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# K-Book Trends

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TOPIC

## Dreaming of a Different Peace as We Depart from Houyhnhnms

Written by Iroo Joo (Director, Seoul International Book Fair)



Main posters of 2024 SIBF

The 2024 Seoul International Book Fair (SIBF)(<https://sibf.or.kr/>) has concluded with great success. During the peak hours when the crowd surged, I found myself in a state of constant anxiety, hoping that everything would go smoothly. As visitors queued up,

stretching so far that the end of the line was out of sight, and the temperature inside rose, making the air conditioning struggle, my heart tightened. Yet, now I breathe a sigh of relief that the event ended without major incidents.

### **Challenges in preparing for the 2024 Seoul International Book Fair**

This year's preparation for the Seoul International Book Fair was fraught with challenges. Traditionally held in Hall A on the first floor of COEX, we were informed last year to reduce the event's scale or move it to the third floor. This decision was disheartening for us, who have co-hosted the event at COEX for many years. More than the disappointment, we worried about the inconvenience it might cause our visitors. The first-floor Hall A is easily accessible and directly connected to entrances and the subway, while the third-floor Halls C and D require a long escalator ride. This raised concerns about the effort required to reach the third floor and the potential for accidents in the long lines. The feeling of being pushed to the third floor was particularly distasteful.

We protested against this change, emphasizing the importance of our event. However, COEX's response was clear: international academic events had priority. We, too, are an international event, but this argument did not sway them. The thought that future events might face similar disruptions added to our unease. On the fair's opening day, curiosity led me to discover that the event

displacing us was the Organization for Human Brain Mapping, supported by the Seoul Metropolitan Government.

In the early days of the COVID-19 pandemic, we faced similar pressure to change our event dates due to an international conference sponsored by the Ministry of Environment. The pandemic led to the cancellation of most events, so the conflict did not escalate. Despite assurances from the president of the COEX that such issues would not recur, I believe these conflicts will persist. If the government truly values books and reading rates, it should consider the scheduling and location of the Seoul International Book Fair. However, this remains our hope, and other interests must also be considered, making it a difficult request.

I discuss the venue at length because there were many reviews suggesting that this year's smaller venue on the third floor was due to a lack of government support. This interpretation is understandable. The president of the Frankfurt Book Fair asked a similar question during their visit. However, this was not the case. The rental costs and area of the exhibition halls on the first and third floors of COEX are not significantly different. We did not aim to reduce costs and ask readers to endure inconvenience. The rental fees were similar. If government events continue to take precedence over the long-standing Seoul International Book Fair, securing a venue will remain a challenge. For now, we can only trust the COEX president's promise that next year's fair will return to the first floor.

Securing a venue was not our only challenge; we also faced the loss of long-standing financial support from the government. Considering the government's financial difficulties and budget cuts across all sectors, this was an expected measure. However, the Ministry of Culture, Sports, and Tourism's decision to withhold allocated funds due to unprecedented audits and investigations was unforeseen.



Many readers from home and abroad visited the 2024 SIBF

## The Seoul International Book Fair visited by many readers

Despite many concerns, we trusted the love of our readers. While the original support amount was not substantial, it helped support publishers from countries that find it difficult to visit Korea and create special exhibitions for the audience. The sudden full budget cut forced us to scale back these programs and reduce the number of exhibitions. However, when we opened the fair, we found that the number of readers increased significantly, and long-participating publishers were well-prepared to welcome them. While some may have noticed sparse spots due to budget cuts, most readers had no trouble enjoying the fair.

This year's large attendance at the Seoul International Book Fair was not surprising. Since 2017, when we shifted our focus to a reader-centered event, it has steadily become a gathering place for book lovers. Consistently over 100,000 readers have visited, and this year saw, an increase of about 20,000 from last year. While long wait times for entry on Saturday caused inconvenience, this is an area we can improve. Unfounded claims suggested visitors came for merchandise or photo opportunities rather than books, questioning how so many readers could gather given the declining reading rates. However, with a population of 50 million, the 150,000 visitors represent only 0.3%. Despite declining reading rates, there are far more readers in our country. Korea is the 11th largest publishing nation globally, with about 80,000 kinds of books published annually. There is no reason to doubt that readers who visited the fair came because

they love books. We will continue to do our best to ensure that more readers can comfortably and safely enjoy books next year. Globally, it is rare to find a book fair that annually proposes a new theme and operates exhibitions and seminars around it, as the Seoul International Book Fair does. Last year's theme was "Non-human," reflecting on the potentially catastrophic consequences of continuing to run the planet centered around humans. The Ministry of Culture, Sports, and Tourism pressured us to change the theme, fearing it might be interpreted as "inhuman." We compromised by adding "Beyond Human, to Human" to the theme. This interference prompted thoughts of independence from the Ministry, which lacked understanding or expertise in the theme. If we had the courage, we should have declared independence then.



The theme of the 2024 SIBF: Houyhnhnm

This year's theme arose from reflections on irrational situations like war. The ongoing war in Ukraine and the outbreak of war in Palestine led to continued contemplation of the misery derived from war. Jonathan Swift's *Gulliver's Travels*, written 300 years ago, came to mind, particularly his journey to the land of the Houyhnhnms. We wanted to share the imagination of the rational beings and their society in the land of the Houyhnhnms with our readers. Our proposed theme received a great response, and many readers and journalists used it as a source for their writings.

Imagining Houyhnhnms also corrected the common perception that *Gulliver's Travels* is mainly about Lilliput and Brobdingnag, the lands of tiny and giant people, respectively. In 1909, Choi Nam-seon translated and adapted only these parts, publishing them as a book. We commissioned novelist Kim Yeon-soo to translate Choi Nam-seon's work for today's readers, adding translations of Laputa and Houyhnhnms to make a complete book, which also gained great popularity at the fair.

One of the most significant yet less highlighted events at this year's fair was the "Best Books in Korea" awards. Since the establishment of the "Best Book Design in Korea" awards five years ago, we have focused on fair judging and thoughtful reviews. We aimed to provide supportive reviews with affection rather than criticism to justify the selection. Last year, we introduced the "Best Book for Children in Korea" award for excellent children's books and the "Best Book of Pleasure in

Korea” award for popular content like web novels and webtoons. This year, we added the “Best Book of Wisdom in Korea” award for significant academic contributions. Ten books are selected in each category, with one book chosen as the grand prize winner.



Exhibition of the “Best Books in Korea”

We organized a separate awards ceremony with the intention of hearing from all forty winners. The grand prize for the “Best Book of Wisdom in Korea” went to *Whirling Days: Living with*

*HIV in South Korea* (Banbi), a moving account of the author’s fight alongside people affected by AIDS. Personally, I wanted to call it the “Most Courageous Book in Korea.” The host struggled to hold back tears as heartfelt acceptance speeches continued. The grand prize for the “Best Book of Pleasure in Korea” went to *The Troublemaker’s Speech* (MUNHAKDONGNE). Though recognized for being entertaining, not all selected books were light-hearted. For example, *THE WHITE LADY* (Barambooks) tells the solemn stories of nurses who accompany patients in their final moments. While the book is enjoyable, how could one not feel a sense of reverence while dealing with someone’s last moments? We will never forget the forty award-winning books, their authors, and everyone who worked hard to create them.

\* *K-Book Trends Vol. 70 – Article on the “Best Book in Korea”*

[www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1407&page=1&code=trend&category=60](http://www.kbook-eng.or.kr/sub/trend.php?ptype=view&idx=1407&page=1&code=trend&category=60)



*Whirling Days: Living with HIV in South Korea; The Troublemaker’s Speech; THE WHITE LADY*

After the fair, I wrote a thank-you note to the readers who visited:

“We deeply appreciate the many readers who visited the Seoul International Book Fair. Thanks to the trust and participation of publishers, authors, and readers, we overcame various challenges and successfully concluded the event. We sincerely apologize to readers who experienced inconvenience due to long entry waits over the weekend. We will do our best to prepare so that everyone can enjoy books happily and comfortably in the future.

This year’s Seoul International Book Fair stood on its own without government support, but in reality, it was a fair that stood ‘together’ with publishers and readers. I believe that the youthful energy and enthusiasm you showed can be confidently called the future of ‘books.’ I want to believe that the wisdom accumulated by humanity through ‘books’ will guide us to eternity, not destruction. While our reasons for seeking ‘books’ are diverse, imagining a world where conflicts and strife are resolved, as we did at the fair, has surely extended our existence.

From November 28 to December 1, the inaugural Busan International Children’s Book Fair (<https://bicbf.or.kr/>) will take place. In collaboration with the Frankfurt Book Fair in Europe, the Japanese Book Publishers Association, the Tokyo Book Sellers Cooperation, the Taipei Book Fair Foundation, and the ASEAN Publishers Association,

including Thailand, Indonesia, Malaysia, Vietnam, Laos, and Cambodia, we will create a festival for children around the world in Busan. It will not only be a festival for children but also a four-day celebration for publishers, where we will eat, sleep, and drink together.

We look forward to seeing you at BEXCO in Busan in November. And next year's Seoul International Book Fair will return as an even 'better' fair. The Seoul International Book Fair will not forget the 'love' you have shown. Standing firmly on that 'love,' we will take new steps forward."



Posters of the Busan International Children's Book Fair 2024

More than 8,000 readers liked this message on Instagram, and many left encouraging comments. This gives us strength. In the short term, the Seoul International Book Fair must create an advanced copyright trading center to meet the rapidly increasing demand for copyright transactions. In the long term, our goal is to create more stable funding sources to support international exchanges and reader services. Now, the Seoul International Book Fair is leaving behind Houyhnhnms, who dreamt of a rational world, and heading towards a new world. We need your support.

## SPECIAL PROJECT

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[English Books in Korea ③]

# Korean Folk Tales and Picture Books: Spreading Korean Culture into the World

Introduction of Korean folk tales and picture books published in English

Written by Hahm Minji (Editor at Hollym Corp., Publishers)

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Since its founding in 1963, “Hollym,” the English-language brand of “Hollym Corp., Publishers,” has been publishing and exporting English-language books introducing Korean culture to the world with the catchphrase, “Books on Korea to the World.” In 1977, it established a local subsidiary, “Hollym International Corp.” in New Jersey in the US, and has set up overseas distributors around the world to accelerate book exports.

From the late 1900s to the early 2000s, not many people knew where Korea was located, or even if it existed at all. It was a difficult time for people to make a living, so the domestic publishing industry could not be developed systematically; it was rare for Korean books to be exported and translated and

published in local languages in foreign countries because the concept of copyright was not yet well established. Thus, the best way to promote Korea was to publish books in English directly.

Since the early days, Hollym has been publishing a wide range of books dedicated to introducing Korea, regardless of whether it's history, culture, language, cuisine, art, or literature. Before the advent of the Internet, when newspapers and books were the only sources of knowledge or curious questions, English-speaking readers who wanted to learn more about Korea must have seen Hollym's books in libraries, souvenir shops, and bookstores at home and abroad. There were also a few English-language picture books for children - the *Korean Folk Tales for Children* and *Let's Visit* series, published in the 1990s, have remained steady sellers ever since. The main purchasers of these books were first-generation immigrants who wanted to introduce their children or grandchildren - who were living abroad and had little exposure to Korean culture - to the Korean spirit and sentiments. In Korea, the books were in high demand among foreign families and US military bases who came to live in Korea with young children.

The books introduced below are English-language picture books published in Korea by Hollym and other publishers that tell stories about Korean folk tales and Korea's old customs and culture. A number of books on folk tales and myths for adults and teenagers have been translated and published in English through the efforts of various government organizations and

private publishers. Here, however, we have narrowed our scope to picture books aimed at children, thereby limiting the selection.

## A Korean folk tale series for children: *Korean Folk Tales for Children*

– Published by Hollym Corp., Publishers, 2007



Complete collection of the series *Korean Folk Tales for Children*

Since its first publication in 1990, the *Korean Folk Tales for Children* series has sold steadily, and a revised edition was published in 2007. It is a collection of 20 folk tales that have been loved by Korean children for a long time, organized into 10 picture books, written in both English and Korean. While not losing the original flow, each character is vividly portrayed with a distinctively defined setting, the plot is dramatically simplified to keep the readers engaged, and the sentences are trimmed to be easy to read, concise, and relatable to children.

By following the situations that the main characters, including friendly-looking animals like rabbits and tigers, as well as goblins, fairies, woodcutters, and fishermen, encounter, their

backgrounds, and the adversities they face and how they overcome them, readers can gain direct and indirect insights into Korea's perceptions and values about power, money, justice, filial piety, love, interpersonal relationships, and more. I believe the series' long-standing popularity is attributable to the fact that it does not try to explain or impose on young readers the virtues that were valued in traditional society, such as poetic justice, humor and sarcasm, wit and wisdom, justice and courage, but rather encourages them to think for themselves and make their own definitions through interesting stories.

**An introduction to various places in Seoul and Korea:  
*Let's Visit Korea & Let's Visit Seoul***

– Published by Hollym Corp., Publishers, 2017



*Let's Visit Korea and Let's Visit Seoul*

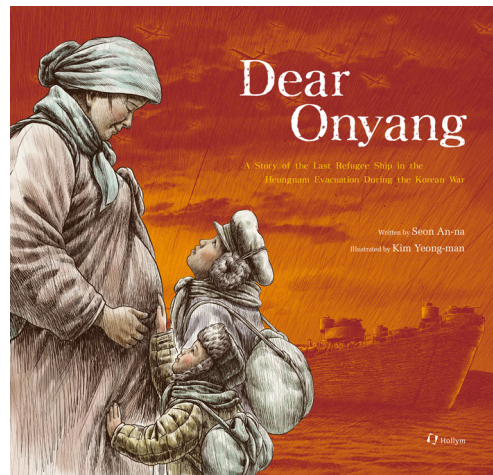
Since first published in 1993, the *Let's Visit* series has been revised twice, in 2006 and 2017, with updated illustrations and content to reflect the changing times. The books tell the story

of two foreign children visiting Korea on a trip, exploring the country's major historical sites and tourist attractions. In *Let's Visit Korea*, siblings Nick and Mona travel with their family, starting at the Seoul Tower and traveling across the Korean Peninsula, including Gyeongbokgung Palace, Independence Hall of Korea in Cheonan, Icheon, Korean Folk Village, Haeinsa Temple, Gyeongju, Busan, Jeju Island, and Panmunjom, learning about Korea's history, culture, customs, and traditions.

