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TOPIC

How Did the “Best Book Design From All Over the World” Begin?

Books selected in Korea in 2024

Written by Jang Sung-Hwan (CEO of Infographics Lab 203,
head of the judging panel for the 2022 Best Book Design in Korea)

Launched in 1963 by the German Stiftung Buchkunst, the “Best Book Design From All Over the World” is a world-renowned competition that is now co-organized with the Leipziger Buchmesse. Leipziger Buchmesse is the earliest international book fair held every year. Leipzig, the background of Martin Luther’s debates on reformation, has been a center of book printing, publishing, and design since medieval times, as well as being home to numerous publishing houses. The competition is set in this historical context.

In Korea, the Korean Publishers Association has been holding a contest for Korean books, and the selected books have been submitted to the contest in Germany. Consequently, Uhm Yoo-Jung’s collection, *FEUILLES (Leaves)*, published by Media Bus

in 2021, won the prize for the first time in Korea, followed by Workroom Press's *Samuel Beckett Anthology* in 2023, which won the honorary prize.

And, this year, the contest was expanded to include 4 categories for the "Best Book in Korea" - "Best Book Design in Korea" in the design category, "Best Book for Children in Korea" in the picture book category, "Best Book of Pleasure in Korea" in the comics category, including webtoons and web novels, and "Best Book of Wisdom in Korea" in the academic category. The screening criteria were set by category, considering both originality and relevance, and a total of 40 titles, 10 in each category, were selected. The 40 finalists can be found in the special exhibition at the Seoul International Book Fair (SIBF) in 2024 (June 26 - June 30). This article will look at current changes in the form and role of books, as well as the meaning of a "beautiful book," centered on the "Best Book Design in Korea" in 2024.



FEUILLES (Leaves) and Samuel Beckett Anthology

The birth of books in their current form and their changing roles

The form of books that came with the invention of letterpress printing in the time of Gutenberg has remained remarkably unchanged over the centuries. There have been only a few technological advances in printing technology, such as offset printing and digital printing.

Early publication of books flourished mostly around university cities in the Middle Ages, such as Leipzig. The early publishing industry evolved to target universities and researchers, who were the primary consumers of media that organized and recorded academic knowledge. Early books were valued for the information they contained. They were an effective means of preserving civilization, but paradoxically, they were also subject to control. The ruling class didn't want books to be widely available. In the Middle Ages, only the royal family, the nobility, and the religious classes had access to books. This is exactly described in Umberto Eco's masterpiece, *The Name of the Rose*. The book features an old monk in a medieval monastery determined to do whatever it takes - even murder - to prevent the publication of the second book of Aristoteles' *The Poetics*.

At the beginning of the book's existence, the most functional aspect, the value and meaning of the information, was the priority for publication. The publishing industry focused on the effective production and distribution of books. This trend changed as technology and society mass-produced books, leading to a

period of competition. Sometimes, books in similar fields or even on the same subject began to be published. This competition has led to the decoration of books in order to be chosen by readers. The “differentiation,” that is, standing out among similar books, begins with the book’s cover, the most recognizable element, because of limitations in printing and paper-making. At the time, bindings were mostly sewn bindings and hardcovers. The materials for hardcovers were not limited to paper, and the lettering was not limited to black ink. The libraries of wealthy and prestigious families were often filled with these sumptuous books. This tradition continued even after the advent of the adhesive binding and paperbacks. Books without hardcovers - just the texts in sewn bindings - were sold. This was a marketing strategy that encouraged buyers to purchase the book and then customize the hardcover to their taste. As the publishing industry expanded and reading became more common, decorating books has also changed. Books for long-term storage were published in hardcover, while books that did not need to be read and kept for a long time, such as light novels, were published in paperback bindings. Sometimes the same book was published in both hardcover and paperback, letting the reader choose between the two.

What does a “beautiful book” mean?

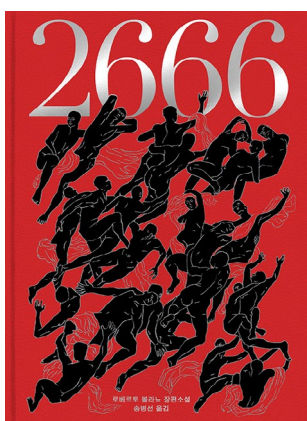
The “Best Book Design” contest does not prefer or exclusively target hardcovers. Why? It is probably because social norms and readers’ perceptions of what makes a book beautiful have changed. It’s thanks to the emergence of criteria for determining beauty beyond hardcover books.

As the role and genre of books expanded, various attempts were made to communicate with readers through text and paper. The visual appearance of books has changed rapidly due to changes in format, diversification of paper and font, development of illustration and photography, and the involvement of various professions in the production of books. A beautiful book should, therefore, be viewed in the context of changing technologies and times.

Professor Ahn Byung-Hak, head of the judging panel for the “2024 Best Book Design in Korea,” said in his final comments below:

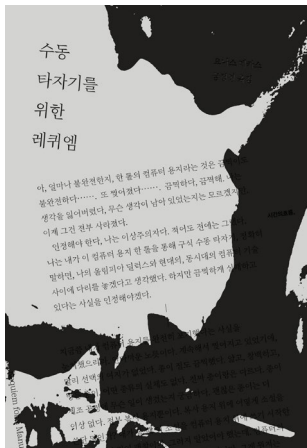
“All the judges of the ‘2024 Best Book Design in Korea’ tried to find the answer in the designer’s approach to beauty. We wanted to look at how the designer’s attitude of wrestling between the existing order and experimentation creates a trigger for events in the encounter with readers, how it makes this vague uncertainty of beauty specific, how it stays in a state of anonymity through naming and re-naming, and how all of this leads us to read beauty in books.”

The beauty of books is evolving from physical properties to intangible values. When a reader encounters a book in a bookstore, it is not easy to conceptually grasp the intentions of the producers. However, even though it cannot be explained in a technical way, readers intuitively sense the tangible and intangible values of the book that distinguish it from other books. I believe that one of the roles of the contest is to further activate such a valuable and meaningful practice. From this perspective, I would like to take a look at some of the winners of the “Best Book Design in Korea.”



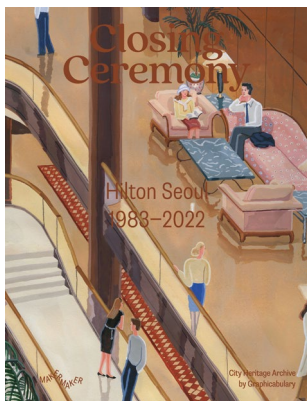
2666, published by The Openbooks Co.,
designed by Hahm Ji-Eun

This book breaks away from the usual patterns and tendencies that large publishing houses often fall into: parroting past successes. In general, the “SM Taemyungjo” font is not used in the text. And while most books are justified, for some reason, this one is left-aligned. Also new is the silver edge-printing on the sides of the main body of the book, visible when the book is closed. This is a printing technique usually used for religious books and Bibles. The large format, red cover, and silver edge-printing make a strong impression and create anticipation before you even open the book.



Requiem for a Manual Typewriter,
published by Delta time, designed by O Hezin

The book gives off a very simplistic vibe as it is printed in black and white throughout. The original book, published in Germany, is actually a bundle of dozens of manuscripts typed on a manual typewriter. The Korean designer used a relatively inexpensive type of paper and only included the page number on the left side of the page, making it look like a typewritten document.



Closing Ceremony: Hilton Seoul,
published by Makermaker,
designed by Kwak Min-Goo and Lee Se-Jung

The book, which chronicles the 40-year history of Hilton Seoul from 1983 to 2022, seems to have been carefully designed with the hotel's structure in mind. The design elements that evoke the building's interior, exterior, and floors hint at this assumption. The illustrations in the book aren't just repetitions of the text, but help the reader envision the space and its past along with their own imagination.



Goldilocks Zone, published by Foundry Seoul,
designed by Kim Sung-Koo

Using Pantone's neon colors for printing the magenta and yellow colors from CMYK 4-color, which is usually used for publishing books, the book presents a strong impact on the cover. Also, it shows a new balance in texture by combining relatively inexpensive vellum paper with Gmund Colors Matt. It is one of the book's strengths that its somewhat flashy visual elements, such as the neon colors, blend well with the content.

The books selected for having the "Best Book Design in Korea" will be sent to Germany to compete against other beautiful books from around the world. Although the differences between regions, countries, and cultures have become much lighter thanks to the Internet and the globalized world, there are still clear boundaries between language, text, and history. However, I believe that the tangible and intangible beauty of books that transcend language and text will be clearly conveyed. I hope that these Korean books will do well in the contest.

Winners announcement of the “2024 Best Book in Korea”

* Go to the announcement of the 2024 “Best Book in Korea”
<https://sibf.or.kr/en/page/13?gbn=4&year=2024>

Best Book Design in Korea (BBDK)



2666,
The Openbooks
Co.



Ripley,
Eulyoo
Publishing



*Stranger Than
Matter,*
Sol Studio



*Requiem for
a Manual
Typewriter,*
Delta time



*Closing
Ceremony:
Hilton Seoul,*
Makermaker



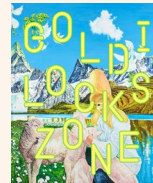
*Piano Étude
Corona,*
Montage Press



*A Collection of
Queer Korean
Cinema,*
Moving Picture
Press



Ashes,
Curiousworks



*GOLDILOCKS
ZONE,*
Foundry Seoul



K-Artists,
The Floorplan &
Archive Books

Best Book for Children in Korea (BBCK)



*What's in
Your Bag?,*
Bombom
publishing Co.



*Moonlight
Dance,*
Kiwi Books



BIG BIG Series,
Munhakdongne
Publishing



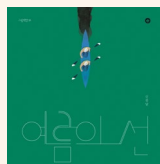
*If I Become
100 Years
Old,* Sakejul
Publishing



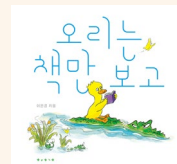
*Going to the
Market,*
Gilbut Children
Publishing



*Swallows of the
Summer,* Noran
Sangsang
Books



*The Line of
Summer,*
Hyang



*The Duck Only
Read a Book,*
Borim Press



*LEAVE IT TO
MR. OH!,*
BIR Publishing



*FOLD AND
UNFOLD,* Yun
Edition

Best Book of Pleasure in Korea (BBPK)



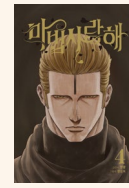
The Complete Kkomabi Comics, Ondo Publishing



THE WHITE LADY, Baram Books



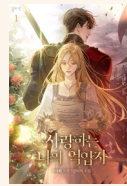
Anatomy Cartoons in Peeling and See 2, Hanbit Biz



Mage Again, Jaedam Media



Mi-rae's Curiosity Shop, Dulnyouk Publishing



Dear My Oppressor, Dasan Books



Surindang: A House That Mends Scales, Jaedam Media



The Troublemaker's Speech, Munhakhongne Publishing



One Room TA, GOBOOKY BOOKS



The People of the Golden Apartment, Woorinabi Publishing

Best Book of Wisdom in Korea (BBWK)



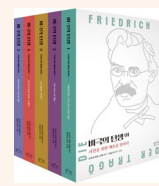
How to Poor Children Become Adults: Poverty and Youth, a Record of 10 Years, Dolbegae



The Book of the Flower, JINSUN PUBLISHING



Slaves and Beef: Joseon History in Sungkyunkwan and Banchon, Purunyoksa



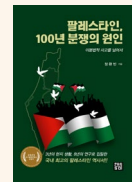
The Birth of Tragedy: Art for the Citizens, Common Life Books



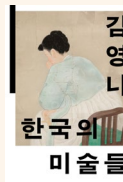
The History of the Holy Bible, VIATOR



Book of Sui, Zmanz



What Caused the Century Old Conflict in Palestine?: Beyond Dichotomy, Innsey50



Korean Art: From Opening up to Liberation, Workroom Press



Hangle & Typewriters, Yuksa bipyoungsa



Whirling Days: Living with HIV in South Korea, Banbi

SPECIAL PROJECT

[Book × New-nostalgia]

New-nostalgia, the 1990s Sought in the 2020s

Written by Yoon Yea-YI (Assistant professor, Department of Sociology,
Gyeongsang National University)

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.

Why are the 2020s bringing back the 1990s?

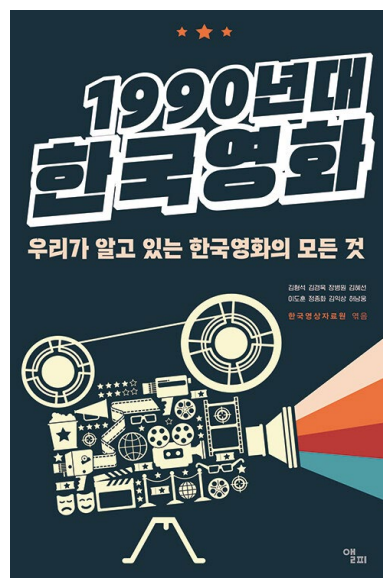
The past ages do not just recede from the present over time. Some events from the past have become the underlying framework for the present. The 2020s have been through the

1980s, 1990s, 2000s, and 2010s, and have embraced each of them one after the other. The 1990s, in particular, are often invoked in the 2020s when it comes to pop culture. While the 2020s are socioeconomically gloomy, the 1990s often return with colorful references to “the good old days.”

