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TOPIC

What the “Steady Seller Phenomenon” Means for the Book Market

On books that have reached their 100th print

Written by Yoo Sung-Ho (Literary critic, professor at Hanyang University)

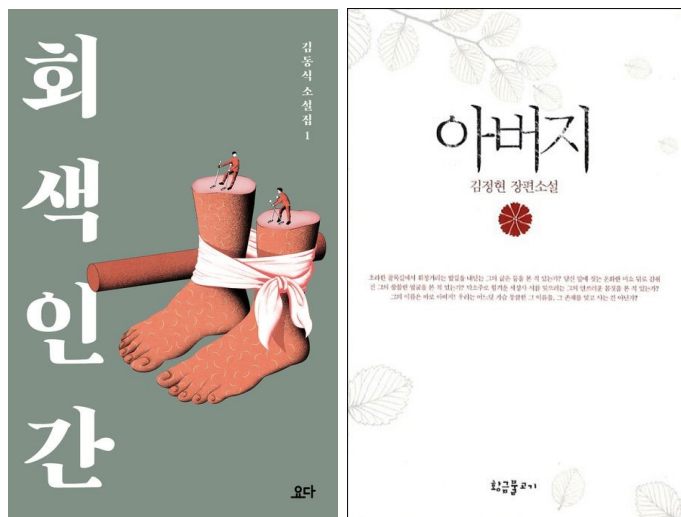
The implication of books that hit the 100th print

Kim Dong-Sik's *The Grey Man* (Yoda Books) recently celebrated its 100th printing in the Korean book market. While the writer's dramatic leap from a foundry worker to a best-selling writer has been spotlighted, what is perhaps most important is the internal narrative of the short stories contained within. This collection of 24 short stories was selected from the hundreds of short stories he posted to the horror forum of an online community, “Today's Humor.” It is indeed a kaleidoscope of life's short stories, sometimes hilarious, sometimes heartbreaking. Readers have responded so enthusiastically to the short story collection, which went into its 100th printing in 2017 - 7 years after it was first

published, and there are many factors behind this. The factors include the dramatic life of the writer, the fact that he is more of a newcomer than an established writer, and the fact that the publisher is not a recognized and well-known publishing house. And most of all, the details of psychological description, the clarity of conveying experiences, and the attitude of not letting go of positivity and hope while including social criticism, achieved in each short story, may have greatly appealed to readers living in a “fatigued society.” Also, the placement of several short works alongside each other, in stark contrast to full-length novels, would have been very much in tune with the reading habits of today’s readers. So, this is something to celebrate and support.

These so-called bestsellers usually appear in the book market as a combination of the cultural desires of the public and the value-added desires of capital. Once the buzz is out that a book is good for such and such, publishers and other distributors do their best to increase sales through intensified marketing. Then, the book itself continues to sustain a ripple effect of expanded reproduction. At this point, the paradox is established: bestsellers aren’t written; they are created. In any case, the phenomenon of a book becoming a bestseller is an important psychological indicator of a society, as well as a commodity indicator. Obviously, every bestseller is heavily influenced by rapid social changes. For example, Kim Jung-Hyeon’s full-length novel *Father* (Golden Fish) impressed many people with its portrayal of the bitterness and pain of fathers in the second half of 1996, when

the voluntary resignation trend was in full swing. However, when the Asian Financial Crisis hit in 1997, society started to shift rapidly into an atmosphere where even voluntary resignation was a good thing, and the sales of the book dropped than before. In other words, the circumstances and influences of the times are a powerful backdrop for even the bestsellers.



The Grey Man and Father

Needless to say, not all bestsellers are “best books.” A bestseller created by advertisements and commercialism will only be the best in a quantitative sense, not the best in a qualitative sense, with critical approval. However, if a book is loved and sold steadily for a long period of time, then it will turn into a steady seller and join the club of classics. I hope that Kim Dong- Sik’s *The Grey Man* will remain so for a long time.

The consumers and enjoyers of books

For Koreans who are used to statistics indicating that the percentage of the population reading books is always lagging behind its neighbors in Japan and other developed countries in the West, these records are quite refreshing and surprising. Eun Hee-Kyoung's *A Bird's Gift* (Munhakdongne, 1996), Gu Byeong-Mo's *The Wizard Bakery* (Changbi Publishers, 2009), and Cho Nam-Joo's *Kim Jiyoung Born 1982* (Minumsa, 2016) are among the fiction books that have celebrated their 100th printing, and behind this phenomenon is a deep-seated desire of readers to experience moments of comfort and healing through narratives.

* [K-Book Trends Vol. 52 – Go to the interview of writer Eun Hee-Kyoung](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1097&page=3&code=interview)
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For instance, *A Bird's Gift* resonated with readers for its characteristics as a feminist and coming-of-age novel in which the young protagonist's view of the world and the people around her leads to criticism of patriarchal society. As for *The Wizard Bakery*, a coming-of-age fantasy novel told from the perspective of a boy, it features a fast-paced plot and a variety of highlights. In particular, its shocking ending is received as something fresh, breaking the limits of young adult fiction - walking on a completely different path than other young adult fiction is the secret to its longevity. Meanwhile, *Kim Jiyoung Born 1982* is a feminist novel that addresses the issues of discrimination and

inequality faced by women in Korean society through the life of the protagonist, a woman on a career break. It is a work from a feminist perspective that illustrates the often bitter life of Korean women through the story of the protagonist, born in 1982, as she goes through the stages of employment, marriage, and child-rearing. It can be said that the book caused a great social reverberation at the time when feminist discourse hit Korean society. As such, the three novels written by female writers were able to achieve the feat of 100th printing by gaining universal sympathy in Korean society.

In the case of poetry collections, it was recently confirmed that Gi Hyung-Do's *Black Leaf in My Mouth* (Moonji Publishing, 1989) has already reached its 94th printing. It is expected to hit the record of reaching the first 100th printing soon. This collection of poems was published the following year after Gi Hyung-Do's passing. Since Kim Hyeon, who wrote the foreword, summarized the world as a world of "daunting negativity," this collection has been deeply imprinted as a mournful song of an era for those who have lived through a poor time of youth. The public's grief and cheers were superimposed on the poems, which were written with a critical consciousness of the reality of the time and an honest projection of the poet's own inner life. Gi Hyung-Do also demonstrated that poetry exists as a social phenomenon as well as an independent entity; in other words, it traces social contradictions while using humanism colored by a painful sensitivity as a foundation, thus serving as a condensed chronicle

of the experiences of those who lived through impoverished childhood and youth.



A Bird's Gift; The Wizard Bakery; Kim Jiyoung Born 1982; Black Leaf in My Mouth

While bestsellers are often dismissed by critics while appealing to readers, these titles are examples that have endured through different eras, being read by readers and critics alike. Here, readers represent an unspecified number of people who enjoy and consume fiction and poetry books, fulfilling their desires as modern individuals. More recently, their role and function as cultural consumers have been increasingly emphasized. They are not driven by a uniform mechanism, often moving as autonomous units, and when a trend or center is formed, they are quick to join it. They are also vulnerable to the reproduction of dominant ideologies through the language of capitalism, such as advertising. The phenomenon of “100th print” is created by the readers as active agents who are indeterminate, who cannot be founded on a single ideology or value standard, and who are trapped in routine but also have the desire to escape from it.

To the “well-written works” of our time

To date, works that have become long-term bestsellers in the Korean book market have been limited to those with classic status, such as Choi In-Hoon’s *The Square* (Moonji Publishing) and Cho Se-Hee’s *A Dwarf Launches a Little Ball* (Iseonggwahim). In general, “classics” refer to works that have withstood the weathering of time and still shock and impress us today. Many of the works we read meaningfully a long time ago have survived as such classics, continuing to provide us with the “old new.” However, nowadays, it is possible to say that the potential readership in our society is still robust enough that even works written by contemporary writers can achieve this record in a relatively short time. In that regard, the status and qualifications of “classics” will have to be adjusted. Classics are now renewed, replaced, and expanded upon at a rapid pace. In that sense, titles that have reached the monumental threshold of 100th printings can be understood as contemporary classics.



The Square/The Cloud Dream of the Nine and A Dwarf Launches a Little Ball

The works that have become bestsellers through the consistent support of their readers share a common goal of de-ideology and de-classification. They also aim at diversifying communication and leveling aesthetics, which is where conformity becomes problematic. Although, of course, it also offers a productive perspective in that it provides an imagination of deviation from the solemnity imposed by the dominant ideology. While it often encompasses love triangles, rags-to-riches stories, heroism, violence, obscenity, parody, nostalgia, horror, sentimentalism, and so on, it can also have a healing or cathartic effect through the maximization of pleasure.

The alertness to books that sell well comes from a classical dignity that associates literary quality with seriousness. However, literature, which has been significantly dethroned by the products of capitalist visual aesthetics, including cinema, is now called upon for discursive expansion. As such, we should reserve the devaluing attitude of rushing to label a book as “in a class of its own” when it sells well. Literary and popular are no longer opposing categories. Literary titles, a product of an era, serve a positive function in terms of recharging people’s lives. That is why works that make it to the bestseller lists are both valuable in that they release a blockage in our minds and also dangerous in that they can create another blockage. However, in an age where electronic culture has become the dominant mode of communication, we cannot continue to place literature at the center of the liberal arts and the classics at its core, because all

around us, movements of “de-canonization” are already making their presence felt, with varying degrees of success.

Yet, there is a saying that “When the flood comes, drinkable water becomes precious.” With the recent flood of sensory-oriented books, it’s not easy for people to find “drinkable water.” As we are constantly confronted with books that endlessly reproduce the intimacy of an image and push it into a broader public through advertising that encourages mass consumption, we must remain discerning enough to recognize a “well-written work” rather than a “well-marketed commodity.”

SPECIAL PROJECT

[English Books in Korea ②]

Want to Know More About Korean Architecture?

Written by Hwang Doo-Jin (Director of Doojin Hwang Architects)

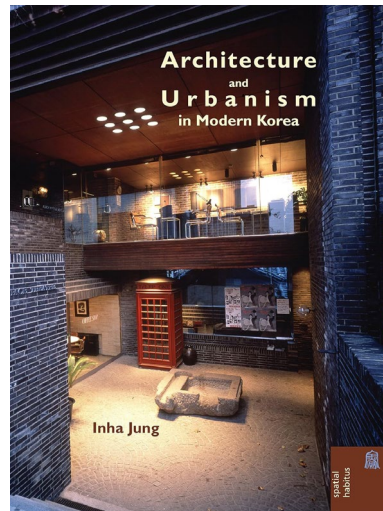
I start this article with the confession that writing an introduction to English books on Korean architecture is perhaps even more challenging than writing an English book on Korean architecture itself, primarily because the absolute number of such books is so small. Considering the fact that the Korean architecture market is not small at all, that many of the world's leading architects have left their legacies in Korea, and that Korea has consistently participated in international architectural events such as the Venice Biennale, this is somewhat surprising. This is even more true when we consider that there are a significant number of people in the Korean architectural community who have had first-hand experience in other countries through studying or

working abroad and are familiar with foreign languages. For a country that exports so many things, from automobiles and semiconductors to movies and pop music, we need to seriously question why the same cannot be said for architecture. This also implies that there is great potential for future growth.

Books on Korean architecture can be classified into a few categories. The first is books about traditional Korean architecture, especially *hanok*. There have been a lot of books published on this subject, especially since the so-called “*Hanok* Renaissance” that took place in Korea after 2000. The next is books on contemporary Korean architecture. Many of these books cover characteristics of Korean cities and architecture, such as hybridity, tradition and modernity, and compact growth. The notable point is the recent increase in monographs and essays by individual architects. Then, there are books on the history of Korean architecture in general, which are very limited, and few books cover the modern period. This is a great disappointment. Finally, although there are a large number of works in other genres, such as children’s books, educational books, and exhibition catalogs, they will not be discussed in this article. Following is an alphabetized list of some of the titles I would like to introduce.

Architecture and Urbanism in Modern Korea (2015)

– Written by Jung In-Ha, published by University of Hawaii Press

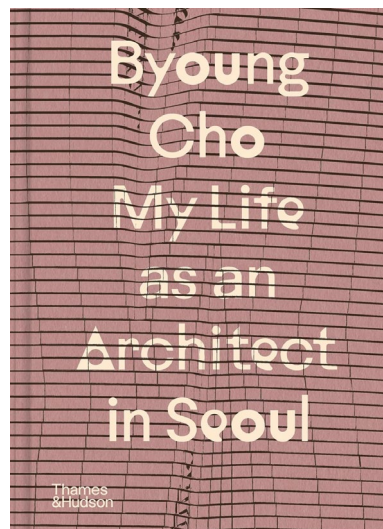


Along with Pai Hyung-Min, Jung In-Ha may be one of the most internationally active Korean architectural scholars. Having studied in Korea and France, he is currently teaching at Hanyang University's Erica Campus. The book describes Korea's modernization, which began much later than in the West but was just as turbulent, through 3 phases: the period of colonial modernization from the early 20th century to 1945, the period of developmental dictatorship from 1961 to 1988, and the mid-1990s, when the modernization became more established, and the transition to globalization took place. In doing so, the author points out the elements that have remained constant throughout these phases, namely Korean characteristics stemming from the traditional relationship between humans and the “built environment,” and demonstrates that regionalism has had a

profound impact on Korean architects. The book is praised for its scrupulous research and abundant citations, making it an interesting read for architecture majors, as well as those involved in Korean studies or simply interested in Korea.

Byoung Cho: My Life as an Architect in Seoul (2024)

– Written by Cho Byoung-Soo, published by Thames & Hudson



One of Korea's leading architects, Cho Byoung-Soo, has been active in both architectural work and education. Through the unique concept of "*Mahk*," he pursues a straightforward, rough, yet natural Korean aesthetic. His career has led him to serve as the chief curator of the 4th Seoul Biennale of Architecture and Urbanism in 2023. This book was the second volume in the publication series *My Life as an Architect*, following Japanese architect Kengo Kuma. In it, Cho discusses 29 items, including his own works as well as those in various neighborhoods in Seoul,

from more than 600-year-old palaces to the Gangnam made famous by K-pop. It features not only objective observations and research, but also Cho's own personal stories, making the book very relatable. His projects include the remodeling of a *hanok* in Seochon that he named "*Mahkjiip*," a restaurant Tower he designed in Seongsu-dong, and an office project in Hannam-dong. It is interesting to note that the book also mentions the work of other architects, such as Sounds Hannam and Urban Hive.