In *Let's Visit Seoul*, Kurt and Elise also start at the Seoul Tower and move on to Gyeongbokgung Palace, Cheongwadae (Blue House), Insadong, Jogyesa Temple, Cheonggyecheon, Myeongdong, Namdaemun Market, Han River, Jamsil, Seoul Arts Center, and more to introduce the diverse aspects of Seoul, the capital of Korea for more than six hundred years, where modernity and tradition blend together. Featuring warm and sentimental illustrations, this bilingual (Korean and English) picture book is a treasure chest of memories for readers who have visited Korea, and a treasure chest of imagination for those who have never been, offering a second-hand experience of the country.

## Hope for life and freedom: *Dear Onyang*

– Published by Hollym Corp., Publishers, 2021



*Dear Onyang*

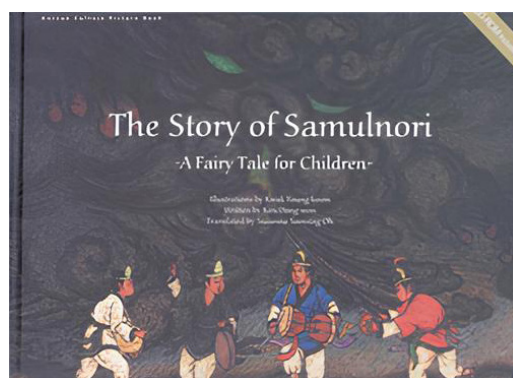
*Dear Onyang* is the first picture book to address the Heungnam Evacuation during the Korean War. During the Korean War, South Korean and US troops advancing north were overwhelmed by a human wave attack by the Chinese People's Volunteer Army and planned to retreat south, but rumors spread that if all the soldiers made it south, an atomic bomb like the one dropped on Japan would be dropped on them. Without their father, who has gone off to war, Myeong-ho's pregnant mother struggles through a blizzard to keep Myeong-ho and his brother safe, arriving late at Heungnam Wharf, but many of the ships have already left. Thanks to Myeong-ho's appeal for help from a sailor, the family barely makes it onto the *Onyang*, the last ship to leave Heungnam Wharf, where Myeong-ho's little sister, 'Onyang', is born.

*Dear Onyang* makes us think not only about the hope for life and

freedom, but also about the brutalities of war and the sorrow of separated families behind it. I hope that everyone who reads this book will not turn a blind eye to the devastation of wars that continue to occur around the world, and that it will serve as another opportunity to yearn for peace.

**A book on the traditional Korean music, *Samulnori*:  
*The Story of Samulnori***

– Published by Sakyejul, 2003



*The Story of Samulnori*

*The Story of Samulnori* is a creative picture book that tells the story of *samulnori* (meaning “four musicians playing and dancing with four percussion instruments”), traditional Korean music, in the form of a mythical tale for young readers to thoroughly understand and enjoy. The story follows the adventures of the two sons and two daughters of the king of “Bright Land” as they travel south, north, east, and west in search of treasure to save their people who have fallen ill from the “ash monster” that

has invaded Bright Land. After having met the guardian spirits of each cardinal point – Red Bird (*jujak*; 주작), Black Tortoise (*hyeonmu*; 현무), Blue Dragon (*cheongryong*; 청룡), and White Tiger (*baekho*; 백호) - they struggled to find the four treasures: *kkwaenggwari* (small flat gong), *jing* (gong), *jangu* (slim waist drum), and *buk* (barrel drum). The sons and daughters start to play their instruments loudly, and the sound of the *taepyeongso* (double-reed wind instrument), which was kept by the king, joins them to defeat the ash monster together. In later times, people made musical instruments modeled after these five treasures and played them energetically to express their gratitude and joy to the heavens, to pray for peace, and to entertain themselves. The story of unity and coexistence is depicted in a dynamic and lively fashion, and every single illustration is rich in texture, emulating the texture of a Goguryeo mural, as befits this magnificent story. It looks like it might not be the easiest book for a child to pick up at first glance, as it's thicker and heavier than most picture books. But this book comes with a secret weapon: the CD-ROM. The multimedia picture book video makes you feel like you are watching a movie, with voice acting, moving pictures, background music, and sound effects that fit the story, all coming together to create an immersive experience. Another feature is that foreign readers who are unfamiliar with traditional Korean instruments can listen to the sounds of the instruments in the story and enjoy a typical *Samdo Pungmulgut* (meaning “*pungmulgut* (farmers’ musical performance) in Samdo”). If you read the picture book

again after watching the multimedia version of the story, you will find that the impression and magnificence of the story doubled, resonating in your heart.

### A series about fading Korean cultures:

#### *Gook Shi Ggo Reng Ee Village*

– Published by Safari, 2008



Complete collection of the series, *Gook Shi Ggo Reng Ee Village*

The *Gook Shi Ggo Reng Ee Village* series is a collection of picture books about Korean culture published by Safari Publishing House. The word “*gookshi ggorengi*” is a local Gyeongbuk dialect for “*gookshi ggori*,” which means the two ends cut off when

rolling out flour dough to make noodles. While this series is intended to be a bridge between the children of the past and the children of today by rediscovering our fading, lost “*jaturi* (meaning ‘little leftover pieces, odds and ends, etc.’)” culture, it is also a fun picture book that will make adults who were once children chuckle.

The English edition of the *Gook Shi Ggo Reng Ee Village* series was published in 2008 in a set of 12 volumes. The story of making poop cakes and offering them to a toilet ghost to pray for the health of a child who fell into a pit toilet (squat toilet), the story of wearing winnow on your head after peeing in bed to get salt, or the origin story of *Samsin halmeoni* (the goddess of childbirth and fate in Korean mythology), you will discover that Korea had such unique cultures and customs in the past, or you may find that your country has similar customs in common with Korea. Though it is now unable to get the paperback edition, as it has gone out of print, you can still watch the Korean Culture Center New York’s “Online Korean Storybook: Gook Shi Ggo Reng Ee Village series (<https://www.youtube.com/playlist?list=PLFQ5XRlKnsftYxNbF1BFbmVJFn6XHYjRG>)”, a multimedia version produced by the Korean Culture Center New York in collaboration with the publisher Safari, on the YouTube channel of Korean Culture Center New York.

**EXPORT CASE**

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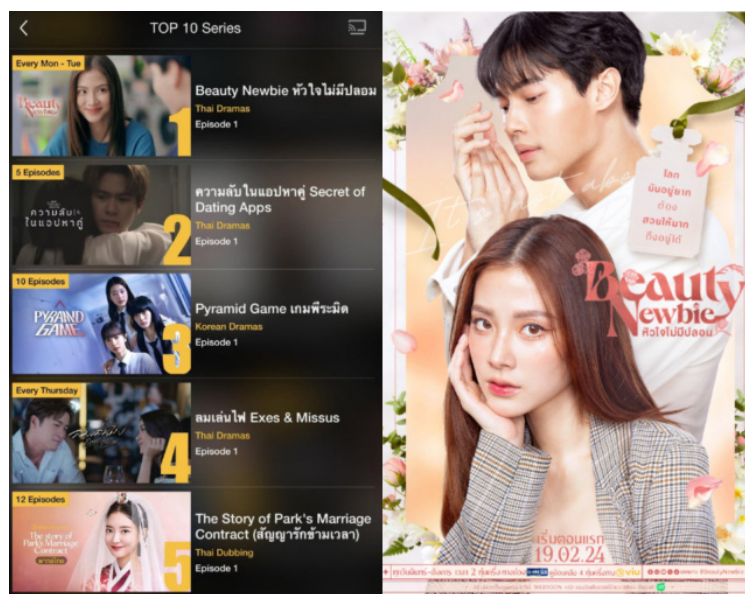
# Factors Behind the Success of Korean Webtoons and Webnovels in the Global Marketplace

Based on the Southeast Asian market, including Thailand

Written by Im Jae-Yul (J. Y.)(CEO of Eleven Management)

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Korean webtoons and webnovels are making waves in the global content market. In particular, they are drawing global attention with great success in Southeast Asian countries, such as Thailand. The scalability of secondary use of IP is the most notable factor these days. Many webnovels and webtoons are being adapted into various media, such as dramas, movies, and games, providing publishers and media companies with additional opportunities for monetization. This, coupled with the influence of the Korean Wave, is creating a synergistic effect. The global popularity of K-Pop and Korean dramas has increased worldwide interest in Korean culture, and this has naturally led to a greater interest in Korean webnovels and webtoons. As you can see in the image below, this is clearly evident in the statistics of Viu, a popular OTT platform in Asia.



Top dramas on Viu and the poster of “Beauty Newbie”  
 (Source: Digital Daily (<https://m.ddaily.co.kr/page/view/2024040516510956939>))

The Thai drama series “Beauty Newbie” is an adaptation of the Korean webtoon *My ID Is Gangnam Beauty* (Onda). The series has been a huge hit, topping the chart for 4 consecutive weeks. The success of the series exemplifies the appetizing appeal of Korean webtoons. The fact that the series was not a remake of the drama based on the original webtoon of the same name produced in Korea, but was rather an adaptation that made full use of the original webtoon’s storyline and setting, highlighted the originality and uniqueness of the Korean webtoon. This proves that Korean content can also be attractive in the global market. Furthermore, the drama “Lovely Runner,” which recently ended its successful run in Korea, is based on the KIM BBANG’s webnovel titled *Tomorrow’s #1 Lovely Runner* (Dahyang). Within just four weeks of its premiere on Viu, the drama topped the weekly charts in Indonesia, Singapore, and Malaysia. It also

ranked #2 in Hong Kong and the Philippines, and #3 in Thailand, demonstrating how quickly its popularity has spread. The original novel, *The Best of Tomorrow*, is currently undergoing an export deal with a Thai publisher. These achievements show how Korean webnovels and webtoons are making a splash in the Asian market.



A screenshot of the platform Viu (as of July 9, 2024)

As such, Korean webtoons and webnovels span a wide range of genres, such as fantasy, romance, SF, and thrillers, and offer distinctive perspectives and cultural elements that set them apart from Western-centric content. This has made them appealing to global readers looking for new experiences. In addition, the high-quality illustrations and unique formatting styles of Korean

webtoons are universally recognized, and the vertical scroll layout of webtoons optimized for mobile devices is well suited to the reading habits of the digital native generation.

Another strength of Korean content is the high quality and fast serialization of works. The majority of webnovels are updated more than five times a week, and webtoons are updated more than once a week, keeping readers interested and attached. In addition, as webnovels are published six days a week, their speed of story development is incomparable to other video media, making them a perfect fit for Generation Z, who are accustomed to binge-watching video media and short-form content.

Moreover, as Korean webnovel and webtoon platforms are equipped with systems that allow them to check and communicate with readers in real time, they can instantly track the popularity of their works and reflect their readers' opinions. This two-way communication system helps to drive reader engagement and increase their attachment to the works. On top of that, the Korean webnovel and webtoon industry already has a mature business model. With well-established paid services, ad revenue models, and more, it's easy for overseas publishers and platforms to adopt and adapt them - another advantage of globalization. The webnovel *I Became a Ruined Character in a Dark Fantasy* (RS MEDIA), introduced below, is an example of how the pay-per-view system is well established on platforms not only in Korea, but also in the US and Thailand. This clearly demonstrates the global potential of Korean content.



Korean, English, and Thai covers of the webnovel *I Became a Ruined Character in a Dark Fantasy*

In fact, the success of webtoons such as *Tower of God* (YOUNG COM Co., Ltd.), and *Solo Leveling* (D&C MEDIA), and webnovels such as *Omniscient Reader's Viewpoint* (Viche Books) in the Thai market demonstrate how the strengths of Korean webtoons and webnovels can actually work in practice. It's relatively easy to adapt Korean business models directly to Thailand, as the country has a digital content consumption environment similar to Korea's. Thailand also has one of the largest publishing markets in Southeast Asia and a relatively high level of copyright awareness. What is particularly noteworthy is that Korean content has a competitive edge over Chinese content in the Thai market. While Chinese works have recently been burdened by high translation costs due to the increased costs of copyrights and lengthy stories, Korean webnovels are relatively short and, therefore, less expensive to translate. Plus, Thai readers who have become familiar with Korean dramas and entertainment programs through platforms such as Netflix are able to easily understand

and relate to the Korean cultural context.

All in all, Korean webtoons and webnovels are gaining prominence in the global market with their unique storylines, high visual quality, and efficient business models. In particular, their success in Southeast Asian countries such as Thailand proves that these advantages are actually appealing to global audiences. For international publishers and media companies, Korean webtoons and webnovels are recognized as a new business opportunity with great potential. So, if the strengths of Korea's digital content industry are better understood and properly utilized, it will be able to achieve greater success in the global market. It is expected that Korean webtoons and webnovels will continue to offer new enjoyment to readers around the world and establish themselves as major players in the global content market.