Clearly, the “era of culture” in the 1990s, which came after the era of ideology, was a time when the mass consumer market emerged, and various cultural trends flooded the country. Korea’s GNP per capita exceeded 10,000 dollars in 1994, and it entered a mature stage of consumption that pursued individualization and diversification. In the 1990s, not only “reading materials” in the form of literary works, but also various “things to see” and “things to listen to,” such as movies, dramas, advertisements, and recordings, became part of everyday life. Following the distribution of colored TVs in the early 1980s and video in the mid-to-late 1980s, new media such as PCs and personal mobile communications proliferated in the 1990s, and broadcasting became more diverse, with options such as cable TV, local community broadcasting, satellite broadcasting, and general wired broadcasting. Cultural discourse has also greatly expanded in terms of topics and issues. Not only did it broaden its horizons to newly emerging cultural industries such as film, play, and music, but it also took various elements of life such as the body, senses, sensibility, desire, pleasure, and unconsciousness as cultural topics, and paid attention to cultural forms and events such as daily images, styles, fashions, travel, sounds, plays,

jokes, and provocations that had been overwhelmed by larger discourses such as the meaning of ethnicity and social class. Some criticize the “New-nostalgia (Newstalgia)” for the 1990s a regressive throwback. However, if we consider that we are in the long-term phases of post-democratization, post-socialist collapse, post-consumer society, and post-economic crisis, it is clear that the 1990s are not far from now and are one layer that constitutes the current societal reality. Many current social phenomena, especially those of pop culture, have their origins in the 1990s, and we have to go back to the 1990s to dig into them. So, the 1990s are not just a “back in the day” story. The following are 3 of the most recent books exploring the 1990s.

Korean films in the 1990s: the cradle of today’s film industry



Korean Films in the 1990s

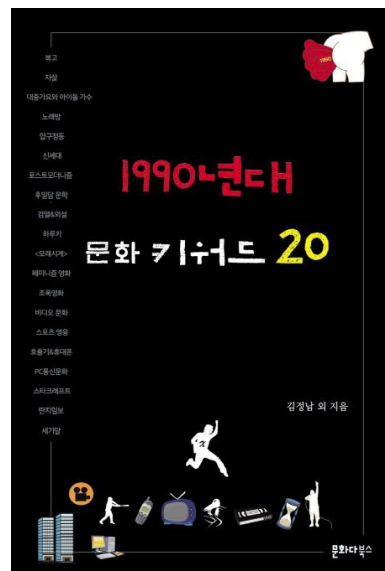
The book, *Korean Films in the 1990s* (LP), explores how films as an art and industry experienced a radical transformation in the 1990s and how such changes have shaped Korean filmmaking today. To shed light on the history of the Korean film industry, the Korea Federation of Film Archives (KOFA) brought together experts from across different fields to draw a topographical map of the industry, ranging from the spectrum of film genres to film aesthetics, star power, independent movies, and cinemathèque culture.

According to the book, the 1990s was a transitional period between the dark ages of the 1970s and 1980s and the renaissance of the 2000s. While Hong Kong films lost ground in the Korean movie market, the Korean film industry had to face a new and huge wave of Hollywood movies' direct distribution, as well as the trials of the Asian Economic Crisis and the neoliberal trend. In the midst of this, a series of blockbuster hits released in the 1990s, ranging from "General's Son" to "Seopyeonje" and "Shiri," gave Korean cinema a popular basis as a cultural product.

Moreover, the 1990s could be considered the cradle of the current film industry because of the structural changes that took place. The indigenous capital of local box office producers shifted to corporate and financial capital, multiplexes emerged, and independents took hold. The video market surged, the era of cable TV began, and the term "Korean blockbuster" was introduced. Art cinemas survived in the midst of a cinephile culture, and international film festivals were established. Film

weeklies were published, private cinemathèques attracted young filmmakers, and the shackles of censorship were lifted from Korean cinema. Then, discourses on the “diversity” of Korean cinema emerged over screen quotas. The young filmmakers of the 1990s experimented with a variety of genres, producing films featuring “Korean New Wave,” realism with social commentary, crime thrillers, and feminist themes - creating the sounds of a new era. Korean cinema in the 1990s ushered in a new era that continues to this day through its innovative styles, distinctive genres, and systematized film industry.

Culture in the 1990s: a site of identity formation



20 Cultural Keywords of the 1990s

The book, *20 Cultural Keywords of the 1990s* (Munhwada Books), extends beyond movies to a wider range of cultural keywords. The webzine Munhwa Da gathered critics, researchers, and

columnists from various fields, such as literature, film, and culture, to traverse the cultural landscape of the 1990s with 20 keywords. Starting with *Retro: The First Love and Family Love of the 1990s and the Retro*, the cultural keywords include pop songs and idol singers, karaoke, Apgujeong-dong, new generation, postmodernism, retrospective literature, censorship, and obscenity, Haruki, the drama “Hourglass,” feminist films, gangster films, video culture, sports heroes, pagers and mobile phones, PC communication culture, StarCraft, The Ddanzi Ilbo, and the end of the century.

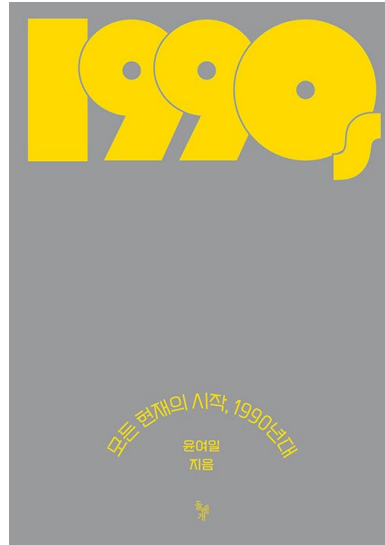
Culture in book *20 Cultural Keywords of the 1990s* is definitely pop culture. Certainly, it was in the 1990s that folk culture declined and popular culture flourished as it is now, and that teenagers and young adults emerged as the main consumers of popular culture. The proliferation of various mass media and the spread of PC communication, the Internet, and mobile communications led to the rapid expansion of popular culture. It was also in the 1990s that the consumer code strengthened, and culture solidly shifted to the realm of entertainment and capital accumulation, where people enjoyed goods such as music, movies, and fashion. The current new-nostalgia also looks back to the 1990s.

Let’s take a look at the pop culture frenzy of the 1990s through this book. Seo Taiji and Boys, with their rap-dance music, sparked a new wave of pop music. Hyun Jin-Young and H.O.T followed suit, shifting the leadership of the music industry to the teenage

generation; the cultural trend of idols continues to this day. The spread of PC communications and the Internet has broadened the outlets for pop culture, contributing to the current success of the Korean Wave and K-culture. The young generation that emerged as the main consumers of culture was called Generation X, or New Generation. However, since the economic crisis in the 1990s, the theory of this youth generation draws attention to their pessimistic socioeconomic situation.

20 Cultural Keywords of the 1990s not only looks at pop culture products as transmitted through the mass media, but also at cultural events and phenomena such as the “video of Ms. Oh,” motorcycle gangs, homosexuality, and StarCraft, and broadens its focus to keywords such as “postcolonialism,” “subculture,” “indie culture,” and “gender” that have emerged in cultural criticism in the 1990s. In this sense, the book has the virtue of approaching culture as both an industry reorganized as a “factory without a chimney” and as a site of material production and political power. Culture in the 1990s was therefore considered a site of identity formation where domination, collusion, resistance, escape, liberation, and refraction overlapped.

The 1990s, the near-origin of our time



The 1990s: The Beginning of All the Present

The book, *The 1990s: The Beginning of All the Present* (Dolbegae), goes beyond culture, examining the literary, ideological, generational, digital, intellectual, progressive, national, controlling, women/gender, and ecological domains in which issues emerged from the 1990s continue to influence the present. The book is based on the premise that “the 1990s are the near-origins of many of the conditions that define the present.”

The 1990s are depicted in the book as follows: politically, democracy was institutionalized, the first civilian governments emerged, and the first change of regime occurred. Economically, capital accumulation based on national developmentalism opened up a full-fledged consumer society, but the Asian financial crisis broke out, and the neoliberal system took hold in the process of restoration. Culturally, teens and the 20s emerged

as the main consuming force, and pop culture expanded and subcultures transformed due to the flooding of various mass media and the spread of PC communication, the Internet, and mobile communication. Ideologically, Marxism declined and all kinds of post-discourses emerged in its place, and after the economic crisis, self-reflective discussions on Korean-style modernization proliferated. As such, there has been both hope and peril.

The part that we should note in this book in relation to new-nostalgia and the previous two books is this: “The 1990s, a decade of optimism that for a while was tinged with romantic colors, came to an end with the Asian financial crisis. The sunny days of the boom turned cold, and romanticism gave way to cynicism. Desire grew like never before, only to be abruptly discarded. This experience left a collective psychological wound in Korean society. The nostalgic 1990s, which came to an end like that, are still occasionally looked back on as ‘the good old days.’”

In retrospect, the important social agenda of the early to mid-1990s was, first and foremost, “freedom.” With the implementation of a direct presidential election system, the recognition of the Gwangju Uprising as a democratic movement, the weakening of anti-communist ideology, and the alienation of censorship, political freedom gained ground. The flood of mass consumer goods and the proliferation of visual media as a result of rapid growth encouraged a sense of economic and cultural freedom. Having won democratization, it was time for citizens

to enjoy their freedom as consumers. Postmodernism, as well as discourses on globalization, new generation, and microscopic narratives, all talked about freedom, which naturally spread the topic with economic growth. However, all of them vanished with the onset of the Asian financial crisis.

After the Asian financial crisis, “survival” became the most urgent issue in Korean society. Restructuring became structured, crisis became permanent, and individuals had to arm themselves. The 2020s borrowed the ingredients of new-nostalgia from the first half of the 1990s, and got reasons to invoke the 1990s again and again in the strata of crisis that followed from the second half of the 1990s. For the ego of the 2020s, the 1990s continues to be a symptom that returns with disturbing frequency as long as the ego is lacking or repressed by something.

EXPORT CASE

The Bird That Drinks Tears,
Flying Around the World

Written by Pomerico, David (HarperCollins Publishers)

Sometimes, a project comes across your desk as an editor that immediately catches your eye. Maybe it's the title, or the author, or the pitch that was written to suck you in. With *The Bird That Drinks Tears* (Minumsa Publishing), it was definitely the latter for me, specifically the idea of “the Korean Lord of the Rings.”

Okay—that got my attention. Diving into the manuscript, then, I was blown away by the depth of the world and how fascinating the characters were. And yet, while Lee Young-do is certainly a Tolkien in breadth and spirit, he's also distinctly Korean in the best possible way. This wasn't just another Western fantasy reread, but a purely new read for me, and that was exciting. The “if you haven't read it before, it's new to you” vibe was strong, and I found myself sucked into the narrative.



Korean edition of *The Bird That Drinks Tears* (20th Anniversary Special Edition)

I knew I had to get this out for an American audience. Along with my U.K. colleague, Natasha Bardon, we made this an important project to add to the Harper Voyager list. Again, we started with the fact that this series is such a crucial piece of the Korean fantasy canon. We also have made an effort to get more translated works onto our respective lists. In both cases, there is the mindset of expanding our readership beyond the fantasy and science fiction they know, and acknowledging that these genres are truly global; that the stories of heroism, adventure, and magic are universal, no matter where the writer is from. Lee Young-do has written novels that should be beloved fantasy books, period—not simply beloved in Korea.

We wanted to be part of the reason *The Bird That Drinks Tears* finds its way into the worldwide fantasy canon. I have no doubt it

will. To that end, we're excited to have an amazing translator on board, Anton Hur, someone who is a fan of the material and can bring to life Lee Young-do's words for English readers. We see these as important hardcover releases here in the U.S., U.K., and Australia. We are already working on potential cover artists to encapsulate the novels' origins while also capturing the attention of our particular markets. To us, it will be as much about introducing the world to the story as it is to Lee Young-do and his legacy, and we're excited to be able to do both.

* *K-Book Trends* Vol. 37 – Go to the introduction of translator Anton Hur
www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=585&page=1&code=info&category=76

* *K-Book Trends* Vol. 47 – Go to the article about Korean books recommended by translator Anton Hur
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1009&code=trend&category=64

We cannot wait for more readers to experience the joy and wonder I felt upon first reading *The Bird That Drink Tears*, and I think 2025 is going to be an amazing year for this modern classic to find an even bigger audience.

BOOK TRIP

[A Trip to Literary Museums ①]

The Footprints of Two Writers Who Sang of Hope in Times of Despair

Andong-si, Gyeongsangbuk-do: Kwon Jeong-Saeng Fairy Tale Museum and Yi Yuk-Sa Literary Museum

Written by Choi Ha-Yeong

Literary museums are not just places to display writers' books and materials, but also places that create new content based on those materials and spread writers' spirits to future generations. As they preserve the past yet always have new stories to tell, it is always a thrill when going to a new literary museum, curious to see what stories they will tell. This is why many book lovers and even general travelers search for literary museums in their travels and take the time to visit them.

Andong, Gyeongsangbuk-do, the destination of this month's "Book Trip," is a city of traditional Korean culture and is often referred to as the "spiritual capital of Korea." Living up to its name, Andong is famous for being home to prominent scholars such as Lee Hwang and Ryu Seong-Ryong during the Joseon Dynasty as well as independence activists such as Yi Yuk-Sa and

Lee Sang-Ryong during the Japanese occupation. The Taekbaek Mountains and the Nakdonggang River together present beautiful natural scenery, and the region is also a popular destination for many travelers as it holds various tangible and intangible cultural heritages. We visited two literary museums in Andong, which are not to be missed on any trip. Let's take a look at the Kwon Jeong-Saeng Fairy Tale Museum and Yi Yuk-Sa Literary Museum, as well as the many other things to see and experience in Andong.

