

발표자 팀장 임도현

김다은 권오영 박찬진 박현빈 석지우
손종욱 이승비 이연우 이현빈 정채연

안녕하세요, 로컬매거진 제작 팀
동네살이 입니다.

조직도

다섯 개의 부서, 열 한 명의
팀원으로 이루어졌습니다.

기획부
박현빈
임도현

편집부
권오영
손종욱

포토부
박찬진
이현빈

디자인부
김다은
이연우
정채연

총괄부
석지우
이승비

About

동네를 사랑하는 방법





동네살이

매일 머무는 동네를 사랑할 수 있도록,
그래서 일상에서 행복을 찾도록

“로컬매거진 제작 프로젝트 <동네살이>”

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Interview	아주 맛있는 집
Pictorial	동네사람들
Interview	아람의 시선 끝에
Interview	동네 이야기 저장소 : 매드맵
Photoessay	365 할인마트
Pictorial	일상
Trend	가장 트렌디한 라이프 스타일
Curation	하루를 마무리하며
Brand People	나각망월 그리고 우리의 동네에 대해
Epilogue	The Letters

매거진 <동네살이>의 메인 기사



작은기록, 삼촌네 가게



포푸리리프: 도심 속 푸른정원



아주 맛있는 집



동네 이야기 저장소: 매드맵
(동네 지도 제작 디자인 스튜디오)



아람의 시선 끝에
(도시 문화 기획자)

