

2024.02

vol. **67**

K-Book Trends

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



www.kpipa.or.kr

TREND

Topic	Publishing Strategies Targeting the MZ Generation
Special Project	[Book × AI] AI is Changing Our Everyday Life
Export Case	The Most Korean is the Most Global
Book Trip	[Into the Book ㉗] The Jolly Shelter and Home of the <i>Mangwon-dong Brothers!</i>
One-Liner Quotes	Reading: Sorting Out the Unchanging from the Changing

INTERVIEW

Korean Publishers	Publisher Hyohyung
Korean Authors	Writer Minha

KNOWLEDGE

Publishing Industry	A Call for an Evolutionary Level of Imagination: Replacement of Dominant Species
Publishing Policy	Starting Life With Books, Bookstart Korea

INFORMATION

Let's Try	A Miraculous Workout Routine for a Healthier Body!
New Books	Paik's Korean Liquor
Best Sellers	4th Week, January 2024
Korean Translator	Minjeong Jeong
#K-Book	#Start

TOPIC

Publishing Strategies Targeting the MZ Generation

Written by Lee Jang-Suk (Assistant professor in the Department of Media Communication at Gachon University)

Disappearance of books and/or readers

Is it the disappearance of books, or is it the disappearance of book readers? Or is it both?

According to the National Reading Survey released by the Ministry of Culture, Sports, and Tourism in South Korea in 2021, the “annual comprehensive reading rates (the percentage of people who read or listened to at least one paperback, e-book, or audiobook)” for adults aged 19 and older was only 47.5%. That is, 1 in 2 adults did not read or listen to a single book during the year. The belief that literacy is proportional to the amount of reading has become a myth. With a basic illiteracy rate of 1%, Korea boasts the highest literacy levels in the world, but the number of books read is plummeting year after year. In other

words, it is the age where people no longer read books.

However, despite the pessimistic outlook for the publishing industry, there are still optimistic indicators. According to the “Korean Publishing Statistics as of 2022,” the number of new titles published over the past five years averaged 60,000. This means that a wide variety of books of different genres have continued to be published in the market despite the difficult situation. It also shows that book subscription rates and the demand for e-books have increased significantly since the COVID-19 pandemic. Just like watching movies through OTT services like Netflix instead of going to the theater, many people have turned to online platforms instead of brick-and-mortar bookstores to find books. In other words, it is not that books are disappearing, it is more likely that the way people consume and read books is changing. So, what are the right strategies for publishing houses to take in this ever-changing consumer and media environment? The most important factor to consider in publishing marketing is understanding the readers’ interests and identifying their needs. Only then will you be able to attract, engage, and lead readers to purchase books. In this article, we focus on the characteristics and book consumption patterns of the MZ generation - a new type of readership. Gen MZ is an umbrella term for Millennials and Gen Z, and refers to people born between the early 1980s and early 2000s. They are digital-savvy and experience-driven. The emergence of this new generation inevitably calls for a new approach to understanding them.

MBTI as a new audience segmentation method

In December 2020, ROZY, a popular female influencer on Instagram, shocked the world when she revealed that she was a virtual human. Up until then, the only thing she had shared about herself beyond the demographics of her name and age (22) was her MBTI: ENFP (one of the MBTI types, meaning “energetic activist”). But, could there be a better way to describe her than this four-letter description? For Gen MZ, the MBTI has become a slang term for self-introduction that makes wordy explanations unnecessary.



Virtual human ROZY

Recently, many companies in Korea have been using consumers' MBTIs in their advertising and marketing. Shinhan Life, a life insurance company, used a virtual human, ROZY, as a model in its ads to appeal to the MZ generation. While it was considered a

risky move to use a virtual human in the trust-based insurance industry, it turned out to be a huge success. Within 20 days of its release on YouTube, the video had accumulated more than 10 million views.

The publishing industry also drew the attention of book consumers by recommending customized books according to MBTI types through events such as “BookBTI.” Munhakdongne’s “Complete World Literature: MBTI Test” also gained popularity among the MZ generation by recommending the character that most closely matches the respondent from among the 16 classic works.

ISTJ 제5도살장의 빌리 필그림 	ISFJ 순교자의 이대위 	INFJ 위대한 개츠비의 개츠비 	INTJ 오만과 편견의 다이시 
ISTP 빅 슬립의 필립 말로 	ISFP 노인과 바다의 산티아고 	INFP 프랑켄슈타인의 괴물 	INTP 1984의 윈스턴 
ESTP 1984의 줄리아 	ESFP 위대한 개츠비의 데이저 	ENTP 톰 소여의 모험의 톰 	ENFP 오만과 편견의 엘리자베스 
ESTJ 베니스 상인의 포오셔 	ESFJ 전쟁과 평화의 로스토프 백작 	ENFJ 모비 딕의 스타벅 	ENTJ 카산드라의 카산드라 

Munhakdongne’s “Recommended world literature for each MBTI”

As if reflecting the trend in practice, the academic community is also conducting research on MBTI. An empirical study analyzing the reading behavior of Generation Z by MBTI type (Lee Jang-Seok, Sung Dong-Kyu (2023), An empirical study of college students' reading behavior: Focusing on the sociopsychological characteristics of Generation Z., *Research on Korean Publishing*, 49(2), 111-134.) showed that readers have different motivations for reading, preferences for reading genres, and use of informational media to purchase books, depending on their MBTI. The use of MBTI in the publishing industry is likely to continue for the foreseeable future as a way to provide customized services to readers.

A wind of digital transition hits the publishing industry

One of the most recent changes in the publishing industry has been the rise of e-books. Especially, the rise of e-book “subscription services” is remarkable. In Korea, the cumulative number of subscribers of “Millie” exceeded 6 million as of 2023, including free subscribers. Of these, about 70% are between the ages of 18 and 44, which makes it worthy of being called the “reading platform of the MZ generation.” The popularity of Millie is mainly driven by the fact that it has incorporated the features of traditional e-books with interaction with its subscribers, such as “one-liner reviews.” According to market data research firm Statista, the world’s e-book market is expected to reach 186.9

billion dollars (about 24.2 trillion won) in sales by 2026. The growth of the e-book market is expected to accelerate further in 2024, both domestically and internationally.



“Welaa,” an audiobook service provider

Just as Matthew Rubery said, “Audiobooks are for both those who hate to read and those who love to read,” audiobooks are showing steep growth. The global audiobook market grew from 5.3 trillion won in 2020 to 6.2 trillion won in 2021, a 21% increase, and is expected to reach 12.1 trillion won by 2026. Among the various analyses of the growth of audiobooks, it is interesting to note the MZ generation’s tendency to consume media such as video and audio content quickly through “fast playback.” According to a survey on fast video playback released in March 2021 by Japanese marketing and research firm Cross Marketing, the playback rate of the MZ generation was particularly high among the 2060

age group. Welaaa, a Korean audiobook company, was the first in the world to commercialize fast playback technology based on artificial intelligence. The users commented, “This is the technology I needed,” and “I was able to finish the book faster than when I read it with my eyes,” and the positive response shows the unique characteristics of the MZ generation.

Book club service based on fan power

Kevin Kelly, founder and first editor-in-chief of *WIRED*, once said, “You don’t need the number ‘1 million’ to be successful. You don’t need a million dollars, a million consumers, a million clients, or a million fans. All you need to make a living as a crafter, photographer, musician, designer, writer, animator, app developer, entrepreneur, or inventor is 1,000 true fans.”

Until now, book club services in Korea have been perceived as a “cost-effective activity,” as members could maintain their membership by paying an average of 40,000 to 80,000 won and receive books and merchandise at low prices, as well as participate in various events. However, the same taste among readers is expanding into the fandom business through “connection.” In book club services, readers start as fans of a writer and later become fans of a publisher, narrowing the distance between the writer and readers and the publisher and readers. An official from a publishing house said that the future of a publisher depends on the relationship with its core

readership. As such, publishers' efforts to combat the recession are centered on "fandom management."

For example, while the 2023 Seoul International Book Fair (SBIF) drew huge crowds, many of them were fans of writers Lee Seul-Ah, Kim Cho-Yeop, and Cheon Seon-Ran. Book consumers are no longer just buying books, they are now advocates for their favorite writers, promoting their new releases and identifying themselves as fans on social media. It is evolving into a collective "fandom culture" from a mere individual "love of books." This is an example of how fandom marketing where readers "stan writers" can be an effective marketing tool in the publishing industry.



Readers participating in the 2023 Seoul International Book Fair

So far, the characteristics of the MZ generation as new readers, the media they use, and how to leverage their fandom have been briefly discussed. It is crucial for publishing marketing

companies to deeply understand the characteristics of this audience and develop marketing strategies accordingly. The focus should be on reaffirming the value of books and reading, and emphasizing the importance of book reading culture. Doing so will provide readers with new reading experiences and drive sustainable growth for the publishing industry.

Jeff Bezos, the founder of Amazon, once said, “The success of a business is determined by identifying the one thing that remains constant over time and focusing on it.” No matter how much the mediums and channels for reading diversify, one thing is certain: people will continue to read compelling and touching stories. Books have always been fun.

SPECIAL PROJECT

[Book × AI]

AI is Changing Our Everyday Life

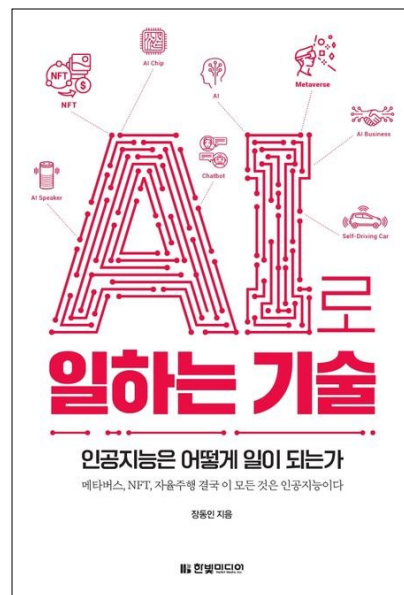
Written by Kim Duk-Jin (Director of IT Communication Lab)

By their very nature, books are vessels of knowledge encompassing all fields. Endless topics can be written about depending on the material and message. In the [Book × ___] series, experts recommend Korean books in their respective fields that you've been curious about but had trouble discovering more about. Now, let's jump into the infinite world of books through the collaboration of books with various fields.

A new era is open with AI: What are the jobs newly born, and how should we make use of the technology?

There are books with a table of contents that just make you want to read the rest of the story. One such book is *47 Things Every AI Working With Humans Should Know* (Hanbit Media) by Jang

Dong-In. It is safe to say that this book covers almost everything you could ever wonder about artificial intelligence (AI). The book is organized in an engaging way, with the writer answering 47 questions about the definition and history of AI, the evolution of technology and the field of AI, future jobs and preparation for them, the capabilities and uses of AI, and our views on AI and its future.



47 Things Every AI Working With Humans Should Know

The book begins with a discussion of the first AI in 1956 and then examines the exact definition of AI, which everyone uses but talks about differently, its differences from artificial general intelligence (AGI), and its capabilities and prospects in various industries. Based on the writer's own experience working for Visa Card, American Airlines, and Oracle headquarters, as well as serving as vice president of SAS Korea, a global data analytics solutions company, and as an IT consultant at Deloitte and Terra

Data, he explains the technology and applications of AI in various industries, including new drug development, national defense, autonomous driving, finance, education, and business, in a way that anyone can easily understand.

The book defines the characteristics of modern AI as the increasingly large size of AI models, AI research institutes that do not fully open their findings, and AI technology that is becoming a national strategic technology, and analyzes the changes in AI as a national strategic technology and the level of AI in Korea compared to other countries. It also suggests state-based policies to be implemented to raise the level of AI in Korea to the next level, such as: making policies to encourage the country's top talent to remain in the country, letting universities decide the number of students and professors, completely restructuring investment in AI R&D, creating a state-led interactive corpus of the Korean language, providing institutional support for AI development, and directly adopting AI technologies for practical use in public institutions rather than for research or experimentation.

In addition, the writer, who has been teaching AI coding to corporate executives for a long time, also suggests the right direction of AI utilization for all business people who are thinking about ways to utilize AI in the future. I highly recommend this book for an overall understanding of the AI industry and to familiarize yourself with cases applied to companies.



Prompt Engineer: A New Job Created by ChatGPT

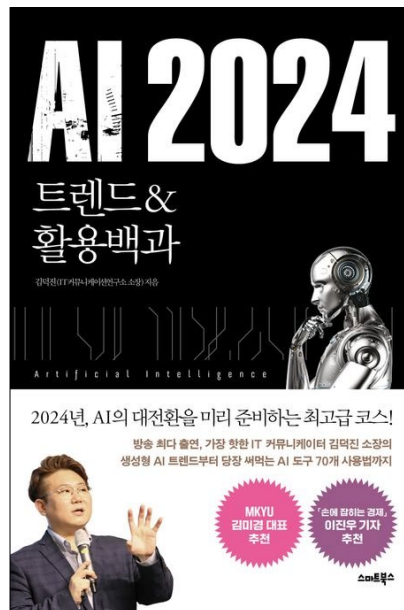
So, how do we write good prompts, that is, the way we talk to AI? In the field of generative AI, it is very important to give good instructions, because that is how you get the results you want. As AI is being applied in various fields, companies and individuals are faced with many concerns. That's why there is a new career path emerging - prompt engineer. The book *Prompt Engineer: A New Job Created by ChatGPT* (Addand Media), by Suh Seung-wan, is a comprehensive guide to this new and promising career field.

The book doesn't just introduce the concept and prospects of being a prompt engineer. It features interviews with real-life, first-generation prompt engineers working in Norway, Japan, and the US. From these stories, you will learn specifically how to communicate effectively with AI and how to leverage it to create value. In addition, the book explores in detail how to learn to

become a prompt engineer and how the role and opportunities will change in different industries.

The writer strongly argues that the role of a prompt engineer is only going to become more prominent as the technology advances. Prompt, as a means of communication between machines and humans, is more than just delivering commands; it focuses on enabling machines to accurately understand human intent and respond appropriately. For that, the writer emphasizes the importance of not only AI technologies, but also humanistic thinking, creativity, and structured writing. The writer's background as a developer and prompt engineer, but also as a philosophy major in college, makes this story particularly compelling.

Furthermore, the book is not just an introduction to the profession, but an introduction to generative AI as a whole, with specific methodologies on how to improve the way we interact with AI in practice. It is easy to follow – it is written in an easy-to-read manner with lots of examples. It is a must-read for anyone who wants to learn about the new forms of communication and careers that we will all need in the age of AI.



