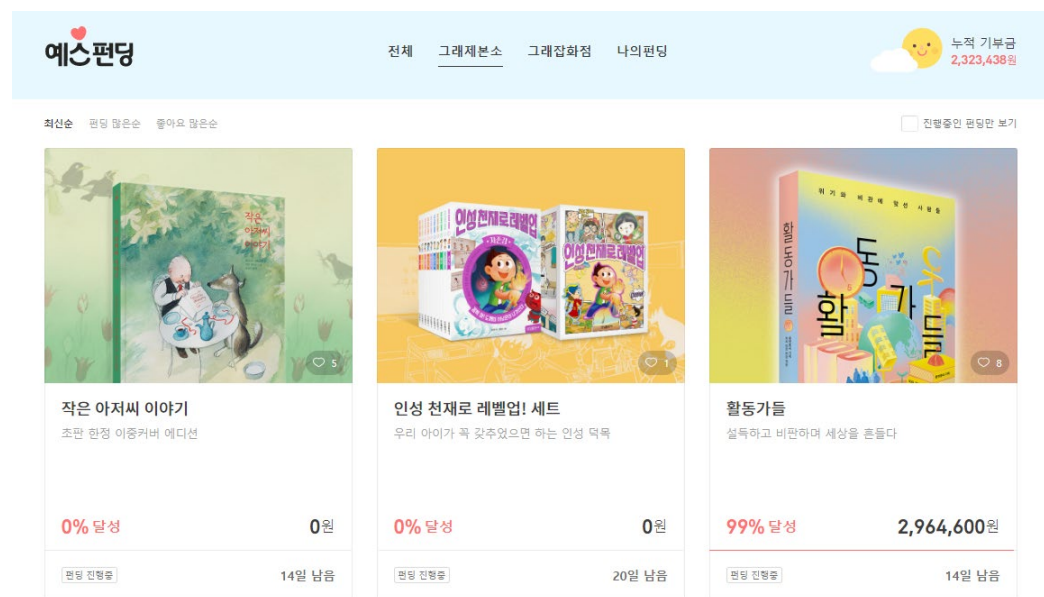
Kim, the owner of the channel “Winter Bookstore,” which has 260k subscribers. It is not easy to cast her for an advertisement as she makes both self-produced contents and paid advertising videos at the same time. However, the book *Why Fish Don't Exist*, which was almost like the book-of-the-year bestseller in 2022, went viral after writer Kim recommended the book on her YouTube channel.

Publishers that lack the capacity to run a YouTube channel usually focus on their Instagram channel. The channel that generates more sales than Twitter or Facebook is definitely Instagram. Recently, small- and medium-sized publishers recruit readers in advance to post reviews of books that are set for publication. The selected readers are provided with the new book free of charge, and they give the publisher a photograph and a short review in return. Celebrities in the literary world are sometimes involved, including Instagrammers with more than 10k subscribers, and Instagram ads are run to boost sales when there are positive reviews.

### **Secure a certain amount of copies for the first edition through crowd-funding**

More publishers are now focusing on promotion rather than advertisement. Instead of spending on media advertisements, they use Tumblbug, online bookstores, and subscription service applications for crowd-funding to secure certain amounts of

copies for the first edition. Online bookstores offer promotions free of charge in the case of independently-funded books. Using crowd-funding is also good in that the publisher can secure production costs for the first edition in advance.



“Grae Bindery” run by Yes 24

Yes 24 has been running “Grae Bindery” to present content that could not be published as a book due to financial issues and books that unfortunately went out of print to more readers. For example, paper book funding for the 1st and 2nd volumes of the Japanese comics *Skip and Loafer* opened last November, raised 40 million won in 2 weeks thanks to the enthusiastic response from readers - 2,500 copies were sold, and the achievement rate was 2,001%. Aladdin also introduces books in various fields through the “Book Fund” service, and 100 to 500 readers receive books the fastest through the funding. Millie, an

e-book subscription service, allows subscribers to be the first to read major new titles by publishers through its exclusive pre-serialization service. New books introduced under the title of “exclusive release” are opening readers’ hearts more widely than news of new books exposed through advertisements.

**Publishing Policy**

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**2023 K-Book Copyright Market & Seoul International Book Fair**



## The K-Book Copyright Market hosted by the Publication Industry Promotion Agency of Korea (KPIPA),

is a B2B consultation event that  
paves the way for the global exchange of publications  
and promotes Korean publishing content  
on the global market.



We invite  
international publishing houses  
and agencies to Korea,

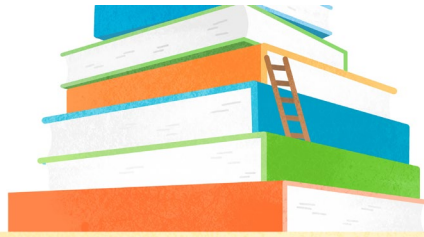
and hold various events  
such as 1:1 business matchmaking,  
exchange programs, and consulting programs!



### Overview of the 2023 K-Book Copyright Market



<b>Period</b>	June 12 (Mon.) - June 13 (Tue.)
<b>Venue</b>	Harmony Ballroom, InterContinental Seoul COEX
<b>Objective</b>	Organize publication copyright consultations for domestic and international participants, and a venue for global publishing exchanges
<b>Support</b>	Flight and accommodation for 1 person from each company, meeting places, interpreters, etc.



**The Seoul International Book Fair (SIBF)**  
hosted by the **Korean Publishers Association (KPA),**

is the biggest book festival in Korea,  
which has been a venue for publishing houses,  
authors, and readers to gather around  
for almost 70 years since 1954.