Difficult Heritage in Nation Building: South Korea and Post-Conflict Japanese Colonial Occupation Architecture (2019)

– Written by Lee Hyun-Kyung, published by Palgrave Macmillan

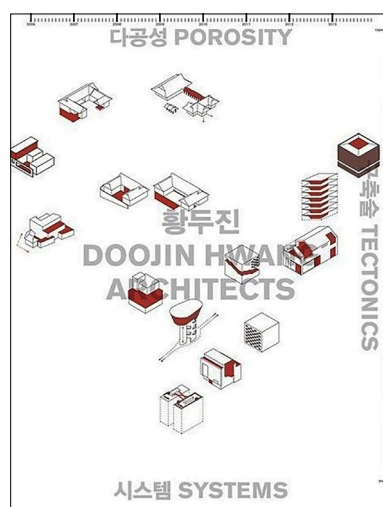


The author, Lee Hyun-Kyung, is a researcher based at the University of Cambridge and Hankuk University of Foreign

Studies. The title “Difficult Heritage” translates to “uncomfortable heritage (불편 문화유산)” in Korean and refers to cultural heritage that brings pain and controversial implications for the national identity, as opposed to the more common heritage that inspires cultural pride. In the case of Korea, this refers to public buildings built during the Japanese occupation, and this book analyzes how such buildings have influenced the country since liberation. In Korea, where the boundaries between modern and colonial architecture are ambiguous, it is hard to find a work that critically examines buildings from this period; moreover, it is significant that this book is written in English, elevating the issue to the level of international discussion. Based on the contents of this book, Lee Hyun-Kyung organized a seminar titled “Nation Building and Uncomfortable Cultural Heritage” in Korea in 2020.

Doojin Hwang Architects: Porosity Tectonics Systems (2016)

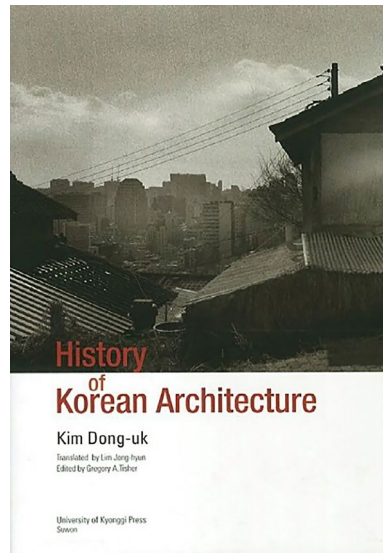
– Written by Hwang Doo-Jin, et al., published by Openhouse



Hwang Doo-Jin is a well-known architect based in Korea, yet he has been giving lectures and holding exhibitions abroad. (He is the writer of this article.) He is a contemporary architect but also works on *hanok*, and is the author of 7 books. This book is a strong reflection of his belief that “an architect should be his own archivist,” published through crowdfunding on the 15th anniversary of his office, and is available in many universities and public libraries abroad as part of the Ministry of Foreign Affairs’ international exchange program, which is a rare case for a book on Korean architecture. It is a both theoretical and deeply personal book that explains, through numerous texts and visual materials, how his architectural world has been shaped. It includes contributions from global figures such as international philosopher and professor Lee Suk-Jae, leading Korean architectural historian Jeon Bong-Hee, and Director of the German Architecture Museum Peter Cachola Schmal. The book is light in weight and stains easily, which is a deliberate manipulation of the materiality of “books” to reflect the “massive yet fragile” nature of architecture.

History of Korean Architecture (2013)

– Written by Kim Dong-Uk, published by the University of Kyunggi Press

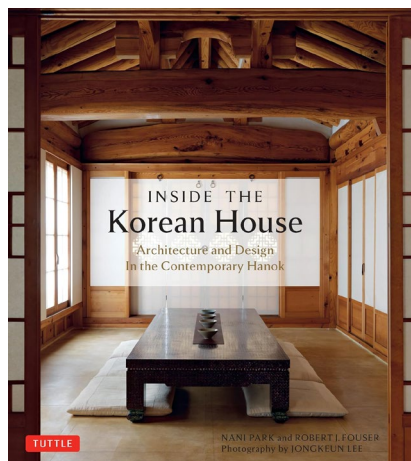


Kim Dong-Uk is one of Korea's prominent architectural historians, who is widely supported and respected in academia. This book is a translation of *History of Korean Architecture* (Korean title: 한국 건축의 역사)(Kimoondang), published in 1998. It is considered a refreshing oasis in the drought as overviews of Korean architectural history in English are very uncommon. The translation was done as part of the Korea Foundation's (KF) project to redevelop Korean schools overseas. The book introduces architecture in 13 chapters, beginning with ancient times and continuing through Goryeo, Joseon, and the pre-liberation Japanese occupation. The book's distinctive feature as a history book is that, unlike the usual approach of organizing by dynasties, it divides the eras into more detailed periods based on

factors such as technological advances and production systems. It is also different in that it moves away from the classification of architecture by use and instead describes the development of certain themes (such as the trend of ornamentalization). Though the Korean edition is out of print, it was widely used as a textbook for various exams.

Inside the Korean House (2024)

– Written by Park Nani and Robert J. Fouser, photographs by Lee Jong-Keun, published by Tuttle Publishing

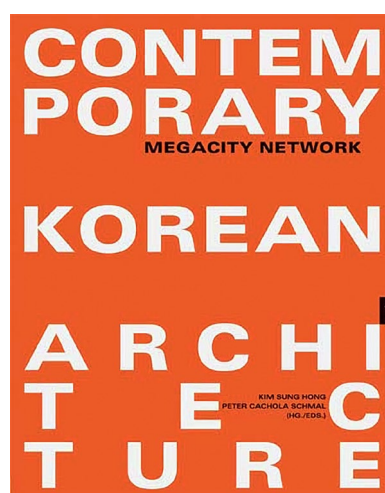


The so-called “*Hanok* Renaissance,” which began in the 2000s, is considered to have brought *hanok* back into the daily lives of Koreans. However, scholarly efforts at the international and universal level seem to be just beginning to take off. Therefore, the existing English books on *hanok*, especially on modern *hanok*, are aimed at making the charm of *hanok* more popular. Among them, this book is the most attractive in terms of the

selected cases and the written and visual materials that introduce them. Its strength is especially unique in that it introduces how Koreans today are creating new life spaces by renovating traditional architecture from previous eras or building new ones, through first-hand interviews. The author, Park Nani, is a Korean-American from Hawaii who lived in a *hanok* as a child, and the other author, Robert J. Fouser, is a leading Western intellectual with extensive knowledge of Korea who has built his own *hanok* in Seochon. The photographer, Lee Jong-Keun, has contributed to a number of English photo books introducing Korean culture.

Megacity Network: Contemporary Korean Architecture (2008)

– Written by Kim Sung-Hong and Peter Cachola Schmal, published by Jovis



Kim Sung-Hong, a professor at the University of Seoul, is a leading Korean architectural scholar known for his numerous publications and international exhibitions. This book is a record

of the Megacity Network Exhibition he curated and proposed by Peter Cachola Schmal, director of the German Architecture Museum in Frankfurt, which was on a long-term tour since 2008, from Frankfurt, Berlin, Tallinn, and Barcelona to the National Museum of Modern and Contemporary Art (MMCA) in Korea. It is both an exhibition brochure and a piece of independent writing on Korean contemporary architecture. Kim Sung-Hong saw it as a characteristic of megacities like Seoul that they were composed of a network of fragments shaped by capital at different scales. The book features some of the most prominent architects of Korean architecture at this point in time, including Cho Min-Suk of “Mass Studies,” Kim Young-Joon of “yo2 Urban Architecture,” and Cho Nam-Ho of “Soltojibin.” Afterward, Kim curated the exhibition “FAR Game” as the artistic director of the Korean Pavilion at the Venice Biennale in 2016 and wrote an English book with the same title.

EXPORT CASE

Top 10 World Bestseller of Picture Books: Publisher BookGoodCome

Written by Lee Rury (Author; Professor of Creative Writing, Sejong Cyber University; Chief Editor of Bookgoodcome; Ceo of Yrurybooks)

BookGoodCome is a publishing house established in 2009 by a couple – writer Lee Rury and translator Lee Soon-Young. It enters its 15th year on July 4 this year. For the past 15 years, the publishing house has published about 330 titles, and 150 of them are creative books it planned. BookGoodCome has been participating in a number of international book fairs every year since 2011, and has signed approximately 100 export contracts up to date. So, let's take a look at world bestsellers published by BookGoodCome!

* *K-Book Trends* Vol. 10 – Go to the interview with BookGoodCome
www.kbook-eng.or.kr/sub/topic.php?ptype=view&idx=801&page=1&code=topic



BookGoodCome's booth at the Frankfurt Book Fair

No. 1 is the *Coda the Polar Bear* series. Its first volume is *Coda the Polar Bear: The First Story, Black Noses*, written by Lee Rury and illustrated by Bae Woory. It was exported to 3 countries, including Türkiye. Following it, writer Lee worked on the *Coda the Polar Bear* series with Emanuele Bertossi, an Italian illustrator she met at Bologna. Published since then, *Black Noses* was exported to 8 countries, including France and Italy, *Warm Breath* to 7 countries, including China and Thailand, and *I Will Always Be With You* to 1 country, Taiwan. The *Coda the Polar Bear* series has signed a total of 19 export contracts as of today.



Coda the Polar Bear: The First Story, Black Noses; Black Noses; Warm Breath; I Will Always Be With You



Illustrator Emanuele Bertossi, whom BookGoodCome collaborated with for *Black Noses* (left), Francesca Archinto, CEO of Italian publishing house Babalibri (center), and writer Lee Rury (right)

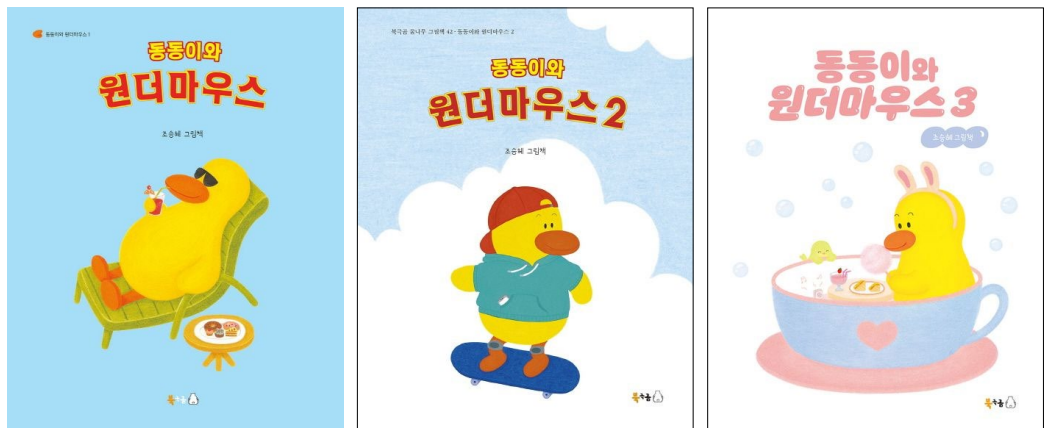
No. 2 is *Tori's Red Hair* by writers Chae Jeong-Taek and illustrator Yoon Young-Cheol. It is a fantasy picture book that comically describes the story of a girl with strong, kinky hair. It was exported to 9 countries, including Italy and China.

No. 3 is *A Monster is Coming!* by writer-illustrator Shin Sung-Hee. It is also another comedy picture book featuring chaotic events surrounding the rumor that there is a monster in the peaceful forest. It is truly a masterpiece, guaranteeing both fun and meaningfulness. It was exported to 7 countries, including France and China.

No. 4 is a tie between 2 titles. First is writer-illustrator Moon Jina's *Looking for the Land of Silence*, which is a story of a sibling embarking on an adventure after their dad's funeral, in search of "the land of silence" where he is said to live in the afterlife. Beautifully delivering the message that loved ones are always in our memories, the book was exported to 5 countries, including France and Taiwan. The next one is *Dong-dong and the Wonder Mouth* series by writer-illustrator Joh Seung-Hye, now up to its third volume. It is a comedy series in which Dong-dong is all talk and no action, until one day, his mouth falls off, and he follows what it says. The first volume landed 3 export contracts, the second 2, 5 in total.



Tori's Red Hair; A Monster is Coming!; Looking for the Land of Silence



Volume 1-3 of the *Dong-dong and the Wonder Mouth* series

No. 6 is *My Fuzzy Friend* by writer-illustrator Takahashi Nozomi. It is a touching story, comical at the same time, about a girl and her favorite sweater. It was exported to 4 regions, including Hong Kong and Taiwan.

No. 7 has 3 titles. The first is *Sam The Teacher Who Is Always Late*, written by Lee Rury and illustrated by João Vaz de Carvalho. As a parody of the picture book *John Patrick Norman McHennessy: The Boy Who Was Always Late* by John Burningham, it has been widely loved as much as the original title. It was published in

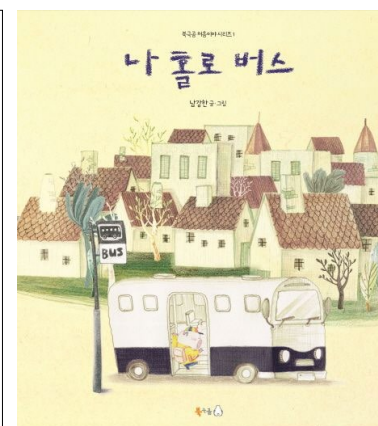
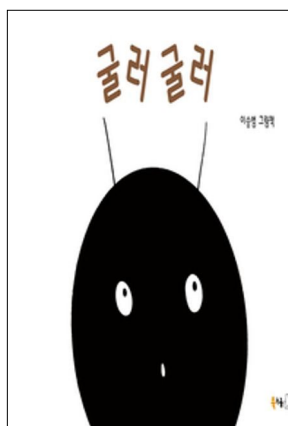
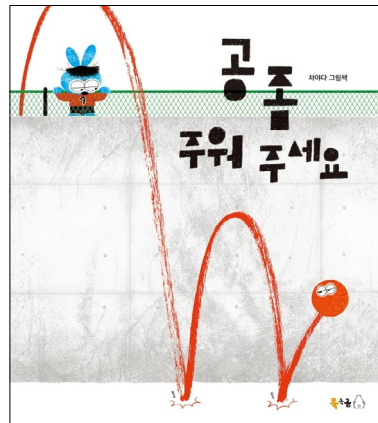
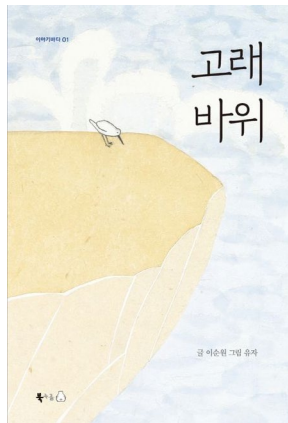
Italy, Denmark, and Brazil. Next, *Where is Your House?* by writer-illustrator Kim Seong-Eun is a thriller comedy that connects the story of a young alligator trying to find a lost bird in its home with cooking. It was exported to Denmark, Thailand, and Vietnam. The last is *A Misty Morning Walk with Mother* by writer Lee Soon-Won and illustrator Song Eun-Sil. It is a touching story about a mother shaking off the dew on the way to school for her child who doesn't want to go.



