



# *The Hygge*

A CASCADE CULINARY INSTITUTE  
DANISH EXCHANGE PROGRAM NEWSLETTER

**Velkommen til The Hygge**! With the culinary exchange on hold, CCI volunteer Laura Becker is highlighting some fun hygge insight for Winter with Meik Wiking's book, The Little Book of Hygge: Danish Secrets to Happy Living. Look for each episode of this newsletter to cover part of the book!

## *Inside:*

- Then There Was Hygge
- The Hygge Manifesto
- A Hygge Primer



## *Then There Was Hygge*

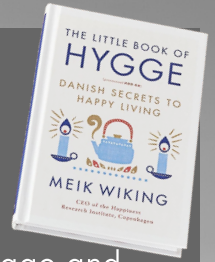
Hygge first appeared in written Danish in the early 1800s. Of Norwegian origin, it meant well-being, eventually adapted into Danish. Danes and Norwegians shared a similar language, since Denmark and Norway were one country from 1397 to 1814. Other languages have words to embrace this concept: English, hominess; Dutch, gezelligheid; German, Gemütlichkeit; and today's Norwegian, koselig.

Regardless of the language, each culture shapes its word into a more fixed concept, eventually developing a phenomenon that marks unique cultural traits. Specific items, experiences and moments make hygge what it is for the Danes.

What follows is a hygge manifesto, which will help you understand the unique cultural traits of hygge.

## *Up Next:*

In the next episode,  
you'll learn about Hygge +  
Oxytocin = Society's Glue (hygge and  
the happiness hormone)



# *The Hygge Manifesto*

1. Atmosphere: Turn down the lights.
2. Presence: Be here now. Turn off the phone.
3. Pleasure: Coffee, tea, hot chocolate, or whatever soothes your thirsty soul.
4. Equality: “We” over “me”. Share the airtime.
5. Gratitude: Take it in. This might be as good as it gets.
6. Harmony: It's not a competition. You're already accepted. Make your role easy peasy.
7. Comfort: Get comfy. Take a break. It's all about relaxation.
8. Truce: No drama, no politics, no shop talk. It's about everyone feeling safe and accepted.
9. Togetherness: Build relationships and narratives. Connect by not just talking, but listening. Share.
10. Shelter: This is your tribe. This is a place of peace and security. Kumbaya.



# A Hygge Primer

Danish is full of compound words, so you can add hygge to most any word:

- Do you know a **"hyggespredner,"** someone who spreads hygge?
- Or, a **"hyggeonkel,"** a friend of the family who's a little too lenient with the kids?
- Do you look forward to Friday nights, **"familiehygge,"** when you spend time with the family and are in the mood for **"hyggehjørnet?"**
- You might prefer **"hyggesnak,"** quiet chitchat with a friend keeping the conversation sincere.
- Or a more solitary **"hyggestund,"** curled up in the **"hyggekrog,"** the cozy nook in the kitchen or family room.
- Of course, you're wearing your **"hyggesweater," "hyggebukser"** (pants) and **"hygesokker"** (socks).



I can see you're starting to get the hang of it, or should I say, getting the hygge of it? Dedicated to well being, gratitude and comfort, many things can be hyggelig and your actions hyggeligt. And anyone or anything that reeks of ego, power, self-serving interests, steer clear from. That person or thing is very uhyggeligt, creepy and scary!

*Danes rank restaurants, coffee shops and cafes on how hyggelig they are.*



As a Dane, you would probably have to throw out what Americans learn about price, product, place and promotion in marketing classes.

In Denmark, cafes and restaurants are judged on how hyggelig they are. That means lighting, an open fireplace, a cozy corner.

Our Bend, Oregon cafes and restaurants have embraced this to great success with the many outdoor firepits welcoming visitors.

A Google search for "beautiful restaurant" elicits 7,000 hits; a "quality restaurant" 9,600 hits; a "cheap restaurant" 30,600 hits. Google "hyggelig restaurant" and you'll hit the jack pot, 88,900 hits!