



The God's Convenience Store

神明便利商店

Author: Tung Lin Hsieh **Illustrator:** Tung Lin Hsieh **Publisher:** Mirror Fiction

Date: 06/2023

Rights contact: bft.children.comics@moc.gov.tw

168 pages | 11 x 17cm

Volume: 2 (END)

Adaptations: Board games, video games, stage plays, film and television

Rights Sold: Russian

BFT2.0 Translator: Catherine Yu

Welcome! Care for a cup of hot miracle water?

Scan the QR code to join our membership program and earn merit points!

Before ascending to the ranks of the celestial beings, Shen Yüan-chün, the direct disciple of Mazu, must first master the art of serving humanity. Following instructions from the gods, he opens a convenience store in the mortal realm. His task is to accumulate 100,000 followers.

This world's first-ever "divine" convenience store not only sparks endless laughter among humans but also becomes a social hub for celestial beings. Amid the hustle and bustle of daily life, gods from all walks of life occasionally show up for divine showdowns or unexpected interactions. Meanwhile, Shen Yüan-chün's inner alter ego keeps causing mischief. Will he successfully achieve his goal of 100,000 "subscribers" and return to heaven to launch his celestial startup?



Author **Tung Lin Hsieh**

Tung Lin Hsieh's works have frequently appeared on the Books.com.tw annual bestseller list and have been featured in the recommended selections for the Taiwan Pavilion at the Angoulême International Comics Festival. Formerly a novelist and advertising copywriter, Hsieh is now a full-time comic artist, known for notable works such as *The God's Convenience Store*, *Who's Afraid of Whom*, *Love Counseling for Assassins*, and *I Work at a Fraud Company*. Additionally, he has been invited to teach scriptwriting at platforms such as LINE WEBTOON, Taiwan Comics Base, and Game Orange Comics Star. *The God's Convenience Store* has been licensed for adaptation into board games, video games, stage plays, and film and television. The series consists of 2 volumes, and overseas rights have been sold in Russian.

When Deities Open Convenience Stores: How Comics Use Humor to Critique Social Issues

by Wen-Chien Hsu

Taiwan ranks second globally in convenience store density. According to the Fair Trade Commission, Taiwan has approximately 12,000 chain convenience stores, which cover nearly every need in daily life—from food and shopping to parcel pick-up and bill payments for various public and private entities.

Did you know there's something even more numerous than convenience stores in Taiwan? Religious sites! Taiwan, the second most religiously diverse country in the world, boasts over 15,000 registered churches and temples—far exceeding the number of convenience stores. (And that's likely an underestimate.) On average, there's a religious site for every 2 square kilometers.

Whether it's marriage, childbirth, home ownership, academic pursuits, or career concerns, Taiwanese people can always find a corresponding temple or shrine to seek divine blessings through rituals like divination, drawing fortune sticks, or offering thanks.

Artist Tung Lin Hsieh captures this unique aspect of folk culture in his work *The God's Convenience Store*, where he invents a deity named "Shen Yüan-chün"—a god instructed by Mazu, a Taiwanese goddess, to open a convenience store on Earth. His task is to learn how to serve humanity and become a respected deity.

Set against Taiwan's contemporary social landscape, this premise is clever,

both reflecting Taiwanese beliefs and humorously highlighting social issues such as investment scams, casual relationships, academic pressure, and school bullying. Here, the "we-have-it-all" service nature of convenience stores is imbued with a religious touch, creating a satirical yet realistic depiction of Taiwanese society and its faith practices.