동네의 아름다움을 담아

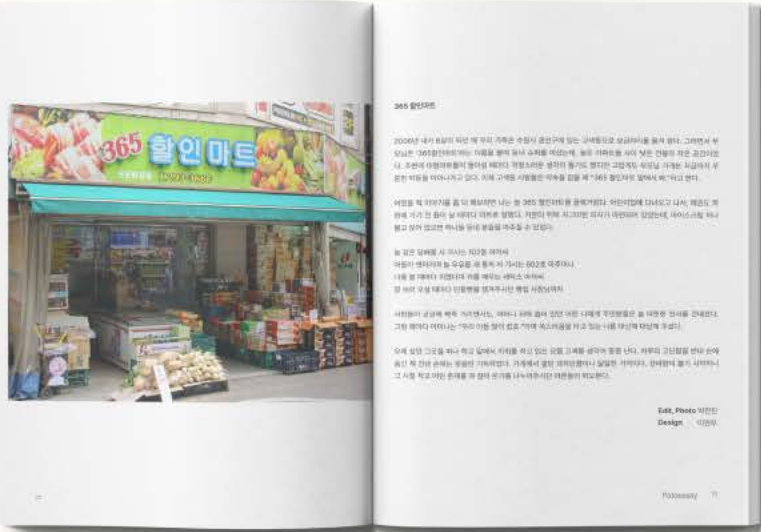


Photo essay 365 할인마트



Pictorial 동네사람들



Pictorial 일상

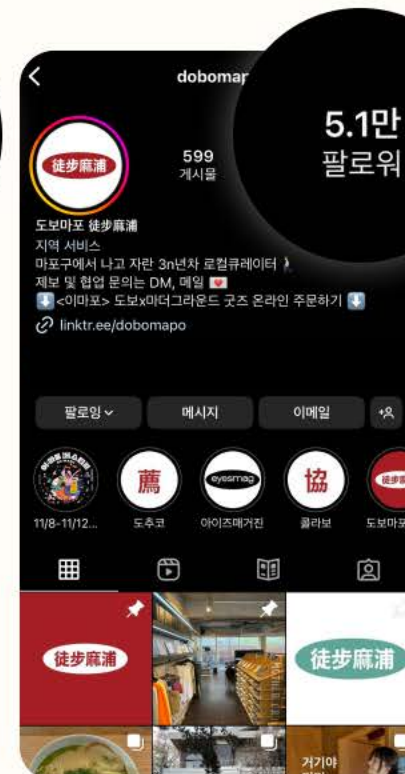
동네를 향유하는 라이프스타일 트렌드에 대하여



가장 트렌디한 라이프스타일



제레박 인스타그램



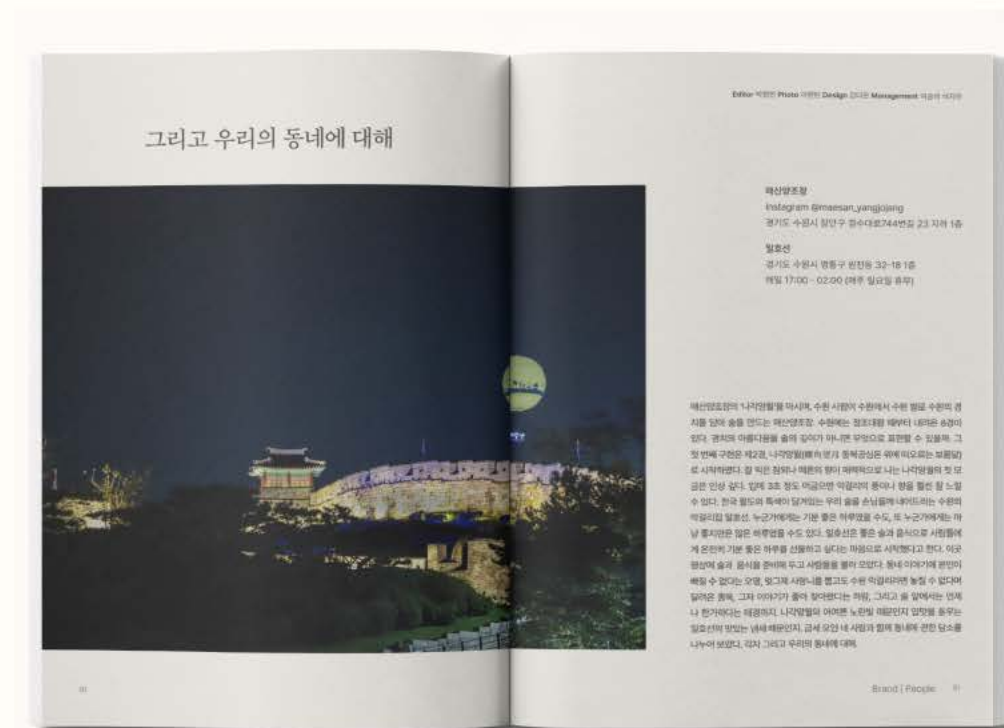
도보마포 인스타그램

에디터가 발견한 동네의 매력



하루를 마무리하며

수원의 로컬 브랜드를 소개하며



나각망월 그리고 우리의 동네에 대해

수원로컬 브랜드 '매산양조장'의
막걸리 나각망월

Goods


잡지와 엽서를 기본으로
굿즈와 함께 2주간 펀딩 진행

동네살이가 준비한
리워드 구성

원본 굿즈 설계에는 30,000원 제작비와 로고디자인 비용(20,000원)이 포함되어 있습니다.
주요 리워드 구성은 모든 리워드 명사 3장을 포함합니다.