My Fuzzy Friend; Sam The Teacher Who Is Always Late; Where is Your House?; A Misty Morning Walk with Mother



People from UPPA, an Italian publisher that published *Sam The Teacher Who Is Always Late*, and writer Lee Rury (center)



Whale Rock; Please Pick up My Ball; Rolling and Rolling; Riding the Bus by Myself

No. 10 has a whopping 9 titles. The first one is *Whale Rock*, written by Lee Soon-Won and illustrated by Yoo Ja. It is a children's book that touchingly describes the story of a whale rock on the top of a mountain going to the sea to meet a real whale, achieving its dream. Its literary quality is as great as *The Little Prince* by Saint-Exupéry. It was exported to Germany and Vietnam. The second one is *Please Pick up My Ball* by Cha Yada. It is a new interpretation of Aesop's fable, *The Tortoise and the Hare*, covering the old and new generations; it features the story of a fast, young hare and a wise, old tortoise. It was exported to China and Taiwan. The third one is *Rolling and Rolling* by Lee Seung-Bum. Featuring the story of an ant's poo rolling over and over to become huge, the title has won the Sangsangmanbal Picture Book Contest. It was exported to China and Brazil. The fourth one is *Riding the Bus by Myself* by Nam Kang-Han. It is a comedy thriller about the adventure of a little pig that goes on a bus for the first time. It was exported to China and Taiwan. The fifth one is *Squirrel's Cloud* by Joh Seung-Hye, about a squirrel that always has a cloud following it. It beautifully depicts the process of healing depressive feelings and loneliness with friendship. It was exported to China and Thailand. The sixth one is *Moon Rabbit* by Choi Young-Ah. It is an excellent work that blends the process of a rabbit moving to the Moon with Korea's outstanding play culture. It was exported to France and Spain. The seventh one is *Dancing With Santa* by Lee Yeon-Joo, which features the secret behind Santa's immortal life through

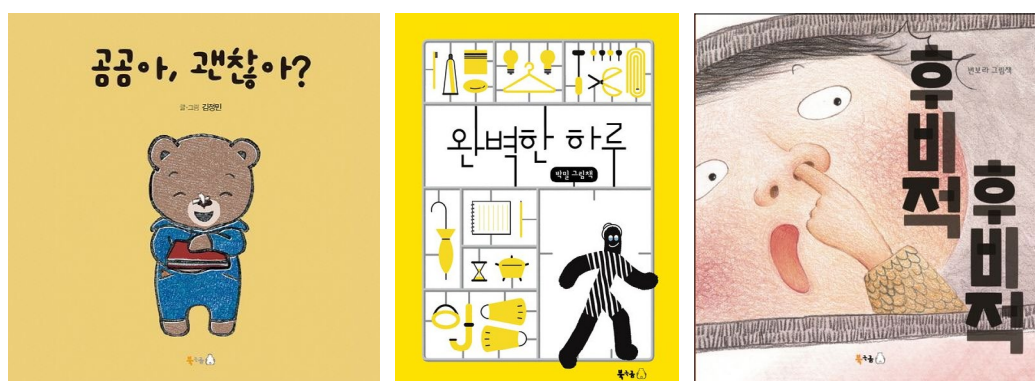
a touching story. It was exported to Taiwan and Denmark. The eighth one is *Strawberry Berry Pop Pop* by Ha Sun-Jung. It is a picture book about a magic potion that shows swallowed food as farts - the main character uses the potion to find out who sneakily ate the birthday cake. It was published in Hong Kong and Taiwan. The ninth and the last is *Cracks* by Lee Seou. It humorously describes the story of a penguin who abruptly got to go on a trip around the world on an iceberg one day. It was exported to the US and Greece.



Squirrel's Cloud; Moon Rabbit; Dancing With Santa; Strawberry Berry Pop Pop; Cracks

Aside from the books mentioned above, picture books such as *The Secrets of Egg No. 4; Teddy, Are You Alright?; Flowers Will Bloom; One Snowy Day; Acorn Hat; Pig Wish; Seeing Double; The Witch's Restaurant; Red Kangaroo; Imagine Colors!; Daddy's Day*

Off; Where's My Nose?; When Mom Is Napping; A Perfect Day; Let's Put on Rubber Boots!; Stripe Hair Salon; Lucy on the Roof; The Christmas Gift; Sniff, Sniff; Picking, Picking, have also begun to enjoy the glory of exporting copyrights to markets overseas.



Teddy, Are You Alright?; A Perfect Day; Picking, Picking

BookGoodCome has so many titles that have yet to be exported that glitter like jewels and move people’s hearts like food for the soul. There’s a reason why the publishing house is able to discover such various writers and works and publish them. The first is because it cultivates writers through various workshops such as the “Lee Rury Bologna Workshop.” The second is because writer Lee Rury has been participating in the Seoul Wow Book Festival and the Sangsangmanbal Picture Book Contest as a judge for 10 years, leading to the publishing of many of the winning works. The third is because so many picture book writers, at home and abroad, submit their works to BookGoodCome. Thanks to all the readers and writers who send love to BookGoodCome. The publishing house has been praised as the powerhouse of picture books for a long time, and it was shortlisted for the Best

Children's Publisher of the Year at the 2024 Bologna Children's Book Fair.

BookGoodCome's chief editor, Lee Rury, and CEO, Lee Soon-Young, launched a new publishing brand called "Yrurybooks" in January 2023. Now, a total of 24 creative titles are published each year – 12 by BookGoodCome and 12 by Yrurybooks. I ask for your continued love and support for the books published by the two, that aim to capture joy, emotion, and beauty. BookGoodCome and Yrurybooks will continue to contribute to making a peaceful world with beautiful, entertaining books.

BOOK TRIP

[A Trip to Literary Museums ③]

People's Lives Seen Through the National History of Chaos and Turbulence

Boseong-gun, Jeollanam-do:
The Jo Jung-Rae Taebaek Mountain Range Literature Museum

Written by Kim Young-lhm

Literary museums are the most effective place to deepen your understanding of writers and their works, and to fully appreciate them. This is because they exhibit works in a variety of ways and present writers' biographies, enabling us to walk into the world of literature with a richer perspective. So, sometimes, a trip to a literary museum is enough to make us more mature readers. In this edition of Book Trip, we traveled to Jeollanam-do, Boseong-gun, the hometown of Jo Jung-Rae, a master of Korean literature and the writer of *Taebaeksanmaek* (meaning Taebaek Mountain Range)(Hainaim Publishing), the ultimate saga novel. Aside from the pleasure of discovering traces of *Taebaeksanmaek* around every corner, Boseong-gun has much to offer, as it

breathes the vibrancy and richness of “*nam-do*” (meaning provinces in the southern area, covering both Jeollanam-do and Chungcheongnam-do). The time spent in Boseong-gun, where the tourist spots filled with the scenic landscape and the unique culture of the nam-do region draw you in and enrich your senses just by traveling, will give you memories to reflect on for many years to come.

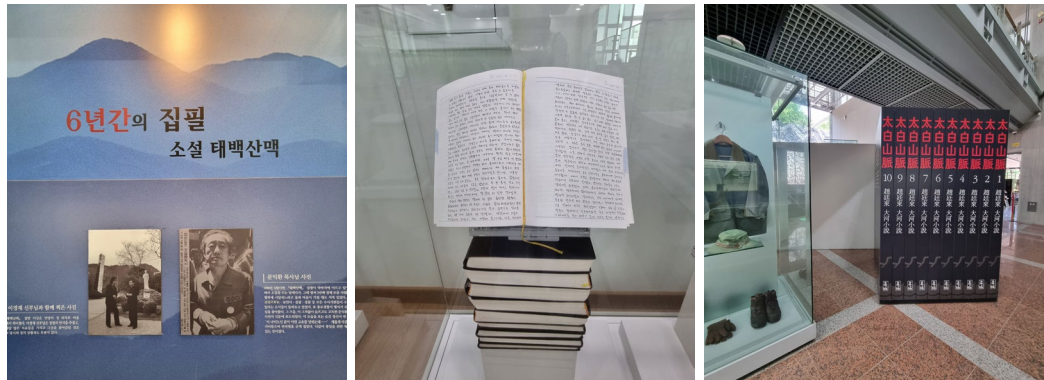
* *K-Book Trends* Vol. 16 – Go to the interview with writer Jo Jung-Rae
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=738&page=7&code=interview

A strong passion for literature:

Jo Jung-Rae Taebaek Mountain Range Literature Museum



View of Jo Jung-Rae Taebaek Mountain Range Literature Museum



Inside view of the literature museum, where you can see the story and production process of *Taebaeksanmaek* at a glance

Blessed with a vast sea and fertile soil, Boseong-gun has been a thriving region since ancient times. Among them, Beolgyo, the main stage of *Taebaeksanmaek*, has one of the cleanest seas in the nam-do area, as well as an ecologically vibrant mudflat that offers a glimpse of wondrous creatures. Moreover, its vast plains made it the perfect place for settlement. This rich and livable region, Beolgyo, is depicted throughout Jo Jung-Rae's masterpiece *Taebaeksanmaek*. In the book, the writer, who has been characterizing the tragic experience of upheaval and division in Korea's national history, asks, "What is the meaning of choosing ideologies and the confrontation between them?" The story of the novel begins by tracing the clues of the collective rebellion of the Communist Party that broke out in Yeosu, Jeollanam-do, and Sunchon in October 1948, shortly after the establishment of the separate government of South Korea. Based on the motif of the "Armed Rebellion at Yeosu and Sunchon," which captures the pain of Korean society during the turbulent period of ethnic division immediately after the country's liberation, the writer seeks to uncover the reality of the situation and the ideology they chose.

The Jo Jung-Rae Taebaek Mountain Range Literature Museum, which opened in 2008 near the writer's birthplace in Beolgyo-eup, was built to honor his literary achievements. The museum, which has become a must-see for travelers to Boseong since its opening as the exceptional literary value of *Taebaeksanmaek* has piqued the curiosity of many, welcomes visitors with more than 600 exhibits related to the writer and the novel. Visitors are invited to enjoy a wide range of items related to the novel, including the history of the immensely dedicated effort that went into writing works over a period of 6 years, various records and sketches that the writer made while writing the story, and the writer's personal collection. In addition, a separate room is organized to display manuscripts transcribed by the readers themselves, showing exactly how many people read, and were touched by the book *Taebaeksanmaek*.



A plaque commemorating the 100th printing of the book and some of Jo Jung-Rae's signature collectibles he used during his writing

As you look around the exhibits - diverse enough to give you a good understanding of the work - you will be able to imagine the vast amount of materials the writer collected, the intensity with which he conceived the work, and the deep thoughtfulness with

which he wrote it. The exhibition room on the 1st floor, which is centered around the work, as well as the one on the 2nd floor, which features transcriptions of the emotions that many readers have felt after reading the novel *Taebaeksanmaek*, make visitors feel the connection between the writer and readers. The Jo Jung-Rae Taebaek Mountain Range Literature Museum is a reflection of the hearts gathered through a single work. This is yet another touching moment created by the one-of-a-kind masterpiece called *Taebaeksanmaek*.

A street where you can walk along the story, transcending time and space: Taebaek Mountain Range Literature Street

Beolgyo-eup, once a thriving village, now draws travelers as a place that represents the novel *Taebaeksanmaek*. The Taebaek Mountain Range Literature Street, which stretches for about 1km in Beolgyo-eup, is like a literary route as the structures featured in the novel are perfectly preserved. Some of the places that appear in the novel set in Beolgyo include Hyun the Rich Man's House, Sohwa's House, Buyong Bridge (Sohwa Bridge), Iron Bridge, Beolgyo Station, Boseong Inn, Iron Cattle Factory, Bus Depot (currently Beolgyo Post Office), Beolgyonam Elementary School (currently Beolgyo Elementary School), M-1 Ridge (Buyongsan Park), Money Museum (former Beolgyo Financial Association), Brewery (a place that makes and wholesales alcohol), and many more. It's a lot of fun to walk along the street and recall scenes from the novel - you will be able to indulge in

the joy of re-reading it.



Taebaek Mountain Range Literature Street, in Beolgyo-eup

In particular, Boseong Inn has transformed into a cultural complex, where you can take a tea break, take a photogenic shot in the room that is a reproduction of the writing room for *Taebaeksanmaek*, and feel the unique atmosphere of a *Jeoksangaok* (a house built by enemies; usually refers to houses built by the Japanese during the Japanese occupation of Korea). The former Beolgyo Financial Association, now used for currency-related exhibits, provides a glimpse into Korea's financial history. In addition, Hyun the Rich Man's House and Sohwa's House, which are recreated in front of the Jo Jung-Rae Taebaek Mountain Range Literature Museum, not only heighten the interest in the novel, but also allow you to take a break and delve into the narrative of the novel. Also, as the spaces from

the novel are spread out over a large area, you will be able to experience the exotic feeling of being the novel's protagonist as you walk along the street looking for them one after another. The places that were once the sites of difficult times for people who lived through the turbulent years of the modern era, far away from our current lives, generate new waves of impression through the novel. As such, Taebaek Mountain Range Literature Street fulfills its role as a cultural tourist destination and affirms the influential power of the novel.



Various spots from the novel that you can see on Taebaek Mountain Range Literature Street (Boseong Inn, former Beolgyo Financial Association, and writer Jo Jung-Rae's writing room recreated in Boseong Inn)

The epitome of a trip to Boseong, where green waves ripple: green tea fields

The southern part of Korea has more greenery than the rest of the country, thanks to the abundant sunshine. Among it all, there is a particularly fascinating area that seems to lay out a lush green carpet in all seasons, making travelers' hearts flutter - the green tea fields. Along with Hadong in Gyeongsangnam-do, Boseong is a major tea-producing region in Korea, and you can find tea fields everywhere. The most well-known is "Daehan Dawon," which boasts spectacular scenery so famous that it is often used as a filming site for various dramas and movies. Daehan Dawon has a large-scale tea field that spans over 1,652,892.5 square kilometers. While it is actually a place where tea is grown and produced, it has also been commercialized as a tourist attraction where you can walk through the fields and enjoy the greenery. As you walk through the endless tea fields, the subtle aroma of tea spreads through the air, and if you walk slowly as if you are savoring tea, you will reach the summit 350 meters above sea level. Daehan Dawon takes full advantage of Boseong's proximity to the sea - you can view the Namhae (South Sea) as far as you can see from the seaside observatory at the top of the tea field.



A green tea field where you can take a stroll and savor the subtle aroma of the tea



Seaside observatory at the top of the tea field

There are several places to sit and take a break with a view of the lush green tea fields, and the cedar walkway at the entrance as well as the bamboo fields off to the side, are worth a look. You can also enjoy a variety of green tea-based drinks and desserts, such as green tea or green tea ice cream produced on site, while gazing at the vast tea fields. The beauty of traveling in Boseong

doubles with its tea fields where you can slow down the journey and recharge your healing energy by immersing yourself in the deep, subtle scent of tea.

Time-worn traces you should not miss:

Yeolhwajung and Deungnyang Station Street of Memories



Antique Yeolhwajung – famous as a filming spot for dramas, and Deungnyang Station Street of Memories – a street that retains scenes from the 1970s and 80s

There are several spaces in Boseong that have stood the test of time. Among them is Yeolhwajung, which offers a glimpse into the typical Korean-style pavilion built during the Korean Empire and the *Numaru* (*maru* (wooden floor) built high like a loft) architecture style. Yeolhwajung, embracing an old-fashioned aesthetic set deep in the forest, has a beautiful landscape with a streamlet running through it and a pavilion built on high stilts. It seems to exude the leisurely ambiance of noble scholars in the past.

