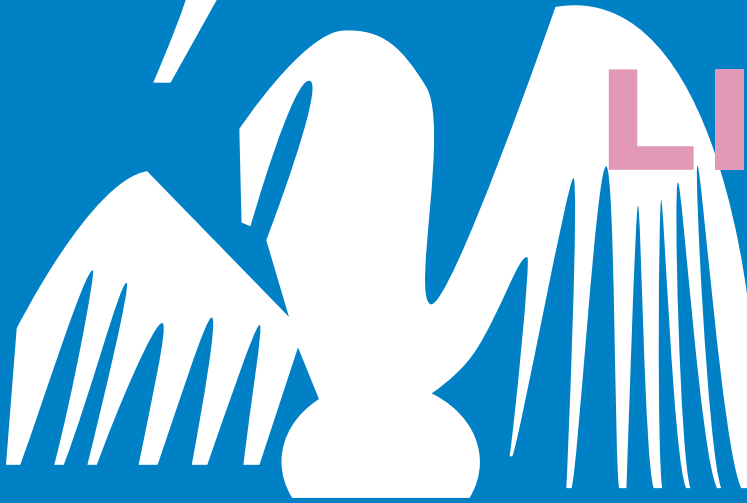


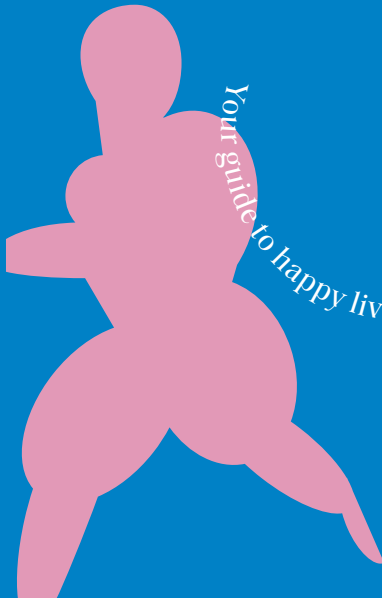
LIVE

World of TRE



LIKE

Liisa Jokinen



Your guide to happy living according to the Finns

A

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FINN

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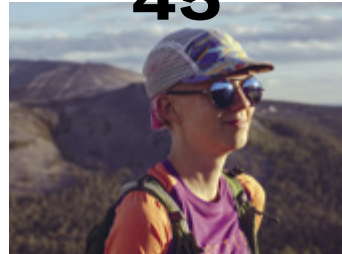
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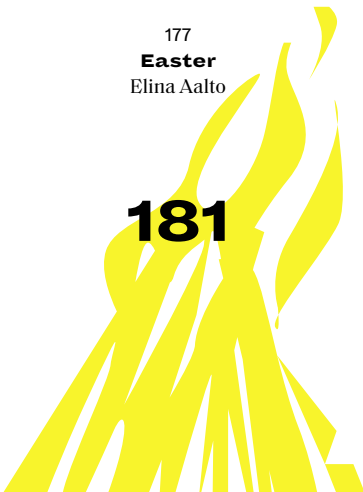
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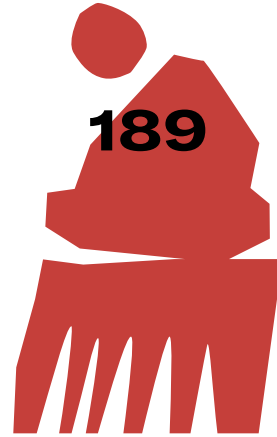
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How do the happiest people in the world live (when they're not busy paying their taxes)?

TANJA SIPILÄ
CEO of World of TRE

Finland is the happiest country in the world. Our education and healthcare systems are among the best in the world. Our nation is very equal and free. People can make their own life choices – either good or bad ones – supported by our government and its very efficient tax system. Many Finns, as well as people in other countries, appreciate these aspects of Finnish life.

On the other hand, the country is far from perfect. Intolerance and racism are increasing in Finland, as in other parts of the Western world. The country also has relatively high rates of suicide, depression, and violence, compared to other Western nations.

At TRE we feel that the current image of Finns is a little outdated. So, as a company that specializes in Nordic design and the Finnish lifestyle, we wanted to offer a different perspective. While there is no 'normal' Finnish way of life, nor is there just one Finnish way of living, Finns do have various particular habits and idiosyncrasies, some of which are more original than others – and which we're particularly proud of – such as *kalsarikänni* (getting drunk at home, alone, in just your underwear).

Finland is the happiest country in the world, according to the 2018 and 2019 edition of the annual Happiness Index, published by the

UN's Sustainable Development Solutions Network. Norway, Denmark, Iceland, and Switzerland come next on the happiness list.

“Happiness is knowing who you are. It is self-acceptance, being content, and having a meaningful life. Happiness, like sadness, comes and goes.”

