

# Iceland Review

STREET EDITION



➔ **Anna Gunndís**  
The beauty of Akureyri town / **34**

➔ **One Million in 2016** The flow of visitors to Iceland is on the up. *Special Travel Section* / **12-29**

vol. | 05 | 2012

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## Road Trip Into The Wild

p.20

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FROM THE EDITOR



**Jón Kaldal**  
kaldal@irstreetedition.com

Iceland, Greenland and the Faroe Islands are all located on the fringes of the habitable world, only hundreds of kilometers from each other. Historically, the islands have been linked for more than a thousand years and all three nations have been shaped by living close to the forces of nature.

It is only a one-and-a-half-hour-flight from Reykjavík to the east coast of Greenland. When you touch down at the airport of Kulusuk, Europe is behind you and you're now on ground which is geographically part of North America. At its shortest distance, just 300 kilometers separates the world's youngest land mass from the oldest. Iceland, with its 16-20 million-year history is a mere infant in geological terms compared to Greenland and its 3,700 million-year-old rock, the oldest found anywhere on the planet.

Despite its long geological history, to the outside world much about this region is new – new in the eyes of outsiders, while the outside is new in the eyes of East Greenlanders. Indeed, it's been little more than 100 years since Europeans first set foot on the country's east coast. Eiríkur the Red and his band of Vikings settled in the southern part of the land in the tenth century, with the east coast remaining to this day the most isolated and least populated part of the country.

In the opposite direction from Reykjavík, a one-hour-flight away, lie the Faroe Islands. It may be easy to overlook them on the map; their combined area is less than that of London. Wherever you are on the islands, the distance to the sea is never more than 5 kilometers or 3.1 miles.

Towns and villages stand by the sea, often with high mountains in between. But if you imagine that it is hard to travel around this rugged country with its 18 islands and countless fjords and bays, you're in for a pleasant surprise. The Faroese infrastructure is as modern and functional as its colorful wooden houses are traditional and romantic. Every inch of the road network is paved and tunnels connect once-remote fjords.

The West Nordic co-operation is based on a long mutual friendship between close neighbors, bonds which are regularly reinforced. A key event in promoting the West Nordic region as a travel destination, the annual Vestnorden Travel Mart, this year in Reykjavík, is one opportunity to strengthen those ties. To mark the occasion, *Iceland Review Street Edition* brings you a special travel section from page 12 to 29.

STREET EDITION

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ON THE COVER From a road trip through Iceland, see p. 20 PHOTO: Lily Stockman.



IMAGINE PEACE TOWER, symbol of international peace, looks skyward from Viðey Island. PHOTO/PÁLL STEFÁNSSON

TRIBUTE

The Beaming Light of Peace

IMAGINE PEACE TOWER set for ignition on October 9.

This monument to Lennon and beacon of peace enters its sixth year.

On October 9, Viðey Island is transformed into one great eye, gazing out—a beckoning lighthouse and balance for the stars. Travelers are ferried, warming their hands, to Viðey's shores to celebrate the relighting of the Imagine Peace Tower, an artwork created by Yoko Ono and dedicated to the universal struggle for peace, as embodied by her late husband John Lennon.

The monument consists of a white wishing well with the words 'Imagine Peace' carved in 24 different languages. 15 searchlights pour a stream of light up to and into cloud cover. On a clear night, the beams can reach up to 4,000 meters into the night. Ono's plan is to light the tower each year from October 9, Lennon's birthday, through December 8, the day he was shot.

October 9 is also the birthday of Lennon's son, Sean. In 2012 it marks the sixth lighting of the tower and the award ceremony for the Biennial **LennonOno Grant For Peace**, which will be led by both Sean and Ono earlier in the day. This year's recipients are Rachel Corrie, John Perkins, Christopher Hitchens, Pussy Riot and one other as-yet unnamed activist.

It is likely that, as in years past, Yoko Ono will arrange a free ferry for travelers to Viðey Island from Skarfabakki pier. Although still unconfirmed, the ferry would run from 6:00-7:30 p.m. The City of Reykjavík has plans for a bus to shuttle travelers from downtown to the pier.

In 2010, nearly 1,500 people crossed the water to Viðey for the ceremony. In 2011, that number was down to 850, but Elding Whale Watching, the company that has run the ferry on behalf of Reykjavík since 2007, expects a strong showing this year. Attendance, however, remains highly dependent on factors like weather.

It is curious that Yoko Ono has chosen to place the tower, of all places, in Iceland, and she has already answered many questions pertaining to why. Perhaps it is because of Iceland's unique geothermal energy sources, which can light the tower in a green yet powerful way.

Perhaps it is Iceland's perceived status as a peaceful nation. Or perhaps it is that Iceland, a revelation held up to blinding realities of war, steady despite volcanoes and clashing tectonics, was born to gaze into fire. -NC



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CULINARY TRADITIONS

IN INTO THE NORTH Inga Elsa, an art director, and Gísli Egill, a food photographer, take the reader on a personal journey through the changing seasons.

➔ Into the North – Live well, eat well – the Icelandic way by couple Inga Elsa Bergþórsdóttir and Gísli Egill Hrafnsson is a beautifully illustrated cookbook depicting the culinary traditions of Iceland through the centuries.

The book tracks the transformation Iceland has undergone since settlement to “paint a picture of our nation through the food and the culinary culture of the past and present.” In doing so, the authors explore both traditional Icelandic food, that of generations past, passed from mother to daughter, but also new additions to their families’ recipes, innovative twists on old favorites reflecting a newfound creativity in the use of local ingredients.

The rich selection of recipes demonstrates a mix of old and new: spice-marinated herring with rye crisp bread, Christmas *hangikjöt* (smoked lamb), potato waffles with smoked salmon, rhubarb ice cream, chili sesame salmon tartare, mussels in beer with dulce, skyr cheesecake with blueberries, liquorice meringues and blood pudding.

Into the North is one of the standouts in recent cookbook releases. -ZR



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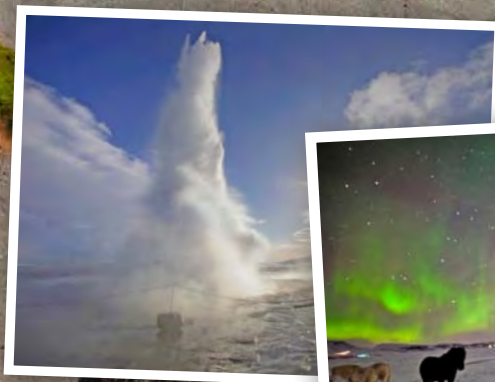




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**YUMMY!** If you'd like to give *kjötsúpa* a try yourself, check out the multimedia recipe on [icelandreview.com](http://icelandreview.com) PHOTO/EYGLÓ SVALA ARNARSDÓTTIR

## WINTER WELCOMED WITH MEAT SOUP DAY

Ten years ago, a cheese vendor, furrier and goldsmith decided to treat people with free **KJÖTSÚPA** ('meat soup'), inspired by the album *Íslensk kjötsúpa* by Jóhann G. Jóhannsson—named after the Icelandic culinary staple.


**I**t was just one pot and then it grew, year by year,” says Jóhann Jónsson, owner of the deli and cheese store Ostabúðin on Skólavörðustígur, the charming street that runs from Hallgrímskirkja, the Reykjavík landmark church, down to Laugavegur, the capital’s main shopping street. “We are among the longest-standing shopkeepers on Skólavörðustígur and wanted to create a joyful atmosphere,” Jóhann adds of their motives.

Ever since, Jóhann, Eggert Jóhannsson of the fur design store Eggert feldskeri and Ófeigur Björnsson of the jewelry store Ófeigur gullsmiðja, have organized the Meat Soup Day on the official first day of winter, which always falls on a Saturday, this year on October 27. “For the tenth anniversary we thought we’d be a bit more radical. But the day will be of the same style as usual: live accordion, free soup, merchants opening their doors and everyone having fun.”

As in past years, there will be five to six soup stations on Skólavörðustígur, represented by a nearby restaurant or food store, each of which adds a special tweak to the traditional recipe. This year, Jóhann will cook up Ostabúðin’s own version of *kjötsúpa*, yet there won’t be anything cheesy about it. “It will be the classic broth of lamb and vegetables,” he states.

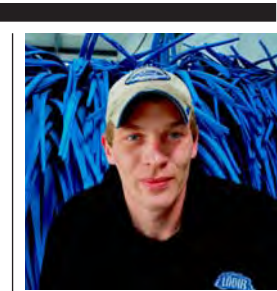
The Meat Soup Day starts at 2 pm, and ritually, the first pot will be carried into Hegningarhúsið, the prison that stands on Skólavörðustígur. The initiative is hugely appreciated by wardens and inmates alike. “There must be a reason for the prison always being full at this time,” jokes Jóhann. “They’re nice neighbors; one can’t complain.”

In 2011, 8,000 people showed up on the big day and finished 800 liters of soup in less than an hour, so—although even more soup will be available this year—it’s best to be there early. **-ESA**



**Aníta Steinunn**  
/ student

“Bundle up in really expensive 66° North jackets. Everyone makes sure they have the right clothing for the winter. It’s also really nice to jump into the outdoor hot tubs, though foreigners might get a shock at the cold air while walking around in only their bathing suits.”



**Þorsteinn**  
/ car wash worker

“Dress well. Wear a thick jacket and gloves. You’ve got to find things to do, especially if you’re not from here. It can be hard to adjust, hard to work in cold, wet places like this car wash every day. But wear the right clothes, eat well and have a routine—this will get you through.”


### HAPPINESS

# Where the Sun Doesn’t Shine

Iceland Review SE asked six Icelanders to give basic **TIPS FOR SURVIVING WINTERS** without sunshine vitamins.

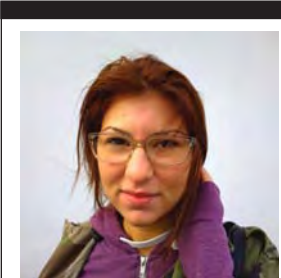
**Grétar** / foreign ministry employee

“You just have to survive. You must. But it’s not all that bad. Icelandic winter has its advantages. We do many indoor activities, like going to the theater or to a concert. Outside, I like to go for walks. Others get really into skiing and skating, which are great over the winter. And you’ll find you can actually still do most of the things you do in the summer like hiking, but now in a completely different environment.”



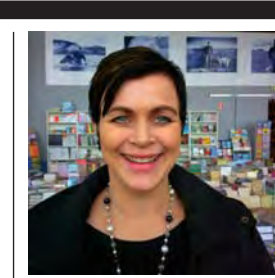
**Sunna Þórsdóttir** / book enthusiast

“Light a lot of candles inside. Reading—we do a lot of it. Sit down with a cup of hot chocolate and read books. It can get down to -10°C, so stay inside.”



**Júlía Dalrós**  
/ student

“If the cold air is too much, there are still saunas. We also find ourselves spending a lot of time on the internet with Facebook. Without sun, Icelanders still like to have a tan, but only those 18 and up can go to tanning salons. Your skin can get really bad in the winter, so take care of it.”



**Marianna**  
/ book enthusiast


“Irish coffee and hot cocoa, and warm clothes made from sheep’s wool. When you go out, it’s hard to predict what the weather will be like. Sun, snow, rain—you can have all of them in the same day in Iceland, or in the same hour. Wear clothes you can take off and put on quickly.”

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PHOTOS/IR/PALL STEFANSSON



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From Blue Lagoon to Keflavík Airport

12:15 & 14:15

From Reykjavík to Blue Lagoon

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15:00, 16:00, 17:00  
& 18:00

From Blue Lagoon to Reykjavík

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**THE PINK SUITE.**  
In a fresh approach to fundraising, 10 percent of the price of each reservation made in the Pink Suite will be donated to the Icelandic Cancer Society.

# Pink Flower, Pink Bed, Pink Ribbon

Hotel **raises funds for cancer** with creative flourish

➔ **Icelandair Hotels** have participated in the Icelandic Cancer Society's (ICS) Pink Ribbon campaign and Pink Gala Dinner in October for several years now. The company had found a general way to promote cancer prevention and awareness, and now it was looking for a specific one. A meeting with the Icelandic Cancer Society encouraged the hotel to branch out of traditional fundraising toward a fresh approach. The result: Reykjavík Natura's Pink Suite, opened to the public during last year's summer season.

For every reservation, Icelandair Hotels will add a fixed 10 percent of the room's listed price to a special fund donated to the ICS each year. Increased donations from the business and financial world such as this one are part of ICS's plan to increase awareness of cancer issues.

The Pink Suite, like others in the hotel, is decorated with renowned artist Eggert Pétursson's detailed, conceptual paintings of Icelandic flora. Neither walls, nor furniture upholstery, nor vases and bed coverings escape the pink brush. But with an artist's touch, the presentation is romantically done.

## THE DRIVE

# THE ROAD TO NOWHERE

A tour into the mind of **NORTHEAST ICELAND.**



**I T IS PRECISELY 444 KM**, or 275 miles, to this stretch of gravel road from downtown Reykjavík. To start, drive 10 km (6 miles) on Nesbraut (road 49) toward Ring Road 1 and the north. Then, it's just straight—straight ahead for the next 405 km (250 miles) before you turn on road 83 toward Grenivík.

Before then, you'll have to make a couple of pit stops. First up: the town of Borgarnes, where you can enjoy your choice of not-quite-good fast food from not one, but three gas stations clustered together. But look beyond the gas stations and you'll find that Borgarnes has more to offer, including the Settlement Centre—a great restaurant, and a better museum.

Keep following the Ring Road through the Holtavörðuheidið mountain pass till you've reached the halfway point, and prepare to immerse yourself in amateur anthropology. Staðarskáli is Iceland's über pit stop—the best place in the world to study Icelanders up close. Sit down, relax and study the finely honed technique of Icelanders elbowing their way through the fast food queue. When you're ready, join the fray.