A little further away from Yeolhwajung is a slightly more modern neighborhood. Deungnyang Station Street of Memories is a place

that retains the atmosphere of the 1970s and 1980s, a time when middle-aged people might reach back into their memories. Here, the area around Deungnyang Station on the Gyeongjeon Line, which still holds the atmosphere of a small rural village, is filled with many interesting places that feel unique in their old age, such as stationery shops, barber shops, sundries stores, and coffee shops. You can take a step back in time and enjoy a cup of coffee at a coffee shop or simply enjoy looking at the old school uniforms, leaving you with memories of the trip.

From the sites from the novel that vividly capture the fierce and turbulent life of the time that even the scorching summer sun can't match, to the healing time of the mellow and soothing tea fields, and to the time-stopped places where you can enjoy the feeling of stepping back in time, each and every one of the attractions you shouldn't miss will leave a lasting impression on your trip to Boseong. Boseong is much akin to the resounding impression of *Taebaeksanmaek*, which never ceases to resonate.

ONE-LINER QUOTES

A Doctor's "Health Book" on Diagnosis and Care for What Ails Korean Society Today

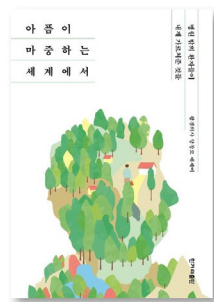
Healthy Bookstore Manager's Pick

Written by Kim Min-Jung (Manager of healthy bookstore "11ho1")

Kim Min-Jung is the manager of "11ho1," a "healthy bookstore" where you can discover and exchange thoughts about health in everyday life.

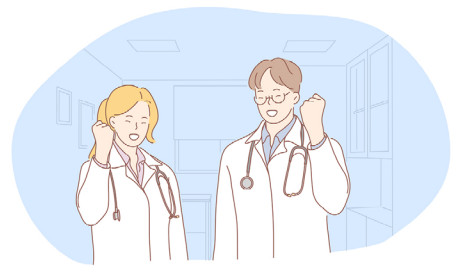
"I see the limitations of modern medicine almost every day as a physician. No matter how advanced medical science gets, it will never be omnipotent." This is the story of an 80-year-old practicing physician I met in a bookstore a few years ago. It was somewhat surprising to hear a senior doctor with nearly 60 years of clinical and research experience at a medical school comment on the limitations of modern medicine. It was not only that: many of the doctors I met through books in my bookstore were concerned with narratives that extend beyond numbers,

towards society outside the small clinic. That is how I came to realize that our health and healthy lives are created through a holistic approach, not on an individual scale. Here, I would like to introduce 2 books by doctors who ponder a healthy Korean society.



In a World Where Pain Greet Us

Yang Chang-Mo, Hanibook



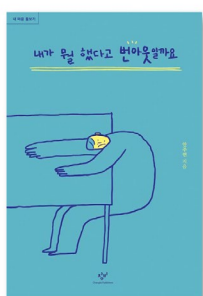
If I ever want to be a good doctor, half of it will be because of the good patients I have met.

Korea's access to healthcare is ranked among the highest among OECD countries. However, it is interesting to note that while the number of hospital beds per capita is one of the highest in the world as well as the quality of healthcare organizations, the number of doctors is below the OECD average. How does Korea achieve such high accessibility with a small medical workforce? The answer is extreme efficiency. In Korea, a patient typically spends less than three minutes with a doctor in an office, and a variety of tests make up for the short clinic sessions.

“A good doctor would actually be someone who is trying to be a good doctor. And, if I ever want to be a good doctor, half of it will be because of the good patients I have met.”
- from p. 88

Yang Chang-Mo, who wrote *In a World Where Pain Greet Us* (Hanibook), is a house call doctor, something fewer than 1% of Korean doctors are. House call doctors are those who are on the opposite side of the medical efficiency that Korean healthcare prides itself on, walking up and down the twisty roads to see patients who don't have easy access to hospitals. This book documents what the author learned as he left his tiny office and went over the doorsteps of elderly people's homes more than 600 times. He says that through his journey, he realized that a good doctor is one who understands the lives of his patients, and that the better he understands their lives, the better he understands their illnesses. He adds that there was a sick society behind the ill bodies he has been treating across the alleys.

As the house calls are mainly for the elderly, the book's detailed representation of the world of unrecognized illness and the lives of the old and sick is also impressive. Here, we can seek wisdom for a better community and a healthier society.



What Did I Do to Get Burned Out?

Ahn Joo-Yeun, Changbi Publishers



If work is infiltrating your life to the point where you can't even rest properly at the end of the day, you shouldn't leave it alone.

Even though it's a time when we are worried about the loss of jobs due to AI, overwork and burnout are still serious problems. Burnout is a newly added cause (factor) of disease in the 11th revision of the International Classification of Diseases (ICD-11). It is defined by the World Health Organization (WHO) as “a syndrome caused by chronic workplace stress that is not successfully managed.” Korean society, which values “hard work” as the highest value and pursues constant competition, is also not free from burnout. Regarding this, the book *What Did I Do to Get Burned Out?* (Changbi Publishers) written by Dr. Ahn Joo-Yeun, a psychiatrist who has been actively communicating with young people through podcasts and radio, diagnoses the problem of burnout among young Koreans.

“If you love what you do and are having fun doing it, that's certainly a life many would envy and a reason to celebrate. However, if work is infiltrating your life to the point where you can't even rest properly at the end of the day, you shouldn't leave it alone.” - from p. 26

The title of the book, “What did I do to get burned out?” is the most common question the author hears in her clinic. Ahn says that in order to improve the problem of burnout in Korean society, we need to change the social atmosphere to one where burnout is not something that requires qualifications or standards. She suggests changing the organizational culture to ensure everyone has the time and attitude to care for themselves. To do this, she has been giving lectures on employees’ mental health to companies. In addition to practical information on how to deal with burnout, you will also find “heartfelt” accounts of a young doctor trying to solve the mental health problems of Korean society.

KNOWLEDGE

Book Fairs, Another Type of Holiday

Written by Kim In-Cheol
(Head of “Ghost Books,” a bookstore and publishing house)

When you work with books, you get to experience a yearly cycle of events. For small bookstores/publishers like Ghost Books, which is both a bookstore and a book maker, book releases are usually aligned with these events. This is because you can have quite good promotional effects by doing so, particularly if you publish fewer books and don't have a great budget for marketing each book. As such, book fairs are very important for planning the year ahead. Aligning your publication schedule with these annual events gives you a clear guideline for managing the manuscript editing, designing interior layout and cover, and printing timelines.

Over the past 8 years of running a small publishing house and bookstore, I have attended a number of book fairs. As I

mentioned earlier, these events usually occur in a certain cycle. Meeting the authors that you have been seeing at a similar time and space every year is quite special. It can be like a “holiday,” so to speak. It was like a holiday in that people who make books in their own way in Korea, whether through writing, drawing, or photography, regularly get together to exchange greetings and talk about their works. And, I felt so lucky to be able to meet people every year with whom I can share similar thoughts and feelings in the same language. I guess you could say it’s like meeting a long-lost relative with the same blood, or meeting someone similar to you with the same DNA - books.

Perhaps it will be a great deal of luck to meet relatives who are connected with books. In Korea, big national holidays for the year narrow down to two - Lunar New Year and *Chuseok* (Thanksgiving Day), but there are many more “book holidays.” Just like you get one year older by having *tteokguk* (rice cake soup) and giving new year’s greetings to older family members during the Lunar New Year holidays, and doing *Charye* (memorial service for ancestors) with newly harvested fruits and *songpyeons* (traditional Korean rice cake) you made during the *Chuseok* holidays, what are the characteristics of “book holidays” where we meet “book relatives”? In this article, I would like to talk about some of the events that Ghost Books attends regularly, sharing the characteristics of each, as well as some of the things learned from them.

The herald of a new year: Jeju Book Fair

April is a month full of a warm spring vibe. While it seems like only yesterday that the green buds were bursting out, the branches of the cherry blossom trees soon began to bear pink blossom clusters. The cherry blossoms, which will soon bloom and cover the world, begin to slowly work their way upward from the warmer southern parts of the world. And on Jeju Island, the first place to see the blossoms in full bloom, the book fair begins, signaling the start of the year. The ‘Jeju Book Fair (www.jejudo.go.kr/field/culture/festival/list.do?mode=detail&festival_id=779)’ is held every April at the Halla Sports Complex, located at Ora 1(il)-dong, Jeju-si, when the cherry blossoms are in full bloom. It is the first event where book relatives greet each other after the cold winter.

The ‘Jeju Book Fair’ primarily features not only active independent creators in Korea but also new creators who have just published their first books. Locals and travelers visiting Jeju to enjoy its warm atmosphere and beautiful cherry blossoms gather around Halla Gymnasium to experience the fragrance of the flowers and explore fresh creative works. This event, which attracts many visitors each year, showcases not only the works of independent publishers but also the independent publications completed through various book-related projects by Jeju residents. Additionally, there is an interactive corner for children, making the event enjoyable for people of all ages.

However, one thing that is increasingly alarming is that the rapidly changing climate caused by global warming is forcing the cherry blossoms to bloom earlier than they should. Looking back at the 2024 event, where we had no choice but to sadly gaze at the petals that had already fallen to the ground in early April, we have one more reason to save our planet.



Footage from the 2024 Jeju Book Fair



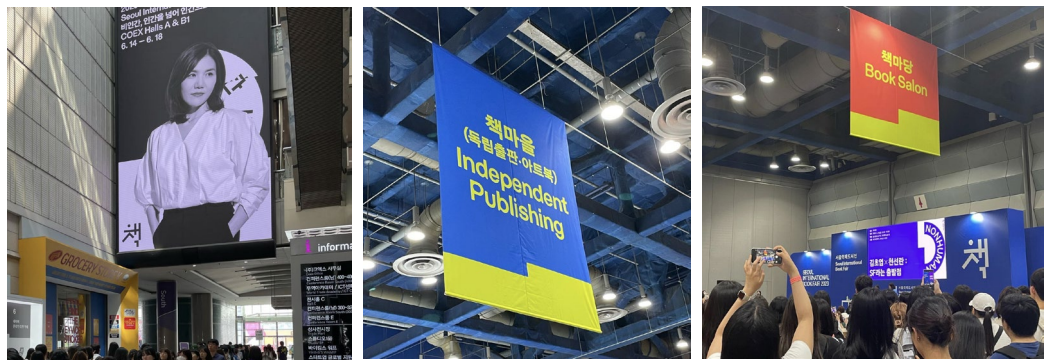
Footages of Ghost Books' booth installed at the 2024 Jeju Book Fair

Seoul International Book Fair: The biggest book festival in Korea

In June, when the heat is just beginning, the largest book-related event in Korea, the ‘Seoul International Book Fair (SIBF, sibf.or.kr),’ takes place at COEX in Gangnam, Seoul. While many major publishers participate, small independent publishers also take part and can be found in the special ‘Book Village (*Chaegmaeul*)’ section. This ‘Book Village’ corner is designed to showcase the diversity of domestic publications and features active independent and art book publishers. Ghost Books has participated for the past three consecutive years, and each year, we feel that ‘everyone who loves books in Korea seems to gather here!’ It’s impressive to see so many people come together, all sharing a common interest in books! The enthusiastic atmosphere that fills the COEX halls during the event is something any book lover will be completely immersed in without hesitation.

On top of all that, the fair is also packed with moments where your eyes, ears, and heart can’t help but be captivated - lectures by writers and famous figures you might normally not have the chance to meet are held frequently in different parts of the venue. Personally, there is something special and unique about this event: you can meet both established publishers and independent publishers that you have been eyeing “all at once.” The opportunity to participate in special events by established publishers that can only be found at the Seoul International Book

Fair, or to meet and talk to the people running independent publishing houses that we have always secretly favored, is always a valuable experience. What's more, since Ghost Books is not just a publisher, but also “presenters” of various books, it's special to be able to “discover” amazing books here that we didn't know existed. An added advantage is the reduced stress of choosing a date to visit, as the fair is open for five days.



The entrance of 2023 SIBF, “Book Village,” where you can meet independent publications and art books, and “Book Salon,” where various seminars were held



Footage of Ghost Books' booth installed at the 2023 SIBF

Introducing a special world of “independent publishing”: Seoul Publishers Table

As summer fades and autumn begins, another book fair that excites independent publishers is held. This time, it takes place at ‘Musinsa Terrace’ near Hongdae Station in Seoul. Since 2013, the ‘Seoul Publishers Table (publisherstable.kr)’ has been held at various locations, but for the past two years, it has settled at Musinsa Terrace. This highly accessible location attracts many visitors in their 20s and 30s. Last year, around 230 teams participated, showcasing a diverse array of works including writing, drawings, and photographs that are popular with the general public.

This event is particularly appealing to beginners who have just discovered the world of independent publishing and want to explore what fascinating things this new world holds. The creative works presented here offer fresh perspectives on everyday stories without being overly artistic, making visitors think, ‘I want to try independent publishing too!’ Additionally, a unique feature of the ‘Seoul Publishers Table’ is its ‘delivery system.’ For those wondering how to carry home all the attractive books they’ve purchased, this convenient system allows you to package and send your purchases in a special box directly to your home for a low fee. Exploring the new cultural domain of independent publishing while enjoying the convenience of the ‘Seoul Publishers Table’ might be a great way to take your first step into this exciting world.



The 2023 Seoul Publishers Table that enthralled producers of independent publications



Footage of Ghost Books' booth installed at the 2023 Seoul Publishers Table

Unlimited Edition:

The Root and Heart of Independent Publishing Book Fairs

And finally, in November, as the year is coming to an end and the chill is growing stronger, the biggest event for independent publishers and art book creators, 'Unlimited Edition (unlimited-edition.org),' is held. This event, now in its 16th year, takes place over three days at the Seoul Museum of Art in Nowon, Seoul. 'Unlimited Edition,' considered the root and heart of independent publishing book fairs, attracts numerous unique creators who showcase their distinctive styles and experimental approaches through their books. It also features a diverse range of participants, including creators from Asia and the Western world, adding to its rich composition. The impressive scale of visitors is another notable aspect. This event records the highest number of visitors among independent publishing book fairs, with attendees eagerly exploring and purchasing various works as if they have been waiting for this day all year. Seeing such enthusiasm makes it impossible for me to remain seated; I feel compelled to passionately explain our works.

The curious gazes directed at the fresh books filling the entire gallery, and the precious conversations exchanged between creators and visitors, might be the very driving force that keeps us creating books consistently. Additionally, this event appeals to me not just as an independent publisher, but as a book lover and a consumer who appreciates creative works that convey the

inner voices of others. Held at the end of the year, this event allows for a slightly more relaxed atmosphere. However, seeing the meticulously crafted works of various authors reminds me not to become complacent in my daily routine. For those seeking a fresh breeze in their monotonous lives or striving to find new inspiration, I highly recommend ‘Unlimited Edition.’