2024 AI Trend & Usage

Throughout the year 2023, hundreds and thousands of AI applications have been released with ChatGPT at the center. From the perspective of the general public, it is confusing to decide which AI tool to use. There are so many that it is hard to know what to do first and how it can help you. Here is a book that can help you at this time: *2024 AI Trend & Usage* (Smart Books).

The book introduces more than 70 AI application tools that the writer has used himself. It introduces various techniques that can be applied to practical work, based on more than 10 years of hands-on experience in big data analysis, as well as his work as an “IT communicator” who easily delivers complex IT technologies to the public through various public broadcasts, YouTube, and on-site lectures. In particular, it is a good book to keep by your side when experiencing AI tools as if it were

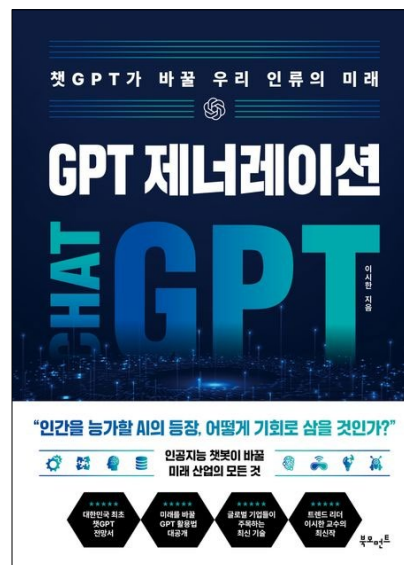
an encyclopedia, as it explains the features and differences of various language models with easy-to-understand analogies, and provides practical examples of how to use various tools, from writing to drawing and video production.

In addition, the writer has defined the year 2024 as “the year of facing the reality of AI,” and has selected the following trend keywords for the era of AI business that is in full swing: the emergence of AI agents, generative AI in everyday life, open source and customized language models, the era of individuals becoming businesses, the materialization of legal and ethical issues related to AI, the beginning of the native generation of chatbots, and the control and use of hallucination. The contents were written in a way that is easy to understand for the public. It is a good book to see the overall AI trend and the actual use of AI tools in a single book, and it can be very helpful for the general public who are not familiar with AI to experience AI tools to respond to the new era.

AI is here to stay - changing the future

Just as smartphones have created a new generation of “mobile natives,” the writer of *GPT Generation: ChatGPT and the Future of Humanity* (Book Moment) states that the advent of GPT will create a new generation called “GPT Generation” and change the future of humanity. In addition, the book argues that the “AI can replace jobs” argument is only a small part of the impact, and

in fact, the advent of ChatGPT and various AI language models (LLMs) will change our lifestyle itself. The ability of ChatGPT to not only communicate like a human, but also to understand even the most ambiguous of human speech will eventually act as a connected platform, allowing us to control all the devices around us that are connected to the Internet of Things (IoT) with only verbal commands, meaning that we can all have Jarvis from the movie “Iron Man.”



GPT Generation: ChatGPT and the Future of Humanity

With the changing era, what can we do with new AI technologies? The writer explains where AI is being used in education, the workplace, creativity, promotion, and development, and highlights the good and the bad it can do to our lifestyles. While he predicted that the explosive chemistry of AI will have a profound impact on the future of commerce and the “metaverse,” education and the author system, and media, and

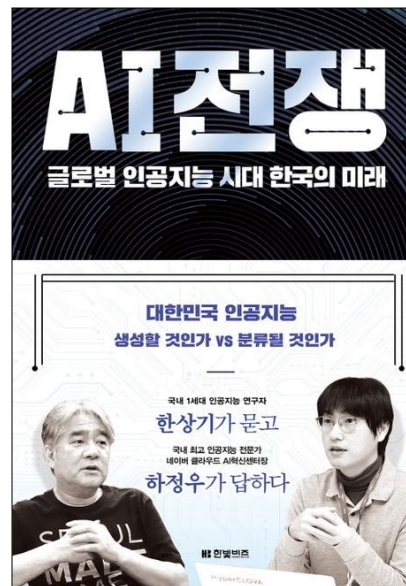
open up unheard-of opportunities for business, he also noted the shadows of AI that can be felt directly, such as the threat of job displacement and hallucinations, polarization and copyrights issues, as well as “Big Brother” threats.

On the other hand, just as the digital natives have different ways of communicating with the older generation, the writer calls the phenomenon caused by the differences between “AI natives” and the existing generation, “AI indecision.” The term “AI indecision,” which can be interpreted as hesitation, ambiguity, and indecisiveness, or “AI hesitation,” is a word that interprets the difference in perspectives on the results provided by AI. In the question, “Is the ownership of the output created by ChatGPT mine or the AI’s?,” AI natives recognize the rights of the output as their own and utilize it naturally, while the existing generation struggles with its ambiguity. This is where the gap between AI natives and non-natives arises, and overcoming it is the way to adapt to the new AI era.

Then, how can we overcome “AI indecision” and survive in the new era? The writer identifies 6 competencies required of humans in the age of AI: 1) Planning & Prospect, which sets direction and process, 2) Reconstruction, which creates meaning by reorganizing and editing, 3) Organize, which connects and integrates meaning and information, 4) Make a question, which asks the right questions to get the right answers, 5) Persuasion, which leads people, and 6) Together & Touching, which is empathy and human touch to understand people’s minds. Based

on these competencies, he argues that you need to be good at writing prompts, which is the way you talk to AI.

As a professional knowledge explorer who has published more than 80 books on new technologies and trends, the writer has constantly been researching AI technology and has presented various perspectives in his books. If you are thinking about how AI will change the way our children grow up, this book is for you.



The AI War: Korea's Future in the Era of Global AI

Here we are in 2024, and the world is at war over AI. In November 2022, OpenAI shocked the world with GPT-3.5, and in March 2023, they did it again with the release of GPT-4. As such, ChatGPT's position in the Large Language Model (LLM) market is unrivaled. Since then, various language models have appeared and are trying to surpass it, but it is the fact that people's perceived image of ChatGPT and the technology gap are not so

simple to keep up with. In spite of this, companies that think that the gap should not be widened anymore are rapidly developing and releasing new technologies. Meta (Facebook) launched Llama, Google launched Bard, and Amazon launched Bedrock, and now global big tech companies are racing to be ahead of the AI market.

But what is important to note here is that most of the competition is driven by US companies. Whether it is OpenAI, Google, MS, or Meta, it is the US companies that have the global leadership in both commercial and open source models, and the clouds and platforms that power the language models, as well as the GPUs (Graphic Processing Units) that AI needs to learn, are all dominated by them. That is why non-US countries are very concerned and worried about this monopolization of AI leadership by the US. The EU, in particular, is looking for alternatives by slowing down US companies' market entry through regulation-driven moves.

So, how is Korea's AI doing? While the rest of the world is joining the AI war, where is Korea's AI industry heading? Perhaps no one in Korea can explain this better than Ha Jung-Woo, head of the AI Innovation Center at NAVER Cloud, and one of the co-writers of *The AI War: Korea's Future in the Era of Global AI* (Hanbit Biz). Korea got its first Korean-based generative AI in May 2021 when NAVER unveiled "HyperCLOVA," a very large generative AI. This was the third large-scale generative AI to be announced in the world, and it can be said to have raised the level of AI in Korea.

In this book, Ha Jung-Woo, the father of NAVER's LLM-based generative AI, HyperCLOVA, and the steering wheel of NAVER's AI leadership, looks at the present and future of Korean AI and suggests the path forward for AI models in Korea and around the world.

Currently, the large language model (LLM) represented by ChatGPT is trained primarily on North American English documents. This is why the writer says that other countries are most concerned about cultural assimilation, as generative AI will come to represent North American ideas. The fear is that national identities could be blended into one. In light of this, he called for Korea's efforts to secure its AI sovereignty. "Many countries, such as the UK, Japan, and Saudi Arabia, are investing heavily at the government level to avoid becoming dependent on Silicon Valley technology," said Ha. "The UK has begun to build its own Brit GPT, and Japan's SoftBank is also working to develop its own technology for super-sized AI by investing 55 billion won in government subsidies." "Governments are investing heavily to make their super-sized AIs more competitive," he added.

The writer also highlights AI safety and leadership. "The hallucination phenomenon, which is considered a problem in generative AI, is fundamentally inherent in the structure of artificial neural networks," he says, "There needs to be mid-to long-term research and development in terms of model structure and learning methods for fundamental solutions." He asserts that this is a crucial time that will determine the future

of Korea's national competitiveness for the next 10 years or more, and that the choice we make now will decide whether we become a country with global AI technology, industry, and social leadership or a technology dependent country. If you are interested in learning more about Korea's national concerns about AI and AI sovereignty, the current state of Korea's AI technology and its global expansion strategy, as well as the concept and importance of what the writer calls "Sovereign AI," this book is highly recommended. You can read the book as if you are having a conversation with Dr. Han Sang-Ki, an AI expert.

EXPORT CASE

The Most Korean is the Most Global

Written by Richard Hong
(Foreign Rights Agent and President of BC Agency)

It is the era of Hallyu, the Korean Wave. Korea's soft power - movies, dramas, cuisine, literature, and more - is shaking up the world. Following the movie "Parasite," "Squid Game" and "Pachinko," which were released on global OTT platforms, global curiosity about Korea expanded. Korea is now one of the major tourist destinations frequented by people from all over the world, and Korean food such as *ramen*, *kimbap*, and *tteokbokki* are considered hip and trendy, and have gained immense popularity around the world. People around the world looking to understand Korea a little better are now seeking to read Korean literature and share Korean sentiments. In response to this demand, major publishers around the world have been actively scanning Korean titles for their markets. The enthusiasm could be felt firsthand

at the Korean Pavilion installed at the Frankfurt Book Fair held last October. Consultations for copyrights continued throughout the fair, and there were quite a few international publishers and agents that expressed immediate interest in contracting for specific works on the spot.



Korean Pavilion installed at the 2023 Frankfurt Book Fair

The year 2023 was truly a memorable year for the export of Korean literary rights, with a number of record-breaking achievements. They can largely be categorized into “literary achievements” and “commercial achievements.” First of all, in terms of literary achievements, Korean literary works translated into multiple languages have won or been shortlisted for major international literary awards. For example, after Han Kang’s *The Vegetarian* (Changbi) won the International Booker Prize in 2016, Park Sang-Young’s *Love In the Big City* (Changbi) and Bora Chung’s *Cursed Bunny* (Rabbithole) were shortlisted for the prize in 2022, and Cheon Myung-Kwan’s *The Whale* (Munhakdongne) was shortlisted in 2023. Even though he missed the prize, major international media outlets poured out articles marveling at the incredible growth of Korean literature, confirming once again

the potential and power of Korean literature.

* *K-Book Trends* Vol. 47 – Go to the interview of writer Bora Chung

[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1006&code=interview
&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1006&code=interview&category=66)

* *K-Book Trends* Vol. 48 – Go to the interview of writer Park Sang-Young

[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1021&code=interview
&category=66](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1021&code=interview&category=66)

Following this, Korean literature continued to receive major literary awards. For example, Han Kang's *I Do Not Bid Farewell* (Munhakdongne) won the Prix Medicis (French Medici Prize), and Bora Chung's *Cursed Bunny* was shortlisted for the US National Book Award. In addition, *Love in the Big City* by Park Sang-Young was longlisted for the Dublin Literary Award, Shin Kyung-Sook's *Violet* (Munhakdongne) was longlisted for the US National Book Critics Circle Awards in Translated Literature, and Kim Ae-Ran's *Summer Outside* (Munhakdongne) and Jeong Yi-Hyun's *The Age of Civilized Violence* (Munji Books) were shortlisted for the Yasnaya Polyana Literary Award in Russia. As such, Korean literature has now become a frequent guest of the world's major literary awards. With its timeless, all-encompassing worldview, ingenious writing style, and immersive storytelling, Korean literature is captivating the hearts of literary award judges and critics with its unique characteristics that cannot be found in conventional Western world literature.



The Vegetarian, Love in the Big City, Cursed Bunny, and The Whale



I Do Not Bid Farewell, Violet, Summer Outside, and The Age of Civilized Violence

The commercial achievements of Korean literature in the past year can be put in two categories. First, from a quantitative perspective, Korean literature has significantly expanded its reach by signing copyright agreements in a variety of language regions, including the US, UK, Europe, Latin America, and beyond; and second, from a qualitative perspective, there have been a number of notable “Big Deals” with global publishers in various genres, such as literature, non-literature, young adult (YA), self-help, technical, and children’s books. According to statistics on book copyright exports compiled by the Publication Industry Promotion Agency of Korea (KPIPA), copyright exports

to Asia, especially to the Chinese-speaking regions, dominated until just over three years ago. However, over the past three years, the exported regions of Korean literature have expanded at an astonishing rate. From Asia to Russia, Eastern Europe, Western Europe, and North, Central, and South America, Korean titles, both literary and non-literary, have been sold around the world at a rapid pace, as if one domino falls and the dominoes behind it collapse at the same time.

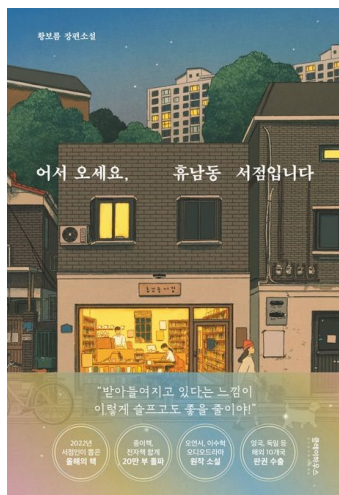
Baek Se-Hee's *I Want to Die but I Also Want to Eat Tteokppokki* (HEUN), which was published by Bloomsbury in the UK in late 2022 and became an instant bestseller, has been published by Rowohlt in Germany, Mondadori in Italy, Leduc in France, Urano in Spain, AST in Russia, Universo dos Livros in Brazil, KOBUNSHA in Japan, CITIC PRESS in China, Haru in Indonesia, and ThaiHabooks in Vietnam, breaking all kinds of records as it was sold to more than 25 countries around the world. Also, *Welcome to the Hyunam-dong Bookshop* (Clay House) has contracted with 20 countries, including Bloomsbury in the UK and the US, *Marigold Mind Laundry* (Book Romance) has signed rights agreements with 15 countries including Penguin Random House in the UK and the US, and *The Rainbow Goblin Store* (Clay House) has entered into rights agreements with 12 countries including the UK and the US, which means that it is now possible to expect a global bestseller to be translated into more than 10 languages. In addition to literary works, non-fiction titles have also signed contracts in more than 10 languages and are

preparing for publication in each country.

