

CREATING MY OWN WORLD

MundoMendo.c

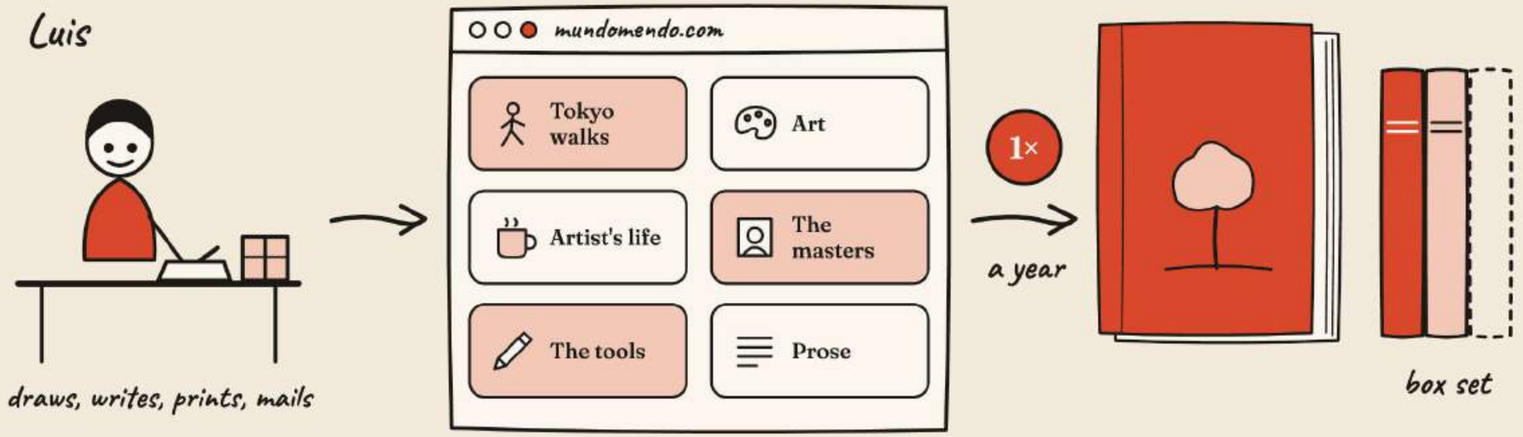
NOV 2026

LUIS MENDO


ルイス・メンドの世界―ムンドメンド
MUNDO MENDO
Luis Mendo's World

Mundo Mendo

The only website that once a year becomes a book.



Members *make it all possible*



Regular ☰ Whole archive · A free book every year · A call with Luis · % 20% off a book

+ Bold Digital zines · Tokyo y Yo · % 20% off art prints



THINGS I GLADLY DO

Draw
Write
Design
CEO-Ing
CFO-Ing
Art
Directing
Editor-in-Chiefing
Printer Relations & Checks
Customer Relations
Shipping (Bike to Post Office)
Make Coffee
Bike in the Woods

THINGS I RATHER

CSS Tweaking, Web Maintenance, Sales Tracking, Postal Admin, Fact- File- Spelling- and Grammar Checks,

A SUCCESSFUL MEMBERSHIP PROGRAM'S



FORMULA

MAGIC

OWN YOUR CHANNELS
TAKE THE ROUGH ROAD
DO THE WORK YOU CANNOT NOT DO
DON'T DO IT FOR THE MONEY
THINK EDITORIALLY
MAKE SOMETHING WITH WEIGHT