Seeds of hope for all the children in the world



Outside view of Kwon Jeong-Saeng Fairy Tale Museum

The first place we visited was the Kwon Jeong-Saeng Fairy Tale Museum, located 30 minutes by car from Andong Station. Born during the Japanese occupation, Kwon Jeong-Saeng lived through the pain of fallen nationhood and the Korean War after liberation, vividly witnessing the destruction of humanity in

these violent times. However, just as dandelions bloom even on hard concrete, he wrote children's books such as *Doggy Poo* (Gilbut Kids), *Sister Mong-Sil* (Changbi), and *The Little Chick Bbedaegi* (Changbi) to spread hope and peace to children in the midst of despair. The Kwon Jeong-Saeng Fairy Tale Museum was established to share his literary spirit and the fragrance of life more closely with growing children.

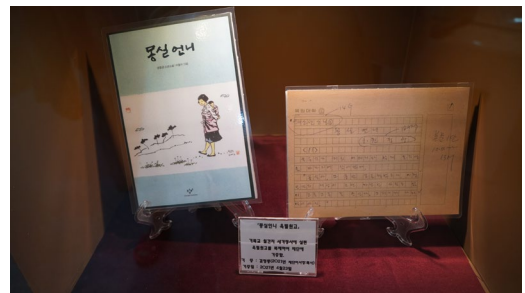


Kwon Jeong-Saeng's representative titles
- *Doggy Poo*, *Sister Mong-Sil*, and *The Little Chick Bbedaegi*

The Kwon Jeong-Saeng Fairy Tale Museum is a renovation of an abandoned school in the neighborhood where he lived, and uses the entire school building. The museum in spring, when cherry blossoms are in full bloom, made us feel like we were in a land of fairy tales. There was a playground for children to play on, and cute fairy tale characters welcomed us. Inside the museum, Kwon Jeong-Saeng's belongings, such as his will, desk, and diaries, were displayed alongside his major works. In addition, his life was organized into an easy-to-follow chronology, and you can also watch a video that explains his life and literary world.



Outdoor areas of the Kwon Jeong-Saeng Fairy Tale Museum with structures depicting characters from Kwon's books



Inside views of the museum where Kwon's representative works are displayed with the handwritten manuscript

Kwon Jeong-Saeng struggled with illness for so long in his life that he had to spend two days in bed for every day he wrote. Nevertheless, his works are filled with messages of peace and hope, and his life was one of warmth and compassion. Until the moment he rested in peace, Kwon cared for marginalized, lonely, and suffering children. His words, “I will be poor even if I were reborn a hundred times, and will always be with poor, lonely, and sick children,” are what we should remember and pay attention to on May 5 - Children’s Day in Korea.

The world of poetry infused with national spirit



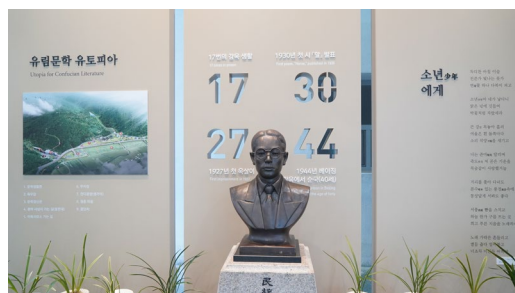
View of the Yi Yuk-Sa Literary Museum

Another literary museum in Andong, the Yi Yuk-Sa Literary Museum, is dedicated to Yi Yuk-Sa, an independence activist and poet who fought against Japanese occupation with his literary works. Known as “Yi Yuk-Sa,” his real name was actually Lee Won-Rok, but he chose the name after the number 264 (pronounced as *yi*, *yuk*, and *sa*, respectively) that he received in prison after his independence movement. The Yi Yuk-Sa Literary Museum features various exhibits related to his independence movement and literary activities with the aim of passing on his national and literary spirit. The museum is composed of Spirit Hall (exhibition hall), Residence Hall (training institute), and Yookwoodang (birthplace of Yi Yuk-Sa), and the exhibition hall is organized on two floors.

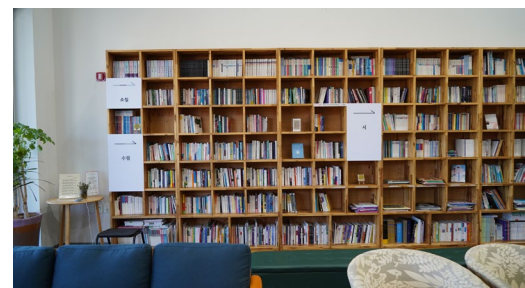
The exhibition hall on the first floor showcases his unflinching

fight against the Japanese occupation, regardless of the hard times in prison. Here, along with models of the independence movements he participated in, you will find literary works, photographs, medals, and memorial poems.

When you read his representative poems such as *Green Grapes*, *The Vertex*, and *The Wild Plain*, you will be able to feel his longing for independence which he always called for during his lifetime as well as his yearning for hope. On the second floor, you can follow in his footsteps along the chronology of his life, which describes how he came to be named “Yi Yuk-Sa.” In a separate room, you can watch videos to further understand his life and spirit. The literary cafe “Yellow Butterfly,” located at the end of the exhibition hall on the second floor, is a place where you can relax with a book or a cup of coffee.



Bust sculpture of martyr Yi Yuk-Sa and his posthumous works on display



Titles published in honor of martyr Yi Yuk-Sa and the literary cafe Yellow Butterfly

We left the exhibition hall and headed to Yookwoodang, the birthplace of martyr Yi Yuk-Sa. The name “Yookwoodang” is in honor of the brotherhood of Yi Yuk-Sa’s 6 brothers. Although the original structure is no longer available, they have recreated the house as best they can. The passionate life of Yi Yuk-Sa, an independence fighter and resistance poet, as seen through the Yi Yuk-Sa Literary Museum, reminds future generations of the importance of unwavering free will and peace. He once wrote, “After a thousand years, there will be a superhuman riding a white horse, and he will sing throatily in this wilderness.” Although he died before he could see the liberation of his country, his works and life continue to ignite hope in the hearts of all of us living today.



The recreation of Yookwoodang, the birthplace of Yi Yuk-Sa

Various popular spots in Andong, perfect places to go in spring

Located near the Yi Yuk-Sa Literary Museum, “Dosan Seowon” is another must-visit place on any trip to Andong. Preserving traditional Korean academic values and architectural culture, Dosan Seowon was designated as one of the UNESCO World

Heritage Sites - “Seowon, Korean Neo-Confucian Academies” - in July 2019 for its excellence and universal value as a World Heritage Site. *Seowon* was an educational institution established during the Joseon Dynasty and a place of worship for “*Sunghyun*,” the Confucian masters. Among them, Dosan Seowon was built to honor the scholarship and virtues of Toegye Lee Hwang, a leading Joseon scholar. It consists of various annex buildings centered around the Dosan Seodang, the main educational building, and the Okjingak, where Toegye Lee Hwang’s artifacts are displayed. It is an excellent place to take a stroll while enjoying the beautiful springtime scenery of Dosan Seowon and feeling the spirit of Toegye Lee Hwang.



View from the entrance of Dosan Seowon



Signboard of Dosan Seowon hanging in Jeongyodang, Dosan Seowon's main hall, and Toegye Lee Hwang's artifacts displayed in Okjingak

Another representative Seowon in Andong - Byeongsan Seowon - is dedicated to honoring Seoae Ryu Seong-Ryong, a scholar, physician, and writer during the Joseon Dynasty. Byeongsan Seowon is also listed as a UNESCO World Heritage Site, “Seowon, Korean Neo-Confucian Academies,” and neighboring Hahoe Village has also been designated as a UNESCO World Heritage Site in recognition of its ability to preserve Korean traditions intact over the years. Hahoe Village is home to 127 houses that preserve the traditional lifestyle and classical architecture, and are still inhabited today. The village offers a variety of traditional experience programs, and the Hahoe Byeolsingut Talnori Permanent Performance is held 6 days a week, except Mondays, at 2pm. If you are planning a trip to Andong, we recommend spending a day touring both Byeongsan Seowon and Hahoe Village to get a full experience of traditional Korean culture.



Beautiful scenery of Byeongsan Seowon in spring



View of Hahoe Village and scenes of the Hahoe Byeolsingut Talnori Performance

On our way back to Andong Station after our short trip, we headed for another famous spot near the station as we were sad to leave. It's Wolyeong Bridge, a bridge that holds the beautiful and sublime love story of a couple who lived during the Joseon Dynasty. Located about 20 minutes by car from Andong Station, the bridge was crowded with people enjoying spring. The spectacular blooming cherry blossoms and the smiles of travelers watching them were everywhere. While Wolyeong Bridge is a great place to visit in spring, it is also a great place for a romantic date, as it boasts stunning night views. Wrapping up our trip with Wolyeong Bridge, we got to thinking that Andong is a city that best suits spring more than any other destination. This is because the Kwon Jeong-Saeng Fairy Tale Museum and Yi Yuk-Sa Literary

Museum, dedicated to two writers who never gave up hope in the face of despair, and Andong's many other tourist spots that still preserve Korean traditions, resemble the warm spring that always comes after a cold winter, and the lush spring that brings new life every year.



Wolyeong Bridge in spring and the bridge's night view

ONE-LINER QUOTES

Two Ways to Read Spring in April**Columnist's Pick**Written by Park Hool-Ryung (Pharmacist, writer)

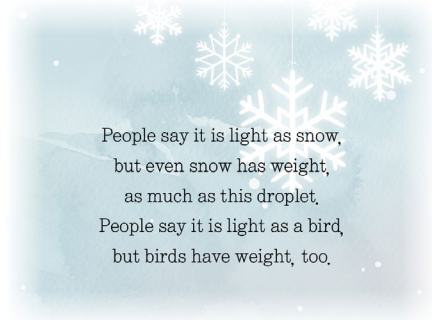
Former journalist for Elle and Esquire, Min Yong-Jun is a freelance columnist, appearing on TV, lecturing, and writing. He wrote *Yesterday's Film, Today's Director, and Tomorrow's Conversation* (Zene Scene), a collection of interviews he had with 13 directors.

The seasons are always honest and dutiful - they do what they must when the time comes, without hesitation. In spring, it sows what it has to, blooms what it has to, and declares another cycle of seasons to begin again. Spring is always an invigorating and promising season, as if giving those who have missed the start of a new year a second chance to get back on the starting line. Although we often say that spring begins in March, it is usually

April when we can truly enjoy it. So, I have selected 2 books that I think are perfect for April, when spring fully blooms.



Impossible Adieux
Han Kang, Munhakdongne Publishing



Han Kang, writer of *The Vegetarian* (Changbi), was the first Korean to win the UK's Man Booker Prize. And Han's novel, *Impossible Adieux* (Munhakdongne), is a book to read and remember with April. Beginning with the sentence, "It was snowing heavily," the book stays in this snowy season from beginning to end. Set in this cold season, the story follows the journey of Kyung-Ha, a novelist living in Seoul, as she travels to Jeju Island to meet her old friend In-Sun. In between, the readers learn about the past stories and introspective confessions of the two characters. Along the way, we discover why this novel is set on Jeju Island - the ultimate destination.

Han Kang, who previously wrote the novel *Human Acts* (Changbi), a poignant reminder of the Gwangju Uprising, takes readers into the catastrophic history of the Jeju Uprising in *Impossible Adieux*. From 1947 to 1954, more than 30,000 Jeju Islanders died in a senseless ideological conflict. One in nine

Jeju Islanders died. People of all ages - regardless of gender and age, even including the infants - were ruthlessly murdered. The Jeju Uprising is considered the most horrific spring in Korea's modern history. Above all, the Jeju Uprising remains an ongoing tragedy in that the fact that the massacre, which took place under the lead of the US military government in Korea, has never had the chance to be properly recognized by the world.

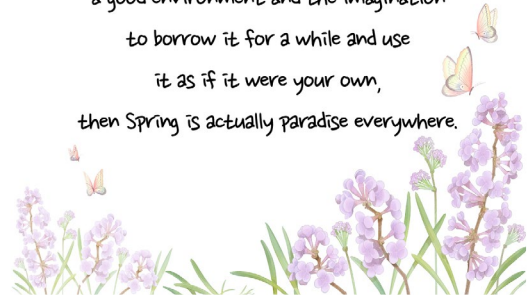
However, *Impossible Adieux* is not a novel that aims to provoke outrage at the reality of the Jeju Uprising. Rather, it is more of an experience in which we confront a part of history that unexpectedly raises its head during a journey that we don't know where it will lead us, and listen to the tragedies of the many individuals in it in a narrative voice. It is not weird to feel some kind of pain in the process. The memories of the survivors in Jeju Island, where so many people died unexplained, are still preserved in tangible pain, along with those who refuse to move on from that painful history. So, I recommend that you read *Impossible Adieux* in April, and do not bid farewell.



Spring is Just an Excuse

Lee Ju-Yeon, Book Stone

If you have the eyes to find
a good environment and the imagination
to borrow it for a while and use
it as if it were your own,
then Spring is actually paradise everywhere.



Subtitled “The Determination to Play, Eat, and Work,” *Spring is Just an Excuse* (Book Stone) is a collection of essays by Lee Ju-Yeon, a freelance food journalist. In the book, Lee candidly writes about her stories of “playing, eating, and working,” as the subtitle suggests, while living in the same neighborhood - Seochon, Jongno-gu, Seoul - for 11 years since her marriage in 2013. As the title, *Spring is Just an Excuse*, suggests, the season of spring just added some flavors - she delightfully shares some of the daily events of her life in Seochon. While some may wonder why anyone would want to read about such a private life in an age where we can easily find out about others’ daily lives through Social Media, it is worth checking out if you have a special affection or interest in Seochon.