Footage of Ghost Books' booth installed at the 2023 Unlimited Edition

Every time we participate in a book fair and return to Daegu after completing all the events, there are things we feel. We are deeply grateful to the visitors who always praise and show great interest and support for Ghost books' publications and products, even though we ourselves still find it hard to gauge our role in the history of publishing. Meeting such precious people makes me never regret, even for a nanosecond, my decision to leave my previous job in 2016 and dive into the field of independent publishing. Even when overwhelmed by the hectic atmosphere of

the event, and so exhausted every night that I can do nothing but lie in bed at the accommodation, recalling the love and support from visitors fills me with renewed strength. As a creator, I also want to express my admiration for the works of many fellow authors, gaining wonderful inspiration from them.

The independent publishing book fairs in Korea greatly enrich my dual roles as a bookstore operator and an independent publisher. In addition to the four fairs I introduced, there are smaller, more unique fairs that I highly recommend everyone with an interest visit at least once. Furthermore, please know that anyone can become an independent publisher at any time, and that the door is always wide open.

KOREAN PUBLISHERS

Recipe Factory

The delicious world of specialized cookbooks

Recipe Factory, with its message ‘Simple Recipes for Small Happiness,’ has established itself as a specialized publisher of cookbooks for 16 years, demonstrating how focusing on a single field can lead to the production of diverse content. In line with the growing interest in cooking and food, Recipe Factory not only publishes specialized books on the theme of ‘cooking’ but also creates intriguing content based on cooking, engaging in proactive communication with readers. We met with Recipe Factory, which publishes books that are packed with the information and value well-made cookbooks should have, much like a well-prepared meal filled with care.



Logo of Recipe Factory

It is a pleasure to have you with us on *K-Book Trends*. Please introduce Recipe Factory to our international readers along with the meaning of the company's name.

Just as you can guess from our name, Recipe Factory is a publisher specializing in cookbooks. Founded 16 years ago with the idea of becoming a “recipe workshop,” Recipe Factory had a recipe development team alongside the editing team, unlike other publishers. The two teams collaborated to develop “tried-and-true recipes that guarantee success” and made many cooking magazines and recipe books. Also, we opened a customer service center for recipes in the online readers’ community to rapidly answer readers’ questions. For more challenging cookbooks, we had a pre-release testing phase where readers would follow along with the recipes and validate them before publication. We made cookbooks like a dynamic “factory” to ensure the high quality of our books.

While we no longer have the recipe development team as the

cooking magazine ceased publication, our team of food editors is communicating with readers and collaborating with third-party writers to make each cookbook with the best we can offer, as well as to produce practical products with delicate details that make them more than just books.

Since its establishment in 2009, Recipe Factory has published about 200 cooking magazines and 80 cookbooks, and exported multiple cookbooks to other countries. What was the driver behind the 15+ years of publishing while maintaining a clear identity as a publisher specializing in cooking?

The biggest driver is our readers' community. We call the community and its members the "ReFac (Recipe Factory) Friends (cafe.naver.com/superecipe).” As we pursue publishing cookbooks that readers can keep in the kitchen for daily use, rather than those that are stuck on the bookshelf after a flip-through, ReFac Friends naturally gained more recipe reviews from our readers, facilitating Q&As as well. The community currently has about 60,000 members, and on top of active interaction, various “cookbook clubs” are run. Some examples are the “Super Beginners Club” for those new to cooking, the “Seniors Club” for those experienced, and the “Challengers Club” where the members follow cookbooks for healthy dishes. As each club is sponsored by firms, ReFac Friends can enjoy various benefits through the clubs - making the best use of cookbooks

by interacting with the writer and receiving sponsors' products free of charge. Also, aside from the readers' community, Recipe Factory provides other services, such as the "early bird" service in which the subscribers receive the latest news posts on social media like Instagram or newly published titles via text message. As such, as we hear all types of feedback, both positive and negative, as well as support and encouragement from our readers greatly interested in home cooking, cuisine, and health through everyday communication, we could gain more experience and know-how in the field, which helped us focus on publishing cookbooks.



*Everyday Cooking: Bowls With Balanced Nutrition and
Everyday Cooking: Detox Smoothie & Healthy Drinks*

“Just as there are recipes for making delicious dishes, could there also be recipes for creating laughter, healing, and growth? Recipe Factory and Gamgyul Bookstore aim to be your simple recipe for small happiness in this world full of ambiguity.” I believe this phrase perfectly encapsulates the philosophy and identity of Recipe Factory. What efforts are you making to embody this in your books?

Based on active communication with our readers, we strive to make our cookbooks more collectible by carefully reflecting their needs. Also, we do our best to provide opportunities for readers to feel the joy of cooking, the pleasure of growing skills, and the happiness of sharing through cookbook clubs.

Plus, we pay extra attention to the details when editing - we try to add aesthetic visual elements to the books so readers can feel healed when opening them. For this, We collaborate with professional food photographers for our projects, and all author-taken photos are retouched by professional photographers to enhance quality and refine the tone and appearance. We usually select the cover design through readers' vote, providing various samples.

With regards to the content of the books, we use easy language along with infographics for theoretical books to make them more understandable for beginners. For recipes, we provide various alternative materials to increase their usage, and explain the cooking steps with plenty of photographs. For readers who find it hard to choose which dish to make, we added “A, B, C” icons

in the table of contents to guide them. Dishes labelled “A” are for the “advanced,” meaning they are a little more challenging, “B” are for “beginners,” literally meaning they are for beginners, and “C” are for “special choices,” meaning they are the writer’s special picks. Following at least one of the recipes sparks interest and affection for the book, leading to greater utilization. Because, as with so many things, once you take the first step, the rest is easy. That’s why our books are full of icons to help readers take that first step.

While people’s interest in cooking has increased significantly in society as a whole, Recipe Factory appears to be very much in tune with this mood. How do you think this has affected Recipe Factory, and what role do you see Recipe Factory playing in this trend?

The interest in food is still very much the same now as it was then, but what has changed is the needs and tastes of readers. This has led to a segmented cookbook market - meaning that diverse publishing has become possible. When Recipe Factory started 16 years ago, the atmosphere was different. So, we focused on monthly cooking magazines, and only published two or three cookbooks a year, whereas now we publish a total of 10 to 12 cookbooks a year, balanced across five categories.

You have five categories for your books: Daily Cooking, Healthy Cooking, Cooking for Kids, Baking and Beverages, and Homemaking and Others. Why did you split your books into these categories, and what are the characteristics of the books in each one?

It's based on the needs of readers. Sometimes, these five categories are published separately, and sometimes they are combined to form a new concept.

The “Daily Cooking” category focuses on flavor, gourmet food, and lifestyle, addressing concerns such as how to cook more deliciously and cost-effectively. A representative title is the *Secret Cookbook* series by Merry Cook, known as the “Korean food teacher of influencers.” Featuring a series of books, including the first volume of side dishes, the second volume of soups, the third volume of one-bowl rice and noodles, and the fourth volume of meat and seafood specialties, the books are packed with great-tasting secrets that will definitely upgrade your food taste and cooking skills.



The *Secret Cookbook* series by Merry Cook

The books in the “Healthy Cooking” category focus on weight loss and health, providing scientific evidence, first-hand experiences, and easy-to-follow recipes that can be repeated over time. One of the best-selling books is *Low Carb Balanced Diet for Diabetes and High Blood Pressure*, which was published last year and has become a bestseller. The book is a collection of recipes and experiences of chef Yoon Jia, who had always loved food and cooking, but was diagnosed with pre-diabetes, hypertension, and severe obesity at the hospital and spent 180 days developing and practicing a variety of low-carb, balanced diets to bring all the numbers back into control.

The “Cooking for Kids” category covers a wide range of dishes for all stages of a child’s life cycle, from the prenatal period to infancy, preschool, and adolescence. One of the most popular books is Recipe Factory’s first book, *Baby Food That Works*, by a popular parenting blogger. Every recipe was thoroughly tested by the recipe development team at Recipe Factory, so even new moms can follow along without failure. With more than 420,000 copies sold, it’s still a favorite today.

Meanwhile, “Baking and Beverages” focuses on trends, expertise, and in-depth hobbies, covering topics such as baking, pastry, beverages, wine, and more. Its flagship title is *Better Than a Cafe: From Basics to Applications*, and it has been a bestseller in the cafe beverage category since its publication. With cafe beverage consultant Onest Kim guiding you through a variety of beverages, this book is perfect for anyone who enjoys a home cafe or runs one.



Low Carb Balanced Diet for Diabetes and High Blood Pressure; Baby Food That Works; Better Than a Cafe: From Basics to Applications

Lastly, the “Homemaking and Others” category is for titles that don’t fit into any of the four categories above, but cover content that Recipe Factory readers need. These aren’t really cookbooks, but the way they present their content is in the form of recipes. For example, our upcoming book on cleaning is a recipe for cleaning each corner and object in your home, with complete instructions for tools, time required, steps, and tips. This category features books on everything from homemaking to gardening, cooking for kids, and cooking for pets.

Bookstore Gamgyul, which opened as a cookbook shop in 2018, closed in 2021, and was relaunched online this year under the same name. Why did you decide to make this change? And what role does the online Bookstore Gamgyul play in Recipe Factory?

The year 2018 marked Recipe Factory’s 10th anniversary. That year, we opened a pop-up cookbook shop, Bookstore Gamgyul,

in Jeju, Korea's most popular tourist destination, to meet readers in person and promote our 200+ cookbooks, cooking magazines, and handmade goods. Over the course of the three-year project, we met many readers and found ideas for our cookbooks from messages posted on the idea board on the wall. Also, the self-cooking class we held with Airbnb (where you can try following the recipes in the cookbook with local Jeju ingredients and plate them with the same dishes used in the photoshoot) was so popular that it was immediately fully booked, giving us a meaningful time to hear the stories of young readers.

Although we were unable to continue the second Bookstore Gamgyul project due to the COVID-19 pandemic after the first one ended, we are planning to do it again in the near future, but in a different location. This time, we are planning to have a cookbook store and self-cooking classes, as well as a food and beverage store where you can taste the dishes featured in the cookbooks. In the meantime, we launched the online Bookstore Gamgyul (smartstore.naver.com/recipe_factory) this year as a pre-step to make sure that the project isn't forgotten. While it functions as an official website, we will also be carrying out other programs, such as group purchases and writer-curated shopping programs.

It seems that there have been quite a few changes in Recipe Factory's business, including the launch of the online bookstore Gamgyul, as well as the discontinuation of the cooking magazine, and the reorganization of the business to focus on cookbooks. Could you tell us a little bit more about this?

Recipe Factory started its publishing business with cooking magazines. Although it was a latecomer in the magazine industry, it was loved by many readers through active communication with them. However, due to the rapid growth of the online content market and companies (advertisers) investing in their own promotional channels, the magazine business had neither strong sales nor advertising revenue. While monthly magazines are sold throughout the month and the remaining copies are discarded, the amount of discarded copies gradually increased. So, we tried to convert to bimonthly or quarterly to extend the sales period, but it was not enough. Advertising revenue was also unstable. On the other hand, while we only published two to four cookbooks a year, their sales were stable and even grew steadily. In particular, cookbooks on specialized topics and keywords with high search volumes were selling well. So, at the end of the 10th year, we decided to stop the two magazines and reorganize the business around cookbooks. Now, we are entering the sixth year, gradually increasing the number of titles published each year. Currently, we are publishing 1-2 titles per month, and about 20-30% of the books' copyrights are exported overseas. This year, we

launched the online bookstore Gamgyul as a channel for readers to purchase things other than cookbooks, including cooking classes, and will be up and running in the fall.

You are actively interacting with readers or followers on social media and providing various content. What do these activities mean for Recipe Factory's businesses?

Unlike general books, we believe that cookbooks are practical commodities that multiply in value when flipped through and followed. So, when Recipe Factory makes a cookbook, we take the readers' voices into account at the beginning and the end. We actively utilize our readers' community and social media (www.instagram.com/recipefactory) to listen to readers' voices, such as recruiting readers' planning teams, receiving feedback from readers, having readers verify recipes, and listening to readers' reviews through cookbook clubs. As our readers play a huge role in promoting as well as planning, they are the beginning and end of our business - they truly matter to us.

Could you introduce some of your books to our international readers that you think best represent the nature of Recipe Factory?

We would like to first recommend *The Real Basic Cookbook* (www.instagram.com/for_beginner_recipefactory), Recipe Factory's signature cookbook. It was carefully designed and

tested by Recipe Factory's recipe development team, with detailed feedback from more than a hundred members of our beginner cooks group. It has sold more than 240,000 copies to date, is still a steady bestseller, and has been published overseas as a basic Korean cookbook. Every recipe is described in great detail, including portions, heat settings, cooking time, and checking for readiness, so beginners who have just moved out of their mom's house can cook delicious meals with basic ingredients and seasonings. This year, we published *Plating Recipes to Brighten Up Your Daily Meals*, which immediately became the No. 1 bestseller in the cooking category. With the rise of interest in photogenic food due to the influence of Social Media, plating is now attracting as much attention as cooking. This book, written by a food artist that meets both practicality and beauty, introduces 20 plating tips that can be applied to any dish and 40 recipes that best exemplify plating skills.

Last but not least, we would like to introduce *The Moment You Need a Salad, and the Moment When Your Dressing Shines*, which has been a bestseller in Taiwan as well as in Korea. The father of the writer, a culinary researcher, is in his mid-60s but has the vascularity of a mid-20s man, and the secret is salad for breakfast. Combining the tips the writer learned from her mother, who made a different salad and dressing every day, with recipes she developed as a culinary researcher, the writer has developed more than 120 salads and 100 dressings. The book features a variety of salads, including simple salads to accompany

main dishes, full meal salads, Korean salads that are perfect as a side dish, and fancy culinary salads for serving guests. As the recipes are categorized into two sections, prepping salad ingredients and preparing dressings, you can mix and match and have endless applications - making the book a bible of salads.



*The Real Basic Cookbook; Plating Recipes to Brighten Up Your Daily Meals;
The Moment You Need a Salad, and the Moment When Your Dressing Shines*

We are excited to see the next steps of Recipe Factory as you continue to expand your horizons in the cooking field by publishing books that build on your expertise as well as give Recipe Factory a competitive edge. Can you tell us about your upcoming releases and future goals?

We will continue to focus on the field of cooking that we are best at and publish highly collectible cookbooks while communicating with our readers. In particular, this year, we are preparing for the new *No. 1 Mentor's Know-How* series while solidifying the existing popular *The Real Basic Cookbook* series, *Everyday Cooking* series, and *Healthy Meals* series. We are also planning to

further facilitate activities such as cookbook clubs and Bookstore Gamgyul to connect writers, readers, and food brands.

