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# K-Book Trends

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## TOPIC

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## My, Your, and Our - Last Resort

The 2025 Seoul International Book Fair (SIBF) comes to a successful close

Written by Kim Ji-Hye

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“A festival for all book lovers.” The 2025 Seoul International Book Fair (SIBF, <https://sibf.or.kr/en/>) was held for 5 days from June 18 to 22. Marking the 67th anniversary this year, approximately 530 companies (430 Korean and 100 international) from 17 countries participated in the fair, presenting various programs, including themed and special exhibitions, book talks, and seminars. Approximately 150,000 people visited the fair. General tickets were sold out even during the pre-sale period. Following is my visit to the SIBF, which has become even more vibrant with the rise of the so-called “Text Hip” phenomenon.



View outside the 2025 SIBF

### Gathered together by books, resonating with one another

When you reach a dead end, the last resort comes to mind. “When you are struggling or feeling lonely, what is your ‘last resort’?” This was the question posed to readers at this year’s Seoul International Book Fair. The main theme of the 2025 Seoul International Book Fair was “The Last Resort.” Compared to the themes of recent years (“Houyhnhnm” (2024), “NONHUMAN” (2023), “One Small Step” (2022), “斷續 punctuation” (2021), and “XYZ: entanglement” (2020)), this year’s theme felt relatively straightforward and approachable. Maybe that’s why I could hear people saying, “I booked my ticket because I liked the theme,” here and there.



Themed exhibition

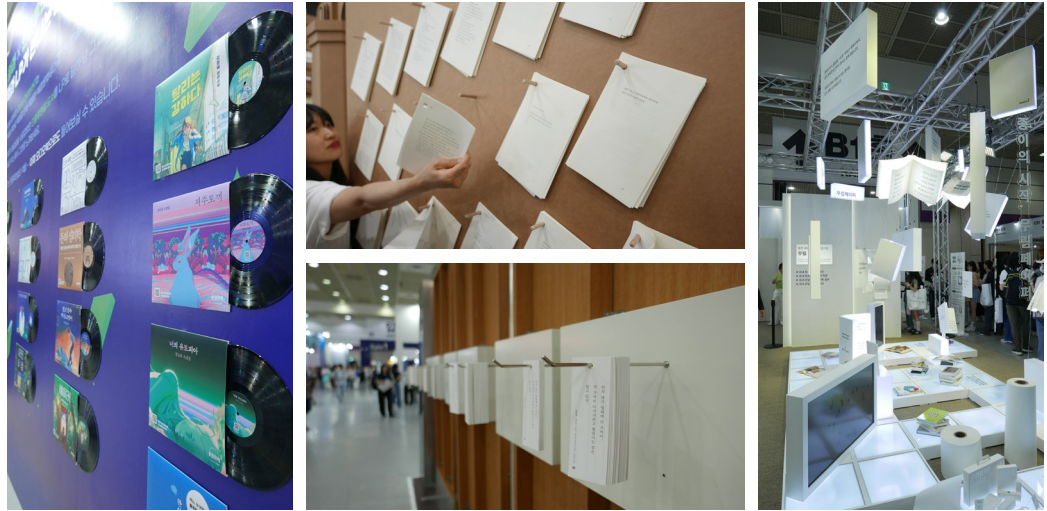
The venue featured a themed exhibition area where visitors could leave traces of their thoughts. In the experience area, there were notes asking visitors to “plant your seeds in a place where you meet each other’s ‘last resort.’” Visitors carefully stacked their handwritten notes in the exhibition space, leaving traces of resonance. Among these were messages such as, “I believe in the seed of ‘me’ that my mother and father planted - good seeds planted by good people,” and “Always have a loving heart, no matter what.” The “blind bookshelf,” filled with books recommended by readers, was busy with people looking for “the last resort.” It was natural to empathize with the message that a precious

phrase cherished in one's heart can be a great source of strength to protect oneself.

### Envisioning the future and possibilities of books together, transcending boundaries

SIBF attracts a diverse range of participants, including publishing companies, bookstores representing the Korean publishing industry, audiobook and other book-related service providers, independent publishers and bookstores, public institutions, associations, paper manufacturers, distributors, and small retailers. The exhibition hall A of this event was dominated by medium and large-sized publishers and bookstores which featured booths highlighting their brand identities, similar to previous years. Each company's booth aimed to evoke an analog-style aesthetic while innovatively renewing their brand images and actively promoting them. Some even attempted collaborations with the food industry or unveiled various merchandise to offer fresh experiences.

The Book Village exhibition, which brought together independent publishers and art book publishers (producers) that demonstrated the diversity of Korean publications, was located in Hall B-1. This space drew attention to the future and diversity in the publishing industry, with a total of 61 participants taking part in the exhibition.



Various booth designs emphasizing their unique characteristics and identities



“Book Village” exhibition

In spaces such as the Book Salon, Readers Hall, and Speakers Lounge, various lectures and seminars were held, including “Meet the Author,” “Book Talk,” “SIBF Book Lecture,” “Science Seminar,” and “Publishing Seminar.” Although most seats were fully booked in advance, the space was open, allowing more attendees than expected to spend time with the speakers. Some programs including “The Closest Time to You, Poetry Reading (Speaker: Do Jong-Hwan, Ahn Do-Hyun, Park Sung-Woo),” “When AI Writes Thousands of Novels a Day (Speaker: Chang Kang-Myoung),” “Park Chan-wook’s Literary Anchors (Speaker: Park Chan-Wook),” “Names We Don’t Want to Forget (Speaker: Kim Keum-Hee, Park Jeong-Min),” “The Seeds of Kim Jang-Ha (Speaker: Kim Joo-Wan, Kim Hyun-Ji, Moon Hyung-Bae, Lee Jun-Ho, Jung Gyeong-Soon)” were particularly crowded with visitors, indicating people’s high interest in related fields and social issues.



Book talks joined by writers Shim Bo-Seon, and Kang Hwa-Gil and Park Seo-Lyeon

## Four books chosen as the “Best Books of Korea”

SIBF hosts a contest called “Best Book of Korea (BBK)” to discover Korean books that exhibit originality, aesthetic beauty, and uniqueness, and introduce them to readers in Korea and abroad. The contest categories are: Best Book Design in Korea (BBDK), Best Book for Children in Korea (BBCK), Best Book of Pleasure in Korea (BBPK), and Best Book of Wisdom in Korea (BBWK). Over 40 books selected through this process were displayed in a special exhibition space during the event period.



Award ceremony of the 2025 Best Book of Korea

On the opening day of the fair, an award ceremony was held to announce the winners in each category. Four books were

honored with the award: *Mountain 239* (OIMU), *The Man Obsessed with Flowers* (Borim Press), *The Witch Went to the Forest* (Goble), and *Dasan's Diary* (Gimm-Young Publishers, Inc.). Former President Moon Jae-In and former First Lady Kim Jung-Sook attended the ceremony as award presenters.



Winners of the Best Book of Korea (*Mountain 239*; *The Man Obsessed With Flowers*; *The Witch Went to the Forest*; *Dasan's Diary*)



Books showcased under the title, "Sweet but Sours" (*Hold your Nights Unseen* (Hubble); *Bright Guts In My Pocket* (Pinned); *Mo Story 2* (Atnoon Books); *Thirty Hints* (Hankyoreh Publishing); *One, Two, Three – Blow!* (EunHaengNaMu Publishing Co.); *Cooking for Life* (KL Republic); *The Future of Our Work* (Memento Publishing Co.); *Welcome to the Community* (DOLGORAE BOOKS); *Exquisitely Melancholic Self-Consciousness* (MAUMSANCHAEEK); *Para-Dise* (Yeonrip-seoga))

Meanwhile, *The Last Resort*, a limited edition, and a total of 10 books were unveiled for the first time under the title “Sweet but Sours” during the fair. Book talks and bookmark programs by participating authors were also held at the venue.

### With Taiwan as the Guest of Honor (GoH), works of notable authors were showcased

The SIBF traces its origins back to the “Education Expo Book Exhibition” held in 1947. The first full-scale book fair, known as the National Book Exhibition, began in 1954. Since 1995, it has expanded its international presence, growing into a festival for the exchange of books and culture, as well as a hub for diplomacy and trade. Along with the growth of Korean culture, arts, and academics, it has established itself as a world-renowned book fair. Along with the Seoul International Book Fair, it operates the Korean Pavilion at international book fairs and hosts Guest of Honor events, providing a venue for exchange in Seoul with the rest of the world and introducing Korean books and culture to global audiences. Every year, it invites a Guest of Honor to Seoul, providing a platform for Korean readers to interact directly with overseas authors at the book fair.

Taiwan was the Guest of Honor (GoH) at the 2025 Seoul International Book Fair. The theme of this year’s Guest of

Honor Pavilion was “Taiwan Sensibility (臺灣感性),” which refers to the “taste of culture and the temperature of emotions” created by Taiwan’s unique historical background and cultural foundations.



The Guest of Honor Pavilion prepared by the Taiwanese publishing industry

The exhibition covered six cultural areas: literature, lifestyle, painting and visual arts, land and travel, fasting and entertainment, and historical empathy. A total of 84 publishers showcased over 500 carefully selected books, highlighting their rich creative capabilities and translation and publishing achievements in the Korean language. The event featured a diverse selection of works, from masterpieces by veteran Taiwanese authors to works by

young authors, engaging Korean readers in dialogue on topics such as women, new immigrants, LGBTQ+, social class, and national languages.

The Taiwan Creative Content Agency (TAICCA, <https://en.taicca.tw/>), a Taiwanese cultural content agency, invited representative Taiwanese authors who have been introduced in Korea for a joint exhibition. Works by a total of 23 “notable authors,” including 14 writers Annpo Huang, Chen Xue, Freddy Fu-Jui Tang, Joanne Deng, Ka-Siông Tiunn, Kevin Chen, Maniniwei, Ping Lu, Syaman Rapongan, Wu Ming-Yi, Wu Xiaole, Xerses, Xiao Xiang Shen, and Yang Shuang-Zi, 6 picture book writer-illustrators Bei Lynn, Chen Pei-Hsiu, Hsiao-chi Chang, Huang Yi-Wen, Lin Lian-En, and Meng-Yun Chiang, and 3 cartoonists Pam Pam Liu, PONY, and Zhou JianXin.

During the event, a total of 62 programs, including lectures and workshops by authors from Guest of Honor, were held at the Guest of Honor Pavilion, such as “Seeing Human Rights Through Children’s Books,” “Beyond Boundaries: Becoming Global Citizens,” and “Footprints in the Heart: The Connection Between People and Pets as Seen in Comics.” Visitors could also learn about recent developments in the Taiwanese publishing industry, such as the Grant for Publication of Taiwanese Works in Translation (GPT) project and plans for the 2026 Taipei International Book Exhibition.

## May it grow into a cultural forest that we breathe and nurture together

“In life, we cannot avoid hardships and crises. We are constantly faced with emotional turmoil, economic hardship, political chaos, human-made disasters, and natural disasters. Overcoming difficulties and growing through the process brings achievement and joy to individuals and societies. We believe that the individual and collective efforts of those who struggle through this process are all valuable. We respect and support those efforts.” - 2025 SIBF planner’s note

As I left the exhibition hall after wrapping up my coverage, I reflected once again on the theme of this year’s SIBF. Observing how people from different generations had gathered under a single theme, I couldn’t help but think that this might hold the key to resolving much of the social conflict we face today. The various demands surrounding the fair could also be addressed in the same manner. As everyone agrees, the value of the fair lies in its role as a “cultural forest cultivated over the years by those who love books.” I hope that more people will open their hearts and listen to the voices calling for us to set aside fundamental and essential debates for the time being and prepare for the future together. We who have gathered here are each other’s

pillars of support, long-time companions united by books. I anticipate that the experiences and knowledge gained through solidarity will accumulate and serve as fertilizer for creating a better world in the future.

**SPECIAL PROJECT**

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[New Ways of Walking Through Cities ⑦]

# The Most Remote Place Travelers Dream Of: Antarctica

Written by Jeong Hwan-Jeong

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If you love traveling, you must have imagined yourself slowly making your way to Antarctica. No matter where you start from, it will be a long journey, but that is why there is no other place that stimulates curiosity as much as Antarctica. Antarctica is a unique and special place unlike any other. It is a much harsher environment for sustaining life than the Arctic, which is also a polar region. That is probably why so many people have ventured toward the barren South Pole. As a place that ignites the imagination and spirit of adventure, creative works set in Antarctica are all extraordinary. Characters who awaken something unknown or experience mysterious phenomena beyond understanding appear in these works. Readers readily

accept such settings simply because the story is set in Antarctica. This, too, is a testament to the power of the Antarctic as a location. In Korea, the publication of books on Antarctica has been steadily increasing since the Antarctic Experience Team was formed in 2018 to commemorate the 30th anniversary of the establishment of the King Sejong Station. There is now a noticeable shift in perception, with Antarctica being viewed not simply as “the most distant place,” but as a place where one can find one’s “true self.” Here are some books that reflect this change.



### Because pure desire needs no reason

It is impossible to visit every place you want to go. Sometimes, the circumstances necessary to reach your destination are not favorable, and sometimes, you need to have a clear purpose

for your visit. This is especially true when traveling to a foreign country that requires a visa. As you fill out the visa application form, stating your purpose of visit and promising to engage only in activities related to that purpose, you cannot help but feel a sense of tension. Depending on the destination, you may even have to undergo a face-to-face interview. During this complex process, the author of *Just Antarctica* (Jiseoyeon), who participated in a medical staff recruitment interview for Antarctica as a doctor, explained it this way.



*Just Antarctica*

When there is no other word than “just, no reason” to express my honest feelings and trivial motivations, and when I have no choice but to describe the conclusion I have reached after deep consideration as so, I hope that others will understand the depth and meaning contained in that word. During the interview for medical staff recruitment, the interviewer asked me

what my motivation was for applying to the station. Believing in the power of sincerity that emerges in important moments, I answered the interviewer with the most honest attitude I had ever had in my life.