## BOOK TRIP

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[A Trip to Literary Museums ④]

# An Encounter with Poems that Capture the Wistfulness of an Unfulfilled Youth

Ki Hyung-Do Literary Museum, Gyeonggi-do, Gwangmyeong-si

Written by Kim Young-lhm

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It's always poignant to see things end with their full potential yet to be realized. This is no exception for poets. A poet who died young, before he had even begun to fully pursue his writing endeavor, leaves a sense of wistfulness and sadness in the hearts of all readers of his poetry.

In this month's Book Trip, a city tour inspired by literature, we travel to Gwangmyeong-si, Gyeonggi-do, where poet Ki Hyung-Do spent his childhood. The Ki Hyung-Do Literary Museum, nestled amongst a dense apartment complex, gives city dwellers a moment to breathe in the scent of poetry. There is also a place in nearby Ki Hyung-Do Literary Museum, where you can feel the ambiance of a traditional Korean house and experience the

stunning transformation of an abandoned mine. Gwangmyeong's attractions will make you feel like you are on a treasure hunt in the city center, and will definitely give you the pleasure of a literary journey.

### An archive of Ki Hyung-Do's short life and the songs of long-lasting poetry: Ki Hyung-Do Literary Museum



Outside view of the Ki Hyung-Do Literary Museum, where you can have a look through Ki's life and his poetry world

Cities change constantly. Gwangmyeong-si, Gyeonggi-do, is a satellite city of Seoul, and following the construction of apartment complexes and the development of KTX Gwangmeyong Station,

the area has become a city with excellent infrastructure. If you take a step back from the KTX Gwangmeyong Station area, which is densely packed with apartment complexes and various residential amenities, you will find a quiet, serene place where poetry echoes in the air: the Ki Hyung-Do Literary Museum. The Ki Hyung-Do Literary Museum honors Ki Hyung-Do, a poet who spent his childhood in Gwangmyeong and is best known for his poetry collection *Black Leaf in My Mouth* (Moonji Publishing). The Ki Hyung-Do Literary Museum, which opened in 2007, is connected to the Ki Hyung-Do Cultural Park and is designed to reflect on the life and literature of poet Ki Hyung-Do, whose short life left a lasting impression through his poetry. *Black Leaf in My Mouth*, his first and only poetry collection, was published in May 1989, the year of his death. It was published just two months after his passing. The collection contains 62 poems, including the title poem, *Black Leaf in My Mouth*, as well as *Fog*, *An Empty House*, *White Night* (白夜), *Jealousy is My Strength*, and *The Dangerous Lineage*, 1969. Thanks to this collection, we can still honor Ki's memory, recite his poems, and mourn the poet's short life.

When my muffled cough interrupts your shortsleep,  
light a small lamp on the window sill.  
The distance of my longing is so far,  
and the silence always pulls me back and forth.  
- from *With the Wind Towards You*



Various works and personal belongings displayed inside the Ki Hyung-Do Literary Museum

The Ki Hyung-Do Literary Museum is a place where you can have a deeper understanding of poet Ki Hyung-Do, who, despite leaving only one book of poems, made a huge literary impact. Not only does the museum have several of his poems on display for you to read as if you were entering a house built with poetry, but it also provides a detailed biography of the poet so that you can picture his life at a glance. The space inside the museum is divided into “Bitter Childhood (유년의 윗목),” which features memorable objects from the poet’s childhood along with related poems; “Forest of Populus Alba (은백양의 숲),” which summarizes his works and prizes from his career as a fierce literary youth; and “Evening Station (저녁 정거장),” which shows his literary

activities since his debut. In each of these spaces, you can enjoy in-depth exhibits that provide a glimpse into the poet's inner world. By walking through the museum slowly, reading his poems, and imagining his life, visitors can experience a sense of connection with the poet, which amplifies the impact of his poetry.



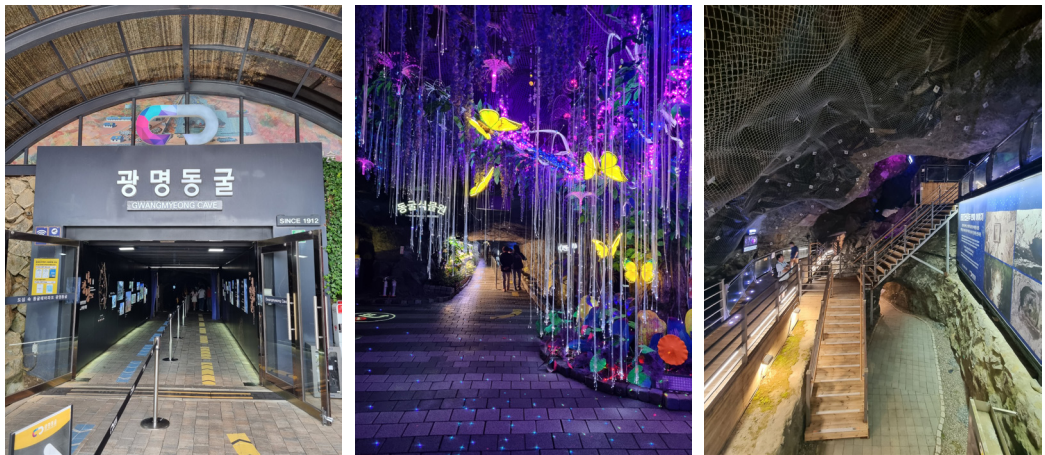
The poet's favorite fountain pen and a plaque from his alma mater, Yonsei University, the Yonsei Culture Award

The Ki Hyung-Do Literary Museum leads to the Ki Hyung-Do Culture Park. The Ki Hyung-Do Culture Park, located behind the museum, is a trail where you can stroll along and soak in the poems as you read them. It's not a long walk, but if you take it as if you are on a picnic in the world of Ki Hyung-Do's poetry, you will be able to enjoy a more romantic walk and feel like you have made friends with him.



Ki Hyung-Do Culture Park, where you can read Ki's poems while taking a walk

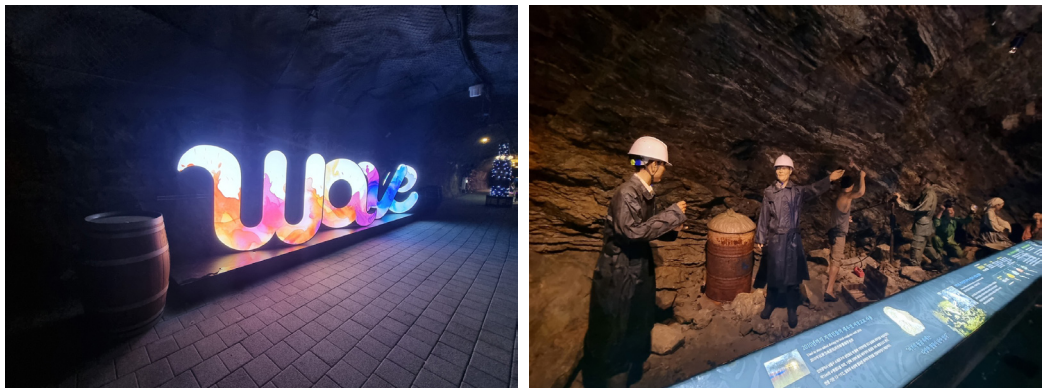
## Gwangmyeong Cave, a brilliant and mystical transformation of an abandoned mine



Multi-themed spaces in Gwangmyeong Cave

Located not far from the Ki Hyung-Do Literary Museum, there is the only cave in the metropolitan area - Gwangmyeong Cave. Gwangmyeong Cave, an offbeat cave in the city center, was

created in 1912 during the Japanese occupation of Korea, and was used to produce gold, silver, zinc, bronze, and copper for weapons in the Greater East Asian War in 1931. After liberation, it remained in operation and contributed to the economic revival as the largest metal mine in the metropolitan area. After the mine was destroyed by a flood in 1972, it was left in darkness for more than 40 years until 2011, when it was reopened as a cave theme park for the first time in 100 years. Reborn as a space that combines industrial heritage with cultural significance, Gwangmyeong Cave is a place where visitors can enjoy cool summers and warm winters, as the temperature stays between 12°C and 17°C year-round.



Gwangmyeong Cave today transformed into a wine cave, and the interior recreating its former use as a mine

Most importantly, Gwangmyeong Cave is organized into several themes, offering a variety of fun experiences as you walk through. In addition to incorporating various interesting elements that can be experienced in the cave, such as the Space of Light, the Cave Aquaworld, the Golden Waterfall and Golden

Palace, the Underground Lake, and the Wine Cave, the museum also features a modern history museum where visitors can learn about the struggles of miners when the site was used as a mine. Gwangmyeong Cave, once a site of exploitation and a place where industrial and economic contributors lived their lives, has now evolved into a place where you can have a tour of the mystical cave. Though it is an artificial cave, it is still a stunning place to make memories in the capital city.

### Chunghyeon Museum, a quaint *jongga* that captures the *seonbi* culture (traditional scholastic culture of Korea)

Within walking distance of the Ki Hyung-Do Literary Museum is an exquisite *jongga* (meaning “house of the head family of a respected clan”). The *jongga* belongs to Yi Won-Ik (1547-1634), a civil minister who served the country with remarkable abilities during the Joseon Dynasty. Yi Won-Ik played a role in saving the country from the *Imjinwaeran* (Japanese invasion of Korea) and *Jungmyohoran* (Later Jin invasion of Korea) with his brilliant tactics. Today, his *jongga* is open to the public as the Chunghyeon Museum, which houses the family’s belongings and artifacts. It is also the only museum of a *jongga* in Korea, and features a well-preserved exhibition hall, *jongtaek* (meaning the “house that had been used by the head family over generations”), *Gwangamdang* (觀感堂), and Yi Won-Ik’s shrine. Yi Won-Ik’s *jongtaek* was built and lived in by his descendants until the late 1960s, and the *anchae* (inner house building, a room in a

traditional Korean house that serves as a space for the mistress of the family) has been maintained just as it was at the time, with the actual furniture that was used, giving visitors a glimpse into the traditional Korean lifestyle.

Next to the *jongtaek* is *Gwangamdang*, where Lee Won-Ik lived for four years - it was bestowed upon Yi Won-Ik by King Injo, the 16th King of Joseon. When King Injo saw Yi Won-Ik living in a leaky two-room thatched house after leaving office at the age of 85, he named it *Gwangamdang* so that the people would also see and learn from his frugality. This is where you can feel the character of Yi Won-Ik, who was famous for living a parsimonious life. *Gwangamdang* is also historically significant as it is the only one of the three private residences of the Joseon Dynasty that is still preserved. *Chunghyeongwan*, currently used as a museum, displays various artifacts related to Yi Won-Ik, allowing visitors to fully appreciate the spirit of a great scholar who lived through an era. Elsewhere in *jongtaek*, there are various exhibits related to traditional Korean culture, and the well-managed gardens display the neat beauty of Korean-style gardens.



*Gwangamdang*, traditional households, and materials related to Yi Won-Ik exhibited in Chunghyeon Museum

## Dodeoksan Suspension Bridge and Upcycle Art Center, famous spots to visit in the old town

There are also great spots to explore in Gwangmyeong-si's old town, just a bit away from the new town. If you walk along the quiet forest paths of Dodeoksan Mountain, Gwangmyeong-si's representative natural retreat, you will find the Suspension Bridge, which connects the artificial waterfall to a hiking trail. The Suspension Bridge, a "symbol of gathering and harmony between the green forest, artificial waterfall, and citizens," has become a new landmark of Gwangmyeong-si along with Gwangmyeong Cave. Although it is not big, it is worth stopping by for a while to enjoy nature and experience the thrill of walking on the Suspension Bridge.



Dodeoksan Suspension Bridge and Upcycle Art Center

The Upcycle Art Center nearby is also a great place to experience a different kind of culture. The first of its kind in the country, it offers a variety of programs related to upcycle art design and features a wide range of exhibits with the theme of "upcycle." The artworks created from discarded furniture, leather, banners,

and other materials will make you become more conscious of environmental issues.

The poet, who died before he could fully flourish, was memorialized in the language of eternal youth. Ki Hyung-Do's poetry is being re-evaluated and given a stronger life through the various activities of the Ki Hyung-Do Memorial Association. While it has been 35 years since Ki Hyung-Do left the world, he continues to live with us forever through his poetry.

## ONE-LINER QUOTES

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# From a Tiny Room to a Funeral Home, and to the Heaven of Magma

### A Poet's Pick

Written by Kim Yu-Tae (Poet and reporter in the Art & Culture Department at *Maeil Business Newspaper*)

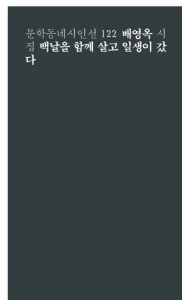
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Kim Yu-Tae is a poet and reporter in the Art & Culture Department at *Maeil Business Newspaper*. He wrote the poetry collection, *Nothing Happened Except for That One* (Munhakdongne, 2021), and the prose collection about banned books, *Bad Books* (Geulhangari, 2024).

A Western scholar once wrote that language reveals what has been, and what has not been, and above all, what has “ceased” to exist. Here, the language can be the names of those who once existed, or sometimes the sentences left behind in the form of poetry. In this respect, I have long thought of the posthumous poetry collection as a “rusty mirror” in which the departed tried to find and gaze upon their own self-portrait ahead of time. The poetry of the dead, contemplated in life by those who

are no longer with us, is like a letter from the afterlife to the present, before they cross over to the next. Reading a collection of poems left behind is special because they often give us the gift of foreknowledge of death. I bring two posthumous poetry collections to the table side by side. I open Bae Young-Ok's *Lived a Hundred Days Together, Gone a Lifetime* (Munhakdongne), a collection of poems I have been reading with great care for five years, and Cha Do-Ha's *Hands of the Future* (Spring Days Books), a collection of poems I have recently read in depth.