Participated in by publishing firms  
from around the world,  
the SIBF has prepared various programs such as  
lectures by famous figures in the  
publishing circle, including authors  
**as well as copyright exchanges!**



**Overview of the 2023  
Seoul International Book Fair**



Period	June 14 (Wed.) - June 18 (Sun.)
Venue	COEX Halls A&B1
Theme	Nonhuman: To Human, Beyond Human
Guest of Honor	Sharjah

See more information about  
the 2023 Seoul International Book Fair



\* [sibf.or.kr](http://sibf.or.kr)

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K-book lover's continued interest  
in the K-Book Copyright Market and  
the Seoul International Book Fair(SIBF),

**where all the excellent  
Korean publishing content  
comes together!**



## Let's Try

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# Eat Healthier and Tastier - Korean Vegan Food

### Event

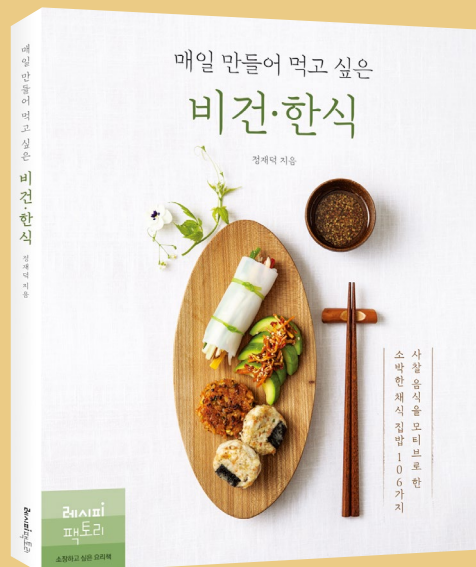
Let's Try introduces various useful, practical books published in Korea every month.

Also, don't miss gift events related to the introduced books!

Simply click on the link below and make an entry to the event! Let's Try!

### *Daily Korean Vegan Food*

- Written by Jung Jae-Duk, published by Recipe Factory



Easy and delicious Korean food that you want to cook every day.  
It's never difficult to follow the Korean vegan diet practiced in temples!

**호박잎국밥**



호박잎이 채썬다. 채썬 채소와 아삭아삭 씹히는 콩나물이 좋은 조합이다. 호박잎은 콩나물 유리에 얼얼할 때 먹으면 두 입이 뜨겁게 느껴지는 것이 좋습니. 열매를 잘 사용하면 국물과 얼얼한 맛을 낼 수 있다.

인간 2인분  
당 20-30분

재료

- 호박 잎 200g(2인분)
- 호박 100g(2인분)
- 콩나물 200g
- 양파 30g
- 호박씨 100g
- 고춧가루 1큰술

① 호박잎을 씻을 것만 남기고  
다른 재료는 세척 후 세척기에서 세척해  
나뭇잎을 제거한다.

- 1 호박잎은 잘 씻고, 호박은 껍질 제거 후 반으로 잘라준다.
- 2 호박잎은 반달 모양으로 잘라준다. 호박은 반달 모양으로 잘라준다.
- 3 호박잎은 반달 모양으로 잘라준다. 호박은 반달 모양으로 잘라준다.
- 4 냄비에 호박잎과 호박, 콩나물, 양파, 호박씨, 고춧가루를 넣고 끓인다.
- 5 국물이 끓으면 호박을 넣고 10분 정도 끓인다. 국물이 끓으면 호박을 넣고 10분 정도 끓인다.

**갯잎 두부튀김**



부추잎을 두부에 잘 붙인 갯잎 튀겨서 먹는 것이 맛있다. 부추잎은 튀김 재료로 사용한다. 갯잎을 잘 씻어 배아라한 것만 남기고 세척기에서 세척한다. 너무 낮은 온도에서 튀김을 하면 기름이 유리에 흡수되고 눅눅해진다. 튀김을 튀길 때 기름이 170도 이상으로 뜨겁게 유지되는 것이 중요하다.

인간 2인분  
당 20-30분

재료

- 갯잎 200g(2인분)
- 부추 100g(2인분)
- 양파 30g
- 식용유 100g
- 소금 1큰술

① 부추잎을 씻을 것만 남기고  
다른 재료는 세척 후 세척기에서 세척해  
나뭇잎을 제거한다.

재료

- 갯잎 200g(2인분)
- 부추 100g(2인분)
- 양파 30g
- 식용유 100g
- 소금 1큰술

- 1 갯잎은 잘 씻고, 부추는 반으로 잘라준다. 부추는 반으로 잘라준다.
- 2 부추는 반으로 잘라준다. 부추는 반으로 잘라준다.
- 3 갯잎은 잘 씻고, 부추는 반으로 잘라준다. 부추는 반으로 잘라준다.
- 4 냄비에 부추와 갯잎, 부추, 양파, 소금을 넣고 끓인다.
- 5 튀김을 튀길 때 기름이 170도 이상으로 뜨겁게 유지되는 것이 중요하다.

Many people choose to become vegetarian for various reasons – some want to pursue “veganism,” and some want to keep their bodies healthy. The representative vegan diet in Korea can be the temple diet. Foods made in temples use the minimum seasoning and make the best use of seasonal ingredients. They are excellent in soothing the body and soul of those that embrace them. Yet, there has been a perception that temple foods are hard to make at home. If you have been thinking that temple foods are far

away from your cooking capacity while you want to eat Korean vegan foods, this book is what you have been looking for!

The book *Daily Korean Vegan Food* introduces an easy and popular Korean vegan diet using temple food, written by chef Jung Jae-Duk, who left a Korean hotel restaurant to study temple food. From amateur to professional cooks at home, and from a simple bowl of food for yourself to a table full of tasty dishes, the book will guide you along the way. So if you decided to eat vegan today for dinner, why not choose a recipe from *Daily Korean Vegan Food*?