“I just thought I’d go and see.”

- from *Just Antarctica*

Only the interviewer would know how much this answer influenced the author’s decision to go to Antarctica. The author, who traveled to Antarctica twice for a total of 300 days, including the wintering period, and approximately 60 days to pioneer the K-Route, observed and enjoyed the diverse aspects of Antarctica as a medical team member. Even though it was a critical turning point in his career as a doctor, he spent precious time in Antarctica that he would never get back, simply because he felt like it. Antarctica is a place that is so complex and multifaceted that it is difficult to explain in detail, and therefore, the simplest answer is often the most sincere reason. It will be very interesting to see what the author experienced and thought about in such a place.

### **What is the force that drives us?**

The more isolated the area, the more important it is to satisfy basic needs. That is why the meals served to soldiers in the navy, who spend long periods of time on ships and submarines, are

much more abundant than those served to other soldiers. For this reason, the meals served at the King Sejong Station are always exquisite. The author of *If It's Fun, Then It's Enough* (Imagination Publishing) did not have a long career in cooking to boast about. He developed an interest in cooking after reading the cooking manga *Sikgaek* (Gimm-Young Publishers) in middle school, and after leaving the military, he took a year off from school to study Korean and Chinese cuisine, as well as pastry making, which had nothing to do with his major in economics. Then, at an event where he met a famous chef whom he had always admired, he revealed his ambition that “someday, I want to help children who have become refugees due to war by teaching them how to cook.” This connection led to him gaining six months of actual experience in a kitchen. With such a colorful career, his decision to head to Antarctica seems only natural. How did Antarctica appear to this passionate assistant chef?



*If It's Fun, Then It's Enough*

It is not easy to be considerate of others in uncomfortable and stressful situations. However, here in Antarctica, there are so many people armed with understanding and consideration. For example, while moving supplies outside the base, we found ourselves short-handed and had to make an announcement asking for help. Even though we said we only needed three or four people, more than ten crew members, including those in their 50s, eagerly stepped forward to help. They would all be tired from their own work, and even though there were many people younger and healthier than themselves, they did not hesitate to take the lead in helping others. I thought that if society were made up of only people like this, it would be a good place to live. I felt that this place was the closest thing to utopia.

- from *If It's Fun, Then It's Enough*

Born in 1996, the author was in his mid-20s when he was dispatched to Antarctica. Even for him, at the height of his curiosity and energy, preparing meals for dozens of people three times a day was an extremely arduous task. Despite the circumstances, he spent about half a year in Antarctica, forming unforgettable relationships with a diverse group of people. The story about that time takes up about the first third of the book. The remaining parts of the book explain why the author had no choice but to go to Antarctica and that he will one day live a life

even more unique than Antarctica. Of course, he is not lacking in a sense of reality. He describes himself as a “safety-first person who always wears a seatbelt, except on city buses.” That’s why this book is even more interesting.

### The meaning of seeing, feeling, and recording Antarctica



*My Polar Diary*

The uniqueness of Antarctica can only be experienced in Antarctica. That is why so many people admire it. Among them are a considerable number of creators. For them, unfamiliarity serves as inspiration, prompting them to create entirely new works. This is why writer Kim Keum-Hee, beloved by many readers for novels such as *Kyungae’s Mind* (Changbi Publishers) and *The Great Greenhouse Repair Report* (Changbi Publishers), also attempted to travel to Antarctica through various channels. Each time, however, she was repeatedly rejected. Nevertheless, she finally made it to

Antarctica as a special reporter for *The Hankyoreh*. From February 2024, she spent a month at the King Sejong Station, observing nature and humanity, and wrote *My Polar Diary* (Hankyoreh Publishing Company). As a novelist and a “non-penguin human.”

It shone like thousands of carats of diamonds, sharp and dazzling, but it was not a gemstone—it was Antarctic ice that even the summer sun could not melt. I lay on my stomach, staring at the transparent ice that covered the entire continent, unable to look away. A quote from a book came to mind: “The awe we feel before nature is not so much about nature itself as it is about the desire to express the infinite within us.” The black-brown soil beneath, which shone like a gem, pierced something deep within me. I felt an urgent desire to write something, even though I didn’t know what I wanted to express.

- from *My Polar Diary*

The author forms relationships with various people living in a place where humans cannot normally survive, sharing their feelings and experiences, while also gaining a closer understanding of Antarctica through their assistance. She experiences new things not through books and writing, but through the sea, ice, land, and animals. That is how the “first record of a Korean novelist’s stay in Antarctica” came to be. In a land where scientists have an

unspoken agreement to leave no trace, the author left behind her unique, warm, yet strong spirit. That is why readers of this book cannot help but feel even greater admiration for Antarctica.



Antarctica is often referred to as the last uncharted continent for humanity. While it is coveted by many, no one can claim ownership of it. This is because it is protected by the Antarctic Treaty, which was signed in 1959 and took effect in 1961, stating that “no territorial claims can be permanently recognized.” With the advancement of transportation and communication technology, accessibility to Antarctica has increased dramatically compared to the past. Thirty countries have established bases in Antarctica and are conducting various research activities. Tourist packages that cruise around Antarctica are also actively being promoted. It may be more attractive than any other place simply

because it has harsher conditions than any other place.

A place that can never be reached alone; a space where one must rely on others; an extreme environment where one cannot survive without trust in others. That is why Antarctica is a place that makes humans more human. The reason we dream of Antarctica yet wish it to remain an eternal unknown land is undoubtedly because it is a place where the preciousness and necessity of those around us become more evident than anywhere else.

## EXPORT CASE

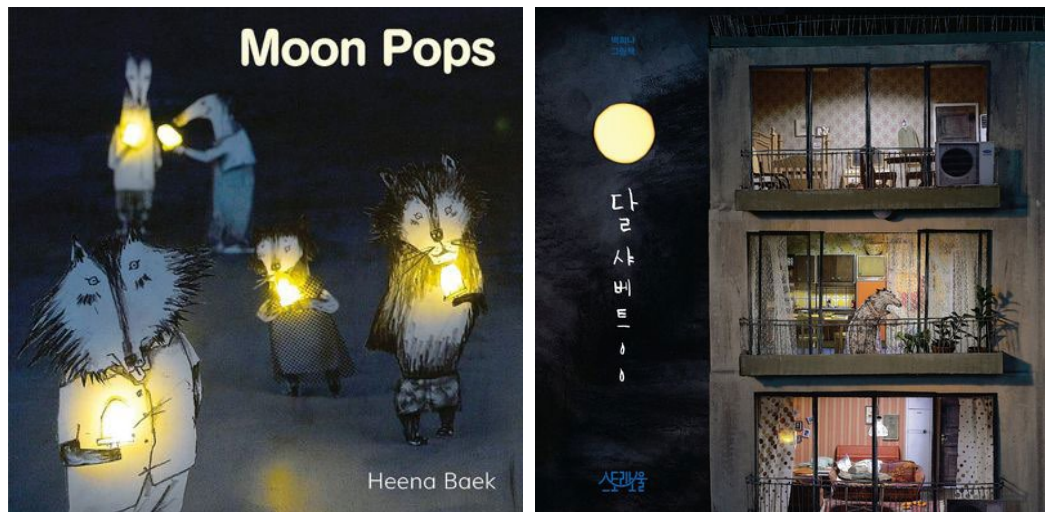
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## Translating *Moon Pops* and the Rise of Universal Korean Picture Books

Written by Jieun Kiaer (Translator, Author, and Educator)

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When I first encountered Baek Hee-na's *Moon Pops* (Storybowl), I didn't think of it as a "Korean" picture book in the narrow sense. Rather, I felt I had been given a small, poetic universe that could speak to anyone—child or adult, regardless of where they live or what language they speak. The idea of the moon melting on a hot summer night and being scooped into popsicles by a kind grandmother is not only magical—it's universally human. It captures longing, generosity, and wonder in a way that needs no cultural translation. And this, I believe, is the quiet power of today's best Korean picture books: they carry the ability to transcend boundaries without ever flattening their identity.



English and Korean covers of *Moon Pops*

As a Professor of Korean Linguistics at the University of Oxford, I have spent much of my career thinking about how language carries emotion, culture, and imagination. I teach literary and audiovisual translation, and serve as series editor of *Routledge Studies in East Asian Translation*, a platform for exploring the evolving nature of global translation. My textbook, *The Routledge Course in Korean Translation*, is now considered core reading for students and researchers working in Korean translation studies. Beyond academia, I write as a poet and novelist. My poetry collection, *Have You Had Your Rice* (Cultura), explores how food and language nourish our emotional and cultural lives. My novel, *Seoul Mothers* (Hello Korean), examines maternal identity in contemporary Korean society. I'm currently working on a series of children's stories set in South Korea. While grounded in Korean culture, these stories reach across borders to connect with children everywhere.

When I was invited to translate *Moon Pops* for Owlkids Books,

I approached it not as a cultural intermediary, but as a literary listener. Baek Hee-na's storytelling style is poetic, spare, and visual. It unfolds through rhythm, silence, and mood rather than exposition or dialogue. My task was not to explain Korea, but to preserve the ethereal tone and gentle pace of the original—to ensure that English readers could experience the story in the same way Korean readers do.

While working on the translation, I often shared drafts with my daughters. Their responses—spontaneous and heartfelt—reassured me that the story didn't need heavy adaptation. What it needed was space and sensitivity. It confirmed something I've always believed: when crafted with care, picture books speak directly to the emotional imagination of children—across languages and cultures.

Publishers like Owlkids were drawn to Moon Pops not because it was Korean, but because it offered something rare and valuable. The book stands out for its narrative restraint, surreal charm, and emotional clarity. In 2024, I also translated *You Are a Little Seed* (Bear Books Inc.), published by Charlesbridge. It, too, uses metaphor and lyrical simplicity to communicate across age and language.



English and Korean covers of *You Are a Little Seed*

Some Korean picture books, like *Moon Pops*, explore universal themes—imagination, care, wonder—that resonate effortlessly across borders. Others are richly steeped in Korean cultural contexts, featuring idioms, traditions, foods, or historical references. Both approaches are valuable. Korean picture books are emotionally expansive and thematically bold. Many centre on intergenerational solidarity—grandparents and grandchildren, elders and youth—offering stories of mutual care that feel especially urgent and healing in today’s world. In a global literary landscape that is increasingly diverse, voices like these are not just welcome—they are needed.

Korean picture books often offer a distinct emotional texture compared to their Western counterparts. They may feature quieter tones, slower pacing, and more space for interpretation. Some include surreal humour or sudden moments of tenderness. They reflect a broader emotional spectrum that children appreciate deeply. Rather than seeing cultural specificity as a

hurdle, I find that it sparks curiosity. Readers may not know everything about the setting or references—but they feel invited in. The reception of *Moon Pops* in North America has been very positive. Teachers and librarians praise its gentle originality; children are captivated by its dreamlike quality. The book demonstrates that stories don't need to be loud or didactic to be powerful. They just need to be sincere.

Despite the success of individual titles, systemic challenges remain. In the UK, for example, it's still surprisingly difficult to access Korean picture books in translation. Distribution networks are underdeveloped, online platforms are inconsistent, and physical bookstores rarely carry them without special order.

This limits the visibility of Korean books and authors—even when their work is already beloved abroad. What is needed now is not only good translation, but also effective marketing, stronger international rights partnerships, and strategic support for publishers and bookstores. These efforts will be vital to ensuring that Korean picture books become a regular part of children's reading lives.

## ONE-LINER QUOTES

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# Conditions for Timeless Books

Korean book critic's pick

Written by Lee Kwon-Woo (Book critic)

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Lee Kwon-Woo is a book critic who has devoted himself to reading the vast number of books published to date and selecting those that hold value for our society to share, spreading the knowledge of these books far and wide. His books include *Master of Book Reading: Homo Bookers* (Odos Books), *Writing Class Beginning From Reading Books* (Hankyoreh Publishing Company), *Reading of Discovery* (Odos Books).

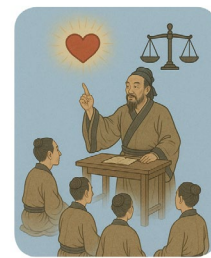
Having made reading books my profession, I look back and realize that I have read countless books. Although my major was literature, my interests leaned toward the humanities, and I also developed an interest in science, in line with the trends of the time. Most of the books I read were translations, but I also encountered some notable works by Korean authors. I was always delighted to read books by authors who could

write about profound topics in a way that was accessible to the general public. One day, I began to wonder randomly what characteristics long-lasting humanities books share. I considered various possibilities, but ultimately concluded that they are books that help readers gain a profound understanding of classics.



*Mencius, the Politics of Mind*

Bae Byung-Sam, Sakyejul Publishing



The discovery of the mind! Mencius's contribution to philosophy lies in revealing the relationship between politics and the mind.

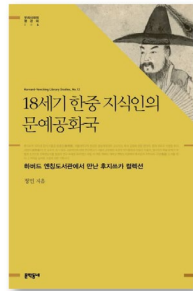
The book that played a decisive role in shaping this idea was *Mencius, the Politics of Mind* (Sakyejul Publishing) by Professor Bae Byung-Sam. This book is a complete translation of Mencius with commentary on the entire text. One might question the appropriateness of giving it such high praise, as it is simply a translation of a classic text, and as there are already many complete translations of Mencius available. However, Bae Byung-Sam's translation is different. It is based on a deep understanding of Mencius' philosophy. In the previously published book, *What is Confucianism to Us?* (Greenreview Publishing), it was argued that the core of Mencius' philosophy is that *yeomin* (與民; meaning that the ruler not only cares for the people, but also shares their joys and sorrows), *samgang* (三綱; three important

moral precepts in Confucian ethics), and *oryun* (五倫; five basic principles to observe in human relationships) are different, and that unconditional obedience is not true filial piety. Because he provides an overview of Mencius as a whole from this perspective, the book differs from existing translations and offers a much deeper commentary.