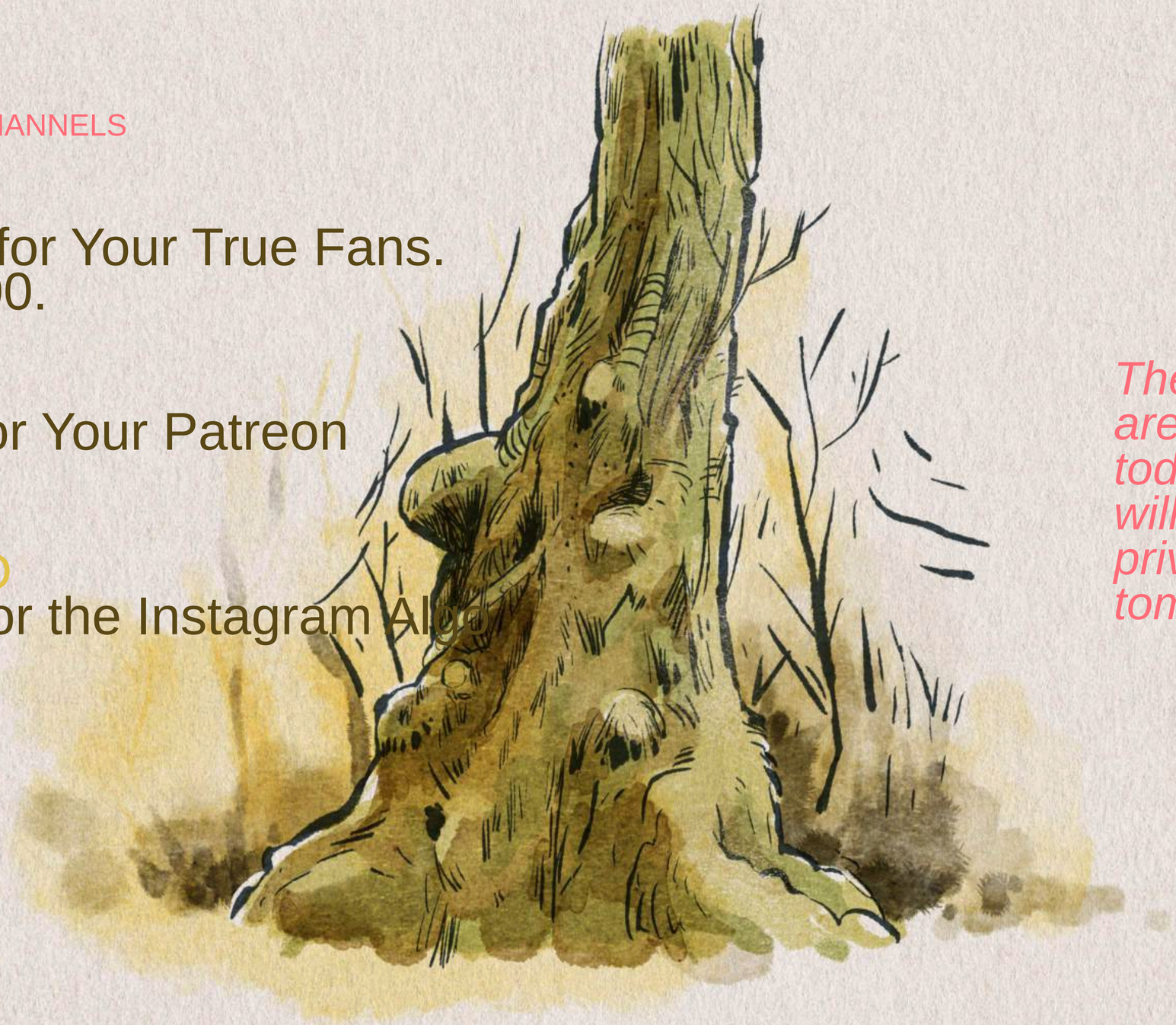


OWN YOUR CHANNELS

WIRED
Creating for Your True Fans.
10 or 1000.

TIRED
Making for Your Patreon Members

EXPIRED
Posting for the Instagram Algo



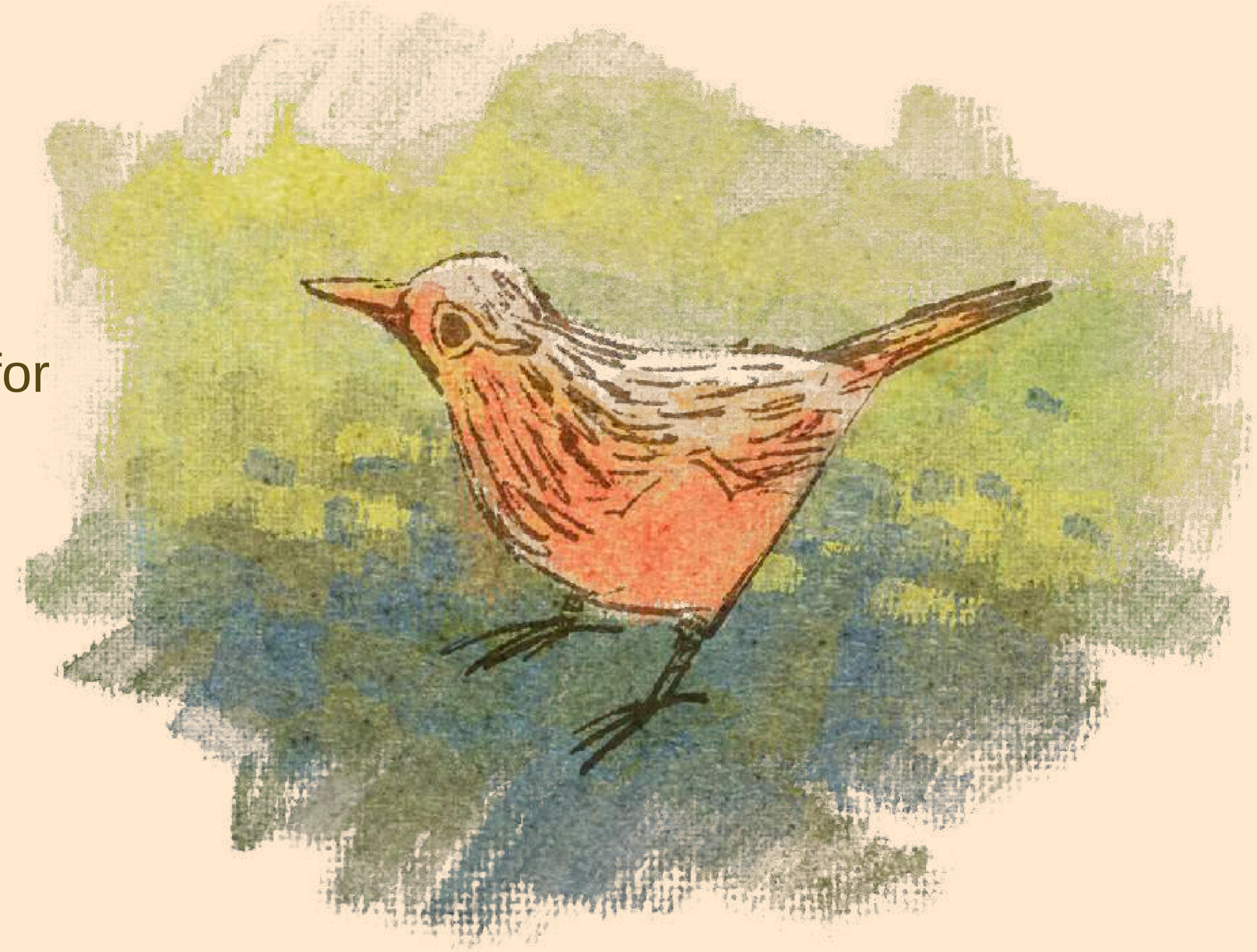
The website you are considering today will be sold to private equity tomorrow.