* *K-Book Trends* Vol. 25 – Go to the interview of writer Baek Se-Hee
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=563&page=6&code=interview



I Want to Die but I Also Want to Eat Tteokbokki published in various languages



Welcome to the Hyunam-dong Bookshop, Marigold Mind Laundry, and The Rainbow Goblin Store

It is also encouraging to see the increasing diversity of Korean titles being introduced to international audiences. While there are differences in preferred fields by language and region, Korean titles are increasingly spreading across the globe in all areas, with literary titles primarily targeting the Anglo-American and European markets, and non-fiction, self-help, technical, and comic books targeting Asian markets. Following the successful release of Hwang Bo-Reum's *Welcome to the Hyunam-dong Bookshop*, British publisher Bloomsbury recently signed a copyright deal for Cheon Seon-Ran's *The Savior at Night* (Safehouse Inc.). It is noteworthy that the interest has expanded from "healing novels" to "queer vampire mysteries." The English-language market is showing great interest in the work of talented young writers with distinctive worldviews, such as Bora Chung's *Cursed Bunny*, Cho Ye-Eun's *The Massacre in New Seoul Park* (Safehouse Inc.), and Cheon Seon-Ran's *The Savior at Night*. With Penguin Random House, Hachette Livre, and Harper Collins on the list of publishers scheduled to release Korean writers' works in the future, expectations are sure to grow.

* *K-Book Trends* Vol. 30 – [Go to the interview of writer Cheon Seon-Ran](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=485&page=5&code=interview)
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=485&page=5&code=interview

The popularity of Korean female writers in Japan remains strong, with Cho Nam-Joo's *Kim Jiyoung Born 1982* (Minumsa), Sohn Won-Pyung's *Almond* (Darjeeling) and *Counterattack at Thirty* (EunHaeng NaMu), and Hwang Bo-Reum's *Welcome to*

the Hyunam-dong Bookshop all proving to be popular among readers. Russia has been one of the most active markets in terms of contracting Korean titles in recent years. Russian publishers AST and EKSMO are competitively acquiring the rights to a wide range of popular Korean titles. Starting with commercial novels such as Kim Joong-Hyuk's *Deleter* (Giant Books), Noh Hyo-Doo's *The Acquaintance* (GOZKNOCK ENT), Kim Ha-Rim's *The Day I Disappeared* (GOZKNOCK ENT), Lee Seon-Young's *Botero Family's Love Pharmacy* (Clay House), and Cheon Hee-Ran's *K's Funeral* (Hyundae Munhak), children's and young adult series such as *BLACK CAT GGAMNYANG* (Changbi) (6 books in the series), *Science Middle School* (Dduindol Books) (3 books in the series), *Wanini the Green Lioness* (Changbi), and *My First Greek Roman Mythology Series* (Mirae N) have also been garnering increased attention.

* *K-Book Trends* Vol. 22 – Go to the interview of writer Sohn Won-Pyung
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=621&page=6&code=interview

Thailand and Indonesia are among the Asian countries that show the greatest interest in Korean books. For example, *Everything About MBTI* (Mate Books), *Bright and Clear Even With Clouds* (Joongang Books), *Sleep With Your Feelings Off* (Whale Books), *My Life: As Long As I'm Okay* (Wisdom House), and *I Hope My Poor Consolation Reaches You* (Sigma Books), all of which send warm messages of encouragement and empathy, have been sold to representative Thai publishers such as Nanmee Books, Amarin

Printing, and Jamsai. Also, self-help non-fiction titles such as *We're Family, But We're Strangers* (Seosawon), which explores healthy family relationships, *You're Not Bad at Your Job, You're Bad at Talking* (Seosawon), which introduces the importance of tone and voice, and *Let Me Take Some Rest Today* (Studio Audrey), which encourages people to follow their inner voice rather than other people's opinions, as well as educational books for children such as *The Ridiculous Science* (Weizmann Books) (Vol. 1-5) and *The Incredible Math* (Weizmann Books) (Vol. 1-5), have been introduced in Indonesia.



The Savior at Night, Counterattack at Thirty, Deleter, and The Acquaintance



Everything About MBTI, Bright and Clear Even With Clouds, We're Family, But We're Strangers, and The Incredible Math

“Advance” in copyright contracts reflects the likelihood of a work’s success or commitment to its promotion and marketing. The higher the publisher values the work, the higher the advance, and the publisher’s promotional strategy will be geared to match the amount of advance. In 2023, a significant number of Korean titles entered the Anglo-American market with a six-figure advance in US dollars. These include Yoon Jung-Eun’s *Marigold Mind Laundry*, Kim Cho-Yeop’s *If We Cannot Move at the Speed of Light* (EAST-ASIA), and Cheon Seon-Ran’s *A Thousand Blues* (EAST-ASIA). The works are scheduled to be translated and published in various languages around the world, and are expected to showcase the diverse colors of Korean literature, from healing fantasy to thriller, SF, and more, to global readers. It is now a time when we can dare to say that the most Korean is the most global.

* *K-Book Trends* Vol. 19 – [Go to the interview of writer Kim Cho-Yeop](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=688&page=7&code=interview)
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=688&page=7&code=interview

BOOK TRIP

[Into the Book ⑦]

The Jolly Shelter and Home of the *Mangwon-dong Brothers*!

Mangwon-dong, Mapo-gu, Seoul: The Harmony of the Old and the New

Written by Choi Ha-Yeong



Mangwon-dong Brothers

Being invited to someone's house is like being invited to see the real inside of them.

(...) Years passed, and we ended up living together in an 8-pyeong room on a rooftop.

Mangwon-dong Brothers (Namu Bench) is the first novel by writer Kim Ho-Yeon, who made readers in Korea and abroad both cry and laugh with her book *The Uncanny Convenience Store* (Namu Bench). It won the Excellence Award at the 9th World Literature Award and was later made into a play, proving both its literary value and popularity. The book *Mangwon-dong Brothers* is a full-length novel about four impoverished men who start an unusual live-in relationship in a rooftop room in Mangwon-dong - a room too small for a single person. The book has been widely recognized by readers for its hilarious but also profound reflections on life.

In the book, “I,” the owner of the rooftop room and a practically unknown cartoonist in his 30s, “*samcheokdongja* (meaning school boy),” a 20-something studying for an exam for years, “Kim, the Department Head,” a 40-something goose dad (meaning a dad that sends money to his family living abroad for educational purposes), and “*sabu* (meaning master),” a 50-something divorced man, live together in the rooftop room irrespective of each other’s desires. In addition, the owner of the house, “the nosy grandpa,” in his 60s, and his grandson, “the dropout,” in his teens, constantly come and go from the rooftop room, making “my house” a gathering place for troubled men in their teens to 60s. The four men, who have nowhere to go, make their way through life without a plan, but they are not giving up, even though they are moving at a slow pace. In the small 8-pyeong rooftop room, they experience setbacks and rebounds,

love and friendship, and build their lives in their own way. Let's follow the characters in *Mangwon-dong Brothers*, a novel that resonates as deeply as reality, to Mangwon-dong, their shelter and living space.

* *K-Book Trends Vol. 44* – Go to the interview with writer Kim Ho-Yeon
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=959&code=interview&category=66



Hangang River seen from Mangwon Hangang Park

Mangwon Market and Mangnidan Street, where the familiar and the unfamiliar coexist

The Mangwong Market, which is the face of Mangwon-dong, the six-pack of Mangwon-dong, and the landmark of Mangwon-dong, did not disappoint her.

Mangwong Market, which is so highly praised by “I,” the main character of *Mangwon-dong Brothers*, is a representative traditional market in Seoul located about 300 meters from exit 2 of Mangwon Station. However, if you think this is a traditional market only for adults, you would be wrong. As the market has become famous for its cheap and delicious food such as *bunsik*, *tteokgalbi*, and traditional alcohol, it has become a popular spot in Mangwong-dong where people of all ages, from teens to 60s, visit. The road to the market is known as “Mangnidan Street”^{*} among the MZ generation in Korea, and is bustling with people on both weekdays and weekends as it is home to all the hip things. It is a place where you can find cute little collectible shops, restaurants with a wide variety of food, and pleasant cafes, not to mention all the trendy spots in Korea and little bookstores. As such, it is a great place for travelers to enjoy something different.

* The Mangwon-dong street has been given a new name, Mangnidan Street, in reference to the famous Gyeongnidan Street in Itaewon.



Mangwon Market crowded with people



Mangnidan Street, where you can find cute little collectible shops

Among them is “gaga77page (www.instagram.com/gaga77page),” an independent bookstore located about a 5-minute walk from Mangnidan Street. It sells a wide variety of books and independent publications. The first thing you will notice as you enter the bookstore is the books covering the walls and cozy sofas. Here, readers can spend leisurely time reading, choosing, and purchasing books that suit their tastes. Celebrating its 7th anniversary this year, gaga77page sold 7th anniversary t-shirts and held a series of book talks with writers. How about having a more intimate experience with Mangwon-dong at gaga77page, where you can feel the charm of a neighborhood bookstore that shares small joys with readers visiting the bookstore?



Views inside gaga77page, where you can feel the charms of a neighborhood bookstore



Views inside cozy bookstore “Now After Books”

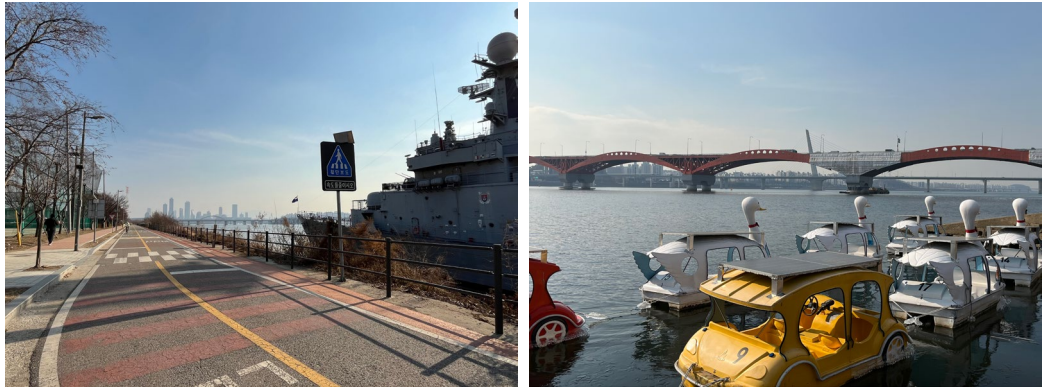
And if you walk into a quieter alley, you will find “Now After Books (www.instagram.com/now_afterbooks),” a homey bookstore where books and independent publications await you. The books on the shelves reflect the owner’s personal taste, and there are curated notes on the covers of the books on display, making it easy to browse and decide what to buy. The name of the bookstore, Now After Books, means “your day will be different after reading a book.” As such, Now After Books is a bookstore where you can find a book of your life in a secluded alleyway just past the lively Mangnidan Street. In addition to selling books, the store also holds various events, such as

workshops on independent publishing and book talks, so it would be a good idea to check the schedule before visiting.

A different kind of entertainment in Mangwon-dong by the Hangang River

I stare at the sunset as it turns the Hangang River red.
I see people walking, biking, and exercising all over the place.
I wonder where they all work and where they all live.

Within a 20-minute walk from the bookstore, you will find Mangwon Hangang Park, the place where the main characters of *Mangwon-dong Brothers* pondered about life. Mangwon Hangang Park is organized along the Hangang River, the main river in Korea, and is a hot spot for people wanting a break from the city. There are trails for biking and jogging, and you can sit on a mat and enjoy the view of the shimmering river. In particular, having a cold beer and delicious fried chicken while looking at the river is a must, which has been featured in several Korean TV shows. So, on a nice sunny day, grab your favorite book and head out to Mangwon River Park. Just like the main characters in *Mangwon-dong Brothers*, you might find yourself clearing your frustrated thoughts.

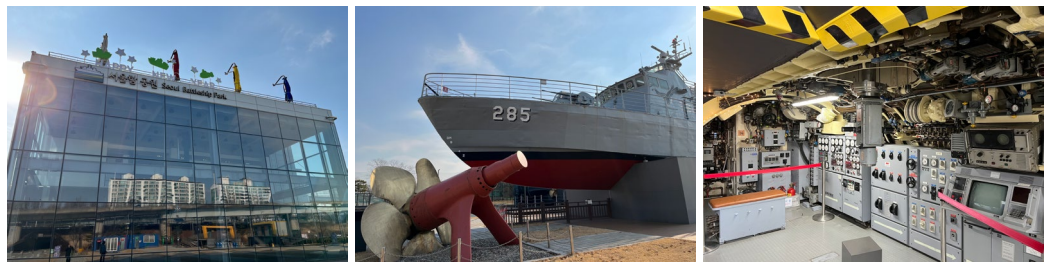


Mangwon Hangang River, a relaxing place in the heart of the city

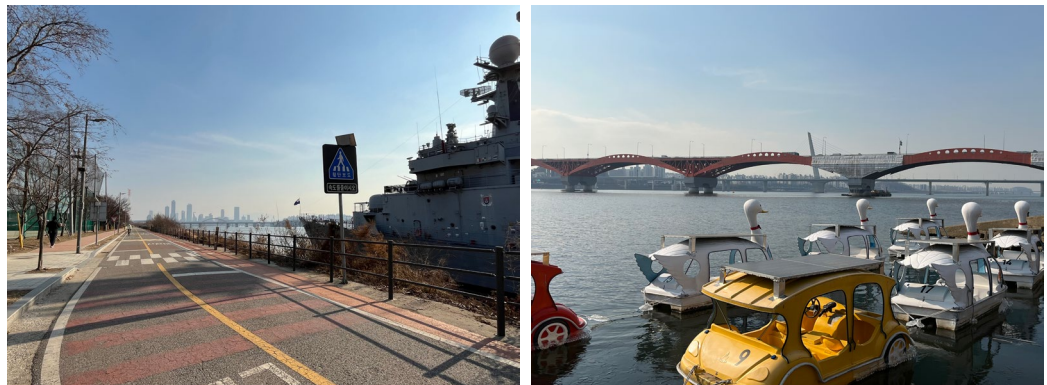
There is a unique spot along the Mangwon Hangang River that sparks curiosity in visitors: the Seoul Battleship Park (seoulbattleshippark.com/index_en.php). Seoul Battleship Park features a museum of the Seoul Battleship, high-speed boats, and submarines that have protected Korea's three oceans. The exhibition rooms preserve the original battleships so that you can experience the original work spaces, such as the captain's office, radar room, and wheelhouse, and capture the beautiful sunset over the Hangang River from the deck. So, if you are a military enthusiast and want to have a unique experience with your children, this is a great place to visit during your trip to Mangwon-dong.