On the road again, look forward to your next stop in Akureyri, Capital of the Fair North and hometown of renowned Icelandic dignitaries, including journalist Eygló Svala, poet Davíð Stefánsson and of course writer Jón Sveinsson, aka Nonni. After driving through wilderness, you have come to the biggest town outside the capital region. Take advantage of Akureyri's high civilization, superior swimming facilities, and the ice cream at Brynja, brynjuís. Enjoy brynjuís knowing that it is world-renowned—at least in Northeastern Iceland.

Ring Road 1 awaits you. Ride on for another 10 km (6 miles) until you are stopped in your tracks by one of the most beautiful turf houses in Iceland, Laufás. Heed the siren call and pay a visit, but don't dally too long. Drive over the Fnjóská river bridge, turn right on road 835, past the second farm, then left on road F899 (4x4 only) to Flateyrdalur valley.

After 15 km (9 miles), you will see the road on the photo. No houses, no people, no nothing. Stop the vehicle and feel the silence screaming into you. **-PS**



PHOTO/PÁLL STEFÁNSSON

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at his desk in Sauðárkrókur, N-Iceland, in 1920.



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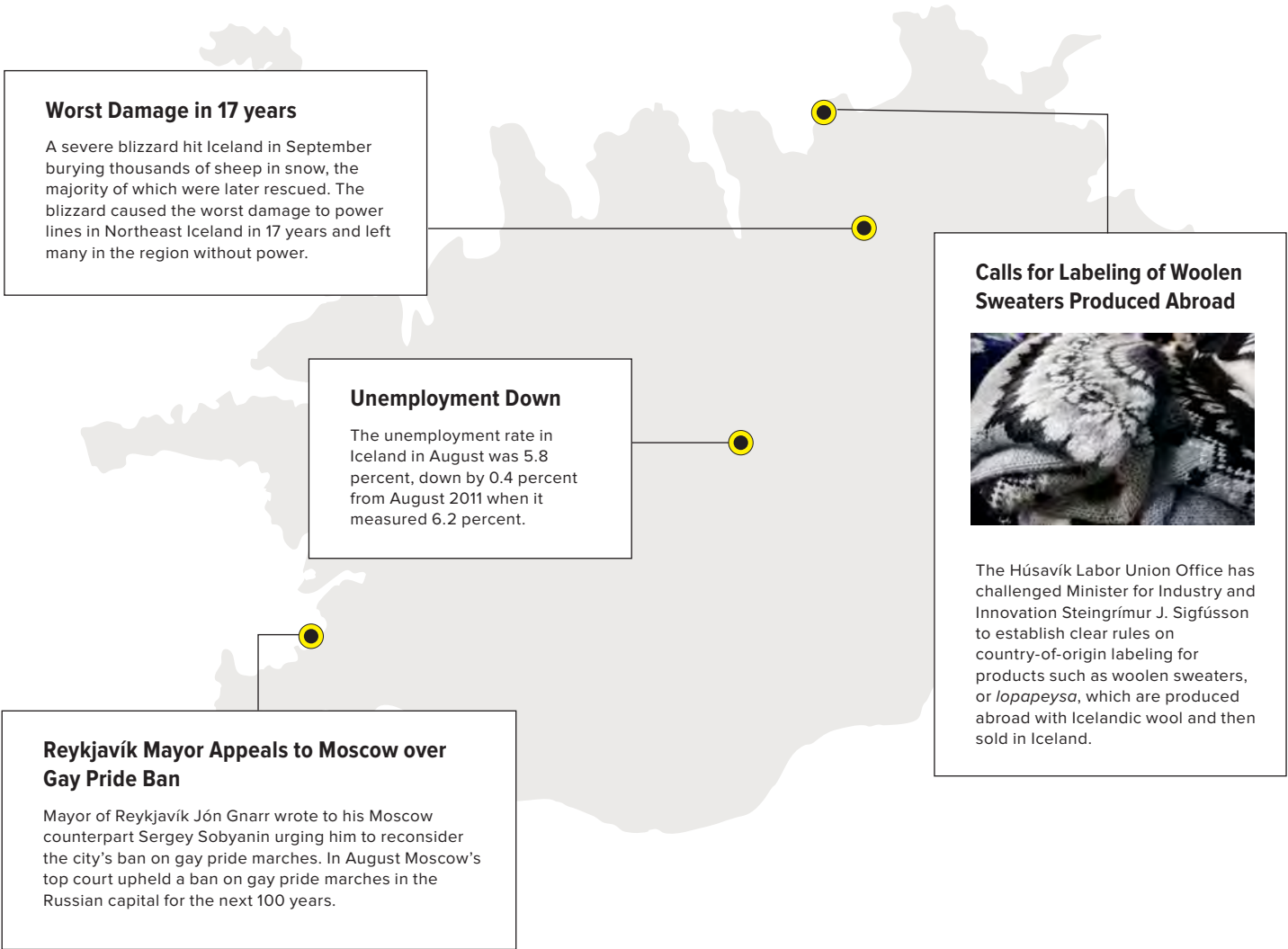


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NEWS FROM ICELAND



20%

or around a fifth, of **Icelandic students studied abroad** in 2010, the highest proportion of any OECD country.

ISK 900M

(USD 7.4 million, EUR 5.7 million) is the amount **film and television production by foreign film crews in Iceland** could generate for the Icelandic treasury this year. The expected revenue from the industry is three times that of last year and has never been higher.



98%

of Icelanders **would vote for Barack Obama** if they were able to take part in the upcoming US presidential election, according to an international poll by Gallup. Support for Obama was highest in Iceland in the 32-country survey.



ISK 300M

(USD 2.4 million, EUR 1.9 million) is the **estimated cost of damages to power lines** caused by an early September snow blizzard in Iceland.

50%

is the drop in **quantity of lamb exported** from Iceland to the European Union in the first six months of this year. The euro crisis has made exports to the affected countries more difficult.

19

Number of consecutive weeks that Monsters and Men's album **My Head Is An Animal** was in the top spot in the Icelandic charts.

# Euro Adoption Unlikely Amidst Crisis

The Central Bank of Iceland recently published a 622-page report, which provides detailed analysis of Iceland's currency and exchange rate policy options. Among the report's conclusions was that Iceland, which EU membership talks are ongoing, cannot consider a currency switch until both the Icelandic króna and the euro have stabilized.



## Laxness' Independent People Adapted For Film

Icelandic film director **Baltasar Kormákur** is preparing a film adaptation of Nobel Prize in Literature laureate **Halldór Laxness' Independent People**. Baltasar announced earlier this autumn that he had secured the rights to the work.



**NICELAND** is one suggestion for a new name for Iceland. PHOTOS/PÁLL STEFÁNSSON

# Competition to Rename Iceland

The latest Inspired by Iceland tourism marketing campaign asks visitors to rename the country. The 'Iceland by Another Name' campaign asks: "What would you name Iceland if this was your first glimpse of it?" The campaign welcomes people to submit their suggestions via Facebook and Twitter and the most popular ones will be posted on the **Inspired by Iceland** website ([inspiredbyiceland.com](http://inspiredbyiceland.com)). A naming booth will also be set up at Keflavik International Airport.

According to the campaign website, Inspired by Iceland will add a special name to their calendar to honor the winning name day and celebrate the things people love about the country. The person who comes up with the best name will also be awarded with "an honorary title and piece of Iceland to call their own." Inspired by Iceland's 2011 campaign won gold at the European **Effie** marketing communications awards last year. The gold is granted to the European campaign which delivers the best results. **-ZR**

## Most Popular Names

➔ **Aron** and **Emilía** were the most popular names for male and female newborns respectively in 2010 and 2011. Overall, the most popular given names in Iceland have not changed much over the past five years. **Jón** remains the most popular name among men and **Guðrún** the most popular among women.

According to Statistics Iceland, the majority of children born in Iceland receive two or more given names, the most popular middle name being **Þór** for males and **María** for females. September 27 is the most common birth date in Iceland, with 995 Icelanders celebrating their birthdays on that day.



# Whale Watching

FROM REYKJAVIK



## Whale-Watching Tour Duration: 3 hours

The tour includes a stop by Puffin Island 15th May - 20th August

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12:55	12:55	12:55	12:55	12:55	12:55	12:55	12:55
		16:55	16:55	16:55			

**ADULTS:** 47€ / 7.500 ISK  
**CHILDREN:** 7-15 22€ / 3.500 ISK  
**CHILDREN:** 0-6 FREE

### Other Tours

#### Puffin Island Tours Duration:1-1,5 hours

**15th May - 20th August** Every day  
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**ADULTS:** 3.800 ISK • **CHILDREN:** 1.900 ISK • **CHILDREN:** 0-6 FREE

#### Sea Angling and Grill Duration: 3 hours

**May - September** Every day  
17:00

**ADULTS:** 10.500 ISK • **CHILDREN:** 5.000 ISK • **CHILDREN:** 0-6 FREE

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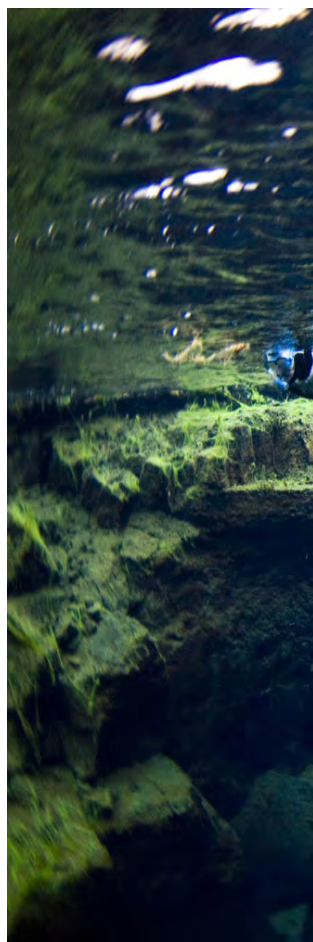
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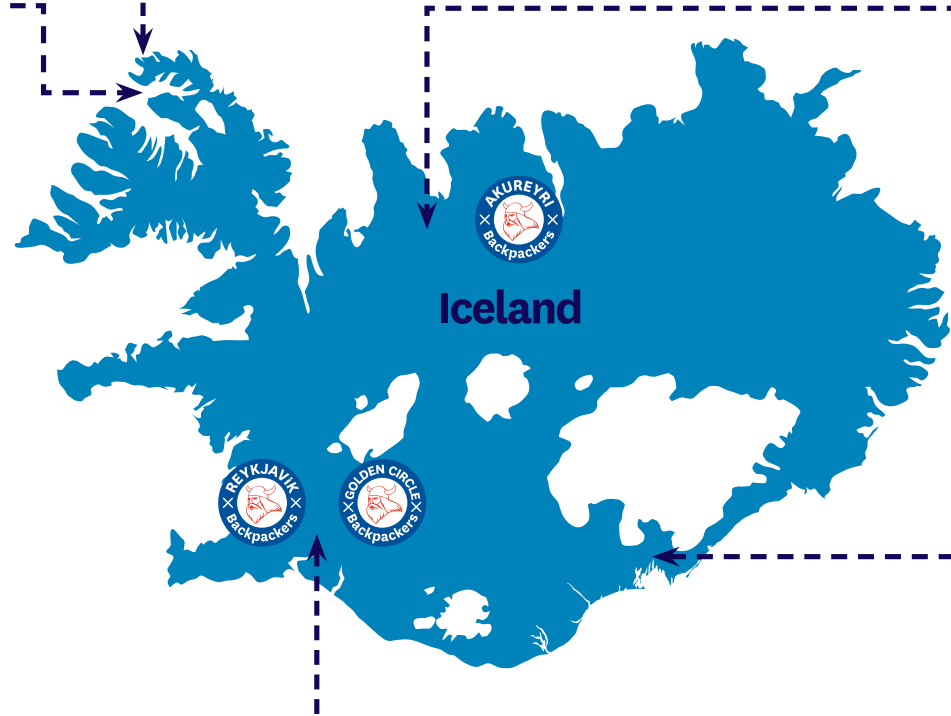


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# A GOOD STORY

**PROMOTE ICELAND** is a public-private partnership charged with the unusual mixture of promoting Iceland as a tourism destination, assisting in the promotion of Icelandic culture abroad, and introducing Iceland as an attractive option for foreign direct investment. Manager **JÓN ÁSBERGSSON** talks to *Jón Kaldal* about the reputation of Iceland and the forecast of one million tourists visiting the country in 2016.

TRANSLATION: *Eygló Svala Arnarsdóttir*  
PHOTOS: *Páll Stefánsson*

P

**PROMOTE ICELAND'S SUCCESS** in marketing Iceland as a tourism destination has garnered international attention. The work carried out when Iceland was in the spotlight of the entire world in the spring of 2010 when the eruption of Eyjafjallajökull paralyzed air traffic in Europe was considered to be particularly successful.

Immediately after the eruption the authorities and private sector joined hands in kicking off the project 'Inspired by Iceland' to attract tourists to Iceland. The recently-established Promote Iceland was given the task of leading that project. The leitmotiv of the initiative was to have guests and locals share stories of their experiences in Iceland using social media. It was so successful that the initiative became a big hit and has earned many international awards.

## EMPHASIS ON OFF-SEASON

Managing director of Promote Iceland Jón Ásbergsson says he and his employees are well aware that reputation cannot be created in an advert agency.

"We don't pretend that we cannot build a reputation. We consider reputation to be the result of certain actions. It is of utmost importance how the country and nation welcome visitors," explains Jón.

And the stories are aplenty, posted both by world-famous celebrities and regular tourists. "We have such a good story to tell," states Jón, mentioning that the foreign media have recently been covering Iceland's rating as the happiest nation in the world in international surveys.

Following 'Inspired by Iceland,' the initiative 'Iceland – all year' was launched in the autumn of 2011 with the goal of increasing



↑ **SKAFTÁ** river in the central highlands. Icelandic landscape is wooing Hollywood filmmakers.

tourists outside the peak season of June, July and August. Almost 600,000 tourists traveled to Iceland last year, of whom approximately half arrived during these three months.

However, the tourism period has gradually been extending at both ends, which is the result of the extensive work of the past few years.