매거진 set

매거진 + 엽서3장 증정

 12,500원


리유저블컵 set

매거진 + 리유저블컵 + 엽서3장 증정

 15,500원


캘린더 set

매거진 + 캘린더 + 엽서3장 증정

 22,300원


토이필름카메라 set

매거진 + 토이필름카메라 + 엽서3장 증정

 42,000원

동네살이 set

매거진 + 토이필름카메라 + 캘린더 + 리유저블컵 + 엽서3장 증정

 54,800원

Calendar

Toy Camera

Reusable Cup

Crowd Funding

목표 금액 500,000

351% 달성

+


오프라인 판매

284,200원

총 판매액 2,041,829원

잡지

동네에서 찾는 행복, 로컬 매거진 <동네살이>




● ● ● ● ●


모인금액
1,757,6원

남은시간
25 분

후원자
> **71** 명

목표금액	500,000원
펀딩 기간	2023.11.13 ~ 2023.11.26 0일 남음
결제	목표금액 달성시 2023.11.27에 결제 진행

 112

 22

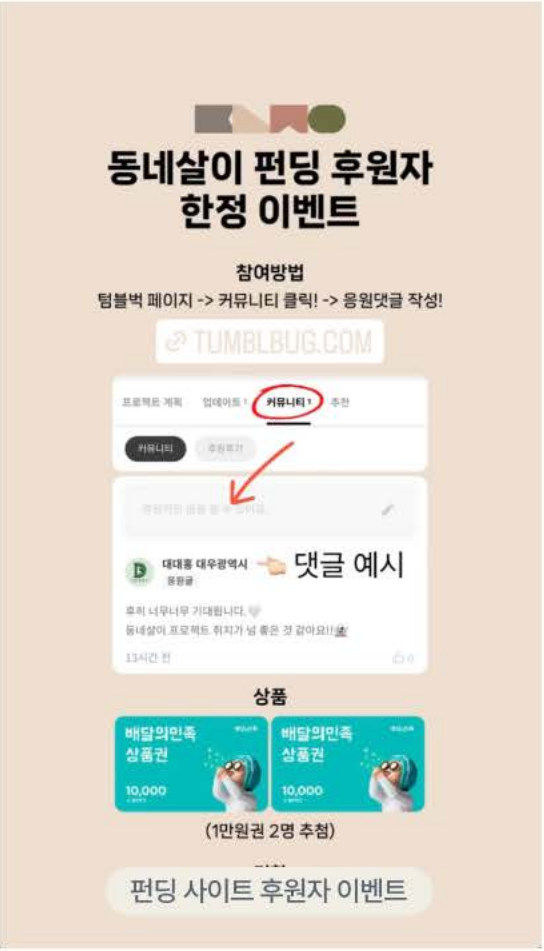
이 프로젝트 후원하기

MARKETING

SNS 운영



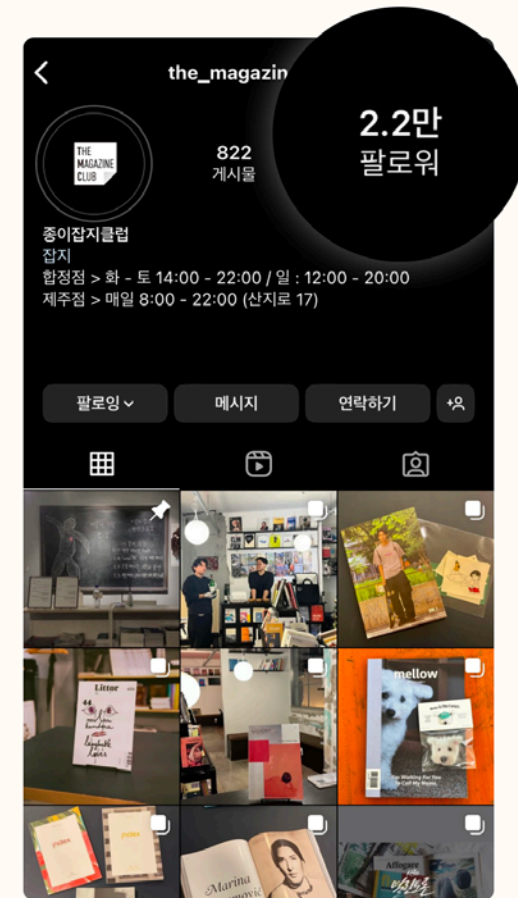
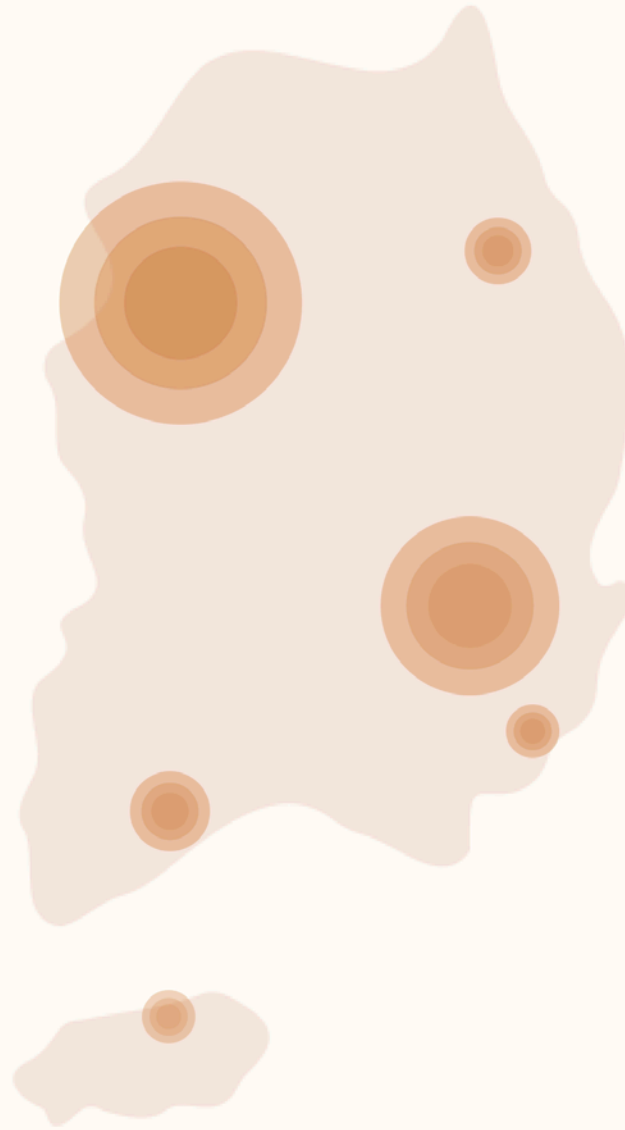
이벤트, 행사 집행