We're tech-savvy but somewhat socially challenged. We feel inferior to our neighbor Sweden, and don't quite relate to Russia either. Maybe because we were occupied by one or the other for so long – we celebrated just 100 years of independence in 2017 – we are highly democratic.

Finland is great at innovation. We love design and created some of the most important global design icons of the first half of the 20th century. Yet Finns don't really like buying stuff. A shy and honest nation, we are unfamiliar with luxury and are very proud of having *sisu* – a kind of quiet determination, a willingness to strive for one's goals, even if they seem hopeless. Sisu is a noble quality that has helped us create a great society in often very hard conditions, but sometimes it can be simple stubbornness.

These days, especially in the Western world, it's easier to point out the differences than the similarities between people and cultures. It's true that everybody shares the basic human needs for dignity, safety, and love. In this book we want to tell stories about how people are meeting those needs in their own interesting ways, tales of their everyday lives and traditions that may share similarities with those of people elsewhere, but which are spiced with their own individual, uniquely Finnish, quirks.

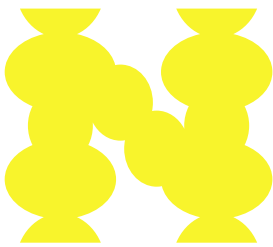
TRE is a design and lifestyle platform that promotes happiness and Nordic lifestyle through design. The carefully selected product

range offers a plentiful choice of unique Nordic design, from well-loved classic brands to new and emerging designers.

Teemu Järvi ⁽⁴⁵⁾ is an artist and designer who gets his inspiration from Finland's wild places. An ardent explorer of the country's lakes and forests, Järvi has close first-hand experience of the native wildlife.



Hunting and fishing



nature is healing. Being in nature makes me a better person – it puts things in perspective, combats stress, and helps me relax. A hike in the forest or a fishing trip at sea calms you down and helps you forget your worries. The sounds of the forest – the wind in the

treetops, birds, and insects – soothe me.

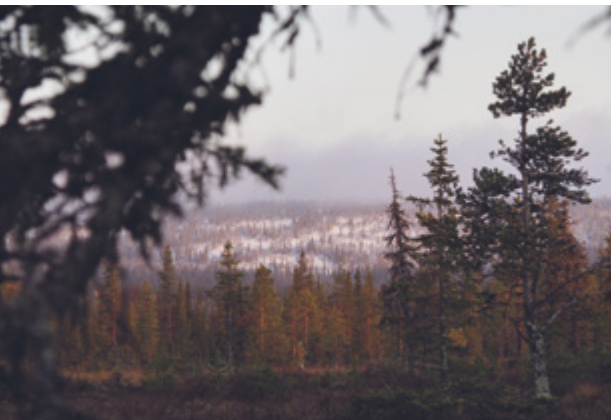
I try to spend as much time outdoors as I can. I hike, ski, fish, hunt, and pick mushrooms. There is something deeply rewarding in finding mushrooms or catching a fish. I can't explain it fully, deep down it just feels right. I learned to fish as a little boy by following my older cousin. He was a skillful fisherman and I admired him a lot. My uncle, who worked as a geologist in Lapland, introduced me to hunting. I have a strong hunting instinct; it's something I can't really explain. It brings me primitive joy. Being in nature awakens your animal instincts.

I hunt birds mainly and love cooking and eating game. I'm committed to responsible hunting, only take what I need and use all parts of the animal. For me, it's a way of respecting the prey. A responsible hunter does not kill for fun – hunting must always happen in harmony with nature and should never be a threat to biodiversity.

The same goes for fishing; there is so much overexploitation. I am a fan of selective fishing, which means only catching fish from sustainable stocks and respecting quotas and size limits. To me, this is crucial. All fishing and hunting should be done on nature's terms.

A few years ago I was fishing in Lapland with a friend. It was a beautiful, silent night and the midnight sun was shining, as it does there in summer. We were fly fishing at the Kemijoki River and saw a big brown bear crossing the river. It was coming our way and we started shouting, because we knew that brown bears are afraid of people and won't deliberately come close. For some reason, the bear didn't hear us and just kept coming closer and closer, until finally, after what seemed like a long while, it noticed us. It panicked and ran to the bushes as fast as it could. It was such a special feeling – this shared fear between us and the bear.

Lapland is my ultimate favorite place on Earth. I have a small wilderness hut in Savukoski, in Forest Lapland, close to the Russian border. In winter and spring I go skiing and ice fishing and in summer and autumn I hike and hunt. In that part of the world you really feel like you're in the middle of nowhere. I love the Kemihaara Wilderness Area as well as the bordering Kemijoki River and Urho Kekkonen National Park. The air is so clean and the water so pure, it feels like an Arctic paradise.





