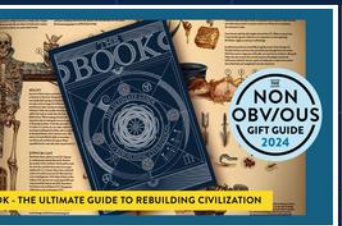
FOR ANYONE WHO HATES GIVING OBVIOUS GIFTS!

2024

NON-OBVIOUS HOLIDAY GIFT GUIDE

Our irreverent guide to the most memorable gifts to give this year!

THE NON OBV/OUS GIFT GUIDE

















A NOTE FROM ROHIT

HOW THESE GIFTS ARE CHOSEN



Non-obvious means seeing what others miss.

Every product in this guide caught my eye over the past year. Each one is smart, beautiful and non-obvious, and every product featured is one that we authentically love.

WHY TRUST THESE PICKS

COVERS CES
Rohit covers CES for Entrepreneur.

BESTSELLING AUTHOR
#1 WSJ and USA Today bestselling author of eleven books.

FOUNDER
Founder of the Non-Obvious Company.

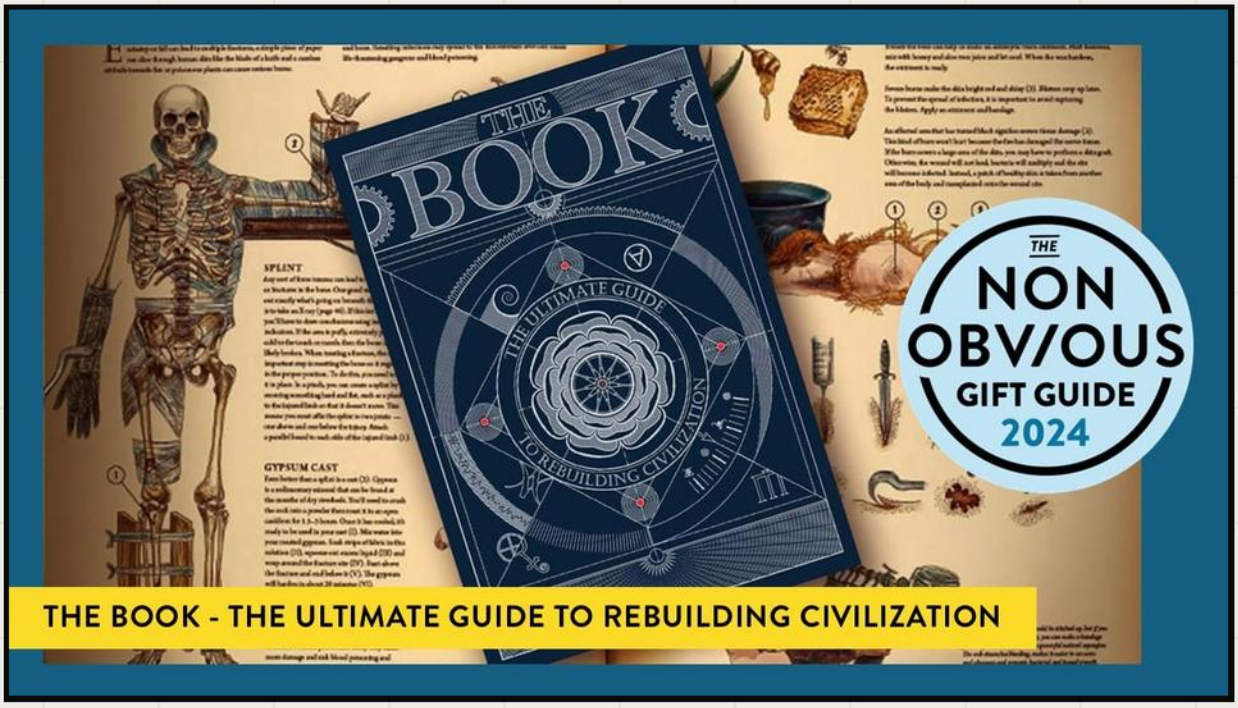
PROFESSOR
Adjunct professor of storytelling at Georgetown University.

NEWSLETTER
Non-Obvious Insights is read by 100K+ people every week.

2024 GIFT GUIDE

PICK 01 OF 11

THE BOOK - A GUIDE TO REBUILDING CIVILIZATION



If the world ended tomorrow, how would we rebuild society? This book has the answer across 400 painstakingly illustrated pages compiled by a group of scientists and experts who spent over 5000 hours creating this book. At a time when doomsday scenarios are all around us, perhaps its no surprise that the book described as a "beautiful encyclopedia of incredible inventions and discoveries throughout human history" has sold more than 80,000 units in under a year.

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2024 GIFT GUIDE

PICK 02 OF 11

FIREFLY PETUNIA GLOW-IN-THE-DARK HOUSEPLANTS



Genetically engineered plants are here and this is one of the most popular and fun early entrants into the field ... glow in the dark petunias. "Their subtle glow offers a backdrop for meditation, reflection, or simply a moment of tranquility," as the website promises. They aren't quite shipping yet, but now's the perfect time to get your order in so you'll be among the first to get one in the Spring when they ship.

2024 GIFT GUIDE

PICK 03 OF 11

CISELIER FENNEK KITCHEN SCISSORS



It may seem odd to describe scissors as legendary, but in this case the tagline definitely applies. Luxury scissormakers Ciselier partnered with Fennek, "a little-known, but highly respected Premanese scissormaking shop." The scissors include a bone notch, bottle opener and high quality construction that will quickly make it your favorite kitchen tool and a memorable gift this holiday season too.

