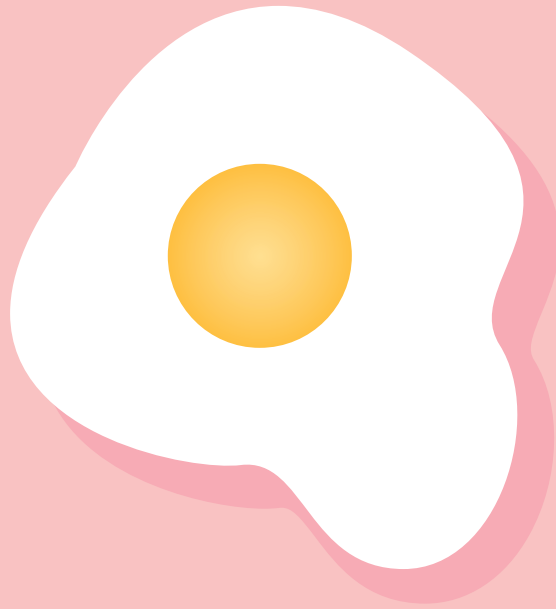


NO.01

2022



eggspresso

A Magazine About Mornings

Meet the Team



Caroline Frössling

morning person: I want to be
morning listen: Fly Away
favourite sandwich: Peanut butter

“If you can’t love yourself, how in the hell you gonna love somebody else?”

-RuPaul, 2008



Hannah Levander

morning person: No!
morning listen: Life is a Highway
favourite sandwich: Cheese and cucumber

“Det löser sig!”

-Hannah Levander, 2022



Kajsa Andersson

morning person: Definitely not
morning listen: Anything from Radical Face
favourite sandwich: Peanut butter

“And every day, that raven comes to visit”

-Matthew Mercer, 2017



Sandra Wikström

morning person: Sometimes
morning listen: Kafferepet
favourite sandwich: Prästost and cucumber

“Sometimes I’ll start a sentence and I don’t even know where it’s going. I just hope I find it along the way.”

-Michael Scott, 2006

EDITORIAL

I Hate Mornings

HAVING TO WAKE up every single day, starting the daily loop all over again. Alarm goes off. Snooze a couple of times. Come up with millions of reasons why I should stay in bed the entire day. Complain over all the things that have to be done today.

But I take a deep breath and count. One. Two. Three. And I roll out of bed, once again, as I’ve done a thousand times before. Starting the new day, being grateful to wake up and taking the chance to leave the world a little bit better than it was left yesterday. Sometimes, it feels like you haven’t been more prepared for something in your life, and some days you feel and hope that someone else would do that job for you. That’s the

feeling that we want to capture with this magazine that you’re holding right now.

We’ve tried to capture a lot of different feelings that you’ve probably experienced in your life at some point. The feeling of waking up so excited for something that you’re practically jumping out of bed, and the times where you are dreading something so much that you just want to sleep the entire day away. What’s actually setting apart a morning person from a night owl, and what are the best ways to start off a new day? We, the team behind this morning magazine, hope you enjoy it, we certainly had a blast creating it. So good morning, let’s make this the best morning yet!

Kajsa Andersson

FAST FOR OATS

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Good Morning,

You are perfect and stunning today,
just the way you woke up.











(deoderant would be a good look tho)

—Lin Manuel Miranda

COLLABORATIVE PLAYLIST

morning vibes

23 songs, 1 hr 21 min

- | | | | | |
|----|---|---|----------------------------|------|
| 1 |  | Always gold
Radical Face | The Family Tree: The Roots | 5:56 |
| 2 |  | Let Me Know
Passport to Stockholm | All at Once EP | 3:15 |
| 3 |  | Pure Gold
half-alive | Now, Not Yet | 3:34 |
| 4 |  | Steal My Girl
One Direction | FOUR (Deluxe) | 3:48 |
| 5 |  | What The Hell
Avril Lavigne | Goodbye Lullaby | 3:40 |
| 6 |  | Morning
Marc E. Bassy | Groovy People | 3:26 |
| 7 |  | Get Around It
Midi Matilda | Get Around It | 2:56 |
| 8 |  | Black hole
Younha | YOUNHA 6th Album Repac... | 3:08 |
| 9 |  | Remember When
Wallows | Nothing Happens | 2:35 |
| 10 |  | Know Myself
Justine Skye, Vory | Know Myself | 2:47 |



A woman in a white dress and cap is spinning on a grassy hill. In the background, there is a cityscape under a blue sky with light clouds. The woman is wearing a white sleeveless dress, a white cap, and white socks with red shoes. She is captured in a dynamic pose, with her arms outstretched and her dress flaring out. The background shows a dense line of trees in the foreground, followed by a city with several large, multi-story buildings. The sky is a clear, bright blue with some wispy clouds.

