



儀式來一個，生活就Hoo個！
Get one ritual, life becomes Hygge!

《小王子》中有一段故事是：

「儀式是什麼？」小王子問道。
「這也是經常被遺忘的事情。」狐狸說，「它就是使某一天與其他日子不同，使某一時刻與其他時刻不同。」

儀式感指的是在某事前前置動作，可能來自於生活中的各種小細節。舉凡出門前一定要對自己打氣、上班前一定要戴手錶……都能是儀式感的一種。這些行為都有助於在心理產生錨定效應，讓未來帶來可預測性並減少焦慮感。希望此次專題能讓觀者了解各種日常中可能沒有察覺，但實際上正在進行的儀式感後經由實際體驗，意識生活所增添的安心與幸福感。



There is a story in “The Little Prince” :

"What is a rite?" asked the little prince.
"Those also are actions too often neglected," said the fox. "They are what make one day different from other days, one hour from other hours."

Rituals refer to the pre-action before something, which may come from various small details in life. From cheering oneself up before going out to wearing a watch before going to work, all can be a form of ritual. These behaviors can help people have an anchoring effect in mind, bring predictability to the future, and reduce anxiety. I hope this project can help viewers understand various rituals that are unconsciously performed in daily life and experience the peace and happiness they bring.





《Hoo個》為一系列介紹日常儀式感的專刊，按主題分為學業、事業、愛情、財運四本，每本皆附有四樣道具，供對各主題有興趣的觀者自行選擇。

學業篇：在考試前可以增添自信、成績進步

事業篇：在職場各個環節都能安心又順利

愛情篇：在愛情每一階段，都能過得更好

財運篇：增加各種財運，也更加好運

刊物將以趣味的風格，並用插畫、文案與互動機關等方式帶讀者認識儀式感的由來；附錄則是能夠實際使用的儀式感小道具，讓你在了解儀式感後，馬上體驗儀式感為生活增添的樂趣！



“Hygge” is a series of publications that introduces daily rituals from different perspectives, divided into four themes: studies, career, love, and wealth. Each issue attaches four items for viewers interested in the respective theme to choose from.

Study Edition: To increase confidence and improve grades before exams.

Career Edition: To ensure peace and smoothness in various aspects of the workplace.

Love Edition: To enhance every stage of love.

Wealth Edition: To increase various forms of wealth and good luck.

The publications will use interesting styles, illustrations, copywriting, and interactive features to introduce the origins of rituals. The attachments are practical ritual items that allow readers to experience the joy that rituals bring to life immediately after understanding them.



「Hoo個」取名源自古挪威語「Hygge」，有快樂、舒適及給予勇氣之意。「hu-」意味心靈與勇氣，代表儀式感為生活增添的各種情感，同時英文中的「Hoo」也有開心之意。希望「Hoo個」能夠帶來各式讓人開心、獲得勇氣之儀式感行為。

“Hoo個” is derived from the ancient Norwegian word “Hygge,” which means happiness, comfort, and courage. “Hu-” represents the various emotions that rituals add to life, and the “Hoo” also means happiness. I hope “Hygge” can bring various rituals that make people happy and gain courage.

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