## A Girl at the Funeral Parlor



*Lived a Hundred Days Together,  
Gone a Lifetime*

Bae Young-Ok, Munhakdongne



I, the main character,  
will be the only one absent

(...)

I, the main character,  
will be the only one sad

— from the poem *A Funeral in Later Years*

Poet Bae Young-Ok left this world in 2018. On June 11, 2019, the first year after her death, the collection *Lived a Hundred Days Together, Gone a Lifetime* was published. It describes how the poet perceived death.

There will be no writer, only transcription// I will only flip  
the back of the cover// Like stagnant blood,// like a sick  
man infected by blood,// I will wonder about who went  
before me// Even if I let it be,/ my past life is still ongoing//  
My mind will dwell there,// looking back//to eternity

- from the poem *A Poetry Collection in Later Years*

It seems likely that the poet anticipated and was convinced of her absence in the near future. That's why this poem, the first in the collection, envisions a "me that does not exist in an eternal world." The poet is gone, and we, the readers, are left with a lonely collection of poems.

The prophecy that future readers of the collection would transcribe her voice onto paper was also described in the poem. To imagine what the lost poet said and why she said it, the readers must imagine the poet's abyss hidden behind the visible letters.

Yet the poet's words are often a doorway to the unknown, forever undecipherable. Reading a poem is an attempt to wander around and open the door to the poet's room, but no one ever witnesses the world beyond the door. The poet writes that all those who grasp the handle called "language" will be infected by something that comes from that room, though it can never be opened. Perhaps the dead poet is a hermit, sitting in that room, waiting for a visitor: the readers. The poet's words, "I, the main character,/ will be the only one absent//(...)// I, the main

character,/ will be the only one sad (from the poem *A Funeral in Later Years*),” express the very emotion of the moment when the door is closed.

The main character of a funeral parlor is always the dead, but it is also a space where that character is absent. In Bae Young-Ok’s other poems, however, there is a touch of poignancy, as if she has been to her own “funeral in the future.”

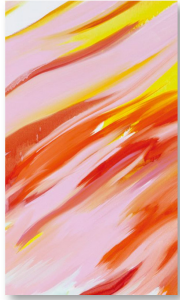
In front of the blue funeral home,/ a tear drop was left behind/  
In the blue tear drop,/ a little girl was sitting there, crying/  
(...)// The cry that couldn’t make it out of her mouth,/ was swallowing her face.

- from the poem *The Root of Tear Drops*

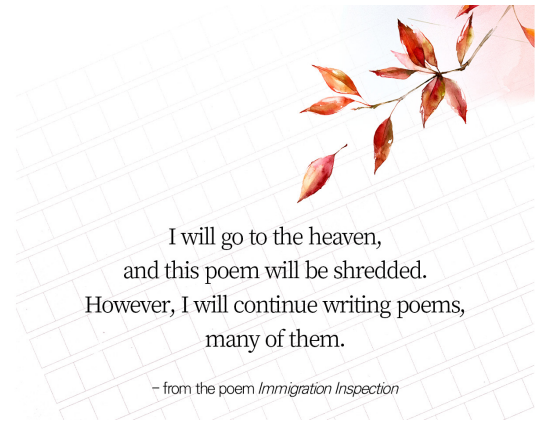
The poet imagines a tear drop left in front of a funeral home, and a young girl crying in it. The mourners, dressed in black, don’t recognize the girl in the tear. The poet then asks where the girl’s tears are coming from, and what factors are responsible for it.

All humans will, at some point, encounter a place where the “you” are absent. When I read this poetry collection and imagine a festival for “me” without “me,” I envision a time in the distant future when I will be gone. Bae Young-Ok’s poetry collection therefore subtly portrays the faces of those who wander “between distant islands and islands (from the poem *Next Time*)” after death. They are the faces of all of us, the faces of those of us who will go to those islands in the future.

## The Heaven's Magma



*Hands of the Future*  
Cha Do-Ha, Spring Days Books



Poet Cha Do-Ha passed away in 2023. Unfortunately, his first collection of poems, published this year, became the poet's memorial. The first poem in the collection, *Immigration Inspection*, catches our attention from the title. Immigration, in this poem, is an entry to death. The poet tries to leave his native country (reality) and go to heaven (death).

In the poem, there is a “baby that doesn't cry,” a “skinny old man” passing by, and a “woman with scattered hair.” They try to leave the place and head for “heaven.” The poet and their departure feel like a separation from their birthplace and liberation from their country and mother tongue. Tragically, the poet also foresees the fate of his poems. Bae Young-Ok's premonitions and Cha Do-Ha's premonitions are somehow similar, and I wonder if I'm the only one who finds the resemblance deeply saddening.

I/ will go to heaven, and this poem will be shredded./

However, I will continue writing poems,/ many of them.

- from the poem *Immigration Inspection*

As many readers of Cha Do-Ha's poems will agree, I think the most painful poem in the collection is *Reading, Suspended*, which opens with an imagination of "setting fire to the library." As with all authors, the poet hopes to be remembered for the one book he or she wrote during his or her lifetime, but in this poem, the library, the cradle and tomb of books, is about to close.

If bookshelves were to disappear from the world, the shelter for books would be lost, and the repose of all the souls that had hoped to remain in a book would be impossible. It seems to me that the dark imagination of a lifetime ending in impossibility places both the poet and the readers of the poem in an uneasy state of mind.

The poet's confession in the following lines reads like a farewell to those he has yet to meet, a goodbye shared with his last breath. It is filled with wistful sentences where you can feel the burning temperature, and find a person trying to oxidize him/herself in it.

Spread me out I want to flow I want to be a river I want to  
be an ocean I want to be magma They say that if you want  
to escape magma you have to look at it and run away from  
it, not turn your back on it

- from the poem *Reading, Suspended*

In the poet's last prose collection, *A Man Who Lies in His Diary* (Wisdom House), there is this part: "The writings of a dead man are read more scrupulously. Particularly when it comes to his life. When I die, I want people to read my writing roughly as if I were alive. I want them to look forward to my next work. And conversely, when I'm alive, I want people to read my works as carefully as if I were dead. I want them to see what led to this person's death and what he wrote before he died."

Reading these sentences, I get to imagine that he, who has already left our side, is still writing somewhere in this world.

## KNOWLEDGE

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## Korean Publishers' Efforts to Meet New Readers

Written by Jung Kyung-Joo  
(Marketing Dept., Munhakdongne Publishing Corp.)

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Publishers have been putting the utmost effort into connecting readers, works, and authors. One of the examples was booktalks, where readers meet the author. Booktalks helped publishers expand the horizon of readers' engagement with works and maintain fanship, but it was not easy to secure new readers. As a large number of booktalks turned contactless after the outbreak of COVID-19, the small influx of new readers fell even more.

Meanwhile, as the marketing trend in Korea moved onto pop-up stores, many Generation Z started to take shots, do opening rushes, and leave reviews. This trend has made it a must-do event for companies when launching new products (brands). There were even reviewers who left comments on pop-up stores open in Seongsu-dong (the region in Seoul settled as a hot place among Generation Z as it became the hub of pop-up stores).

## Where both present and future readers gather: Murakami Haruki Station



Inside and outside view of the pop-up store, “Murakami Haruki Station”

Meanwhile, a publishing house, Munhakdongne Publishing, also opened a pop-up store in Seongsu-dong in September 2023, titled “Murakami Haruki Station.” The space, inspired by Haruki Murakami’s book *The City and Its Uncertain Walls*, was open for about 9 days. It was designed to bring nostalgia to the generation that misses Haruki’s novels, and to provide a direct experience of “the Haruki world” to the generation that is unfamiliar with him. The news of Munhakdongne Publishing’s pop-up store went viral as it was announced in various newsletters in Seongsu-dong, and the pop-up store was so popular that the default waiting time was an hour throughout its opening. Around 3,000 people visited “Murakami Haruki Station” over the weekend, with an average of 300 visitors per day on weekdays.

The majority of the visitors to the pop-up store were the 2030

generation, whom we hoped to meet through the pop-up store, as it was difficult to meet them at conventional events. Furthermore, parents who were fans of Haruki came with their children to introduce them to the author, which was significant because it was an opportunity for readers of the present and future to gather together. The main programs featured an event where visitors could write down “the dream I want to dream” and put it in a mailbox, an event where cards with their favorite sentences were given out, and an event where pass cards were issued to encourage visitors to take photos.



Various things to see were organized inside the “Murakami Haruki Station”

When it comes to pop-up stores, we cannot leave out the cost. The estimated cost of the “Murakami Haruki Station” was more than five times the average marketing cost when planning it, so some companies may feel intimidated by the cost. One thing I would like to point out is that not all pop-up stores need to be large. Even if it’s a small, confined space, you can still keep visitors immersed by incorporating content in every corner. If you design the space with props and text that convey the mood and intent of your pop-up, readers will feel satisfied no matter its size.

### **Numerous attempts to increase the reading population**

Later, Changbi Publishers and Millie also organized pop-up stores. In March 2024, Changbi Publishers opened “Ggamnyang Store” based on the IP of its flagship children’s series, *Black Cat Ggamnyang*, at Hyundai Department Store Cheonho Store and D-Cube City in Sindorim. In April, the company opened a pop-up store called “Sicnic (a combined word of *si* (meaning poetry in Korean) and picnic)” in Mangwon-dong in celebration of the 500th issue of *Changbi Sisun*. The stores were filled with various events related to poetry, such as photo zones, merchandise sales, and book talks with popular poets. Next, Millie opened its first pop-up store at The Hyundai Seoul to promote Millie’s original paperback title, *The Lost Item Has Returned* (Originals). In addition to limited-edition merchandise, the store also

collaborated with the stationery brand “motemote” to showcase objects from the book in physical form.



Posters of pop-up stores “Ggamnyang Store” and “Sicnic” run by Changbi Publishers



The poster and on-site footage of the pop-up store opened by Millie

While the reading population continues to fall, Korean publishers’ efforts to reach new readers and retain existing ones will continue.

## KOREAN PUBLISHERS

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### Piper Press

A channel in which books and the world, authors and readers, connect and communicate



The logos of Piper and Piper Press

The world is diversifying at a rapid pace. This change is also being witnessed in the publishing market. There is one company that is making a name for itself by creating a new wave in publishing, providing opportunities for everyone to write, encouraging authors with experience to thrive, and ultimately promoting diversity in publishing - Piper Press. Piper Press has not been in the publishing business for long, but it has been

vitalizing the publishing market by bringing together a wide range of topics and authors in nonfiction.

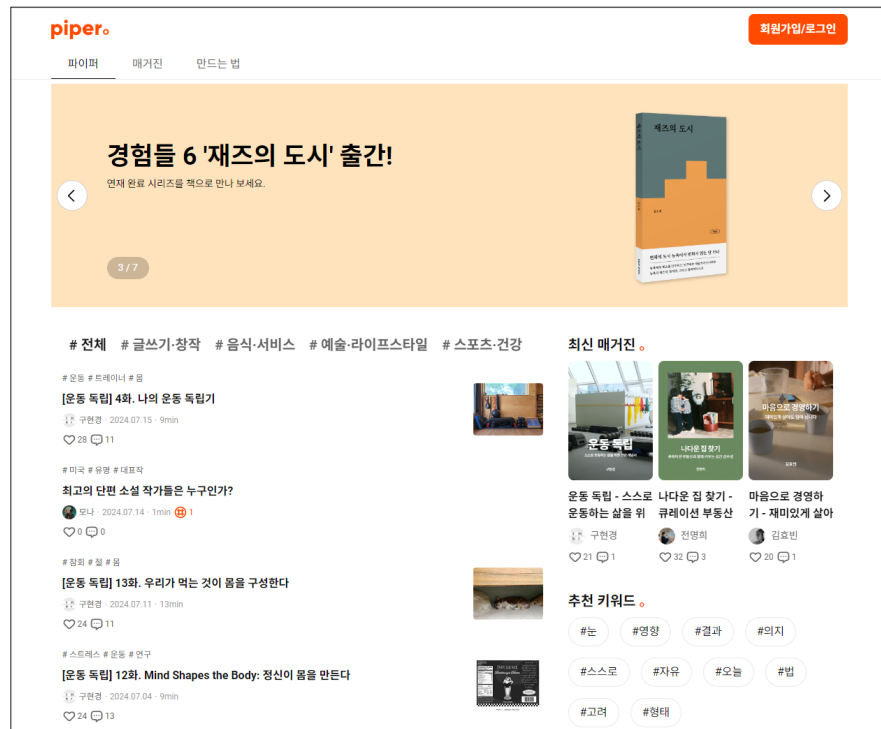
It's a pleasure to have you with us on *K-Book Trends*. Please briefly introduce Piper Press to our international readers and provide the meaning of the company's name.

Hello, everyone. Thank you for having us. Piper Press is the publishing brand of Piper (<https://piper.so/>), a content firm that serializes experience-based nonfiction online and publishes in physical books. The name Piper is a combination of the words "pipe," which means to connect, and "paper," which refers to sheets of paper, text, or material. It reflects our goal to produce writings that connect authors and readers.

Web platform Piper launched in 2022, and the publishing brand Piper Press followed in 2023. What services does Piper offer, and why did Piper launch Piper Press?

Piper is a nonfiction content company that believes that we can make the world a better place by sharing each other's experiences. The web platform, Piper, was created as a place where readers can subscribe to serialized nonfiction by authors and be connected to each other. Piper features freely written pieces by a variety of authors, including our own nonfiction series.