In particular, it is noteworthy that he placed Mencius's philosophical contribution in the discovery of the "mind." As Mencius is commonly known as the proponent of the dynastic circle (易姓革命; *yeokseonghyeokmyung*; a theory justifying the changing of dynasties), one might expect more radical statements to follow when the title of political science is attached. However, for the dynastic circle to work, people need to understand that everyone is born with a good heart, which is what we call *sungsun* (性善; innate goodness). The king needs to build on and expand (擴充; *hwakchung*) this heart, and lay the foundation for people to have a stable livelihood (恒產; *hangsan*) and a righteous heart (恒心; *hangshim*) through wise leadership. If the king neglects this responsibility, only then does the dynastic circle gain moral legitimacy. The idea that a good heart is our nature resonates with modern evolutionary psychology's discussion of the instinct for empathy, making it an intriguing concept.

Furthermore, Bae Byung-Sam clearly stressed that Mencius inherited Confucius's ideology and developed the idea while in a tense relationship with Mozi, with whom he had ideological conflicts. Reading Mencius in the context of the history of

philosophy opens up new horizons of understanding, as this book reveals.



*The Literary Republic of 18th-Century  
Korean and Chinese Intellectuals*

정민, 문학동네



Encounters led to more encounters,  
and friendships birthed more friendships.  
This momentum continued unabated through  
the latter half of the 19th century,  
spreading through various human networks.

The 18th century was a special time because it marked a global cultural renaissance. Joseon was no exception. This was the era of King Yeongjo and King Jeongjo, a time when brilliant figures such as Hong Dae-Yong, Lee Deok-Mu, Park Je-Ga, Park Ji-Won, and Jeong Yak-Yong were making their mark. Professor Jung Min is someone who has drawn attention to Joseon intellectuals of this period and achieved remarkable results. Among his many books, the most interesting and suspenseful one I have read is *The Literary Republic of 18th-Century Korean and Chinese Intellectuals* (Munhakdongne Publishing).

Given the author's exceptional writing skills, it is easy to understand why this book is interesting, but what does it mean to say that it makes you feel tense? This book describes the author's search for the collection of Chikashi Fujitsuka, who was a professor at Gyeongseong Imperial University, at the Harvard-Yenching Library, the exchange of knowledge between Korean

and Chinese intellectuals that he learned about in the process, and his discovery that “*Yeonpyeongchoryeonguimodo* (연평초령의 모도; Zheng Chenggong’s Childhood Portrait),” which is believed to have been painted by Park Je-Ga, is actually not his work, and the story of Park Ji-Won, who became a best-selling author in Northeast Asia with his book *The Jehol Diary* (열하일기). In fact, Professor Jung Min wrote this article while at Harvard University, and the excitement he felt in discovering and confirming new facts each time is fully reflected in the text, making it impossible to read without feeling a sense of tension.

Some authors produce many works, while others produce only a few. But, one thing is certain: in the end, only one book remains. Enduring the test of time and public taste, and being consistently read, is such a difficult task. These two authors will probably also have only one of their many books remembered and read. I don’t know what they themselves may think, but I expect that these books will survive, be read for generations to come, and be consistently evaluated as achievements in the humanities.

**KNOWLEDGE**

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## From Upcoming New Releases to Sales Statistics

### The Korea Publishing Information System: Powering Korea's Publishing Infrastructure

Written by Choi Youn-Hee (Assistant manager in the Publication Data System Management Department at KPIPA)

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What is the first place readers, bookstores, and libraries should look if they want to know about new releases coming out next month or the most popular bestsellers these days? Vice versa, what is the first thing a publisher that is about to release a new book should do if they want to publicize the book in advance to readers, bookstores, and libraries, and use the feedback to decide on the number of copies to publish or develop a marketing plan? The answer is to visit the Korea Publishing Information System (<https://bnk.kpipa.or.kr/>).

The Korea Publishing Information System is a publishing distribution platform that supports all processes from book production to distribution and sales. Since its launch in September 2021 by the Korea Publication Industry Promotion

Agency (KPIPA), it has been dedicated to facilitating the exchange of book-related information and networking among all those involved in the book industry, including writers, producers, sellers, and readers.

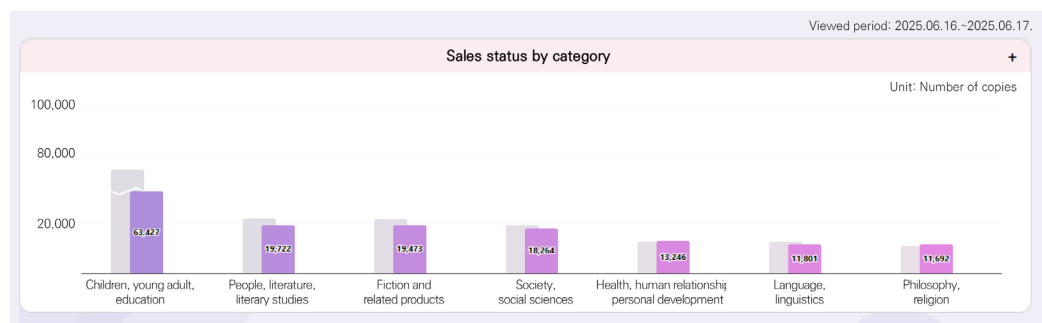
### **A platform for all those who write, produce, sell, and read books**

Before examining how readers, bookstores, libraries, and publishers can maximize their use of the Korea Publishing Information System, it's worth taking a brief look at how the System originated. When discussing the inception of the System, people often mention the bankruptcy of Songin Bookstore in 2017. At the time, the bankruptcy of Songin Bookstore, the second-largest wholesaler in Korea, had a significant impact on publishers, who were unable to track the distribution channels of books. This incident highlighted the need for a more advanced system for managing book production and distribution. Developed in response to this need, the Korea Publishing Information System currently collects sales data from major bookstores (Kyobo Book Centre, YES 24, Aladin, Youngpoong Bookstore, and 279 regional bookstores as of June 2025), as well as the inventory quantities held by wholesalers (Woongjin Booxen, Korean Publishers Cooperative) and the inventory copies of certain regional bookstores (limited to bookstores that have agreed to provide data).

However, if we examine the Korea Publishing Information

System more closely, we can see that it not only reflects the desire for advanced distribution management, but also the aspiration and blueprint for a better publishing industry structure and culture in Korea.

### Publication statistics available on the main page of the Korea Publishing Information System – Sales status by category



### Envisioning a better publishing industry structure and culture

The Korea Publishing Information System not only provides inventory and sales data, but also offers various statistics, collects metadata on books, and provides this information to various institutions that require book information, such as distributors.

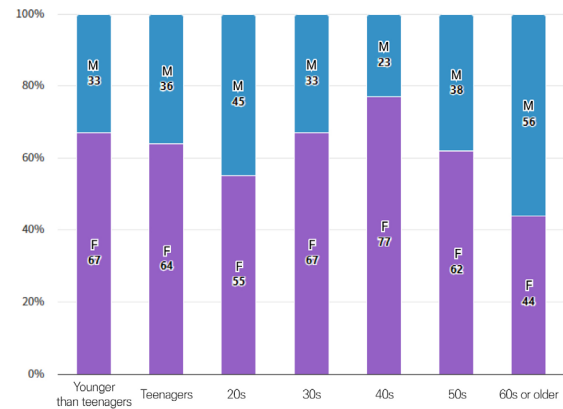
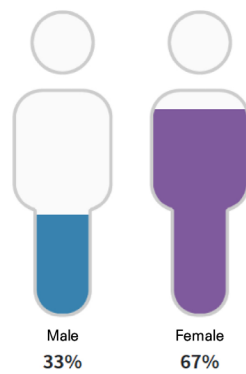
I would like to briefly share my experience as an editor and loyal reader who strived in this endeavor. The reason why I had no choice but to struggle was, of course, because I was a member of the publishing industry, which had never experienced prosperity since the founding of Korea. Even so, the working system was too inertial, there were few ways to promote new releases, and before long, they became “old books” that were no longer

mentioned by people and could not be promoted anymore.

Once the editor is done editing and printing the book like crazy to meet the publisher's "publication schedule," the person in charge writes a "press release" with all kinds of info about the book, and a few days later, when the book with all the finishing touches and binding is ready, they send it out to media outlets and distributors along with the press release. So, except for so-called "flagship books," in many cases, those "few days" are almost the only time to meet with bookstore MDs and decide on marketing directions. Part of the reason why newspaper reviews are said to have lost their power is probably due to the structure of being required to write an article within a few days to a week or two after receiving a book. When I visited the New York office of *Publishers Weekly*, I learned that American publishers create mock-up copies several months before publication and distribute them to reviewers in order to receive in-depth reviews and use them for promotion. I thought this was like a system from a dream.

The Korea Publishing Information System was designed with these aspirations in mind. Of course, it will have to work well, which I will discuss later.

## Statistics about readers provided by the Korea Publishing Information System (as of May 2025)



\* Based on the sales data from Aladin and YES 24

### Promotion of books for publishers, discovery of books for readers

Korean publishers that make good use of the Korea Publishing Information System utilize the system in the following manner. Publishers enter information (metadata) about books well in advance of publication. By simply pressing the “send” button once on the System, publishers can transmit and manage book information without having to send individual emails to each distributor. As the metadata of books is developed to automatically match the distributor’s system, distributors can reduce the effort required to register book information and focus on other services. Later, when additional press releases are requested by media outlets or bookstores, they can log into the system and send the book information by email.

On the Korea Publishing Information System, books with input metadata are continuously displayed; in particular,

books scheduled for publication are promoted in a separate corner and then re-exposed in the new release corner after the publication date. This book information can be referenced by various bookstores and libraries for ordering or adding to their collection lists. Specifically, the Korea Publishing Information System publishes a “200 Books of the Month” list every month for local bookstores to reference, and also provides MARC data used for library cataloging, as well as book lists sorted by subject, sales volume, and check-out rankings. As a result, the number of institutions, bookstores, and libraries utilizing computer networks through API transmission continues to grow.

#### Top 10 titles from the “200 Books of the Month” for May 2025

Rank	Title	Author	Publisher
1	<i>It's Ultimately People That Makes It Happen</i>	Lee Jae-Myung	Ohmybook
2	<i>The Reading of Youth</i>	Rhyu Si-Min	Woongjin Jisik House
3	<i>Light and Thread</i>	Han Kang	Moonji Publishing
4	<i>A Life, Once</i>	Kim Young-Ha	Bokbokseoga Publishing
5	<i>Common Siblings 19</i>	Hunhan Nammae	Mirae-N (I-Seum)
6	<i>Human Acts</i>	Han Kang	Changbi Publishers
7	<i>Contradictions</i> (hard cover)	Yang Gwi-Ja	Write Publishing Co.
8	<i>Beneficent Conservatives, Righteous Progressives</i>	Choi Kang-Wook, Choi Kang-Hyeok	Hankyoreh Publishing Company
9	<i>Torrent</i>	Jung Dae-Geon	Minumsa Publishing
10	<i>The Buddha's Voice Reinterpreted in Modern Words</i>	Ryunosuke Koike	Forest Books

## Beyond boundaries and time: the Korea Publishing Information System as a connecting bridge

The utilization and public awareness of the Korea Publishing Information System are steadily increasing thanks to various functional improvements and promotions. However, in order to collect and provide meaningful statistics on the publishing industry and share public resources such as book information with various stakeholders in the publishing industry, its utilization must be further enhanced in the future.

At the academic seminar commemorating the 80th anniversary of the National Library of Korea in May, Wayne Graham, CIO of the Council on Library and Information Resources (CLIR), emphasized in his presentation titled “Beyond Boundaries and Time: Metadata as a Connecting Bridge” that we must first and foremost build and utilize metadata properly in order to discover books and share knowledge regardless of region or era. This is not simply a matter of efficiency and practicality, but rather a “duty” of those who deal with knowledge and those who live in this era “first.”

This is where the true significance of the Korea Publishing Information System lies. So, I hope those within the boundaries will build this bridge well. I also hope that those beyond the boundaries will use metadata as a bridge to connect to the Korea Publishing Information System. With this, I look forward to the day when the gem-like books created through our connections and struggles will continue to be discovered by others.

## KOREAN PUBLISHERS

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### Willbooks Publishing Co.

Books That Quietly Draw Readers In



The logo of Willbooks Publishing Co.

How many kinds of pleasure can be gained from books? The joy of reading and learning are the most fundamental pleasures that books offer. However, today's readers expect something more engaging and thought-provoking from books. While books retain their value as a medium to convey knowledge and information, an increasing number of readers now seek books that are not only informative but also aesthetically appealing as objects in

their own right. Willbooks Publishing is a publishing house that not only responds to this trend but leads it.

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

Hello, it's good to meet you all! The name "Willbooks" is derived from the English word "will," a charming future tense word that also means "willpower." It expresses the idea that books have "future" and the "will" that reading books today will change the future. Since 2004, it has been a general publishing company that publishes books in various fields such as humanities, non-fiction, science, art, business, self-help, and children's books. It has produced over 500 books so far and currently publishes about 50 titles a year.

Established in 2004, Willbooks Publishing has published a wide variety of books under the motto, "Willbooks Publishing makes the books that we need right now." The phrase "the books that we need right now" is particularly eye-catching. We are curious to know what Willbooks' criteria are for determining which books are necessary for us.

"What books will our readers want to read six months from now?" "What will people be particularly interested in exactly one year from now?" Willbooks Publishing strives to be a

publishing company that is just “half a step” ahead in creating books. Discovering and fulfilling the intellectual curiosity, emotional needs, and social thirst that readers themselves may not even be aware of—creating such welcoming books is the goal of Willbooks Publishing. We believe that books that readers willingly accept also contain the power to be passed down as classics. When planning a book, we only decide to publish it when we can provide a concrete and convincing answer to the question, “What kind of reader will willingly pick up and read this book, and in what situation? What are the honest reasons and feelings behind that?”

