The Principles of Snüg-flaking



SnowPrise: APPreciation

Snowprise encapsulates the joy of embracing winter's beauty, often experienced through activities like snowshoeing, winter hikes, or cross-country skiing in scenic places like trails, conservation parks, or resorts. It fosters appreciation by creating connections among participants through shared experiences amidst the enchanting winter landscape.



UnPlugZest: Disconnect

Unplugzest involves stepping away from digital devices that tether us to things beyond the current moment, allowing genuine connections with loved ones. By being present and free from these distractions, it cultivates deeper appreciation of surroundings, enriching experiences and fostering meaningful interactions with family and friends in the present.



BlissPlore: EnJoying

Blissplore captures the enjoyment found in activities like skating on outdoor rinks, celebrating the art of movement and the sheer delight of gliding through a frosty wonderland. It invites individuals to appreciate the beauty of winter while indulging in the joyous exploration of wintry activities, surrounded by the seasonal charm of the environment.



APrèsPhere: APrès Everything

Aprèsphere captures the essence of the post-activity experience, whether it's cozy pubs, wine tastings, cafés, or corners with books purchased from specific locations. It signifies indulging in comfortable gatherings filled with laughter, good food, and shared adventures, creating a warm ambiance and a space for post-activity relaxation and enjoyment.



SereNap: Rest

Serenap represents the tranquil spaces where individuals seek rest and rejuvenation. It's the cozy nook in a glamping site, luxury spa, or resort where visitors can unwind and find solace, often by a crackling fireplace, encouraging peaceful contemplation and relaxation.



CozyCradle: Comfort

CozyCradle symbolizes the comforting space at home that celebrates the simple pleasures of winter, such as homemade pies, stews, hot beverages, and moments of quiet reflection. It's about finding warmth and solace in the coziness of one's own sanctuary, embracing the simple yet comforting experiences of the season.



WarmthRove: Warmth

Warmthrove embodies the communal gathering around outdoor fires, wrapped in blankets, fostering warmth not just from the flames but also from shared stories and camaraderie. It represents the cozy and communal nature of fireside gatherings, creating a space for shared warmth and connection during the winter season.



StriveForge: Embracing Challenge

Striveforge embodies the intentional pursuit of challenging oneself, be it through physical or mental endeavours, in order to appreciate the gratification that comes from perseverance and hard work. This practice is evident in activities like downhill skiing, fat biking, ice fishing, and indoor climbing, where individuals actively seek challenges to experience the satisfaction of overcoming hurdles and enjoying the fruits of their efforts.



HiberCaving: Simple Pleasures

Hibercaving is the art of crafting a cozy cave-like space within your home, fostering a sanctuary that honours and reveres the simple joys of winter. It's a haven that celebrates homemade delights, indulges in the warmth of hot beverages, and encourages moments of tranquil reflection. Hibercaving emphasizes the sheer happiness discovered in life's uncomplicated yet deeply comforting experiences, creating a serene retreat within the familiarity of one's home.



CraftSoulism: Art

Craftsoulism embodies the profound practice of not just appreciating but revering the craftsmanship and artistry of others. This practice thrives in theatres, artist studios, museums, galleries, and concerts, where individuals immerse themselves in the soulful expressions of various art forms. It emphasizes not only the aesthetic beauty but also the heartfelt dedication and skill invested by artisans and performers, creating an intimate connection between the audience and the creators' craft.