Same as with 'Inspired by Iceland,' various tourism companies, along with the City of Reykjavík and the Icelandic government, combine their efforts in 'Iceland - all year.' The funding for the project so far is an estimated amount of ISK 600 million (USD 4.8 million, EUR 3.7 million).

According to Jón, the funding is roughly divided into two parts: to direct advertising campaigns in certain market areas and to marketing through social media, running websites and inviting foreign media representatives to the country.

In the autumn of 2011, advertising campaigns targeted Amsterdam, Seattle, London and Paris and Jón stated the response was better than they had hoped for.

## Presidential Pancakes

➔ The project '*Ísland – allt árið*' ('Iceland – all year') is an initiative to promote Iceland as a travel destination year-round in which 130 companies participate, along with two ministries, the City of Reykjavík and special interest associations. The first part of the project was called "Íslendingar! Bjóðum heim" ("Icelanders! Let's Open our Doors"). Locals around the country invited foreign tourists to their homes or invited them to participate in their daily routines. Among participants were the presidential couple who served pancakes to guests at their residence, Bessastaðir and Mayor of Reykjavík Jón Gnarr who served Icelandic sushi at Höfði house.

For more information on Promote Iceland visit [www.islandsstofa.is](http://www.islandsstofa.is)

"So far this year, visitors to Iceland have increased by 16 percent since 2011, and tourists from these market areas were up by 30 percent. So we can be happy about the result," says Jón, pointing out that the increase in tourists in the first three months of 2012 was 20 percent, or higher than the annual average.

This winter marketing campaigns will be directed at Denmark, Sweden, the west coast of Norway, Munich, Frankfurt and Seattle, again. Jón explains that adverts will be published in the local media of each market area and billboards will be put up along with promotion at airports. There is much to gain from increasing tourists during the slow months to take better advantage of accommodation and other tourism investments.

"But of course we will always have a main tourism season as in other countries," Jón iterates. "The number of airlines keen to fly here in the summertime keeps rising and so that is and will remain the peak season. However, we make sure that this season is extending at both ends."



# TO TELL

## MOVIELAND

Colorful Commentary from the Hollywood Diaspora in Iceland

**Ben Stiller, tweeting on shooting *The Secret Life of Walter Mitty*:**

“Flying to first location. Finally shooting and Icelandic weather gods are being kind.”  
“Seydisfjörður at sunset. Crazy weather micro climate ever.”

**Ben Stiller on *Jimmy Kimmel Live*:**

**Stiller:** “I just came from Iceland... it’s great, the sun never goes down there and people are very good looking.”  
**Kimmel:** “Is it good that the sun never goes down? It seems like...”  
**Stiller:** “It is, when the people are good looking.”

**Russell Crowe, tweeting from the shooting of *Noah*:**

“Wind tears the volcanic desert, ash and sand arcing in 40 foot waves across the plain, in the distance the somnambulant glacier leaks.”  
“My thoughts on Iceland; it is a very special place, spiritual, demanding, conscientious, riotous, pleasant and breathtaking.”  
“I seem to have left Iceland with an addiction to Skyr... can you buy it anywhere else in the world?”

**Viggo Mortensen, speaking of his travels on the *Inspired by Iceland* website:**

“I was constantly thinking about these stories [the sagas] and these characters in these stories, all the time, and enjoying it. And sometimes the worse the weather, the more beautiful it looks.”  
“I think someone who lives in the city and goes to a beautiful place, you get there and the first day: It’s beautiful, I have to take pictures, I have to capture this. But it actually takes a person who’s in a city a day or two to stop doing all this. You don’t have to do anything, that’s the point; you just have to be there.”



## THE WILD NORTH

*The West Nordic neighbours, Iceland, Greenland and the Faroe Islands, offer a glimpse into a world of untamed nature, colorful cultures and unforgettable scenery.*

A

← **ILULISSAT** town, by Disco bay on the west coast of Greenland, is truly one of most magical places on Earth

← **FAROE ISLANDS** The sea is always so close reflecting light from the sky. No matter where you are on the islands, the sea is within five kilometers away.

**AT FIRST GLANCE** there seems little to link the three West Nordic nations but geographic accident. Iceland, Greenland and the Faroe Islands share the fate of being remote outposts on the fringes of the habitable world – far from Scandinavia and mainland Europe, and hundreds of kilometres from each other. Geologically, the islands are quite distinct, yet all three share dramatic scenery, untamed nature, tiny populations and historically an almost total dependence on the sea for their livelihood. These factors have created a sense of common cause, making it natural for the West Nordic lands to stand together. In 1985, the West Nordic Council was set up to promote this co-operation. Principal among the region’s uniting interests is concern for the environment, particularly the fish stocks of the North Atlantic. But cultural links are also emphasised. Good communications are essential to any collaboration and Air Iceland connects all three countries with its services. This encourages tourism, which the annual Vestnorden Travel Mart, held in each of the three countries in turn, is set to exploit as the region’s biggest potential growth sector. The three governments also co-manage funds which sponsor a variety of travel, cultural and educational projects between the countries.

”  
*Principal among the region’s uniting interests is concern for the environment, particularly the fish stocks of the North Atlantic. But cultural links are also emphasised.*

## ONE MILLION IN 2016

In 2000, 200,000 foreign tourists came to Iceland. If the development of the past years will continue, their number will have grown to one million in 2016. When asked, Jón responds that there are many aspects that could slow the process or even reverse it. “Firstly, the economic situation in Europe can of course have a massive impact. Money has widely been tight there in the past years yet the influx of tourists to Iceland has increased. But if the crisis keeps deepening, the situation might change, although it seems to me that things are now improving.” As for possible hindrances domestically, Jón says tourism companies are mostly concerned about ideas such as the proposed increase on the value added tax on accommodation. “Of course it is important that this industry, which practices marketing abroad, is able to compete. It just so happens that all the countries we compare ourselves with have the lowest VAT on accommodation, including Norway, Sweden, Finland,



JÓN ÁSBJÖRNSSON the manager of Promote Iceland

Germany and France. The only exception is Denmark. And then there is a number of countries all over the world that don’t have any VAT on accommodation. Pricing in Iceland isn’t low. We must be careful not to raise it even further.” **NEED FOR BETTER ORGANIZATION** Things develop quickly and Jón says it’s important for tourism companies and the government to work efficiently together to guarantee that the development of facilities in Iceland follows suit to be able to handle the immense influx in tourists. By the end of this year, nearly 700,000 tourists are expected to have visited the country—more than double the population of Iceland (313,000). In Iceland it has been discussed whether this results in too much traffic at the country’s most popular destinations. Jón says the representatives of Promote Iceland have not noticed such concerns among their foreign colleagues but welcome the discussion. “It is planned to survey the attitude of tourists in Iceland towards this matter next

summer. The survey is definitely timely. We know about the strain in certain areas,” he states. Jón mentions that in many of these areas the arrangement must be better organized so that all the tourists eager to visit can be accommodated and there is also need for establishing admission control. “It must be guaranteed that people pay for entering certain areas, or enter them through other means of controlled admission. For example, in all national parks in the U.S. visitors pay an entrance fee. People can arrive to Grand Canyon and enjoy the view from certain viewing platform without paying but they don’t enter the canyons unless they’ve paid an entrance fee and must have applied for admission a long time in advance. That way the situation can be kept under proper control,” Jón explains. He is optimistic about the future. “We won’t reach a limit to how many tourists we can accept for a long time yet.” After all, Iceland has wide open spaces and many places that wait to be discovered.☺





IR PROMOTION

# TRULY UNIQUE

When landing in Iceland you are met by the lunar landscape of the **REYKJANES PENINSULA**, with its barren and rugged stretch of lava fields and coarse black sandy beaches.

**T**he landscape of Reykjanes peninsula is fascinating and one of a kind. It’s where the astronauts practiced before their long journey and where earth’s history can be read like an open book. “The most interesting fact about Reykjanes from a geological point of view is the clear junction in the Earth’s crust between the Eurasian and North American tectonic plates and the rising of the Reykjanes ridge onto land. It’s the only place on earth you can witness a ridge rising like this from the sea—it’s truly unique,” says Kristján Pálsson, managing director of the Reykjanes Marketing Office. The plate boundary zone is characterized by high earthquake activity as well as recent volcanism and bears a beautiful witness to earth’s ever-changing landscape.

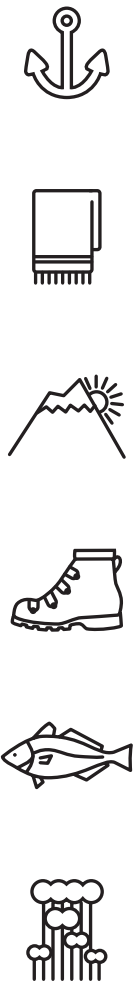
“We’ve build a bridge between the Eurasian and the North American tectonic plates, which we call The Bridge between Two Continents at the 100 Crater Park where there is a hiking track that takes you to no less than 100 craters formed in a volcanic eruption in the year 1226.”

It goes without saying that forces of nature have had a big influence on Reykjanes peninsula and men have learned to tame it for their own advantage. Therefore geothermal power plants have risen at Reykjanes and by the rift at Reykjanesvirkjun plant there is an interesting exhibition called *Powerplant Earth*. The design and main thesis of the show derives from the Big Bang and the beginning of the solar system until our own times. Outside the main power station of the plant, lies ‘the sun’, half buried in lava. The planets of the galaxy are positioned around various parts of Reykjanes peninsula, although in the correct proportional distance, and size, from the sun in Reykjanesvirkjun all the way to Reykjanesbær where the planet furthest from the sun would be.

### THE BLUE LAGOON

The Blue Lagoon in on the Reykjanes peninsula, it’s one of the most visited places in Iceland and is renowned for the beneficial effects it brings the skin, body and soul. Set in the middle of a lava field it’s beautiful light blue water attracts thousands of people from all over the world. A visit to Iceland isn’t complete without a dip in

**GUNNUHVER** the most active of many high temperature geothermal areas on the peninsula.  
PHOTO: ELLERT GRÉTARSSON



the Blue Lagoon. A big drawcard for sure, yet just another interesting attraction of Reykjanes peninsula, which offers some of Iceland’s top cultural and recreational attractions. One of them being the Viking exhibition center Víkingaheimar, which holds an exact replica of a 9th century Viking ship named *Icelander*. Víkingaheimar is a relatively new museum dedicated to expanding knowledge about Viking ships and their voyages to distant shores 1,000 years ago and is part of the Viking millennium exhibition produced by the Smithsonian about the Vikings and their ships.

### BUBBLING HOT SPRINGS

East of Reykjanes lighthouse is Gunnuhver the most active of many high temperature geothermal areas in Reykjanes, filled with rich colors, rising stream bubbling hot mud springs. The name comes from a female specter called Guðrún, nicknamed Gunna, that caused great disturbance in the area, until Eiríkur Magnússon a priest at Vogsósar set a trap for her so she fell into the hot spring and was never to be seen again. Today Gunnuhver is known for beautiful nature and is a popular hiking track. Seltún is another geothermal area on Reykjanes that is a popular destination and can be found by the Krýsuvík road.

### LIGHTHOUSES

A survey in 2007 done by the Icelandic Maritime Administration concluded that Reykjanes lighthouse is the most popular among Icelanders, which comes as a no surprise. “The whole area around the lighthouse is very interesting and it’s close to Gunnuhver and other natural gems. Among them an old natural pool where the inhabitants of Grindavík took swimming lessons in the fifties that is now being restored,” says Kristján. He adds that by Valahnúkur shore on the huge area of flat rock which is a popular panoramic viewpoint, there are plans to build a tourist center.

On Valahnúkur, a home to many Nordic seabirds, the first lighthouse in Iceland was built on Reykjanes in 1878. A few years later, by 1905, the surf and earthquakes had taken its toll on Valahnúkur and the lighthouse. Therefore a new lighthouse was built in 1907-1908 on Bæjarfell hill at Reykjanes, but the old one was demolished in April 1908.

“Eldey, which holds the biggest population of gannets in the world, is quite visible from Valahnúkur so is the small lighthouse at Garður simply called The Small Lighthouse or Hálfviti,” says Kristján. The word hálf means ‘half,’ and viti means ‘lighthouse,’ but if you put the words together it means ‘idiot.’ “Karlinn is also visible from Valahnúkur’s viewpoint. It’s a part of a crater that erupted in the year 1226 spewing a great amount of ash into the air that traveled all the way to the west of Iceland killing 100 bulls at Reykholt owned by Iceland’s greatest historian and poet Snorri Sturluson. It’s said that the following winters Snorri and his men at Reykholt wrote more than usual on bull skin,” says Kristján.

### THERE’S MORE

“Apart from all the interesting and unique nature in Reykjanes, we also offer a wide range of activities and culture as well as many great hotels.”

The history of the French explorer and biologist Jean Baptiste Charcot and his ship *Pourquoi Pas?* that sank in the year 1936 can be examined at the Nature Center in Sandgerði. A visit to Duus house in Keflavík reveals the area’s trading history, and at Magma in Grindavík you can learn about the history of *saltfiskur* (salted fish). There is also the Municipal Museum at Garður dedicated to life by the ocean.

“The best part about Reykjanes peninsula is that it’s accessible all year round, which makes it a great destination,” says Kristján.

### THE NORTHERN LIGHTS

Aurora borealis, the northern lights, can be seen clearly on Reykjanes peninsula due to vast areas untouched by light pollution. The Northern Light Inn has the perfect view and is located next to The Blue Lagoon. And the northern lights are expected to be especially vivid this year. So what can be better than a day witnessing geological wonders, a stroll by a lighthouse, a relaxing swim in the Blue Lagoon that ends with the northern lights dancing in the sky? ☺



**1 THE BRIDGE** between Two Continents at the 100 Crater Park

**2 THE BLUE LAGOON** is one of Iceland’s most visited place.  
PHOTOS/PÁLL STEFÁNSSON



# Historic hikes in wild nature

The historic place of **ÖGUR** has become a tourist attraction where a family offers adventure trips in the wild nature and out at sea.



