

# CAFEBRERÍA EL PENDULO

MEXICO CITY · MEXICO

A dedicated concept promoting cultural cohesion within different neighborhoods of Mexico City now extends to seven bookstores



TOP Out of the box: an enormous palm tree grows majestically up through the roof of the Cafebrería El Péndulo.

OPPOSITE The interior of the store draws the eye upwards, too, with books rising practically to the ceiling.

The palm rises symbolically above the roof of the seventh and youngest Cafebrería El Péndulo in Mexico City. In the same fashion, the brainchild of Eduardo Aizenman and his partners has been flourishing, evolving since the 1990s from a private obsession into a cultural institution. From the very outset, Aizenman says, the aim was to create places where stories write themselves. “When things seem uncertain, either politically or economically, our stores bloom. People seem to find comfort in our place, a sense of home.”

Open spaces and free events promote a sense of cohesiveness within the neighborhood. Customers come to browse, read, work, and discuss. Besides classic works of literature, poetry, philosophy, history, and art, the selection concentrates primarily on Spanish-language books. The balance between books and events in each Cafebrería is individually tailored to the local neighborhood. “Books are very compact traveling apparatus,” says Aizenman. “They offer a very intimate way to grow infinitely.”