Written by food journalist Lee Ju-Yeon, *Spring is Just an Excuse* is more like a love song to Seochon. From the decision to move to Seochon after marrying her husband, to buying an old row house, *Okin Yeonnip*, and renovating it to the point of almost building a new house, to hosting a unique social dining event called “Cinemeetable,” Lee is truly committed

to the Seochon life. Located in the heart of Seoul, Jongno-gu, near Gyeongbokgung Palace, Seochon is perhaps the oldest neighborhood in the city with much unchanged, but it is also one of the most popular tourist destinations. If you walk along the narrow alleys that connect throughout the neighborhood, like following a small waterway, you will encounter a variety of lifestyles where authentic Korean scenery and exotic landscapes coexist. In addition, the book makes you want to experience the diverse flavors of Seochon, including the Suseongdonggyegok Valley, overlooked by the huge rocky mountain, Inwangsan Mountain. Plus, the story of how she adopted a cat she met at a neighborhood playground and the relationships built and deepened just because she lives in Seochon are not so ordinary. It is like a guidebook for outsiders who want to live in Seochon. Above all, befitting the writer's love of alcohol that smoothly goes down the throat, the book can also be read smoothly.

KNOWLEDGE

Today's Local Bookstores Seen Through Data on Independent Bookstores in Korea

A service for non-readers: a map of local bookstores

Written by Nam Chang-Woo
(CEO/Product Manager, Dongneseojeom Inc.)



Local bookstore
map made together



Status of independent
bookstores in Korea



The role of
independent bookstores
as a community

Independent bookstores, each unique in its own way, are significant in that they create new cultures and book ecosystems. There is a platform that collects data on these independent bookstores and shares their locations, activities, and stories with readers online and offline – it is “Bookshopmap,” a neighborhood

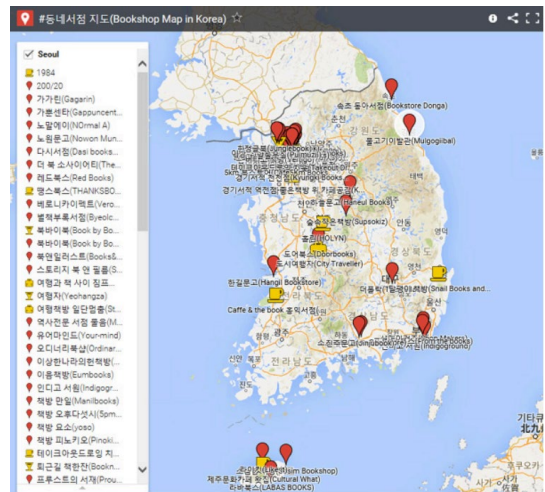
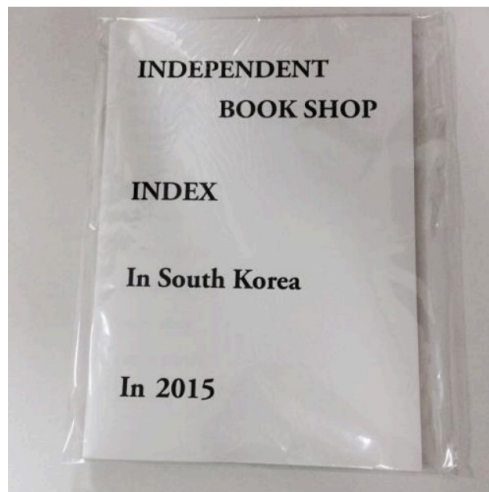
bookstore map, which started in 2015. In this article, focusing on Bookshopmap, we will look at how the service started, how it works, and how it differs from traditional bookstores. We will also take a look at the changing trends of independent bookstores in Korea based on data statistics from the past 8 years, from 2015 to 2023.



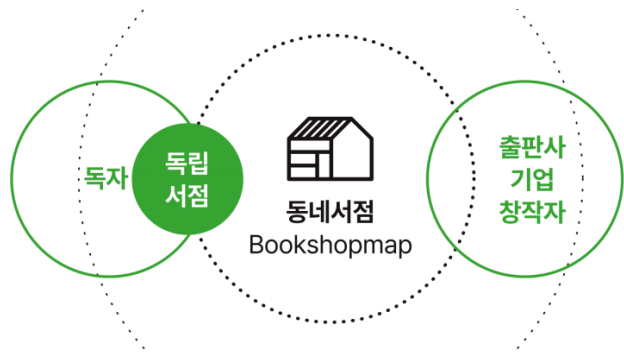
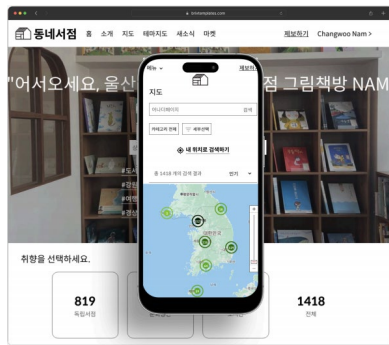
It started for fun

After stumbling upon a printed zine at an independent publication market, I found inspiration. For fun, I embarked on the creation of Bookshopmap, an online platform mapping over 60 independent bookstores, starting in September 2015. The zine I bought then was *Independent Bookshop in South Korea in 2015*, published by the independent bookstore “Storage Book and Film.” It featured 27 small bookstores across Korea, mostly independent bookstores.

However, as I started to look up the information online about some of the places in it, I realized that some of the bookstores had changed addresses or (temporarily) closed within a few months of publication. So, I put those into My Map on Google Maps - as drafts. I updated correct addresses and open hours, and added descriptions to make it easier for visitors to understand the characteristics of each bookstore. I also tried to do a simple visualization of each bookstore's distinctive style with iconic symbols such as coffee or tea cups, drinking glasses, and drawing boards. As soon as the service was launched, it was featured in news articles in various media outlets, and the map began to be widely known.



Independent Bookshop Index in South Korea in 2015 and the “Bookshopmap” service
 © Changwoo Nam of Bookshopmap.com



The very purpose and mission of Bookshopmap is to connect readers, publishers, businesses, and creators centered around independent bookstores. © Bookshopmap.com

The following year, Bookshopmap further consolidated and expanded its identity as a “map made together” by collaborating with bookstore owners, including Lee Ki-Seop, CEO of Thanksbooks, and released a native app (now out of service) and a booklet through crowdfunding. It has also been a major partner in B2G (Business to Government) that supports the vitalization of local bookstores, as well as in B2B (Business to Business) through social contributions or collaborative support for companies or publishers that seek to do business directly with local bookstores.

* **Official website of Bookshopmap:** www.bookshopmap.com,
Instagram: @Bookshopmap

Is running the local bookstore map profitable?

The main features of Bookshopmap are map search, email newsletter subscriptions, and new book ads. Data is collected in the following ways. First, it collects referrals and public data from reports. Whether or not to include it on the map is based on 3 operating principles - distinct characteristics, communicability, and diversity. Updates are usually done every Sunday. After

going through the registration process of screening, categorizing, and editing, the data is updated within 24 hours. An average of 5 reports are processed per week.

Its main features are “Search by my location,” as well as 3 categories, and 90+ topic tags. You can find places to visit near you based on your location, or submit a report if there aren’t any. It also provides categorized information on independent bookstores, libraries, cultural spaces, or places to read. With a total of 90 topic tags, you can choose specific tags such as your location (area) as well as your preferred tastes and activities to help you find what you want.

Its biggest strength is “scarcity.” Dongneseojeom Inc. is Korea’s only independent bookstore data-based publishing company (B2G/B2B) that makes money through online information intermediary services, advertising campaigns, and book / magazine publishing. It produces and provides scarce, high-quality cultural and artistic data. The most important data is the network with booksellers, including their email addresses and mobile numbers. For example, it co-organized and published “Book City Stroll,” a stamp tour exhibition and gathering activity program of the Seoul International Book Fair held at independent bookstores during COVID-19. It also supports online advertising campaigns. The target audience is not large, with a combined total of 23,000 subscribers to Dongneseojeom’s newsletter and Instagram, but it creates significant value as its main subscribers are Generation Z readers in their 20s and 30s

who are active in consuming and sharing value, including 800+ independent bookstore owners nationwide. It also publishes book and magazine content both online and offline. Plus, it has been publishing serialized books and map content online and offline, starting with *Welcome Today's Bookshops*, created with booksellers across the country, such as Thanks Books.



The "Book City Stroll" program of the Seoul International Book Fair © Bookshopmap.com

The status of independent bookstores in Korea seen through Bookshopmap

Half of the adult population in Korea doesn't read a single book a year. While running Bookshopmap, I wondered why people don't read books as adults, and on the other hand, why children enjoy reading books. My own conclusion was that it's

because they don't take tests. In Korea, reading has long been considered an obligation for the adult generation. This pressure has only led to painful experiences. Reading books should be for entertainment. What if we could change the perception of reading as an enjoyable experience instead of an obligation? This is why I thought that independent bookstores, a space that many Gen Z adults visit, would provide the answer.

Bookshopmap is a service for the 25 million people like me who don't read books. I'm sure that the joyful experience at an independent bookstore with thoughtfully curated books will naturally lead to reading, because since the launch of the service, I, a non-reader, began to carry a book in my bag at all times. As of April 2023, about 800 independent bookstores are listed on Bookshopmap. The figures below are based on only the independent bookstores registered in Bookshopmap, and you can find more information on the actual status of bookstores in Korea in the "Status Report on Local Bookstores (as of 2022) (<https://blog.bookshopmap.com/2022-local-bookstore-survey/>)."

The total number of Korean independent bookstores registered on Bookshopmap is 884 as of 2023, up 69 (8.5%) from 2022. This is 1.3 stores registered per week. It is the smallest increase in independent bookstores since the service began in 2015. By region, more than half of them were located in the Seoul metropolitan area (57.9%). The increase was highest in Ulsan (40.0%), followed by Chungnam (29.4%) and Gyeongbuk (26.9%). Now in its 8th year, the total number of users who have found

independent bookstores on Bookshopmap through direct and indirect channels is estimated to be around 2.5 million. That still means that 9 out of 10 people have not yet experienced an independent bookstore. There's still a lot of work to be done.

* See more about registrations on Bookshopmap as of 2023
<https://blog.bookshopmap.com/bookshopmap-trend-2023>

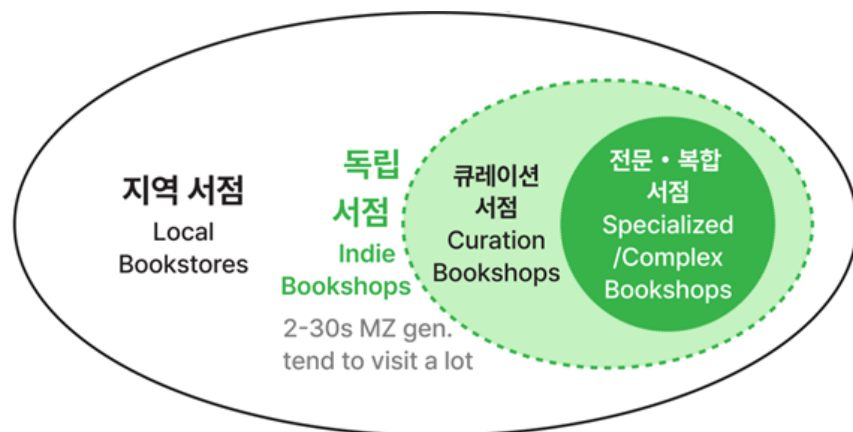


Number of independent bookstores registered on Bookshopmap as of 2023 © Bookshopmap.com

Independent bookstore changes in Korea

What sets indie (independent) bookshops apart from local bookstores? Until recently, Korea classified and regulated traditional bookstores as local establishments by policy. However, starting around 2015, there emerged a distinction between

traditional local bookstores and those frequently patronized by the younger Gen Z demographic, interested in independent publishing. Generally, independent bookstores are characterized by their curated selections or more intricate offerings compared to typical local bookstores.



Definition of an independent bookstore (Excerpts and variations from *The Phenomenon of Independent Bookstores in Korea and Its Implications* by Kang Shin-Won et al.) © Bookshopmap.com

Then, where are Korean independent bookstores today? The first generation of independent publication bookstores emerged in the 2010s and settled as places which interact and co-exist with their neighbors, respecting diversity based on their distinctive characteristics. And, from around 2015, independent bookstores began to receive the spotlight from the media outlets, as the number of new independent bookstores surged with the visits and word of mouth among the Gen Zs. So, for survival, some began to specialize in a certain field, and general bookstores began to include cafes or other goods. As such, the second generation of independent bookstores could only survive by

efficiently utilizing idle space and time (multiplexing), such as publishing and designing in parallel.

Starting in 2020, readers began to demand more comfortable and spacious spaces. Also, as Instagram became more popular, people looked for places to take photos. Moreover, as the bookstore industry was designated by the government as one of the “TYPES OF BUSINESS SUITABLE FOR LIVELIHOOD OF MICRO ENTERPRISES” (large enterprises are only allowed to open 1 new bookstore per year), small and medium-sized bookstores began to expand, opening stores in department stores. Independent bookstores need to develop their own strategies to compete with online. So, they started to offer subscription services that curate and deliver books tailored to readers’ tastes, activities such as reading groups, lectures, and book talks, as well as space rentals and paid memberships where readers can meet like-minded people offline on an hourly fee basis. As a result, more than half of the 362 (56.4%) of the 3rd generation of Korean independent bookstores registered on Bookshopmap were found to hold regular gatherings.