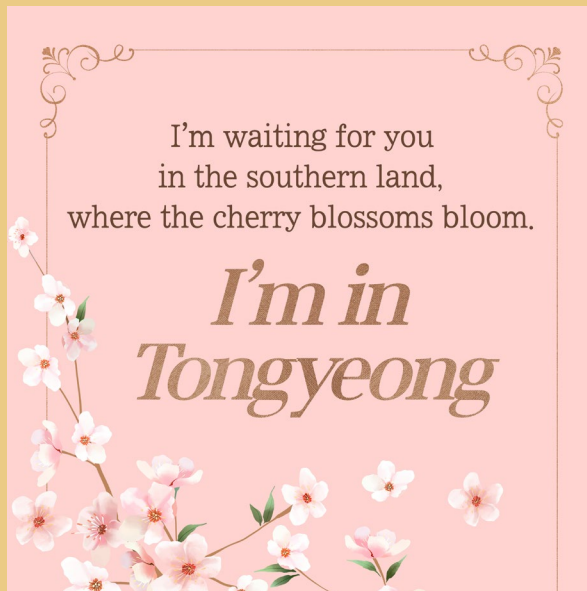
[Go To Article](#)

[www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1198&code=info&category=92](http://www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1198&code=info&category=92)

## NEW BOOKS

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# I'm in Tongyeong



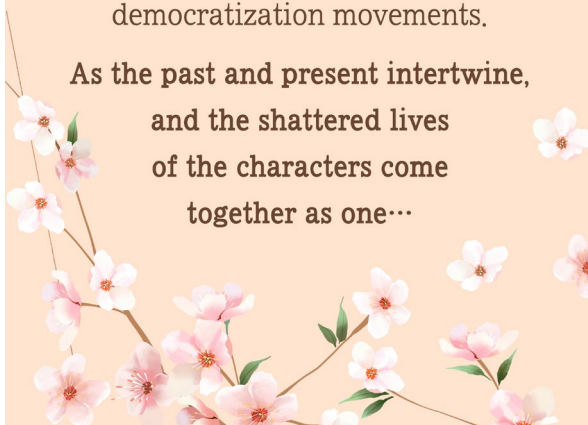
Enjoy the beautiful landscape of Tongyeong, read romantic stories, and indulge in the lingering impression that the story has to offer!



Novelist “Iro” discovers the special taste and history behind a dessert made by “Park Hee-Rin,” the owner of the cafe “Tolo” located in Tongyeong.

The story focuses on Korea in the 1980s, a turbulent period marked by democratization movements.

**As the past and present intertwine, and the shattered lives of the characters come together as one...**



Complex human emotions - going from  
hot to cold - reveal the fate of  
a former police officer and  
a wanted man who strive  
to protect a woman they love.



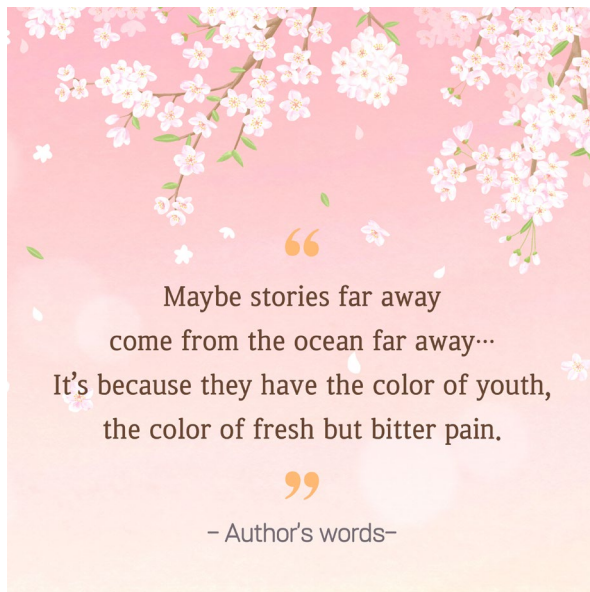
The sentences breathe like  
a blooming cherry blossom  
in slowly flowing life,  
like the sea by Tongyeong.

Meet writer Ku's stories  
on warm spring days  
like today!



“  
Maybe stories far away  
come from the ocean far away...  
It's because they have the color of youth,  
the color of fresh but bitter pain.

”  
- Author's words-

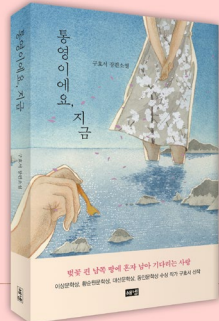


A fateful story unfolds in Tongyeong

# *I'm in Tongyeong*

Written by Ku Hyo-Seo

Published by Hainaim Publishing Co., Ltd.



**BEST SELLERS**

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**2nd Week, April 2023****Best Seller Trends in the Four Biggest Online Bookstores in Korea**

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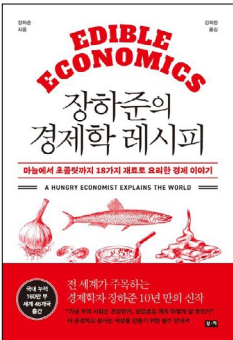
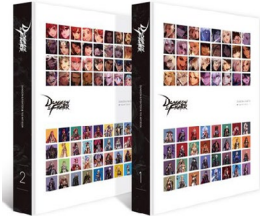
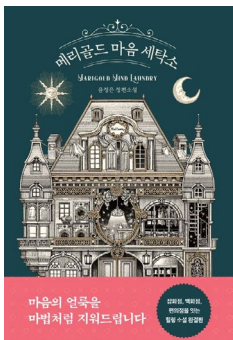
As if reflecting the concerning economic status in Korea these days, business books have been selling well in bookstores in April. For example, *Edible Economics*, no.2 on the bestsellers' list, is the first new title written by economist Jang Ha-Joon in 10 years. The writer, who the world pays attention to, gives easy and fun explanations about economics related to various cooking materials such as garlic and chocolate. Another book, *Introduction to Presidential Studies*, is a practical guide for corporate presidents written by Kim Seung-Ho, known as the "CEO-teaching CEO" traveling across the world. It offers answers to various questions from CEOs and to-be CEOs. As it asks questions about finding initiative in one's life beyond being a mere introduction to the methodology, it is a good read for anyone even those who are not even thinking of becoming a CEO. Meanwhile, *Winners of the 14th Young Writer's Award Collection*

