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Say Ja To Hygge!: A Parody: How To Find Your Special Cosy Place



Synopsis

Hilarious tongue-in-cheek guide to the Danish "hygge" lifestyle. This book came about after a particularly hyggelig evening in December 2015. I had just lit my pleasing contemporary wood-burner and was sitting back, glass in hand, listening to Terje R  nk's classic dr  n jazz album "Tepid in Taarstrup". I found myself reflecting on the fact that we are the World's Happiest People. Wasn't it time, I thought, we shared our secret? I immediately called around three of the Institute of Wellbeing's brightest young researchers: Freja, Olaf and Sofia. We sat together snug in my pure wool 'foursie', bathed in soft fire-light, and talked long into the evening. The idea came over us unexpectedly. We would publish a book, explaining hygge for the betterment of all mankind. I'm delighted that we have succeeded. And I hope our efforts will help you to find your own hygge-topia. Held og lykke!"

Dr Magnus Olsensen, Director, Institute of Wellbeing, Aarhus

The Danish "hygge" (pronounced 'huhhpg-ghuhrr') lifestyle is all about feeling snug, gentle, warm and satisfied - ideally, self-satisfied. But how should you go about finding your special cosy place? Let Dr Magnus Olsensen be your hilarious guide to finding hygge in every area of your life - from the office to the bedroom. Hygge is derived from the Old Norse words hig, meaning cosy, and ger, meaning fire hazard. It is, in essence, a state of mind. (One that is heavily dependent on candles.) For some, achieving hygge will come easily. Others may have to work a little harder. But if you put in the hours - and follow the guidance in Say Ja to Hygge! - you will find your own hygge-topia. You will have become, in spirit, Danish. And - as the old song goes - there is nothing like a Dane!

This truly hilarious send-up of hygge culture is a work of timely comic genius.

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