That Morning

I WAKE UP. I feel energized, already excited and nervous for the day that's to come. How early is it? It's not even close to my alarm ringing yet. I look over to my chair where a white dress lays, ironed and folded neatly with a hat resting on top. By tonight, it'll be stained with champagne and scribbled in names and promises. I realize I won't be able to fall back asleep - not that I mind. So I get up, and I get ready. I take a shower, dry my hair. Mom helps me curl it. No one else is awake. Looking out the window, the sky is a light blue, the sun peeking up over Skatås like it hasn't really woken up yet either. Dad drives me to my friend for the studentfrukost,

and it's eerily quiet and calm. The air isn't warm yet, but it's refreshing. We pass boys with goofy grins waiting for the bus in suits, and girls with their mascara still intact stepping off trams in white dresses. We're the only ones awake. It's silly, but I'm proud of them even though we don't know each other. This morning, we share something. Alcohol and outfits we'll only wear once. I arrive at Karin's house, with champagne and a polaroid camera. I hug my dad good-bye, and step into the kitchen to start preparing strawberries with my two best friends, before the rest of our class arrives. So many feelings and so much already taking place, and it's only 6.30 am.

Sandra Wikström

That Morning

I WAKE UP. I feel like the depths of hell. It's way too early. I've chosen one of those calm alarms with instrumental music that starts off slow and quietly, and then gradually increases as if trying to ease you into the morning. I don't fall for it. If I spoke the same language as my alarm, I bet I'd hear it's laughing maniacally at me, gloating in my despair. I look at my phone. It's 7 am, but it's still dark outside. Of course. It's raining, and it shows no signs of stopping anytime soon. Of course it's raining, and - wait. I'm supposed to be at school earlier today, so now I have to hurry. Breakfast wouldn't even sound good if it was cooked by a Michelin star chef. Brushing my teeth has

never gone by this slowly. And where is my wallet!? I Better get going so I don't miss the bus... wait. Why does my phone only have 5 percent? Are you kidding me? It didn't charge during the night. And now I can't even listen to music on the bus. I fumble with my shoelaces, slam the door and shove my useless headphones in my backpack. The rain attacks me as I walk to the bus. Now would be a good time to own an umbrella or a rain jacket. It's like I can see the raindrops smirk at each other before they slap me in the face. I should've hit snooze. So many things have already gone wrong today, and it's only 7.30 am.

Sandra Wikström

JCDecaux





Snooze. Sleep. Repeat.

THE ALARM IS beeping, it is the sound of a soft playing harp, or maybe you are the type to set a beeping siren so loud that basically the whole neighborhood can hear it too. Ten minutes later the alarm is beeping again, even louder it seems like this time, and every time the sound of the alarm comes back, your eyelids feel heavier and heavier. All you can think of is how much comfier your bed feel right at this moment. No matter who you are, you have probably been snoozing at least once in your life, but is it good for you?

By going back to sleep multiple times in the morning, our physical health is damaged. It can both increase the heartbeat, as well as the blood pressure. The normal 5- to 10-minute snooze time is also not enough time for the body to go back to the restorative state, also called dream sleep, and the dream sleep will therefore be disrupted. Snoozing is not an ideal beginning of the day, even though it might be tempting. The option of snoozing has become a bad habit for many people, and it is something that is hard to turn away from.

How do we stop hitting that big orange button? This can be done by creating a better sleeping schedule, which will reduce the need for snoozing in the morning. First, it is good to go to bed and wake up at the same time every

day, and yes, this includes weekends as well. This might not seem very tempting to some people at first, but it will help with overall health and well-being. Second, place the phone, also seen as the alarm clock, further away from bed at night before going to bed. What is the point of snoozing if you have to walk across your bedroom every 5 minutes?

Try this out, maybe the once so tempting button will become forgotten by you after waking up to a soft playing harp, or sharp siren.