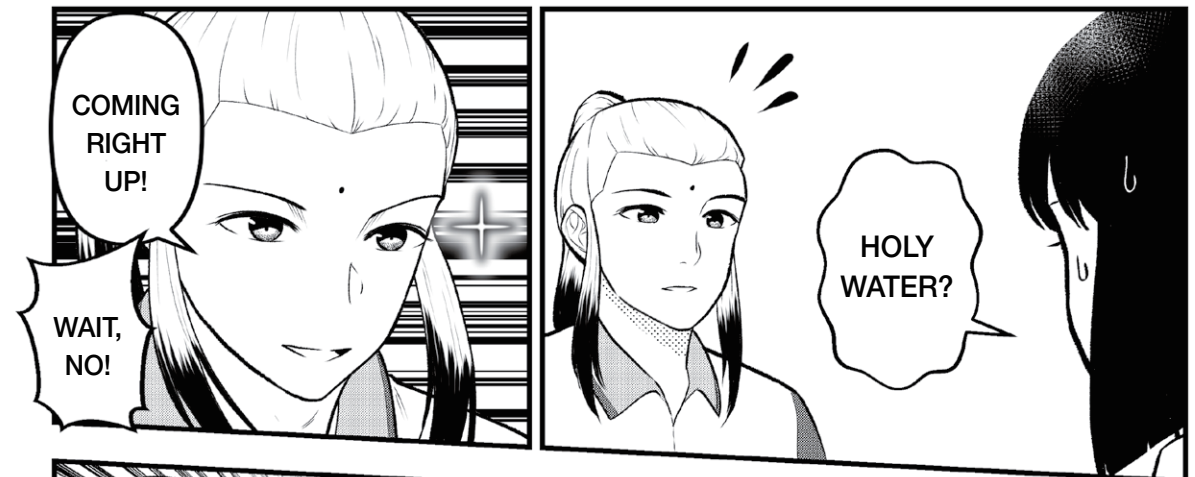
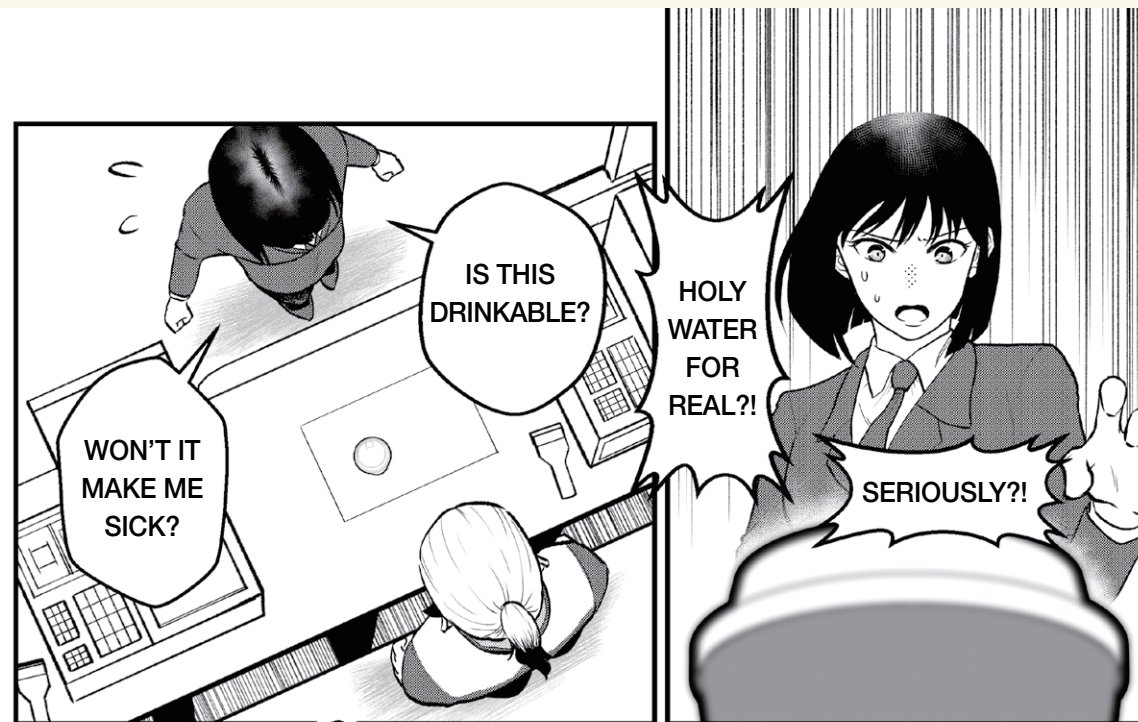
Hsieh previously worked in an advertising agency, and after leaving the industry, he began creating short pieces or single-panel illustrations on his Facebook page—a style perhaps influenced by advertising techniques. His works often use monochromatic tones to catch the eye and focus on current events to resonate with his audience. As a result, his Facebook page and published works frequently draw inspiration from social phenomena, with a design style characterized by simple colors and clean lines.