Piper Press is the publishing brand that publishes Piper’s serialized content in printed books. After initially launching on the web, we received a lot of requests from readers who wanted to collect the web serials as books. We realized that books were the most fulfilling way to satisfy the desire to consume and own content that online subscriptions and viewing doesn’t fulfill, as we watched how readers responded. We also considered the nature of nonfiction, different from that of fiction. Nonfiction readers tend to consume the topic of interest itself rather than the story. They want to own it. If the content is a mirror that reflects their interests and identity, then a book is a tangible object that allows them to own that content.



Homepage of Piper, a nonfiction publishing platform

You also have a unique publishing method - authors serialize on the website first and then publish their works in physical form. Is there a particular reason for this method, and what do you see as its advantages or draws?

We don't think that just "being a good book" is enough to be discovered and read by people, because getting noticed in a sea of content itself is quite challenging. We believe that by connecting authors to readers as well as content to readers through the serialization of works, we build a community of early readers who will support us when they are published. We anticipated that our books would be recognized by our subscribers not as one of many new books, but as a wonderful product of the writings they read and supported before they were even in print. Indeed, we often see subscribers buying and sharing our books first when they are published.

Authors can make their books while getting real-time feedback from readers. We think that authors get a clearer sense of their target audience as they receive feedback from readers through comments and DMs over the course of the serialization. We feel that the density of the text increases with each episode.

Piper provides an opportunity for anyone to write their own stories and makes it easier for anyone to publish a book. Do you have any advice for international readers who are interested in Korean books and writing to use these services?

Even if you are not a proficient Korean speaker, I think you will be able to write something with your own style. If you try to organize your writing based on your favorite expressions, or Korean expressions that you particularly like, you will probably come up with a new style of writing that Korean authors cannot do. The Piper platform provides a set of questions that you can use as an outline for your writing. If you fill them in with the idea of answering questions rather than writing, you will be able to write more high-quality text in Korean.

You have established yourself well in the publishing market. This seems to be driven by Piper Press's unique identity and strengths. So, what do you think those are?

Thank you for saying that. We think it's because we have been very clear from the beginning about where we are positioned. We are focusing on nonfiction that's based on people's experiences. Because it's about things that are happening in the real world, things that people have experienced firsthand, it's approachable to people who aren't necessarily professional writers or people who have learned to write. And you don't have to be a celebrity.

In fact, of the 10 books that we have published so far, all of them are the debut works of authors, except for Jin-Young Jung's book *Novels Thrive on Failure*. We have been able to see that as long as you have a clear topic, a vivid record, and a distinctive point of view, you can reach early readers, and if you move those early readers, your scale will grow. I think maybe what makes them interested is that we are creating Korean-style nonfiction, offering new authors and new topics.

Defining “experiences” as “the source of inspiration that prepares us for tomorrow and sets the direction of our lives,” you are publishing a series called *The Experiences*. Can you tell us a bit about the series?

*The Experiences* series has the motto of being a practical dictionary of experiences, written by people who have done it themselves. We aim for vivid knowledge with the perspective of the experienced. We believe that there is a perspective that only those who have done it can have, and we want our readers to be able to experience it vividly and indirectly through the eyes of those who have been there. So far, 6 titles have been published, from *Perfume Collector's Fragrance Note* by vintage perfume collector ISP to *City of Jazz* by Kim So-Ri, a researcher and artist who is pursuing a PhD in jazz studies in New York. We are building the series around experiences in areas that readers would like to try right away and can start with, such as perfume, Tokyo, musical, novel writing, natural wine, and jazz.

\* K-Book Trends Vol. 71 – Go to the introduction article of the book *Perfume Collector's Fragrance Note*

[www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1415&page=1&code=knowledge](http://www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1415&page=1&code=knowledge)



Piper Press' *The Experiences* series

We heard that you also run an offline workshop named “Read & Experience Club,” centered around the books in the *The Experiences* series. What has been the response from the participants?

We wanted people to read our books and feel a change in behavior that made them want to try something. An extension of that was the “Read & Experience Club.” We wanted to give people the opportunity to actually have an experience. For those who read *Perfume Collector’s Fragrance Note* and got interested in fragrance notes and perfumes, we would organize a perfume testing session, and for those who read *Novels Thrive on Failure* and wanted to start writing fiction, we would organize a fiction workshop with an author who is a writer.

As the books that are not part of *The Experiences* series are also experience-based nonfiction, we have been doing workshops in the same way. We recently held a “Spatial Sensitivity Workshop” with Jeon Myeong-Hee of Byeoljip Real Estate, author of *Finding My Home - Cultivating Spatial Sensitivity with Real Estate Curator*. We feel that it’s really rare to have a gathering like this with such a high-density conversation. We think this is because it’s a group of people who are interested in the same topic, have read the book, and feel the urge to put it into action.



“Read & Experience Club” based on *The Experiences* series, joined by readers

### What areas have you been interested in lately?

We have been interested in health and aging lately. We think it's a field where it's hard to filter out trustworthy information because there's a lot of commercial content. Still, we are working on it because we believe that there are people waiting for candidly written stories about healthy living from people who have planned and practiced for a healthy life.

You have been publishing a wide range of books that pique the interest and curiosity of readers. Could you recommend any books that you would like to introduce to international readers?

First of all, we would like to recommend *Seoul's Architecture Trip - Seeing Seoul Through the Lens of Time*, a book that will help you discover the hidden charms and stories of Seoul, to our international readers. When you become deeply interested in

a place, you become curious about not only the present, past, and its image, but also its story. We chose this book because it presents stories from Seoul's near past in today's Seoul in an interesting way.

\* *K-Book Trends Vol. 70* – Go to the introduction article of the book *Seoul's Architecture Trip – Seeing Seoul Through the Lens of Time*

[www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1396&page=1&code=info&category=69](http://www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1396&page=1&code=info&category=69)

Another book we would like to recommend is recently published *Finding My Home - Cultivating Spatial Sensitivity with Real Estate Curator*, a book that anyone who lives in a big city anywhere in the world can relate to. The author, a licensed real estate broker with an architecture degree, explains that even in a small house or an old building, you can find a “home” filled with “your own colors” through concrete examples and philosophy. If it is also applicable in a densely populated city like Seoul, wouldn't it be possible to find your own home anywhere in the world?



*Seoul's Architecture Trip – Seeing Seoul Through the Lens of Time* and *Finding My Home – Cultivating Spatial Sensibility with Real Estate Curator*

Piper Press continues to build its own identity, producing content that's fun to read, like webnovels, as well as the *The Experiences* series. We are excited to see what's next for Piper Press as you continue to try new and fresh things. Can you tell us about your plans for upcoming books and future goals?

We think the era where the content market is dominated by the stories of a few celebrities or the elite is over. We are hearing more voices from people who seem ordinary, but are in some way new and interesting. This trend is only going to get stronger in publishing. At Piper, we are trying to recognize this change and discover more people's experiences. We believe that everyone's experiences have the power to both inform and inspire others. Our goal is to have the capabilities and systems in place to turn those experiences into content.

## KOREAN AUTHORS

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### Writer Min Ji Hyoung

Going beyond gender issues: the story of women's love and life

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They say that fiction is a mirror of the times. It reflects and captures various aspects of contemporary times. Writer Min Ji Hyoung, who writes about feminism in a broad range of stories, drew attention with her first novel, *My Crazy Feminist Girlfriend* (Nabi Club), which raised the topical issue of “equal love” in our time. Since then, she has made her presence clear with a distinct identity, releasing *My Perfect Boyfriend and His Lover* (Wisdom House) and *A Blessing to the Forgetful* (Safehouse), sharply pointing out the painful realities of our society through entertaining fiction. With her ability to weave minor and sensitive stories into a poignant yet hilarious novel, she is making another genre in Korean fiction.



It is an honor to have you with us on *K-Book Trends*. Please say hello to our readers along with a brief introduction of yourself.

Hello, everyone. I'm writer Min Ji Hyung. It's a pleasure to be meeting international readers through the webzine *K-Book Trends*.

Your book, *My Crazy Feminist Girlfriend*, has been translated and published in many countries, and is gaining popularity with positive feedback from readers. How do you feel? Could you please introduce us to the book?

Since its release in Korea in 2019, my first novel, *My Crazy Feminist Girlfriend*, has been published in Taiwan, Japan, China, Vietnam, Indonesia, and Russia for the past 5 years. It's

such a pleasure and an honor to have my book published in many countries, let alone Korea. But at the same time, it was heartbreaking to see that while the novel is about the concerns of a feminist woman in a relationship, the social atmosphere in other countries was so similar that they could relate to it. The novel *My Crazy Feminist Girlfriend* is a romance novel, told from the first-person male protagonist's point of view, telling the story of a man reuniting with the woman he loved, with a black comedic twist.

We heard that you were inspired to study feminism and write *My Crazy Feminist Girlfriend* after being shocked by the Gangnam Station murder in 2016, including your own experiences with how it affects our relationships and love. The topic is still a hot issue in our society. What was the message you wanted to convey through the novel?

The late 2010s was a period when feminism was a hot topic in Korean society. The publishing industry also featured a lot of books that dealt with feminism, such as *Kim Jiyoung, Born 1982* (Minumsa Publishing), which focused on the struggles of married women, or new trends such as “non-marriage” and “non-relationships.” While I strongly resonated with this trend, I noticed that there was no channel for feminists who were in relationships to talk about their conflicts and struggles. I wanted to convey the message that men who blame feminism for “being so difficult to find a relationship these days” need to change

themselves, because women who have awakened to gender inequality cannot go back to the past. However, I felt quite disappointed that the message did not reach men enough, as most of the book's readers in Korea were women, who felt that it was a story about their ex-boyfriends. The important thing is that the topic is still relevant in Korean society five years after it was written.



*My Crazy Feminist Girlfriend*

Your works sharply criticize and question the conventional view of love and marriage in Korean society, as well as gender conflicts and dating violence. What is the conventional view of love and marriage that you wanted to say through *My Perfect Boyfriend and His Lover*, which is described as a “new paradigm of romance”?

At a book talk for *My Crazy Feminist Girlfriend*, I was asked how they, as feminists, should deal with heterosexual relationships

in the future. While the novel certainly highlights the problems of real-life relationships, it doesn't offer any alternatives, which got me really thinking: Is there an alternative to not being in a relationship with a man? As I mulled this over, I came across the term "open relationship" through one of my favorite podcasts, which refers to a kind of polyamory - the idea of having an open, non-possessive, free relationship. What struck me more than being able to have multiple lovers was the idea of not owning each other, but rather DIY-ing their own relationship through conversations and consent, without owning each other, and respecting each other's freedom. I thought this could be the answer. Because in our society, the romantic relationship that is considered the norm right now is focused on "owning the other person exclusively." This is often a huge oppression and burden, especially for women, and even leads to crimes such as dating violence and partner homicide. I started to think that if we could apply the concepts of mutual respect and non-possessive love in an open relationship, we might have a hint for building an equal and fairer heterosexual relationship. I wrote *My Perfect Boyfriend and His Lover* with the hope of presenting such a new vision of a relationship.

*A Blessing to the Forgetful* is based on the theme of “memory.” In the author’s note, you said, “I wonder about your memories that came to mind as you read this story.” How do you hope your novel will be remembered by readers?

It’s a tricky question. Actually, there’s only one answer that comes to mind right off the top of my head - I hope it’s remembered as a really fun novel. I’m the type of writer who starts writing because I have something to say to the world, a message I want to deliver, but at the same time, it’s much more important and much more of a priority to me to write something entertaining. It’s challenging, too, but if it’s fun to read, and if it can even give you a new perspective or something to think about, that’s all I can ask for.



*My Perfect Boyfriend and His Lover and A Blessing to the Forgetful*

You presented the story *The Cinderella Project* in the book *Modern Tale* (Safehouse). The point that it is a modern adaptation of various fairy tales and classic novels from both home and abroad caught people's attention. You chose Cinderella as the subject, among many others - was there a reason for this? Also, how was this a collaborative work with other authors, and what was it like to work in this format?



*Modern Tale*

When I heard the anthology's concept of "modern interpretations of old tales," I thought of Cinderella, one of the most famous stories in the world, and one that has always been stuck in my throat. I was also disturbed by how "Cinderella," as an idiom, has become a stereotype of a passive female character and a clichéd love story. I think the "Cinderella" story has had a lot of negative effects on women's lives over the long years, so I wanted to twist it and subvert it in a new way, and it was a cathartic experience

for me personally. It wasn't something I had previewed or discussed the works of the other writers in advance, but when I saw the finished anthology, I thought it really highlighted the strengths of an anthology with so many different characters. It was a fun project, and I'm looking forward to working on more short stories like this when I get the chance.

You work in multiple media as a writer of fiction and drama. What do you think are the attributes, strengths, and weaknesses of each medium, and what appeals to you about writing in each?

It's just my personal opinion, but the advantage of novels is that you can start and finish them on your own, and you can quickly introduce them to readers. It's also a great format that allows you to tackle and talk about any topic, even if it's considered controversial or minor. For example, *My Crazy Feminist Girlfriend*, which is about a feminist relationship, might not have been as successful and quick if I had planned it as a drama or movie from the beginning. There is a lot of anti-feminist sentiment in Korea, so I might have been worried about the backlash from some men if it was a big-budget movie. Novels are the type of media I want to continue writing because I can focus more on the stories I want to tell.

Dramas are aimed at a much larger audience than novels and have a larger budget and decision-makers. So, it's sometimes a little harder to tackle unfamiliar or unconventional themes and

topics, but when they do, they have a huge impact, which is why they are so appealing. I think it's also great to be able to discuss with directors, producers, and other people to make something better together. I hope to continue working on both mediums in the future.

*My Crazy Feminist Girlfriend* is set to be adapted into a drama and a film. Please tell us about its progress and your thoughts on it.