Caroline Frössling



breakfast.

What Is Breakfast to You?

BREAKFAST, THE MOST important meal of the day, to some people at least. A breakfast is after all the first meal of the day, something to be eaten after a long, or short, night's sleep. Still, everyone has different opinions about it.

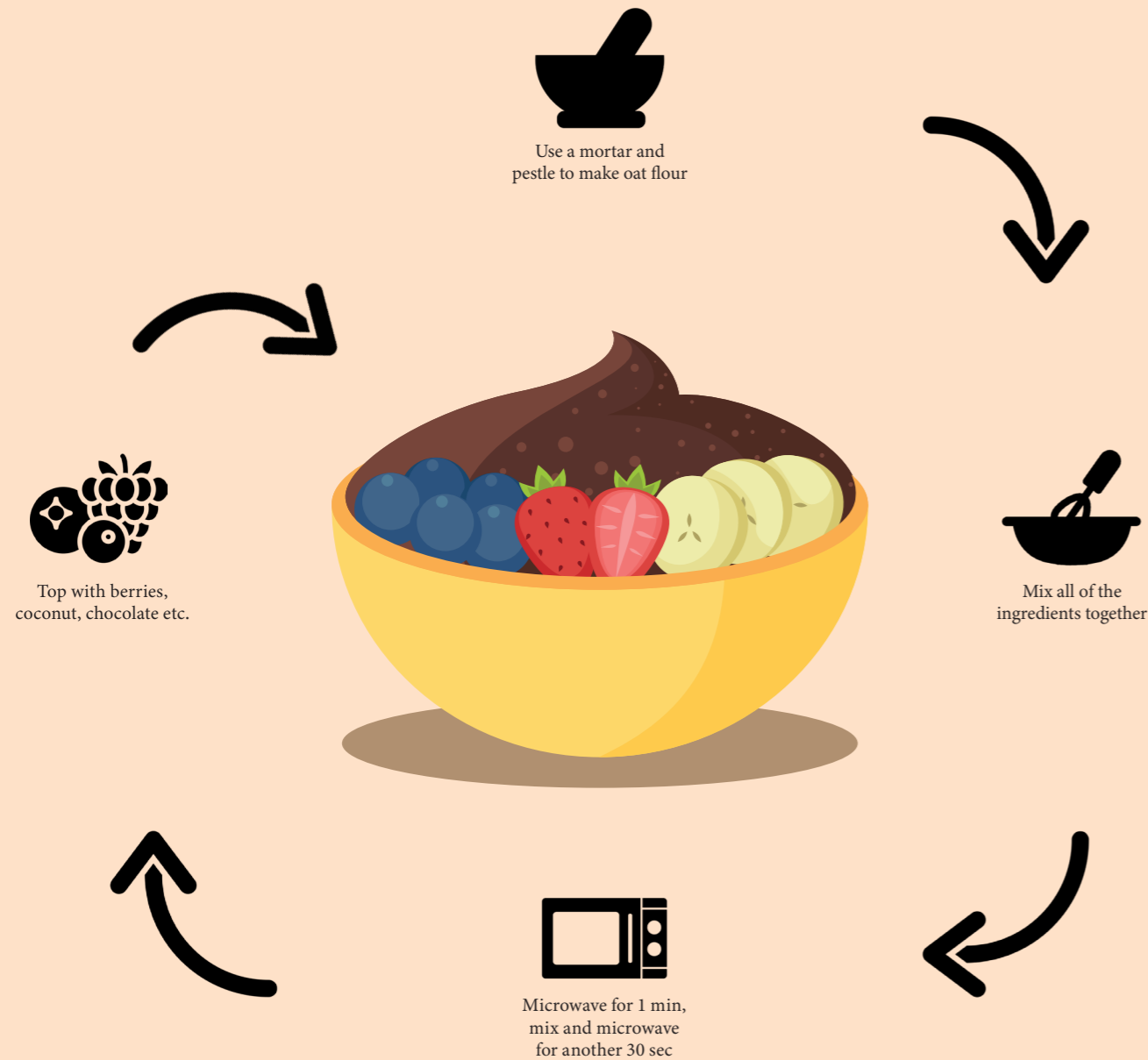
Maybe you are one of those who think of breakfast as something to look forward to after waking up, something nice and tasty to eat during the morning twilight. You might even have found the perfect breakfast recipe just for you, a breakfast that you eat every single morning.