From IT to art, Korean temple cuisine to the Pope’s autobiography, Willbooks Publishing covers a wide spectrum. What is the secret to consistently publishing books of such high quality across such a diverse range of topics?

We believe that one of Willbooks Publishing’s strengths is that all of our members approach books on various topics and subjects without bias, in accordance with the planning principles described above. Even if a new social trend is unfamiliar, we make sure not to overlook it, studying it thoroughly. We also carefully review notable individuals and issues that are consistently mentioned. We have a separate planning team (Strategic Planning Team) that specializes in discovering books suitable for the Korean market, with extensive experience

observing numerous successes, failures, and rediscovery cases in the global publishing market over the years. This experience and discernment are particularly what make us strong.

You have a high proportion of translated books. It is also interesting that there is a section on your website introducing translators. Could you tell us about Willbooks Publishing's criteria for selecting, translating, and editing foreign books?

This follows on from the previous answer. There are many times when we cannot find answers to the curiosities and thirst for knowledge of Korean readers within Korea. It is much more common to take a step forward into the wider world, throw out new ideas, develop important stories, and reveal meaningful results. It is the strength and mission of Willbooks Publishing as a publishing company to ensure that Korean readers do not miss out on this valuable information.

We do, of course, publish many books written by Korean authors. However, because we extensively review books from various continents, we are widely recognized as a publisher that translates and introduces a wide range of foreign books. We maintain an open mindset when screening books for publication, particularly those that offer unique perspectives or intriguing stories that can only be provided by authors or books outside the Korean-language sphere. We also carefully review and prioritize the positive feedback from local readers where the original works

were published.

We consider it our important mission to secure outstanding translators and make books that Korean readers can read smoothly. If necessary, we also request editorial adjustments from authors or original copyright holders to help Korean readers understand the book, even if such adjustments are not present in the original text. Although this might seem like a hassle, we are grateful that most authors understand that it is an effort to reach more readers, and we often receive positive responses and assistance.

*The Willbooks Classics series is also interesting. This is especially true for collections such as Girl Classics, Horror Classics, Fantasy Classics, and First Love Classics. What inspired this project, and how do readers respond?*

We are delighted that you have taken an interest in Willbooks Publishing's esteemed *Willbooks Classics* series. This series presents world-renowned classic novels with modern translations that reflect current trends, along with stylish covers and timely keywords. Even as the world around us continues to change, the emotion evoked by outstanding literary works remains special. The words and actions of protagonists born centuries ago still resonate deeply with us today.

Among them, the first *Willbooks Classics* collection, *Girl Classics*, consists of *Little Women*, *Anne of Green Gables*, *Heidi*, and A

*Little Princess*, which have influenced countless female readers in Korea since their childhood. These masterpieces, which brilliantly showcase the individuality of female authors and protagonists, have been newly translated using words and styles that are more vivid, modern, and socially sensitive, overcoming the limitations of past Korean translations. This is because translations from 30 to 40 years ago reflected the limitations of Korean society at the time, which had much more severe gender discrimination, racism, and class discrimination than today. Each volume was translated by talented female translators who had a deep understanding of this intention. Many readers commented that even though they had read the book before, the fresh translation from Willbooks Publishing made it feel like reading a new novel, and it resonated with them much more deeply. The cover illustration and design by Anna Bond of the American design brand Rifle Paper Co. were also a major part of its popularity.



*Little Women; Anne of Green Gables; Heidi; A Little Princess*

Since then, more intriguing collections were added to the *Willbooks Classics* series, such as the *Fantasy Collection*, consisting of *Le Avventure di Pinocchio: Storia di un Burattino*, *The Wonderful Wizard of Oz*, and *Peter Pan*, the *First Love Collection*, which is a collection of novels about first love, as well as the *Horror Collection* and *Flame Collection*, which compile global masterpieces born from anxiety and suffering. From 2025 onwards, we plan to showcase the *Brontë Collection*, a collection of works by the three sisters Charlotte, Emily, and Anne Brontë, for the first time in Korea.



오즈의 마법사 | 아미앵 드랭크/베를 서클 | 김유리 옮김



피노키오 | 카를로 콜로디 지음 | 김재우 옮김



피터 팬 | 제임스 베스/메이 지음 | 최재희 옮김

*Le Avventure di Pinocchio: Storia di un Burattino; The Wonderful Wizard of Oz; Peter Pan*

Would you please introduce some of Willbooks Publishing's Korean books that stand out among the many foreign books?

We would like to introduce three titles that will be particularly interesting to international readers.

*If You Write Like That, No One Will Read It* is a guide that shares

real-world examples of UX writing by a current UX writer who has been working at LINE, a globally popular messenger app, for over 10 years. It explains the practical aspects and professional know-how of UX writing, a job that manages all online and offline service and brand texts, in an easy-to-understand and witty way. What makes this guide unique is its detailed insight into the world of UX writing, which has become an indispensable concept and profession in the IT industry. It also offers a wealth of effective tips that can be applied to marketing and copywriting outside the IT industry.

The music essay, *Blue is the Color of G-string*, is a collection of essays by a pianist and opera coach who performs on the world stage, sharing his unique way of appreciating carefully selected classical and jazz masterpieces. The title, “Blue is the Color of G-string,” is derived from the author’s expression that when he hears the note “G,” he feels a “blue light.” Written in a style that is both sensory and relatable, this book serves as an introductory art guide that can be comfortably read in any cultural context.

Children’s book, *First Grade, Here We Come!: How to be the Ultimate 1st Grader*, is a school life guide for children who have just entered elementary school. It is fun and entertaining, making it a book that all first graders and their parents will enjoy. Topics such as going to and coming home from school, using the school restroom, and making friends—issues that any child can relate to—are covered in a cartoon diary format filled with humor and practical tips, making it a helpful guide for

young elementary school children in other countries as well. The book is also packed with practical, friendly, and uplifting tips gathered from the real-life experiences of current teachers. It has recently signed a copyright agreement with Taiwan.



*If You Write Like That, No One Will Read It; Blue is the Color of G-string; First Grade, Here We Come!: How to be the Ultimate 1st Grader*

*Jeong Kwan Snim: My Food*, a book by Buddhist nun Jeong Kwan, known as the “chef of chefs around the world,” is very popular. The book boasts a team of experts, including author Jeong Kwan, writer Hoo Nam Seelmann, translator Yang Hye-Young, and photographer Véronique Hoegger. We would like to know more about the story behind the book, from its planning and production, to its marketing after publication.

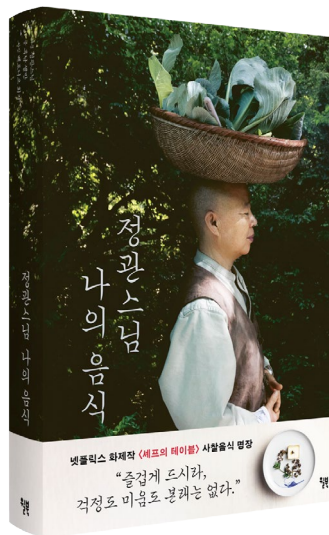
Jeong Kwan *snim* (or *seunim*, meaning Buddhist monk/nun), who is widely recognized as a master of Korean temple cuisine, is a cook with remarkable skill and charm. While continuing

the deep and unique traditions of temple cuisine and presenting a variety of creative ideas, she declares, “I am not a chef, but a practitioner,” which succinctly expresses many things about her. Ironically and interestingly, this book was first produced by Echtzeit, an art book publisher in Switzerland, rather than in Korea. This is because Jeong Kwan *snim* never intended to “fix” her flexible and free recipes as books and texts. That is why she has always rejected numerous offers from Korean publishers to publish her recipes. However, when Hoo Nam Seelmann, a veteran journalist who had built a genuine friendship with her (she is also a woman who immigrated from Korea to Germany in the 1970s), suggested creating a book for German readers unfamiliar with temple food, she accepted, thinking, “If it’s something like that, maybe it’s okay.”

Swiss photographer Véronique Hoegger joined this memorable project, and finally, a beautiful book titled *Jeongkwon Snim* was born. This book caught the attention of our planners at Willbooks Publishing, and the publication of Jeong Kwan *snim*’s book in Korean, which many had been waiting for, was finally realized. *Jeong Kwan Snim: My Food*, which could be considered a reimprint, has additional content added to *Jeongkwon Snim*. She revised and added content to suit Korean readers with some knowledge of temple food. While reflecting her belief that “recipes are not something fixed,” she skillfully explained her unique principles for creative cooking in the book.

Translator Yang Hye-Young also contributed to the book with

her eloquent sentences. Thanks to the dedication of Willbooks Publishing’s planners, editors, designers, and marketers, who all worked tirelessly to publish and promote this valuable book, it has been very well received by Korean readers. This recent valuable publication was made possible by a combination of coincidence, connection, and commitment.



*Jeong Kwan Snim: My Food*

It seems that Willbooks Publishing’s books all share a unique image as “Willbooks books.” There are also many readers who prefer that image. Please tell us what you consider important in book design.

We pursue a sophisticated yet comfortable design that does not feel burdensome to pick up, so that even readers seeing it for the first time can feel that “this is my book.” This is the power of Willbooks’ designers, who have a deep understanding of the book’s concept. Another characteristic of Willbooks Publishing’s

design is that it incorporates elements of humor and wit in just the right places.

Merchandise that enhances the joy of reading must also be part of Willbooks Publishing's identity. What is the process of planning and producing such merchandise?

We don't always create merchandise as gifts for readers with every book, but when we do, we believe it's essential to understand the hearts of our fans and readers. In the case of art books, we consider what form would be most appreciated by fans of the work and come up with gifts with practicality in mind. Well-made merchandise can generate explosive sales and buzz in a short period of time. For *Jeong Kwan Snim: My Food*, we made postcards featuring beautiful food photos and recipes, and they were very well received.

When making merchandise based on these ideas, it is essential to communicate and consult with the copyright holder. That is why we pay special attention to obtaining the copyright holder's consent. In addition, we strive to avoid producing merchandise that will end up as trash due to the use of materials or designs that contribute to environmental pollution.

Could you also tell us about Willbooks Publishing's efforts to reach more readers?

Willbooks Publishing is a company that aggressively markets and promotes each and every one of its publications, both online and offline. We have passionate marketers on our team, and our editors not only edit books but also plan the entire marketing strategy with effective promotion in mind from the planning stage. We imagine what our readers will be like from the planning stage and find several suitable people in Korea who can best promote the book to those readers and contact them in advance. Even before the book editing process reaches its final stages, the company actively executes various plans using its own Social Media channels (such as YouTube, Instagram, and X(Twitter)), including content marketing, coordinating events with bookstores, and arranging reader reviews.

We also do our best in designing books and promotional materials. For example, *Tokyo Hotel Sketch* (東京ホテル図鑑), a popular book in which the author, an architect, drew watercolor-style sketches of actual measurements of wonderful hotels she stayed at, is very beautiful in itself, with the architect's delicate brush strokes and penmanship intact. The Korean edition published by Willbooks Publishing aimed to preserve the retro handcrafted text design as much as possible. We carefully selected the most suitable Korean font from numerous options and adjusted each one meticulously to ensure that the design

feels almost identical to the original book when compared side by side. Author Kei Endo (遠藤慧), who is known for her strict standards, was also satisfied with the design of the main text, and even posted about the detailed introduction page of the book, which was created by Willbooks and posted in bookstores, on her Instagram account, saying, “It’s really beautiful.” Thanks to all these efforts, the book continues to be loved even long after its publication, spreading through word of mouth.

Willbooks Publishing pays close attention to every detail, from the design and copy of promotional materials to media advertising tailored to the latest trends. We do our best to ensure that all of our publications receive the love they deserve.



Japanese and Korean editions of *Tokyo Hotel Sketch*

We will continue to support Willbooks Publishing, a company that offers a diverse range of entertainment through books. Please tell us about your plans for new titles or future goals.

As a publisher known for its strength in foreign books, Willbooks Publishing is preparing to publish translations of several books that have attracted worldwide attention. Another goal is to increase the number of original Korean titles, adult books, and children's books with unique ideas and solid content.

In July, *I Deliver Parcels in Beijing*, an essay that has already sold over 1 million copies in China and become a bestseller, will be published. It has already been signed for publication in 35 countries, including the US. It is a heartfelt book filled with the candid reflections and profound thoughts of a delivery worker. Another highly anticipated work is Henry A. Kissinger's last book, *Genesis*, which offers insights into the future of AI society. Building on his previous work, *The Age of AI*, this book delves into even sharper and important topics.

In the children's book category, we are preparing exciting books that have never been seen before, such as *Miyo's Mystical Classics Bookstore* series, which consists of *Chunhyangjeon*, *Pakssiyeon*, and *The Nine Cloud Dream*, adapted from classic Korean novels into webtoon-style comics. We look forward to your continued support and happy encounters!



*I Deliver Parcels in Beijing; The Age of AI*

## KOREAN AUTHORS

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### Poet Seo Hyo-In

A poet who delves into the wellspring of resilience and deep emotion

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People are adapting to the era of network-based videos with astonishing speed as if they've been living in it for years. These days, it's rare to find someone who reads a letter or piece of writing with deep emotional engagement. Because of this, some believe that writing, and poetry in particular, is losing its value. Yet poetry still endures. That's because there are poets who believe it remains one of the most powerful ways to express human emotions and desires; as long as those emotions and desires exist, so too will poetry.



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

Hello, everyone. I'm poet Seo Hyo-In. It's an honor to be doing this interview, and it's good to meet you all.

You began your career as a poet in 2006. While in this era where videos and narratives comprise the mainstream, what do you think are the meaning and charms of poetry and literature as a poet?