Plus, from April, busking performances will be held in the Seoul Battleship Park every weekend from 3 to 6 p.m. under the title "Live Everywhere (*Guseokguseok* Live)." This event provides visitors to Hangang River Park with a chance to enjoy culture and performers with a space for their artistic activities, making it a great way to experience Korea's youthful culture. In addition to

these events, the park offers a variety of other events in different seasons and provides foreign language interpretation for international visitors. If you are planning to visit Hangang River Park, be sure to visit Seoul Battleship Park as well.



Seoul Battleship Park displaying real battleships



You can stand on the deck and look out over the Hangang River

The main characters of *Mangwon-dong Brothers* leave Mangwon-dong one by one to fulfill their own desires. They will continue to work hard for success, for their families, and for themselves, somewhere in this world. Looking at the beautiful Hangang River as the sun sets in the evening, I could feel their sad and nostalgic feelings as they left Mangwon-dong. I would like to end my trip to Mangwon-dong with a sentence from the book that well expresses this sad and nostalgic feeling, hoping that everyone

who lives with their own unanswerable worries in their hearts
will get a momentary rest at Mangwon-dong.

I already miss everything about Mangwon-dong,
from Mangwon Market, a traditional market
that is second to none in Seoul,
to the old streets of Mangwon-dong that still retain
the smells of life, the quaint alleys,
and the Hangang River bank,
which is a great place to go for a stroll.

ONE-LINER QUOTES

Reading: Sorting Out the Unchanging from the Changing

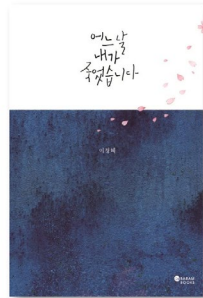
Sportsperson's Pick

Written by Jeong Ji-Hyeon (Former national climbing athlete, currently the head of Jeongjihyeon Climbing Gym)

Jeong Ji-Hyeon has been climbing for 21 years. She served as a national athlete and as a coach for the national team. She still hasn't forgotten the joy of competing and now works as a referee for Sport Climbing Asia. She also runs a center for people who enjoy climbing as a lifestyle sport.

Although I am currently doing sports as a career, it was not my major. My major was Korean language education. I became a sportsperson by chance, but I also used to teach writing to elementary school students. I remember coming across the book *One Day I Died* (Baram Books), which left a strong impression on me at that time. At first, I doubted that it was a book for children. I had to read it for class, but I found the story to be quite compelling. I'm not sure if the kids in my class at the time

enjoyed it. But, if you have ever lost someone you were close to, like Yumi from the book, and felt like it was your fault, even though it wasn't, then you will definitely find this book consoling.



One Day I Died
Lee Kyung-Hye, Baram Book



The insult was far greater than a simple “no,” because there was an underlying arrogance in those words, an arrogance based on trying to console an inferior opponent.

The book begins when the mother of her deceased friend Jae-Joon hands Yumi a diary, with the first sentence written in it being “One day I died,” which is the title of the book. The main character, Yumi, is in the third grade of middle school and is not enjoying her school life - her only friend is Jae-Joon. The sudden death of Jae-Joon was something she couldn't fully grieve or understand, but as she reads through the diary, her feelings become clearer. Perhaps such loss is something that is characterized by not wanting to understand, or not being able to understand. In the book, Yumi's feelings are described with just the right words and organized sentences. So much so that while Yumi might not understand the feelings she is going through, the readers can. The words are not emotional, but they do evoke emotions, and the word with two different feelings clashing in the same sentence creates an odd sensation. Although we think

that Yumi doesn't know, and we do, we end up becoming Yumi in our own lives.

“The insult was far greater than a simple “no,” because there was an underlying arrogance in those words, an arrogance based on trying to console an inferior opponent.”

“The word ‘lonely’ is itself a lonesome word, yet somehow the chunks of that lonesome word bounced and popped into my mind. I played with the words gushing out of my mind like a fountain, rolling them around like a ball.”

“Why was it that the breathless silence of the children sounded like loud screams. I really felt like my eardrums were going to be torn out.”

What makes this book so immersive is not only the well-written descriptions, but also the cinematic editing. Yumi reads the diary at the request of Jae-Joon's mother, but she does so sporadically, every few days. Yumi reminisces about events with Jae-Joon in the past and then returns to the present, and the transitions are edited like a movie. As she smokes a cigarette, Yumi recalls the conversations she had with Jae-Joon, and she also flashes back and forth between Jae-Joon's mind and her own. Talking to her teacher, Mr. Park Ho-Min, Yumi learns things she didn't know about Jae-Joon's first love. Yumi pulls out the past by reading the diary entries and re-edits the scenes to the present, storing them in her memory. Although it is an edited memory thanks to Jae-

Joon's diary, it is a memory that will support Yumi as she moves forward in life.

The book ends with Yumi reading all the way through Jae-Joon's diary. I was in tears as I reread the book, and if I hadn't had a handkerchief next to me, I would have been in trouble. This book has been out for 20 years and has gone through 50 printings. The elementary school students who read it with me would be adults now, and probably would have experienced the same pain of loss as Yumi. As for me, my cat turned 18 this year. He recently had an unexpected visit to the hospital, and I feel the pressure to prepare for his passing. There will be moments in the future when I will need consolation. The beauty of this book is that it can give such comfort, even though I don't know if having it beforehand will help.



A Thousand Witnesses
Hwang Min-Gu, Bookrum Publication



While it would be wonderful to live in a world
where no-one is wronged,
this world continues to need my help.

When I read books in the past, I would barely remember the writer's name, let alone recognize their face and voice. Maybe it was because of the old textbooks, but when I was a student, I

had a perception that people who wrote books were not of this world. However, in recent years, it has become more common for people to become writers after becoming famous. With so much video content being poured out through various platforms, I wonder if anyone will buy and read books. I even wonder if the book as a medium can survive.

The book *A Thousand Witnesses* (Bookrum Publication) is one such book. The writer, who has become quite famous as a forensic video analyst, talks about his work in the book. He talks about his time in the military and college before he became a professional, but mostly he covers meeting with clients, working with photos and videos, and writing down his findings in a report. In fact, when it comes to this kind of material, it is better conveyed in images than in letters. This is because there are a lot of interesting and stimulating topics like a detective story, where you find the criminal or the cause through the images related to the incident.

However, the book didn't contain a single photo. Now that I think about it, it's a strange book. Strange, but understandable. Because behind every dramatic event, there are so many different people: people with righteous hearts, people enduring painful times, people refusing to admit their faults, people indifferent to other people's suffering, and people accidentally making mistakes because they don't know any better. The writer speaks about such people in a humane way. Since the stories of such people are not fictionalized like novels, but real events that happened

in our time, it makes me worried that it could be my story or my family's story. In fact, the writer said that he got more concerned as he worked. That is why it was hard to put the book down - such incidents could happen to me or my family.

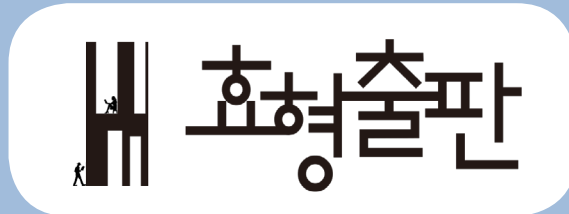
“While it would be wonderful to live in a world where no-one is wronged, this world continues to need my help.”

Well, my current job is in sports, not criminal investigations. There are more injuries in sports than you might think, and we often use video in training. I often rewatch videos multiple times to find clues to failed movements, so maybe that's why I felt a kinship with the writer of this book, as we work with similar tools, albeit in different fields. I admire him for striving to be a professional, and it's great to see that he loves what he does. The book left me with the warmth of an expert's heart, not the results of a horrific event or the culprit, and I felt more secure than I thought I would live in the same time as him.

KOREAN PUBLISHERS

Publisher Hyohyung

Dreaming of a warm city where art breathes



Logo of Hyohyung

Publisher Hyohyung has been printing books on architecture, space, and art for 30 years, just like building a house brick by brick. Perhaps the key to this longevity is Hyohyung's passion for these fields. Indeed, its publishing list is filled with authentic books on architecture, space, and art. Every book is worthy of its own value, but Hyohyung's books are more valuable to the readers as they are written with the mission of the creators and the sincerity of the writers. Hyohyung plans various content

and events so that readers can encode books in their minds and even have experiences through them, and conveys liberal arts knowledge that will help future generations. Following is an interview with Hyohyung, a publishing house that produces books with the utmost sincerity so that the scent of art can permeate our daily lives, and so that our society can become a warm city where art breathes.

It's a pleasure to have you with us on *K-Book Trends*. Please introduce Hyohyung to our international readers as well as the meaning of the company's name.

The name "Hyohyung" reflects our dedication to future generations. It was named after the CEO's two sons, Hyo-Keun and Hyung-Keun, one letter after the other. The company started with the dream of becoming a publisher that produces books that you won't be ashamed to give to your children, a publisher that will continue to exist for generations.

Hyohyung celebrates its 30th anniversary this year. Congratulations! How do you feel? Could you also please briefly tell us about the path that Hyohyung has been walking on?

The 1990s was a time when we made headway in the field of popular humanities by presenting stylish editing skills under the banner of "democratizing the humanities," as well as releasing

“hybrid” features that crossed the boundaries between the humanities, arts, and sciences. Several timeless titles, such as *I Go to Museums to Study*, published in 1997, *Architect: Listen Like Music and Look Like Art* by architect Seo Hyun, beloved for more than 20 years, *All Live Beings Are Beautiful*, a natural science essay by chair professor Choi Jae-Cheon at Ewha Womans University, and Bernard Olivier’s *Longue Marche*, the bible of walking tours, are still loved by many readers.

* [K-Book Trends Vol. 44 – Go to the article about professor Choi Jae-Cheon](http://www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=958&page=2&code=trend&category=61)
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=958&page=2&code=trend&category=61

In addition, we have published a variety of projects that showcase the beauty and depth of Korean culture. The pinnacle of these projects was *Painting Depicting King Jeongjo’s Visit to Hwaseong in 1795*, which has been called “the culmination of the Joseon Dynasty Renaissance.” It is a masterpiece revived by the late Han Young-Woo, former director of Seoul National University’s Gyujanggak Library (a professor emeritus at Seoul National University), who applied contemporary colors to the black-and-white woodcut “*Banchado*” (court painting of royal processions). It is a celebrated book that is still often talked about when you talk about publisher Hyohyung.

In 2003, we set up our office in Paju Book City and have been publishing a wide range of content in books that help to further permeate our society and everyday life with the fragrance of art. We are a publishing house built on the robust humanistic

spirit of our founder and the artistic touch of our designer, Choi Woong-Rim, who has been with us for over 20 years.



I Go to Museums to Study, Architecture: Listen Like Music and Look Like Art, and All Live Beings are Beautiful

Your major focus has been humanities books about architecture, space, and art. Is there a special reason for it?

The book *Architecture: Listen Like Music and Look Like Art*, published in 1998, was quite a sensation at the time. It expanded the field of architecture from the realm of civil engineering to the humanities and arts. Since then, collaborations between architects and architectural scholars increased, and books about architecture, city, and space have naturally followed.

As a publisher, Hyohyung aims to publish books with a humanistic texture and artistic touch. Our architectural books fit in well with this philosophy. Architecture is a multidisciplinary field that encompasses engineering, philosophy, social sciences, science, history, travel, and other humanities fields. There is a

saying that “architecture is the bowl that holds the human spirit.” As such, architectural books require a lot of hard work in editing and design. It is also an area that other fast-publishing publishers cannot easily get into. The low sales volume compared to the effort also plays a part. These days, there are very few publishers who publish architecture books considering the general public. Therefore, we take publishing with a sort of mission in mind.

Since your field of publication is very specific, it seems that promotions and marketing are crucial to increasing the number of readers. What are some of your promotion and marketing strategies to better communicate with readers?

In addition to the basic elements like influencers, YouTuber placements, newspaper ads, and magazine features, we try to find our own way. If a book is just a series of words, it is dead content. We want to make sure that the print gets into the readers’ heads and turns into an experience, and there are many ways to do that - book talks, book parties, book concerts, experiences, and more. We have a cafe in our Paju Book City office called “Book Cafe Noon.” Book Cafe Noon aims to be a space where books, readers, and writers can come together, which is why we organize various events there. The strategy is to plan events that fit the content of the book, the needs of the readers, and the season, and to approach those who have already become readers as a more intimate publishing brand.

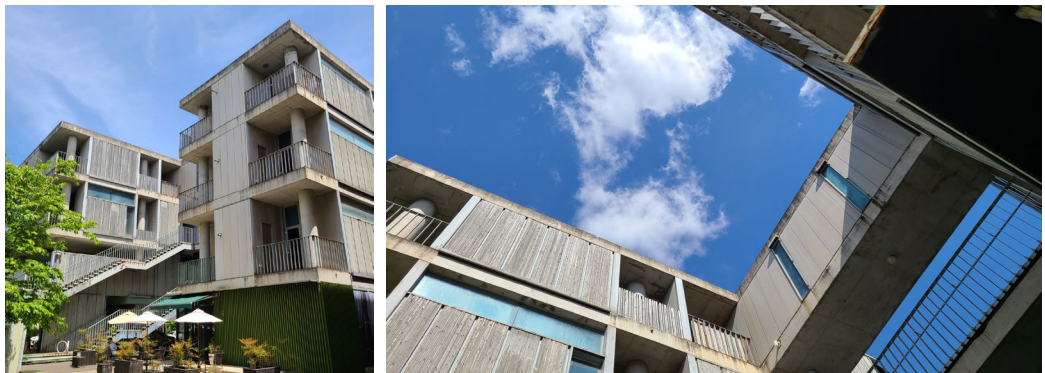
And that's for offline. For online, we take a different approach. We go after value-oriented new media readers, not bookstore-bound old media readers. We mostly utilize crowdfunding projects. You can think of Wadiz or Tumbldug, where we give the book a curative makeover so that it reaches people with the same values as the book's message. To date, we have done three curated, reprint projects through Wadiz, and they have all been very successful.