Or maybe you are one of those who despise it, one who never could imagine themselves eating in the morning right after waking up.

No matter who you are, we hope that the following pages about breakfast will fill your morning with happiness and energy. Who knows, maybe this could even change the non-breakfast eater's morning? We want to guide you through our favourite breakfast recipe, as well as show the differences of the concept breakfast all around the world.

Caroline Frössling

1dl oats • 2tbsp cocoa • 1tbsp maple syrup • 1tbsp vanilla extract • 1,5dl milk



brownie batter baked oats.

COFFEE TESTING

"Don't talk to me until I've had my coffee!"

AROUND HALF OF the world's population are coffee drinkers in some form. If you are one of them, you have probably made it a necessity to have at least one cup of coffee in the wee hours of the morning. Some coffee drinkers do not care what form the coffee comes in, and some are especially particular in the exact brewing process, and from what farm the beans are grown at. Some are more that happy with the instant coffee they bought at Trader Joes a year ago, some can not imagine a cup brewed in

anything other than a \$150 *Chemex*. But sometimes you need to take your coffee brewing out of your own hands and leave it to a half professional barista at your local coffee shop or roadside gas station. And sometimes, you just want a better cup than that instant coffee that probably went bad a year ago. But where can you find the best coffee in town? The team went out on a trip around the southern Swedish city of Jönköping to find the best coffee latte, and these are the results.

Kajsa Andersson



CAFFÈ DALLUCCI

CAFÈ DALLUCCI IS a smaller location, but feels open and bright with the lighter color scheme and windows all along the outer walls. The space is optimized for working, and was full of students when we visited. A café latte costs 31 SEK, and it takes a while for the very nice staff to deliver it to us. Unfortunately, the first taste of the coffee gave a burnt and watered out espresso taste, with a small amount of froth on top.

31



ESPRESSO HOUSE

THE NORDIC EQUIVALENT to Starbucks is in every corner of every large city in Sweden, and Jönköping is no exception. With a two level location that aims to give that cozy and warm feeling, Espresso House succeeds in their mission. A café latte costs 44 SEK, and has an impressive latte art on the top. You immediately can taste the good quality coffee, and has a perfect amount of milk froth for the mug size.

44



STUK

STUK IS A local, smaller café right in the city center of Jönköping. The bright and modern interior still manages to give off a cozy feeling. A café latte costs 39 SEK, and the barista was quick to produce a beautiful latte that truly was made with love. The latte was easily the best of the test, with its strong coffee flavor, even though it still manages to give off an impressively light flavor. Stuk is not leaving anything up to chance with their choice of ingredients, and the quality of the coffee truly shines through.

39



HOME COFFEE

IS THERE ANY better feeling, for all coffee lovers out there, than making your own cup of coffee in the morning? You can choose size, what kind of coffee, and the amount of milk. It is also one of the cheapest options out there. By making your own coffee from home, you have the chance to experiment with it. Who knows, maybe you have found the best way of making coffee in the morning just for you?

3

BREAKFAST AROUND THE WORLD

WE CAN ALL agree that breakfast is pretty good. Or, well, maybe you're not a breakfast person, and that's fine by me. You do you. So instead, let us agree that breakfast is pretty good for you. Gives you energy, makes you survive until lunch and all that. However, there's not just one way to do breakfast. There's actually quite many. At least ten. Maybe more. If you're a person who loves breakfast, this article is for you. If you're a person who hates breakfast, this article is for you.

I have asked six people from around the world what they usually eat for breakfast, and I've compiled them in this neat little article. Maybe it can give you some inspiration for new breakfast recipes, or maybe you will find something you like, even though breakfast isn't really your thing. I also want to add that, no, everyone in the countries listed don't eat that specific thing for breakfast. But the people I asked do. Let's go!

Sandra Wikström

GOTHENBURG, SE

The best avocado toast is made with slices of bread that you toast until golden brown. You should mash up the avocados a bit with a fork, and spread it out over your toast in a thick layer. In order to make it a bit more exciting, you can try sprinkling flakes of sea salt, or why not add some garlic or a fried egg?