published in April is a compilation of winning works of the Young Writer's Award announced in February. While the Young Writer's Award is presented to young writers who will lead the Korean fiction circle, female writers have once again shown their strength this year with colorful stories. Fiction *Marigold Mind Laundry* also ranked 4th among bestsellers. This book is the first full-length novel in 11 years by writer Yoon Jung-Eun since winning the award. It is a mind-healing story featuring a bizarre, magical laundry that completely erases one memory from a person.



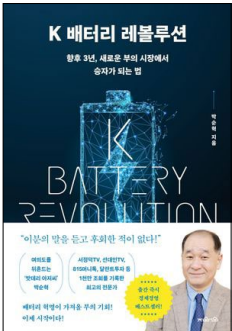

Among the top 5 young adult books, books about how to study ranked top, as a new semester has begun. For example, the book *A Seoul National University Student's Secret Tutoring* is a book about study methodology developed by the author, who is known as the "study mentor" for 160k subscribers on YouTube. She shares tips for making your own study routine, with techniques that she has developed. Meanwhile, *I Will Rise Again Like the Wind*, is a journal comprised of 9-years-worth of diaries and records of the author who survived the sinking of the Sewol ferry. Ranking 4th on the list, the book talks about how the survivor – the author – overcame the pain and sorrow, defined herself as a "survivor," and decided to care for others suffering from trauma. How about reading this courageous and fierce record left by the author as a "person" and not just a "victim"?

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


Top 10 best sellers for the 2nd week of April

1		<p><b><u>Sayno Love</u></b></p> <p>Author   Sayno          Publisher   Day One          Genre   Self-help</p>
2		<p><b><u>Edible Economics</u></b></p> <p>Author   Jang Ha-Joon          Publisher   Bookie          Genre   Business</p>
3		<p><b><u>Dungeon &amp; Fighter Neo Awakening Artbook Set</u></b></p> <p>Author   Neople          Publisher   Kyobo Book Centre          Genre   Art</p>
4		<p><b><u>Marigold Mind Laundry</u></b></p> <p>Author   Yun Jung-Eun          Publisher   Book Romance          Genre   Fiction</p>

Top 10 best sellers for the 2nd week of April

<p>4</p>		<p><b><u>Introduction to Presidential Studies</u></b></p> <p>Author   Kim Seung-Ho          Publisher   Snow Fox Books          Genre   Business</p>
<p>6</p>		<p><b><u>Winners of the 14th Young Writer's Award Collection</u></b></p> <p>Author   Lee Mi-Sang and others          Publisher   Munhakdongne          Genre   Fiction</p>
<p>7</p>		<p><b><u>K-Battery Revolution</u></b></p> <p>Author   Park Soon-Hyuk          Publisher   Jiwain          Genre   Business</p>
<p>8</p>		<p><b><u>Kim Mikyung's Life Lesson for Those in Their Forties</u></b></p> <p>Author   Kim Mi-Kyung          Publisher   Awake Books          Genre   Self-help</p>

Top 10 best sellers for the 2nd week of April

<p>9</p>		<p><b><u>2023 Eduwill Certified Realtor Exam: Real Estate Public Law System</u></b></p> <p>Author   Oh Si-Hoon          Publisher   Eduwill          Genre   Exam</p>
<p>10</p>		<p><b><u>If It's Raining in Brazil, Buy Starbucks</u></b></p> <p>Author   Peter Navarro          Publisher   FN Media          Genre   Business</p>

Top 5 young adult books for the 2nd week of April

1		<p><b><u>100 Must-read Books for School Record</u></b></p> <p>Author   Joo Gyeong-Ah and others          Publisher   Sensio</p>
2		<p><b><u>This Post is Password Protected</u></b></p> <p>Author   Hwang Yeong-Mi          Publisher   Munhakdongne</p>
3		<p><b><u>I Will Cross Time for You</u></b></p> <p>Author   Lee Kkcohnim          Publisher   Munhakdongne</p>
4		<p><b><u>I Will Rise Again Like the Wind</u></b></p> <p>Author   Yoo Ga-Young          Publisher   Darun</p>
5		<p><b><u>A Seoul National University Student's Secret Tutoring</u></b></p> <p>Author   Sorin TV (Ahn So-Rin)          Publisher   Dasan Edu</p>

## KOREAN TRANSLATOR

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### Moon Chakage

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#### Profile

- Korean-Japanese translator
- E-mail : moonchakage@gmail.com

#### Educational Status

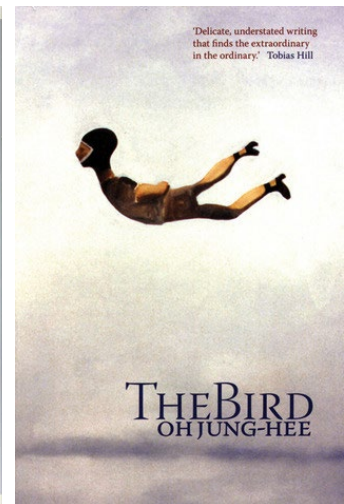
- Yonsei University Korean Language Institute
- Dongguk University Division of Korean Language, Literature, and Creative Writing
- Seoul National University Instructional Leadership Program for Korean as a Foreign
- Language, College of Education Regular Course, Special Course, Translation Atelier, LTI Korea Translation Academy