B2B 거래

책방, 서점에 입점기획안 메일을 보내어 판매 진행

*이 외에도 전국 북카페, 코워킹스페이스
등에 무료로 책을 비치해 줄 것을 요청



종이 잡지 클럽

B2B 거래

아주대학교 입학처, 아주대학교 병원

책을 활용할 수 있는 방안을 제시하여 구매 요청

> 미팅 진행 예정



아주대학교

B2G 판매

수원시, 수원문화재단, 수원시 미디어센터에 거래 요청



Goal

동네살이의 목표는
'문화 형성'입니다.

핫플, 인스타그램머블한
장소를 찾아 다니는 문화

Goal

동네살이의 목표는
'문화 형성'입니다.

동네에서 보내는 시간을
사랑하는 문화

왜 잡지인가?



Smoke Mountain Parkway, for a day trip. "I bet it's real pretty this time of year," he said.

His voice filled my heart with everything I know to be good, and I knew that I should just hop in my Jeep, buckle up, and go.

I rest my arms against the Adirondack chair's flat, smooth arms. One day, I think—one day the thought of driving won't make me nauseous. One day I won't have to deal with all the post-traumatic stuff. One day I won't care about the scars on my body. One day my days will be as beautiful as Neville Martinson's symphony playing selections from Vivaldi. Wherever I go, I will be his "Summer" concerto.

Right now a trek in my Jeep down curvy roads into Bryson City for a stop at Ingle's or The Center is all that I can handle.

A cardinal flies by, and his bright color makes me see only one thing—blood. Blood, fresh and dried, all over the seats of Lucas's Mustang. I try to force away the memory of that rainy

been born a boy, he would have named
for the ancient Chinese philosophers

if I write them?" Pearl asked. "I mean

am not sure if the newspaper would

are moving, human stories. Readers
might do some good."

a tradition of publishing only what
remember, this is the *Nanking Daily*,
if funding is from the government."
paper if not to tell the truth?" Pearl
if what is truly happening in China."
blished by the Communists if you
Haun, Lao She, and Cao Yu."

my home and borrowed the books I

church regularly, great changes
world, and my job brought me

"We may partake in some festivities later, if you'd care to
join us. Just a little song and dance, nothing too elaborate."