IR PROMOTION

Ö

**Ögurtravel in the West Fjords** was founded in 2011 by seven siblings and their mother, who passed away last June. Having been born and raised at Ögur, they know the land like the back of their hands and have tales of chieftains, sorcerers and eccentric characters at their fingertips to tell as they take you on hiking and kayaking trips all year round in the historic and untouched nature of the West Fjords.

### NIGHTS AT ABANDONED FARMS

Last summer Ögurtravel opened a restaurant, Café Ögur, at the old assembly house at Ögur, open during the summer, it offers a variety of traditional dishes. The plans for expanding services go further and



next summer overnight trips will be offered where you can spend the night in a tent or at an abandoned farmhouse. The trips should be quite an experience, surrounded by the majestic mountains and the midnight sun.

And there is more. Gourmet kayaking will also be added to the already long list of impressive trips, where the emphasis is on the journey itself, nature and gourmet food cooked and served at unexpected places during the trip by Ögurtravel’s own chef.

### TAKING IT SLOW

“Ögurtravel emphasize bringing the history of the area closer to the visitor and creating a new and unique experience different from what one gains from the car seat as the land passes by at 140 miles per hour,” says Halldór Halldórsson at Ögurtravel.

“Our aim is enjoyment instead of a hurried tour and making the invisible visible by focusing on special areas and taking our time to explore. This is widely known as Slow Travel,” says Halldór.

Ögurtravel offers up to five-day hiking and kayaking trips at Ísafjarðardjúp and Jökulfjörður in the West Fjords or custom-made trips of up to ten days. The area is known for unique nature, majestic mountains and colorful bird and animal life—and, of course, it’s rich history. During the summer the sky is lit by the midnight sun but in winter the dark skies are often filled with the northern lights.

“All our happy customers and their positive feedback says it all. They all had strong, powerful experiences and we at Ögurtravel are extremely proud that our customers leave happy and satisfied.”



**ÖGURTRAVEL’S AIM** is enjoyment instead of a hurried tour and making the invisible visible by focusing on special areas and taking time to explore.



**PROUD PUFFINS** in the West Fjords. The area is known for unique nature, majestic mountains and colorful bird and animal life.



Booking the trips well in advance, especially during the wintertime, is recommended. See [www.ogurtravel.com](http://www.ogurtravel.com)

# AT THE CENTER OF IT ALL

Perfect location and great hospitality is the main attraction of **ROOM WITH A VIEW**, a luxury apartment hotel in Reykjavík city center.

**L**ocated on the main shopping street in Reykjavík’s 101 district, Room With a View is an apartment hotel that has gained reputation for being a welcoming home away from home. For the price of a regular two bedroom suite you get elsewhere you get a spacious apartment with first-class amenities at Room With A View, furnished with fully-equipped kitchen and more, and your own key which makes it easy to come and go at will. A great view from the balconies, a Jacuzzi and a staff that’s really there for you 24/7 and the perfect location makes this one of the best places to stay in Reykjavík.

### PERFECT LOCATION

The 101 district of Reykjavík is filled with interesting people, fashion, shops, music, museums, bars, designer shops, galleries, coffee shops, restaurants and theatres. It’s the place to be and Room With A View is right there and everything is within walking distance.

“The location is important to our guest. Here you are right in the center, next to shops, museums, bars and restaurants. You can’t be

more downtown than this,” says the hotel manager Elin Þórhallsdóttir.

The location and the warm welcome at Room With A View pleases customers most, so much that many of them return again and again.

“We treat our guests as our own, not just as regular hotel guests. Over the 18 years the hotel has been running we have had a lot of regulars and it feels like having friends over each time they return,” says Elín. Room with A View seems to meet everyone’s needs, so you’ll find families, couples on a romantic trip, and single travelers staying there. Furthermore it’s also the first openly gay-friendly hotel in Iceland.

### A WARM WELCOME

“We give everyone a warm welcome, because we care for our guests and we spend time to help them with all their travel plans and we meet their needs as much as we’re able to. We also make sure that the environment is friendly and comfortable and for those who just want to relax we have Jacuzzis, a sauna, great selection of DVDs, good beds and inspiring panoramic views over the city and the mountains across the ocean.” says Elin.



IR PROMOTION



**THE NAME** of the hotel says it all. Room With A View.



**THE BEDS** are picked for comfort to make sure guests get a good rest.



Booking at [www.roomwithaview.is](http://www.roomwithaview.is)





# LEAD THE WAY

Standout **Guidebooks** to Iceland’s Mysteries in Five Different Languages

- 1

**Gebrauchsanweisung für Island (‘Iceland Instruction Manual’)**  
Kristoff Magnusson (German)

A humorous, enlightening account written by a man with Icelandic heritage (‘son of Magnus’) but who grew up in Germany. Magnusson’s status as both an insider and an outsider is fruitful in chapters analyzing everything from the Sagas, to fishing villages, to summer festivals, to Reykjavík nightlife. More of a love letter than a guide, bring it on your travels, but supplement it with some maps.
- 2

**Islandia jak z bajki (‘Iceland as a Fairy Tale’)**  
Janina Ryszarda Szymkiewicz (Polish)

A fresh take on the guidebook format in a fresh language. The guide employs a fictional story to map a journey into Iceland’s magical, beating heart. Author Janina Ryszarda Szymkiewicz follows a character named Baldur, born in the valley of Svarfaðardalur, and explores themes of nature and memory in Iceland.

There are 9,000 Poles out of a total of 20,100 foreign citizens residing in Iceland. The publisher, ARISA, has released the book as part of its effort to become the main publisher of Polish books written in Iceland.
- 3

**Guide du Routard Islande 2011/2012**  
Collective authorship (French)

A solid guide from the trusted Routard series. The 2011/2012 edition is written and presented clearly, and even comes with sections on Icelandic culture, language and history. Compare this guide with others in French and you’ll find that Routard’s has a few more locations on Iceland’s beaten path, though you may have to search elsewhere for tips on survival Icelandic and detailed regional maps.
- 4

**Traveling in Iceland**  
Siyang Li (Chinese)

Basic but very accessible introduction to touring Iceland. The guidebook first weaves in background information on Iceland’s history, population and geography. It highlights common tour routes on terrain maps and offers suggestions for useful things like power converters. Beside a few questions like the info about money and conversions, the guide is useful for its brevity.
- 5

**DK Eyewitness Travel – Top 10 Iceland**  
DK Publishing

Hot off the press this year, DK’s new guide to Iceland pares down your travel choices to what is most important: the top 10. Sometimes a tiresome format, the top 10 actually does the trick here. Lists are regionally oriented, and you’ll even find suggestions for what to do for rainy days and romance. Glossy photos of waterfalls and lava expanses should keep you occupied on the plane ride over.

## IR PROMOTION

# Fresh ownership and service like the gold of autumn

New ownership at **HOTEL FLÓKI GUESTHOUSE** provides rich experience of Reykjavík at budget price

Autumn falls, and something, some kind of shudder in the air, causes the leaves to rustle into new colors. Summer isn’t over yet, but even into the winter Reykjavík’s many attractions hold their shine, and fresh ownership at Hotel Flóki invites solo travelers, families and full tour groups alike to enjoy bright, affordable lodging downtown. Bjarney Lea Guðmundsdóttir, Flóki’s new owner since May, has renovated the hotel to provide maximum comfort to travelers. A private apartment is available, and comes fully stocked with a kitchen, bathroom, fireplace and private terrace where you can relax and enjoy the city view. Dormitory rooms between four and six beds each are also available at an affordable price that includes breakfast. Travelers can otherwise select between single, double, twin and quad rooms for accommodation—the quad rooms, especially, make Flóki the destination of choice for tour groups.

### THE TOURIST NETWORK

Going out? Stop by Flóki’s tour desk for your connection to any destination within Reykjavík. Whether you’re diving into nature, with whale watching, horseback riding and Golden Circle tours, or diving into the city’s famed swimming pools, art museum, and cathedral, Flóki can match you with tour guides and information.

Hotel Flóki Guesthouse’s central location in downtown Reykjavík means that the city center, the BSÍ bus terminal, the city’s domestic airport and Reykjavík harbor are all within easy walking distance, connecting you to new adventures within and—out of the greater Reykjavík hub. Find a tour bus to the Blue Lagoon, or follow Lea’s recommendation for autumn and spend a night basking in the glow of the aurora borealis.

### SERVICE STANDOUT

Hotel Flóki emphasizes, above all else, convenience and comfort for guests. Free WiFi, free breakfast, spacious rooms, and clean bathrooms with free amenities are tied together with a strong service culture that has a history of providing guests with a satisfying stay. Customer reviews glow with positivity about friendly staff adept at coordinating trips and introducing Reykjavík. Pricing for rooms remains affordable even through the summer peak season. No matter what the time of year, if you’re a solo traveler who’s booked a single room, consider asking Lea or one of the staff about a larger one after you arrive. If there’s one available, the guesthouse will upgrade you free of charge.

And for affordability, check out Flóki’s autumn offer. For guests staying nights between Monday and Thursday in October, any type of room is just ISK 10,900 per night.

Located at Flókagata 1, 105 Reykjavík. Visit [www.hotelfloki.is](http://www.hotelfloki.is) for booking.



**FRESH OWNERSHIP** at Hotel Flóki invites solo travelers, families and full tour groups alike to enjoy bright, affordable lodging downtown. **HOTEL FLÓKI** Guesthouse has a private apartment and dormitory rooms, as well as single, double, twin and quad rooms. The quad rooms, especially, make Flóki the destination of choice for tour groups.



# Behind the Lens, and Beyond

**LOOK NORTH TRAVEL** agency provides unique angle for photographers and travelers, and personalized lodging in the South

## IR PROMOTION



↑ **TOURS ARE LED BY EXPERIENCED**, knowledgeable photographers who know exactly how to get you to the best locations for the best shots under various conditions. The only requirement: enthusiasm.



← **LOOK NORTH TRAVEL'S** Iceland Photo Tours specializes in landscape photographic tours operating all year, specializing in ice caves and aurora in the winter and remote highland pearls in the summer and autumn.

**R**ushing waterfalls and birds clipping the Icelandic skyline behind. A road roughly paved shooting into the distance—directly into Hekla volcano in the south. Rich green moss blanketing rocks, blue glacial lagoons whipped with high winds, and Icelandic horses in over 100 different colors. Iceland is a truly unique destination for all travelers, and especially for photographers. Look North Travel's Iceland Photo Tours specializes in landscape photography tours operating all year, specializing in ice caves and aurora in the winter and remote highland pearls in the summer and autumn. Tours are led by experienced, knowledgeable photographers who know exactly how to get you to the best locations for the best shots under various conditions. The only requirement: enthusiasm.

### LAND OF ICE AND GREEN DELIGHTS

Setting out during early to late winter, consider the combined tour of both Iceland and Greenland. Travelers first visit the magnificent icebergs of eastern Greenland, shooting photos with faces ruddy with vitality after dog sledding. Then, groups travel along Iceland's south coast to explore sights including Jökulsárlón glacial lagoon, Vatnajökull National Park, Reynisfjara's black sand beaches, and the Skógafoss and Seljalandsfoss waterfalls. In the deep of night, groups often have the chance to photograph the northern lights. Longer tours like this one, which covers a full 10 days, come with full board meals and accommodation.

For photographers looking for a compact experience in the land of ice, one day photographic tours are available. Consider diving into West Iceland and Þingvellir National Park, the Reykjanes peninsula, or Eyjafjallajökull by the south coast, and highlands such as Landmannalaugar in the summer.

### DECORATED, DOWN-TO-EARTH NOMADS

All tours are guided by professional photographers, including Iceland Photo Tours owner Haukur Snorrason, who has published two books about the Icelandic landscape and runs a photographic stock image bank at [www.photos.is](http://www.photos.is). Other photographer guides include Anna Fjóra Gísladóttir, who has published photographic books about the Icelandic horse and Akureyri, and Sigurður Stefnisson, whose photos of the northern lights, birds and landscapes have been published widely. One of his photos is included in National Geographic's 100 Best Pictures edition.

Look North's Iceland Exclusive Tours company has deep experience roaming Iceland, and it shows during both their scheduled tours to geothermal valleys and mountains and in their planning of tours tailor-made to individual travel groups' desires. Small group sizes mean that tours are personalized to groups' interests and that service is comfortable. In every case, a tour can be developed to meet constraints like your group size and the time and budget you have available.

### SOUTHERN COMFORT

When traveling in the south, make a point of stopping in the Skaftartunga region at cozy Hrífunes Guesthouse, also run by Look North. Hrífunes is conveniently located between the towns Vík and Kirkjubæjarklaustur and are located right next to the interior routes to all major sights in Iceland, including Landmannalaugar, the Laki craters and the lake Langisjór.

Hrífunes Guesthouse, renovated from the region's old community house, offers a unique atmosphere and full accommodation for up to 25 people, in single, double, triple, and family-sized rooms. Enjoy lodging at a level of quality only the professionals of Look North can provide.

📍 Located at Karfavogur 22, 104 Reykjavík.

📱 For booking and details, visit [looknorth.is](http://looknorth.is).

## The Sagas' Inflection Point

**HÓTEL VARMAHLÍÐ** provides access point to Skagafjörður's sagaland and the highlands beyond.

**R**ide your horse down an old gravel road, by shorebirds wading and moorland birds singing. Pad over sand and astride waterfalls; gallop through land tattooed with the Sagas of Grettir the Strong and the Sturlungs. Tired from the day, ride your horse down that old gravel road toward home, the Hótel Varmahlíð in Iceland's Skagafjörður region.

### WINDOW TO LOCAL LIFESTYLES

At the hotel's restaurant, buy a meal expertly prepared from local ingredients. Hotel owner Svanhildur Pálsdóttir has deals with local farmers to stock the restaurant with everything from horse and lamb meat; to shrimp, trout, and other seafood; to salad, vegetables, spices, and even roses for decoration. The lambs are raised by her husband, Gunnar Sigurðsson, also a farmer.