It's a tough question to begin with. To be honest, I think I enjoy Social Media or watch video content with my smart phone more than I read books related to poetry or literature, even thinking, "Oh, I shouldn't be like this." I think it's how things are in society today. Enjoying poetry or literature at ease is quite difficult. However, I believe that people who often read books, such as

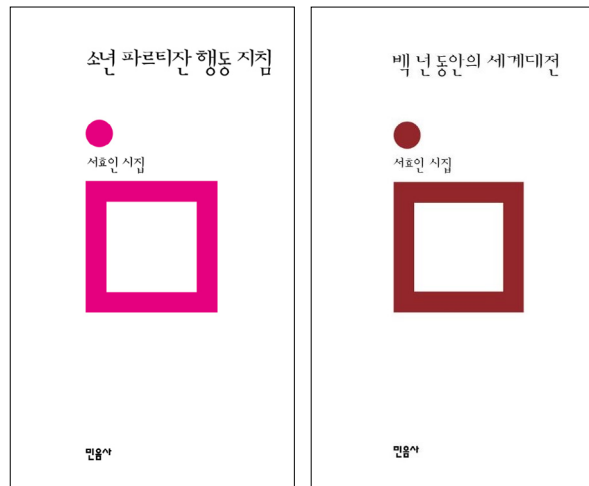
poetry, novels, and other humanities, can maintain their own opinions and regulate the level at which they accept various content. I think of it as mental stamina.

Your first poetry collection, *Code of Conduct for Young Partisans* (Minumsa Publishing), and your second poetry collection, *100 Years of World War* (Minumsa Publishing), depict people leading intense yet miserable, shabby yet tenacious lives. How did the world appear to you at that time? Please tell us whether you still maintain that perspective today, or if it has changed in any way.

The two poetry collections are my early works. It will be 20 years since their publication next year. I wrote them in my late twenties, so I think they are a direct expression of my youth. You could say that I was in a state of anger because I was right and everything else was absurd. However, as time passed, I felt that perspective coming back to me. Then, the questions changed to, “How am I living? What am I? Am I living well?” It’s similar to the growth of life. I observe others, care about others, get angry at others, and then that anger boomerangs back at me. When the emotions I directed at others return to me, they turn into shame or reflection. The topics and attitude in the poems seem to have changed in that way.

So, when I look at the poems I wrote in the past, I sometimes get a strange feeling, like, “Did I really write this?” But, some things haven’t changed. I enjoy the sparks that ignite when I collide

with reality. Even if my perspective changes, I think the things that stand out in my relationship with society and other people have more value. I think in Korea, they call that realism.



*Code of Conduct for Young Partisans; 100 Years of World War*

You were once nicknamed “rascal” for the two poetry collections mentioned above, but after *Welcome, My Daughter (Nanda)*, you became known as a “good father.” I wonder if you realized that you had changed while writing about your daughter with Down syndrome.

My life changed before and after the birth of my first child. Before the child was born, I didn't think I would stray from an average life, and if I did, I thought it would be because of my own will. For example, choosing to write poetry instead of getting a job would be such a case. I thought that even after the child was born, my life as a father would be lived according to my own will. Then the child was born with Down syndrome. It had nothing to do with my will. Because of an unknown chromosomal

abnormality, my world completely collapsed. I found myself in a situation where I had to follow an unavoidable fate. In Asia, especially in Korea, there is still prejudice against disabilities. Many people think it's a big deal. So, I also had the thought, "My life is in trouble. Why did this happen?"

*Welcome, My Daughter* is a book about breaking free from such thoughts and overcoming them. It is also a reflection on my regret for not celebrating the birth of my child due to the negative thoughts I had when I first met her. I think my early poetry was simple and lacked depth. However, becoming the father of a socially marginalized child made my writing more multidimensional than before. I became aware of irony. The irony of life is an event and an existence that has had a great influence on my literature and my life.

It is well known that you are not only fond of your daughter, but also have a deep love for baseball. Your prose collection, *It's All Because of Baseball* (Dasan Contents Group), is proof of that. There might be countless reasons, but please share with us three reasons why you are drawn to baseball.

I was under tremendous stress last week because of several unbelievable losses, but I still came up with three reasons why I enjoy watching baseball.

The first reason is because of my hometown. I was born in Gwangju, where the Gwangju Uprising, a major event in modern

history, took place. Many people were sacrificed by the military at that time. The following year, professional baseball came into being, and the baseball team based in the region achieved good results. I think that helped comfort and heal the pain of the people in the region at that time. During my childhood, I often went to the baseball stadium with my grandfather, who was a baseball fan, and I still remember the atmosphere there vividly. It was very different from the one at baseball stadiums today. The gloomy mood, the intense games—those elements have already become part of me. So, even when the game is frustratingly bad, I go through the painful process of watching every single moment without missing a thing.

Second, baseball itself has its own appeal. Baseball games can go on for over three hours, and most of that time is spent waiting. Unlike soccer, basketball, or volleyball, the time the ball is actually on the move is very short. In particular, the time it takes for the pitcher to throw the ball to the catcher can be quite long. That's why it's easy to watch while thinking about other things. The third reason is that, as with all sports, you start to like certain players. When I was young, I liked Lee Jong-Beom, and now I am a fan of Kim Do-Young. I like to wait for that player's at-bat or play while watching the game.



*Welcome, My Daughter; It's All Because of Baseball*

Although you are a poet, you have also published various prose collections, such as *Anyways*, *Inkigayo* (Right Season Publishing House), *Picture Book Life* (Dal Publishers), and *Neighbors and Poems* (Achimdal Books). Are there any differences in your perspective, emotions, or breathing as a writer when writing poetry or prose?

For prose, I tend to have a clear idea of the whole piece before I start writing. I decide on the content, theme, and mood, and then proceed accordingly. On the other hand, I start writing poetry with a more open mind. That's why poetry is much shorter than prose, but it takes much longer to write.

When I receive requests from media outlets, I can somehow manage to write prose by the deadline. Once I make up my mind to start writing, I can finish it no matter how long it takes. On the other hand, starting a poem is extremely difficult. It is so painful that it makes me feel anxious. Even after writing poetry for nearly 20 years, when I see the blinking cursor, I feel afraid that

I might not be able to finish it, or that I don't know how to start, or that I might be a failed poet. So, while I can somehow finish prose, there are quite a few times when I can't finish poetry. I fail a lot, too.



*Anyways, Inkigayo; Picture Book Life; Neighbors and Poems*

You are currently co-running Anonbooks with Lee Jung-Mi. We assume you established the publishing company because you wanted to create your own books. Can you tell us about the meaning behind the name Anonbooks and the characteristics of the books you have published?

We both left large literature publishing companies and started our own company as partners. Typically, large publishing companies operate with experts in each field—planning, marketing, editing, production, and management—working together. When I was working as an editor, I had a strong desire

to directly oversee every stage of a book's production and grow alongside the author. So, I decided to take the plunge and start my own business while I was still young, and now it's been five years. We strive every day to build closer relationships with authors, pay more attention to each book, and put in the effort to connect more deeply with readers. Ultimately, we aim to bridge the gap between authors, readers, and publishers.

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

<https://www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1188&page=2&code=interview&category=65>



As an author and the head of a publishing company, are you working on any new books?

I expect my sixth poetry collection to be published sometime next year. I am also working on a picture book for children,

which may be released as early as this year. I find it meaningful to connect with people who have emotional depth through my writing. I am very satisfied with my career as a writer.

The publishing company is also consistently releasing more than one book per month. We prepared novels and essays for the Seoul International Book Fair (SIBF) last month as well.

Lastly, please share any personal goals or wishes you may have beyond literature and books.

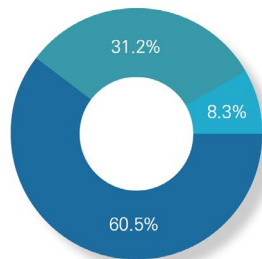
My personal goal this year is to find peace, but there are many difficulties not only in Korea but also around the world. Although it is not something I can do anything about, I hope to start solving small problems within our community one by one. In the process, I dare to hope that my writing or the books published by our publishing company can make even a small contribution.

\* [Click here to watch the interview on YouTube](https://youtu.be/xaNYX41ZxjU)  
<https://youtu.be/xaNYX41ZxjU>

## IMAGE OF K-BOOK

## Icons of Seoul: Namsan and the N Seoul Tower

Q. Which building is iconic of Seoul?



**No. 1**  
N Seoul  
Tower

60.5%



**No. 2**  
Gyeongbokgung  
Palace

31.2%



**No. 3**  
Lotte World  
Tower

8.3%

Seoul, the capital of South Korea, is a dynamic city where skyscrapers, ancient palaces, and the Han River coexist harmoniously. However, amid its bustling urban landscape, there is a place that symbolically embodies Seoul's identity: Namsan and the N Seoul Tower atop it. Namsan is a mountain located in the heart of Seoul, standing at approximately 262 meters above sea level. It has long been cherished by Seoul citizens as a place of relaxation and a green oasis within the city. Its well-maintained walking and hiking trails make it a popular spot not only for locals but also for many foreign tourists. The natural scenery, which changes with the seasons, offers a sense of leisure

and peacefulness that is difficult to experience in the busy urban world.



N Seoul Tower, the representative landmark of Seoul

Atop Namsan stands the N Seoul Tower, one of Seoul's most iconic landmarks. Originally built in 1969 as a broadcasting tower, it has since become a popular tourist attraction offering panoramic views of Seoul. From the observation deck at 480 meters above sea level, visitors can take in the entire cityscape of Seoul, and on clear days, even the mountain ranges of Gyeonggi Province. Especially at night, the dazzling lights enhance the beauty, making it one of the best spots to enjoy Seoul's nighttime view. Also, one of the most popular spots at N Seoul Tower is the "Love Lock" area. Many couples come here to hang locks on the railing as a symbol of their love, creating a romantic atmosphere. This scene is often featured in dramas and movies, making it

a familiar sight for many foreigners visiting Korea. Namsan and N Seoul Tower are more than just tourist attractions; they are symbolic places where nature and the city, tradition and modernity coexist, offering a glimpse into the diversity and depth of Korean culture. For foreigners visiting Seoul for the first time, this is a must-visit destination.

The book we would like to introduce in this issue is *Welcome to Hotel Namsan!* (Words of Tree), a picture book that invites readers to view Namsan, the center of Seoul, from a unique and fresh perspective. The story begins with the ingenious idea that Namsan transforms into a “hotel for animals” for one day. Only once a year, when a large pine cone falls and opens up “Hotel Namsan,” Namsan, which was once crowded with people, becomes a haven for animals. On that day, even the N Seoul Tower, the octagonal pavilion, and the cable car become playgrounds for animals!



*Welcome to Hotel Namsan!*

Author Kim Yeo-Jin unfolds the story from the question, “What if there were signs for animals?” leaving a new impression on readers by prompting them to take another look at urban spaces, which they usually view from a human-centered perspective, from the perspective of animals. Illustrator Orosi also expressively depicts this imaginary space in a more appealing way with gorgeous, dreamlike colors reminiscent of nightscapes. As an architecture major, the illustrator demonstrates a unique sense of spatial interpretation. Reading this book makes one reflect on the relationship between nature and humans. How much are we aware of the countless animals living in the city? We may think of Namsan as “a space for people,” but in reality, there are living beings there as well. This book imagines their daily lives and questions the meaning of coexistence.

What would a space where humans and animals can live happily together look like? Upon closing the book, the familiar scenery of Namsan comes into view in a new light. The sunlight filtering through the trees, the quiet walking paths, and the N Seoul Tower sparkling with lights at night make you wonder if there might actually be a hotel for animals somewhere down there. Just imagining it fills your heart with warmth. For everyone living in a city, this book is like a “small invitation” to pause and look around. It reminds us of the value of living in harmony with nature, and the coexistence and consideration that bloom within it. For those who love Namsan and everyone interested in nature within the city, *Welcome to Hotel Namsan!* is a picture book I highly recommend.

## LET'S TRY

# An Invitation to the Cozy and Adorable World of Crochet

### Event

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

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

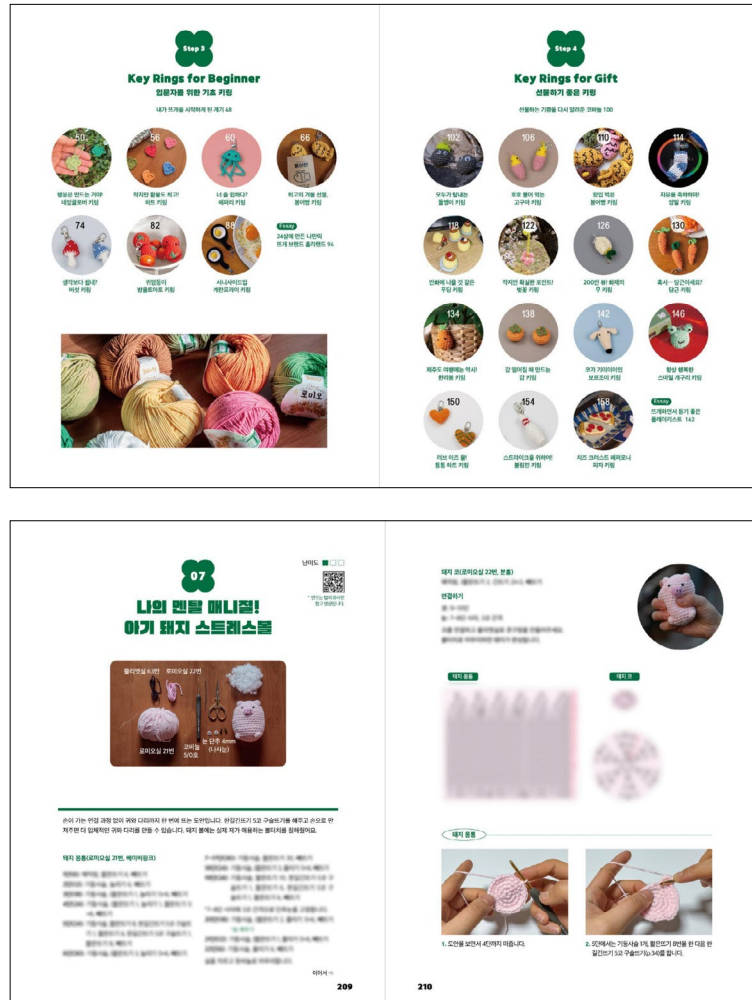
Simply click on the link below and make an entry to the event! Let's Try!