TAKE THE ROUGH ROAD

TODAY
We Have the Best Tools for Creation, Publication and Promotion

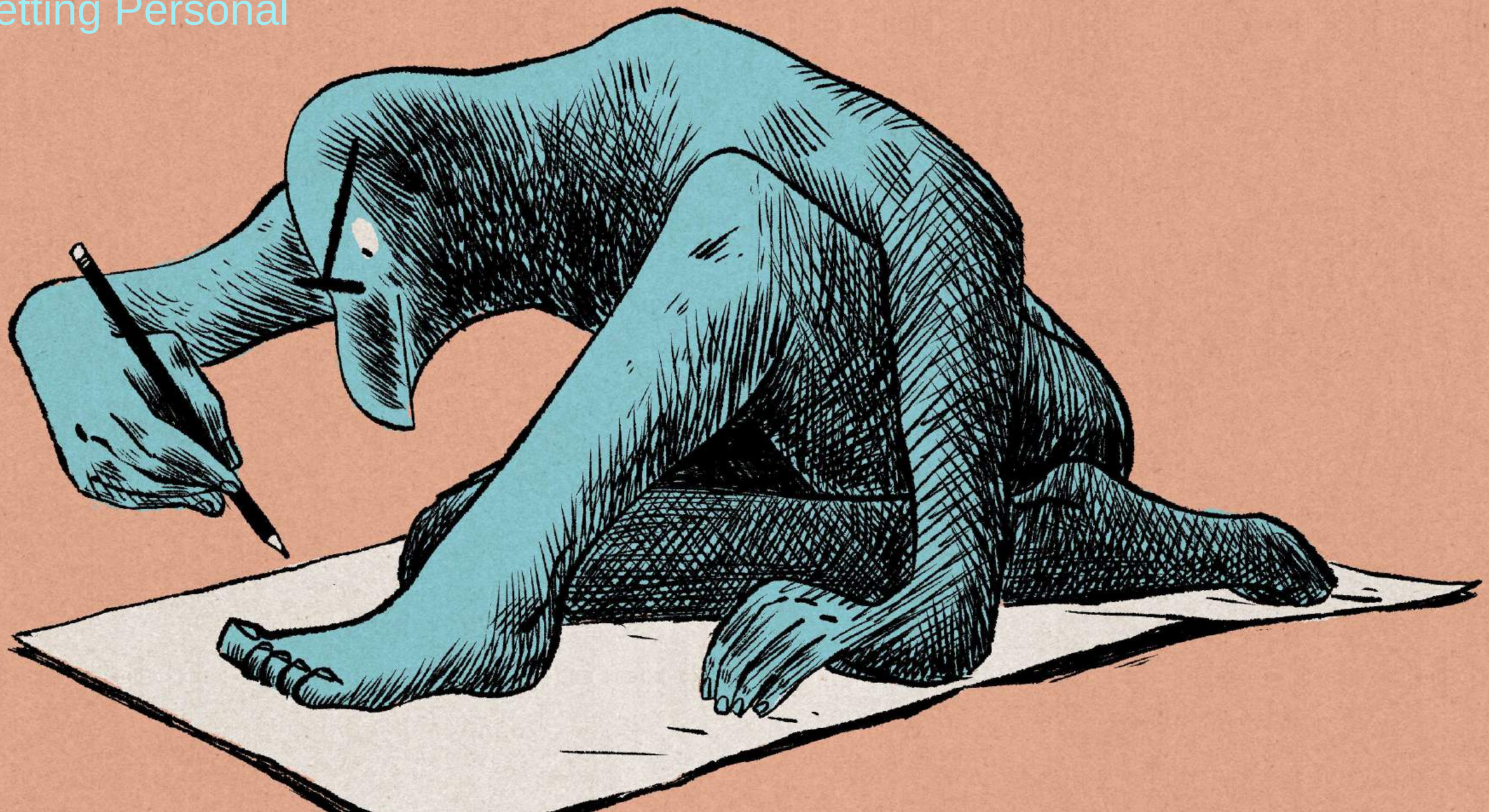
BUT
We Choose To Give our Creativity Away