In the restaurant, a breakfast buffet meets guests that stay overnight. Beyond food, personalized service awaits guests to this small hotel,

whose staff treasures each and every visitor. Ask them for special deals on local events like the Laufskálarétt horse roundup, or to point the way to other attractions along the coast or mountain peaks.

Hótel Varmahlíð is host to 19 cozy rooms with brand-new beds that accommodate up to 40 people. Facilities include a toilet and shower in each room, a television, alarm clock radio, provisions for coffee and tea, and a hair dryer. Room size ranges from single accommodation up through family rooms that can comfortably fit five travelers. All rooms are splashed with photos of Skagafjörður's beauty and windows with a view to it. Black-out curtains are available in each room to make sure each guest gets their needed rest even during the height of the midnight sun.

### ANCIENT REFRESHMENT AND OUTBOUND SAGAS

After refreshing yourself, enjoy more horseback riding in a region famous for its horse breeds, or head to one of the regular horse breeding shows nearby the hotel. Experience

## IR PROMOTION



📱 Book at [www.hotelvarmahlid.is](http://www.hotelvarmahlid.is)

the thrill of rafting down Skagafjörður's glacial rivers, and afterward, soak in the soothing relief of natural hot springs. Get to know your surroundings—dig into the region's history with a visit to the Glaumbær Heritage Museum. Back in the 11th century, it was residents of Glaumbær that were among the first to settle Greenland, the first to settle North America. It was Guðríður Þorbjarnardóttir, a

woman from Glaumbær, who gave birth to the first European in Vinland, somewhere on the North American continent.

Hótel Varmahlíð is conveniently located on the ring road 1, it is also the ideal location to stop on your way into the highland road Kjölur F-35 or out again and back toward Reykjavík. Enjoy Skagafjörður's beauty on its own terms, over several days, or make a point to stop through on your next road trip.



**1 HÓTEL VARMAHLÍÐ'S** 19 cozy rooms all come with brand-new beds. Room size ranges from solo accommodation up through family rooms that can comfortably fit five travelers. All rooms are splashed with photos of Skagafjörður's beauty and windows with a view to it.

**2 SVANHILDUR PÁLSDÓTTIR**, owner of Hótel Varmahlíð in Iceland's Skagafjörður region.

**3 DELICIOUS GÜLLA SÚPA**, or Golden Soup. Hotel owner Svana has deals with local farmers to stock the restaurant with horse and lamb meat, fish and seafood, and vegetables and spices. The lambs are raised by her husband, Gunnar Sigurðsson, also a farmer.







# WINTER DANCE

PHOTO: *Oscar Bjarnason*

Few natural phenomena are more spectacular than the aurora borealis. This magnificent dance of deep hues of greens, purples and oranges draws visitors to Iceland from as far away as Japan.

Northern lights are caused by solar flares. As the sun is currently going through a period when the formation of sunspots peaks, the northern lights are expected to be particularly visible this year but even more so in 2013 when the solar winds are forecast to be

stronger than they have been in many years. Some believe they will reach their highest peak since 1958.

The rule of thumb is the farther you travel into the snow-covered wilds of Iceland, away from the lights of Reykjavík, the stronger the light show. This photo was however shot by Oscar Bjarnason just outside the capital, at Straumsvík cove on the lava field between Keflavík International Airport and Reykjavík.

**-JK**



# Field Notes from around the Island

New York artist Lily Stockman and her husband skip the guide books and explore Iceland for six days in a rented camper van, gathering recommendations from locals along the way.

PHOTOS: *Lily Stockman*



↑ **SUNSET** Staccato Topography. Hardscrabble granite peaks, grassy steppe, and lava fields and dinner ahead.

B

**BOOK A CAMPER VAN ONLINE.** Do absolutely no subsequent planning if you are a Last Minute sort of person—or—buy a detailed road map of Iceland and a copy of Háldor Laxness’s *Independent People* if you are an Organized Planny sort of person.

If you arrive through door number one (ahem), purchase items from door number two at the Reykjavík airport upon landing. Then gasp at how you just blew USD 50. Get over it. Iceland’s expensive. This is why you are sleeping in a van and will subsist mostly on those curiously delicious Icelandic hot dogs and a lot of soup. And you will love it.

**APPROACH A STRANGER**

Not bragging, but if you won the edible plant identification award every year at nature camp, well then by golly go ahead and eat those wild bilberries. I do not recommend this course of action to most people (see McCandless, Christopher). But boy were they delicious.

Skip the guide book and ask locals for recommendations: hot springs, abandoned turf houses, waterfalls, puffin colonies. If you approach a stranger

and say “*Good day, Guðrún. Pray where might I ride a pony?*” they will, without fail, give you a helpful answer.

[Note to self: for a fun new game, try this tactic back in New York.]

We revisit past adventures as we drive: one moment the landscape is northwestern Montana, all glaciers and hardscrabble granite peaks, a herd of horses a dun-colored smudge against the electric green meadows below. Then it’s flat, flat, everywhere flat: the grassy steppe of Mongolia. Then mossy outcroppings, salt air, a cacophony of gulls—we’re in coastal Maine!—and then it’s into the lava fields and igneous cones of another planet entirely. There is no continuity to the landscape here; it is all drama, all punctuation marks. The topography is a string of staccato notes on the bars of a river.

**THE IDEA OF HAPPINESS**

For some people, the idea of happiness is making bad instant soup on a camp stove in the mountains and reading aloud by the light of the midnight sun. For these people, Iceland is the happiest place on earth.





↓ **ICELANDIC HORSE.** The colors of the horses' coats come in over 100 varieties.

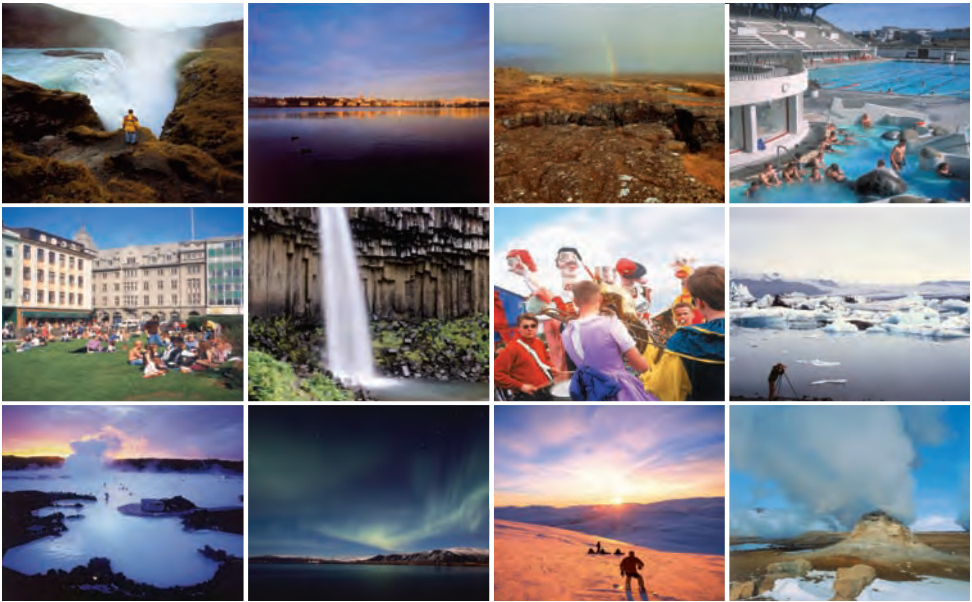


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# ICELAND REVIEW



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**1 SELJAVALLALAUG POOL.** Famous Icelandic hot water bathing in the middle of the mountains, right next to a glacial river.

**2 JÖKULSÁRLÓN GLACIAL LAGOON** is one of Iceland's most famous and majestic attractions.

**3 A DESERTED HOUSE** in East Iceland, one of many left behind in the wake of modern migration to urban centers.

**4 STUCK IN THE MUD.** An ill-advised stop on the side of the road ensnares the camper van.

## ICELAND IN FACTS AND FIGURES

- › Geography: Europe's second-largest island, situated midway between New York and Moscow
- › Status: Constitutional republic.
- › Language: Icelandic.
- › Population: 320,000.
- › Capital: Reykjavík (pop. 201,000 - metropolitan area).
- › Total Area: 103,000 sq km.
- › Highest point: Hvannadalshnjúkur (2,119 m), on Vatnajökul glacier.
- › Climate: Mean temperature (Reykjavík) in summer 10.6°C/51°F, winter -0.5°C/31.1°F.
- › Energy: 86 per cent of housing is heated using natural hot water.
- › Exports: The two biggest exports are seafood with 41 percent, and aluminum with 25 percent (2 percent of the world's annual production).
- › Tourism: Contributes around 7 percent to GDP.

**No matter how badly you want to blurt out “I TOLD YOU SO” when the van gets stuck in the mud you warned your spouse so lovingly did not look like a good place to pull over, do not say so.**

Rule of thumb: The smaller the village, the better the stew. I buy skeins of undyed wool in all the colors of North Atlantic sheep, colors of North Atlantic rock: quartz, granite, gneiss, hornblende, coal. A knitting project in the passenger seat.

When the adorable punk rocker waitress gives you directions to an abandoned thermal pool deep in the mountains, you GO. You cannot believe things like this exist. How magical the world can be.

No matter how badly you want to blurt out “I TOLD YOU SO” when the van gets stuck in the mud you warned your spouse so lovingly did not look like a good place to pull over, do not say so. Because after trying to dig out in the driving rain for two hours you are then stuck sleeping next to this person in your steeply-inclined camper van for the night. Instead perhaps it is best just to laugh and hug him and say, “well isn't this an adventure!”

Wake up happy! Finally, a place where I can talk openly about elves and fairies!

**DRIVE, WINDOWS DOWN**

Fog, rain, blinding sunshine, hail, wind that snaps the doors off cars (park into the wind). We happily submit to

the whims of the gods; when in doubt, pull over and make camp. You'd be amazed how much *skyr* two people can consume over the course of five days. And how much we wished our otherwise perfect camper van had the dignity of an audio upgrade since the 1990s: friends, we had a TAPE DECK and three unplayable Sigur Rós albums for our entire journey.

However. There exists in the western peninsula of the great island of Iceland a radio station devoted entirely to the most obscure gems of early Nashville Sound. Which turns out to be a pretty swell soundtrack for the drive. We call this chapter Patsy Cline Was My Copilot Through Middle Earth.

We drive, windows down, awe-struck as the glacial valley unfurls before us. We stop and take in the view, start and sing Patsy Cline. We sip the morning coffee we brewed on our camp stove and let it last, for we have nowhere to rush off to, nowhere to be but in this marvelous little camper van, together, on this marvelous little island.

For once, we don't talk about the future, we don't draw up life plans, we don't enumerate expectations and analyze how to execute them. We just drive.

*Lily Stockman is a visual artist based in Brooklyn, New York. More of her work can be seen and read at [lilystockman.com](http://lilystockman.com).* ☺



# On the wings of puffins

**BLÁBJÖRG GUESTHOUSE** offers comfort at the trail’s head of a birdwatcher’s paradise

S ometime in April, when the wind is warming and the snowdrop blooming, the Atlantic Puffin comes out to salute Borgarfjörður spring in its own fashion. The puffins, famously photogenic with their heavy, technicolor beaks and awkward stepping, will nest in pairs numbering 10,000 before the middle of August. Blábjörg Guesthouse is set right in the heart of the pristine wilderness that births this phenomenon, and in addition to the 27 different hiking routes within walking distance, guests can expect to enjoy a bird enthusiast’s dream—even from the windows of their guest rooms.

Blábjörg, a guesthouse meticulously renovated from a fish factory since 2006, opened this summer to provide spacious, comfortable accommodation to guests for the first time in summer of this year. With a total of 11 double rooms, three bathrooms, and a fully-equipped kitchen, guests will not find themselves in want of amenities. The guesthouse is even host to a spa on its first floor, where visitors can relax in a hot tub and sauna. Next spring, Blábjörg will add another hot tub and sauna outside, where guests can jump into the ice cold sea.

### HITTING THE TRAIL

The catch of the day can be found in a restaurant several minutes walk down the way, Álfakaffi. Beyond the restaurant, shooting off in various directions, are trails totaling more than 150 kilometers in length—countless



IR PROMOTION

possibilities looping through Hvitserkur, Brúnavík, Dyrfjöll, Urðarhólar, Breiðavík, Loðmundarfjörður just to name a few highlights.



Many of these routes lie in an area of Borgarfjörður commonly known as Víknaslóðir, or the ‘Trail of Deserted Inlets.’ While mostly inhabited through half of the 20th century, they remain the preserve of solely hikers today, giving way to another name for the area: “Paradise of the Hiker.” Trail winds blow over orange mountain ridges through abandoned houses and the wings of local birds. With luck, reindeer herds can be seen roaming Víknaslóðir’s green valleys. Trail markers, detailed maps and facilities in the area only increase accessibility.

### TURQUOISE, AND OTHER KEEPSAKES

Dyrfjöll, one of those essential hikes, is home to one of Iceland’s best-hidden treasures. Stóruð, or Boulder Hollow, is a labyrinthine rockscape with a small river lithely winding at its heart. Turquoise ponds of icy water hide among towering boulders, composing a mysterious setting hard to leave behind. Back in Blábjörg, guests will find it similarly hard to leave. The relaxed atmosphere amidst natural phenomena, the warm hot tub after a long day hiking, and the quality service of a family-run guesthouse are all things you’ll keep with you long after you leave, in addition to those puffin photos.


**BORGARFJÖRÐUR EYSTRI** Blábjörg Guesthouse is set right in the heart of the pristine wilderness of the puffins, giving guests the opportunity to enjoy a bird enthusiast’s dream—even from the windows of their guest rooms.

Visit [www.blabjorg.is](http://www.blabjorg.is) for booking.



## Welcome to Borgarfjörður eystri - East Iceland

# Blábjörg GUESTHOUSE



## The Icelandic bird and nature experience

If you wish to experience untouched wilderness and a pristine landscape in the peace of the deserted fjords and inlets, the tiny village of Borgarfjörður eystri is the place to visit.