Flowchart of changes in indie bookshops in Korea © Bookshopmap.com

Independent bookstores by generation seen through the cases in Jeju Island



1st generation: Labas Books @labas.book

- Opened on May 1, 2015
- A bookstore located in the southernmost part of Korea, specializing in independent publications. The owner, who loves traveling, regularly publishes *LABAS*, a small collection of photos taken during the trips.
- View location – https://www.bookshopmap.com/map/labas_books



2nd generation: Avec @bookstay_avec

- Opened on July 15, 2017
- You can see the ocean through a small window in the bookstore, and there are comfortable chairs and sofas set up in the courtyard for reading. One room attached to the bookstore is used for book-stay “Ohsarang.”
- View location – <https://www.bookshopmap.com/map/avec>



3rd generation: Afterbooks Jeju @jeju_afterbooks

- Opened on May 14, 2021
- A branch of Afterbooks in Seoul. It introduces independent publications and general books selected by the bookstore owner. It organizes writing sessions, as well as workshops for producing independent publications and starting a bookstore.
- View location – https://www.bookshopmap.com/map/afterbooks_jeju

Why do they open bookstores amidst the era of non-readers?

So, why does Gen Z go to independent bookstores? In this era where there are not only online bookstores, but also large bookstores and libraries, why do people choose to go to independent bookstores? I think the most important difference comes from the “people” who run them. They have different business objectives. Because large bookstores (libraries) prioritize sales or social benefits, they tend to be conservative in their operations. Independent bookstores, on the other hand, pursue happiness through interaction and empathy, so they have been flexible and responsive to demand. In addition, independent bookstores fill the shortcomings of being small spaces with the tastes of bookstore owners rather than the tastes of the public. As a result, each small space is unique and specialized in its own way. For this reason, they tend to have their own strengths and weaknesses. And, after all, they need to cooperate as well as compete with each other.

The reason why people open independent bookstores is self-realization (minimalism). They value happiness as the main thing in life. Many bookstore owners have had some experience in the workplace, or started their own business after retirement. Since they chose a business where they can make money doing what they love rather than making lots of money, they say that “earning less, spending less, and sharing what they like are great happiness” that keeps them going despite the hardships. Furthermore, they rarely have “obnoxious customers.” This is a special advantage that all bookstore owners agree on.

“Communities” are the future of Bookshopmap

Baek Chang-Hwa, owner of Little Forest Bookshop in Goesan, Korea, calls independent bookstores “a space of connection, empathy, and consolation.” She also emphasized, “Through the Local Bookshop Network’s ‘Buy Book, Buy Local’ campaign, we must create miracles through readers’ participation and their support, with the aim of saving our local communities.” Going through the COVID-19 pandemic, independent bookstores are now being called upon to serve as a hub for grassroots alternative cultural art education and a space for small communities.

Bookshopmap is set to expand and restructure its activities from a place-based focus, such as independent bookstores and libraries, to a group-based focus centering on group activities in all culture and art fields, such as museums and theaters. Also,

under the motto of “Culture and Arts in My Neighborhood,” it pursues a cultural community based on the information on “my location” and conversations. In addition, the service will start testing the Bookshopmap Voucher. Soon, a small amount of vouchers will be issued to about 50 independent bookstores nationwide. Once the ecosystem runs seamlessly, B2B/B2G deals will be stabilized this year and next, and it will grow into a B2C gift-giving service from the year after next. Although we won’t make much money again this year, we will continue to find ways to make a living together.

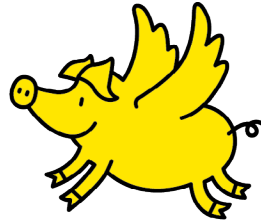
KOREAN PUBLISHERS

Yellowpig

Picture books are good friends for children

What was the first book that you ever read in your life? You might not be able to remember its title, writer, and story, but you will know one thing for sure - the book you eagerly followed with your eyes in your parents' arms was a picture book. For children, picture books are not just the first books they encounter in their lives, but also good friends they will keep for the rest of their lives. Through picture books, they meet, interact with, and grow with the wider world. The world of picture books has been expanding in depth and breadth, not only for children that communicate through pictures, but also for people of all ages. Yellowpig is a publisher specializing in picture books that transcend age, language, and culture - making them a good friend for everyone. Following is an interview with Yellowpig, a

publisher constantly growing while publishing picture books that will stay in the hearts of readers in this rapidly changing world.



노랑돼지

Logo of publisher Yellowpig

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

Yellowpig started with the aim to “make books that are like good friends to children, dreaming and growing up together.” Pigs are the most familiar animal that children are exposed to from a young age, no matter where they live in the world. Also, yellow is a symbolic color for children, as school buses are yellow in many countries around the world. So, we came up with the name “Yellowpig” as we wanted to make books that can approach children in a friendly way, stay with them, and be remembered for a long time.

In addition, yellow pigs have the meaning of growth and abundance. As one of the 12 zodiac signs, pigs are known to symbolize abundance and prosperity in Korea. Among them, the

yellow pig, the so-called golden pig, has a positive connotation of being hardworking and dedicated to achieving goals. Thanks to these meanings, Yellowpig, as a publisher, has been able to grow steadily with children over the past 15 years.

Yellowpig is a picture book publisher. Why did you choose picture books among all other genres? What does Yellowpig find charming about picture books?

If you are a parent raising a child, you will choose a “picture book” as the first book for your child. As such, picture books are the first books that a child encounters after birth. As the story is based on pictures, young children who don’t even know how to read can stretch their imaginations as they follow the pictures. Also, children feel emotionally stable when they sit on their parents’ lap and read a picture book together. Good picture books can have an infinite impact on a child’s growth and development during the infant and toddler years, when imagination and creativity burst forth. So, it is no surprise that a picture book was the first book in our lineup.

And, the reason why we chose “creative” picture books was because they have more room for coordination and collaboration in terms of editing and design, as there is a lot of space for artists to be creative. Unlike many first-time publishers who start with foreign books and then try creative picture books, we wanted to publish Korean creative picture books from the beginning -

it gave us a lot of difficulties at first. We had to give trust to our creators so that they could work with a publishing house that was just taking its first steps. However, enduring and persevering through those times allowed us to try different things in terms of the content we wanted to include and the physicality of the books. Also, when we see many of our writers who have been developing steadily since publishing their first books with us, we get to remind ourselves of the meaning of “growth” that we wanted to capture when we started the company. For us, picture books are the foundation that first introduced us to readers and created the relationships we have with our writers. Today, we are constantly pushing ourselves to go one step further, reaching beyond young readers and into centenarian picture books that are loved by all ages.

In April, you published *A Mart for the Soul*, an emotional picture book for children. It's the third book in the *Healing Picture Books for Children* series. It seems odd to have the words “children” and “healing” together, but at the same time, it makes sense. Can you tell us a little bit more about the series and the new book?

Children experience many different emotions in relationships and situations they encounter at school and at home, such as joy, sadness, anger, embarrassment, and frustration. However, because they don't know how to handle these feelings, or how to express them, they face extra difficulties. Children need to learn

to accept and express their first feelings so that they can grow up to be confident, positive, and empathetic, no matter where or when they interact with others. That's what this *Healing Picture Books for Children* series is all about - it captures the heart of children through fun, whimsical stories as well as cute illustrations.

A Mart for the Soul features all the emotions that children can feel in various relationships and situations they encounter in school and everyday life. It warmly touches children's hearts with familiar items such as a "hot pack for the soul," "grass for the soul," and a "bandage for the soul." If the previous book, *Cooking for the Soul*, compared the soul to food, this book, *A Mart for the Soul*, describes it through various items sold in the store. It is a picture book that improves literacy through wordplay using homophones and polysemous words, while also being entertaining and humorous.



The Healing Picture Books for Children series
– *Cooking for the Soul*, *A Diary for the Soul*, and *A Mart for the Soul*

You have particularly worked a lot with Korean writers. While Korean picture books have recently been gaining global recognition, what do you think is the competitive advantage of Korean creative picture books?

The biggest characteristic and advantage of picture books is that they organize and convey their content through the language of pictures instead of words. Just as infants, who are unable to read, can expand their imagination through pictures, picture books have great scalability as they can be understood and shared even in different languages. Korean creative picture books, which have been produced since the late 1980s, have made a lot of progress over the past 30 years. Compared to the world's picture book history of 130 years, their history is quite short, but the strength behind this remarkable growth can be attributed to talented writers. If I were to describe the trend and competitiveness of Korean writers in recent years, I would say "freedom." Their compositions that go beyond the traditional grammar of picture books, their unique way of looking at things, and their free-spirited way of expression are captivating readers from all over the world. It's believed that these works, making various attempts, are recognized around the world for their ability to transcend the limits of language and provide visual pleasure.

Can you recommend some of Yellowpig's creative picture books that children in other countries can also find fun reading?

We would like to introduce 2 picture books that hold ever-lasting values in this rapidly changing and developing world. They help readers accept their true selves and recognize others as well.



Beads to Soothe Anxiety and You Are Not a Rabbit

A new start can be thrilling, but it can also make us feel intimidated by the worries that come with it. The picture book *Beads to Soothe Anxiety* is an uplifting and reassuring story of Ari, a girl whose mind is full of worries. As we follow Ari's mind, we feel a sense of relief that it's not just us, and as she finds the strength to overcome the anxiety within herself, we find the courage to think that we can do it, too.

It is common to see people stereotyping and excluding others just because they look or think differently from us. The picture book *You Are Not a Rabbit* makes us think about the discrimination and prejudice we often see around us. It is a picture book that

conveys the message that we are all precious and special beings because we are different, and that we can truly be friends when we accept and recognize our differences.

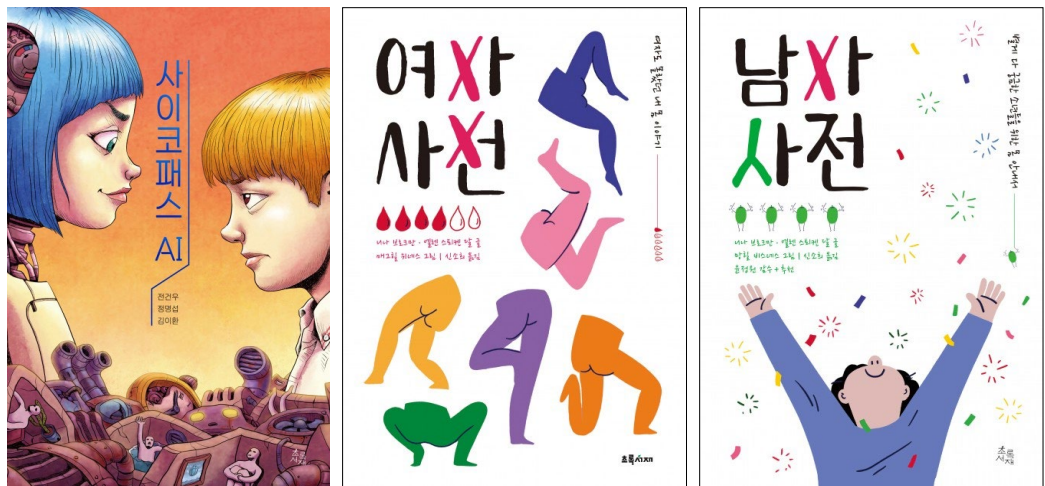
You also have Blue Lighthouse and Green Library. It is interesting to see how you used color to distinguish each brand. What kinds of books are published by Blue Lighthouse and Green Library?

Blue Lighthouse publishes “guide-like books that help readers find their way in the sea of knowledge.” Representative titles are the *Puzzle* series, such as “*Pangpang Science Puzzle*, *Pangpang History Puzzle*, and *Pangpang Society Puzzle*, which help develop literacy and problem-solving skills by solving puzzles, and the *Literacy Quiz* series, which trains readers to develop literacy skills by reading short texts on topics such as history, social studies, science, animals and plants, as well as understanding context and key points.

Green Library publishes “books that deepen the heart and thoughts, just like tiny leaves grow into thick trees.” It produces fiction and liberal arts books targeting teenagers, such as *Psychopath AI*, a novel about the light and shadow of an AI society, and *A Dictionary for Girls* and *A Dictionary for Boys*, which are body guides for pubescent teenagers.



Blue Lighthouse's Puzzle series
 – Pangpang Science Puzzle, Pangpang History Puzzle, and Pangpang Society Puzzle



Green Library's representative titles
 – Psychopath AI, A Dictionary for Girls, and A Dictionary for Boys

Meanwhile, we can't leave out another brand, Dalgrimm. Its warm and sentimental vibe, starting from the covers, makes it compelling for adults as well as children. Is there a reason for creating picture books for all ages?

Dalgrimm is a “sentimental picture book brand that awakens the heart like warm moonlight and a gentle moonshadow.” Unlike in the past when picture books were only perceived as books for children, they are now loved by a wide range of readers across

generations. This is because pictures, a visual language, can be appreciated from a variety of perspectives by anyone with two eyes. In line with the widening readership of picture books, Yellowpig launched the brand Dalgrimm, starting with writer Ko Hye-Jin's *The Happy Fox*. It has been steadily gaining attention not only in Korea but also overseas, publishing over 30 titles with a variety of themes and expressions. Representative titles include *Go To The Home* by Ko Hye-Jin, which was selected as the Illustration of the Year at the Bologna Children's Book Fair, and *The Black Rabbit* by Oh Se-Na, *Blue, Red and Transparent Me* by Hwang Seong-Hye, and *So Much Snow* by Park Hyun-Min, who won the Special Mention of the Bologna Ragazzi Award Opera Prima.



Dalgrimm's representative titles – *The Happy Fox*, *Go To The Home*, *The Black Rabbit*, *Blue, Red, and Transparent Me*, and *So Much Snow*

You participated in the organization of a picture book contest hosted by the Korea Picture Book Publishing Association (KPP) in March. What was the contest about, and how did you get to take part?