SO



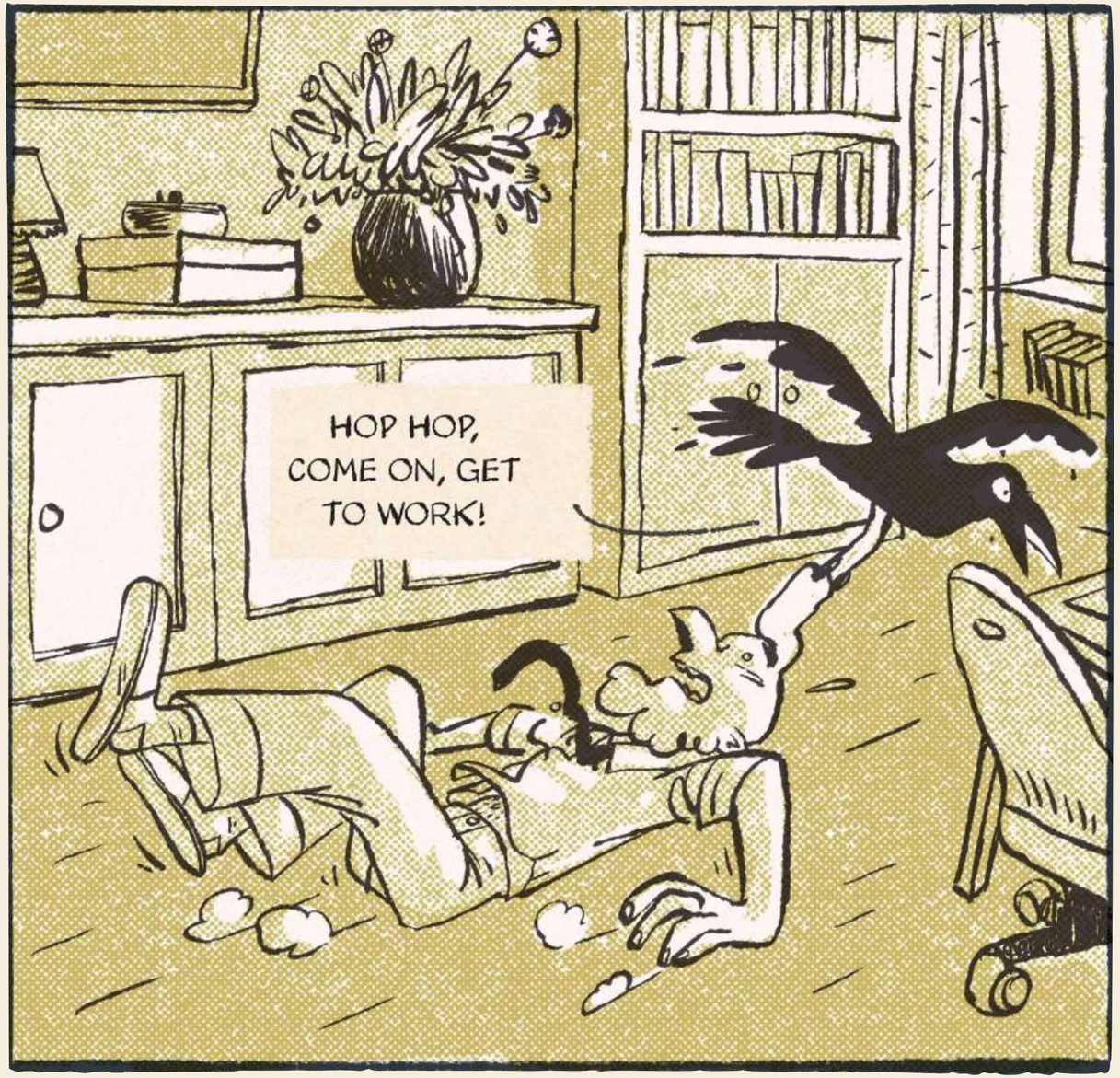
DO THE WORK YOU
CANNOT NOT DO

Getting Personal



DON’T DO IT FOR THE MONEY

Some People Are So Poor, the Only Thing They Have Is Money

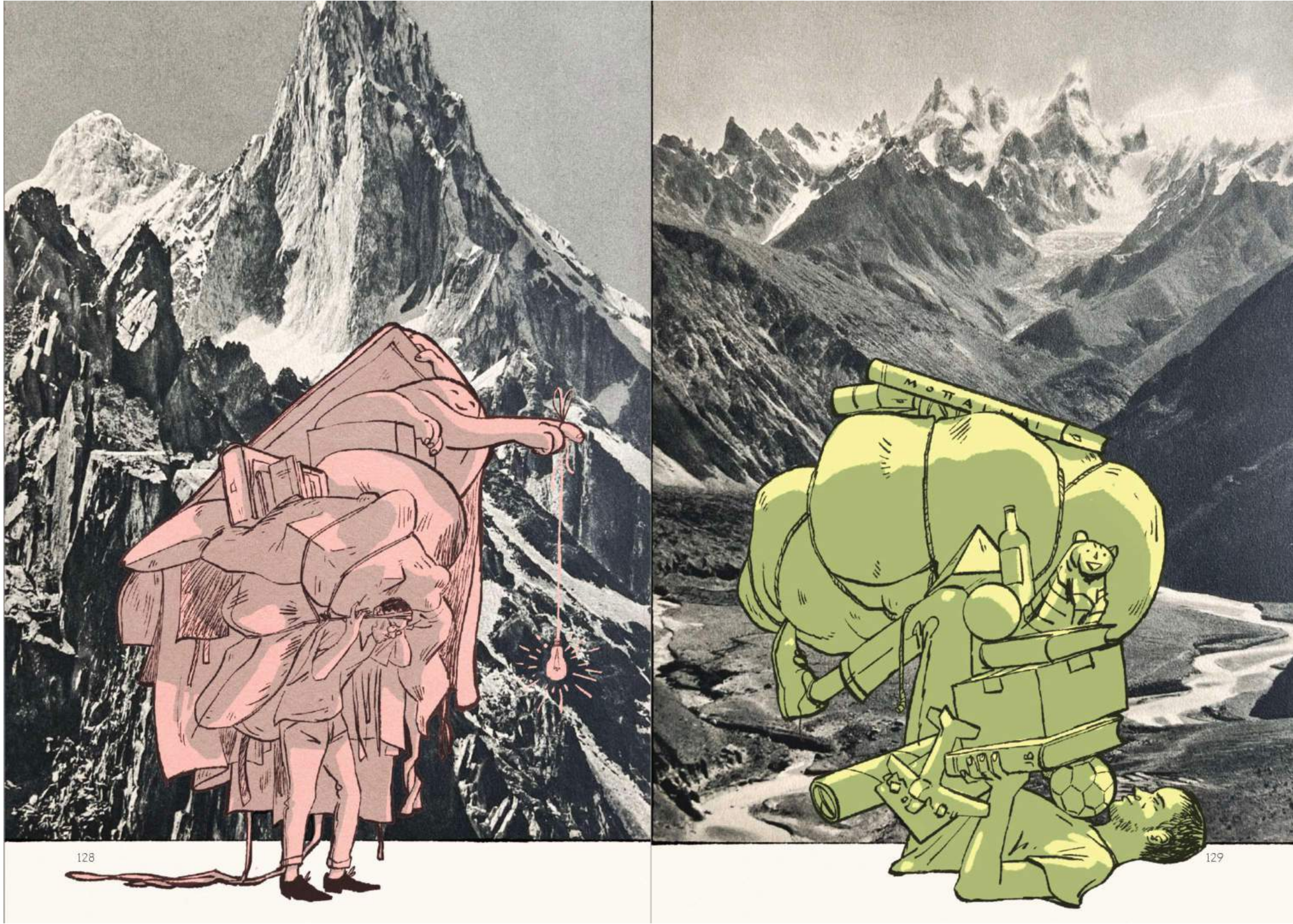


THINK EDITORIALLY

Substacks Have Substack's Soul

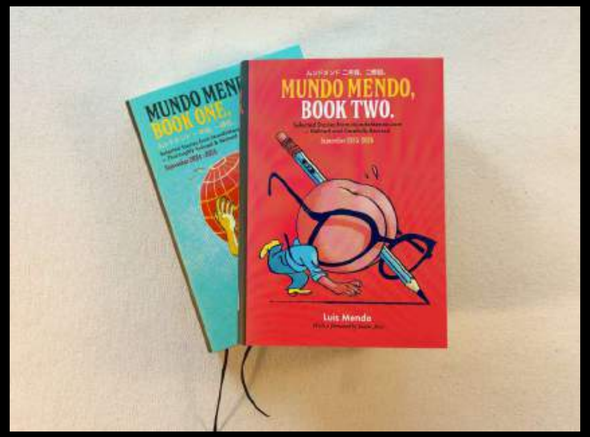
Insta Reels Reek of Instagram

YouTube's Play Button Is Always