The Right to Roam: In Finland, everyone may walk, run, bike, or ski freely in the countryside; pick wild berries, mushrooms, and flowers; camp; fish with a rod and line, row,

sail, and swim in both inland waters and the sea. In winter one can walk, ski, and ice fish on frozen lakes, rivers, and the sea. One must not, of course, harm nature, trespass on

private gardens or cultivated fields, or disturb the privacy of private homes.



It's easy to go fishing, you can hire a fishing guide to take you to the archipelago, or you can just go fishing by yourself. If you are in Helsinki, the Vantaanjoki River is an easy place to start. The Finnish lakes are full of fish and usually open to the public, but you do need to buy a permit – it's not too expensive and easy to get online. If you have a valid hunting permit you can access the state-owned hunting grounds controlled by The Finnish State Forest Enterprise.

Over 70% of Finland's terrain is forest, and most Finns have a personal relationship with their woodlands. We feel safe in the forest – traditionally it has given us food and shelter – and yet sometimes I think we take it all for granted. Living so close to nature can mean you lose perspective. Unpolluted lakes and pristine forests will only be preserved if you make conscious decisions to value and protect them. I think this is one of the greatest challenges we will face as a society in the future.



“Happiness for me is all about finding inner calm. The best way to achieve that is by being in nature, completely offline. Happiness comes from hiking in the forest, fishing by the river at night or skiing across a frozen lake. It sounds simple, and actually it is.”

Sami Tallberg ⁽⁴²⁾ is an award-winning chef with a passion for wild food. He's not alone – the right to roam, enshrining the right of public access to wild places, underpins a strong foraging tradition in Finland.



Wild food



ack in 2004 I was working as a chef in a restaurant in Shoreditch, London, when a strange hippy-looking dude wandered in one particularly hectic lunch service and offered to sell us some sea kale. I'd never seen him before and I'd never even heard of sea kale. His entrance was somewhat magical so I bought the whole lot, put it on the evening menu as "steamed wild sea kale with sauce hollandaise" and it sold out in less than an hour. It was then I realized that it wasn't just Miles Irving [a world-famous British forager] and I who were keen on wild food.

In a week I was foraging sea kale, wild fennel, and wild watercress with Miles on the coast in Kent. It opened a portal into a wild green supermarket and completely changed my view on life and gastronomy.

I spend a few days a week in nature. I have several favorite places, depending on which part of Finland I'm in. I love Teijo in the archipelago, Punkaharju in the lake district, and Kemijärvi in Lapland. In Helsinki my top spots are Lauttasaari, Vuosaari, and Keskuspuisto – you can go foraging right in the center of the city.

Coffee – a national addiction

Finns drink **more coffee** than any other nationality. Finns are the **world's top** coffee drinkers.

A Finn drinks approximately **160l** of coffee a year. That equals **10kg** of ground coffee. To make a comparison: an American consumes just under **5kg** a year.

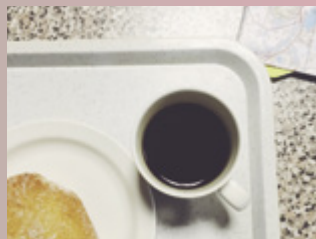
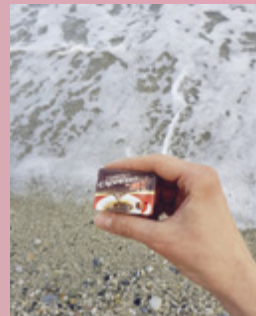
Coffee is relatively **expensive** in Finland. That is probably the reason why grocery stores often use coffee as a loss leader.

There's no such thing as a **party in Finland** without coffee. Coffee drinking is an essential part of christening and naming celebrations, funerals, weddings, and birthday parties in Finland.

70% of all the coffee consumed in Finland is drunk at home.

Finland is the only country in the world where coffee breaks are sometimes **written into law**. The first thing to do when you arrive at the office is to have a cup of coffee. The second coffee break is usually after lunch at around **2-3pm**.

Source: Petri Nieminen ja Terho Puustinen, *Kahvi. Suuri suomalainen intohimo* (Coffee. A great Finnish passion), Kustannusosakeyhtiö Tammi 2014.



“Happiness is going to the forest and eating blueberries while walking. Or listening to the fire. Or feeling a dog’s muzzle on my skin.”

Live Like A Finn is a book about everyday life in Finland, the happiest nation in the world. It shares the secret to the Finns’ happy lifestyle.

Live Like A Finn tells the story of people who take their shoes off before entering a house, drink more coffee than any other nation, and love both silence and heavy metal music; and of their country, Finland, the land of thousands of lakes, never-ending pine forests, millions of saunas, and the Moomins.

Live Like A Finn is not your average guidebook, but it sure makes you want to visit this curious north country.