The biggest characteristic of this picture book contest, which is jointly organized by more than 30 Korean picture book publishers, is that only “rookie writers” who have not yet published a commercial book can apply. In order for Korean picture books, which have been making significant progress over the past 30 years, to sustain their development in the future, we need to continue to discover hidden gems. The Korean picture book market will no longer be able to advance if it relies only on a few well-known writers whose books sell like hotcakes. It requires strong, experienced writers to lead from the front, and new writers to follow behind. The contest was designed to give new writers a springboard to take a step forward. We at Yellowpig saw the value in that as well, and therefore decided to join forces. The number of selected entries was large at 10, as we were joined by several publishers, and we also plan to connect writers with publishers that fit well with each other among the non-selected entries to give them a chance to publish a book.

Yellowpig is passionate about books that can be good friends with children. What is Yellowpig's definition of a "book that makes good friends with children," and what are you doing to make that happen?

When we see a manuscript that we fall in love with, we put all our love into its production, just as if we were knitting a garment. Yet, at the same time, we sometimes wonder, "Who will read our books when so many books are published every day?" However, we continue to publish books faithfully because we are confident that we can make books that will become friends to children. As we have done for the past 15 years, Yellowpig will continue to publish books that are like a kind friend who stays at your side and tells you sweet things, like a funny friend who makes you laugh so hard that you cry, and like a friend that gives readers courage and consolation.

We hope that Yellowpig will remain in children's memories for years to come, sharing joys and sorrows like a close friend. Last but not least, what are your goals and plans for the future?

Yellowpig will continue to publish books like "good friends that stay by children's sides." If we have been focusing on picture books until today, we plan to expand to other fields, such as fairy tales and liberal arts books for children, and even literature and liberal arts books for young adults. We will do our best to continue to be a publisher whose books can always be trusted.

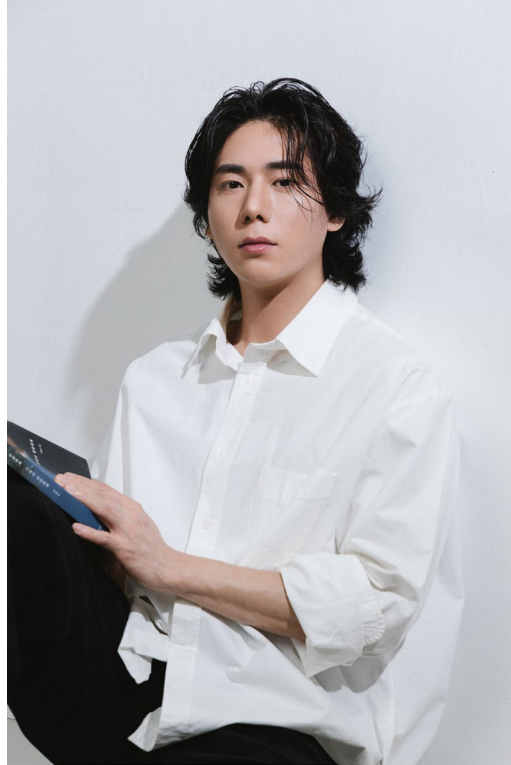
KOREAN AUTHORS

Writer Jung Yeong-Wook

May my sentences support your life one day...

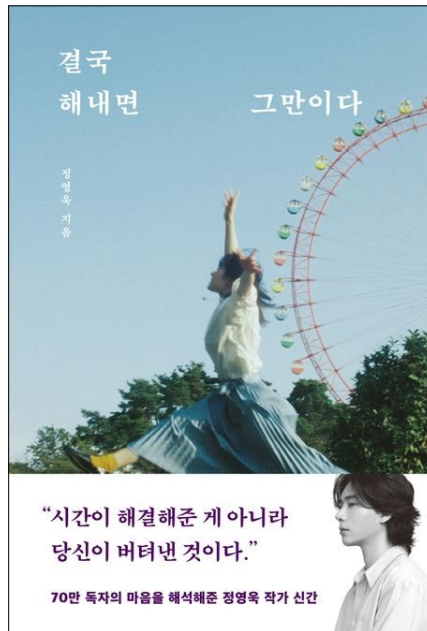
Sometimes, the empathy and understanding of “I experienced that, too” can be more powerful than words of consolation or encouragement. Perhaps this is why people turn to books when they find it difficult to tell anyone about their troubles. Jung Yeong-Wook, a prolific non-fiction writer, has been showing heartfelt solidarity and great support to readers through his books. As a writer and the head of a publishing company, he says he publishes books with the hope that they will be “a book that is given to you as a gift from someone who cares about you one day.” Writer Jung continues to interact with readers through social media and never stops challenging himself. His determination to stay steadfast in his writing career reminds us of the saying, “Sincerity works.” Following is an interview with

Jung Yeong-Wook, a writer who deeply empathizes with the pain we encounter in our lives and writes stories that heal our hearts.



It's an honor to have you with us on *K-Book Trends*. Please briefly introduce yourself to our readers.

Hello, I'm Jung Yeong-Wook, a non-fiction writer and the CEO of Bookrum Publishing, which is entering its 10th year. My books and my publisher's books are also being published in overseas markets - I wonder if you have heard of them. It's a pleasure for me to be lucky enough to say hello to you all through this interview.



It's Just a Matter of Getting It Done

You published *It's Just a Matter of Getting It Done* (Noll) in April. It seems like we can feel a strong “eagerness” from its title. Can you please introduce us to the book?

The latest title, *It's Just a Matter of Getting It Done*, covers various topics like jobs, consumption, relationships, love, death, and depression. It describes the situations and ideas about several words that are so common in our lives, and I put my hope to boost readers' self-respect and self-esteem deep inside their hearts in the production, by accepting themselves as they are, instead of turning a blind eye to their lives, as they read through the book.

“When we can’t put into words our complex feelings and fully open up our thoughts, we just get to say, ‘It’s nothing.’ Or, we say ‘I’m okay,’ to pretend as if there is nothing going on - the feelings deep inside our hearts remain unrevealed.

It’s not that those feelings are not important or trivial – it’s just that they are sometimes so overwhelming and critical that we keep them in our hearts.

If there is a word that can simply express such an incomplete life, and if we can remember that we have been saying such a word to someone else in our lives, then, perhaps, we can say it to ourselves without any other extra explanation, just like it’s nothing and not a big deal.

It’s okay even if you feel like you are incomplete, anxious, have nothing accomplished, falling behind, sad, painful, have missed something that you wanted to grasp, have run away from something even though you wanted to hold on to it, or have cried alone after pretending to be okay. It’s just a matter of getting it done. Everything is just a course of getting along until the end. You are doing great, and just keep doing it. It’s going to be okay. Just take a breath and move on again.

I left my anxious stories inside as I closed the book.

May the brief phrases from the book add colors to one’s life.”

– From “The last words” of the book *It’s Just a Matter of Getting It Done*

You first met the readers through an independent publication. What motivated you to start writing, and why did you choose an independent publication among many other types?

I did a total of 3 independent publications before I officially debuted. I think the reason for doing so was that I realized I hadn't yet settled as a writer and wanted to have a narrower, deeper experience rather than going out into the wider world. Because I had to do all the editing, design, printing, distribution to independent bookstores, and marketing, I think it gave me a deeper understanding and lesson in publishing as well as being a writer.

And, after that, you have edited tens of independent publications, and established the publishing house Bookrum based on that experience. What kind of books does Bookrum Publishing mainly publish?

You really know a lot about me! Yes, I took charge of editing several independent publications to gain experience as an editor. Bookrum Publishing today only produces non-fiction titles, mainly heartwarming ones that console and empathize with readers. You know, like the ones you don't remember purchasing, but exist on your shelf. So, I make books with the hope that they will be "a book that is given to you as a gift from someone who cares about you one day." And that's also why we have a slogan for ourselves - "It could be the book you're

reading.” This year, we plan to expand into self-help and fiction genres as well.

The book *I Will Letter You* (Bookrum Publishing), which was officially published after the company’s foundation, has long been receiving love from readers in Korea. Apart from this book, your books are famous for their gentle consolation. What is the message that you ultimately want to deliver to your readers?

“I think that enlightenment and healing come from empathizing with the other in most cases. I just write about how I experienced the same thing because I am an imperfect person who wants to teach them something but cannot. It’s just that. All I can say is that I’m still living even in this state, and so, I hope you live through it, too.”

This is from the writer’s introduction in the book *You Did Well, You’re Doing Well, and You’ll Do Well* (Bookrum Publishing). Instead of learning or realizing something through my books, I try to deliver how healing it can be by empathizing with someone, by saying, “I experienced it, too,” through messages.

The book *Gently Yet Firmly* (Bookrum Publishing) published last year was particularly impressive as it consoles the pain that anyone has in their heart. Where do you usually get the inspiration for your stories?

I don't go out often to experience things – I take a single day and move around a lot, meeting people. So, most of the time, I get ideas for my stories when I'm in my room – recalling the day, the day from a month ago, or a year ago. So, if you ask me where I usually get the ideas for my stories, I would say, “from the past.”



I Will Letter You, You Did Well, You're Doing Well, and You'll Do Well, and Gently Yet Firmly

You have been interacting with your readers through Social Media. If we look at your posts, we can feel your sincerity in them - they make us feel as if we have read a short essay. Is there a reason for the active interaction with your readers amidst the busy writing activities?

Well, for a writer, their new title is like bringing a child into the world. And I'm actively using Social Media as a channel to

advertise, “My new kid is here!” That’s why I have relatively more interactions with my readers. I also introduced and promoted my first independent publication, and most of the readers who helped me with the crowdfunding are now married with kids. Some of them still come to my signing event, and I feel so touched and consoled by their continued support over time.

As a representative essayist in Korea, do you also have specific plans for overseas publishing?

While some of my books are already out there, if I were to imagine my book being published across the entire world, I would probably choose *You Did Well, You’re Doing Well, and You’ll Do Well*. I think it’s got a really good title.

You have been offering consolation to readers through your books and writing. If there was a book that comforted you, conversely, can you please tell us about it?

I usually read essays rather than poems, and I like writer Lee Byeong-Ryul’s writings. Every single one of his essays gently resonates in my heart.

* *K-Book Trends* Vol. 55 – Go to the interview with writer Lee Byung-Ryul
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1139&page=1&code=interview&category=66

We look forward to your future as a writer, delivering gentle but firm reassurance, close to your readers. Lastly, do you have any goals or plans for the future?

I don't think I have a specific goal as a writer, but rather, I want to keep writing so that my writing habits don't get old. And, if I keep writing steadily and firmly, I may reach some unexpected goal. Thank you for reading the interview, and I hope that one day, my sentences will support your life.

LET's TRY

Antique Porcelains, More Beautiful Than Pictures

Event

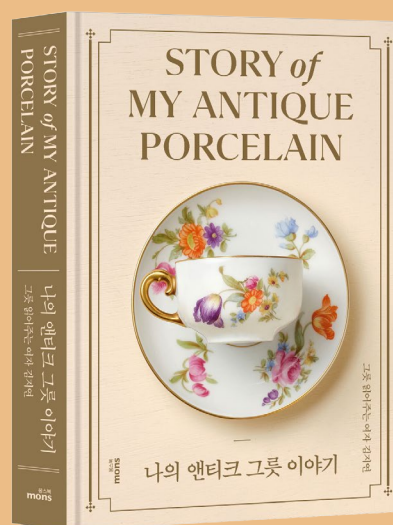
Let's Try introduces various useful, practical books published in Korea every month.

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Antique Porcelains, More Beautiful Than Pictures

- Written by Kim Ji-Youn, published by Monsbooks



Antique porcelains capture the hearts of enthusiasts around the world!
Immerse yourself in the beauty and history of these treasures.



Have you ever encountered a piece of porcelain that caught your eye in an antique shop while walking down a quiet alley? It's so satisfying to walk home with an old piece of porcelain that suits your taste, and as you take in its beautiful shape, you can't help but wonder about its history. And that's exactly what *The Story of My Antique Porcelain* is all about – it is a book about

the history of antique porcelains and the story of the writer's 30-year collection of thousands of pieces. Anyone from experienced antique porcelain collectors to beginners will be interested in this book, as it is filled with information about brands and porcelain, as well as photographs of porcelains that are more beautiful than paintings.

Kim Ji-Youn, the “Woman Who Reads Porcelain,” shares everything you need to know about antique porcelains, including tips for proper care, how to read backmarks, types of teacups, and more! What stories do the porcelains from around the world that she has collected tell? How did famous brands such as Royal Crown Derby, Shelly, and Wedgwood, all of which have withstood through the ages, begin? How do you find the right porcelain for your taste, and how should you buy it? If you are interested in antique porcelain, or have a piece of porcelain in mind that you are thinking about buying, you should read *The Story of My Antique Porcelain*. You will be able to feel the writer's love and care for antique porcelain as she has been collecting them for many years, and you will also be inspired to find your own meaningful and precious antique porcelain!

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I READ

My Favorite Book, *Whale* by Cheon Myeong-Kwan

Written by MUHAMMAD SHAMIM.S. (Reader of *K-Book Trends*)

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

kbooktrends@gmail.com

“Reading maketh a full man,” said Sir Francis Bacon years ago. The saying still holds true. Reading for leisure and pleasure is a good habit. It instructs us in our youth and comforts us in our old age. Sometimes, reading brings about a revolutionary change in a person’s outlook. Particularly in these days of mechanical existence, when people have hardly any time to attend meetings,

the best source of acquiring religious and general knowledge is books that can be easily browsed wherever a person finds time to spare. For a long time, I, too, have developed this habit of reading books. I like reading books of different genres. Very recently, I read the famous book by Cheon Myeong-Kwan, *Whale* (Munhakdongne). Since then, it has become one of my favourite books. This is one book that would keep me glued to it for hours together.