Since you publish books on architecture, space, and art, the Paju office building seems very cool. Book Cafe Noon is also the first cafe in Paju Book City. What is Book Cafe Noon like as a reading space?

Since Paju Book City started as an industrial complex, most of the buildings are technically factories. It is nothing more than pretty factories. So, the area would only be bustling with people during rush hour, and the rest of the time, it would be like a ghost town. We thought that the first step to transforming the “book factory district” into a “book city” was to create book cafes, and we were the first to open a book cafe that was open all the time. Later, regulations got loosened, and other publishers and businesses followed suit - and here we are today.

Book Cafe Noon shows off its charms from mid-April to early November, when it promotes itself as a “shelter for strollers,” and its outdoor terrace turns into an open-air square, embracing the architecture and nature of the Book City. Visitors interact with

the warm sunshine and cool breeze while reading books they have brought with them or from Book Cafe Noon's collection. Inside, the space is relaxing and welcoming, creating an atmosphere perfect for reading. To take advantage of the concrete nature of the building, the columns are not decorated with any decorations. The wood and concrete are the basic materials, and the space is mainly decorated with muted and calm colors. The CEO's hand paintings surround the space. Very few people make noise because of the calm and warm atmosphere. On weekends in autumn and winter, many readers come to read architecture-related books.



Outside views of Hyohyung



Inside views of Book Cafe Noon

It is impressive that the publisher's introduction reads, "Dreaming of a warm city where art breathes." What is the "warm city where art breathes" that Hyohyung dreams of, and what criteria do you follow to plan and publish your books to achieve this?

We don't think of the approaching era of AI as a "crisis of the humanities," but rather as an "era of threatened humanity." Perhaps the last defense of humanity will be the field of art. Recently, there have been quite a few gloomy forecasts of the future, such as "low birthrate," "disappearing jobs," and "disappearing rural areas." We want to give a message with a sense of humanity that can serve as a light to those who are worried about the future. We hope to introduce content from various fields such as philosophy, art, and music, centered on architecture, to be a strong support for them. So, our publishing house emphasizes art, talks about compassionate humanity, and speaks about the city, which is the architectural space we live in. And all that in one sentence: "We dream of a warm city where art breathes."

The criteria for publication are slightly different for each manuscript, but the message of the book must be future-oriented. We do not publish content that is limited to exploring the facts of the past. We seek liberal arts knowledge, attitudes toward life, and orientations that will benefit future generations.

New title *Urban Controversialist* was published last January. Could you please introduce this book to our readers?

The book *Urban Controversialist* can be shortened to “a spicy reading of cities by humanistic architect Seo Hyun.” It is a book that takes a microcosmic and specific look at the landscape we encounter in our daily lives, as we walk down the street, and relentlessly takes a scalpel to its absurdities and dissonances. While it tackles serious topics like politics and elections, it is still a fun read with punchy sentences and hilarious phrases. It is a great follow-up to *Red City*, which came out in 2014. It is not a criticism for critique’s sake - it helps establish a “healthy perspective of an architect reading our society.”



Urban Controversialist and Red City

You also have a separate brand called Nabizang Books, although it doesn't have many published books. What kind of brand is Nabizang Books?

Nabizang Books launched as a lifestyle publishing brand, but hasn't released a new book in nearly a decade. In the early 2000s, it was the brand that put out relatively lighter and trendier books while Hyohyung published in-depth humanities and arts books. At some point, the line between Hyohyung and Nabizang Books got blurry, and it ceased operation. In the past, Nabizang Books used to publish books about cooking recipes, movies, and illustrated travel essays.

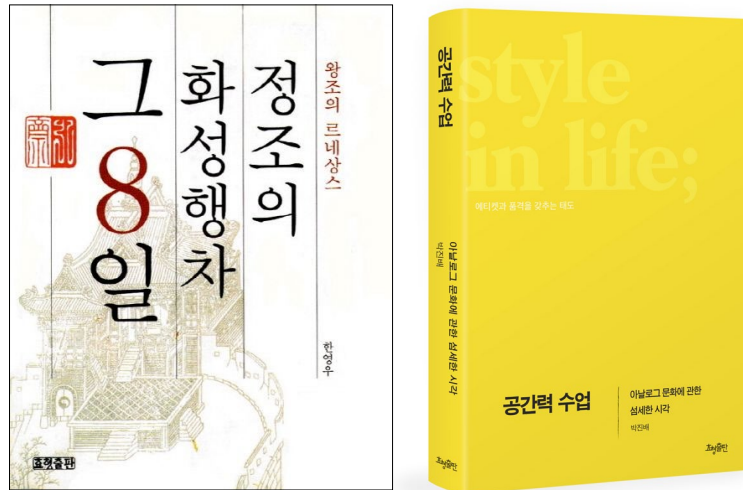
Among the titles from Nabizang Books, the one we would most like to recommend is *Stealing the Great Masters' Notes*. It is a book that summarizes the best bits of the film masters that Laurent Tirard, who later became a master of French cinema, met when he was working as an editor. It has become a classic among filmmakers. On the other hand, in terms of Korean books, there is *Drawing Morocco* by artist Eom Yu-Jung. It is a travel essay filled with early drawings by Eom Yu-Jung, who is now a world-renowned artist.

Could you please introduce the book on Hyohyung's philosophy to our readers as the company celebrates its 30th anniversary?

The book *King Jeongjo's Eight-day Procession to Hwaseong* was written by the late Han Young-Woo, professor emeritus at Seoul National University, a master of Korean studies, which revisits the meaning of King Jeongjo's procession to Hwaseong in 1795, the culmination of the culture of the Joseon Dynasty. Published in 1998, the book made us look back on King Jeongjo's achievements and a glorious moment in our history. Since its publication, interest in King Jeongjo and "*banchado*" has permeated every corner of our society. The book has proven the power of published content and how art can change our daily lives. Also, *Painting Depicting King Jeongjo's Visit to Hwaseong in 1795*, which Professor Han Young-Woo and his research team restored to life in *King Jeongjo's Eight-day Procession to Hwasung*, was reprinted as a cultural art product and selected as one of the "100 Most Beautiful Books in Korea" at the Frankfurt Book Fair in 2005.

Meanwhile, *A Class on Spatial Power* talks about the power of space across 18 topics. It also talks about attitudes that can enrich your life. It is set in an urban space. It teaches us about the mindset we need to have to live in a city where capitalism and competition are everything. The book features spaces and their stories collected by interior architect Park Jin-Bae, a professor at the Fashion Institute of Technology in New York, as he traveled

around the world. The message is that if you have discerning eyes, even ordinary places can read like extraordinary spaces.



King Jeongjo's Eight-day Procession to Hwaseong and A Class on Spatial Power



Painting Depicting King Jeongjo's Visit to Hwaseong in 1795

We look forward to dreaming together of a city that will be warmer with Hyohyung's books. Last but not least, tell us about your new book or future goals.

We envision a warm city where art breathes as much today as it did yesterday. We plan to present a variety of space, art, and philosophy content to Korean society for future generations. In 2024, starting with *Urban Controversialist*, we will publish books such as *Beyond Art*, which explores stories beyond music and art, *Seoul is Architecture*, a travel book that explores the beauty and meaning of modern architecture in Seoul, and *Palace and Scenery*, which teaches readers how to appreciate the five palaces from the Joseon Dynasty. We also have two upcoming essays on food. It will teach us what it means to live a flavorful life. Plus, we are working on a new book about the living spaces of people who live in places other than apartments.

We also have some offline events coming up. Starting in May, we'll be hosting a series of events. The specific dates are still under wraps, but you can expect to see an announcement on Hyohyung's official Instagram (www.instagram.com/hyohyungbook) soon. Please stay tuned as we continue to prepare various projects to bridge writers, books, and readers as well as for future generations.

KOREAN AUTHORS

Writer Minha

May you find strength and encouragement through picture books

The 2023 Korea Picture Book Award chose K-picture books that will represent Korea to the world. Among the many winners, my eyes were drawn to a book that showed off unique ideas with a distinctly Korean touch. The book *A Round of Tightrope Walking* (Gloyeon) won the grand prize in the non-fiction category. As we read *A Round of Tightrope Walking*, which incorporates various elements of picture books and realistically depicts tightrope walking, we couldn't help but smile as we imagined how excited children would be to read this book. Minha, the writer, creates a different kind of fun that goes far beyond the limits of books and paper. And since Minha says that picture books are like a shelter for her, we think her readers can also imagine and rest as much as they want through her books. Following is an interview

with Minha, who continues to write and draw lyrical yet dynamic pieces, expressing herself freely within the medium of picture books and making various artistic endeavors.



It is an honor to have you with us on *K-Book Trends*. Please introduce yourself to our subscribers.

Hello, everyone. I'm Minha, picture book writer. Picture books are like a shelter to me, where I can always feel comfort and love. I hope many of you could have some time to rest through my picture books as well.

Your book *A Round of Tightrope Walking* won the grand prize in the non-fiction category at the 2023 Korea Picture Book Award hosted by the Publication Industry Promotion Agency of Korea (KPIPA). How do you feel, and what kind of book is it?

First of all, it is such an honor and pleasure to be winning the Korea Picture Book Award. The book *A Round of Tightrope Walking* is a picture book that expresses the traditional Korean art of tightrope walking, a multidisciplinary art, through the medium of a picture book, utilizing its physical properties.

* *K-Book Trends* Vol. 66 – Go to the article about the 2023 Korea Picture Book Award www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1325&code=trend&category=60



A Round of Tightrope Walking

Just like you said, Korean tightrope walking is a multidisciplinary art, combining not only the act of walking on the rope, but also the jokes and traditional music played along. Was there a special reason for choosing it as the subject for your book?

I was inspired by this work of an artist, which was made up of multiple lines woven into a piece of paper. I was intrigued by the way the paper and the lines met. After that, I planned to write about a large surface of paper meeting the line of a rope. I kept on mulling over the subject that could best express such a blend of surface and line, and I eventually arrived at Korean traditional tightrope walking.

What makes *A Round of Tightrope Walking* so special is that tightrope walking is not only expressed through illustrations and words, but also through the physical format of a string that runs through the book, not to mention the QR codes that lead to tightrope walking performances. It is like a special book where you can see, hear, and touch the book, breaking the traditional idea of “reading” a book with your eyes. Did you consider these elements when you first conceptualized the book? How did you come to incorporate such an unusual concept into the book?

In the initial concept, there was only an element of tightrope walking, but halfway through the process, I went to the Traditional *Jultagi* (meaning tightrope walking) Conservation

Society to get a more accurate representation of Korean traditional tightrope walking. I heard that Korean traditional tightrope walking was recognized by UNESCO and listed as a World Intangible Cultural Heritage because it is unique in that it is a comprehensive art that includes the art of tightrope walking, jokes exchanged between the tightrope walker and the clown, and the performance of *samhyeonyukgak* (an instrumental arrangement consisting of 2 *hyangpiris* (native oboes), a *daegeum* (bamboo flute), a *haegeum* (two-stringed fiddle), a *janggu* (double-headed drum), and a drum).

The project was supported by the idea of Oh Seung-Hyun, the editor-in-chief of Gloyeon, who accompanied us, when he said that the jokes and music that characterize Korean tightrope walking must be captured in the picture book to introduce tightrope walking more authentically.

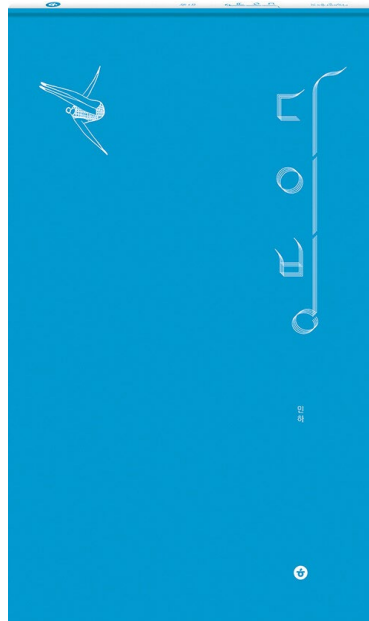
Also, we were fortunate to have the participation of Kim Tae-Kyun, a National Intangible Cultural Heritage No. 58 tightrope walker, Han San-Ha, a tightrope walker practitioner, and the performers of *samhyeonyukgak* to complete the recording. We had a lot of fun recording it, as they would improvise and add jokes as if they were performing tightrope walking on the spot, and we hope that the excitement of the scene will be conveyed to our readers.

* [K-Book Trends Vol. 23 – Go to the interview with publisher Gloyeon](#)

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=607&page=3&code=interview&category=65

Both your previous books, *Diving* (HYANG) and *A Round of Tightrope Walking*, seem to have in common the idea of translating a kinetic act into a picture book. What did you focus on to bring them to life through the medium of a book?

Looking into those two books and the works I'm currently working on, I think there are many parts of my work that exhibit dynamism. I could also realize things that I hadn't realized on my own as many people told me that my works are both lyrical and dynamic. So, I thought that I really like using such expressions and that there is something that I want to express through my works.



Diving

What inspired you to dream of becoming a picture book writer?

I really loved drawing since I was young. But, because I had no clear dream, it kind of faded in my 20s. Then, one day in my early 30s, I came across an original work exhibition of a picture book writer, and I fell in love with the genre. Since then, I continued to work on my own creations whenever I had free time as I worked at an office. And, fortunately, I could release my first picture book *Diving*, which made me become a full-time picture book writer.

Where do you usually get the inspiration for your works? And, how do they lead to writing the story and drawing the illustrations?

Whenever I get caught on certain words or images in daily life, I take a memo of them or save them. And I expand them into a single flow – I work on the message that I want to deliver, choose the subjects that keep me intrigued and excited, and continue working on them.

Is there a message you want to give to your readers as you write and draw your picture books?

I want to capture the things that pass by us in our daily lives and the little things that we forget. I hope that my picture books will allow readers to take a moment to face them, even if it is just for a moment.

You are making various attempts through picture books. Is there anything you want to challenge in the future?

I want to express different stories with different visual languages within the physicality of a picture book, and I hope that I can continue to do things that let readers see, touch, and enjoy the three-dimensional experience of a picture book.

We look forward to seeing your work in the future as you share your appreciation for the little things in life. Last but not least, please tell us about your plans and goals for the future.

I look forward to continuing to work on my picture books, slowly but steadily, and hope that they will bring comfort and strength to anyone that comes across them.