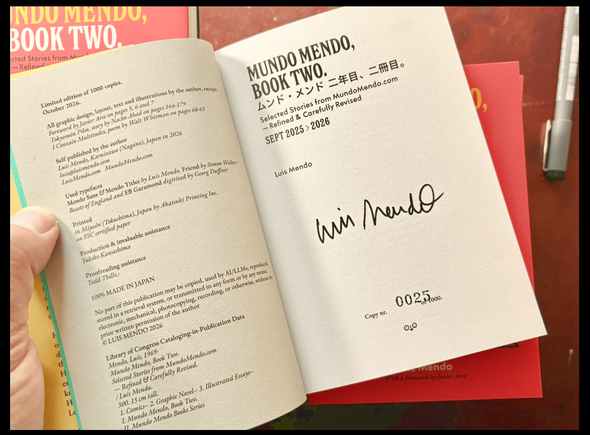




MAKE SOMETHING
WITH WEIGHT


MUNDO MENDO,
BOOK TWO.
Luis Mendo

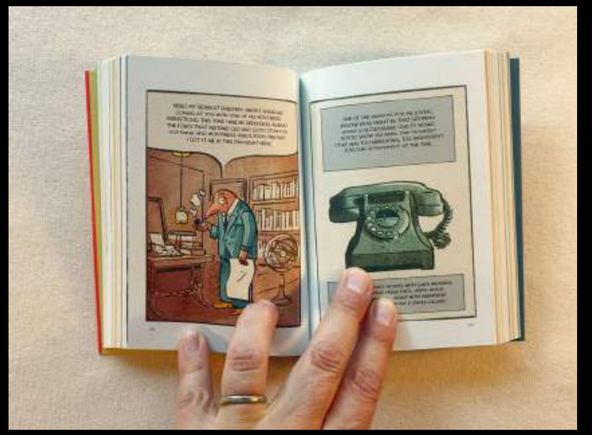


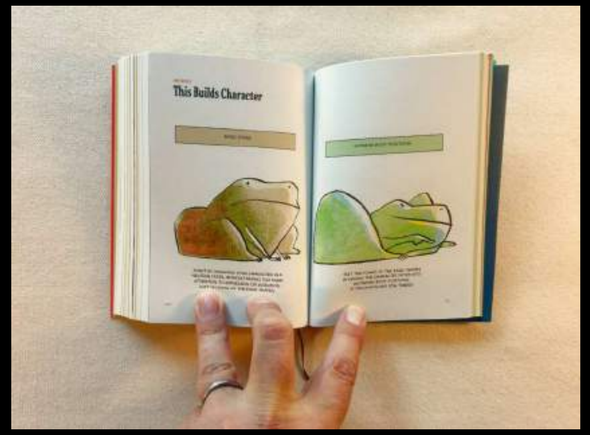

MUNDO MENDO,
BOOK TWO.
ムンド・メンド 二年目、二冊目。
Selected Stories from MundoMendo.com
— Refined & Carefully Revised
SEPT 2025 › 2026
Luis Mendo
Copy no. 0025
Luis Mendo






