



EPISODE SEVEN **Mean It Deep** WITH JUAN MUNIZ

Las Vegas-based artist Juan Muniz wants people to know it's OK not to be OK. In his new book *I'm Not OK*, he utilizes simple, meaningful illustrations and quotations to create space for people to voice their own struggles with mental health. Shining a light on mental health, depression, and anxiety is a theme of much of his work, including his popular Ninobuni World lifestyle brand. We get disruptively raw on this week's episode as Juan shares his own struggles to understand feelings of loss and confusion and the importance of "Say it simple; mean it deep."



ninobuniworld.com



[@jmunizart](https://www.instagram.com/jmunizart)



[@juanmunizart](https://twitter.com/juanmunizart)



[J.Muniz](https://www.facebook.com/J.Muniz)

THEMES & INSIGHTS

1. You have a story to tell. Don't try to fit in and do what's normal or expected. Share your unique story, even if it's just for yourself.
2. People don't need to be fixed; they need to be heard. Be proactive about mental health. Start early, having vulnerable conversations with your children and family.
3. Be brave enough to start something new that will help others. Some people might not like it, but if it helps one person, that's all that matters.

COMBUSTION QUOTES



"I believe that art is more meant to start a conversation and that was the best part of it all. To me, creating this simplistic visual cartoon character with a deep message behind it, it'll open the doors in a kind of spoonful-of-sugar kind of way to let people just talk and spark a conversation."



"Yeah, well, sometimes, we don't even understand what's going on in our own head, but just being able to put it out there in the world and actually physically let these words out and say how we feel, that's very therapeutic and it helps a lot in itself. So, my goal from then on with everything that I do is to start a conversation and end the stigma behind the conversations of mental health."



"The only way that this is gonna move forward ... is if there are people that open up and speak up about it (mental health) and not be scared to open up and share their feelings and their emotions and their thoughts."

RESOURCES

[I WANT YOU TO LOVE ME BOOK](#)

[NAMI SOUTHERN NEVADA](#)

[I'M NOT OK BOOK](#)