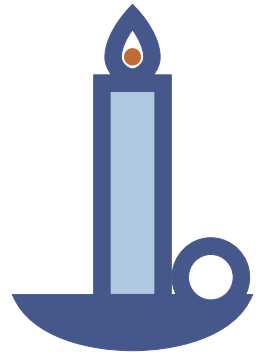


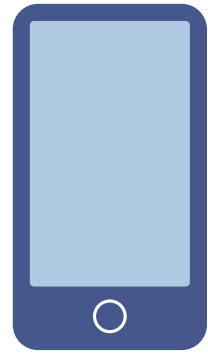
# THE HYGGE MANIFESTO

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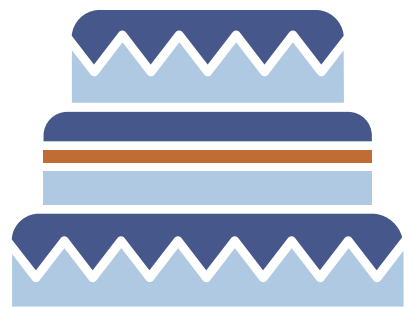
## 1. Atmosphere

*Turn down the lights.*



## 2. Presence

*Be here now. Turn off the phones.*



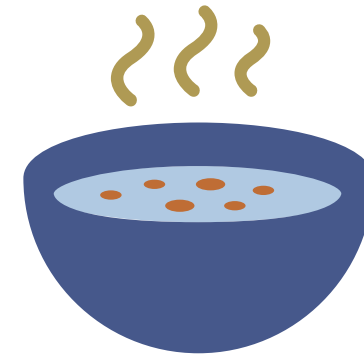
## 3. Pleasure

*Coffee, chocolate, cookies, cakes, candy. Gimme! Gimme! Gimme!*



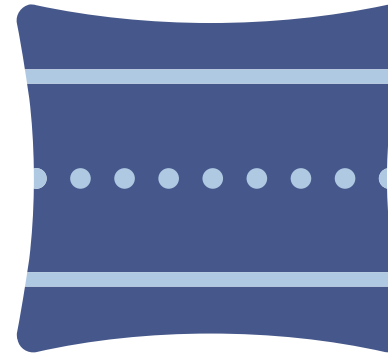
## 4. Equality

*'We' over 'me'. Share the tasks and the airtime.*



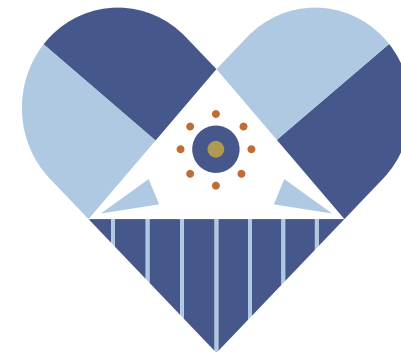
## 5. Gratitude

*Take it in. This might be as good as it gets.*



## 7. Comfort

*Get comfy. Take a break. It's all about relaxation.*



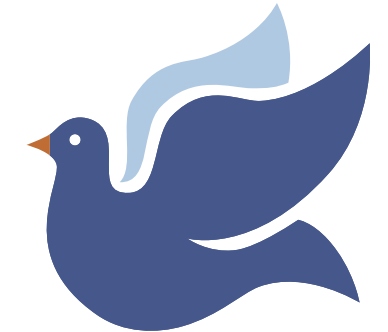
## 9. Togetherness

*Build relationships and narratives. 'Do you remember the time we...?'*



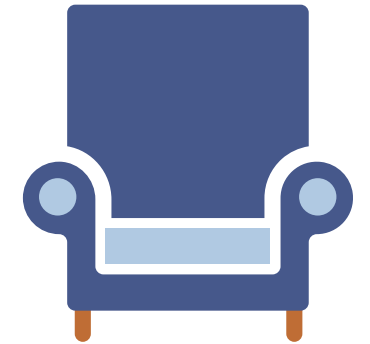
## 6. Harmony

*It's not a competition. We already like you. There is no need to brag about your achievements.*



## 8. Truce

*No drama. Let's discuss politics another day.*



## 10. Shelter

*This is your tribe. This is a place of peace and security.*