## Awards

- The 9th Korean Literature Translation Contest for New Translators

## Career

- Korean Film Archive Blu-ray Collection subtitle (“Aimless Bullet,” “Lovers in Woomukbaemi,” “People in the Slum”)
- Oh Jung-hee, *The Bird* (Moonji Publishing Company) published by DandanSha
- Kang Young-sook, *Writing Club* (Jaeum&Moeum Publishing Company) published by Gendaikikakusha



Cover of Korean, Japanese and English versions of *The Bird*



Cover of Korean and Japanese versions of *Writing Club*

## Others

- Oh Jung-hee, *Pig's Dream (Auspicious Dream)* (Random House)
  - Selected for the Translation Grants provided by LTI
- Kim Suhm, *Women and Their Evolving Enemies* (Hyundae Munhak (Contemporary Literature) Publishing)
  - Daesan Literary Awards
  - Selected for the Translation Grants provided by The Daesan Foundation



*Pig's Dream, Women and Their Evolving Enemies*

## I READ

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### *Almond* by Won-pyung Sohn

Written by Angie Kstudy (Reader of *K-Book Trends*)

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This article is a review written by a Mexican reader of *K-Book Trends* after reading a Korean book. If you want to share your wonderful experience of reading Korean books with other overseas readers, please send us an email!

[kbooktrends@gmail.com](mailto:kbooktrends@gmail.com)

Among the Korean literature books that I have read lately, *Almond* (Changbi Publishers) is my favorite book. At first, I was interested in reading this book because it's one of the books BTS has read, and I am very satisfied that I read it.



Korean and English covers of *Almond*

*Almond* is an excellent book. The main character's life is so well described that it keeps you interested in reading the whole book. Yunjae is the book's main character, a young boy born with a condition that prevents him from feeling, expressing, and interpreting emotions. This condition has caused him problems as he is perceived in the wrong way many times. He has faced unfair criticism and accusations for his lack of emotions. His mother will try to help him by teaching him how to react in certain situations, but he will have to go through a period of personal growth to learn how to live in a society that hardly understands people that are "different."

I consider that there are 3 key moments in the book for the protagonist:

### **1. Yunjae's mother confirms that her son is "different"**

When Yunjae's mother confirms her suspicions that something "is not right" with her son, it is a very difficult moment for her, and she even questions herself if she did something that contributed to her son's condition. But, being the only one in charge of raising Yunjae, it's complicated. Therefore, she decides to contact her mother, and now she will become part of their lives.

### **2. The day of the tragedy**

Unfortunately, something very painful happens to Yunjae's family, and he will no longer have the support and guidance from his mother and grandmother. Now he will have to learn how to navigate the world and handle his lack of emotions in daily life situations, and he will also have to run the bookstore business at his young age.

### **3. The discovery of love**

When Yunjae met Dora, he began to experience various sensations without understanding what was happening to him. He even thought that perhaps it was a disease. Reading how Yunjae discovers love is a very nice part of the story.

Gon and Dora will be two very important characters for Yunjae to learn about love and friendship. The friendship between Yunjae

and Gon has an unusual start because they have such different personalities, but as time goes by, their friendship grows stronger, and despite their differences, they both help each other. Gon's childhood history shows he is a young man with many emotional wounds, some of which will improve within this friendship.

## #K-BOOK

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## #Love

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

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#### *Some Shape of Love*

##### 1. Publication Details

Title | Some Shape of Love  
Author | Seon Ran Cheon  
Publisher | Arzaklivres  
Publication Date | 2020-07-20  
ISBN | 9791165508340  
No. of pages | 336  
Dimensions | 137 \* 197

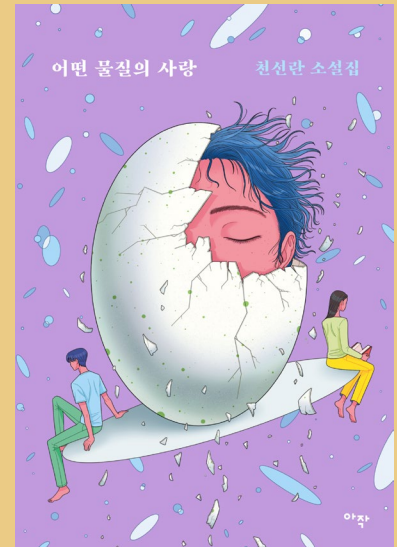
##### 2. Copyright Contact

Name | Choi Jaechun  
Email | decomma@gmail.com  
Phone | +82-10-3495-1125

##### 3. Book Intro

This is the first collection of novels by Cheon Seonran, who received the grand prize for full-length novels at the 4th Korean Science Literature Awards. Included in the collection is *To the Desert*, a story of a woman who becomes an astronaut that was written at the suggestion of Cheon's father to write about the desert, as well as *Lessi*, in which an expedition to Saturn's ice moon Enceladus to overcome the extinction of sea creatures on Earth is met with an alien encounter. Also included in a multi-verse love story of an alien born without a belly button.

\* [k-book.or.kr/user/books/books\\_view?idx=4038](http://k-book.or.kr/user/books/books_view?idx=4038)



## *First love*

### 1. Publication Details

Title | First love  
Author | Kang Gyeongsu  
Publisher | Picture book Gongjackso  
Publication Date | 2019-09-27  
ISBN | 9791186825235  
No. of pages | 48  
Dimensions | 220 \* 270



### 2. Copyright Contact

Name | Min Chanki  
Email | challymin@naver.com  
Phone | +82-2-304-7753

### 3. Book Intro

A girl appears and a boy approaches. The boy passes her a note and runs away. A pencil line divides the picture horizontally, differentiating the worlds of the girl and the boy. The top of the cross-section shows the girl, whose heart is beating after the boy asks her out, and the bottom shows the boy, who is an innocent kid going to buy a hot dog after asking a girl out. This special configuration shows the personalities and emotions of the two characters while simultaneously showing how men and women who are in love are not all that different.