Aoyama Flânerie

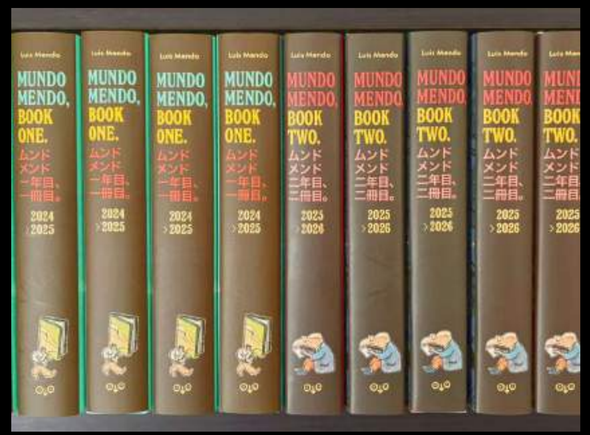


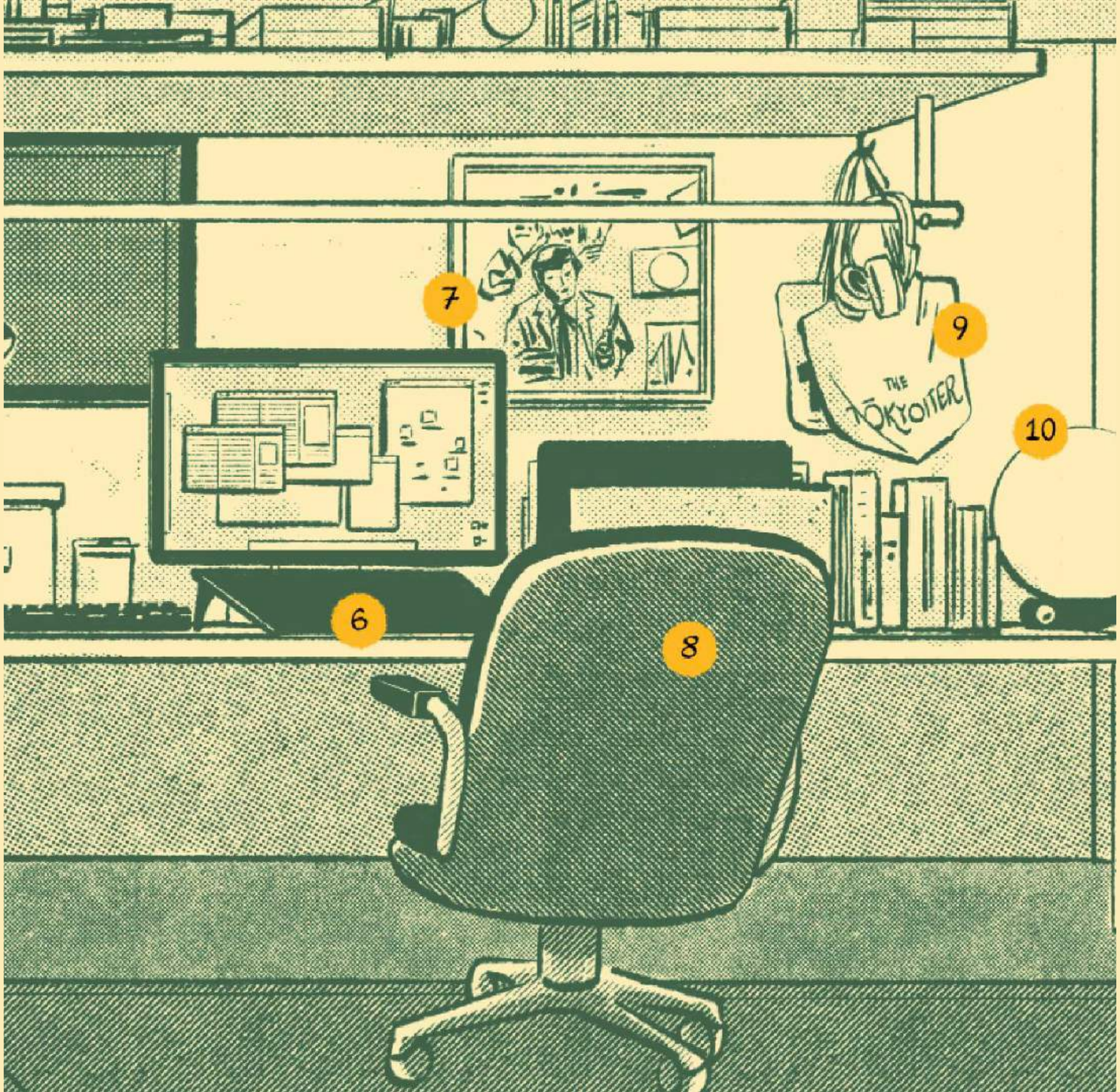

This Builds Character





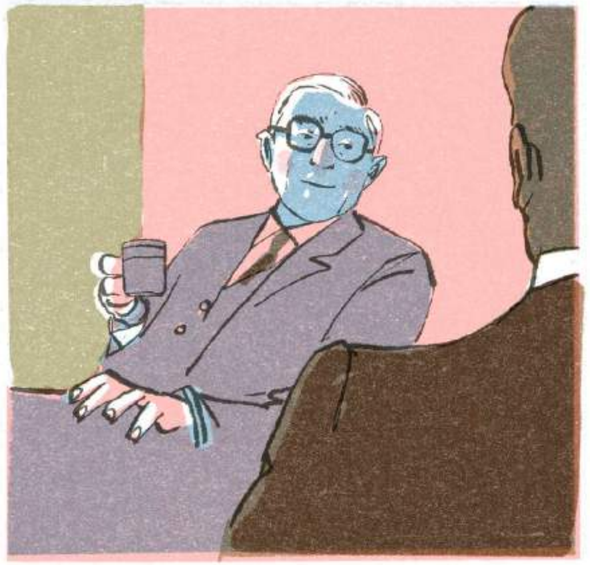



MUNDO MENDO, BOOK ONE.
MUNDO MENDO, BOOK TWO.


7
9
THE TŌKYOITER
10
6
8

Tinker Tailor Lover Control

FIRST PUBLISHED ON OCT 2024



Alec Guinness as George Smiley in Tinker Tailor Soldier Spy (1979)

When things were... better?

Last week I rewatched the 70s BBC tv series adaptation of *Tinker Tailor Soldier Spy*, the famous John Le Carré's novel. At the beginning of each episode, they show the very end tail of the last installment –usually a cliffhanger– which doesn't explain a hell of a lot. I interpret this as a deference to the intelligence of the viewer as in *we know you are clever enough to figure out what happened this far in the story, we don't need to explain everything*. I miss this deference today.