English and Korean covers of *Whale*

I was just not able to leave the book at any point as every page was proving to be even better than the previous one. The book covers many aspects of life: journey, love, life, revenge, etc. It inspires people to think positively. Success, however small or delayed it is, is better than no success at all. This book is an inspiration for those who feel that they have missed many opportunities in the earlier part of their life. Such people, when they look back, regret their inability to make use of the

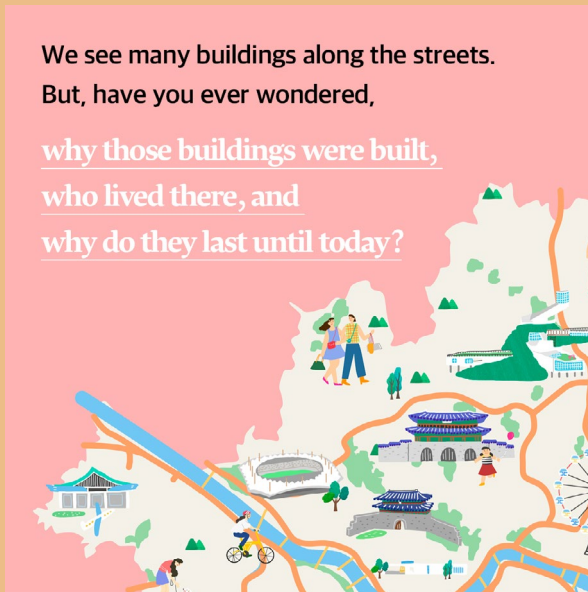
opportunities that are presented before them. This book gives a ray of hope to all those dejected people by emphasizing that it is never too late in life to achieve one's goal. This book gives us the importance of time. Time is the most precious thing in the world. But only a few people realize the real value of time. In this modern world, slight delays cause great losses. In many instances, delays become dangerous, too. If a minor clash arises among the people of a particular locality and the government's action is delayed, it may grow into a riot. Prompt action would have nipped the problem in the bud. If a situation demands immediate action, appropriate action should be taken to ensure that the situation does not go out of control. Any amount of delayed action will not improve things. There is a famous saying, "Justice delayed is justice denied." A delayed action is useless and dangerous.

It consists of numerous pieces of advice dealing with universal wisdom, in my opinion. *Whale* is a very inspirational story with many important and memorable messages. Cheon Myeong-Kwan shows that it is best for you to take the opportunity to live life to the fullest. It has certainly changed my perspective towards life and helped me live my life in a better way.

NEW BOOKS

Seoul's Architecture Trip

Seeing Seoul Through the Lens of Time





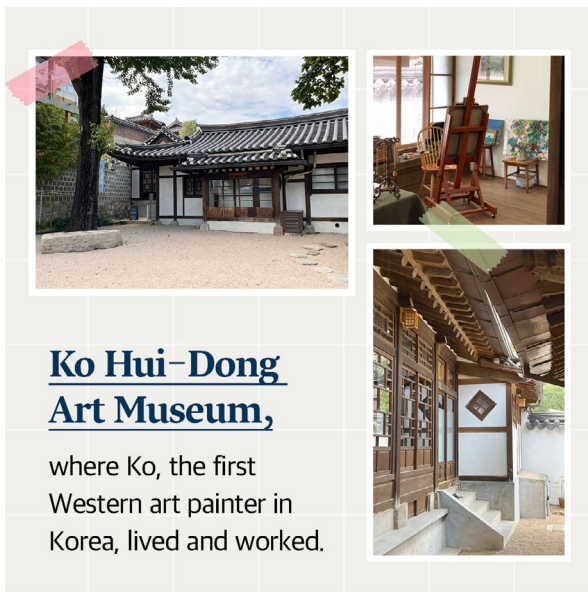
“Traveling through architecture” means facing the time the buildings have gone through with such questions in mind.

The book *Seoul’s Architecture Trip* tells the story of modern and contemporary buildings in Seoul.



The House of Yi Jun-Gu,

which can be seen between the hanok buildings in Bukchon, just like a scene from an old film.



Ko Hui-Dong Art Museum,

where Ko, the first Western art painter in Korea, lived and worked.

Former Yongsan Railroad Hospital,

visited by Lee Bong-Chang,
an independent activist
who used to work at
the Yongsan Railway office.



“

During the architectural travels,
I was amazed and also saddened by the small details like
door knobs and window frames. (...)

When I returned to my daily life,
I began to see more meaning in the landscapes
I encountered, and the small parts of
the spaces I use and care for.

”

- From the epilogue



A book that helps those traveling to
Seoul discover the new beauties of
the city they never knew.

**A new trip to Seoul,
seen through the lens of
an “architectural traveler”!**





Buildings in
Seoul and the time
embedded within

Seoul's Architecture Trip

Kim Ye-Seul, Piper Press

BEST SELLERS

2nd Week, April 2024**Best Seller Trends in the Four Biggest Online Bookstores in Korea**

It is the 2nd week of April, when spring is in full swing, and two non-fiction titles with uplifting, heartwarming messages made the top 10 overall bestseller list. At No. 4, *Don't Need a Path of Flowers, My Life is a Flower* is a book with sunshine-like sentences that embrace the latter part of life. It offers a rich emotional experience to readers by combining writings that encapsulate life's wisdom with masterpieces that gain more love as time passes. Another book, *A Circle is a Circle, Even if It's Dented*, by musician Kim Chang-Wan, who has left a profound mark on Korean pop culture, came in at No. 7. Featuring the letters he answered to listeners on his radio show as well as the opening lines he wrote himself, the book delivers lighthearted reassurance and the voice of a “real adult” from a musician that reaches across generations.

Some books on the list are especially welcome as they have been around for a while. The latest release of *Winners of the 15th*

Munhakdongne Young Author Award 2024 in March has been making a splash. The Young Author Award, which has been held annually for 15 years and has garnered great interest from Korean readers, aims to highlight the remarkable progress of writers with less than a decade of publishing experience. The 7 works in the collection offer readers the fresh and energizing “fun of reading Korean literature.” Meanwhile, *KINO*, a film magazine that last appeared in 2003 with its 99th issue, has returned with *KINO Cinephile*, its first book in 20 years. It contains critiques of the major works of Korean and foreign directors who have been active in the last 20 years, along with readers’ reviews and contributions from 12 directors. If you love movies and need a “movie buddy,” it is recommended that you read *KINO Cinephile* for serious movie talks.

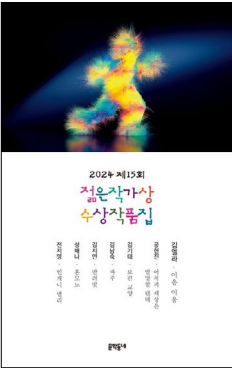
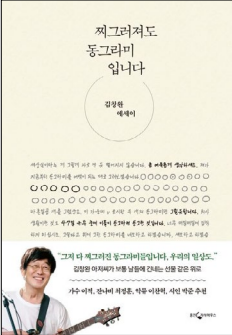
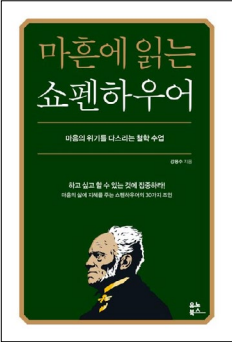
Meanwhile, *The Birth of a Masterpiece*, *The Artist of the Time*, introduces the lives and paintings of 27 artists who have left a mark on art history. Just like René Magritte’s quote, “I show my thoughts visually through my paintings,” this book gently guides you through the lives of the artists and their times through their masterpieces and the stories behind them. Next up in the art and pop culture category is the script collection series of the popular drama “Our Blues,” which was released in 2022 and is available worldwide on Netflix. In addition to the complete script of the drama, which delivers a heartwarming message of “May all of us living be happy!” the series includes features such as Q&As with the writers and their intentions.

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

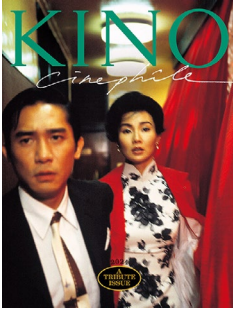

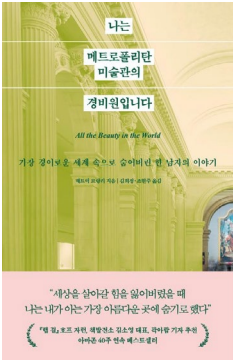
Top 10 best sellers for the 2nd week of April

<p>1</p>		<p><u>Understatement</u> Author Matthias Nöllke Publisher First Penguin Genre Self-help</p>
<p>2</p>		<p><u>Same as Ever</u> Author Morgan Housel Publisher Seosamdok Genre Business</p>
<p>3</p>		<p><u>Conditions To Be Exceptional (できる人)</u> Author Takashi Saito Publisher Feelm Genre Self-help</p>
<p>4</p>		<p><u>Don't Need a Path of Flowers, My Life is a Flower</u> Author Oh Pyung-Seon Publisher Forest Books Genre Non-fiction</p>

Top 10 best sellers for the 2nd week of April

<p>5</p>		<p><u>Let's Go to Family Restaurant 1</u></p> <p>Author Yama Wayama Publisher Munhakdongne Genre Comics</p>
<p>6</p>		<p><u>Winners of the 15th Munhakdongne Young Author Award 2024</u></p> <p>Author Kim Mella, Gong Hyun-Jin, Kim Ki-Tae, Kim Nam-Sook, Kim Ji-Yeon, Sung Hae-Na, Jeon Ji-Young Publisher Munhakdongne Genre Fiction</p>
<p>7</p>		<p><u>A Circle is a Circle, Even If It's Dented</u></p> <p>Author Kim Chang-Wan Publisher Woongjin Jisik House Genre Non-fiction</p>
<p>7</p>		<p><u>Reading Schopenhauer at Forty</u></p> <p>Author Kang Yong-Soo Publisher Uknowbooks Genre Humanities</p>

Top 10 best sellers for the 2nd week of April

<p>9</p>		<p><i>KINO Cinephile</i> Author KINO Cinephile editors Publisher Plain Genre Art & Pop culture</p>
<p>9</p>		<p><i>The Mysterious Candy Store 20</i> Author Reiko Hiroshima Publisher Gilbut School Genre Children</p>
<p>9</p>		<p><i>All the Beauty in the World</i> Author Patrick Bringley Publisher Woongjin Thinkbig Genre Non-fiction</p>

Top 5 art & pop culture books for the 2nd week of April

1	 <p>평화의 탄생 — 그때 그 사람</p> <p>미술사에 이름을 남긴 최자 27인의 삶과 그림들</p> <p>1939년 2월 27일 구미역 앞에서 찍은 최자, 누룩, 홍복은 45살 55살</p> <p>한국전쟁을 앞둔 1949년 최자, 누룩, 홍복은 55살 65살 75살</p>	<p><u>The Birth of a Masterpiece, the Artist of the Time</u></p> <p>Author Sung Soo-Young Publisher Hankyung Arte</p>
2	 <p>노희경 대본집 우리들의 블루스 1</p>	<p><u>Our Blues 1</u></p> <p>Author Noh Hee-Kyung Publisher Booklog Company</p>
2	 <p>노희경 대본집 우리들의 블루스 2</p>	<p><u>Our Blues 2</u></p> <p>Author Noh Hee-Kyung Publisher Booklog Company</p>
4	 <p>조용 우리 시골도 알려줘요, 대우에게 장미꽃에 대해</p> <p>김영하의 시집 '장미꽃' 100선</p>	<p><u>Correspondences</u></p> <p>Author Tim Ingold Publisher Gamangseosa</p>
5	 <p>드라마 : 공모전에 당선되는 글쓰기 18 Strategies to Win a Story Competition 오기환 지음</p> <p>공모전 당선의 10가지 원칙 & 워크북</p>	<p><u>Winning Strategy for Drama Script Contests</u></p> <p>Author Oh Ki-Hwan Publisher Vookda</p>

#K-BOOK

#Tree

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

Urban Tree Friends

1. Publication Details

Title | Urban Tree Friends

Author | Ko Gyu Hong, Choi Kyungsik

Publisher | DASANPH PUBLISHERS HOUSE

Publication Date | 2019-04-25

ISBN | 9788979381092

No. of pages | 32

Dimensions | 228 * 287



2. Book Intro

This book tells the story of the trees, flowers, and grass that live around an apartment complex in an urban city. The trees that appear in the book are ones that can be found anywhere in Korea. Turning your eyes and getting to know the trees around you is about communicating with nature. Just by watching the trees around us for four seasons, we can be awakened to the preciousness of life and nature. Additionally, the illustrations of the trees around us by Choe Gyeongsik, done with pencil and watercolors, lets us feel the warmth of the nature.

The author, Ko Gyu Hong, has lived in the city since he was a child and still lives in an apartment complex in the metropolitan area. He is a typical urban person. Just as busy as the other people of the city, on one busy day, he discovered how many trees there were near where he lived. We have always gone far to see the trees, not realizing how many trees are around us. The author was amazed to know that the trees around him were protecting his everyday life. From that day, he looked at the trees of the city on his commute and began to listen to their story. So he raised his eyes and met the trees around us for a year, and decided

to share the story with the children in a book.

The painter Choe Gyeongsik used watercolors to paint trees and flowers in order to preserve the colors of nature. While drawing them, he became acquainted with the trees of the city living in the forest of concrete apartments and learned their names. This is the reason why the paintings of Choe Gyeongsik, who silently listened to and depicted the trees of the city that silently guarded us, are so warm and sweet.