KOREAN AUTHORS

Writer Song Gil-Young

A clear-cut forecast of the times provided by a man who “mines” the minds of the time

One book published last year made headlines and became a bestseller. It is *Forecast of the Times: Era of Nuclear Individuals* (Kyobo Book Centre), which brought about a sensation by claiming that a new era of individuals called “nuclear individuals” has arrived due to the development of AI technologies and aging populations. The book’s writer, Song Gil-Young, calls himself a “mind miner,” meaning a person who mines the minds of the time using big data. As he precisely pinpoints the changes of the time through big data analysis more than anyone else, his latest title, *Forecast of the Times: Era of Nuclear Individuals*, provides insights into various fields. This book can be regarded as the extension of *Just Don’t Do It* (Book Stone) and *Do Not Imagine* (Book Stone), his previous titles offering advice for the future.

Song's "forecast of the times," which provides every piece of advice he could offer for people to stably prepare for the future, is based on heartwarming affection for humanity. Following is an interview with writer Song Gil-Young, who says he will continue to forecast the times as an active writer.



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

I think I was able to read the minds of the times as I have been into big data for more than 20 years now, analyzing people's various interests. I call myself a "mind miner" because it's what

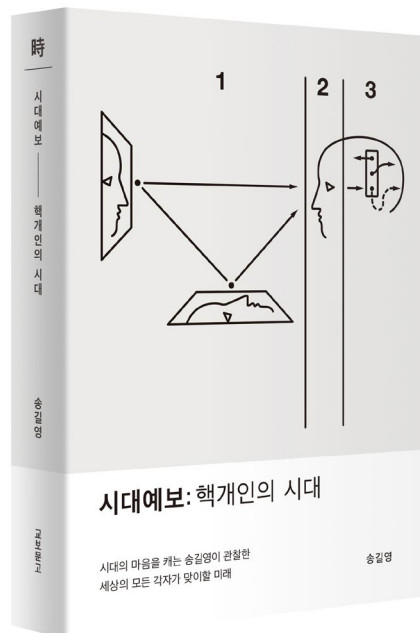
I do - I “mine” people’s thoughts. It’s a pleasure to be meeting international readers through *K-Book Trends*. I also hope that through this interview, my book *Forecast of the Times: Era of Nuclear Individuals* will advance into more markets in the world. It was a personal shame that my books have not yet been published in the US or the UK, while they have entered China, Taiwan, Hong Kong, and Singapore. It was about 60 years ago when media scholar Marshall McLuhan first used the expression “global community,” and now I think we have truly become one. So, against this backdrop, I hope more of my books are translated into English and reach out to more readers across the world.

Your books, including *Forecast of the Times: Era of Nuclear Individuals* and *Just Don't Do It*, are topping the list of bestsellers. What’s more, *Forecast of the Times: Era of Nuclear Individuals* won Park Moo Future Foundation’s Excellent Book Award last year as well as the Chung Jin-Ki Journalism Culture Award this year. Please tell us how you feel and introduce us to the book.

The year 2012, when I wrote *Your Desires Can be Seen* (Sam & Parkers), was the time when “big data” began to emerge as a keyword. I had already been in the field for more than 10 years. The book was a compilation of the works I have done, but luckily, many people read it - it led to *Do Not Imagine* in 2015 as I caught that people were interested in the topic. Back then, observation was something more important than data. But going through the

COVID-19 pandemic, AI's intellectualization gained speed, people turned to prefer contactless interaction, and connectivity co-evolved. And the book that delivers the message of “let's look at our lives with these in mind and prepare for the future” was *Just Don't Do It*.

Then, I wrote *Forecast of the Times: Era of Nuclear Individuals* to urge people to view changes in the era by studying, as I got the idea that people need to have insights for the future. If you observe and understand people's behaviors, you can predict the next move. I wanted to find safe and supportive ways to think about changes and “forecast” them to people. It's an honor to have received such precious awards for my works, as they have become vital turning points for me as a writer.



Forecast of the Times: Era of Nuclear Individuals

Issues related to big data are taken seriously across our society. As a “mind miner,” you have been active in various channels, such as publications, lectures, and YouTube. What do you take most seriously as you engage in such activities, and what do you stress the most when writing a book, in particular?

Well, to begin with, I just wanted to study. As I studied, I became interested in hearing other people’s stories, and for that, I needed time to exchange thoughts with others, and i did this through lectures. This is why I began giving lectures first before becoming an active writer. Then, I felt the responsibility to gather up the things that I studied and learned through communication, which led to the publication of books. And then, as I had to promote those books, I had to appear in YouTube videos. I think it was like a cycle in which I served different roles following the changes in society.

I think what’s important is the content, not the channel. So, I listen to the advice of people who walked on the path before me, have discussions with people studying in the same field, and write as a means to check the results of the weekly seminars or organize my thoughts. When I reflect on the things I have done, and think or assess other people’s thoughts and behaviors, I get sources for writing. The objective time, as derived from changes in routine, becomes the fuel for writing. I take this process seriously when writing because it is the role of a writer to recognize, acknowledge, and observe changes.

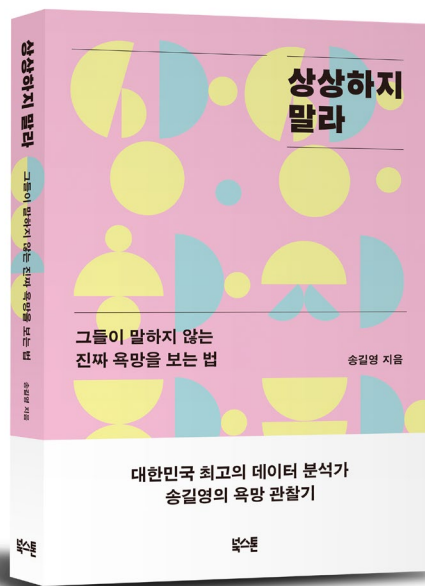
The title of the book *Forecast of the Times: Era of Nuclear Individuals* is eye-catching and quite refreshing. You have suggested fresh keywords like “forecast of the times” and “nuclear individual,” following “mind miner.” How do you get the ideas for such keywords, and why do you think we need a “forecast of the times”?

I often take time to reassess the clear patterns of change I discover while analyzing data. When a word I propose feels connected to us, we accept it, but this requires unearthing words rather than inventing them. My job is to explain what we already feel but cannot articulate. It involves reflecting on what is already ingrained in our daily lives and actions, which include the struggles of numerous entities, and creating words that give meaning to these reflections. As life and society rapidly change, it is essential to create words that define these transformations. This is how the term ‘nuclear individual’ was born. As society evolves and the future changes rapidly, I felt the need to predict the times, just as weather forecasts are necessary.

Compared to your previous titles, *Your Desires Can Be Seen, Do Not Imagine*, and *Just Don't Do It*, what message did you highlight in the latest *Forecast of the Times: Era of Nuclear Individuals*?

I think the target of the message has broadened from individuals to society in general. The message in the previous 3 books was “observe your life, and reflect on your daily life by looking at

your behaviors more deeply.” Whereas this book is about “how our society, our group, makes consensus and how long such consensus lasts.” The biggest difference from previous books is that, as mentioned, the target audience has changed; I wanted to write in a different style because it is a matter of changing the perspective to match the era and society. So, I wanted to structure my thoughts to change the text style and density of the writing. I was also afraid of whether the work of changing the perspective to fit the era and society would be well conveyed to the readers, but many people read it more than I expected, and I’m thankful for it.



Do Not Imagine

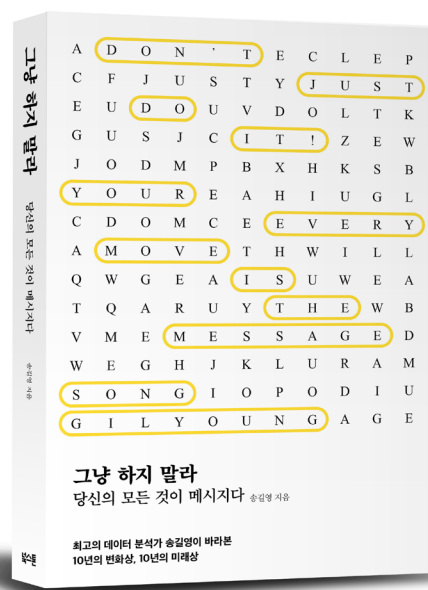
Why do you think big data has become important in society? Also, what value do you think big data can generate?

Happiness and satisfaction would increase if we fulfill each other's desires in our lives. While it's natural to feel happy when our delicate emotions are reflected, it has not been easy to express or reflect personal feelings or thoughts in our society until today. But, algorithms have made this possible. Data for individual analysis gained more importance because we feel happy when we are able to express our desires. If we express our thoughts and make them reflected, we can move on to a beautiful society that respects individuals. And it's the power of data that can make this a reality. Ultimately speaking, the value that big data generates is enabling individuals to take the lead in their own lives, adding abundance and beauty.

You have been providing rich advice on general issues surrounding our society. It seems that it requires a certain level of knowledge in various fields. What kind of books do you usually read?

I read across all genres. I even read books that I receive for promotional requests. I read at all times as I need to enhance my awareness and senses. I tend to read based on how a topic resonates with society, where it came from, and who the writer is. Seeing who the writer is is a gauge of how deeply and intensely they have thought about the topic. However, since I

can't read every book, I try to read the ones that are relevant to me as much as possible. For me and the people I work with, we see signs from the data, and we also get to expand our perspectives as we become more sophisticated in our work. For this reason, choosing books is relatively easy.



Just Don't Do It

In the book *Just Don't Do It*, you emphasized that people should “do it first and make it last,” and mentioned the importance of building a fandom. Let alone in all fields, but especially in publishing, people are trying to create “fandoms” these days. What advice would you give them?

If it's possible to spread out someone's thoughts, everyone would be able to do it. Infinite production leads to more suppliers, but as consumers are limited, it creates regulars, or fans. From

now on, small-sized fandoms will be created, and services will become more sophisticated. While it's like the theory of evolution, it is important for fandoms to have excellent content as the foundation. In other words, planning suggests direction, and content recruits warriors to walk in that direction. I believe that it is the publishing industry's mission to discover new writers and provide them with support to establish fandoms. The annual spring literary contests would be one example of such "content." It is my opinion that the industry should be able to set up a framework for the creation of fandoms by discovering new content more actively as it has also become platform-based.



It feels like your works are a mixture of technology and humanism. While it seems like you are seeking ways for technological advancement to ultimately make people's lives warmer and more abundant, can you tell us your ideas in this regard?

Because technology is about technologically building things that augment human life, technology and humanism are on the same page. Earlier, we would communicate at a distance where we could hear each other if we called out, but now the entire world is teleconferencing. It is an expansion of the scope of life. In other words, because we want to have amplified relationships with each other, technology and humanity are inseparable, and we are already living that way. Technology is augmenting humans, that is, us.

Regarding the new era - the future, some say that it has already come, and some say that it is coming. The view differs by people. As I mentioned in *Forecast of the Times: Era of Nuclear Individuals*, I think it would be important for each of us to become a "nuclear individual" who walks towards the narrow gate called "high end," and make every moment in daily life into a portfolio, create one and only one life narrative for ourselves, and live our lives well. Such efforts will enrich individual lives, and such individuals will gather to create qualitative abundance in society as a whole.

We look forward to your next book as you are garnering greater attention and support. Last but not least, can you please share your future plans along with a message for our readers?

Korea is ahead of other countries in terms of speed. It boasts hyper-connectivity (constant connectivity provided by technology and Social Media platforms), high concentration, a unique culture, low illiteracy rate, and a broad distribution of smartphones - all thanks to the wide application of the electronic information system. This is why people say Korea's efforts to overcome current struggles can be a good example for other countries. I believe that reading *Forecast of the Times: Era of Nuclear Individuals* will be helpful for people in other countries, who will later experience the things Korea has gone through earlier. So, I hope that major publishers in countries such as the US, UK, and Japan take an interest in publishing the book.

For the time being, I would like to continue with forecasting the times. If there is a change in the era, it needs to be applied - I'm thinking of making things about such applications into content, which I will offer as hints for industries. As all of this is about learning for me, I will try to have fun along the way.

LET'S TRY

The Joy and Fun of Having Greenery in Daily Life!

Event

[Let's Try](#) introduces various useful, practical books published in Korea every month.

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

Simply click on the link below and make an entry to the event! [Let's Try!](#)

Planterior 101

- Written by Jeong Jae-Kyung, published by Verybook



Planterior 101 by Jeong Jae-Kyung, the first Korean writer to ever release a book on planterior (a word combining 'plant' and 'interior'). This book covers everything you need to know about indoor gardening and interior design. It explains what plants grow easily indoors, how to keep them healthy, and how to decorate your space to suit your tastes! Not only that, but it also explains useful furniture for planterior as well as the effects of growing plants, so anyone from beginners to experts will find it simple to keep plants in their homes.

Have you ever thought about the benefits of growing plants? Aside from their air purifying effects, they also have psychological therapeutic powers, as looking at beautiful plants constantly can relieve stress. So, if you dream of living with plants and want to learn how to get closer to nature, why not start with this book? The vitality of plants will make your life healthier and happier, too. Get started with *Planterior 101* and create a livelier, greener space for yourself.

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www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1432&code=knowledge&category=67

K-READER

The Heart of That One Person Who Will Truly Understand

Written by Kim Hyeon (Reader of *K-Book Trends*)

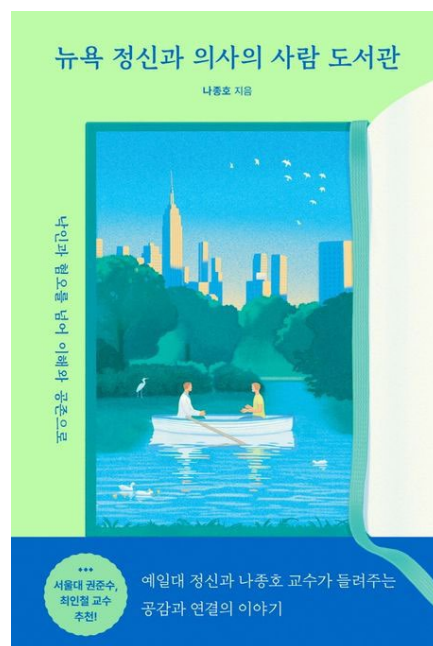
In this article, Korean readers of *K-Book Trends* recommend Korean books they have read to international readers. If you would like to recommend a Korean book that impressed you to international readers, please send us an email to the address below!

kbooktrends@gmail.com

I picked up *The New York Psychiatrist's Human Library* (Almond), wondering what a “human library” might be. I thought it was a metaphor at first, but as I read on, I was surprised to learn that it’s actually a project that is run overseas. The Human Library Project invites people who are stigmatized as “minorities” in our society - racial minorities, people with AIDS, the homeless, sexual minorities, and others - to come in and have conversations

in a safe space by checking them out like books in a library. When you get to talk to such a diverse group of people, the prejudices fade away, and you realize that we are all the same.

* *K-Book Trends* Vol. 66 – Go to the interview with publisher Almond
www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1327&page=1&code=interview



The New York Psychiatrist's Human Library

The author of the book, Nah Jong-Ho, spoke on the TV show “You Quiz On The Block” about how little our society understands about suicide and why mental health is important through the depressed patients he encountered as a psychiatrist. He continues that narrative in this book, talking about communication and empathy as a way to make our society healthier.