The adaptations for *My Crazy Feminist Girlfriend* is currently in production, and are shaping up well, thanks to the popularity of the novel. I was a little worried that if we didn't handle it delicately, it might distort the intention or message of the original work. However, the production team had a great understanding of the work and shared the progress with me, so we are working in a safe way. I'm very grateful and happy for that. I think the message of the novel is still as valid today as it was five years ago, and I hope that the release of the adaptations will spark many conversations in our society once again.

*My Crazy Feminist Girlfriend* topped the romance category on Amazon Japan. Why do you think your books are gaining traction overseas, and what message would you like to share with international readers?

I think there are many reasons for this - for one, I think many people enjoyed it because it was written in the familiar format

of a “romance novel” about the global issue of “feminism.” Also, while feminist novels have been mainly written by female narrators, I think it was refreshing to see a male first-person narrator looking at his feminist girlfriend. I think it was also a plus that it was less weighty, with black comedic elements. In addition, I believe that the popularity of Korean fiction, especially Korean feminist fiction, has increased significantly overseas thanks to *Kim Jiyoung, Born 1982*.

In Japan, I talked a lot with readers through book talks, and I was told that it’s a “bold title that a Japanese author would never be able to use.” You know, sometimes writers from other countries scratch the itches that aren’t easily recognized or talked about in the country. I think my book may have played a role in that, because Japan is also a country with severe gender inequality.

I would like to thank our international readers for enjoying and relating to the book. Novels on women’s voices, especially those dealing with feminism, are often treated as “too minor” and only read by a few people, and sometimes are even ridiculously misunderstood. Particularly in Korea, there are still many misconceptions about feminism, so the fact that this novel has been widely read overseas has been a great support and encouragement for me to keep writing about the stories I want to tell.



Since you write about topics that are closely related to social phenomena, you must be studying and thinking a lot about social issues and the psychology of people linked to them. What books do you usually read to expand your experience?

I read novels the most. Well, it's because novels are my favorite. It might sound so obvious, but I learn so many things from novels. I read novels all the time because I can touch on new lives, new cultures, new experiences, and new ideas, and even learn how to write a good novel, as well as get hints and motivations, all of which are particularly good for me as a writer. Other than novels, I also like reading essays related to authors or topics I'm interested in. For non-literary works, I tend to read about topics that I take an interest in at that time – I think I get to mainly read social sciences books or history books related to feminism and

gender. Since I started writing SF in earnest with *A Blessing to the Forgetful*, I am also trying to read more science books.

Your previous books have been very thematically specific. What do you hope to write about in the future, and what are your future plans and goals?

I have a lot of ideas in the pipeline, but the first thing I would like to try is writing a new feminist novel, maybe a sequel to *My Crazy Feminist Girlfriend*. It has been already 5 years since *My Crazy Feminist Girlfriend* was published, and I think the meaning and position of feminism in Korean society have changed a lot. There have been many changes in the lives of feminists, including me. Some people say, “Isn’t feminism a bygone issue?” or “Aren’t there more people who are uncomfortable and unwilling to talk about it?”, but I don’t think our society has changed too much, and I think we need to talk about it more in times like this. It might not be an easy work, but for the time being, I’m thinking of focusing on conceiving and thinking about that work. I would like to continue to write books that tell the stories I want to share and the stories that need to be told from a woman’s perspective.

## LET'S TRY

# A Simple and Friendly Drawing Lesson for Beginners

### Event

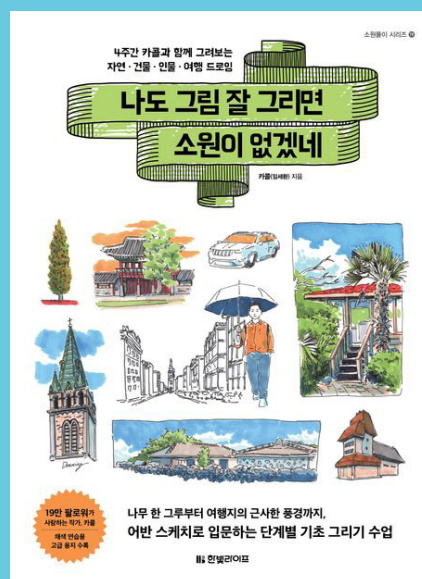
[Let's Try](#) introduces various useful, practical books published in Korea every month.

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!](#)

### *Sketching People and Places: Everyday Life in the City*

- Written by CaCol, published by Hanbit Life



From a tree to a spectacular landscape, learn to draw step-by-step!  
 Draw anytime, anywhere, with just a few simple tools.

### BASIC ①

드로잉 소재 살펴보기

이 책에서는 다음과 같이 크게 네 가지의 주제로 나눠 그려봅니다. 단순한 소재부터 복잡한 풍경까지 하나씩 그려보며 작은 커다란 드로잉 실력을 쌓아보겠습니다.



1부 지면 드로잉



2부 지면 드로잉



3부 지면 드로잉



4부 지면 드로잉

### BASIC ②

필요한 도구 준비하기

이 책에서 그림을 그릴 때 필요한 도구는 검은색 펜, 흰색 가시 펜, 색연필, 종이, 워킹 매트 세 가지입니다. 필요한 도구는 단순하지만, 이 도구들도 사연물부터 건물, 인물, 여행 드로잉까지 모든 걸 그려내고 재 사용할 수 있습니다.



펜(스텔러지 42121, 46444 0.5mm)



가시펜(가시)



종이(에이249, 5211, 풀가시 300g)


피그먼트 마커는 색도를 변이하고 물감, 선을 그을 때 잉크가 묻어지지 않고 부드럽게 잘 그어지는 것이 특징입니다. 또한 마르면 뽀얗게 되는 펜으로도 좋습니다. 수성 마커이고 체득도 가능하며 만지지 않으므로 물에 씻거나 해도 괜찮습니다. 피그먼트 마커는 여러 브랜드에서 생산하는데, 직접 사용해보고 손에 잘 맞는 펜을 고르는 것이 중요합니다. 이 책에서 사용하는 펜은 스텔러지 피그먼트 마커에 0.3mm입니다.

**마커의 특징과 보관법**

이 책에서 제작에 사용하는 도구는 약이입니다. 좋은 마커를 판단하는 기준은 휘발에 따라 나뉘기도 하지만, 처음에는 건조적인 것을 알고 고르는 것이 좋습니다. 흔히 말릴수록 좋고 색이 다양한 마커를 좋은 마커라고 말합니다. 다만 사용에 적당한 가격인 것도 확인해야 합니다. 여러 제품을 사용해보고 마커의 발색력과 색, 가시성이 적절한지 비교해보고 원하는 제품을 구입하세요. 여기서는 새로운 고도 색도 용이 되도록 고체 국산 마커와 수입산 마커, 수성 마커의 특징을 함께 알아보겠습니다.

### DAY 2

#### 나무에 둘러싸인 건물 그리기



이 단에서는 장면으로 세련된 형태의 건물을 그려보겠습니다. 다양한 관점으로 인물을 그릴 수 있지만, 직접 그려보는 단계에서 빌드업하는 형태부터 그려보는 게 좋습니다. 1~5 단계에서 연습해왔던 나무도 함께 그려주어, 빨간 지붕이 포인트인 건물을 간단히 그려보겠습니다.

Color

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1. 건물 앞에 있는 나무 한 그루를 그려줍니다.
2. 나무 왼쪽으로 건물의 사용을 형태 그려줍니다.
3. 건물의 벽은 색연필로 그려주고, 건물 뒤의 뒷면은 나무도 함께 그려줍니다.
4. 팔각을 그려서, 나머지 건물의 단락을 완성도 해서 그려줍니다.
5. #800으로 건물 전체를 칠합니다.
6. #808로 지붕을 칠합니다. #808으로 나무의 그늘을 칠하고, 건물 뒤면의 뒷면도 칠합니다.
7. 나무는 #1025로 칠하고, 팔각은 #534로 칠합니다.
8. #840로 건물 아래쪽 벽에 그늘을 칠합니다. 이때 #534도 사용해도 좋습니다.
9. #840로 지붕의 뒷면을 그려줍니다. #808으로 나무의 그늘을 칠하고, 건물 뒤면의 뒷면도 칠합니다. 이때 #534도 사용해도 좋습니다.

We take photographs when we don't want to ever forget the good things in life, like a gorgeous view from our travels, a beautiful flower, or the smile of our loved ones. But, what if you could draw those moments with your own hands? If you ever thought to yourself, "I wish I could draw better," this book is for you! *Sketching People and Places: Draw Everyday Life in the City* is a

book that provides a step-by-step guide to drawing the moments and landscapes you want to remember, whenever and wherever you are. If you follow along with this book for four weeks, one a day, you will soon feel confident about drawing.

Not only does this book include the basics, exercises, applicable examples, and tips, but it also features the author's sketches on high-quality paper so you can practice coloring. And, don't be discouraged - it even teaches you some easy techniques using just a pen and 12-color markers so you can start drawing right away. The author, CaCol, is an "urban sketcher" who takes his sketchbook and pen with him wherever he goes, capturing moments in his drawings, and is a drawing instructor with 190,000 followers. Make one of your innermost wishes come true with *Sketching People and Places: Draw Everyday Life in the City*, which guides you through a step-by-step approach to drawing nature, buildings, people, and journeys!

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[www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1446&code=knowledge&category=67](http://www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1446&code=knowledge&category=67)

NEW BOOKS

Your Future Does Not Auto-generate



The world is rapidly transforming and those without knowledge of AI will be left behind...

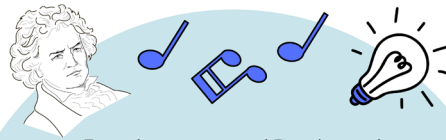
**What diagnosis would a cultural physicist make,**

as a specialist in the future of science and culture shaped by human creativity?



Cultural physicist Park Ju-Yong, the author of *Your Future Does Not Auto-generate*,

**claims that human creativity is just as important in the post-AI era.**



From how to record Beethoven's symphonies as a sound source to the perspective from the Renaissance period, and to the history of reproduction techniques used in computer graphics for the "Avengers" series,

**There have always been "elegant connections" and "crossing boundaries" based on creativity in moments of innovation.**



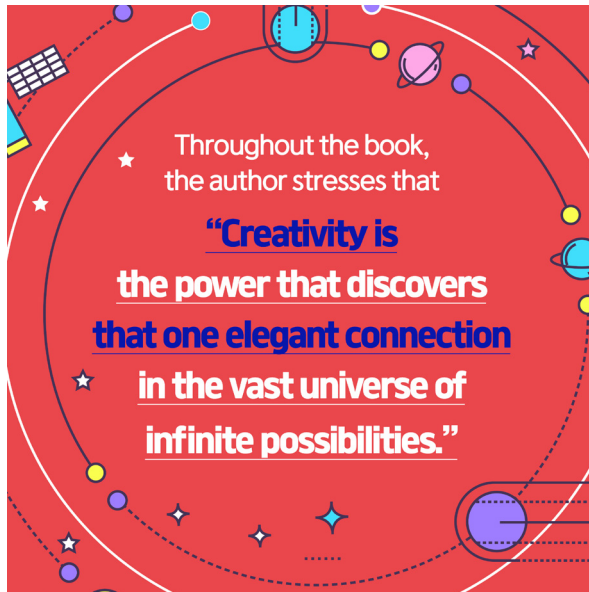
**The future does not create itself, it is us that create it.**

**The key is in science and culture.**



- from the prologue





***Your Future Does Not Auto-generate***  
explains that

while AI has begun to replace humans, humans have “creativity,” and that, emotional elements and warm hearts are something unique to human beings.



How will the science and technology, which have changed the way we understand the world and shaped our lives, affect us? In answer to the author’s question about how future humanity will survive in the age of AI, **we now have to figure it out for ourselves.**



**A bible for those seeking to be  
one step ahead of the future**



*Your Future Does Not Auto-generate*  
Park Ju-Yong, EAST-ASIA Publishing Co.

**BEST SELLERS**

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

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It's July, which means the rainy season has begun in Korea. As people spend more time indoors than out due to the heavy rains, books to organize their thoughts, books to read for relaxation, and textbooks to prepare for various exams topped the best seller lists. In terms of genres, the humanities and young adult sectors were dominant, signaling a trend influenced by vacations and school breaks.

Despite all this, the No. 1 best seller was *A Very Personal Thought on His Destiny* by Rhyu Si-Min, featuring the author's sharp observations as a political critic. Although it deals with a rather sensitive topic, it offers a deep and wide view of the contexts beyond the status quo, demonstrating the high level of political criticism that has reached its essence. The No. 2 and No. 8 on the best seller list were books for young adults. At No. 2, *A Few Words of Encouragement for You*, is an essay on life philosophy


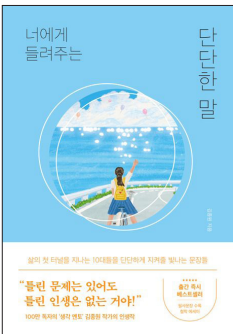
for young adults featuring stories of teenagers who go through a rough puberty but end up getting stronger on the inside. It has 70 sentences about self-esteem, relationships, dreams, values, and intelligence to help encourage teenagers. At No. 8, *Who I Want to Kill 2* is by Lee Kkoch-Nim, a prominent figure in the Korean young adult literature community. The book, featuring “a story about hope that blooms at the end of despair,” has become a hot topic among teenagers for its immersive and fast-paced plot.