PUBLISHING INDUSTRY

A Call for an Evolutionary Level of Imagination: Replacement of Dominant Species

Current status of author management in Korea

Written by Sheen Kim
(Publishing critic, and adjunct professor at Hanyang University)



Current Status of
Author Management



Books Are Intangible
“Intellectual Value”



Expanding
the Secondary
Copyright Market

Korea’s Greenbook Agency (CEO Toni Shi-Hyoung Kim) was one of the earliest adopters of the concept of author management. It was originally founded in 2006 as an agency specializing in the international trade of publishing rights. All of its executives, including CEO Kim, are former publishing professionals or

translators, and the company has completed more than 1,000 copyright deals. In 2017, the company launched its author management business by signing an exclusive contract with Kim Bo-Young, a major Korean SF writer. Since then, it has signed award-winning fiction and non-fiction writers such as Bora Chung, Djuna, Park Seo-Ryun, Kim Hyun-Jin, Shim Wan-Sun, and Kim Joon-Nyung, and has been representing them in the global content media industry. Currently, the company is the exclusive representative of its 26 member writers, and its services include contract management, IP commercialization, and overall career management. Since expanding its scope to the author management business, the firm has introduced Booker Prize nominee Bora Chung to 23 countries and concluded copyright deals, exported more than 100 translated titles, signed more than 30 IP deals, including domestic and overseas animated webtoons, collaborated with Korea's largest entertainment company on the development of the worldview of idols, and signed contracts for screenplays. In October 2023, the company signed an "8-year exclusive" contract with writer Bora Chung, which made headlines.

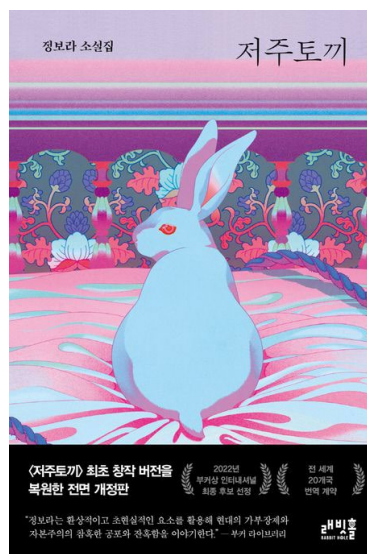
* *K-Book Trends Vol. 57* – [Go to the interview of writer Kim Bo-Young](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1171&page=1&code=interview&category=66)
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1171&page=1&code=interview&category=66

* *K-Book Trends Vol. 47*– [Go to the interview of writer Bora Chung](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1006&page=2&code=interview&category=66)
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1006&page=2&code=interview&category=66

Korea is in the early stage of author management. Unlike in the West, where management has a long history, the concept has only recently taken hold in Korea after the rise and success of celebrity management companies. As such, there is a lack of awareness of author management. Some people even perceive it as “a company that interferes with writers’ contracts and makes them uncomfortable.” However, Greenbook Agency did a very impressive promotion of their writer, Bora Chung, when she was nominated for the Booker Prize. This should help us change our perception of the need for “author management.” Writer Chung’s novel, *Cursed Bunny* (Rabbithole), was longlisted as one of the 13 finalists for the International category of the Booker Prize in March 2022, and was later shortlisted as one of the six finalists in April. Interestingly, two years later, many readers still think that Bora Chung won the Booker Prize. When they think of *Cursed Bunny*, the name “Bora Chung” pops up almost as a reflex. Even though Bora Chung didn’t win the Booker Prize that year, her name and the title of her work have become cemented in people’s memories.

This is the first time this has happened in Korea. We can find the answer in the role of Greenbook Agency. They didn’t wait for the final winners to be announced - in April, when it was announced that Bora Chung was among the final 6 on the shortlist, they held a press conference on April 14. Korean media then wrote about the story for about a month and a half until May 26, when the winners were announced. The keywords “Bora Chung and the

Booker Prize” got to the top of everyone’s mind in Korea. Just think about it. What other writer in the world would hold a press conference before winning a prize? It was a promotional strategy that would have been nearly impossible without a management company. As such, if you just take a closer look, you will see what an author management company can do. There’s a saying that a book is a business card, just larger. This deconstruction, reorganization, and expansion of the meaning of books is partly the reason why 70,000 titles are published every year in a country with only 50 million people who speak the same language.



Cursed Bunny

MP3 is an audio codec developed under the leadership of the Fraunhofer Research Institute in Germany. It was first released in 1993 and made publicly available in 1997. The MP3 technology literally caused a sensation. It offered digital sound quality that was almost as good as CDs with a small data storage capacity.

Korea was already a technological powerhouse in the 1990s. Just a few months later, in late 1997, it made MP3s available to the public by developing the technology to play them on portable devices. The Western countries began to popularize MP3 file sharing through Napster (an online music file sharing service) in June 1999, so Korea was about a year and a half ahead of the curve. At one point, Korea was so far ahead in this technology race that it once held nearly 90% of the global market share for MP3 players. Although it's just a different way of listening to music, it was a change on a much different level than the evolution from LPs to CDs. The arrival of MP3s instantly changed the entire ecosystem of the pop music industry. The phenomenon in the Korean music industry was similar to the extinction of dinosaurs during the great explosion and subsequent ice age, when mammals survived and became the dominant species in the global ecosystem.

In the cultural ecosystem of pop music, record labels held absolute power before the advent of MP3s. At that time, records were almost the only way for singers to make themselves known to the public, and most of the public's exposure to pop music was through records. Naturally, record labels were the dominant force in that ecosystem. However, times have changed, and the market has changed dramatically. The arrival of MP3s was a shock to the industry. The pop music industry collapsed in an instant. The record labels were helpless against the infinite reproduction and spread of MP3s on the Internet, and they responded by asking

the government for legal regulations. The logic of the music industry at the time was, “If we go out of business, the Korean pop music scene will disappear.” But they were powerless to stop the evolution that had already begun, and most importantly, their prediction was completely wrong.

This is because although the Korean pop music industry went through a period of ups and downs after the record labels lost their hegemony, it managed to globalize after evolving into a system led by management companies. Today, Korean pop music is the driving force behind K-culture, creating a global influence. In contrast, record labels, which neither led nor adapted to the new environment in the Korean music market, have lost their position in the industry. The power in the pop music market that was once held by record labels has been taken over by management companies. Instead of focusing on the production of tangible products such as music records, those who focused on the production of intangible content such as popularity and image as well as the establishment of new distribution structures were the winners.

This evolution in the pop music market has important implications for the publishing industry. Publishing today seems to be facing much the same choices as record labels had at the end of the 20th century. It is not that readers aren't reading books, it is just that the physical form of books, printed on paper, isn't being read. People today are “processing” or “consuming” a vast amount of text-based information and knowledge than ever

before. It's not that the demand for information and knowledge has disappeared, it is just that the publishing industry hasn't yet figured out how to commercially distribute the kind of knowledge information that the times demand. At this point, the publishing industry should not only focus on producing a tangible product called books, but should also explore specific and diverse methodologies for commoditizing and facilitating the distribution of the core elements that make up books, namely the intangible "intellectual value," in a much wider variety of forms.

However, this is not just about workarounds. If the publishing industry shifts away from the traditional structure of paperback book manufacturing and into the author management system, it will be easier to enter the secondary copyright market that begins with publication. The secondary copyright market can be unimaginably large, depending on the case and the level of the case. While most people think of secondary copyright income as income from renowned writers' lectures or the sale of original rights to literary works that are adapted into video content, this is a very modest form of secondary copyright - in short, just a "little side income." For example, if you succeed in branding the image of a chef based on a publication plan and utilize the chef's image as trust capital, various promising businesses can be possible, from restaurant franchises to the production of various cooking utensils, or even shops specializing in safe food. In other words, the publishing industry would be able to create a second or third Paik Jong-Won, and participate directly in all

the income generated from it. And, if the publishing industry succeeds in a project to make an artist famous through publishing management, the publisher would be able to invest in the artist's work and pursue the results. In short, the publishing industry could become much larger than it is now if it were to leave the current structure of manufacturing.

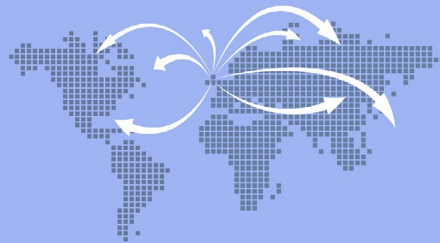
Will media disappear if broadcast stations disappear? If all the newspapers go out of business, will the press disappear? There are certain things that don't disappear unless human civilization does. Publishing is one of them. This is because publishing serves the function of translating the intellectual values of the time produced by humanity into language, distributing and storing them. However, the situation facing the modern publishing industry is not a simple recession that can be solved by just enduring it. I believe that we need to go deeper than that, into the fundamentals, to find a solution. In light of this awareness, let's take a closer look at the concept of "author management" in the evolutionary sense of "the replacement of the dominant species following the great extinction." It is an era that calls for enormous imagination.

Publishing Policy

**Starting Life With Books,
Bookstart Korea**



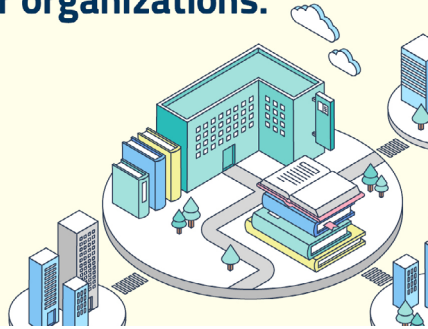
Initiated in the UK, "Bookstart" is a worldwide program that has now spread to around 40 countries.



**Starting in 2003 in Korea,
it celebrates
the 21st anniversary this year.**

Bookstart Korea is run by more than
300 libraries in about 72% of
local governments

**with about 1,000
partner organizations.**



Giving bags full of picture books as
a gift for babies, the babies and parents
read them together in joyful laughter.

**Bookstart Korea is
a program that gives
happiness and joy!**



Six Objectives of Bookstart Korea



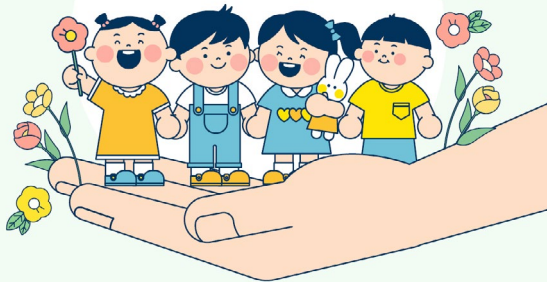
“The best social care for babies” is
the aim of Bookstart Korea.

Six-step packs provided by Bookstart Korea

Bookstart Pack	0-18 months
Bookstart Plus Pack	19-35 months
Bookstart Treasure Chest Pack	36-before school
Bookwings Primary Pack	Elementary school
Bookwings Middle and High Packs	Middle and high school
Bookstart Senior Pack	Seniors

Going beyond babies, Bookstart Korea has been providing picture books to more than 140 thousand readers every year.

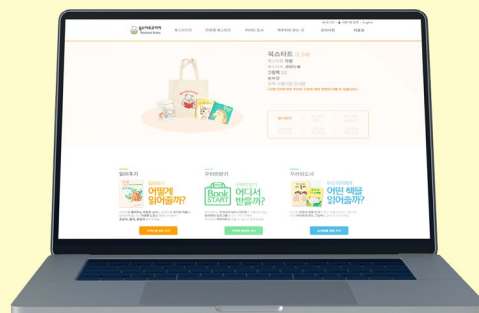
“Books for babies!”



Bookstart Korea promotes

social equity in early childhood benefits by providing free picture books to all babies.

Check out the website, if you want to know more about Bookstart that helps babies start their life with books!



Go to the website of Bookstart Korea

* bookstart.org:8000/bbs/content.php?co_id=book_English

Let's Try

A Miraculous Workout Routine for a Healthier Body!

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!

The Miracle of Posture

- Written by Ja Se Yo Jeong, published by Dasan Books



A miraculous book that helps you correct poor posture!
 Discover solutions to relieve pain and keep your body in shape.

자세 문제에 10분만 투자하면?

몸통이 사라진다	<ul style="list-style-type: none"> • 몸의 비균형이 사라지고 • 좋은 자세의 근육이 강화되어 자세가 바로잡히고 유지가 용이해진다.
자세가 교정된다	<ul style="list-style-type: none"> • 몸의 긴장이 적당히 풀리고 • 몸의 딱딱한 느낌이 사라진다.
자세기 유연해진다	<ul style="list-style-type: none"> • 관절 주변 근육의 균형을 회복하고 • 유근막에서 응집된 인대와 배설물 제거로 서고 움직이기 편해지고 활동이 자유로워진다.
사라졌던 관절이 드러난다	<ul style="list-style-type: none"> • 유근막의 탄성이 회복되고 • 구부러진 어깨가 직선 자세로 바뀐다 • 허벅지 앞면이 풀리고 • 허벅지 뒷면이 단단해지고 • 고관절 관절이 있고 계란만 차려 끼워진다.
안녕히 사라진다	<ul style="list-style-type: none"> • 탈락근이 회복되고 • 수종 기어 올리는 압박력이 사라진다.

자세 회복 4-STEP

몸을 바로 세우는 일은 마치 집을 다시 짓는 것과 같습니다. 집을 다지고 아파서 벽돌을 다시 세우고 집 내부를 복원하는 것처럼, 약해진 근육을 강화하고 뼈에 생긴 응집물을 제거함으로써 무너진 자세를 이전에서부터 바로잡아 건강한 자세로 되돌리세요. 그 과정은 다음과 같은 단계가 필요합니다.

STEP 4 바른 자세 유지하기
STEP 3 몸의 내구성 강화하기
STEP 2 뼈다 바르기
STEP 1 바른 자세 유지하기

바른 자세 유지하기
 몸을 바로 세우는 것은 몸을 '복원'한다고 할 수도. 우리 몸에는 이 흐름을 돕는 몇 그대의 근육을 잘 관리해주는 '조력근육'이 있습니다. 이 조력근육이 약하면 몸은 바로 서지 못합니다. 이 조력근육을 잘 관리해주는 것이 바로 이 단계의 핵심입니다. 이 조력근육을 잘 관리해주는 것이 바로 이 단계의 핵심입니다. 이 조력근육을 잘 관리해주는 것이 바로 이 단계의 핵심입니다.

LEVEL 1 등 손잡지 당기고 밀어 등 폼다가 구부리기

난이도 ★★
 횡수 4회 × 3세트

약해진 날개뼈 주변 근육과 등 근육을 강화해 등과 손잡지를 유연하게 만들어 줍니다.