### *Holly's Crochet Keyrings*

- Written by Holly, Published by VITABOOKS



Are you a crochet beginner? Don't Worry!  
 Try making a cute keyring for yourself,  
 by following this perfectly organized book!



The book, *Holly's Crochet Keyrings*, introduced in this issue, is a beginner's guide to crocheting that provides a clear answer to the question, "How can I enjoy and continue crocheting?" It is more than just a simple pattern book; it is a practical "hobby guide" filled with patterns that are easy for beginners to understand and follow, as well as ideas for practical items that

add a sense of sentiment to everyday life. When you first start crocheting, you may wonder, “Isn’t the pattern too difficult?”, “Where can I get the materials?”, and “I want to make something that is both pretty and useful.” This book introduces 36 designs - 22 keyrings and 14 accessories - sorted by difficulty level, allowing readers to choose items they want to make and enjoy crocheting over a long period of time.

The greatest feature of this book is its beginner-friendly explanations written at a level that is easy for beginners to understand. Including descriptive, pictorial, and photographic designs, even those who found understanding designs difficult can easily follow along. For techniques that might be confusing, QR codes linking to videos are provided, encouraging readers to develop their skills on their own. Another appealing feature of this book is the cute and sentimental keyring designs. From basic items like hearts and four-leaf clovers to more imaginative ones like fish-shaped pastries, pizzas, and jellyfish, you can find a variety of designs in this book. One more thing that makes this book extra special is that it’s not just a bunch of patterns, but also is filled with Holly’s heartfelt essays. Stories about her attic studio, her experiences preparing for flea markets, and the playlists she listens to while crocheting—the author’s real-life experiences of creating a rhythm in her life through her hobby gently touch the hearts of readers.

For those who want to add warmth to their lives with a small, cozy hobby, take a step into the world of crochet with *Holly’s*

*Crochet Keyrings*. This book is filled with the fun of making something by following a guide, the joy of creating your own work, and the sentimentality you discover in your daily life!

[Go To Article](#)

<https://www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1627&code=knowledge&category=67>

## I READ

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### *Counsel Culture* by Kim Hye-jin

Written by Rebecca Mendoza (Reader of *K-Book Trends*)

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

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

*Counsel Culture* (Minumsa Publishing) by Kim Hye-jin, translated by Jamie Chang, is a contemporary Korean novel that unfolds as a quiet, healing narrative. With themes that explore cancel culture, mental health, public shaming, and the arduous path to emotional recovery, this book offers a reflective and tender glimpse into the life of someone trying to rebuild herself after a societal fall.



English and Korean covers of *Counsel Culture*

The story centers on Haesoo, a therapist who becomes the subject of public judgment after making an insensitive remark about a person who later takes their own life. Haunted by guilt and socially ostracized, Haesoo withdraws from the world — until a chance encounter in her neighborhood slowly changes her path.

She meets Sei, a quiet, observant 10-year-old girl who lives with her father and adores stray cats. Under a ginkgo tree, they begin spending time together — bonding over cats like Turnip and Kami, who, in their own way, become companions in the healing process. As the story unfolds, both Haesoo and Sei find a quiet redemption through each other, without ever needing to share the full weight of their pasts.

I loved the reflective narration of this novel, especially the letters Haesoo writes — some unsent, others possibly delivered. These letters are not dramatic confessions but deeply personal, vulnerable attempts to express emotions that words often fail to

capture aloud. Each one becomes a private form of therapy — a way for Haesoo to reach out to her former self and to those she's hurt or been hurt by.

The ginkgo tree is a beautiful recurring symbol. It's where Haesoo and Sei meet, where they begin to bond over the cats, and where healing quietly takes root. Later, Haesoo learns that what appeared to be a single tree was actually two — a metaphor for the layers of identity, unseen support, and the resilience of life itself. Just like the ginkgo sheds its golden leaves to survive another season, Haesoo must also let go of the world's judgment to rediscover who she truly is.

I also appreciated the role of the cats. To Haesoo and Sei, Turnip and Kami are more than animals — they are emotional lifelines. Through their presence, the characters find unconditional affection, comfort, and calm.

“Sei becomes a bridge — between Haesoo and the world she's turned away from. She represents a future not yet tainted, and a reminder that care and connection don't always demand explanations. Like the ginkgo tree and the letters, Sei arrives quietly, but changes everything.”

And finally, I loved Haesoo and Sei's quiet bond. There is no need for backstory or big conversations. They simply click — two gentle souls brought together by stray cats and silent understanding.

Part of me wanted to know more about Sei's backstory, but I also understand the author's choice to focus on Haesoo's perspective. Perhaps this reflects Haesoo slowly learning to trust herself again — as a therapist and as someone who might help others, like Sei, begin their own healing.

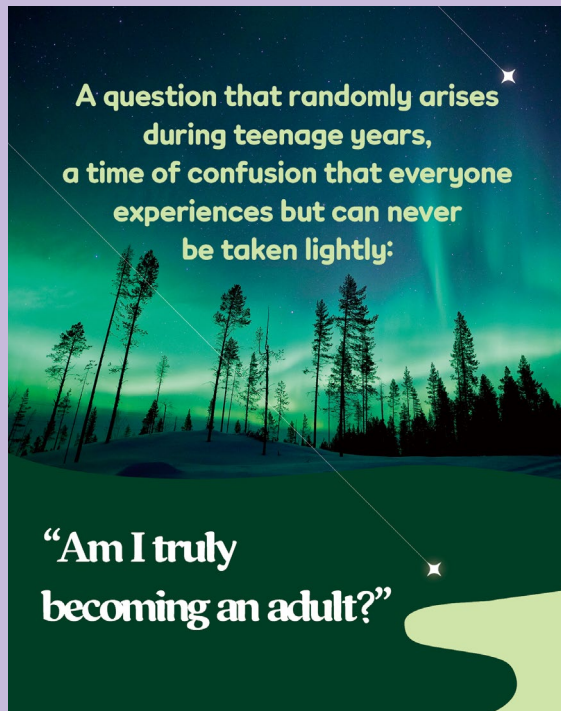
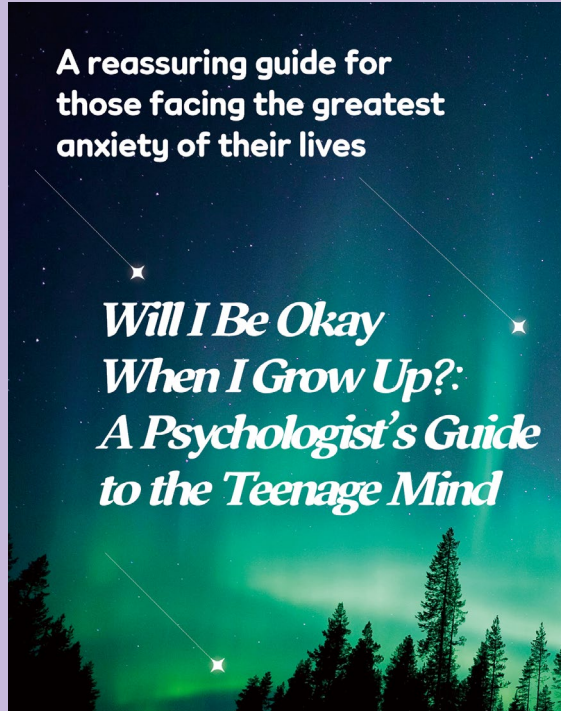
*Counsel Culture* is not a fast-paced novel, but a gentle, introspective journey. If you love stories about healing, nature, seasons, and emotional resilience — or if you're someone who finds comfort in the quiet companionship of cats — this book will speak to you. It's a story that reminds us that healing doesn't always need an audience; sometimes, it just needs time, stillness, and the right kind of company.

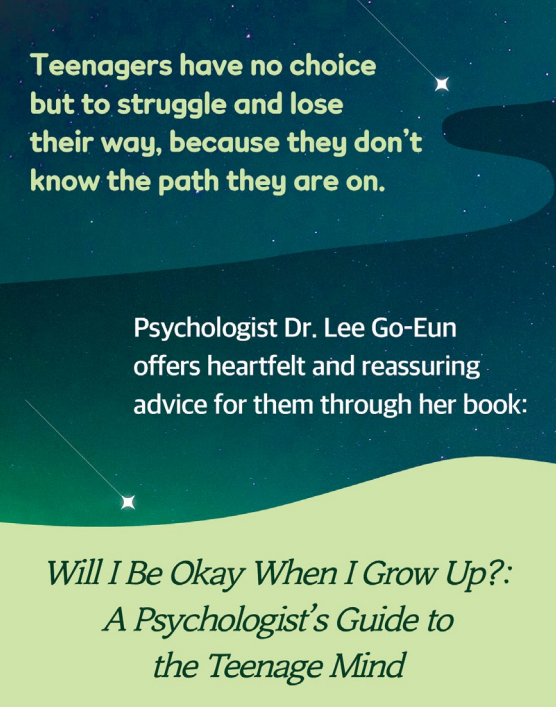
NEW BOOKS

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# Will I Be Okay When I Grow Up?

A reassuring guide for those facing the greatest anxiety of their lives

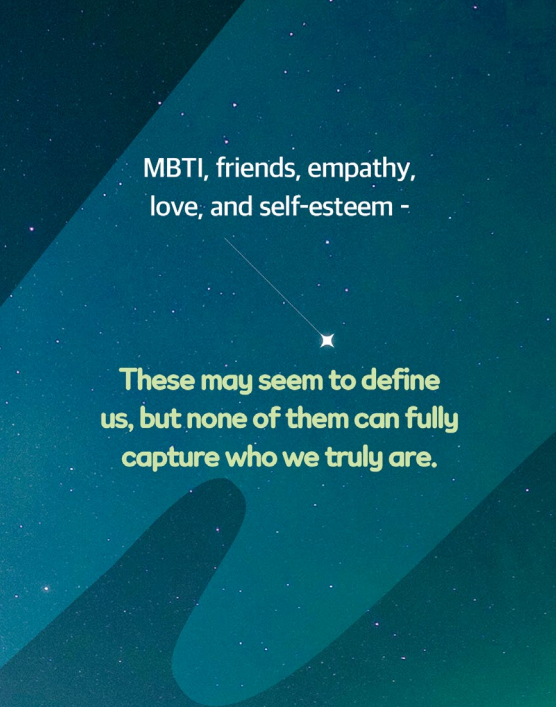




**Teenagers have no choice  
but to struggle and lose  
their way, because they don't  
know the path they are on.**

Psychologist Dr. Lee Go-Eun  
offers heartfelt and reassuring  
advice for them through her book:

*Will I Be Okay When I Grow Up?:  
A Psychologist's Guide to  
the Teenage Mind*



MBTI, friends, empathy,  
love, and self-esteem -

**These may seem to define  
us, but none of them can fully  
capture who we truly are.**

The author, a doctor of psychology,  
confesses that she also went  
through the same period.

“I wrote this book as if  
I were sitting down and talking  
with my teenage self.”

That is why the author’s consolation to  
teenagers is filled with genuine sincerity.

“The reason I became a high school  
student who is good at solving math  
problems is because I practiced hard  
during my middle school years.

(...)

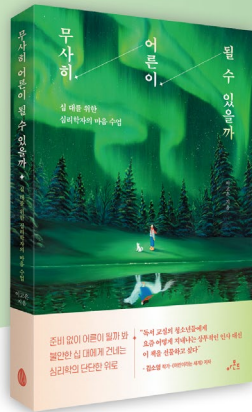
The person I was back then,  
who diligently made it through a period of  
clumsiness and immaturity,  
is what made me who I am today.”

- from the book

This is a kind of book that helps readers view their emotions and thoughts from a different perspective through the lens of “psychology,”

and draws out “empathy and understanding” not only through scientific evidence but also through interesting anecdotes and clever metaphors.

A guide for teenagers and their family



***Will I Be Okay When I Grow Up?:  
A Psychologist's Guide to  
the Teenage Mind***

Written by Lee Go-Eun, published by Almond Publishing

**BEST SELLERS**

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## The Onset of the Rainy Season, Marking the Arrival of Summer

Best seller Trends in the Three Biggest Online Bookstores in Korea for the 2nd week of June, 2025

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June in Korea is the beginning of summer, with the heat and rainy season just around the corner. After a hot May filled with issues surrounding the presidential election, the days have returned to their familiar routine, like an old book. The books that made it onto the best seller list in the second week of June stand out with their sharpness that pierces through that familiarity. This is especially the case with Sung Hye-Na's *Honmono*. The author's new collection of short stories, with its intense and chilling narrative, has been widely loved since its publication. Meanwhile, Kim Keum-Hee's *My First Summer, Wanju*, introduced in the previous issue's "New Books" section, comforts readers with its contrasting warmth and affability. Also drawing attention is Kim Ae-Ran's *They Said They're Doing Good*, which made the best seller list while still in pre-order. This is another example of the author's popularity, as seen in her



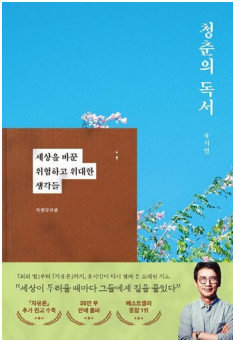
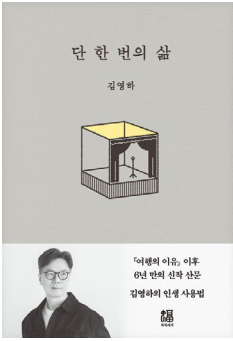
previous works such as *Run, Daddy, Run* (Changbi Publishers) and *My Brilliant Life* (Changbi Publishers).