### Birding

Excellent location for birdwatching and the best access to Puffins in Iceland.

### Hiking


Hiking in this area is a unique experience with over 27 day routes nearby.

### Relaxing

Relax and regain your strength for your next adventure at our beautiful Spa and Wellness centre.





 We are on Facebook!

### Information and bookings:

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# BEST CONFERENCE VENUE IN N-EUROPE

**HARPA** selected for its fantastic location, state of the art facilities and high levels of customer service.

**H**ARPA has won the Best Conference Venue in Northern Europe award for the Annual MICE Report Awards 2012. The prestigious MICE Report Awards are bestowed annually to recognize excellence and outstanding distinction in the meetings, incentive and business travel industry. Administered by The MICE Report, these prominent awards acknowledge and showcase those leading organizations whose innovative products, state-of-the-art facilities and exceptional services epitomize the pinnacle of quality in the world-wide MICE industry. “I am delighted to announce that Harpa has been voted by our readers as the Best Conference Venue in Northern Europe for The Annual MICE Report Awards 2012. This prestigious award has been won in a very tough category, highlighting the fantastic location, state of the art facilities and high levels of customer service which Harpa provides to clients and visitors,” writes Charles Vandeleur, Chief Editor, The MICE Report. As an exclusive accolade in the world of business travel, nominations for The MICE Report Awards are garnered globally through an intensely contested online competition. An extensive range of influential industry voters participate in the nomination process, including key corporate decision-makers, solution providers in the MICE industry, first- and business-class travelers, and planners of international conferences and events, ensuring that only the most commendable organizations are truly deserving of The MICE Report Awards. Karitas Kjartansdóttir, conference director of Harpa says that this award is great recognition for Harpa. “It confirms Harpa as an excellent conference venue with a bright future ahead. We are very proud of the great recognition Harpa has received on the international conference and meeting scene.”

**HARPA** has a large conference hall seating up to 750 people, two meeting rooms seating 63 people each and eight smaller meeting rooms. PHOTO/ GEIR ÓLAFSSON



## IR PROMOTION



**CRUTCH YOURSELF** against the throttle and blast across endless white snowscapes. The snowmobile tour lasts a full hour flush with adrenaline, and flush with triumph on the drive home.

# NATURE UNBRIDLED

**MOUNTAINEERS OF ICELAND** connects adventurers with visceral Super Jeep and snowmobile tours in the Golden Circle and beyond

**M**ORNING LIGHT COMES IN WITH A ROAR. You’ve packed some drinks, you’ve put on your wool socks and winter clothes, and you’re now about to ride into a full day of adventure—in the mammoth Mountaineers of Iceland Super Jeep waiting for you outside your hotel. You might have chosen the *Pearl Tour* of the Golden Circle, the perfect learning curve for the natural phenomena lying between Reykjavik and the geothermally active valleys of central Iceland. The Jeep rolls its way first to Þingvellir National Park, the site of Iceland’s first parliament all the way back in 930 AD. From there, it picks up steam along the mountain tracks toward Geysir hot spring, the namesake of all other spouting hot springs on the planet.

**STRANGE PLANET** From Geysir the Jeep courses over rocky, lava-scarred terrain to Gullfoss, literally the Golden Waterfall. Peering over the ledges, you can feel sparks of glacial water arcing back at you. When you’re ready, it’s time to ratchet up the excitement, rev up your snowmobile and conquer Langjökull, a hulk of a glacier and Iceland’s second largest. Crutch yourself against the throttle and blast across endless white snowscapes, in awe of the expanse and the roar of your engine. The snowmobile tour lasts a full hour flush with adrenaline, and flush with triumph on the drive home. Mountaineers of Iceland’s exemplary planning ties the entire voyage together, setting them apart from other tour operators. From their *Pearl Tour*, to their *Northern Lights Hunt*, to their journey into the woods of Thor and back again (Þórsmörk), Mountaineers demonstrates unparalleled skill to cull Iceland’s most breathtaking destinations along with careful attention to pacing of tours and time of day.



**SUPER JEEPS** take you roaring across rocky, lava-scarred terrain, to the woods of Þórsmörk, and up expansive glaciers.

**EXPERT HOSTS** Mountaineers of Iceland offers facilities for adventurers along their tours, including heated staging houses before the snowmobile portion of the Pearl Tour. Here, guests can wash up and change into complementary winter overalls, shoes, gloves and safety helmets to ward off the glacial chill. Mountaineers of Iceland has over 15 years of experience leading adventurers into the Icelandic wilderness. It has customized countless private tours, bachelor parties, family adventures across rugged mountain tracks into the highlands—places inaccessible to normal cars. Its services’ superior planning, flexibility, and safety have even won it contracts to work on films like the recently released Icelandic thriller *Frost*. For fall tours, Mountaineers recommends the tour of Þórsmörk and the south coast, especially beautiful with the change of seasons. From Þórsmörk, it is possible to view the volcano that recently erupted in Eyjafjallajökull glacier. Whatever your idea of adventure is, Mountaineers is proud to make it a reality.



# New Heights in Icelandic Travel

**NORÐURFLUG** Helicopter tours put travelers’ heads in the clouds over aerial exploration.

**B** LUE SKIES, PURPLE MOUNTAINS; looking down on Mt. Esja’s summit from above. Loping through the Golden Circle, hiking volcanoes and glaciers by air. The flight tours on which Norðurflug takes travelers are not just breathtaking, but essential—the number of corners in a soul can’t compare with Iceland’s black, rocky colors folded neatly into a helicopter coasting above.

### AERIAL ADVANTAGE

Norðurflug’s tours cover all angles of Iceland, starting close to home in Reykjavík. Take the ‘Reykjavik from the Air’ tour to feast your eyes on Reykjavík’s dollhouse charm, then spread into the neighboring communities and countryside. The helicopter will take you back and forth from the southern and northern extremes of the capital, where lava fields and craters remind you of the geothermal world beneath the city’s scarred surface. Follow those lava fields a bit further with the ‘Blue Lagoon’ tour. Cross over the steaming hot springs near Lake Kleifarvatn, and arrange with the pilot for an optional landing at the Blue Lagoon itself. Splash yourself soothing geothermal blue and relax before lifting

off for the capital once more. Take off from Reykjavík on a tour of the Golden Circle like you can’t experience anywhere else. With the ‘Golden Circle by Air’ tour, slice through Iceland’s storied winds toward spouting Geysir and bounding Gullfoss waterfall. Marvel at the black, lunar landscape surrounding Skjaldbreiður volcano and absorb the full meaning of the ancient parliament site at Þingvellir National Park from above. Finish the flight like a voyager in style, landing on windswept Langjökull glacier.

### PILOTS OF THE HELICOPTER INDUSTRY

Within Norðurflug’s stunning variety of packaged tours, there is something for every Iceland aficionado, even in the fall, when earthbound scenery is suffuse with autumn colors. Norðurflug is the first company in Iceland to package helicopter tours, making them accessible and affordable to not just wealthy individuals, but the whole spectrum of income levels. Norðurflug has not one, but three helicopters, meaning that the company is uniquely positioned to accommodate large tour groups, in shifts if need be. The company served a group of 60 recently. This is not the first flight season for Norðurflug, whose



IR PROMOTION

experience, along with that of its parent company True North, has been called upon for sling work and film shooting in a movies like the upcoming science fiction thrillers *Prometheus* (2012) and *Oblivion* (2013), which stars Tom Cruise. They’ve also worked on Ben Stiller’s new adaptation of *The Secret Life of Walter Mitty* (2013). Norðurflug’s professionals excel in providing a reliable, flexible service and a unique vantage point of Iceland that many travelers only dream of, but is accessible to all.

**NORÐURFLUG** is the first company in Iceland to package helicopter tours, making them accessible and affordable to not just wealthy individuals, but the whole spectrum of income levels.

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 For bookings and information, please visit [heli.is](http://heli.is).

IMAGINE  
... touching the top of a glacier

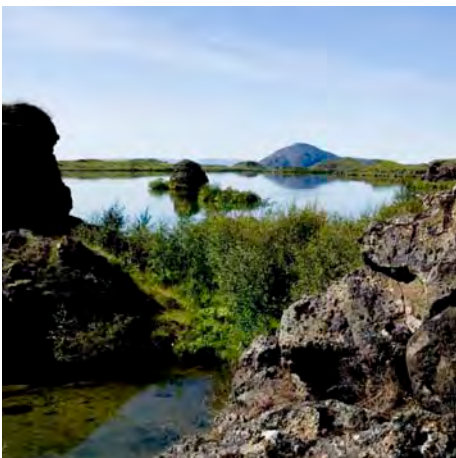
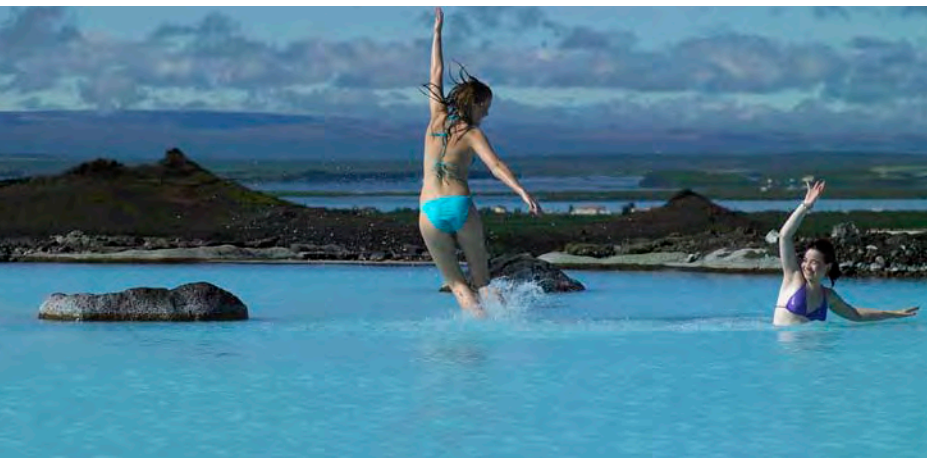


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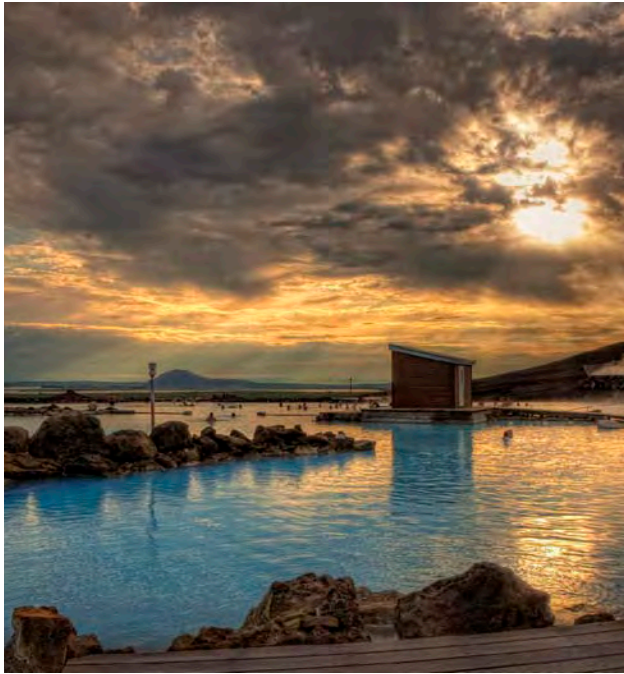
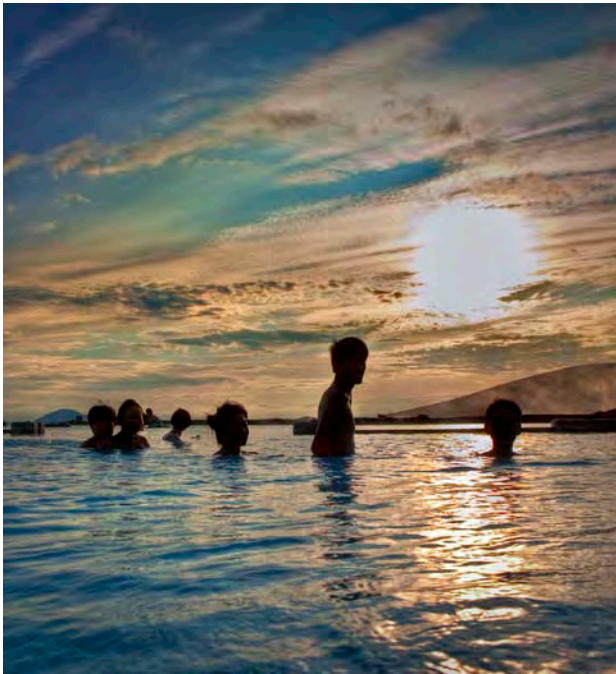




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“destination for all seasons”







# Myvatn Naturebath

*by lake Myvatn*



## Myvatn Naturebaths

Enjoy a relaxing visit to the Naturebaths. Begin with a relaxing dip in clouds of steam rising up from fissures deep in the Earth's surface and end with a luxurious bath in a pool of geothermal water, drawn from depths of up to 2500 meters. Myvatn Naturebaths is perfect for those who enjoy close contact with nature and want to relax their body and soul in the warm natural waters, overlooking the scenery of Lake Myvatn and the volcanic crater of Hverfjall.

## Restaurant

Kaffi Kvika or "Magma Café", is the newest addition at the Naturebaths. Our guests can enjoy light meals, drinks and sweets in a beautiful setting with great view over the area.