2024 GIFT GUIDE

PICK 04 OF 11

RODE WIRELESS MICRO



For the past year I've been using the Rode Wireless Go, an "ultra-compact wireless microphone system" and its been great for videos on the move. The Rode Wireless Micro is a perfect and even more affordable alternative that plugs into your phone and offers the ability to easily capture perfect audio even in a crowded and noisy space. If you do any content creation or videos, this is a perfect edition to your tool kit.

2024 GIFT GUIDE

PICK 05 OF 11

OSTRICH NAPPING PILLOW



Quite literally designed to help you block out the world, this extremely silly looking napping pillow works by blocking your eyes and ears so when you cocoon your entire head into this, you'll be able to steal a moment of piece no matter where you happen to be. And if the design of this doesn't help you block out the world, the functionally terrible design will definitely help repel any would-be human distractors as well.

2024 GIFT GUIDE

PICK 06 OF 11

THE MACALLAN TIME : SPACE



Just a sip of this 84 year old whiskey will make a serious dent in your wallet and a full bottle is currently listed for about $280,000 – well out of most of our budgets. Still I included it on the list because the very idea of a whiskey aged for literally a lifetime and then introduced as a story of brand heritage and quality craftsmanship is fascinating to think about in a time when we are surrounded by products, stories and ideas that expire much more quickly.

2024 GIFT GUIDE

PICK 07 OF 11

SPEK MAGNETIC FIDGET PUTTY



Last week I was on stage telling the story of something I called the "4 pm problem" ... the idea that there's a time of day when I find it nearly impossible to concentrate. Fidget toys like this "oddly satisfying magnetic fidget putty" are one way I help myself get past this daily hurdle and they might help you too. They are particularly useful for anyone who has ADHD or concentrates better when they just have something to play with.

2024 GIFT GUIDE

PICK 08 OF 11

COMPOST-A-BALL™ BIODEGRADABLE PICKLEBALL



For the past several years, Pickleball has been ranked the fastest growing sport in the US. Unlike tennis balls, typical pickleballs are made of plastic but biodegradable alternatives can help make the sport less environmentally destructive than tennis. Whether you play pickleball or not, these balls are a great reminder that we can all take more personal responsibility to find more eco-friendly ways to enjoy our hobbies.

2024 GIFT GUIDE

PICK 09 OF 11

BIRDIFY BAMBOO FEEDER



An "AI enabled bird feeder" probably sounds like seriously overhyped techno-babble, but in this case the Birdify bird feeder that integrates a live camera and uses AI to identify bird species lives up to its own hype. For anyone who is a bird lover or just wants to add a bit of whimsy to their enjoyment of the natural world around them, just fill this feeder with different seeds, nuts and berries - then sit back and watch what new avian friends you might attract.

2024 GIFT GUIDE

PICK 10 OF 11

THE FRUIT CLUB - HARVESTCLUB EXOTICA



In Non-Obvious Thinking, Ben and I wrote about how to create more space for new ideas and a tip we shared was based on chef Ferran Adria's creative habit of eating a different fruit every day for a month. Doing that can help you break habits and signal to your brain that every day is a new day not like yesterday. If you want try this but need a bit of help acquiring the fruits, this exotic fruit box will make it easy by sending them right to your door. Let the ideas flow!

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2024 GIFT GUIDE

PICK 11 OF 11

LOKA CHAI MAKER



When the Kickstarter for this product first came out, we immediately bought several of these chai making pots - and if you make real chai at home, you'll definitely want one too (they should start shipping very soon). It's one of many "brown gifts" that are being shared within the Indian community now but might make a fun addition to your gift list no matter what your cultural background happens to be.

FOR THE NEXT GUIDE

WANT YOUR PRODUCT IN A GIFT GUIDE?

Know something smart, beautiful and non-obvious that deserves a spot in our gift guides? Tell us about it.

WHAT WE LOOK FOR

- **Smart, beautiful and non-obvious**
- **Giftable: tell us why it deserves to be given**

Tech · Books · Fashion · Home · Children · Food & Drink · Apparel · Travel · Health & Wellness · Games

HOW TO SUBMIT

1. **Go to nonobvious.com/gift-guides/suggest**
   Tell us what it is and who makes it
2. **Say why it is non-obvious and giftable**
   A link and social handles help us tag you
3. **Mail a sample if you can**
   2961-A Hunter Mill Rd. #630, Oakton, VA 22124

Submission does not guarantee inclusion and our featured products are not based on compensation, bribery or other such sneakiness. Every product featured on a gift guide is one that we authentically love.

THE NON-OBVIOUS GIFT GUIDES

PRODUCTS. BOOKS. SOMETHING FOR EVERYONE.

PRODUCTS





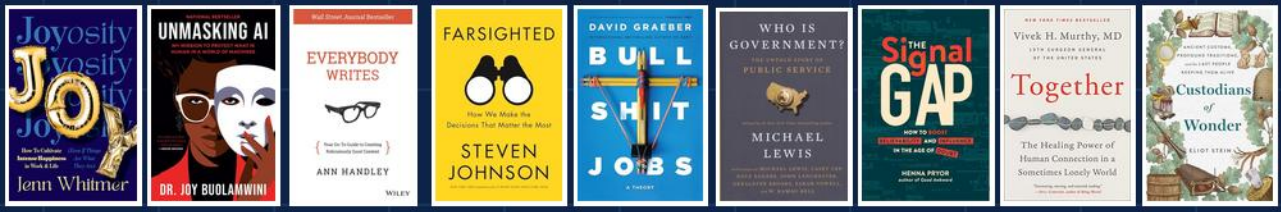








BOOKS: 25 GUIDES, 12 BOOKS EACH



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