AVOCADO TOAST



KOWLOON, HK

Congee is a type of rice porridge. There are endless variations of this yummy dish - most often it's paired with ingredients such as beef, pork, or eggs. Congee is common in many Asian countries, although it goes by many names. There are many breakfast places in Hong Kong where congee is served, and if you get the chance, you should try it!

CONGEE



SCRAMBLED EGGS



BUSAN, KR

Something that is always available for a meal in South Korea is rice. There are endless possibilities for what you can pair it with, but scrambled eggs is one option that is easy, fast, and cheap to cook. Add some sesame oil and pour in a dash of soy sauce in order to up the flavour. Try adding some green onion as well.

NEW YORK BAGELS



NEW YORK, US

New York Bagels are said to be the best bagels in the world. Why not try them? You often eat this chewy, flavourful bread with cream cheese. Another classic filling is egg and cheese, preferably with bacon. It can either be eaten plain or paired with toppings such as poppy or sesame seeds. If that's not your style, try them with butter and jam, or mashed up avocado.

OSLO, NO

What's better than eating fresh salmon in the morning? Eating it smoked with scrambled eggs, of course! This is yet another scrambled egg-dish, but in a completely different way. This dish is often served as an open-faced sandwich, and everyone has their own little twist of it, with various toppings and sauces. It's healthy and filling too, so give it a try some time!

SMOKED SALMON



LIVERPOOL, GB

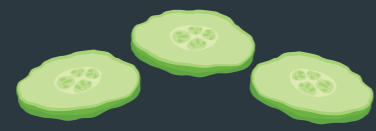
There are a few breakfasts as iconic and hearty as an English one. Also called a 'fry-up', this breakfast often consists of bacon, sausages, fried eggs, tomatoes, baked beans, and toast. There are many regional variations of this dish, but whichever one you try, this breakfast will make sure you last all the way until lunch. Don't forget to have a cup of tea (or coffee) as well!

ENGLISH BREAKFAST





cucumber



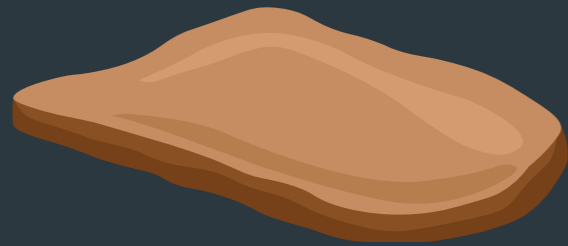
cheese



butter



bread



ostmacka.



Our small morning moments.

Our shared candid.



“**Each day is born with a
sunrise**”

Suzy Cassem

Interview

Pernilla Skoog

What is your favorite part of the morning?

Breakfast, 100%. My dream breakfast is two pieces of toasted sourdough bread with an avocado spread. Maybe some sliced cherry tomatoes and balsamic vinegar. My dad is even more of a morning person than I am. Sometimes when you wake up, there are freshly baked croissants and marmalade at home because he's already been out buying groceries. It's probably all the experiences surrounding breakfast that make it so cozy.

Another thing I love is if you haven't had all of your tea during breakfast, and you take it with you while you put on makeup.

What does the morning usually look like?

I wake up from one alarm and get up right away. I always put on sweatpants. I hastily make my bed so it looks okay and then it's time for breakfast. I put on a kettle of tea, and watch youtube or a series while I drink it. I might sit outside in the sun... Then I go downstairs, brush my teeth, get ready, choose an outfit, and then I'm ready for the day.

Sometimes I go out for a walk as well or listen to a podcast. When I have a lot of studying to do, I put a timer on 45 minutes and study right before breakfast. It's not my ideal morning, but it's what life demands.

Why are you a morning person?

First of all, I love to sleep. But I easily get restless and I want things to happen, and I don't want to sleep away the day. The first three hours, 8-11, go by the absolutely fastest

Early Bird



” If I would describe my morning with three words it would be:

Substantial. Essential. Mine.

when you're studying. I think you shouldn't study during the evening - That's when you do whatever you feel like! I'm a pretty productive person and I can feel a bit guilty if I wake up around 10-11. Also, mornings are much more beautiful than evenings and nights.

With my job in mind, I probably shouldn't be a morning person because it force me to stay up late. But I wake up early anyway. In high school I had football practice at 07.30. I felt really good then, so it followed me into my young adult or university life. I just have to manage 6-7 hours of sleep and go to bed earlier instead. Being a morning person just suits me better and I get more out of it. It makes me feel my very best.