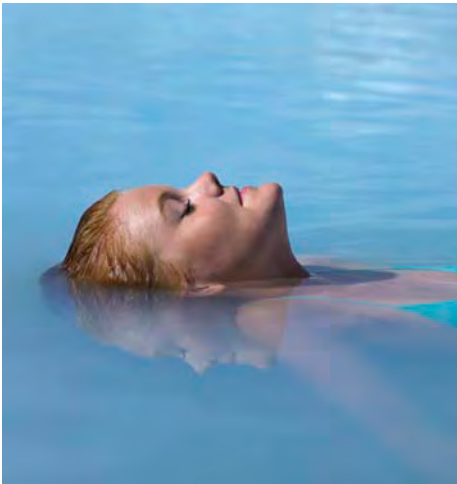
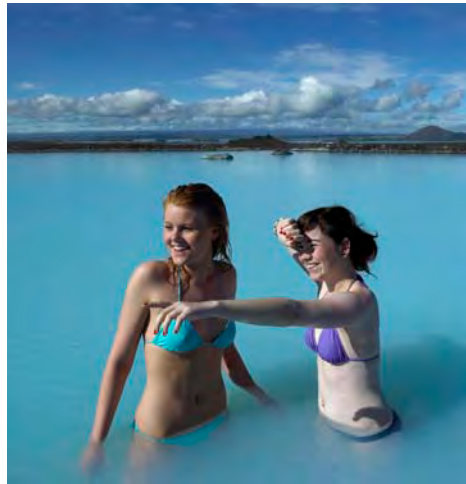
**Opening hours:**  
**High season**  
**June, July, August 09:00-23:30**  
**Low season**  
**September- May 12:00-21:30**

## Lake Myvatn

The region is one of Europe's greatest natural treasures. Shaped by repeated volcanic eruptions and seismic activity down through the ages, the landscape around the 36 km<sup>2</sup> lake is spectacular panorama of surreal lava, crater and cave formations. The wetlands around the lake are teeming with plant and birdlife which are also home in summer to the swarms of midges from which the lake takes its name.

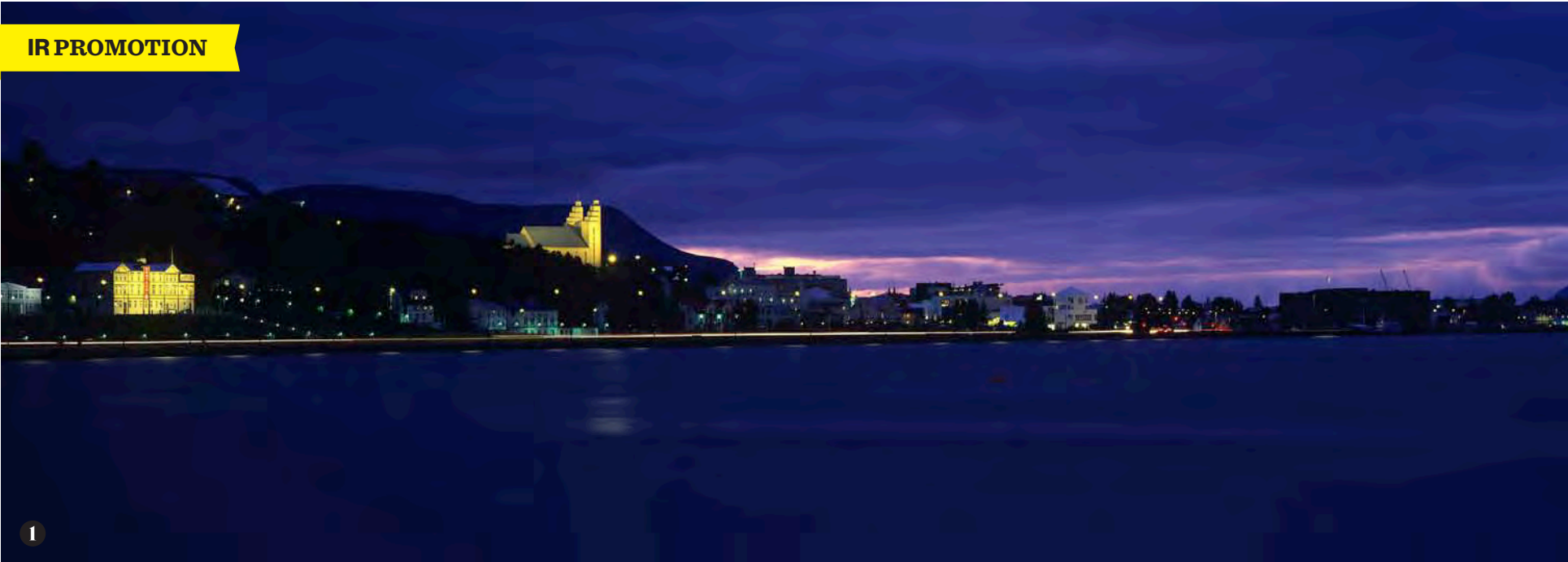
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# Charming Town with a Big Heart

**AKUREYRI**, for a town of 18.000 has surprisingly many museums, galleries, shops, restaurants, cafés, clubs and concert venues.

TEXT: *Eygló Svala Arnarsdóttir* PHOTOS: *Páll Stefánsson*

**D**o you know the feeling of being in a hurry and then the traffic light turns red just as you thought you might cross the road, delaying you by a precious minute? If you're in Akureyri for the first time, though, your irritation might turn into a pleasant surprise. What does a minute matter anyway when the red light blinking at you is heart-shaped?

After the crash and burn of the banking collapse in 2008, the people of Akureyri spread the love by gluing hearts all over town. The initiative has been much appreciated and visitors comment on its friendly atmosphere, coupled with free buses and the good weather locals like to boast about. They also take pride in the many tall trees around town, the beautiful Botanical Garden—its green heart—and forested areas on its outskirts, Kjarnaskógur being a local favorite for outdoor recreation. The Akureyri golf course is located nearby, and golfers should not let the annual Arctic Open pass them by, when golf is played under the midnight sun at the brightest time of year.

## PRISTINE WINTERTIME

In winter, Akureyri looks more pristine still, with a carpet of powder snow covering the landscape. It only takes about ten minutes to get to the ski lifts in Mt. Hlíðarfjall, one of the biggest ski resorts in the country, an advantage tourists appreciate as much as locals. On clear winter days after darkness falls, the northern lights often come out, dancing across the sky in striking green, purple and even red, a major attraction among visitors to North Iceland. Being the obvious pastime on a hot summer's day, don't forget to take a dip in the Akureyri geothermal swimming pool in winter either. There is no better way to end an active day in the snow than to relax in a hot tub, feel how the water envelopes the body and massages every muscle, while breathing in the crisp frosty air and watching the steam rise towards the millions of stars in the winter sky.

Summer or winter, visitors can choose from a variety of tours by bus, jeep, boat, airplane, horse and on foot which can be booked from Akureyri. A stroll through Innbærinn, the oldest part of town, where colorful timber houses line the strip of land between the pond Leirutjörn and a steep hill with a seaside view, is well worth it.

## MORE THAN MEETS THE EYE

Nature needs no promotion, but there are many more reasons for visiting Akureyri. For a town of 18,000 inhabitants, it has surprisingly many museums, galleries, shops, restaurants, cafés, clubs and concert venues; the local art and music scene is bustling and the town is home to the country's only professional theater outside the capital region. The distinct culture center Hof, which opened at the harbor in 2010, has a varied program where everyone should find something to their liking. There is more to Akureyri than meets the eye. Two inhabited islands—Hrísey (almost 40 kilometers away by air) and Grímsey (at a distance of more than 100 kilometers)—are part of the municipality, with which they merged in 2004 and 2009, respectively.

## ISLANDS WITHIN REACH

It only takes the ferry 15 minutes to sail to Hrísey from Árskógssandur, a half-an-hour's drive from Akureyri. This 'Pearl of Eyjafjörður,' which has been a nature reserve since 1977, is famous for its varied birdlife and vegetation, and in recent years, the delicious blue mussels that grow in the crystal clear waters off its shores. The island oozes a special kind of energy and visitors seek peace by its source on the eastern part. Visitors can take a ride on a hay wagon pulled by a tractor—the main means of transport on Hrísey—through the idyllic little village.

Grimsey, Iceland's northernmost inhabited island which lies on the Arctic Circle, can be reached by ferry from Dalvík (a bit further than Árskógssandur), or by air from Akureyri. Also a paradise for bird lovers, its sea cliffs are filled with nesting puffins, guillemots and other seabirds in the summer. Locals undertake a hazardous practice to collect their eggs: lower themselves in a rope over the edge of the vertical cliffs. A must while visiting Grímsey is walking across the Arctic Circle—those who do can get a certificate to prove it. The summer solstice, when the sun doesn't set at all, is regularly celebrated on the island in late June.

Although these North Icelandic communities are on the opposite side of the country from the capital, they are easily accessible. The drive between Reykjavík and Akureyri is approximately four and a half hours on the Ring Road and the flight only takes 45 minutes. There are scheduled flights to Akureyri several times a day year round, and in the summer, also direct international flights, or with a stopover at Keflavík International Airport.✈



**1 EYJAFJÖRÐUR**  
The drive between Reykjavík and Akureyri is approximately four and a half hours on the Ring Road and the flight only takes 45 minutes.

**2 WINTERTIME** It only takes about ten minutes to get to the ski lifts in Mt. Hlíðarfjall, one of the biggest ski resorts in the country

**3 CULTURE** Restaurants, cafés, clubs and concert venues; the local art and music scene is bustling.





IR PROMOTION

JÓHANNES SIGURÐSSON owner and manger of Átak, which has an impressive airport service in Keflavík. PHOTO/GEIR ÓLAFSSON

# RENTAL IN A CLASS OF ITS OWN



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**YOU ARE DRIVING**, it is dusk, and the green moss covering the rocks on the Reykjanes peninsula is catching the last growth of sun. The small world of your 4x4 Jeep looks out at vast volcanic shores, orange mountain ranges and bubbling geothermal springs. Roads have connected you here, and Átak Car Rental has been connecting travelers to Icelandic roads with Land Rovers, Crossovers, and compacts all the way since 1979.

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For trips just outside Reykjavík, consider a VW Golf

to cover the territory on Reykjanes peninsula. A compact can even get you out of the city to see attractions on the Golden Circle and Þingvellir National Park.

## SERVICE ON YOUR OWN TERMS

Ever since its opening in 1979, Átak and its owner Jóhannes Sigurðsson have handpicked the staff for excellence, and it shows. When you stop by Átak for your rental, you'll find the friendliest professionals in the business, and ones who stop at nothing when responding to customers' demands. They are comfortable discussing each vehicle's capabilities, storage capacity and which trips, precisely, it is equipped for. They are also at the head of planning things like Átak's impressive airport service in Keflavík.

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Átak's accommodation is a signature mark of its quality. Jóhannes knows that, especially among foreign travelers, there is no room for unnecessary delays. Each day is tightly planned with time-sensitive adventure: accordingly, Átak continues its track

record of providing new, well-equipped cars to travelers with speed and precision. Hassle never has, and never will be a part of Átak's business culture.

'No hassle' is exactly why travelers love to discover how new Átak's fleet is, and that they run exclusively on new tires. With only recent models from the last few years for rent, Átak's cars not only outperform those in the competitors' fleets, but also rarely require repair and maintenance. And when considering safety matters on a trip over slick, rocky mountain roads, there is a tremendous difference between the safety of new cars and those just a few years older.

Even if it comes to repair, Átak will easily connect customers with an extensive network of auto shops within Iceland.

Átak also offers an excellent selection of accessories with which to outfit their cars. A wide range of child seats is available for all ages; closed trailers are a popular choice for storing luggage on a trip through the highlands and up to the mountains. Finally, don't forget a GPS for use when backtracking your Land Rover home.

## FOR ICELANDERS TOO

While many customers are traveling from overseas, and many find Átak through foreign travel agents, trends show that more and more Icelanders, too, are plunging into the rental market. When taking a holiday, for instance, many Icelanders rent a Jeep or SUV for a tour in the mountains, where traveling requires a high volume of luggage. Átak has also given long-term rentals to Icelanders traveling for multiple months, and the reviews are all positive.☺





ASK THE EXPERT

Get answers to your questions about Iceland  
or anything Iceland-related, with the help of *Iceland Review's* experts.



List of Icelandic Names Easy to Pronounce?

**Q:** I am Australian and about to have my first baby with my Icelandic husband. I’ve been looking around online but would love to know if there is a site or list anywhere of great Icelandic names that are easy for English speakers to pronounce without messing up too much. I love the idea of keeping the Icelandic name but need something my Australian family can say without problems. *Emma, Australia*

**A:** I’m not aware of such a list. Unfortunately, many Icelandic names are difficult for non-Icelandic speakers to pronounce correctly. It would of course help to avoid names with Icelandic characters (such as “ð” and “þ”), unless you wish to anglicize them.

There are various lists of Icelandic names online, one is: [www.halfdan.is/vestur/nofn.htm](http://www.halfdan.is/vestur/nofn.htm) and at [www.rettarheimild.is/mannanofn](http://www.rettarheimild.is/mannanofn) you can view a list of all names which are permitted in Iceland, primarily based on whether the names can be declined in Icelandic, under the rules of Iceland’s Naming Committee. Not all names on the list are of Icelandic origin, though. **ZR**

The recipe for the lamb pâté or lambakæfa

**Q:** I ate liver loaf/pâté at breakfast at Hotel Natura in Reykjavík last week and it was delicious. The manager said it was made with lamb. It was rough and interesting, very different from the soufflé-like *liverpostej* that we had in Denmark. It was almost like a US comfort food meat loaf in look and texture. Where is a recipe for this? Natura buys it ready to serve from a local supplier. *Marjory Olsen Olson, Washington D.C., USA*

**A:** Guðjón Guðmundsson, the purchasing manager of Icelandair Hotels, which runs Reykjavík Hotel Natura, said they buy the lamb pâté from Fjallalamb ([www.fjallalamb.is](http://www.fjallalamb.is)). It is not made from liver but from the sides of the lamb and is known as *lambakæfa* in Icelandic.