올은 척추 사이사이를 채우는 움직임입니다. 척추를 펴고 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다. 등허리 관절은 척추를 펴고 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다. 등허리 관절은 척추를 펴고 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다.

편안한 자세로 앉은 상태에서 허리를 펴고 손잡지 당기고 밀어 등 폼다가 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다. 등허리 관절은 척추를 펴고 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다.

1 손잡지가 몸에서 멀어질수록 목의 긴장감이 줄어들고 목의 움직임이 부드러워집니다. 이 동작을 할 때는 목의 움직임이 부드럽게 굴러 흐르도록 합니다. 등허리 관절은 척추를 펴고 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다.

조력근육에 따라 고관절이 움직이지 않도록 합니다. 등허리 관절은 척추를 펴고 구부리는 동작을 반복해 등허리 관절은 움직임을 부드럽게 굴러 흐르도록 합니다.

Are you reading this with a slouched back and hunched shoulders? Are you struggling with unexplained aches and pains? Has it been too long since you woke up in the morning with fresh energy? If so, here is a book for you: *The Miracle of Posture*, a guide to posture solutions by Ja Se Yo Jeong, a YouTuber with

over 100 million views and 1.3 million subscribers worldwide. This book introduces 66 stretches that tens of thousands of people have followed on YouTube and have actually seen results! The idea that we can bring our bodies back into balance just by doing postural stretches is nothing but a miracle.

For everyone living a busy life with no time to exercise, Ja Se Yo Jeong has prepared a book that will help you feel immediate changes in just 10 minutes or less! She will guide you to self-care by pinpointing aching areas such as the neck, back, shoulders, waist, pelvis, and knees, and teach you how to breathe correctly so that the pillars of your body stand up straight. Follow this book, and wake up magically refreshed and light with good posture and healthy habits! You will notice positive changes in your mind and spirit as well as your body. So, let's all have a vibrant 2024 with *The Miracle of Posture*!

[Go To Article](#)

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1344&code=info&category=92

NEW BOOKS

Paik's Korean Liquor



Korean alcohol tastes better the more you know!

Paik's Korean Liquor

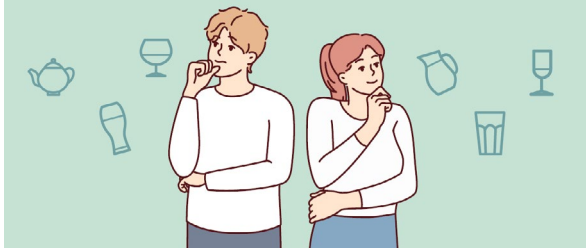
“Cooking CEO” Paik Jong-Won’s
guide to Korean alcohol!

An easy and friendly guide to
the rich world of Korean liquor.



How much do you know about
Korean liquor?

If you think that *soju* and *makgeolli* are
the only Korean liquor,
then this book is a must-read!



From the ingredients and types of Korean liquor,
to the fermentation process, the secrets behind
the taste, the key terms you must know,
and an easy way to make it,
**the book presents everything that you want
to know about Korean liquor.**



As trendsetter Paik Jong-Won also introduces
dishes that go well with the liquor,
**you will be able to get a broader, deeper
understanding of Korean liquor and culture!**

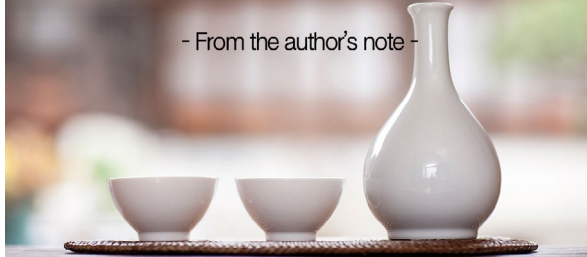


“

Just like sharing food and talking about its taste,
I hope to see a culture of casual conversations
about liquor, such as “What kind of liquor goes
well with this food?” and “What kind of aroma
and taste does this liquor have?”

”

- From the author's note -



Korean liquor is as charming as
wine, whiskey, and sake.

**This book is a guide that will bring
more people into the rich and intricate
world of Korean liquor!**



If you love liquor and if you love food,
**Discover various types of Korean liquor
that suit your taste buds.**



A unique encounter with Korean liquor!

Paik's Korean Liquor

Paik Jong-Won, Gimmyoung Publishers



BEST SELLERS

4th Week, January 2024**Best Seller Trends in the Four Biggest Online Bookstores in Korea**

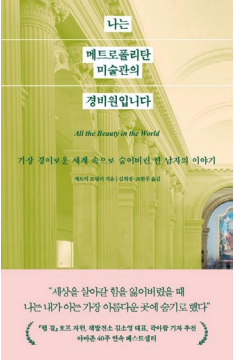
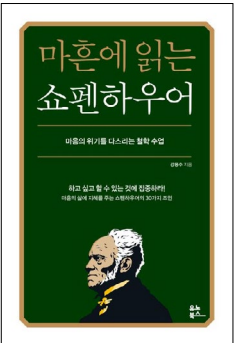

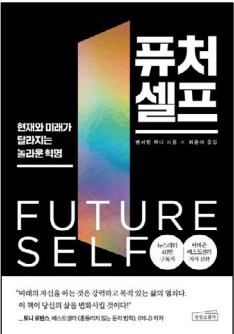
With the start of a new year, the top best sellers for the fourth week of January 2024 gave us a glimpse into what Korean readers chose to start the year with. Most notable was the strong performance of business/management and self-help books, including last year's favorite, *Sayno Love*. Also, the No. 3 book, *Stock Investment: All About Day-Trading*, is by Hong In-Ki, an MZ generation trader who started trading stocks in the second grade of middle school and made 1 billion won from 150,000 won. It contains the know-how of day trading stocks in a way that is easy to understand even for beginners. Coming in at No. 8, *Hawaii's Palace's 100-Day Miracle* is a so-called "challenge book" that helps readers set a mindset for wealth and success, following up with specific actions. The book includes encouraging comments from the writer and space for readers to try their own "write your goal 100 times for 100 days" challenge.

In addition, the popularity of various exam prep books on the list shows that many readers want to achieve not only financial success but also intellectual growth. For example, *ETS TOEIC Regular Test Prep: Vol. 4 RC (Reading)* and *ETS TOEIC Regular Test Prep: Vol. 4 LC (Listening)*, books for studying for the TOEIC, a test that measures English communication skills, ranked 6th and 9th, respectively. Another book, Choi Tae-Sung's *Korean History Exam Prep Book: Advanced (Grade 1, 2, 3), Vol. 1*, was ranked 9th on the list. It seems that the Korean readers' desire to read and study hard to fulfill their wishes in the new year is reflected in the best seller list.


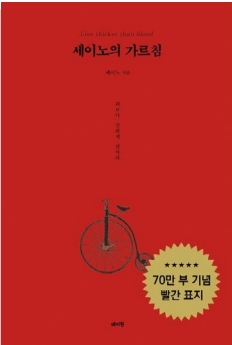
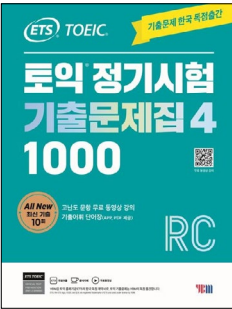
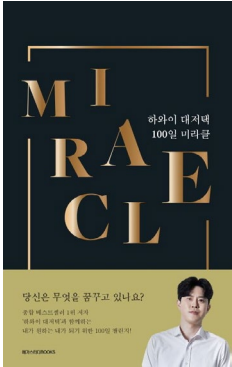
Meanwhile, the top 5 children's books for the 4th week of January included books that help children build up their knowledge and inner strength. Among them, *Must-Know News Articles for Elementary Schoolers* features 100 top news stories on a variety of topics, including economics, society, environment, and science, at the level of elementary school students. It helps children develop the ability to analyze social issues in their own way. Another book, *Pretty Words for Myself*, presents lovely words with warm illustrations to help children learn how to speak and think in different situations in life. We hope that 2024 will be a year in which we spend our days saying beautiful things to others and ourselves, just like this book.

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

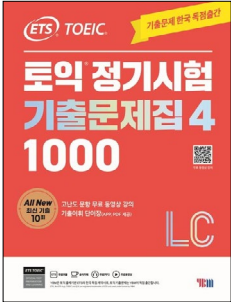

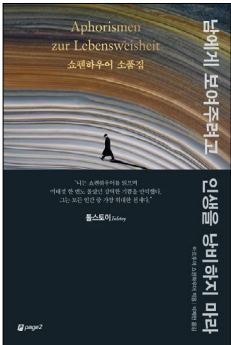
Top 10 best sellers for the 4th week of January

1		<p><u>All the Beauty in the World</u></p> <p>Author Patrick Bringley Publisher Woongjin Thinkbig Genre Non-fiction</p>
2		<p><u>Reading Schopenhauer at Forty</u></p> <p>Author Kang Yong-Soo Publisher Uknowbooks Genre Humanities</p>
3		<p><u>Stock Investment: All About Day-Trading</u></p> <p>Author Hong In-Ki Publisher Gilbut Genre Business</p>
4		<p><u>Be Your Future Self Now</u></p> <p>Author Benjamin Hardy Publisher Sangsang Square Genre Self-help</p>

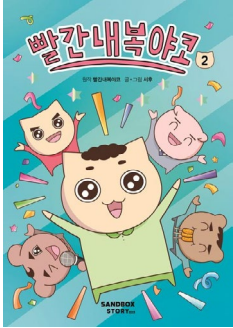


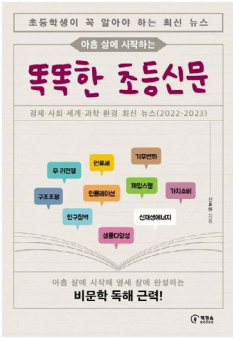
Top 10 best sellers for the 4th week of January

5		<p><u>Fu Bao, We Love You at All Times</u></p> <p>Author Everland Zoo Publisher Sigong Junior Genre Non-fiction</p>
6		<p><u>Sayno Love</u></p> <p>Author Sayno Publisher Day One Genre Self-help</p>
6		<p><u>ETS TOEIC Regular Exam Prep: Vol. 4 RC (Reading)</u></p> <p>Author ETS Publisher YBM Genre Foreign Language</p>
8		<p><u>Hawaii's Palace's 100-Day Miracle</u></p> <p>Author Hawaii's Palace Publisher Megastudy Books Genre Self-help</p>

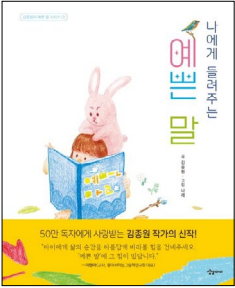
Top 10 best sellers for the 4th week of January

<p>9</p>		<p><u><i>ETS TOEIC Regular Exam Prep: Vol. 4 LC (Listening)</i></u></p> <p>Author ETS Publisher YBM Genre Foreign Language</p>
<p>9</p>		<p><u><i>2024 Choi Tae-Sung's Korean History Exam Prep Book: Advanced (Grade 1, 2, 3), Vol. 1</i></u></p> <p>Author Choi Tae-Sung Publisher Etoos Books Genre Exam</p>
<p>9</p>		<p><u><i>Don't Waste Your Life to Show Others</i></u></p> <p>Author Arthur Schopenhauer Publisher Page 2 Books Genre Humanities</p>

Top 5 children's books for the 4th week of January

<p>1</p>		<p><u>Red Pajama Yaco 2</u></p> <p>Author Red Pajama Yaco Publisher Sandbox Story</p>
<p>2</p>		<p><u>Practical Tips for Children About Traveling the World</u></p> <p>Author Hannal Publisher Blue Garden Books</p>
<p>2</p>		<p><u>Greek & Roman Mythology 37: Gods' Hometown, Greece's Spirit</u></p> <p>Author Park Si-Yeon Publisher Owlbook</p>
<p>2</p>		<p><u>Must-Know News Articles for Elementary Schoolers</u></p> <p>Author Shin Hyo-Won Publisher Chaegjang Books</p>

Top 5 children's books for the 4th week of January

<p>5</p>		<p><i>Pretty Words for Myself</i></p> <p>Author Kim Jong-Won Publisher Sangsang I</p>
<p>5</p>		<p><i>Momo</i></p> <p>Author Michael Ende Publisher Gimmyoung Publishing</p>

KOREAN TRANSLATOR

Minjeong Jeong

Profile

She pursued Latin American Literature at Korea University, completed her translation studies at the Literature Translation Institute of Korea, and also finished her PhD coursework in the same field at Korea University. She earned the Daesan Literary Award for her Spanish translation of Byung Mo Koo's *La panadería encantada*, a collaborative effort with Irma Zyanya Gil Yáñez. Additionally, she co-translated Hyejin Kim's *Sobre mi hija* for publication in Argentina and Spain. Currently, she serves as a Spanish Lecturer at Dongguk University. Her translation interests primarily focus on contemporary fiction, academic texts in the humanities, and literary criticism.

Contact

- E-mail: yoakaori@naver.com

Achievements

- 24th Daesan Literary Award in Translation (Spanish)

Publication

- Byung Mo Koo's *La panadería encantada* (with Irma Zyanya Gil Yáñez)
- Hyejin Kim's *Sobre mi hija* (with Irma Zyanya Gil Yáñez)
- Hyejin Kim's *Soy toda oídos* (in press) (with Irma Zyanya Gil Yáñez)
- Jung Young Su's "Nosotros" in *Anthology* for 2020 Bogota Int'l Book Fair



La panadería encantada, Sobre mi hija

Publication

- Translation of *60° Aniversario de las relaciones Corea-México: Evaluaciones y objetivos futuros*, Embassy of Mexico in Korea

#K-BOOK

#Start

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

I'll Go Step by Step Until I Get There

1. Publication Details

Title | I'll Go Step by Step Until I Get There

Author | Ra Heeduk

Publisher | dalpublishers

Publication Date | 2017-03-31

ISBN | 9791158160586

No. of pages | 208

Dimensions | 140 * 200



2. Book Intro

Ra Heeduk has put the ordinary landscape of her daily life into words, making them shine as a pearl found in a mudflat. If capturing fleeting moments through one's own eyes and interpreting all the mysterious things in the world with language is what poets do, they will catch what they see even while walking the trails through their delicate and warm glances.