While the book features examples of various patients the author has encountered, what struck me the most was the difference

between the perception of suicide abroad and in Korea. We may have turned a blind eye to the depressed people around us at times. It made me think that we need to be more vigilant in recognizing suicide as a risk and not a choice.

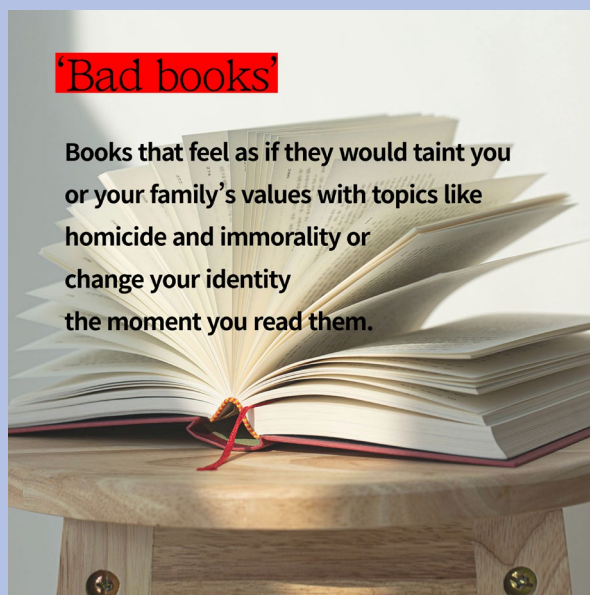
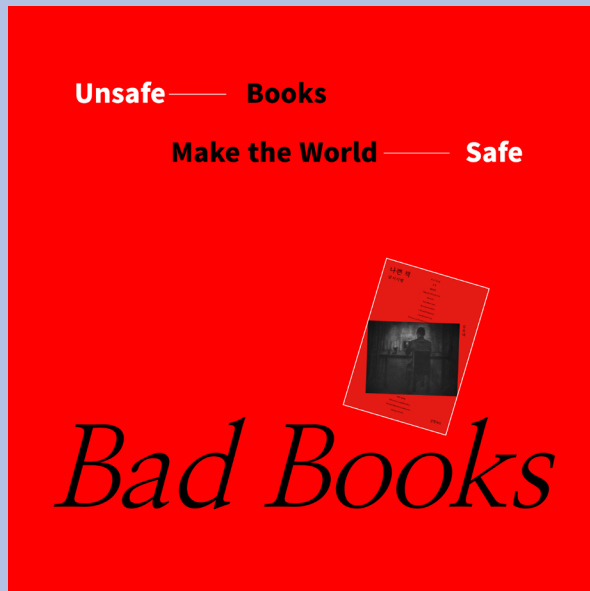
Also, I got to reflect on how we pay little attention to ourselves, the most precious beings, while we have a great interest in family, friends, and work in our busy lives. I would like to recommend this book because I want people to know that although we are all different, we are actually the same human being, and that someone is ready to listen to your deepest feelings. I hope that our society will become a little warmer, just like this book suggests, and that we will all have a big enough heart to hear the stories of minorities.

“I guess what I really needed was the heart of
that one person who would truly empathize with me.”

* Use quotes from the book to make wallpaper for your mobile phone!
[www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1430&code=knowledge
&category=93](http://www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1430&code=knowledge&category=93)

NEW BOOKS

Bad Books



Bad Books
by writer Yu Tae Kim

takes us on a journey to the times of “bad books,” those that became widely known after being “banned” in human history for being unsafe.

From the most well-known forbidden books in Korea – Yi Mun-Yol’s *Pilon’s Pig* and Ma Gwang-Soo’s *Destiny* – to 28 forbidden foreign titles...

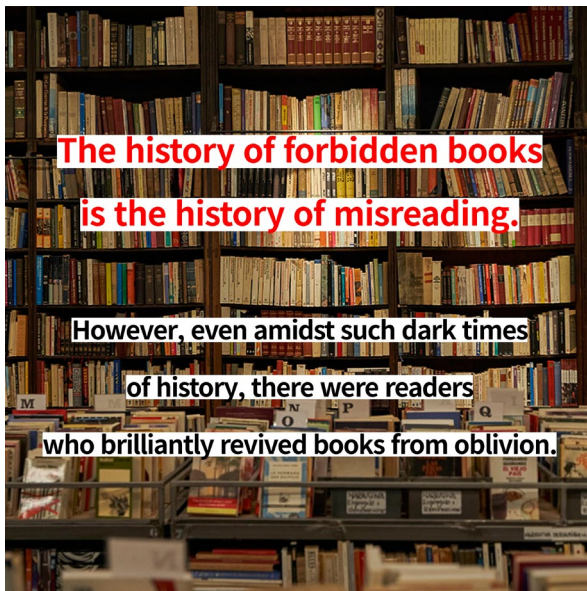
Can you believe that some of those books are still banned?

All those who were afraid of “bad books” wanted our society to be “safe.” However, writers of banned books claim.

“Unsafe books are what makes a society safe!”



- From the writer's note



**The history of forbidden books
is the history of misreading.**

**However, even amidst such dark times
of history, there were readers
who brilliantly revived books from oblivion.**

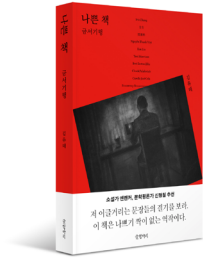
**"It is the readers who can remove
the subversiveness of a book."**

**Reading forbidden books is like restoring the
almost-forgotten values of humanity and futuristic spirit.**

**How about reading this book,
and reminding yourself
of the values you may have forgotten?**



**A book that breaks down the boundaries
between good and bad**



Bad Books

Yu Tae Kim, Geulhangari

BEST SELLERS

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

As the heat arrived earlier than usual, the second week of June saw the emergence of several great books to read. Ranked 9th on the list is *Two People's International*, a short story collection by Kim Ki-Tae, winner of the 2024 Young Writer Award. The title story has gone viral on social media, becoming the 3rd most viewed story in the history of *Munjang Webzine* (munjang.or.kr/webzine), drawing significant attention to the collection. Meanwhile, the script book set for the popular drama “Lovely Runner” secured the 3rd spot, highlighting how TV popularity can translate into book sales. The series’ success was evident as the *Lovely Runner Script Book Set* quickly hit the best seller list with a substantial number of pre-orders.

* *K-Book Trends* Vol. 62 – See books recommended by writer Kim Ki-Tae
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1252&page=1&code=trend&category=64

The No. 9 non-fiction book, *At the Age of 50, I Decided to Live for Fun*, became a best seller within a month of its release. The book, which suggests “38 ways to age in style by doing what you love,” invites the readers to complete the book together, giving them time for contemplation and a chance to reflect on their lives. Another book in the top 10 is *The Money Book*, a collection of 100 financial must-know facts for a good life by Toss, a Korean financial platform.

For children’s books for the 2nd week of June, *Common Siblings Science Expedition 10: Ecosystem* has taken the top spot among the top 5 best sellers. Designed to get elementary school children enthused about science, this 10th volume follows Hunhan Nammae as they save the planet. Other books on the list include *Mom’s History Letter* at No. 4 and *Seol Min-Seok’s Korean History Adventure 29* at No. 2, which are fun and informative books that introduce children to history. Meanwhile, *Doggy Poo* by Kwon Jeong-Saeng, at No. 5, has been released in a new edition that retains the original story and features commentary. Hopefully, this masterwork of Korean picture books will once again impress and console adults and children with its new look.

* [K-Book Trends Vol. 70 – Go to the introduction of the Kwon Jeong-Saeng Fairy Tale Museum](#)

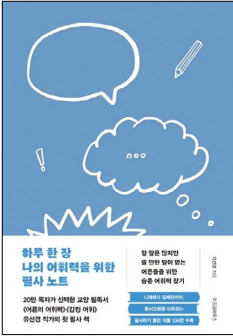
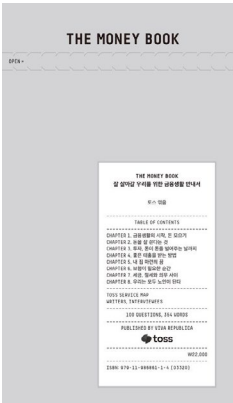
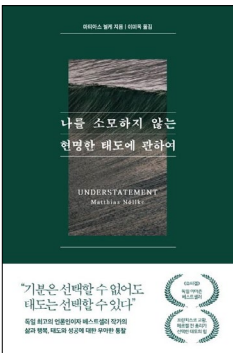
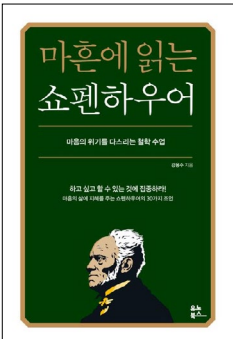
www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1404&page=1&code=trend&category=63

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

Top 10 best sellers for the 2nd week of June

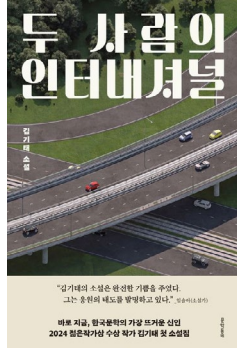
<p>1</p>		<p><u>A Little Life 1</u></p> <p>Author Hanya Yanagihara Publisher Sigongsa Genre Fiction</p>
<p>2</p>		<p><u>A Little Life 2</u></p> <p>Author Hanya Yanagihara Publisher Sigongsa Genre Fiction</p>
<p>3</p>		<p><u>Lovely Runner Script Book Set</u></p> <p>Author Lee Si-Eun Publisher Booklog Company Genre Art / pop culture</p>
<p>4</p>		<p><u>Same as Ever</u></p> <p>Author Morgan Housel Publisher Seosamdok Genre Business</p>

Top 10 best sellers for the 2nd week of June

5		<p><i>One Page a Day: A Transcribing Note for Your Vocabulary</i></p> <p>Author Yoo Seon-Kyeong Publisher Wisdom House Genre Humanities</p>
6		<p><i>THE MONEY BOOK</i></p> <p>Author Toss Publisher Viva Republica Genre Business</p>
6		<p><i>Understatement</i></p> <p>Author Matthias Nöлке Publisher First Penguin Genre Self-help</p>
8		<p><i>Reading Schopenhauer at Forty</i></p> <p>Author Kang Yong-Soo Publisher Uknowbooks Genre Philosophy</p>

Top 10 best sellers for the 2nd week of June

9



Two People's International

Author | Kim Ki-Tae
 Publisher | Munhakdongne Publishing Group
 Genre | Fiction





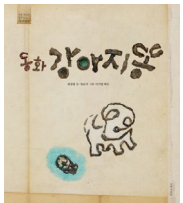
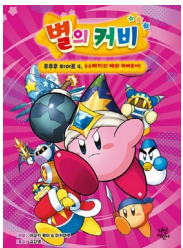
10



At the Age of 50, I Decided to Live for Fun

Author | Lee Seo-Won
 Publisher | Namusai
 Genre | Non-Fiction

Top 5 children's books for the 2nd week of June

1		<p><u>Common Siblings Science Expedition 10: Ecosystem</u></p> <p>Author Kim Un-Jung, Lee Hyeon-Jin Publisher Gimmyoung Junior</p>
2		<p><u>Seol Min-Seok's Korean History Adventure 29</u></p> <p>Author Seol Min-Seok Publisher Dankkumi</p>
3		<p><u>Common Siblings 16</u></p> <p>Author Hunhan Nammae Publisher Mirae N (I-Seum)</p>
4		<p><u>Mom's History Letter</u></p> <p>Author Park Eun-Bong Publisher With Book Kids</p>
5		<p><u>Doggy Poo</u></p> <p>Author Kwon Jeong-Saeng Publisher Gilbut Kids</p>
5		<p><u>Kirby's Dream Land Pupupu Hero 4: The Mysterious Boat and Magolor!</u></p> <p>Author Kei Aoki, Mikamaru Publisher Dasan Kids</p>

#K-BOOK

#Star

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

ON STAR-KNITTING

1. Publication Details

Title | ON STAR-KNITTING
 Author | Lee Yeongdo
 Publisher | Minumsa Publishing
 Publication Date | 2020-10-22
 ISBN | 9791158887254
 No. of pages | 288
 Dimensions | 149 * 222

2. Book Intro

A great alien civilization visits Earth from the outer space. They call themselves “Pan-galactic Cultural Exchange Committee” and match the planet Earth with another civilization called Witan. In the title piece of this short story collection On Star-knitting, Witanians seek help from Earthians: they need to find someone who can read and make constellations. Since they don’t have astrology in their culture, they start to work with an Earthian astrologist who calls himself a star-knitter. A Witanian astronaut and the Earthian star-knitter navigate the galaxies to find the right stars to weave into a new “constellation of harmony” to stop a civil war within another planet. The author Lee Yeongdo, arguably the most renowned fantasy fiction writer in Korea, explores the realm of space opera in his first sci-fi short story collection, weaving the stories with different streaks of fantasy, sci-fi, romance, apocalypse narratives, and critique on modern society. Starting from one of the most common existential and cosmic questions—are we



alone in the universe?-, Lee guides us to the most intriguing and unexpected space where we can fully enjoy his unique imagination and storytelling that he has been well-known for. The collection includes four stories of “Witanian Series,” of which the first piece depicts the first joint project of Earthians and Witanians—exchanging their fairy tales. Earthians share Cinderella story with Witanians, while they send them a story called KAIWAPANDOM, whose title itself remains a mystery until the truth is revealed in the end. In this freakish yet fascinating future world, an AI robot reads about Jesus Christ and claims to seek redemption for itself, while the same human clones are produced again and again only to be killed in a different way each time. With bizarre and enthralling images such as snowfish that prey on humans and seeds that claim to bring the spring, these sci-fi stories lead us to ask further questions: If we are not alone in this universe, are the others our enemies or allies? Can we save our civilization from them? Or have we already been destroying ourselves? Can we write a new history of our own to become one meaningful piece of this vast universe?

* k-book.or.kr/user/books/books_view?idx=5929

Star Fishing

1. Publication Details

Title | Star Fishing
Author | Kim Sangkeun
Publisher | SAKYEJUL PUBLISHING LTD.
Publication Date | 2019-04-22
ISBN | 9791160944600
No. of pages | 56
Dimensions | 202 * 295



2. Book Intro

Everybody probably heard about or imagined the rabbit living on the moon at least once in their childhood. Perhaps, this is why the rabbit in this book greets readers so warmly and intimately. Out of curiosity, the rabbit sends down a star to a child wearing bunny clothes and looking for a friend. The rabbit is like a cute, innocent child. Not only that, the rabbit is kind enough to run together around the star world as much as the child wants after they become friends. But then, the rabbit hugs each child as their eyes start to close and sends them to their houses without waking them up. At this moment, the rabbit even seems like a warm, dependable adult. Like a friend who stays with you and doesn't say anything but knows your mind even if you don't utter a word. The children who came up riding on the stars and left star signs are such friends for the rabbit. The rabbit sleeping

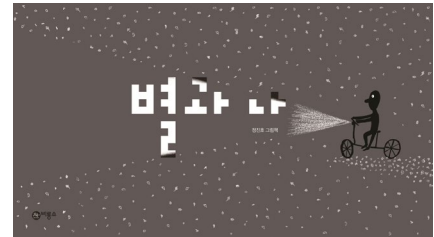
underneath the star sign and the child sleeping while hugging the star. Falling asleep while remembering each other looks so cozy. A peaceful night has finally come. Everybody is asleep at night.