\* *K-Book Trends Vol. 43* – Go to the interview with writer Lee Kkoch-Nim  
[www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=947&page=4&code=interview](http://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=947&page=4&code=interview)

Also, as the school vacation season begins, a few exam text books, such as *Choi Tae-Sung's Korean History Exam 2024: Advanced (Level 1, 2, 3) Vol. 1 and 2* and *Hackers TOEIC Vocabulary: TOEIC VOCA*, made it into the top 10 best sellers. In addition, *One Page a Day: A Transcribing Note for Your Vocabulary*, a self-help book for office workers to read while relaxing on vacation, came in at No. 3, and Kim Hoon's new title, *Wasted Days*, hit the best seller list as soon as it was released, a testament to the author's prowess. *Wasted Days* is a collection of 45 essays that range from the experience of walking the line between life and death, to the memories of the tools that elevated the brutality of war to humor, to the youth in history who shone in the midst of turbulence, and to the smells that linger at the bottom of human emotions. It is also a deeply inspirational piece that captures the character of a wordsmith of our time.

Among the top 5 best sellers in the health category for the 2nd week of July, medical specialists stood out. Dr. Park Yong-Woo, a family medicine physician, ranked first with the book *Body Revolution*. Dr. Park shares his sharp insights and advice on how to change your body to stay young and healthy for a long time. Another book, *Habits That Slows Aging*, by Dr. Jung Hee-Won, a geriatrician, came in at No. 3, with advice on how to slow down aging in a world with longer life cycles. Other notable titles include *Detox Revolution* by Dr. Lively and *100 Years for Your Back 2: Treatment*, a workout prescription.


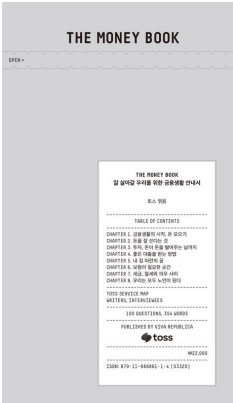
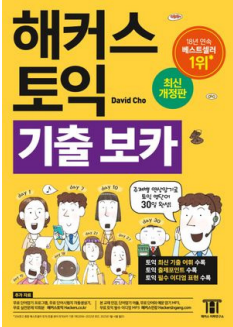
\* The rank of best sellers below was organized after integrating domestic best sellers in the second week of July from the four biggest online bookstores in Korea – Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

Top 10 best sellers for the 2nd week of July		
1		<p><u><i>A Very Personal Thought on His Destiny</i></u></p> <p>Author   Rhyu Si-Min            Publisher   Think Road Publisher            Genre   Politics / Society</p>
2		<p><u><i>A Few Words of Encouragement for You</i></u></p> <p>Author   Kim Jong-Won            Publisher   First Penguin            Genre   Young Adult</p>

Top 10 best sellers for the 2nd week of July

3		<p><b><u>Choi Tae-Sung's Korean History Exam 2024: Advanced (Level 1, 2, 3) Vol. 1</u></b></p> <p>Author   Choi Tae-Sung          Publisher   ETOOS          Genre   Exam</p>
3		<p><b><u>One Page a Day: A Transcribing Note for Your Vocabulary</u></b></p> <p>Author   Yoo Sun-Kyong          Publisher   Wisdom House          Genre   Self-help</p>
5		<p><b><u>Choi Tae-Sung's Korean History Exam 2024: Advanced (Level 1, 2, 3) Vol. 2</u></b></p> <p>Author   Choi Tae-Sung          Publisher   ETOOS          Genre   Exam</p>
5		<p><b><u>Wasted Days</u></b></p> <p>Author   Kim Hoon          Publisher   Nanam Publishing House          Genre   Poetry / Non-fiction</p>
7		<p><b><u>Words of Buddha, the First Translation Loved for 2,500 Years</u></b></p> <p>Author   Ryunosuke Koike          Publisher   Forest Books          Genre   Philosophy</p>

Top 10 best sellers for the 2nd week of July

<p>8</p>		<p><b><i>Who I Want to Kill 2</i></b></p> <p>Author   Lee Kkoch-Nim          Publisher   Woorischool Co.          Genre   Young Adult</p>
<p>8</p>		<p><b><i>THE MONEY BOOK</i></b></p> <p>Author   Toss          Publisher   Viva Republica          Genre   Business</p>
<p>10</p>		<p><b><i>Hackers TOEIC Vocabulary: TOEIC VOCA</i></b></p> <p>Author   David Cho          Publisher   Hackers Education Group          Genre   Foreign Language</p>

Top 5 books on health for the 2nd week of July

1		<p><b><u>Body Revolution</u></b></p> <p>Author   Park Yong-Woo          Publisher   Luminous</p>
2		<p><b><u>Detox Revolution</u></b></p> <p>Author   Doctor Lively          Publisher   Woongjin Jisik House</p>
3		<p><b><u>Habits That Slows Aging</u></b></p> <p>Author   Jung Hee-Won          Publisher   Hanbit Life</p>
4		<p><b><u>The World's Most Easily Understood Guide to Muscle Connections</u></b></p> <p>Author   Ryo Kimata          Publisher   Joongang Books</p>
5		<p><b><u>100 Years for Your Back 2: Treatment</u></b></p> <p>Author   Jung Seon-Geun          Publisher   Untangling</p>

#K-BOOK

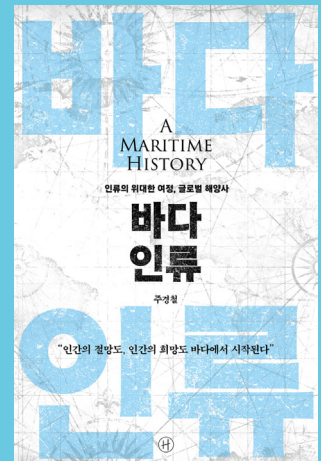
#Sea

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

## *A MARITIME HISTORY*

### 1. Publication Details

Title | A MARITIME HISTORY  
 Subtitle | Humanity's Great Journey  
 Author | Jou KyungChul  
 Publisher | Humanist Publishing Group Inc.  
 Publication Date | 2022-01-24  
 ISBN | 9791160807844  
 No. of pages | 976  
 Dimensions | 140 \* 210



### 2. Book Intro

Reinterpreting the entire human journey from prehistoric times to the near future from the perspective of the sea, this book reveals aspects of human history that cannot be covered from the point of view of continental civilization alone. It infinitely expands our landlocked gaze through the understanding of “maritime mankind” who spread out over the sea, lived by the sea, and fought on the sea. History so far has focused too much on continental and agricultural civilizations. Was the ocean, which covers 71% of the Earth’s surface, merely a deep and quiet darkness, a barrier to human life? In fact, humans have actively used the sea from the very beginning of its spread throughout the world. In the process of migration of Homo sapiens from its origins in Africa to the numerous islands of continents and oceans around the world, sea routes played a key role just as much as land routes did. Sailing ability was a very important factor for humans to become the

dominant species on Earth.

Furthermore, from the expansion of the ancient civilization of the Mediterranean coast, exchanges between Muslim merchants and the Tang and Song empires, economic and cultural mediation between Southeast Asian and Indian states, the maritime power development in Mongolia and Ming's expeditions to the South China Sea, and the connection and growth of the world economy through steamships and canals, to imperialist invasions through powerful battleships, it is impossible to describe the decisive scenes of world history without mentioning the sea. This book, which vividly and meticulously describes the amazing role of the sea, restores the position of the sea that has long been missing from history books.

Equipped with a maritime perspective, readers will understand the formation and development of civilization anew. This book presents a new interpretation of history, covering the long sweep from the dawn of civilization to the age of great voyages and modern sea travel. In particular, the sea vividly testifies to the multitude of connections, that is, economic and cultural exchanges and trade, so you can comprehensively understand the huge network of trade that runs through the entire history of mankind.

This book contains the latest research results from the global academic discipline of history, and also reflects trends in various adjacent disciplines such as military science, economics, and marine science to deal with the modern and contemporary history of the sea. In addition, 200 plates and maps are included to help bring to life the changing maritime world.

\* [k-book.or.kr/user/books/books\\_view?idx=6668](http://k-book.or.kr/user/books/books_view?idx=6668)

## *Haeundae Beachcombing*

### 1. Publication Details

Title | Haeundae Beachcombing

Subtitle | Eco Echo Cooperative Goes to the Beach

Author | Duk Hun Hua

Publisher | SANZINI

Publication Date | 2017-07-31

ISBN | 9788998079215

No. of pages | 144

Dimensions | 152 \* 223



### 2. Book Intro

Haeundae Beach, one of Busan's main attractions, now boasts a souvenir shop offering products upcycled from beachcombing. *Haeundae Beachcombing*, the

book, documents the process of how the shop came to be and the mission statement of the cooperative Eco Echo behind it, so named in hopes of ‘extending ecological values throughout the world like an echo.’ The souvenirs on offer at the Haeundae Beachcombing shop are upcycled from discarded parasols, glass, and other waste products that are transformed into exciting new designs. The book argues the case for not just enjoying natural attractions but paying attention to the flip side of such places that is often overlooked. Haeundae Beachcombing stays true to its beach theme. Used parasols destined for the landfill at the end of the holiday season are repurposed as bags, pouches, and other accessories. Logos that once adorned these parasols such as ‘Think Haeundae,’ ‘Green Start Haeundae,’ ‘Cool Down at Haeundae’ emblazon messenger bags and baseball caps. Next in the lineup: ‘Art Haeundae,’ ‘Family Haeundae,’ ‘Hot Haeundae’ and more slogans await being turned into new products.

\* [k-book.or.kr/user/books/books\\_view?idx=4718](http://k-book.or.kr/user/books/books_view?idx=4718)

## *The Sea Is Well*

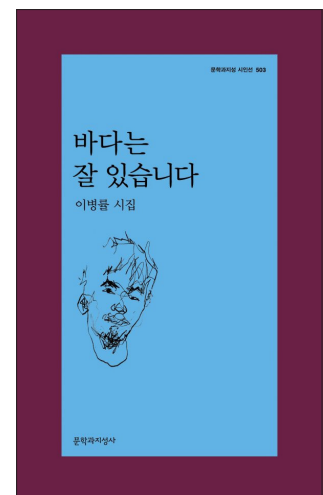
### 1. Publication Details

Title | The Sea Is Well  
Author | Lee Byungryul  
Publisher | Moonji Publishing Co., Ltd.  
Publication Date | 2017-09-20  
ISBN | 9788932030395  
No. of pages | 144

### 2. Book Intro

This is Lee Byungryul’s fifth book of poetry that shakes the boundaries of our minds with deep poems of the inexplicable urgency of life that stares into the abyss of sorrow. It consists of 60 poems written after *Snowman Motel* (2013), which garnered attention through clear, heated moments of awareness that brought about self-reflection and discovery of others while being entirely preoccupied with being alone.

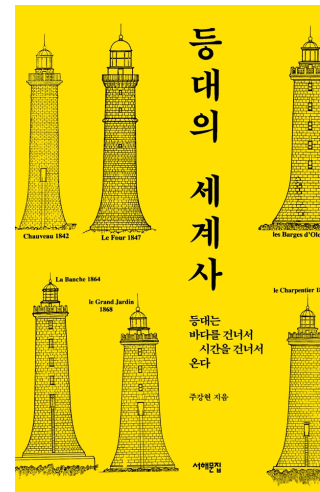
\* [k-book.or.kr/user/books/books\\_view?idx=737](http://k-book.or.kr/user/books/books_view?idx=737)



## World History of Lighthouse

### 1. Publication Details

Title | World History of Lighthouse  
Subtitle | The lighthouse comes across the sea,  
across time.  
Author | Joo Kanghyun  
Publisher | Booksea Publishing Co.  
Publication Date | 2018-06-05  
ISBN | 9788974839369  
No. of pages | 376  
Dimensions | 140 \* 225



### 2. Book Intro

The history of human civilization seen through lighthouses, the most excellent handiwork created by port cities. Lighthouses have been analogous to human destiny since the beginning of the history of voyages, and they have traveled with us across time from the beginning of human civilization to where we are today. The most important purpose of a lighthouse is to protect navigators using light, and the most basic form of a lighthouse is a high vertical structure with a shining light on the top. The purpose and form of lighthouses have remained intact at least for the last 2000 years. Numerous lighthouses have disappeared due to wild waves, wind, and war but human determination toward the sea has been expressed through the ceaseless construction of lighthouses. In addition, one thing that has not been changed is the emotion that lighthouses give us. A road to a lighthouse is a road to an abyss. But, the romance of a lighthouse can be interpreted not only as literary inspiration but also a kind of history of mentality. Included here and there within this book are the world's oldest lighthouse, the most beautiful lighthouse, and the most symbolic lighthouse, including those such as Pharos of Alexandria, the most shining icon of Alexandria; the Tower of Hercules of Spain, which is 1900 years old and still active; the Derby della Lanterna of Italy, which helped fight for supremacy in the Mediterranean; the Hook Lighthouse of Ireland, which has solemnity with its 1200-year history; the Eddystone Lighthouse of England, which heralded the birth of modern lighthouses; the Corduan Lighthouse of France, which transformed the history of lighthouses with the first Fresnel lens rotating system; and the lighthouses of Korea, which reveal the painful history of Japanese colonial rule. Now, we will set out on an exploration trip of the world heritage of lighthouses from the Eurasian Continent to the end of East Asia and hear stories that are hospitable, beautiful, and sometimes even brutal in the history of marine culture.

\* [k-book.or.kr/user/books/books\\_view?idx=112](http://k-book.or.kr/user/books/books_view?idx=112)

## *Sailing the Northeast Asian Sea in the Boat of the Humanities*

### 1. Publication Details

Title | Sailing the Northeast Asian Sea in the Boat of the Humanities

Author | Pukyong National University HK+ business group

Publisher | SANZINI

Publication Date | 2020-05-20

ISBN | 9788965456568

No. of pages | 288

Dimensions | 152 \* 225



### 2. Book Intro

The sea routes in Northeast Asia were pioneered by merchants from the West in an attempt to engage in trade with East Asian countries. The Opium Wars, which signaled the beginning of the modern era in the region, were also the result of trade-related frictions between merchants. Chapter 1 of this book investigates the opening of ports that began the human and cultural networks, as well as the “instances of contact” before that.