Ra saw the back of an old man walking with a cane, the back of an old woman sitting in the shade, and the back of a couple hugging each other, and thought of the frail back that all humans have. A person who lives on the streets with a dog and the "mother of pigeons" who displays pigeons made of felt also prompted the poet to feel the warm hearts of people that care about animals. Ra has occasionally followed the footsteps of artists who lived miserable lives and died young, such as Franz Kafka, Van Gogh, and Anne Frank. Ra also encountered an old man in Sorokdo Island who had stunted fingers from leprosy and a treasure hunter who was searching for something at a beach on a summer night.

The landscape, people, and objects that the poet has portrayed all have their own

distinctive colors and stories. The poet's eyes have captured scenes that one may easily pass by. The things that are around us but not so noticeable shine brightly in this book and catch our eyes. The scenes reinterpreted by the poet and put into poetic words will also touch readers deeply inside their hearts without any exaggeration or flowery description.

* k-book.or.kr/user/books/books_view?idx=226

I Start My Day at 4:30 AM

1. Publication Details

Title | I Start My Day at 4:30 AM

Subtitle | The one habit to make your day twice as productive

Author | Kim Yoojin

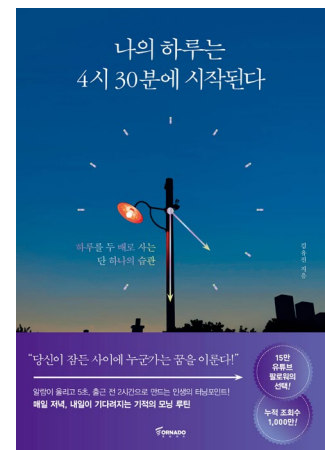
Publisher | Tornado MediaGroup

Publication Date | 2020-10-20

ISBN | 9791158511906

No. of pages | 256

Dimensions | 138 * 200



2. Book Intro

Kim expresses the time she gains by waking up early as “the time when I take charge.” She spends this time as she pleases, totally undisturbed by unexpected appointments and other work. This ordinary habit of simply utilizing those two hours before work makes it possible to create a turning point in life without doing anything special or extraordinary.

This book is about the potential of the morning—something through which the author was able to withstand the struggles of studying abroad, pass bar exams in two different U.S. states, and enrich her life through various other challenges. This book presents specific methods through which one can practice a morning lifestyle and utilize the time they're given at daybreak.

* k-book.or.kr/user/books/books_view?idx=4564

The True Beginning

1. Publication Details

Title | The True Beginning
Author | Park Nohae
Publisher | Slow Walking
Publication Date | 2016-05-24
ISBN | 9788991418219
No. of pages | 144
Dimensions | 128 * 207



2. Book Intro

“In the winter that year, my beginning was my defeat. My defeat was my true beginning”(Park Nohae). In 1991, when socialism collapsed along with its ideal of human liberation, Park was sentenced to death. At that moment, he wrote about the “beginning” at the “end of life”, the end of all things. The true hope has brought up in such agony and despair that a person could hardly endure. Let’s meet with the courage to begin again.

* k-book.or.kr/user/books/books_view?idx=4189

Bloomed

1. Publication Details

Title | Bloomed
Author | Hyo-jeong Kim
Publisher | Blue Bicycle Publishing Co.
Publication Date | 2018-03-01
ISBN | 9791188609062
No. of pages | 40
Dimensions | 220 * 255



2. Book Intro

The story of special flower seeds that fly here and there in warm spring and get ready to bloom on the ground, on the water, and in unexpected places. There are many beautiful, dazzling flowers with wonderful fragrances. But, anything and anybody can be a flower that moves your heart even without a scent or makes your heart warm even if it's not fancy. In life, we always need to make choices, and this book shows the importance of having a trust in ourselves and our choices and waiting patiently. When a flower seed overcomes fear and temptation, has

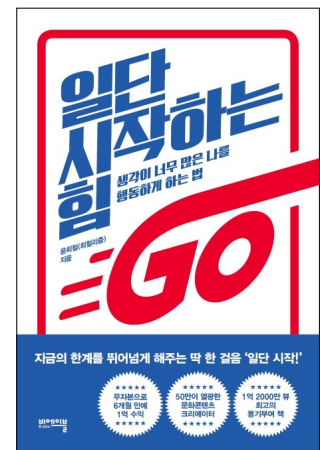
a faith in its choice and waits patiently, it blooms into a special flower that looks different from other flowers, but makes people smile and warms up their hearts. Enjoy the story of special flower seeds getting ready to bloom, and let yourself bloom at the same time.

* k-book.or.kr/user/books/books_view?idx=1287

The Power to Just Start

1. Publication Details

Title | The Power to Just Start
Subtitle | How to Stop Overthinking Things and Just Act
Author | Heechulism (Yoon Heechul)
Publisher | Sam & Parkers Co., Ltd.
Publication Date | 2020-07-31
ISBN | 9791190931007
No. of pages | 240
Dimensions | 140 * 205



2. Book Intro

For you, who can't start anything if you're not perfectly prepared, "Just start! An opportunity you never dreamed of will come!"

- Started out without any capital and earned a profit of 100 million won in six months
- A creator of cultural content that 500,000 viewers rave over
- The best motivational content attracting 120 million views

There are many people who can't even start anything that they want to do because they think too much before they act. But is there such a thing as a perfect time to start anything? The most certain way to gain something you want is to just start, face the challenges as they come and complete it.

This book describes how the writer, who couldn't speak a word of English, earned a net profit of 100 million won in just six months with an English learning business he launched in his junior year in university and became a creator of a cultural-content YouTube channel that has amassed over 500,000 subscribers. It tells the story of how he led his life toward a better direction with his exceptional drive and confidence.

Hundreds of thousands of people who watched Yoon pioneer his life in the hundreds of video clips he posted on his YouTube channel, Heechulism, from his early twenties until now, just over thirty, say that they receive a positive stimulus, that they are motivated and find courage thanks to his story.

Prologue: In Search of Every Individual's "-ism"

Chapter 1: Will It Succeed? I'll Know When I Try!-For You Who Are Worried, But Won't Do Anything

Chapter 2: Business Isn't Just for Second-Generation Chaebols-A Very Small Business of Your Own

Chapter 3: Thank You for the Wound-The World and Every Person Who Shakes You

Chapter 4: I Changed My Mind-Breaking away from the Stereotypes and Prejudice that Lock You in

Chapter 5: I Can Live Like This-The Various Ways of Life I Encountered in the World

Chapter 6: Nice to Meet You-Fostering Relationships that Enrich Your Life

Epilogue: Looking Forward to a Tomorrow, of Which I Have No Clue About

* k-book.or.kr/user/books/books_view?idx=4349

Mrs. Serious and easy-going son

1. Publication Details

Title | Mrs. Serious and easy-going son

Author | Jin Sookyoung

Publisher | A thousand hope

Publication Date | 2022-02-28

ISBN | 9791165732226

No. of pages | 40

Dimensions | 220 * 250



2. Book Intro

It is Tae-pyung's first month in elementary school! Grade school is very different from kindergarten. There are many things to take care of, learn, and do on his own. The boy makes many mistakes, but it's alright because the first time is always the hardest for everyone. Day by day, little by little, school life will become more enjoyable.

As for Mrs. Serious, it has been a month since she joined a new company. It's not easy for her since she's returned to work after a long break. There are a lot of things to learn. She makes mistakes even with simple tasks, but it's okay. She'll learn step by step and become better at her job.

"The first time is the hardest for everyone. It is okay; you've done well!"

A picture book that cheers for every new student and working mom.

The first time is an unfamiliar, frightening moment for anyone. Especially for children, entering elementary school is a significant change and challenge. This picture book depicts the struggles of a mother and a child adapting to their new

environments at school and at work. Tae-pyung and his mother want to be good at new tasks, but they keep making mistakes even with small things. Repeated mistakes can be discouraging, but the two say to themselves, “The first time is the hardest for everyone. It is okay; you’ve done well!” These are the words Tae-pyung and his mother say to each other and their readers. This delightful picture book sends warm consolation and support to children and working moms who feel uneasy before new beginnings.

A magical picture book that helps a child and his mother better understand each other.

Rather than telling a story just from a child’s or a mother’s point of view, this book skillfully interweaves two people’s stories as they enter a new school and job. With intersecting stories, a boy and his mother narrate their daily routines from the first-person point of view, offering vivid depictions of school and work life. Furthermore, the similar images and timelines, such as classroom and office, lunch breaks, and restrooms, place the boy and his mother in similar situations, forming the bridge to a greater understanding between the two. A child will be comforted by reading this book and thinking, “Mom has difficulties and makes mistakes, too, when starting something new.” This book gives a child and a mother a magical time to understand each other’s situation, build empathy, and confirm love.

* k-book.or.kr/user/books/books_view?idx=6455

Start a Big Bang Tour!

1. Publication Details

Title | Start a Big Bang Tour!

Subtitle | Physics Beginning with Big History

Author | Kim Sangwook, Kim Jinhyeok

Publisher | AJA Publishing

Publication Date | 2018-07-19

ISBN | 9791188236084

No. of pages | 48

Dimensions | 185 * 230



2. Book Intro

Big History is a massive history that looks at science together with the humanities. It thinks of the history of humans from the beginning of the universe and begins examining science from the Big Bang. This is a new and fun science book that allows children in lower grades to easily experience the Big History with

electricity in our daily lives.

We can now light electric lights, play games, make books, and move our eyeballs to read books—all with energy from the Big Bang. At first glance, it seems the Big Bang and electrical devices have nothing in common, but when you read this book, you will realize that they do.

Start a Big Bang Tour! explores science through questions.

“Where does the electricity we use at home come from?” “How do they make electricity at power plants?” “Where did coal, which is used to make electricity, come from?” “Why is coal buried deep in the ground?” and more. The book asks and asks until all your questions are answered, and it embarks on a trip in search of scientific answers. In the process, sometimes, you need to use your imagination. “Coal was a plant 300 million years ago.” “The sun was a cluster of hydrogen created during the Big Bang.”

You have to be able to imagine things that go beyond time and space to understand physics, which studies vast spaces and eons of time. This book presents a trip using cartoons to freely leap through time and space, helping children develop their scientific imagination. It also enhances the fun in reading, with interesting pictures and editing that allow children to approach difficult scientific knowledge.

* k-book.or.kr/user/books/books_view?idx=3790

The Founder's Way

1. Publication Details

Title | The Founder's Way

Subtitle | Start-up: A Unicorn or a Cockroach

Author | Lim Jeongmin (Jeffrey Lim)

Publisher | Bookstone

Publication Date | 2017-07-12

ISBN | 9791187289197

No. of pages | 288

Dimensions | 128 * 188



2. Book Intro

The world has welcomed an age of start-ups. Yet, the realities of start-ups are far from easy. Even if you succeed in starting a company using a new idea, the real problems soon follow. From securing investment, marketing to hiring, you are faced with endless tasks, and with each day presenting new issues and changes, a start-up company is nothing short of chaos. Based on the author's experience and insight, this book sets out what must be done to ensure your start-up overcomes numerous

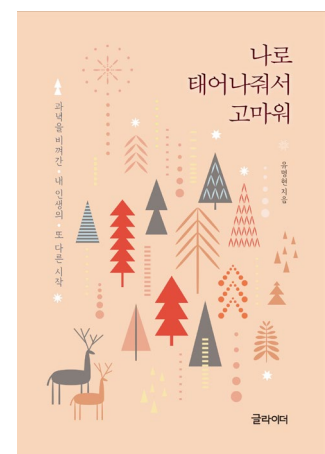
crises and survives. The author has traveled back and forth between Silicon Valley and the ecology of Korean start-ups and met many entrepreneurs. The aim of this book is to relieve the curiosity and frustration of start-up entrepreneurs. Rather than giving just another success story, the author provides extensive real-life advice that start-up companies need, offering practical tips to future entrepreneurs and insight to start-up business people for the multiple issues they must deal with.

* k-book.or.kr/user/books/books_view?idx=373

Thankful to Be Born as Me

1. Publication Details

Title | Thankful to Be Born as Me
Subtitle | Another beginning in my life that missed the mark
Author | Yoo Myeonghyun
Publisher | glider
Publication Date | 2020-02-15
ISBN | 9791170410188
No. of pages | 288
Dimensions | 130 * 190



2. Book Intro

This is the only life I'll get. I'm lucky to have been born as me. Even before entering school, my family was shattered. I was forced to become independent, mentally and physically, at all costs. Studying in the United States, something I risked everything to prepare for, was also a series of hardships. The ultimate goal was to obtain a U.S. work visa and permanent residency, but all my efforts were in vain as something unexpected happened every time I tried to apply. Even small sums of money I had saved had to be given away for other people's businesses. I was the sole breadwinner of my family, and I couldn't escape from being trapped in a situation where my family demanded money from me day after day.

Because of this, my best efforts always fell short. I just wanted to quietly get my life in order. This was not a determination that came about out of anger, but a small wish to just rest quietly for the rest of my life. Just as I had let go of everything and was just letting my life pass me by, and an unexpected life walked in. I realized that organizing my life and my inner self was the only way to start again. After letting go of my stubbornness and obsession, I finally took a good, solid look at myself. I learned that my excessive greed and the wild thoughts I had about living in comfort throughout my life had been constricting my everyday life.

Since then, I've been living as if I got a bonus life. Living as if you've gotten a bonus life is quite fun. The thrill of increasing the density of life is like a treasure that money can't buy. "I want to be born and live as me, again and again." I'm lucky to have been born as me. I'm thankful to have been born as me."

* k-book.or.kr/user/books/books_view?idx=3908

The Skill Exchange Will Start Shortly

1. Publication Details

Title | The Skill Exchange Will Start Shortly

Author | Lim Gun-Hee, Mae

Publisher | Bear Books Inc.

Publication Date | 2022-06-29

ISBN | 9791158363482

No. of pages | 128

Dimensions | 152 * 210



2. Book Intro

On the day she fails her math exam, Yena accidentally discovers the Skill Exchange Center. Somewhat cold, the head of the center curiously says that people can exchange one of their skills for a skill of their choice. After much deliberation, Yena exchanges her jump roping skill, her most confident one, with mathematics skill. But her joy is short-lived, and Yena faces moments that require the skill she gave away.

Just before the skill exchange ruins her relationship with her best friend Minji, Yena discovers at the center that her skill scores have changed since the last measurement. Yena thought the skill she gave way was completely gone, but maybe this means she can get it back. Through Yena's adventure with skill exchange, this story conveys the message that the skills children tend to ignore are just as valuable as skills for studying or sports, and ability is not something fixed but rather something that changes and grows.

* k-book.or.kr/user/books/books_view?idx=7088