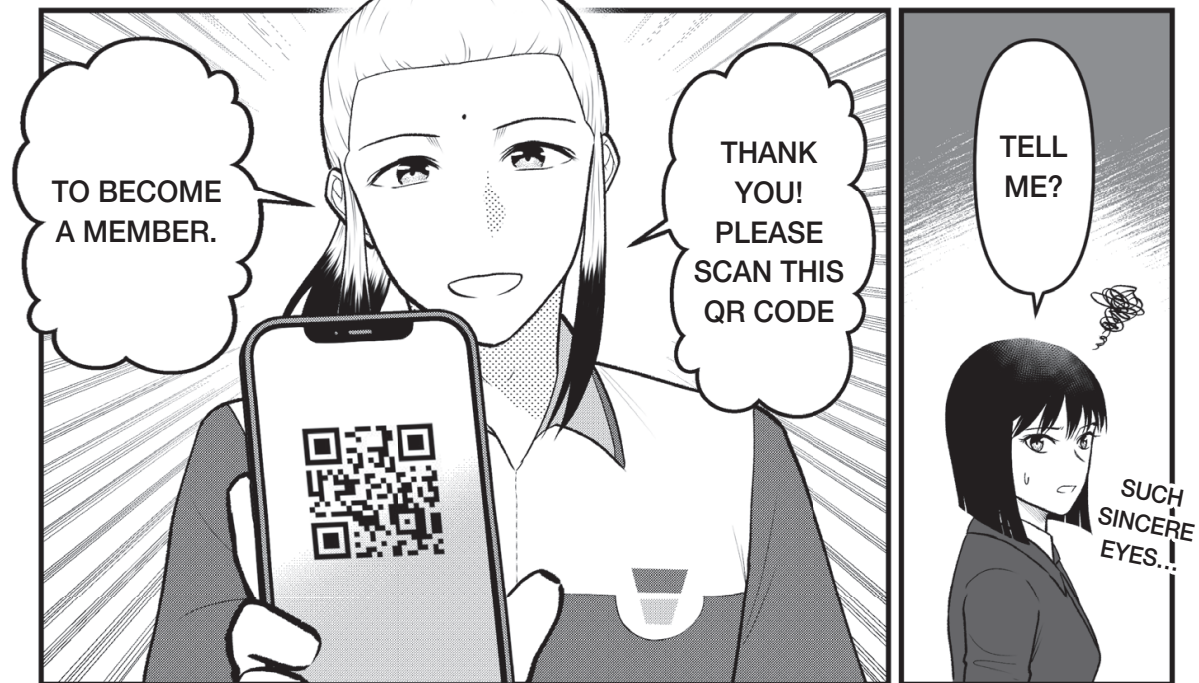
Hsieh's core creative philosophy

is equally striking. In an interview with OpenBook, he mentioned, "If you want to spread your perspective, you need to make people interested in the topic first." This is why he chooses humor as his storytelling medium—not merely to make people laugh but also to express his views on social phenomena and current issues in a gentle way. As he put it, "The essence of laughter is actually quite cruel."

At its core, *The God's Convenience Store* is like a stand-up comedy performance, using crafted dialogues to provoke thought. Readers find themselves laughing, yet simultaneously reflecting on the injustices and absurdities in the world.

Wen-Chien Hsu possesses a free-spirited soul. She has worked at a LGBTQ+ organizations, the 113 Domestic Violence Hotline, and now works as an editor of Books from Taiwan 2.0.





YES, I NEED 100K FOLLOWERS.



GODDESS MAZU ASKED YOU TO GET MORE MEMBERS?