\* *K-Book Trends* Vol. 83 – Go to the article about *My First Summer, Wanju*  
<https://www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1610&code=info&category=69>

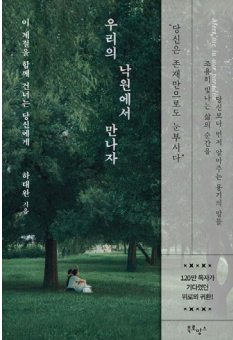



The growing interest in body shaping ahead of summer vacation was clearly reflected in the top five best-selling titles in the cookbook category. For example, *Yuziman's Diet Recipes* by Yuziman, a YouTuber with 800,000 subscribers and 210 million cumulative views, and *Dr. Park Yong-Woo's Recipes for Switch-On Diet*, co-authored by a renowned medical doctor and health columnist, have both gained significant popularity in the category. Meanwhile, there was also a positive trend that seemed to reflect the encouraging government statistics released earlier this year, which showed a rebound in the birth rate for the first time in nine years. In the baby food category, Jung Joo-Hee's *Bbuni Topping Baby Food*, which has consistently been popular, and *Bbibbo Bbibbo Simple & Healthy Baby Food Recipes*, by pediatrician Ha Jung-Hoon, famous for *Bbibbo bbibbo Symptom-Specific Tips for Sick Babies* (Yuni Chaekbang), have also been gaining attention. While it is still too early to speak of significant change, one cannot help but feel that new hope is beginning to sprout amidst the growing interest and preparation of the parent generation.

\* The rank of best sellers below was organized after integrating domestic best sellers in the second week of June from the three biggest online bookstores in Korea – Kyobo Book Centre, Aladin, and Yes 24.

Top 10 best sellers for the 2nd week of June

<p>1</p>		<p><b><i>Honmono</i></b></p> <p>Author   Sung Hae-Na          Publisher   Changbi Publishers          Genre   Fiction</p>
<p>2</p>		<p><b><i>My First Summer, Wanju</i></b></p> <p>Author   Kim Keum-Hee          Publisher   MUZE          Genre   Fiction</p>
<p>3</p>		<p><b><i>The Reading of Youth (Special Enlarged Edition)</i></b></p> <p>Author   Rhyu Si-Min          Publisher   Woongjin Jisik House          Genre   Humanities</p>
<p>4</p>		<p><b><i>A Life, Once</i></b></p> <p>Author   Kim Young-Ha          Publisher   Bokbokseoga Publishing          Genre   Non-fiction</p>

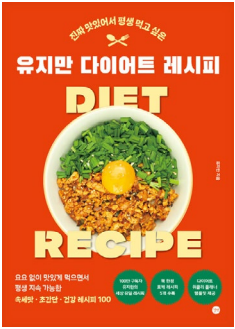

Top 10 best sellers for the 2nd week of June

<p>5</p>		<p><b><u>Let's Meet In Our Paradise</u></b></p> <p>Author   Ha Tae-Wan          Publisher   Book Romance          Genre   Non-fiction</p>
<p>5</p>		<p><b><u>They Said They're Doing Good</u></b></p> <p>Author   Kim Ae-Ran          Publisher   Munhakdongne Publishing          Genre   Fiction</p>
<p>7</p>		<p><b><u>Yuziman's Diet Recipes</u></b></p> <p>Author   Han Kang          Publisher   Changbi Publishers          Genre   Fiction</p>
<p>8</p>		<p><b><u>Human Acts</u></b></p> <p>Author   Han Kang          Publisher   Changbi Publishers          Genre   Fiction</p>

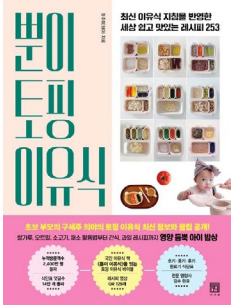


Top 10 best sellers for the 2nd week of June

<p>9</p>		<p><b><u>Lee Jae-Myung: Autobiography</u></b></p> <p>Author   Lee Jae-Myung, Storytelling Content Research Institute Publisher   Asia Publishers Genre   Non-fiction</p>
<p>9</p>		<p><b><u>Soseol Boda: Summer 2025</u></b></p> <p>Author   Kim Ji-Yeon, Lee Seo-Ah, Hahm Yoon-Yi Publisher   Moonji Publishing Genre   Fiction</p>

Top 5 cook books for the 2nd week of June

<p>1</p>		<p><b><u>Yuziman's Diet Recipes</u></b></p> <p>Author   Yuziman Publisher   Gilbut Inc.</p>
<p>2</p>		<p><b><u>Dr. Park Yong-Woo's Recipes for Switch-On Diet</u></b></p> <p>Author   Park Yong-Woo, Kim Young-Ah Publisher   Luminous Books</p>

Top 5 cook books for the 2nd week of June

<p>3</p>		<p><b><i>Bbuni Topping Baby Food</i></b></p> <p>Author   Jung Ju-Hee          Publisher   Saseowon</p>
<p>4</p>		<p><b><i>Bbibbo Bbibbo Simple &amp; Healthy Baby Food Recipes</i></b></p> <p>Author   Ha Jung-Hoon          Publisher   Yuni Chaekbang</p>
<p>5</p>		<p><b><i>Kim Hye-Kyung's Recipes for Every Day Meals</i></b></p> <p>Author   Kim Hye-Kyung          Publisher   Gimm-Young Publishers</p>

## #K-BOOK

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## #Space

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

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#### *Rocket Kid*

##### 1. Publication Details

Title | Rocket Kid  
Author | Kim Minwoo  
Publisher | Yellowpig  
Publication Date | 2023-01-16  
ISBN | 9791159950391  
No. of pages | 60  
Dimensions | 240\*240



##### 2. Book Intro

Have you ever imagined traveling to space on a spaceship, watching a rocket soar high into the sky? *Rocket Kid* offers a unique and thrilling experience for children who dream of space exploration.

The story revolves around a main character whose dream is to become a space captain. Every day, she envisions herself going into space on a rocket. But no one takes her enthusiasm seriously. The other kids in her class have no interest in rockets. So the space captain recruits friends who are a bit special to become members of the Space Rocket Lab. Together, they work on the ambitious Space Rocket Project, aiming to build a rocket with their own hands, fly to space, and orbit the Earth. The space captain and her crew diligently research and construct their rocket. During the day, they build, and at night, they refine the rocket's blueprint. Finally, the day of the rocket launch arrives. As the countdown

begins-5-4-3-2-1, lift off!-will our space captain manage a successful launch? Will the Space Rocket Project achieve a triumphant success?

[See more details >>](#)

## *Will Long and Pong become Earthlings?*

### 1. Publication Details

Title | Will Long and Pong become Earthlings?

Author | Kim Gyutaek; Yoon Yeorim

Publisher | A thousand hope

Publication Date | 2022-04-22

ISBN | 9791165732288

No. of pages | 68

Dimensions | 220\*280



### 2. Book Intro

It is said that a planet called Soft Stone will turn into a block of ice in 100 years.

The aliens of Soft Stone sent messages to Earth and other planets, asking for help to migrate. They've promised to help other planets with their three exceptional skills: the best transformation skill to survive anywhere, the best peace tactics in the universe, and excellent science and technology.

The people of Earth decide to take a vote, saying that they like to make decisions with the consensus of the people. Thus, a talk show with aliens is broadcast live to the world. Can Long and Pong pass the strict vetting by the people of Earth and become Earthlings?

What do earthlings wonder about and want from Long and Pong?

People first ask Long and Pong to show them the most potent transformation skill in the universe. Round-shaped Long and Pong quickly transform into human figures with long arms, legs, and torsos. Earthlings say they don't like their skin, eyes, and hair color and decide on new colors by popular vote. The next question is about how the aliens will help Earth's people. When Long and Pong talk about their best peace tactics and scientific technology, the people of Earth get excited about their plans to use the technology to go to another planet and build a colony. Lastly, the Earthlings observe the daily life of Long and Pong. Tired, Long wants to rest while Pong cooks; Earthlings interrupt, saying that every task should be divided equally, and order them to cook together. Finally, the voting is over. How does the vote turn out? Will Earthlings accept Long and Pong?

About the hope that we can live with respect for each other in a world full of prejudice and hatred

Earthlings' questions and live chat comments reflect the current state of society. We do not realize how much prejudice occupies our thoughts and actions. In response to a sensitive issue, we speak as if we are right and are hostile towards those with a different view.

The Soft Stone aliens acknowledge each other's differences without trying to force change. They share what they have and borrow what they lack as they live together. It is the opposite of Earthlings who try to change anything they don't like so they can have more without sacrificing anything.

What can we do to avoid being left alone in this world? We need to become people who understand and care about others and keep our own values separate from societal prejudices. This book shares the hope that change can begin now.

[See more details >>](#)

## *The Space Wheel*

### 1. Publication Details

Title | The Space Wheel

Author | KIM, Sung-Mi

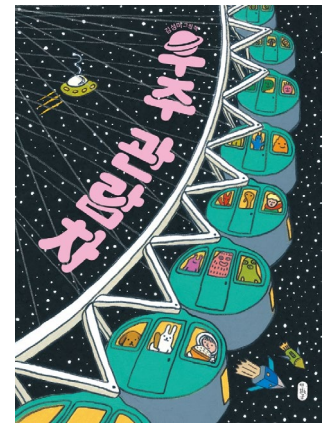
Publisher | Bear Books Inc.

Publication Date | 2021-06-14

ISBN | 9791158362485

No. of pages | 40

Dimensions | 185\*255



### 2. Book Intro

Large crowds gather at the news of the last run of the Space Wheel. However, it is the first time for one child to ride the ferris wheel. How exciting to spot the grand Space Wheel all the way from the entrance of the park! Looking down below from high up in the sky is an indescribable feeling. It's sad to think he won't be able to ride it anymore. Where does a space wheel go after its final run? Many hours after all the park visitors have left, the lights on the Space Wheel flick back on. And with a sudden flash of light from the sky, the entire Space Wheel shoots out into space. Hearing that the Space Wheel is to be closed down, aliens from space have come to take the Space Wheel. The Space Wheel is now literally a ride in space!

The book is about a ferris wheel named the Space Wheel, which was a very popular ride in a large amusement park. The beloved Space Wheel was ridden by 20 million people over 28 years, from 1982 to 2010. Considering the significance of such a ride, the amusement park re-opened the ride in 2016 in VR form. The author wanted to remember the Space Wheel which provided happy memories

for so many people. She hopes the book will let children expand their imagination and give adults the gift of memories from their childhood.

[See more details >>](#)

## *From the Big Bang to the Black Hole, the Story of the Universe*

### 1. Publication Details

Title | From the Big Bang to the Black Hole, the Story of the Universe

Author | Kim Go-eun; Ji, Tae-seon

Publisher | MIRAE MEDIA & BOOKS, CO.

Publication Date | 2020-07-10

ISBN | 9788983948915

No. of pages | 144

Dimensions | 180\*235



### 2. Book Intro

This is a children's liberal arts science book that uses fun methods to answer the questions that children may have about the universe. This book provides answers to various questions in a fun, easy, and interesting way, covering the Earth where we live, the Solar System, the Big Bang, the beginning of the universe, and black holes, the last stage of a star's life.

The book starts with the birth of the universe. The universe started with the Big Bang about 13.7 billion years ago. A universe as small as a tiny seed, so small that you could barely see it, exploded along with an enormous explosion called the Big Bang, becoming as big as the solar system we know today. It continues to grow even larger at the present moment. The universe which suddenly came into being was initially very hot. Evidence of the Big Bang is spread throughout space in the form of cosmic microwave background radiation. As the universe began cooling down as it expanded, stars repeatedly came into being and then disappeared. A few billion years later, the Sun was formed, and the solar system came about, moving by the gravity of the Sun.

And so continues more exciting facts about the solar system, starting with its eight planets including Earth, in which we inhabit, Venus and Mars, Jupiter, and Pluto, which is now referred to as a dwarf planet. We cannot leave out the story of stars, which incites the most curiosity out of all. This book helps to understand various questions such as what constitutes a star and why stars shine, the true identity of the luminous galaxies in the night's dark sky, and why constellations change. Based on the scientific facts we have discovered, the story ends with us

imagining what will be at the end of the universe when all the stars and galaxies have disappeared?

The past few centuries have yielded more discoveries about the universe than humanity has uncovered in the thousands of years prior. Starting from the beginning of the universe, all the beings which exist in the universe, and up to the end of the universe, this book teaches from the eye level of children in a fun and exciting way.

[See more details >>](#)

## *Alice in Wonder Galaxy*

### 1. Publication Details

Title | Alice in Wonder Galaxy

Author | Sim Boyeong; Cho Inn-ha; Kim Suju

Publisher | Chungaram media

Publication Date | 2020-02-18

ISBN | 9791158711269

No. of pages | 97

Dimensions | 150\*225



### 2. Book Intro

Will There Be Life on Other Planets? Will We Be Able to Travel Beyond our Solar System? Into the Intriguing, Imaginative Universe!

The immense universe is full of unknowns, more mysteries than what we have learned so far. Is there life on other planets? How many stars are there in our galaxy? Can we travel beyond our solar system? There are so many unanswered questions, and scientists are seeking ways to answer them.

Alice in Wonder Space is a story that spices up our common scientific knowledge with some fascinating imagination. Inspired by Lewis Carroll's Alice in Wonderland, the book features strange and mysterious adventures of Alice. She follows the White Rabbit, the Universe's mail deliverer. Alice enjoys watching the planets, stars, nebulas, and galaxies for the first time in her life on a spaceship, but she soon gets tangled in some unexpected events. Will she be able to end her adventure and get home safely?

From the Solar System to the Andromeda Galaxy, the Home of Queen Alpha! Let's Learn the Characteristics of Celestial Bodies While Traveling the Universe!

Alice and White Rabbit's spaceship first travels to the moon, the closest celestial body to the earth; Mars and Jupiter, two planets in the solar system; and then towards their final destination—the Andromeda Galaxy where Queen Alpha lives.