Chapter 2 introduces the first intellectuals to utilize these networks in the Northeast Asian seas. Missionaries as mediators between eastern and western civilizations; Sugita Genpaku, who led the development of modern medicine in Japan after adopting rangaku; and students who went to the West to learn about modern studies... This chapter provides everything about the interesting networks that intellectuals had through the modern Northeast Asian seas. It also discusses the unfortunate fact that Western studies failed to blossom in the 17th century Joseon Dynasty due to disinterest among intellectuals, and that the country could have been ushered into the modern era faster if it had not been for the hesitant attitude of Susinsa (Joseon’s diplomatic corps).

Intellectuals were not the only people who used the Northeast Asian sea routes. There were other networks among those who settled in foreign lands, carrying dreams of their own and of their families. Chapter 3 covers diverse episodes related to the diaspora in the region. The story of Korean residents in Japan, in particular, is worth taking a look at as a classic example of the diaspora that happened across the Northeast Asian seas.

People’s exchanges leave behind cultures. Chapter 4 delves into languages, food, and entertainment passed through exchanges in the region. Pork cutlets and bread were brought to Korea from the West through Japan, and the Japanese and Korean languages reveal traces of other countries. As such, the book demonstrates how the human and cultural networks in the Northeast Asian waters is still closely related to

our everyday life.

Chapter 5 offers colorful stories of Shanghai, one of the most vibrant coastal cities in Northeast Asia. As the most dynamic city in the area during modern times, it provided the backdrop to the Opium Wars, the independence army, and martial arts novels and movies. The chapter looks back on the modern history of the region by studying the fatally charming city, where maritime and continental civilizations clashed. It also goes over the geological and historical significance of “islands” such as Hansan-do, Wan-do, and Jeju-do, all of which play an important role in determining maritime boundaries but are easily neglected in studies.

\* [k-book.or.kr/user/books/books\\_view?idx=3875](http://k-book.or.kr/user/books/books_view?idx=3875)

## *A Fish Expert's Amazing Sea Story*

### 1. Publication Details

Title | A Fish Expert's Amazing Sea Story

Author | Jung-gu Myung

Publisher | SANZINI

Publication Date | 2021-03-25

ISBN | 9788965457145

No. of pages | 256

Dimensions | 152 \* 225



### 2. Book Intro

The seas—the place where the species harboring the secrets of proto-Earth live and where the feast of various life phenomena such as the evolution, extinction, and birth of new species is held. The seas of the polar regions, temperate climate regions, and tropical regions are full of diverse marine life, and there the uncharted waters wait for humans to research.

Professor Jung-gu Myung, a recognized fish expert, has traveled seas all around the world encountering diverse species of fish with underwater investigations and has studied the underwater world. The author, who has dedicated his entire life to studying fish, marine ecosystem, and fishery resources, has gathered the stories of his own into a book as he wraps up his research career. He vividly tells stories about the ecology of fish that he has discovered through aquanautics and delivers his philosophy about the sea and life as well as the process of his growth from a marine boy who dreamed about the sea into a marine biologist.

Do fish have good eyesight? Which senses do they have? Is it true that there is a fish that can change its sex? What is the biggest fish? What is the smallest fish in the world? In the first chapter, the fish expert provides mysterious and amazing ecological knowledge about fish. He covers the basic information such as shapes,

sizes, sensing organs, breeding strategies, parasitism, symbiosis, and handling of fish with much expertise. The author claims that the senior member of the Earth is fish. What should human beings that live on the land learn from fish? Humans have been destroying not only the land environment but also the marine ecosystem by encroaching upon it. However, marine life including fish has been keeping the order of the ecosystem for billions of years. In the underwater world there live predators such as sharks and whales and small fishes like anchovies, sardines, and mackerels, forming an ecological balance. The author shows how humans break the food chain under the sea by capturing millions of sharks in order to cook Shark Fin soup and overfishing other marine species and insists that humans learn from fish, how to live a harmonious and moderate life.

\* [k-book.or.kr/user/books/books\\_view?idx=5491](http://k-book.or.kr/user/books/books_view?idx=5491)

## *Ocean Explorers*

### 1. Publication Details

Title | Ocean Explorers

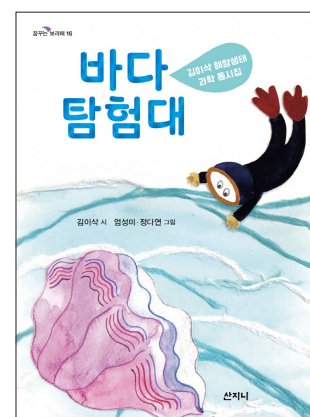
Subtitle | Science Poems for Children by Kim Lee Sak

Author | Kim Leesak, Eom Seong-mi, Jeong Da-yeon

Publisher | SANZINI

Publication Date | 2021-07-15

ISBN | 9788965457374



### 2. Book Intro

*OCEAN EXPLORERS* is the sixteenth book in the “Dreaming Falcon” series, created to make reading fun for children. This book features professional knowledge and scientific information on the living things in the ocean—presented in verse form!

In *OCEAN EXPLORERS*, all sorts of seabirds, crustaceans, fish, and deep-sea dwellers are described using the poetic meter. Fully illustrated to aid the imagination, readers will have no trouble taking in the exotic names of each sea creature. The text is also accompanied by explainers, aiding comprehension of the science poems.

The poet-author uses fun expressions to familiarize the reader with the most unfamiliar creatures and makes the reading experience an enjoyable undersea trip. The book is divided into four sections that creatively describe all sorts of critters. There is a glossary explaining the more difficult scientific nomenclature, and side panels imparting handy bits of extra information. There is also a special

section on mudflats, with photos and information pertaining to this valuable type of marine ecology.

Thus using this professional knowledge and information, the book helps readers learn about the world of the ocean in a fun and easy way.

As the poet–author describes marine ecology in a fun way, they also express their hope for the preservation of the marine environment, as well as their deep affection for it. “People pollute oceans and catch too many fish.” “The living beings of the oceans are being endangered.” Giving voice to the suffering of the ocean, they add that “We must keep our oceans clean so our friends who live in it do not perish.”

*OCEAN EXPLORERS*, which was written in the spirit of desperation and love for our ocean environment, is the poet’s loving gaze towards our oceans as well as a fun way of learning scientific facts about ocean life.

\* [k-book.or.kr/user/books/books\\_view?idx=5683](http://k-book.or.kr/user/books/books_view?idx=5683)

## *Sea Waste that Swallowed the Whale*

### 1. Publication Details

Title | Sea Waste that Swallowed the Whale

Author | Yoo Da-jeong, Lee Kwang Ick

Publisher | Weizmann Books

Publication Date | 2019-09-23

ISBN | 9791187513827

No. of pages | 40

Dimensions | 190 \* 235



### 2. Book Intro

A baby rabbit, who is the main character, meets his new teacher, who is a bear. From the perspective of the baby rabbit, the teacher is as big as a mountain, has a loud and resonant voice, and is strong. The rabbit’s classmates are so self-centered that the baby rabbit often gets into a fight with them. The baby rabbit throws a tantrum every morning, refusing to go to his kindergarten, but gets scolded by his mother. This is a common experience among families with a child who goes to a daycare center or kindergarten.

\* [k-book.or.kr/user/books/books\\_view?idx=4598](http://k-book.or.kr/user/books/books_view?idx=4598)

## *“The Blue” in the Deep Blue Sea*

### 1. Publication Details

Title | “The Blue” in the Deep Blue Sea  
Author | Noh Hee-Joon, Kim Seo Yoon  
Publisher | Jaeum & Moeum Publishing Co., Ltd.  
Publication Date | 2016-04-11  
ISBN | 9788954435857  
No. of pages | 360  
Dimensions | 128 \* 188



### 2. Book Intro

“The Blue” is a submarine that survives a massive nuclear explosion. In it are two males and one female who could be the last members of the human race. The three survivors, Fisher, Celline, and Isaac suspect one of the others is a member of ALICE, a terrorist organization and possibly the cause of the nuclear explosion. Still, they must rely on one another to survive in the deep sea. Despite the dire situation, where nobody knows what the future will hold for mankind, Fisher worries about a deep-sea fish, Lucy. Lucy is the only fish they found in the deep sea. It lives on small pieces of organic matter that reach the deep sea, and it emits light by itself. The fate of “The Blue” is like the fate of Noah’s Ark. Like puzzle pieces created by God, the members of “The Blue” feel at loss and frustrated not to know the big picture of their future. Will their lives end in the submarine? Is there really nowhere to return to? Yet, Fisher believes that the three survivors on the submarine are the healthiest human beings left on earth. He also thinks that the three survivors of the human species have to be protected as much as Lucy has to be protected. Fisher is determined to survive to record the ongoing history of human beings. Fisher, Celline, and Isaac decide to construct a water tank for the future of mankind and their own survival. They manage to breed sea plants and animals, and in so doing, they secure sustainable sources of air, water, and food. Moreover, Fisher thinks a child must be born if the vast history of mankind is to continue. And that, of course, is the duty of young Celline and Isaac. However, no one in “The Blue” knows how their story will end.

\* [k-book.or.kr/user/books/books\\_view?idx=4686](http://k-book.or.kr/user/books/books_view?idx=4686)

## *Manage like a haenyeo*

### 1. Publication Details

Title | Manage like a haenyeo  
Subtitle | 48 management wisdom learned from haenyeo, the manager of the sea  
Author | Kyeongil Jeon  
Publisher | Kindssoft Inc. Da vinchi Books  
Publication Date | 2010-12-30  
ISBN | 9788996305248  
No. of pages | 255  
Dimensions | 145 \* 210



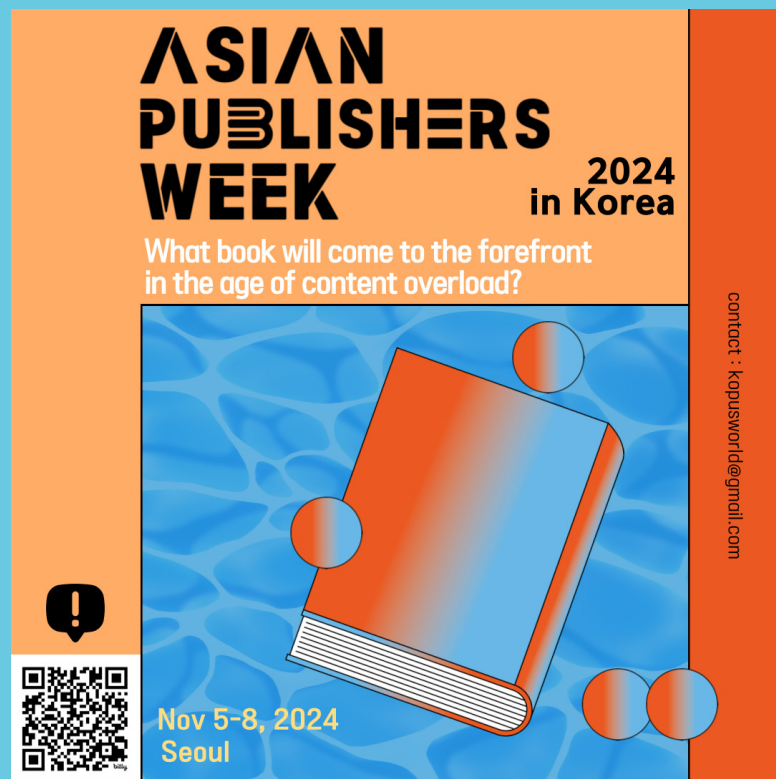
### 2. Book Intro

In the mist of economic crisis, there are things to be learned from 'haenyeo': the immutable principles of management and the outstanding leadership skills! Just like seaweed that never let go of the rock regardless of wave, there are people who firmly hold on to the roots of life. Those who never let any hardship to take away their autonomy! Those who have to endure uncertainty in the open sea everyday! Those who dredge up hope from the sea of life! We call them 'haenyeo,' whom the book takes a careful look on in pursuit of the true 21st century 'sea management.' Let's sail across the vast blue ocean, following our true leaders!

\* [k-book.or.kr/user/books/books\\_view?idx=5988](http://k-book.or.kr/user/books/books_view?idx=5988)

INFO

## Asian Publishers Week 2024 in Seoul!



We invite you to join us for Asian Publishers Week 2024 in Seoul! Asian Publishers Week brings together Asian publishers to discuss the present and future of the publishing industry with special topic of the year.

## 2024 Asian Publishers Week

- Topic: What book will come to the forefront in the age of content overload?
- Schedule: Nov. 5 (Tue), 2024 - Nov. 8 (Fri), 2024 (4 days)
- Venues: Seoul, Korea
- Major Programs
  - Seminars and discussions
  - Talks with Korean publishers
  - Visit to Korea Publishers Society (KOPUS)
  - Visit to Paju Book City and publishing companies
  - Business meetings

For more information about the event and the application form, please follow the link (<https://bit.ly/3WiMQ1b>).

If you have any inquiries, contact the support team at KOPUS.

- Inquiry: [kopusworld@gmail.com](mailto:kopusworld@gmail.com)

\* Asian Publishers Week 2024 is organized by the Korea Publishers Society (KOPUS), the leading publishing organization in Korea, and supported by the Ministry of Culture, Sports and Tourism & The Publication Industry Promotion Agency of Korea (KPIPA).