* k-book.or.kr/user/books/books_view?idx=2316

There Was a Tree

1. Publication Details

Title | There Was a Tree
Author | Lee Sanghee, Kim Sunnam
Publisher | picturebookcity
Publication Date | 2014-10-17
ISBN | 9791195126699
No. of pages | 32
Dimensions | 230 * 280



2. Book Intro

There Was a Tree is a picture book with poems that talks about Korean firs, which are disappearing because of global warming. Korean firs grow only in Korean mountains. Korean firs have beautiful leaves like stars, and they can be found always staring at the stars. These trees are always thinking about stars day and night—even on snowy days. After a long while, Korean firs become trees that shine like green stars as they begin to form the forests in which they live.

This applies not only to Korean firs, however; all trees may indeed be thinking about stars and dreaming of becoming a shining star on the ground. This book describes a Korean fir that has long wanted to become a star on the ground. Its flowers blossom and its fruit grow while it stands against the rain, cold weather, and wind. The Korean fir sings songs while watching the stars at the silent dawn, and this image is vividly portrayed in this book's illustrations. The thoughts and efforts of the tree are conveyed in the illustrations, which show the tree in all four seasons and how it grows.

We see a lot of plants going extinct due to global warming, the increased pollution of fresh water, and the reckless development of golf courses. Plants also disappear due to not getting enough water. *There Was a Tree* sends this message along with the wish that all creatures co-exist in a beautiful and harmonious way.

* k-book.or.kr/user/books/books_view?idx=629

TREE, DANCING

1. Publication Details

Title | TREE, DANCING
Author | Bae Yoojung
Publisher | KINDERLAND/BANDAL
Publication Date | 2016-04-01
ISBN | 9788956187051
No. of pages | 76
Dimensions | 150 * 380

2. Book Intro

A 15-meter-long fantastic art picture book in a folding screen style! A humble tree stump, yet life sprouts from a world we cannot see!

The best cure for a disease is the universe breathing within me! Let's go to the world that a stump shows us!

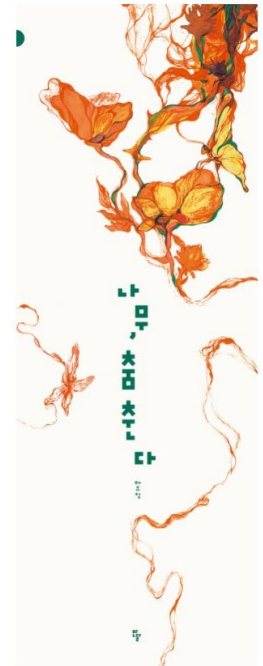
Tree, Dancing is a really tall picture book. Unlike typical books, its front cover is not connected to its back cover. What is the reason for this book design?

When you open the book, you can see green tree leaves and branches. Naturally, on the following page, you expect to see a big oak tree that can protect a whole village. However, on the next page, you actually see cut branches, falling. Then, on the next page, you see only some slashes on a white page bearing the sentence "trees flow." On the following page, finally, you see a shrunken, dry tree stump.

This book begins with the picture of the top part of a tree; a tree with green, shining leaves. Now, the leaves are gone, the branches are gone, and there remains only a stump, which is waiting for death. But the life of the tree does not end here. The tree's life keeps flowing, breeding, blossoming, uniting with other lives, and finally it opens a new world of life.

A stump without a trunk, branches and leaves looks small and humble. But within the stump, there is a universe that can sprout numerous lives. If we fail to see the potential of small things, they will actually lose their potential.

* k-book.or.kr/user/books/books_view?idx=1217



The hunchback gardener of the Joseon Dynasty

1. Publication Details

Title | The hunchback gardener of the Joseon Dynasty

Author | Chun Youngmi

Publisher | GOZKNOCK ENT

Publication Date | 2021-07-30

ISBN | 9791163161899

No. of pages | 372

Dimensions | 145 * 210



2. Book Intro

Birth of a hunchback baby *

Heo Eun-su, born to the most prestigious family in Joseon, has only one flaw: his hunchback. His abnormal appearance has been ridiculed by his siblings and even by the servants. He is seen as a misfortune and treated as a nuisance who must not attend any of the family activities. Hurt by the contemptuous comments made by his schoolmates questioning the need to learn the teachings of sages while he himself was born with a useless body, he goes to his mother's garden to take care of flowers and trees and finds comfort.

First place in national exam and subsequent demotion to Sangrimwon *

He is startled when he receives a marriage proposal, but Choi Ah-yeong opens up his heart by saying she is glad to exchange vows with someone who has a sound mind. They become a happily married couple. Ah-yeong suggests that he take the national examination, and after careful consideration, he decides to take his chance and eventually wins the honor of passing the examination in first place. He builds a successful career, with the King having utmost faith in him, until an unexpected crisis hits him. After offering drinks to the ancestors as part of the spring ancestral rite at the Royal Shrine, he stumbles on the stairs and ruins the grand ceremony—an accident that has never happened before. He is later demoted to Sangrimwon, an office tasked with the management of the court garden, which was considered a menial job at the time.

The eccentric king meets the game changers of Joseon!!*

The eccentric, curiosity-driven King always does things that no one has ever thought of before. All forms of entertainment take place in Gangnyeongjeon, his bedroom. Then out of nowhere, he begins to live in a cottage in an attempt to resolve famine, which turns the court upside down. He sleeps on a prickly haystack instead of silk bedding. That is when he discovers the three people who have the potential to aid him in building a new Joseon: the hunchback Heo Eun-su, the court doctor Jeon Seon-ui, and surprisingly, a female artist Choi Ah-yeong.

For some reason, he orders Eun-su to design a greenhouse that can grow food resources in winter. After successfully constructing the greenhouse, he announces his second big plan, which takes everyone by surprise!

*Grow a curvy pine tree **

The first secret order was to grow a curvy pine tree that would be able to save people from famine. Eun-su secretly works on it in Sangrimwon. Jealous of the King's faith in Eun-su, other officials attempt to put the blame on him for damaging the royal tree, but Eun-su's strongest supporter, the King, steps up and protects him. However, the attacks against Eun-su do not seem to die down, and the King feels worried that his order has caused Eun-su too much trouble. So, he pretends to side with the officials and sends Eun-su to Onyang as a punishment. There, Eun-su will be able to live a peaceful life, surrounded by trees and flowers.

* k-book.or.kr/user/books/books_view?idx=6710

The Building Where Trees Grow

1. Publication Details

Title | The Building Where Trees Grow

Author | Yoon Kang-mi

Publisher | Changbi Publishers, Inc.

Publication Date | 2019-01-08

ISBN | 9788936455354

No. of pages | 40

Dimensions | 295 * 230



2. Book Intro

This book earned enormous love and interest from guests at an exhibition hosted by Hyundai Museum of Kid's Books & Art, and was been selected for publishing support. The judges stated that the book reminded them of Gaudi, the architect, as it was very successful in building a "fantastic and solid alternative." Through the picture of a girl living in an apartment in the city and imagining "her own house," we can picture her changing a grey city into a green one. Through this book, readers have the opportunity to slowly reflect on the relationship between the nature and humans, and also the relationship between humans and architecture, while dreaming of a world where the nature and humans live together.

* k-book.or.kr/user/books/books_view?idx=1218

The Time of a Tree

1. Publication Details

Title | The Time of a Tree

Author | Yi Hearan

Publisher | GomGom

Publication Date | 2021-06-10

ISBN | 9791196714727

No. of pages | 39

Dimensions | 215 * 278



2. Book Intro

A young tree that never attracted the attention of anyone finally settled in the yard of a remote house deep in the mountains.

The small young tree was not startled by the barking of a strange dog in the pitch-dark night and firmly took root while its branches shivered in the cold wind. Even in the spring when the brilliant yellowish-green leaves sprouted, the summer when the typhoon tore at the entire mountain, the fall when the cluster of stars flowed like a river, and the winter when the mountain howled, the tree grew in its place bracing against the wind. After countless days with the moon waxing and waning, the tree soon grew to become the biggest tree in the yard. "Where is the end of this road? What lies beyond that mountain? Who am I?" The more the tree wondered, the further it reached out its branches and the deeper it took root.

The seasons came and passed dozens of times. The trunk grew thick, and the tree grew so much that the bark cracked, but the fruit on the branch tips was insignificant. One day, the tree hears something amazing from the wind. "You are a tree that lives a thousand years."

The Time of a Tree is a picture book that fully portrays the time of a tree that lives a thousand years. It shows the dynamic growth of a zelkova tree, which seems to be frozen in one spot. The tree quietly lives every day under the scorching sun and the soft moonlight with the earth, water, mountain, and wind. In the process, the tree feels the changing seasons, and bonds with all kinds of life that is born and that lives and dies next to the tree.

* k-book.or.kr/user/books/books_view?idx=5789

A stick becomes a big tree

1. Publication Details

Title | A stick becomes a big tree

Author | Yeol-do Kim

Publisher | uldo nation

Publication Date | 2020-11-11

ISBN | 9788997372270

No. of pages | 128

Dimensions | 152 * 255



2. Book Intro

When I was a kid, my legs hurt and I blamed the world.

I was frustrated and cried at one time. However, I gained courage from writing and found a beautiful world.

The harder and sadder I was, the stronger I decided to be and lived without thinking about how others looked at me. Now, I feel rewarded and enjoy every day as a writer.

If you have a dream and can turn pain into pleasure, nothing is greater than that. I'm an old man now, but I'm still dreaming bigger dreams like a child.

This fairy tale is not just an old story.

It was based on the story of my childhood, but some of it is the background of the day. It's mixed. This is called fusion.

This fairy tale has both experience and imagination. It would be fun to guess how far the experience goes and where the imagination goes.

Is there a child who has a hard time?

When you are having a hard time, read this book and gain courage.

I hope children who are frustrated and distressed will have a little hope.

* k-book.or.kr/user/books/books_view?idx=3395

A Child Who Became a Tree

1. Publication Details

Title | A Child Who Became a Tree
Author | Nam You Ha
Publisher | SAKYEJUL PUBLISHING LTD.
Publication Date | 2021-02-26
ISBN | 9791160947106
No. of pages | 116
Dimensions | 153 * 225



2. Book Intro

This book contains six fantasy fairy tales that touch the furtive emotions we want to conceal. A kid who couldn't bear the bullying and chose to become a tree in the center of the classroom, a kid who erases parts of oneself to become identical to others, thinks it's natural that one's family exists only for oneself, and decides to do anything to become one who is loved the most... The loneliness, insecurities, prejudices, and desperate desires hidden within kids' hearts birth as an unusual fantasy through the author's unique imagination and sensitive eyes. The author sometimes describes the wretched tragedy brought by discrimination and hate in a chilling way and sometimes presents surprisingly beautiful consolation.

* k-book.or.kr/user/books/books_view?idx=5314

Grandpa and the Pine Tree

1. Publication Details

Title | Grandpa and the Pine Tree
Author | Lee MyeongHwan
Publisher | Gesunamu Publishing House
Publication Date | 2019-07-30
ISBN | 9791187914204
No. of pages | 48
Dimensions | 270 * 205



2. Book Intro

Grandfather pays a visit to Som's house. As mom and dad are occupied with Grandfather's visit, they do not listen to Som who keeps saying she wants to draw a pine tree. Som feels lonely and starts to draw a pine tree by herself. However, it is not easy to do alone. Som goes to her mom and dad to ask for a help, but her

mom tells her to go to Grandfather. Som goes to Grandfather's room and tells him that she wants to draw a pine tree. He skillfully draws a pine tree, and Som realizes that there is a great resemblance between her grandfather and the pine tree. She tells everyone in her family that the pine tree looks amazing because it looks like her grandfather.

This book explores the communication between different generations through a story between Som and her grandfather. In addition, the resemblance between the pine tree and the grandfather reveals the remarkability of old things.

* k-book.or.kr/user/books/books_view?idx=4435

The Again and Again Tree

1. Publication Details

Title | The Again and Again Tree
Author | Yu Hajeong, An Hyorim
Publisher | DreamingKite Corp
Publication Date | 2019-05-15
ISBN | 9791187439943
No. of pages | 44
Dimensions | 289 * 204



2. Book Intro

The Again and Again Tree bears special fruit. It bears the fruit of disappointment when things do not go as we wish. The fruit has various shapes since the colors and shapes of children's minds are different. Sometimes they are round, and sometimes they are thorny. It is uncomfortable to see the number of fruits increase. Still, the Again and Again Tree grows taller and taller despite our wishes that it would not. A child, who is hopelessly looking at the tree as usual, begins to climb it by stepping on the fruit of the tree. Finally, the child arrives at the top of the tree and sees the open sky!

Again and Again Tree is a picture book based on a children's poem written by Yu Hajeong. An Hyorim illustrated the book. Yu's simple poem and An's heartwarming illustrations combine to present a refreshing experience, allowing the reader to re-read the original poem differently.

We try so hard to succeed and not to be disappointed, as if our goal in life is never to fail. Our children see and learn our attitudes. We always try to keep our kids from being emotionally and physically hurt. We keep them within safe fences, too. However, strong fences are damaged and broken before we even realize it. Nonetheless, our kids take roots deeply in the ground and bravely find themselves. They are stronger and healthier than their parents think.

Perhaps we all have some Again and Again Trees in the corner of our minds. We see the tree grow taller and taller with those frustrating Again and Again fruit of disappointment. Sometimes, they grow so big and spread wide that they even form a wood. The wood is an Again and Again Tree wood that keeps the story of our trial and error, and which bears the hard fruit of our resilience through our disappointments. How about you read this picture book with your child and find your own Again and Again Tree? You may hear comforting messages from the tree, which wishes to console you in times of exhaustion.

* k-book.or.kr/user/books/books_view?idx=5387