An Acne Studios shirt I bought twice and my wife repaired a few times

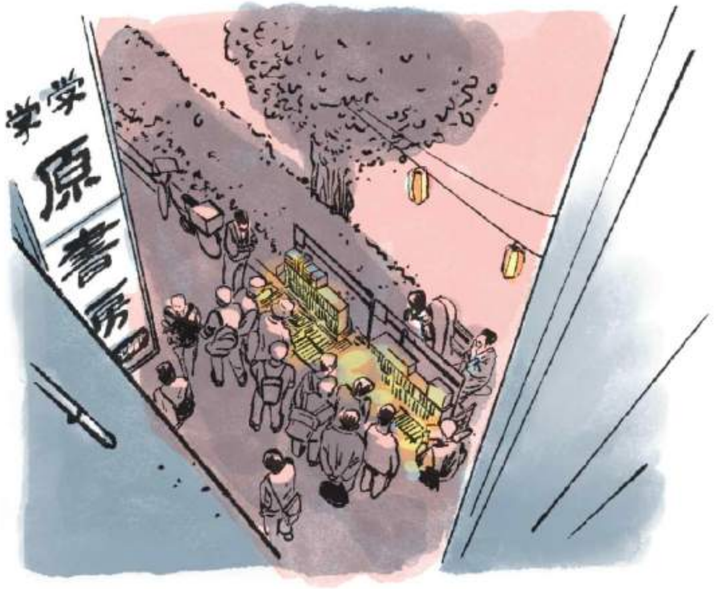
Love lost for a shirt

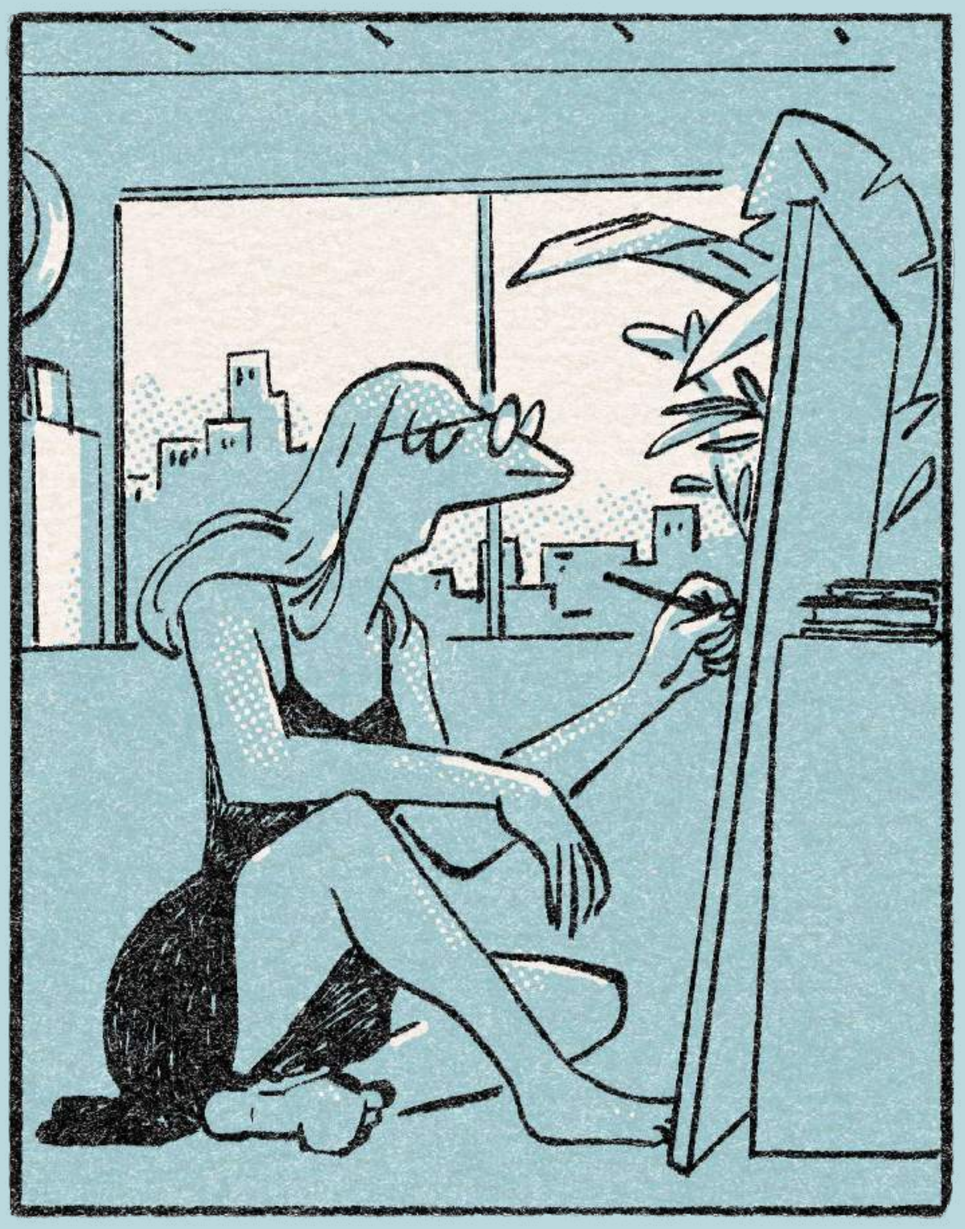
In 2008 I bought an Acne Studios shirt, wearing it for a total of twelve years before it started showing too much wear and it *probably shrunk* because it didn't fit me anymore. Saddened, I searched for the same one in Tokyo until I found it, but lasted only three years before my wife had to repair it. Today it fell apart again so I am saying goodbye to it. It hurts me but it really looks too bad to wear. Why did the first one last twelve years and the second one just three? The story of this shirts tells a lot about the quality of modern items.



The humans populating Jimbocho are predominately middle aged and working class men. You'll see also a lot of salary women and salary men, many students (there are a few faculties around the area), professors, authors, publishers, printers, artists, intellectuals, collectors...
I keep observing them and try to guess their stories.
These are the moments when I truly hate my Japanese being so limited.
Today, because of the festival, things are more animated than usual. Grateful for the lack of rain, the sellers stoically stand behind mountains of books, hoping to get rid of stock. I can only imagine the monumental task they went through, when selecting which volumes from their vast stock to put out for the festival.

One important advice when strolling Jimbocho is to fearlessly enter the buildings, take the elevator to the top floor and then walk downstairs one floor at a time. In each floor they'll cater a different public or there will be a different shop.
Most books in Jimbocho are old, second, third, twentieth hand. I am guessing someone has made an economical study about the business of old books, but I often think that the 2nd hand book industry is bigger than what new books sell.
If you are into bucket lists, I implore you not skip Jimbocho if you ever come to Tokyo.