"No, no, but thank you."

"Okay. If you change your mind, you know where we'll
be. We'd love to have you."

Another agreeable nod, and then he moved on.

The last of the day's light died away, and torches were lit
to aid in the final bits of work and cleanup. Breimayer kept
watching Salvador, ever hopeful of that momentary glimpse
beneath the surface. When he dissolved unceremoniously
into the darkness, no one else took particular notice; they
would return tomorrow.

글은 가장 평등한 콘텐츠입니다.

by Lu Huan, Pearl's favorites were *The True Story of
Mrs. Xiang-Lin*. Although the author's criticism of
original, we didn't love the stories. Pearl's trouble

it he de
m.

portray
out.

gl을 쓰고자 한다면, 잘 쓰고자 한다면
누구든 좋은 글의 필자가 될 수 있습니다.
새로운 시각으로 바라보고자 한다면
어느 곳이든 좋은 동네일 수 있는 것처럼요.

지역 불평등, 지방소외 문제를 해결하는
평등을 향한 첫 걸음. <동네살이>

subject," I commented.

Pearl and I both loved Lao She and Cao Yu. Among their best were
The Big House, *Full Moon*, and *The Marriage of a Puppet Master*. We
favored *Full Moon* in particular for the author's sensitivity. The story was
about a single mother who
daughter tries to avoid following in her mother's footsteps, she ends up
succumbing to the same fate.

Pearl liked the story but resented the novel's bitter hopelessness.
She preferred stories that offered hope in the end, however tragic. "The
character must believe in himself, and he must have the stamina to
endure."

"Beautiful, heart-wrenching tragedy has been central to the Chinese
tradition for thousands of years," I reminded her. "Both novelists and
readers relish what you call hopelessness."

"That is not always true," Pearl challenged. "The novel *All Men Are
Brothers* is the best example. The poor peasants were forced to become
bandits. But the novel is filled with energy. There is no bitterness to it.
To me, this is the Chinese essence!"

"Chinese critics don't share your opinion," I argued. "They say *All Men
Are Brothers* lacks sophistication. They say it's just a story about poor

HAMMOND SHUDDERED AWAKE. The pillow that
had been over his head bowled everything off the nightstand
before tumbling away. His eyes shifted about like those of
a frightened child. There was sunlight slanting through the
blinds, casting patterns on the furniture and the carpet. But
he didn't recognize the blinds or the furniture or anything
else. He was out of breath, his heart hammering.

Then it started coming back—the phone call, the church,
the coffins, the sickening emptiness that followed the loss
of the most beloved people in his life. He saw it all again in
his mind, or at least a vague recollection of it. *It's bad enough
I had to live through it once*, he thought bitterly, *but I have to
endure repeat showings?* Then he remembered where he was
and why he was here.

In the bathroom, he turned on the cold water and
splashed his face. He appraised himself in the mirror—pale-
gray half-moons had formed under his eyes; any darker and
he'd look like a corpse. He remembered Noah's standing
offer to fill a prescription for sleeping meds—drugs that
would put him into such a deep sleep it would take all the

now, and in some ways I was more excited about that than
in meeting my husband, because I had heard about Snow
Flower's home and family for so long, while I knew almost
nothing about the man I was going to marry. Still, although
I was filled with anticipation—at last I'd be going to Snow
Flower's house!—she seemed vague about the details.

"Someone from your in-laws' home will bring you to
me," Snow Flower said.

"Do you think my mother-in-law will join us for your
Sitting and Singing?" I asked. This would please me,
because she would see me with my *laotong*.

"Lady Lu is too busy. She has many duties, just as you

and aunt? The
her. Sitting an
Flower's moth

I took a str
behind her ear
to be a happy
She still seem
disappointed.
baba—"

"And Tong
"How can
I laughed



Thanks

책을 만들며 많이 행복했습니다.
이 행복의 비법이 여러분의 서가에 고스란히 자리잡기를 바라며.