This kind of composition, which is rarely seen in picture books, highlights the beating heart of the girl and the escalation of the boy's crisis separately but clearly. You can look forward to the two separated worlds reuniting and the boy and girl falling back in love!

The first trembling of the heart that was too pure to be called love – experience that innocence for yourself!

\* [k-book.or.kr/user/books/books\\_view?idx=2821](http://k-book.or.kr/user/books/books_view?idx=2821)

## *The World Is Beautiful Even with Tears*

### 1. Publication Details

Title | The World Is Beautiful Even with Tears

Subtitle | Buddha's Teaching on How to Love Pain

Author | Venerable Bokak

Publisher | Bulkwang Media

Publication Date | 2019-05-22

ISBN | 9788974796730

No. of pages | 336

Dimensions | 150 \* 214

### 2. Copyright Contact

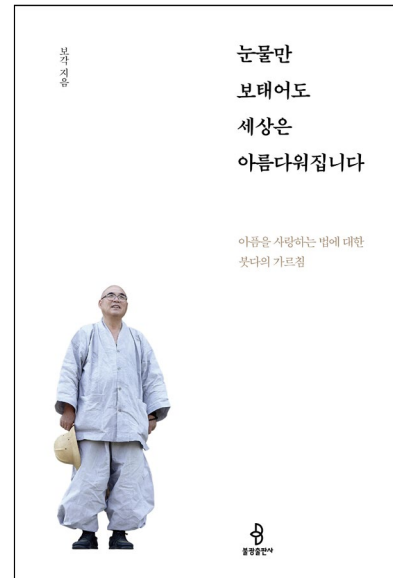
Name | Choi Changho

Email | pepsichoi@naver.com

Phone | +82-2-420-3200

### 3. Book Intro

The writer of the book is a Buddhist monk. Venerable Bokak studied social welfare in 1974, and he has been a professor in the Department of Buddhist Social Welfare at Joong-ang Sangha University for the past thirty-five years. He is a scholar and also a practicing activist who is committed to expanding the welfare infrastructure under the Buddhist precepts by establishing senior homes and centers for physically challenged children. In the book, Venerable Bokak introduces and explains the essential ideas of Buddhism—ideas that he practices in his own life—in an easy-to-understand manner. By introducing the stories of Buddha (his birth, taking his vow, his attainment of Great Wisdom, and his enlightenment) as well as the epigrams of master priests, Venerable Bokak explains what Buddhism is and how its ideas should be practiced in everyday life. The ultimate goal in life is to practice compassion for yourself as well as the people around you, and the book reiterates the truth that only when you practice compassion can you be truly free. In the book, Venerable Bokak suggests solutions based on the Buddhist teachings to conflicts in life, discords among people, and social problems. The book teaches or asks readers to ponder on the problems of everyday life: why we try to have or possess more things instead of learning how to be content with what we have; the status of people is not decided by their birth but by their behaviors; just as different instruments create a harmony of sound, a religion should be open-minded about other religions; doing what we can do now is a way to live immortality. The book will have readers contemplate on how one can live in harmony with others by following the Buddhist teachings. A being cannot exist by him or herself; we exist so that we



will live well with others and die well. The last stage of enlightenment is to “enter the market with help–bestowing hands,” meaning one must go into the world and share the pain of people. Venerable Bokak’s life is an example of this precept. To him, the Buddhist teachings begin and end with the idea of compassion. He also stresses the fact that the role of Buddhist priests is to offer compassion to the world and to draw people to find compassion in themselves rather than working as messengers of Buddhist ideas, for in this day and age, anyone can easily find information about Buddhism, especially online. Venerable Bokak believes that if Buddha were to revisit this world, he would come back as a social welfare worker.

\* [k-book.or.kr/user/books/books\\_view?idx=2602](http://k-book.or.kr/user/books/books_view?idx=2602)

## Love Completes

### 1. Publication Details

Title | Love Completes  
Author | Sim Yun Kyung  
Publisher | Munhakdongne Publishing Group  
Publication Date | 2013-07-05  
ISBN | 9788954621892  
No. of pages | 284  
Dimensions | 145 \* 210

### 2. Copyright Contact

Name | Lee Young-eun  
Email | [yelee@munhak.com](mailto:yelee@munhak.com)  
Phone | +82-31-955-2694



### 3. Book Intro

Her father divorced her mother after falling in love with a much younger woman; her idealistic mother graduated from a most prestigious woman’s university and married an impecunious man who later abandoned her, leaving her penniless; her selfish oldest brother only cares about money; her second oldest irresponsible brother always gets himself into major troubles; and the unpredictable, sometimes audacious, and sometimes childish Hye-na Kim are all members of a wild and thoughtless family. At the age of thirty-nine, for the first time, Hye-na ventures out to make a living for herself and is hired to work at the clinic of an obstetrician and gynecologist where she is fated to fall in love with the head physician.

Her sweet romance with Dr. Jeong is short-lived, for more than anything, she

has to terminate her marriage with Seong-min who is also her childhood friend. Hye-na, who did not question anything for her love, now has to pay the price for her happiness that came to her belatedly—for all the choices come with a consequence and her newfound love is no exception. Dr. Jeong had become a workaholic in order to overcome his loneliness while he lived apart from his wife and children who moved to Canada. While their relationship turns tumultuous, Dr. Jeong's wife, Hye-weon, pays her a visit. But Hye-na is not about to give up.