THE MOST ROMANTIC IMAGE WE GET TODAY IS AN STYLIZED AND CURATED INSTAGRAM POST, TAKEN FROM A SPECIFIC

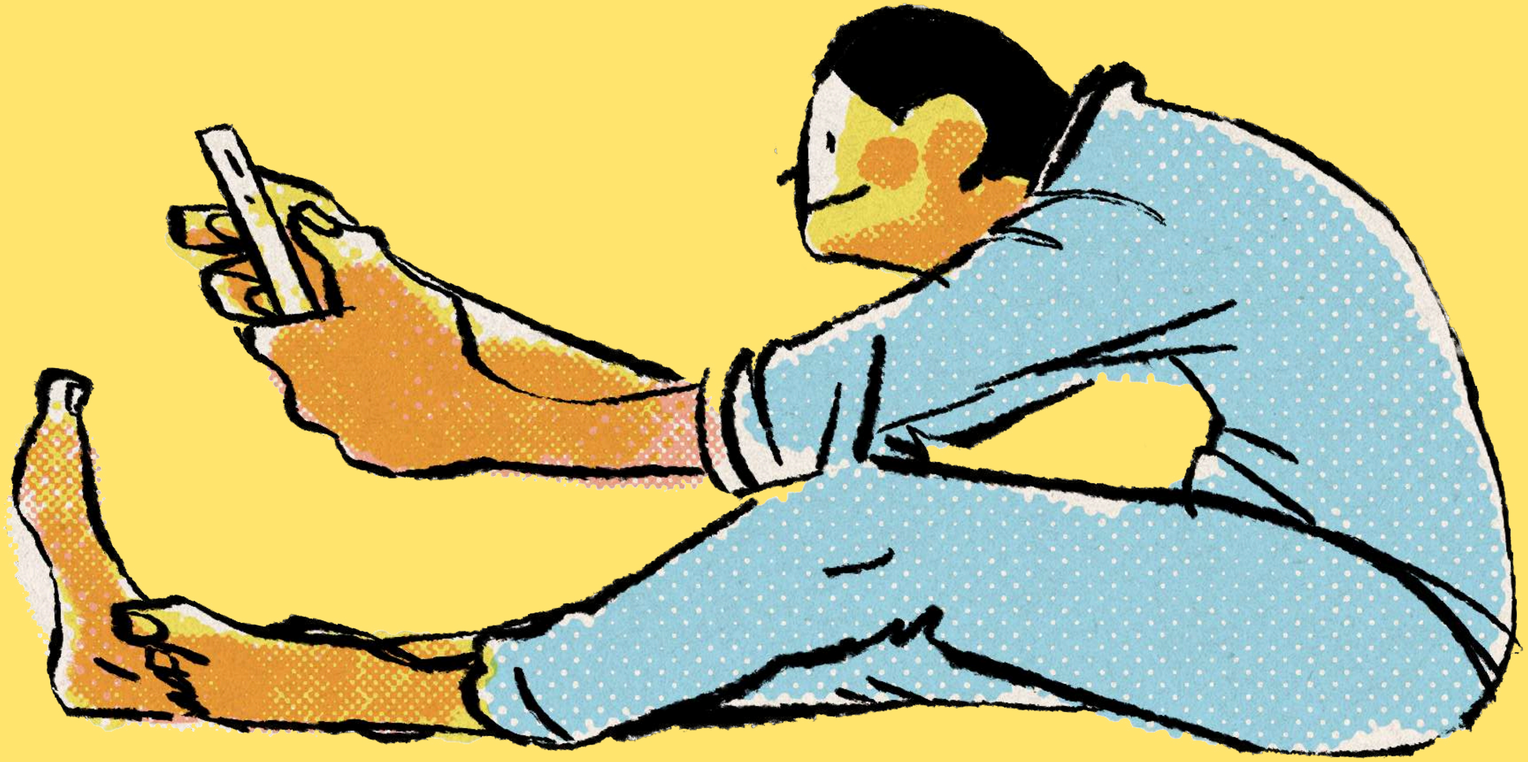


SURVIVING AS AN ARTIST TODAY MEANS TO DO TOO MANY THINGS... LIVE

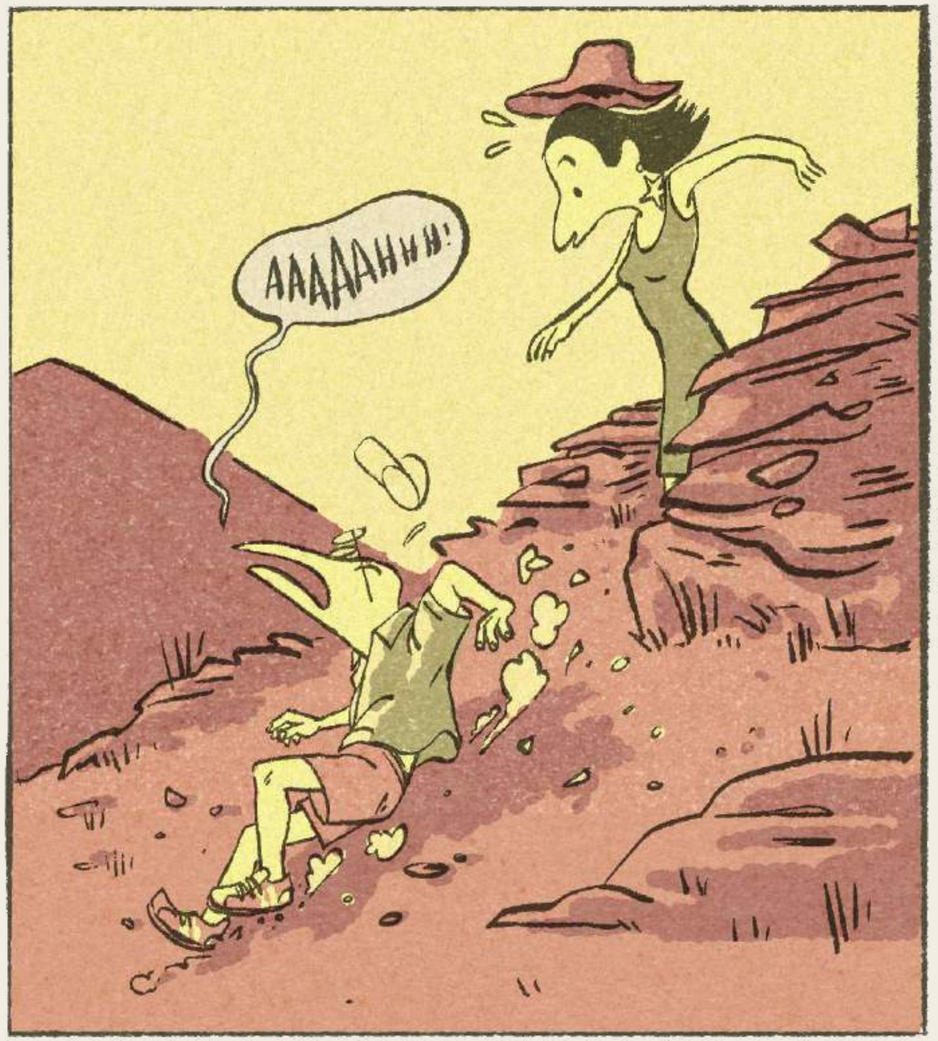









MAYBE THIS WORLD IS TOO BEAUTIFUL FOR US HUMANS.
SURE YOU CAN CHOOSE TO DRAW THE BIRDS REALISTICALLY, BUT I CHOOSE TO LEARN FROM THEIR BROKEN FLIGHT PATTERNS INSTEAD.



4

STUMBLING AND FALLING DOWN THAT HOT-AS-HELL MOUNTAIN, BECAUSE MY SON WANTED TO REACH A HIDDEN BEACH —WITH NO ACCESS FOR LAZY, OVERWEIGHT ILLUSTRATORS IN THEIR MIDDLE AGE.













THANK YOU

20% OFF — ONLY

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