Night Owl



” If I would describe my morning with three words it would be:

Tired. Stressed. Shower.

Amadeus Cedergren

What is your favorite part of the morning?

Taking a long shower to really wake up, and so you feel fresh. I mean, I don't really like mornings at all, but I think it's nice to wake up and have that long shower. Of course, it's nice when it's light outside, but sleeping until 9-10 and then staying up until 12-01 is more of my daily rhythm - I really like evenings... I kind of like breakfast, but I just can't eat early in the morning. In the evening you can do whatever you want to and you don't feel pressured to do anything, so you can relax. At vacation I'm more of a whole-day person, I can wake up early so we have time to do a bunch of stuff. Or when I was in Jämtland, it was very nice to bring out a "brassestol" and watch the sunrise.

What does the morning usually look like?

I get up, take a shower, choose an outfit, brush my teeth, do a skincare routine, and walk to the bus to go to school.

Why are you a night owl?

I think it's relaxing. I can do whatever I want in the evening. I've already studied and worked, so it's nice to have some time for myself. Playing video games, watching TV, reading a book, working out. A bit of whatever you want, without any time pressure. Everything you can do in the morning, you can also do at night.

Hannah Levander



a morning poem.

Sonnet 33

William Shakespeare

Full many a glorious morning
have I seen
Flatter the mountain tops
with sovereign eye,
Kissing with golden face the
meadows green,
Gilding pale streams with
heavenly alchemy ...

Composed Upon Westminster Bridge

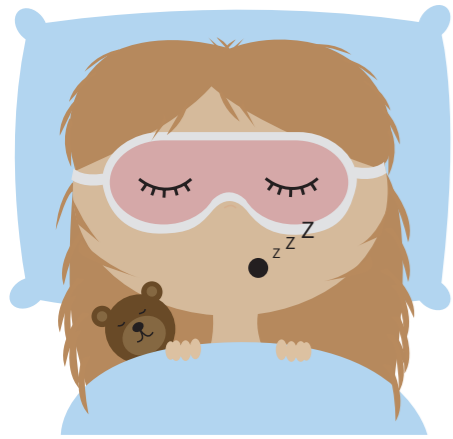
William Wordsworth

Earth has not anything to
show more fair:
Dull would he be of soul who
could pass by
A sight so touching in its
majesty:
This City now doth, like a
garment, wear
The beauty of the morning ...

The Sun Rising

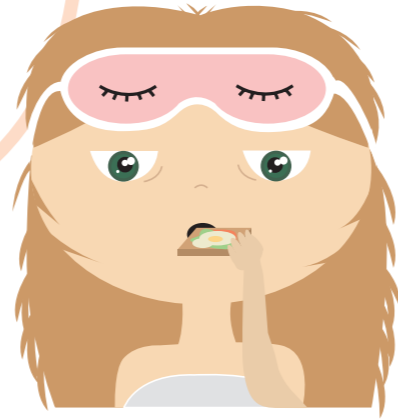
John Donne

Busy old fool, unruly sun,
Why dost thou thus,
Through windows, and
through curtains call on us?
Must to thy motions lovers'
seasons run?
Saucy pedantic wretch, go
chide
Late school boys and sour
prentices,
Go tell court huntsmen that
the king will ride,
Call country ants to harvest
offices,
Love, all alike, no season
knows nor clime,
Nor hours, days, months,
which are the rags of time ...



EDITORS

Caroline Frössling
Hannah Levander
Kajsa Andersson
Sandra Wikström



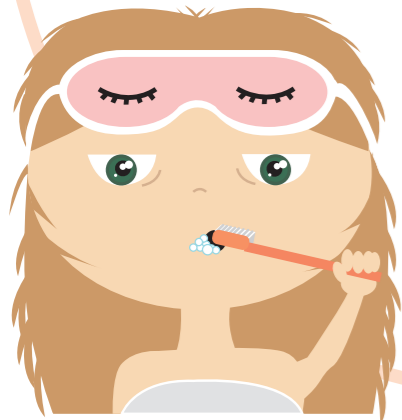
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Thank your for following our morning!

Jönköping University, New Media Design
Visual Communication, 2022

pressoeggsp