* k-book.or.kr/user/books/books_view?idx=1417

Stars and Me

1. Publication Details

Title | Stars and Me
Author | Jung Jinho
Publisher | BIR Publishing Co., Ltd.
Publication Date | 2017-08-30
ISBN | 9788949101897
No. of pages | 60



2. Book Intro

My journey with the stars begins when the sun goes down.

In the dark of night, the main character rides his bicycle along the riverside. After a final flicker, the unreliable lamp on his bicycle finally gives out. But something's different. The lamp is off, yet it's brighter than ever. Stars! Thousands of stars. The stars shine brilliantly in the night sky, lighting his way. Wherever he goes, the stars follow. The starlight plays gleefully with fireflies in the grass but disappears whenever he rides by a street lamp. Startled by the light of an oncoming speeding train, the stars scatter, only to return like fireworks in the night sky. The night is dark, but he continues to ride without his bicycle lamp. In fact, he can ride with a sense of vigor never felt before. All thanks to the stars that keep him company. The longer he rides, the closer they become. The stars become his umbrella when it rains, pull the brakes when rushing downhill, and give him a nudge when climbing uphill.

A single action that changes the course of a day.

The flick of a light switch. A glance at the night sky. A kick on a bicycle pedal. Our daily routines can switch in an instant with a single gaze or action. When small choices accumulate, the overall shape of our lives can change. We normally think that only major life-changing decisions have consequential effects in our lives and give a lot of weight to such decisions. However, it's the small, seemingly-insignificant choices that truly influence the value and beauty of our lives. When his bicycle lamp turns off, the protagonist in *Stars and Me* does not panic or fear for long. He just keeps riding. Some of us may turn around and return home

without a guiding light, but others will keep moving forward. And they might just be greeted by the stars.

* k-book.or.kr/user/books/books_view?idx=860

We All Shine on Our Own Stars

1. Publication Details

Title | We All Shine on Our Own Stars

Subtitle | Life classes from Lee Kwang-Hyung, who nurtures your dreams.

Author | Lee Kwang-Hyung

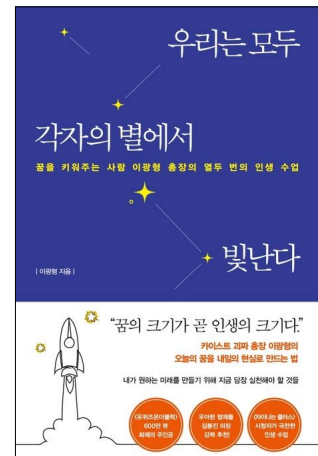
Publisher | Influential Inc.

Publication Date | 2022-04-15

ISBN | 9791168340213

No. of pages | 300

Dimensions | 145 * 217



2. Book Intro

“Don’t try to be like others. Life is a journey of searching for your own star.”

Lee Kwang-Hyung, futurologist, and president of KAIST, offers a way to turn your dreams of today into the reality of tomorrow.

In life, you encounter a moment when you feel utterly hopeless. How comforting would it be to get advice from a “great elder” who has more life experience than you when you’re at such a difficult moment?

The author earned fame as the godfather of first-generation venture businesses by producing many talented first-generation venture entrepreneurs while working as a professor of computer science at KAIST and has made his dreams come true across various fields, including artificial intelligence, bio information, and futurology. As a person who has proven the power of pursuing one’s dreams by leading many students to realize their dreams and turning his own dreams into reality, the author says in this book: “Every star in the night sky has its own light. As do we. Don’t compare yourself to others or be swept up in competition and just follow your dreams. You shine the most only when you find your own unique light.” What he’s saying is that you can live as a singular star in the night sky if you delve into what you like most and what you can do best. That is why we should follow our dreams regardless of our age. His life philosophy, articulated in 12 subjects, will act as a guidepost for the youth who have yet to find their life’s goal and he also recommends useful guidelines for the older generations who are standing at the inflection point of life.

* k-book.or.kr/user/books/books_view?idx=7819

If we look at the same star someday

1. Publication Details

Title | If we look at the same star someday

Author | Cha Inpyo, 9Jedit, Min Byoungkwon

Publisher | Answerkey

Publication Date | 2021-12-15

ISBN | 9791191061048

No. of pages | 240

Dimensions | 134 * 200



2. Book Intro

This is a story of Yong, the tiger hunter; Soon, the granddaughter of the village head; and Kazuo, a Japanese officer—and their eventful days in the Tiger Village located at the foot of Mount Baekdu in the 1930s. Yong is a quiet, honest boy who moved to the Tiger Village with his father to catch the white tiger that had killed his mother. He instantly falls in love with Soon, a bright, compassionate girl who looks after people even in a challenging environment. A pure love soon blossoms between them. Making unforgettable memories in the village with Soon and another innocent friend, Sniffler, Yong slowly opens up his heart. Meanwhile, Kazuo who came to Joseon after joining the army with sincere loyalty to his nation (Japan) undergoes a change in his mental state and experiences a severe inner conflict. His letter to his mother suggests his respect and love for his mother as well as a kind character. Seven years later, Soon is selected to be a comfort woman for the Japanese army, which immediately throws her peaceful life into danger. On the boundary between life and death, Yong devotes everything he has to save Soon, while Kazuo faces utter despair, feeling doubts over his country's evil deeds. *Entangled in the whirlwind of history against their will, the choices the three characters each make show us ways to restore the good in human nature, which does not ignore others' sadness and misfortune, and ways to overcome hardship through human love. It also encourages us to take a moment and think about what makes us human, and what it means to forgive and reconcile. The book conveys the author's wish that in this world, where the weak coexist with the weak, people keep alive hope and have true respect for all life. This story of Soon, Yong, and Kazuo will make readers laugh, cry, and feel sad, but more importantly, it will go beyond such sadness or anguish to provide warm comfort and consolation that will relieve the pain and sadness by the time we finish the story.

* k-book.or.kr/user/books/books_view?idx=6697

Searching for the Stars

1. Publication Details

Title | Searching for the Stars
Author | Kim Ji-yun
Publisher | DAEKYO
Publication Date | 2020-10-30
ISBN | 9788939571785
No. of pages | 32
Dimensions | 188 * 246



2. Book Intro

Searching for the Stars is a picture book containing a story to look for one's own dreams, hopes, and oneself in one's heart. The main character waits on a line to receive a star just like everybody else. However, the girl comes to make a different selection because of a sudden rail, and comes to go in a different direction from that of those people in the line. Then she starts to see things she couldn't see when she was on the line. Thereby, this picture book sends a message that you can find happiness even if you don't lead a life just like everybody else's.

* k-book.or.kr/user/books/books_view?idx=5707

Whoosh, a Shooting Star! The Sanitation Workers Are All Gone!

1. Publication Details

Title | Whoosh, a Shooting Star! The Sanitation Workers Are All Gone!
Author | Choi Eunok, im Jae-Hee
Publisher | Green Frog Publishing Co.
Publication Date | 2020-06-25
ISBN | 9791157820894
No. of pages | 84
Dimensions | 170 * 220



2. Book Intro

Donghun was forced to clean the classroom for a month after he ditched his turn to clean the classroom. Donghun relieves his stress by kicking and tearing at garbage bags on his way home, but he gets caught by a sanitation worker. At that

moment, he catches sight of a shooting star and shouts, “Make all the sanitation workers disappear!”

But for some reason, the world changed in a really strange way. People threw their trash wherever they wanted, and they had no idea what a sanitation worker did. It was as if the world had returned to centuries ago when the concept of garbage was not what it is today. Back then, people threw trash everywhere, so the streets were full of litter. The city of London in the United Kingdom even instructed people not to throw their garbage out the window. Bugs and mice flourished and began to threaten human health. That’s when people naturally created the job of a sanitation worker.

The writer Choi Eunok, who has presented outrageous and interesting worlds of imagination with her works *Children Stuck Tight to the Blackboard*; *Mong-mong, the Dog that Reads*; and *Choosing My Friend As I Please*, portrays a world where memories of sanitation workers are sealed, showing us how the job of the sanitation worker was created and why they are essential. Her enjoyable sentences add to the reading pleasure.

The day Donghun made a wish upon a shooting star, he went to bed and when he woke up, a month had passed. The athletic meet, which he had been looking forward to, gets canceled because of the garbage that has covered the school playground. When Donghun wakes up the next morning, three months have passed. His best friend, Seojun’s grandmother is injured because of the mounds of garbage that have appeared here and there. The next day, when he wakes up, half a year has passed. The entire world is groaning from a virus that appeared because of the garbage. The fast-developing story shows the reader what would happen if sanitation workers disappeared, in a three-dimensional way according to the passage of time, helping readers become immersed in the story. Donghun, who is at the center of the story, is a daring boy who defies and argues with adults even though he has done wrong. The illustrator Kim Jaehee tickles the bellies of her readers with her original illustrations and their vivid expressions.

* k-book.or.kr/user/books/books_view?idx=5760

Stars and Rabbits on the Moon

1. Publication Details

Title | Stars and Rabbits on the Moon

Author | Han Hojin

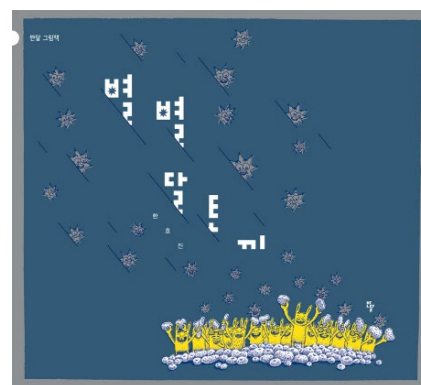
Publisher | KINDERLAND/BANDAL

Publication Date | 2019-06-14

ISBN | 9788956188348

No. of pages | 44

Dimensions | 260 * 237



2. Book Intro

Perhaps stars might get hungry.

Han Ho-jin, who creates stories based on a brilliant imagination, alludes to the world we live in through the story of a rabbit and the stars.

One day, rabbits on the moon realize some important things: First, thanks to the stars that shine on the moon, vegetables and fruits grow and live well on the moon.

Second, they haven't thought yet that stars might get hungry.

Stars and Rabbits on the Moon unfolds as an imaginative, creative story in an intriguing easy-to-read way. Let's delve into this fascinating tale!

* k-book.or.kr/user/books/books_view?idx=5886

An Alien Boy Living on Earth

1. Publication Details

Title | An Alien Boy Living on Earth

Author | Yang Sugeun, Guk Minji

Publisher | SAKYEJUL PUBLISHING LTD.

Publication Date | 2018-07-30

ISBN | 9791160943825

No. of pages | 132

Dimensions | 153 * 225



2. Book Intro

Gang Chandeul came from the galaxy Andromeda, 200 light years away from Earth, but nobody knows this. Andromeda is the perfect world for children, with no horrible scolding from mom, heavy school bags, or boring school homework. Every day, without exception, Chandeul closes his eyes and sends the same message to Andromeda by telepathy: "Please let me leave Earth and go back to Andromeda as soon as possible." It's already been 12 years since he came to Earth... but no one has answered his message. The author wrote many play scripts before *An Alien Boy Living on Earth*, his first creative fairy tale, and that's why every single sentence in the book feels so real, as if it's part of a play. Together with the realistic story, unique characters and illustrations in warm colors make the book even more complete and funny.

* k-book.or.kr/user/books/books_view?idx=1449

Jeon Jaegy, the Scientist who Became a Star of the Antarctic

1. Publication Details

Title | Jeon Jaegy, the Scientist who Became a Star of the Antarctic

Author | Jun Sinae, Lee Sangkwon

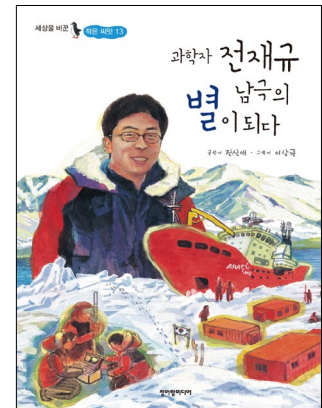
Publisher | Chungaram media

Publication Date | 2013-06-28

ISBN | 9788997162413

No. of pages | 156

Dimensions | 188 * 246



2. Book Intro

The Republic of Korea has become the ninth nation to possess more than two stations in the Antarctic, and these stations are equipped with an icebreaker made with the country's own technology. It is thanks to the scientist Jeon Jaegy that there have been such great changes in the polar science of the Antarctic in South Korea. Jeon Jaegy died not while studying but while rescuing others, and his death has resulted in numerous changes in the nation's polar science.

This book illuminates the life of Jeon Jaegy, from the time he was an amateur astronomer boy in Yeongwol before growing up into a scientist and the conflicts he experienced while taking his career into pure science to the time he ventured into the Antarctic with undying morale as a scientist fighting against the harsh environment.

Although he lived a short life of only for 28 years, the sacrifice and camaraderie shown by Jeon let us know that the greatest values in the development of science are "humans" and "humanity." As we follow the story, we get a glimpse of his passion, concerns, and conflicts as a pure scientist as well as the dreams that he never gave up. Also, the general scientific knowledge and information that are interwoven into the story will arouse each young reader's interest in science in both the Antarctic and the universe itself.

The latter part of the book contains an explanation and illustrations that help the next generation of our society understand the location of the Antarctic and the Arctic stations, how to get there, what is done in them, and the importance of the polar regions as stages of future science. Jeon Jaegy has become a star of the Antarctic that protects the King Sejong Station. As long as our children remember his soul, which can make the coldest place on the planet with humanity warmer than the light of a star, then the future of our science will be promising.

* k-book.or.kr/user/books/books_view?idx=513

INFO

Visiting Korean Book Fair in Jakarta to be held in 2024



The fair this year will be held offline in Jakarta, Indonesia (Le Meridien Jakarta) in July.



A total of 20 participating firms and 107 consigned titles were selected to meet Indonesian buyers at the fair.

2024 Visiting Korean Book Fair in Jakarta



Objective Supporting the entry and expansion of Korean publications into new international markets

Schedule July 10 (Wed.) - July 11 (Thu.), 2024 (2 days)

Venue Le Meridien Jakarta, Jakarta, Indonesia

We kindly ask for your interest in the

'2024 Visiting Korean Book Fair in Jakarta',

which aims to promote the export of publishing content overseas by exploring new markets through copyright export consultations, local industry visits, and book donations and more!

If you have any inquiries, contact the K-Book Export Support Team at KPIPA

kbook3@kpiipa.or.kr