\* [k-book.or.kr/user/books/books\\_view?idx=4924](http://k-book.or.kr/user/books/books_view?idx=4924)

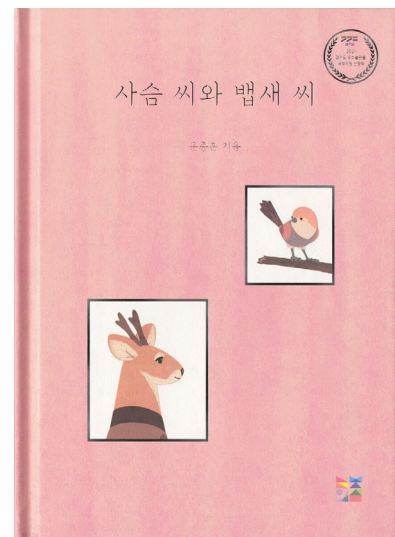
### *A Deer and a Crow-Tit Bird*

#### 1. Publication Details

Title | A Deer and a Crow-Tit Bird  
Author | Moon Jong-Hun  
Publisher | slothisland  
Publication Date | 2021-11-15  
ISBN | 9791197042041  
No. of pages | 64  
Dimensions | 154 \* 218

#### 2. Copyright Contact

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#### 3. Book Intro

One spring day, a naïve deer and a crow-tit bird become neighbors. As spring and summer pass by, Deer and Crow-Tit become friends and establish a warm relationship.

When autumn comes, Deer and Crow-Tit prepare gifts for each other. But, unfortunately, Deer breaks his antler by mistake. Finding himself shaken by a situation that he's never faced before, Deer flees, leaving Crow-Tit alone all winter. This is a story that warmly embraces the clumsiness and the emotion of first love.

\* [k-book.or.kr/user/books/books\\_view?idx=6538](http://k-book.or.kr/user/books/books_view?idx=6538)

## Mommy's Voice 5 Minutes a Day

### 1. Publication Details

Title | Mommy's Voice 5 Minutes a Day  
Subtitle | Time for Reading Prenatal  
Children's Stories, Children Learning Love  
Author | Jeong Hong, Kim Seungyeon  
Publisher | Wisdom House, Inc  
Publication Date | 2014-06-10  
ISBN | 9788991731882  
No. of pages | 296  
Dimensions | 174 \* 197



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### 3. Book Intro

These days, the market is flooded with numerous prenatal education methods as its importance is on the rise. But nobody can be sure which method is the best. Scientifically, it's not easy to quantify the effect that solving math problems has on the development of a fetus' brain or that of listening to English or classical music on a child's intelligence and personality. But one thing for sure is that the more emotionally stable the parents are, the more likely the child will have peaceful mind and a nice personality.

*Mommy's Voice 5 Minutes a Day* started from exactly these two points, "emotionally stable parents" and "children with healthy minds." The most common form of prenatal education is "children's stories spoken in mom's voice." However, to your disappointment, most of the stories are shortened versions of classic children's stories or restructured didactic stories you've heard of somewhere. The focus is always only on stimulating the fetus' brain with the mother's voice.

To overcome this limitation, *Mommy's Voice 5 Minutes a Day* is composed of "children's stories for mom" and "children's stories" for moms to tell to an unborn child. In particular, the ten creative children's stories written by the author are special in that they allow mom and child to experience various feelings and emotions. The author wanted to write children's stories that could be fun, moving and not limited to the function of "prenatal" education. Through these children's stories, he quietly whispers into our ears the hope and anticipation with which the child waits for the world.

\* [k-book.or.kr/user/books/books\\_view?idx=1573](http://k-book.or.kr/user/books/books_view?idx=1573)

## *Two Faces of the Family*

### 1. Publication Details

Title | Two Faces of the Family  
Subtitle | Psychotherapy for Families Who Love but Also Hurt One Another  
Author | Choi Kwanghyeon  
Publisher | BOOKIE Publishing House, Inc.  
Publication Date | 2012-02-22  
ISBN | 9788960511972  
No. of pages | 264  
Dimensions | 148 \* 210

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### 3. Book Intro

Why do I get hurt by those closest to me? Why do I still feel lonely or distant when I'm with my family? Why do my emotions explode toward my family? Why do the pains of my parents get passed down to my children? The problems surrounding a family are usually passed down from pain suffered by previous generations. When we look back on the wounds received from family members and how we suffer, we can see how those wounds affect others and even find solutions. This book offers insight into viewing oneself and one's family from a new perspective, clarifies the causes of problems, and offers solutions for healing. Readers will be able to empathize with the various family cases included in this book. Furthermore, they will gain a new perspective on their own families and find healing.

\* [k-book.or.kr/user/books/books\\_view?idx=42](http://k-book.or.kr/user/books/books_view?idx=42)



## *Birthplaces of Art Works*

### 1. Publication Details

Title | Birthplaces of Art Works  
Subtitle | The Time and Place of Art in Korea  
Author | Lim Jongup  
Publisher | Sodong Publishers  
Publication Date | 2016-12-15  
ISBN | 9788994750194  
No. of pages | 400  
Dimensions | 153 \* 215

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### 3. Book Intro

As a new attempt in Korean art publishing, the book examines the places where art pieces were created and the time when artists created their works from the perspective of humanities.

Van Gogh created a number of masterpieces in Arles. Just like him, there were many Korean artists who depicted the same places in their artwork over a long time. As they lived such an intense life, their artwork is as touching as that of Gogh. Depicting a place is also an attempt to describe the era. That was exactly what Gogh did. Along with interesting stories, this book introduces the works of ten Korean artists who represent certain places and eras. All of them left a clear mark on the art world of Korea. Their works are as impressive as the intense life they lived. The writings of the author reflect his affection for them and their works.