Observing the celestial bodies and the strange cosmic phenomenon of a black hole outside of her window, Alice wonders: why does the moon's sky look black even with the sun up? What is the difference between stars and planets? Why is Mars red? How does a black hole form? Whenever she asks a question, the White Rabbit, the expert on the universe, kindly answers them. The concepts and knowledge that the White Rabbit provides in his explanation are organized in the section, "White Rabbit's Secret Diary" at the end of the book so that readers can examine the details again. The book intends to help children develop curiosity in a fun, exciting way by discussing the principles of celestial bodies while traveling with Alice.

### From Moon Rabbit, to Strange Aliens, to Bill the Lizard, to a Mail Thief—A Story Full of Ingenuity and Uniqueness

Kim Suju and Cho Inn-ha, who studied physics and chemistry, respectively, created this intriguing, dynamic story so that children can gain basic scientific knowledge and indulge in their unique, imaginative narrative. Specifically, three scenes are the highlight of the book: first, when Alice and the White Rabbit are debating if a rabbit lives on the moon, pounding rice in a mortar. To settle the argument, they go to the moon and check for themselves. The second scene is when the space station is jam-packed with aliens from all over the universe. The last scene is when Bill the lizard plays a trick in an attempt to steal the mail.

Sim Boyoung, the illustrator, expresses the characters and scenes in vivid, lively, and dynamic ways because of her fascination with the thematic elements of the universe. She also hides special illustration devices throughout the story, which make it even richer.

[See more details >>](#)

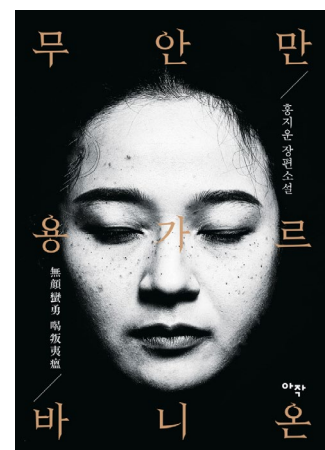
## *The Ultimate Garbanion*

### 1. Publication Details

Title | The Ultimate Garbanion  
Author | Hong Ji-un  
Publisher | Arzaklivres  
Publication Date | 2019-09-20  
ISBN | 9791189015770  
No. of pages | 304  
Dimensions | 137\*197

### 2. Book Intro

An alien race invades Earth. They've sent large mechanical beasts to destroy everything in sight. For one reason or another, the site of the invasion is in Korea.



For some reason, however, the giant robot Garbanion was already in place in Korea to fight off the large alien mechanical beasts. With Garbanion heading off the steady invasion, surprising data emerges: There are no casualties. But why Korea? This is the key to the secret that Garbanion holds. The reason is because of the movie star Kim Kkot-bi...

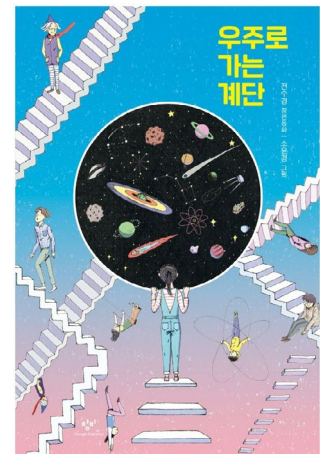
This book won the grand prize for full-length novels at the 2nd SF Award, and is told from the point of view of an omniscient Kim Kkot-bi, an actress of whom the author is a fan.

[See more details >>](#)

## *Stairway to Space*

### 1. Publication Details

Title | Stairway to Space  
Author | So Yoonkyoung; Jeon Soo Kyung  
Publisher | Changbi Publishers, Inc.  
Publication Date | 2019-03-29  
ISBN | 9788936443030  
No. of pages | 176  
Dimensions | 152\*223



### 2. Book Intro

Jisoo, who is in mourning after losing her whole family in an accident, falls into the “parallel theory of space,” which claims that there is a world other than our own. The belief that her family is living happily in another universe is a great comfort to her. After a while, she meets a physicist grandmother, on the stairs of her apartment. They become best friends and Jisoo starts to get her life back to normal. But one day, the grandmother suddenly disappears, leaving only a coded message. Jisoo, who doesn’t want to lose another loved one, begins to investigate into the disappearance of the grandmother and decipher clues she left with her friends.

The writer, Jeon Soo Kyung, set off on her career after she won the 23rd Changbi Good Children’s Book Contest in the children’s story category with her book *A Stairway to Space*. Like one review implies, it is “a work that can change the paradigm of SF literature.” Jeon presents us an exciting narrative of a science-loving protagonist crossing back and forth between science fiction and mystery. An incredible imagination stretching out into space immerses a reader into reading, and the process of solving problems through various scientific theories provides the reader with a thrilling pleasure.

In *A Stairway to Space*, science is a beautiful world that brings depth and

richness to a life. Scenes that harmoniously blend the main character's daily life with complex scientific theories, and those that reveal the beauty of science in a way that only literature can do make us understand why critics say that it is a "story about humans not trapped in science fiction." Even child readers who are struggling with science will become immersed in the fascinating world as they follow the story of Jisoo.

[See more details >>](#)

## *Nicolaus Copernicus: The Founder of the Heliocentric Theory*

### 1. Publication Details

Title | Nicolaus Copernicus: The Founder of the Heliocentric Theory

Author | Baek Wonhm; Ham Seokjin

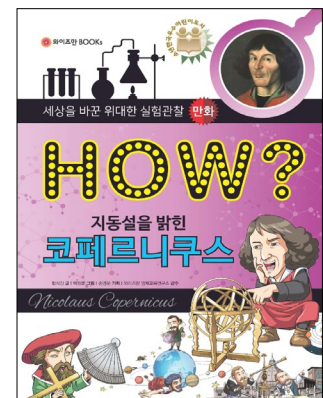
Publisher | MIND ALIVE CO.LTD (Weizmann BOOKs)

Publication Date | 2017-04-10

ISBN | 9791187513193

No. of pages | 172

Dimensions | 188\*257



### 2. Book Intro

This book tells readers how Nicolaus Copernicus, the founder of the heliocentric theory, was inspired by his predecessors, and how the theories set forth by him and his predecessors were further developed by others, following in their footsteps. Copernicus was the first astronomer who "revealed the truth to the world" by systematically asserting the heliocentric theory. During Copernicus' time, everyone believed in Aristotle's theory that the Earth is the center of the universe, and the Sun, Moon, and planets travel around the Earth. However, Copernicus continued his studies step by step to affirmatively prove his assertion over 50 years. After his death, Galileo Galilei, who was influenced by Copernicus' book *On the Revolutions of the Heavenly Spheres*, invented a telescope and observed satellites of Venus and Jupiter, thereby supporting the Copernican theory (heliocentric theory). Galilei was followed by J. Kepler and Tycho Brahe, who proved that the heliocentric theory was appropriate for explaining the movement of planets. Copernicus led people to clearly recognize that the Earth is not the center of the universe, and made it possible for astronomers to precisely predict the movement of stars and planets, thereby making it possible to create accurate calendars based those predictions. This "scientific revolution" also had a great influence on other natural sciences and thus opened the

age of advanced science and technology in which we live today.

[See more details >>](#)

### *Find our home in space*

#### 1. Publication Details

Title | Find our home in space  
Author | Lee Sooyoung; Kim Hyang-Gum  
Publisher | GAEAMNAMU  
Publication Date | 2017-04-10  
ISBN | 9788968303753  
No. of pages | 60  
Dimensions | 210\*26



#### 2. Book Intro

Banban is home alone when Sirius, also known as the Dog Star, the brightest star in the sky, comes to speak with him. Banban follows Sirius to outer space and has a good time. Before he knows it, it's time to return home. However, he has no idea how to find his way back in the vastness of space. The address of his house is all he's got. He leaves with Sirius to find his way back. Can Banban return home safely?

One of the reasons children find geography difficult is that there are so many unfamiliar, difficult concepts. This book is designed to allow readers to effortlessly learn about difficult geographic concepts such as the meaning of a continent, peninsula, archipelago and east-high, west-low type geographical features while following the story. In addition, concepts that are difficult to grasp are explained in separate information boxes to facilitate understanding.

[See more details >>](#)

## Space Stroll

### 1. Publication Details

Title | Space Stroll  
Author | Lee Jungkyu  
Publisher | IDEA Book Publishing  
Publication Date | 2015-12-15  
ISBN | 9791195650118  
No. of pages | 208  
Dimensions | 140\*200



### 2. Book Intro

This book tells easy and interesting stories about the universe and science, going beyond scientific stories to connect readers to the universe they're in. This book describes the endless universe and us as part of one web. It views the history of the universe not as separate chapters but as one manifestation of space and time. The history featured in this book includes the 13.8-billion-year history of the universe since the Big Bang, the formation of Earth, the emergence of life, and evolution.

For instance, 70% of human body is comprised of water. But where did hydrogen come from? Hydrogen was formed right after the Big Bang and has evolved over 13.8 billion years. This means that we are simultaneously the beginning and a part of the evolving universe. From this perspective, the universe is not a distant being but a tangible substance that exists right in front of us. This book examines how we can understand the universe from our own perspectives. It explores the "universal world view" through scientific stories about the universe.

[See more details >>](#)

## INFO

# The 2025 K-Book Market in Taipei: Visiting Korean Book Fair is coming up!

The Publication Industry Promotion Agency of Korea (KPIPA) and K-books are coming to Taiwan

The 2025 K-Book Market in Taipei:  
**Visiting Korean Book Fair**  
is coming up!



The Publication Industry Promotion  
Agency of Korea (KPIPA) and  
K-books are coming to Taiwan.

## KPIPA

has been supporting the global advancement of Korean publishing content in various ways, such as:

- ✓ Translation support for contents
- ✓ Participation in international book fairs
- ✓ Establishment of an international publishing network

This July 2025,  
the **K-Book Market in Taipei**,  
hosted by KPIPA, is set to be  
held in Taipei, Taiwan.

📅 **Period:** July 9 (Wed.)-July 10 (Thu.), 2025

📍 **Venue:** Courtyard By Marriott Taipei

### **Taiwan is one of the key markets for K-book exports!**

Taiwanese readers' interest in  
Korean books continues to grow,  
and Taiwan is a country with  
a high level of cultural affinity.

At this year's **K-Book Market in Taipei**,  
we look forward to accelerating  
**the globalization of Korean books**  
through meetings with international buyers.

Programs such as 1:1 business meetings with 20 participating countries and proxy consultations for 101 consigned titles with export experts will be held, and 60 local buyers are scheduled to participate in the fair.

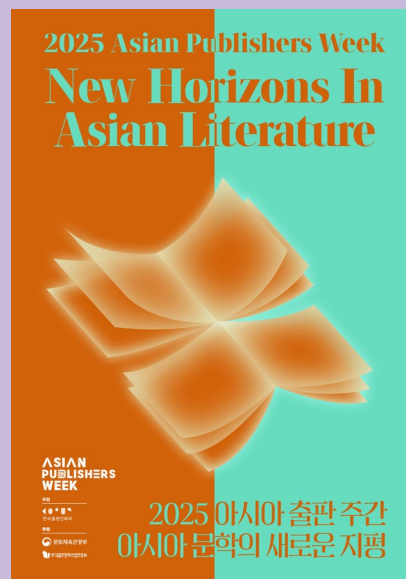
**Seminars** on the local publishing market, consultations with related organizations, and **book donations** will be held as well!

**KPIPA** will make every effort to support Korean books in receiving greater love from **global readers**.

We ask for your continued interest in the  
**2025 K-Book Market in Taipei:  
Visiting Korean Book Fair!**

INFO

## Asian Publishers Week 2025



Poster of Asian Publishers Week 2025

Warm greetings from the Korea Publishers Society (KOPUS)! We are pleased to invite you to the Asian Publishers Week 2025, which will take place from November 4 to 7, 2025, in Seoul, Korea.

Under the theme “New Horizons in Asian Literature,” this four-

day event will bring together leading publishing professionals from across Asia to explore emerging trends, share insights, and foster meaningful collaboration in the Asian publishing industry. The program will feature a roundtable discussion, an open forum, publishing house visits, and one-on-one business meetings—offering a rich platform for exchanging ideas, showcasing literary works, and building lasting partnerships.

**KOPUS will provide the following support for selected participants:**

- Round-trip economy-class airfare
- Hotel accommodation (Single occupancy)
- Meals and local transportation

We encourage you to share this invitation with colleagues—editors, foreign rights managers, marketing directors, and others—who are passionate about Asian literature and international cooperation. We also welcome your recommendations of other qualified professionals from your country.

**Please download the attached APW2025\_Announcement and APW2025\_Application Form for full details**

- Application period: June 9, 2025~July 25, 2025
- Google Drive Link (<https://drive.google.com/drive/folders/1e2g2ddcRu0Ot0N5HB1SbKVN3-ySyoDs?usp=sharing>)

If you have any questions or need assistance with the application process, please feel free to contact us at [kopusworld@gmail.com](mailto:kopusworld@gmail.com). To learn more about Asian Publishers Week, please visit our website (<https://asianpubweek.org/homeeng>).

We sincerely hope you'll join us in Seoul for this meaningful and enriching experience.

## Program

- Topic of the year: New Horizons in Asian Literature

Date	Time	Activities
1st Day Tue. Nov. 4	Afternoon	Welcoming and Orientation Visiting KOPUS
		Welcome Dinner
2nd Day Wed. Nov. 5	Morning	Round Table : Presentation and Q&A
	Afternoon	Visiting Paju Book City : Asia Publication Culture & Information Center & Korean Publisher Tour
3rd Day Thu Nov. 6	Morning	Visiting Kyobo Bookstore (Gwanghwamoon Branch)
	Afternoon	Asian Publishers Forum – Asian Book Awards (Opening Ceremony) – Keynote Lecture – Presentation and Q&A
4th Day Fri Nov. 7	Morning	Business Meeting
	Afternoon	Program Review

\* Asian Publishers Week 2025 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).