Joseon's representative painter Gyeomjae Jeongseon (Inwangsan mountain), three masters of late Joseon's literati painting, Heo Ryeon · Heo Hyeong · Heo Geon (Jindo Island), Jeon Hyeokrim (Tongyeong), Kang Yobae (Jeju island), and Lee Jonggu (Oji town) are those who depicted the environment and residents of their hometowns in their works. Their works are more than the best landscape paintings: they sometimes truly reflect the spirit of the times, and sometimes show the artists' affection towards their hometowns, which give happiness to viewers.

Park Daeseong (Gyeongju) interested in the history of thousands of years, and Hwang Jaehyeong (Taebaek), who wanted to be a miner, found second hometowns and settled down there. As they intentionally chose to live in those cities, their works touch us more deeply. The author explains the architectural histories of Bulguksa temple and Seokguram grotto and the works of Park in chronological order. Hwang almost lost his sight while working at the blind end of a mine. He created Minjung

artwork in Taebaek for 34 years and had commercial success.

Seo Yongseon (Yeongwol) reflects the sad story of King Danjong, who was killed by his uncle, in his works. Nobody showed interest in alleys of Seoul, but the photographer Kim Gichan takes pictures of such alleys to make a record of them. Song Chang tries to shed light on the modern history of Korea with his paintings of the Imjingang river.

The author also adds a sense of place (Korea) to the pine, the tree loved by Koreans, introducing Kim Gyeongin and Lee Gilrae who mainly use the pine as a motif of art.

\* [k-book.or.kr/user/books/books\\_view?idx=1888](http://k-book.or.kr/user/books/books_view?idx=1888)

## *Run, Darly, Run!*

### 1. Publication Details

Title | Run, Darly, Run!

Subtitle | The Touching Life Story of the World's Most Lovely Puppy

Author | Lee Jieun

Publisher | Gimm-Young Publishers, Inc.

Publication Date | 2018-07-16

ISBN | 9788934982012

No. of pages | 216

Dimensions | 135 \* 183

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### 3. Book Intro

Darly is no ordinary seven-year-old Pomeranian. Not only does she have a major following on social media, but she's also starred in public service advertisements for Korea Housing & Urban Guarantee Corporation while being an honorary ambassador for Incheon International Airport, too.

It wasn't always a life of happiness for Darly, however. She was abandoned at a veterinary hospital in January 2013 after losing a leg in an accident. Facing possible euthanasia, Darly had a fateful meeting with Lee Jieun, her future owner, and her life turned completely around.

She first received her new name, "Darly." Darly, a homophone of the Korean word for "run," was given to her as inspiration to keep moving forward despite



her disability. Soon after, Darly became a star on social media due to her amazing ability to mimic people's facial expressions.

The changes brought on by Darly were not just about her fame. The biggest change was the life of Lee, the author. Lee, who had a painful childhood and felt that she had grown up too fast, saw herself in Darly.

Both Darly and Lee tried hard to open their minds and overcome their pain. Lee loved Darly with all her heart. Darly's face, once dark and grim, began to brighten, and a glimmer returned to her eyes. A newfound vigor had sprung up for Darly. This book is a particularly meaningful essay because it reflects not only Darly's but also the author's own growth. Lee has learned responsibility through Darly and is finally becoming a true adult. – *Run, Darly, Run!* is an essay about the growth of a dog and her owner, from the moment she was adopted to the day she was loved by millions of people. It's a heartbreaking yet heartwarming story about a timid puppy and a troubled soul who meet through chance and learn the true meaning of family.

\* [k-book.or.kr/user/books/books\\_view?idx=312](http://k-book.or.kr/user/books/books_view?idx=312)

## *The wind is good today. I must live.*

### 1. Publication Details

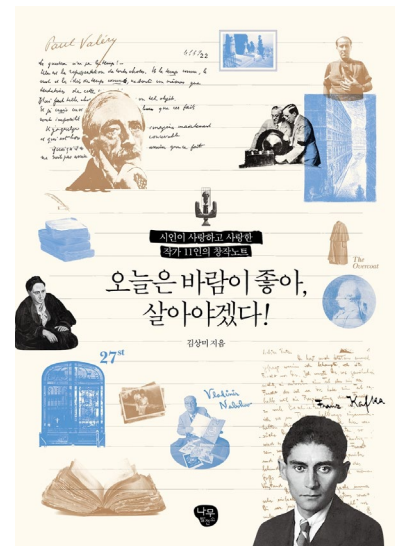
Title | The wind is good today. I must live.  
Subtitle | The literature and life of 11 writers whom the poet loved and loved.  
Author | Kim Sang Mi  
Publisher | Namuking Plant Publishing  
Publication Date | 2017-07-26  
ISBN | 9791186536490  
No. of pages | 200  
Dimensions | 128 \* 182

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### 3. Book Intro

This is a collection of essays written by a poet that deals with the creative works of the 11 greatest writers of all time including Franz Kafka, Marki de Saad, René Char, Gogol, Bachmann, Gerturde Stein, Collette, Edgar Allan Poe, Paul Valery,



Karel Chapek, and Nabokov.

Their anguish, love, hope, and despair are a lot like what we experience today.  
They desperately tried to look for the answer.

\* [k-book.or.kr/user/books/books\\_view?idx=3576](http://k-book.or.kr/user/books/books_view?idx=3576)

INFO

## 2023 Visiting Korean Book Fair in Tokyo



It is scheduled to be held offline  
**in Tokyo, Japan,  
in May**



★  
**2023  
Visiting Korean  
Book Fair in Tokyo**

★ **Purpose**

To promote and support  
new market penetration of  
Korean publishing content

★ **Date**

May 17, 2023 (Wed.)  
– May 18, 2023 (Thu.) (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 the Visiting Korean Book Fair  
in Tokyo this May!

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

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