Guðjón found a link to a similar recipe for *lambakæfa* on Recipes – Wiki: [recipes.wikia.com/wiki/Lambakæfa](http://recipes.wikia.com/wiki/Lambakæfa) **ESA**

Iceland Cod Oil Online

**Q:** I visited Iceland last year and I tried some cod liver oil (lýsi) that was provided at breakfast time... where can you get cod oil from Iceland online? *Christian, Brisbane, Australia*

**A:** *Lýsi*, the 'life elixir' of Icelanders, can be bought in the online store [nammi.is](http://nammi.is).

Major Music Festivals in Iceland

**Q:** Could you introduce some of the major music festivals in Iceland? Maybe a list so I could search for them and learn more about those festivals? Any local perspective on the unique characteristics of those festivals would be greatly appreciated as well! *Jacey, Shijiazhuang, China (currently lives in Singapore)*

**A:** On the website [icelandicmusic.is](http://icelandicmusic.is) you can find an extensive listing of annual music festivals and music-related festivals of all genres in Iceland.

*These include:*

- » **Dark Music Days**, a contemporary music festival in Reykjavík in January
- » **The Reykjavík Blues Festival** in March
- » The free festival **Aldrei fór ég suður** ('I never went south') in Ísafjörður at Easter
- » **Við Djúpið**, a classical music festival, also in Ísafjörður, in June
- » **A choral music festival** at Lake Mývatn in June
- » **Lunga**, a festival for young artists in Seyðisfjörður in July
- » **Eistnaflug**, a heavy metal festival in Neskaupstaður in July
- » **Bræðslan**, an all-round music festival in Borgarfjörður eystri in July
- » **Verslunarmannahelgi** over long Merchants’ Weekend, the first weekend of August, with various outdoor festivals across the country, including Akureyri, Siglufjörður, Neskaupstaður and the Westman Islands
- » **The Icelandic Chamber Music Festival** in Kópavogur in August
- » **Skálholt Summer Concerts** at the South Iceland bishopric in August
- » **The Reykjavík Jazz Festival** in August
- » And of course, the grand finale:

**Iceland Airwaves** in Reykjavík in October  
Not included in this listing is Reykjavík **Music Mess**, in May, and **Besta útihátíðin**, an outdoor festival held for the second time in Hella, South Iceland, this summer in July, as well as various other smaller music festivals and events. **ESA**

Living Off-grid

**Q:** I’m fascinated by elves, etc. and have always wanted to visit Iceland. I’m electro hypersensitive and looking for an off-grid place to live, as North America is positively dying under the effect of cell antennas and now, smart meters. Is Iceland similarly

1 GULF STREAM BENEFITS

Research show that that the ocean temperature is higher in south and west Iceland because the Gulf Stream arrives there first.

2 BOOKLOVERS.

75 percent of Icelanders say that they give books as Christmas presents.

3 LAMBAKÆFA,

lamb pâté from Þingeyjarsýsla North Iceland, made by Fjallalamb.

4 LÝSI, the “life elixir” of Icelanders.

distressed, or does a country that loves elves really need Big Brother? Does Iceland take immigrants over age 60?

*Christel Martin, Nanaimo, BC, Canada*

**A:** Already in 2007, there were plans underway to get complete mobile phone coverage for Iceland, including the country’s most remote regions. That has largely been achieved. The only locations where you might have trouble getting a signal on your cell phone are in valleys or depressions in the highlands. Most towns also have 3G coverage. Yes, Iceland accepts immigrants older than 60. For further information on the laws on immigration see [www.utl.is](http://www.utl.is) **ESA**

Benefits of the Gulf Stream

**Q:** The entire Norwegian coast, even well above the Arctic Circle, remains ice free due to the influence of the Gulf Stream (or what is left of it that far north). It would seem that the east coast of Iceland would benefit from it more than Iceland’s west coast. Is that so? Are there any temperature studies regarding this? *Ted Theodorsen, Manhasset, NY, USA*

**A:** The following is an excerpt from *Atmospheric circulation and ocean surface data in the Iceland Sea – A comparison between February 1997, February 1993 and February 1994* by Laura Sandri, available on the website of the Icelandic Meteorological Office ([www.vedur.is](http://www.vedur.is)).

“To the west of Iceland, the Denmark Strait is characterized by a very steep temperature and salinity gradient, because the relatively warm and salty branch of the North Atlantic Gulf Stream, named Irrninger Current and approaching Iceland from south and surrounding it clockwise, meets the polar originated East Greenland Current, characterized by very cold, low salinity water, and bringing sea ice. To the east of Iceland, a branch of the cold and low salinity East Greenland Current, named Icelandic Current, flows southward around Iceland.”

On the website of the Multicultural and Information Center ([www.mcc.is](http://www.mcc.is)), it is stated:

“The sea temperature in the south and southwest of Iceland is ca 10°C during summertime and 5°C during the winter. In the north and east of Iceland the sea temperature is 5°C during summertime and ca 12°C during the winter. Because of a relatively stable sea temperature the air temperature does not differ much between seasons.”

So one might conclude that the ocean temperature is higher in south and west Iceland because the Gulf Stream arrives there first. **-ESA**



## How many Icelanders are published authors?

**Q:** I have a question regarding Icelandic literature. I have heard a crazy statistic that something like one in five Icelanders have been published. I was wondering whether this is true, and how is it that Icelanders are so into writing? *Nichola, London, UK*

**A:** Kristján B. Jónasson, chairman of the Icelandic Publishers Association, said that there are no statistics available on this issue but it is not true that books by one in every five Icelanders have been published; 20 percent is a highly exaggerated figure.

However, various other statistics on book publishing in Iceland are available; the National and University Library of Iceland collects such information and publishes it on the website [www.utgafuskra.is](http://www.utgafuskra.is) in Icelandic and English.

In 2010, approximately 1,500 books were printed in Iceland of which 400 were translations which means that 1,100 books were written by Icelandic authors. If we assume that each of these books were written by different individuals it means that 0.3 percent of the nation (population 320,000) had their books published in 2010. If we take into account every person who has ever had his or her book published in Iceland, that ratio would grow considerably, but it is hard to speculate how high it would be. As for other statistics that show the literary participation of Icelanders, Kristján mentioned that these 1,500 books that appeared in 2010 were published by 150 different publishing houses, associations or individuals. On average, every Icelandic buys eight books per year, 93 percent of Icelanders say that they read at least one book per year and 75 percent of Icelanders say that they give books as Christmas presents. **-ESA**

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6

OCTOBER

SATURDAY

Extended Opening Hours

The first Saturday of every month stores and businesses in downtown Reykjavik extend their opening hours and street performers entertain shoppers and visitors.

9

TUESDAY

The Imagine Peace Tower

The light sculpture by Yoko Ono on Viðey island off Reykjavik, is lit for the sixth time, on the birthday of her late husband, John Lennon. The tower is dedicated to their struggle for world peace. Ono and her and Lennon's son Sean have come to Iceland to light the sculpture every year since the Imagine Peace Tower project was launched in 2007.



11

THURSDAY

WWII Songs and Stories

Actress and singer Kristjana Skúladóttir presents a program based on the music and stories of female singers from WWII. The concert starts at 20:00. Admission: ISK 2,700. Additional performance October 14. Iðnó, Vönnarstræti 3, 101 Reykjavik.

13

SATURDAY

Atomic Bomb Exhibition Moves North

The short and long term effects of the 1945 bombings on Nagasaki and Hiroshima are the subject of this exhibition. At Háskólatorg, the University of Iceland, until October 9. The exhibition will then open at Menningarhúsið Hof in Akureyri on October 13 and run through October 29.

14

SUNDAY

Something to Write Home about

The exhibition centers on the emerging product design of the past few years in Iceland. The pieces in the show illuminate the ways in which Icelandic product designers have approached coming into a profession that in most other places is based upon a long tradition of product manufacturing and a history with the design industry. The Museum of Design and Applied Arts Garðatorg 1, Garðabær. See: www.honnunarsafn.is

11

THURSDAY

Jack Magnet in Akureyri

The Iceland fusion legend Jack Magnet performs at restaurant Græni hatturinn in Akureyri. Mister Magnet and his quintet will play a program of some new numbers along with older standards composed by the keyboardist. Græni hatturinn, Hafnarstræti downtown Akureyri.

12

FRIDAY

The National Gallery

Guided tours in English every Tuesday and Friday, 12:10 to 12:40. At the culture house Hof in Akureyri. Visit www.menningarhus.is

ICELAND AIRWAVES OFF-VENUE CONCERTS

31-4

NOVEMBER

WEDNESDAY  
- SUNDAY

ICELAND  
AIRWAVES  
'12

Music festival Iceland Airwaves, October 31 to November 4, sold out quite a while ago but those not with a festival pass can enjoy more than a handful of off-venue concerts and the extra vibrant atmosphere the big crowds bring to Reykjavik.

Since the first edition was held in 1999 (in an airplane hanger), Iceland Airwaves has become one of the premier annual showcases for new music—Icelandic and otherwise—in the world. It's made a heap of friends and won many fans along the way, and been lavished with praise pretty much everywhere they write about music. Example: Rolling Stone magazine called it "The hippest long weekend on the annual music-festival calendar."

Some of the world's most exciting artists have performed there, too. The Shins, The Rapture, TV On The Radio, Florence and the Machine, Klaxons, Hot Chip, Flaming Lips, Wolf Parade, Bloc Party and Fatboy Slim have made the short hop from Europe or North America to share the stages with Iceland's finest talents, including musicians such as Björk, Sigur Rós, FM Belfast, GusGus, múm, Of Monsters and Men and Seabear, to name but a few. And when the live bands have done their thing, top DJs from all over the world spin across the city until the crack of dawn.



20

SATURDAY

Il trovatore in Harpa

The Icelandic Opera premieres Giuseppe Verdi's Il trovatore at Harpa concert hall. In leading roles are Jóhann Valdimarsson as Manrico, Auður Gunnarsdóttir as Leonora, Alina Dubik / Elsa Waage as Azucena, Viðar Gunnarsson as Ferrando and Icelandic baritone Tómas Tómasson as Il Conte di Luna. Tómas will sing the role in the first three performances, after which he will make his debut at La Scala as Telramund in Lohengrin, with Daniel Barenboim as conductor. Anooshah Golesorkhi will at that point take the role of di Luna.

A total of six performances of Il trovatore will take place in Harpa; on Saturday October 20 (premiere), Friday October 26, Saturday October 27, Sunday November 4, Saturday November 10 and Saturday November 17. All performances start at 20:00. General ticket price is ISK 8,000.

12-14

FRIDAY - SUNDAY

Peace Convention

The Reykjavik Peace Ping in Harpa is hosted by the The Icelandic Scout movement, which celebrate the centenary of scouting in Iceland this year. As a part of the festivities throughout the year the Scouts want to summon people to Reykjavik to explore the word peace and look at it from many different perspectives. This is a three-day international peace festival, with 25 peace talks and five workshops. At Harpa, downtown Reykjavik.

16

TUESDAY

A Leading Lady

Kristjana Stefánsdóttir performs a program of jazz and blues classics and a few originals. Kristjana has worked with many of Iceland's finest jazz players. She sings regularly with The Reykjavik Big Band and is also a composer and songwriter. The concert starts at 21:00 with a warm-up act by Leifur Gunnarsson with brand new compositions to Icelandic poetry. Admission: ISK 2,000. Café Rosenberg, Klapparstígur 25, downtown Reykjavik.



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20

SATURDAY

Afternoon Jazz Concert

The Icelandic composer and double bass player Leifur Gunnarsson hosts an afternoon with Kjartan Valdemarsson on piano and Ingrid Örk Kjartansdóttir singer. They perform music which Leifur has composed to the poetry of some of Iceland's greatest poets. Admission: ISK 1,000. Gerðuberg Culture Center, Gerðuberg 3-5, 111 Reykjavík.

20

SATURDAY

Children's Hour with the Iceland Symphony Orchestra

Children's Hour concerts with the Iceland Symphony Orchestra are tailored to the needs of audiences too young for the full-length children's concerts in the Litli tónsprotinn series. Admission is free for children accompanied by their parents or guardians. Barbara the Clown is the Master of Ceremonies. Please bring a cushion to sit on. Starts 11:30. Harpa, 101 Reykjavík.

27

SATURDAY

Meatsoup Day

In welcoming the first day of winter, according to the old Norse calendar, every visitor to Skólavörðustigur street, downtown Reykjavík, can warm themselves with a cup of traditional hot Icelandic meat soup (see more on page 4).

1-5

NOVEMBER

THURSDAY - MONDAY

Contemporary Arts and Crafts Fair

Over 40 participants present their works of textile art, ceramics, glass, jewelry, horn and bone, wood, leather and fish skin. This annual event is a great opportunity to see high quality Icelandic art and crafts and to buy something unique directly from the people making it. Reykjavík City Hall, downtown Reykjavík.



4

SUNDAY

Life in the Vatnsmýri

An exhibition on birds, plants and people in the Vatnsmýri moor, the role of nature in the city and the importance of reclaiming wetlands. Opening hours: 12:00 to 17:00. Closed on Mondays. The Nordic House, Sturlugata 5, 101 Reykjavík.

4

SUNDAY

Sigur Rós in Laugardalur Sports Center

Sigur Rós closes music festival Iceland Airwaves with a concert at Laugardalshöll arena. This is the band's first hometown show in four years. It's 11 years since Sigur Rós last performed at Iceland Airwaves, after coming to international prominence with their second record 'Ágætis Byrjun'. Coming on the back of a globetrotting festival run, and set to feature an expanded 11-piece line-up, the show will see the band pulling material from their entire catalogue, including the forthcoming sixth studio album, Valtari. Tickets: ISK 3,900 for everyone who has purchased an Iceland Airwaves ticket. General admission tickets are ISK 5,900. At the Laugardalshöll Arena in Reykjavík.

UNDERCURRENT AT HARPA



HARPA is Reykjavík's new concert hall and conference centre and is home to the Iceland Symphony Orchestra and The Icelandic Opera. But, Harpa isn't just home to classical music; it offers a variety of musical events and conferences throughout the year. Harpa also supports the Icelandic underground music scene with a concert series aptly named Undercurrent in cooperation with the 12 Tónar music store. Undercurrent is a series of concerts in Kaldalón hall that aims to present both upcoming and confirmed members of the Icelandic underground scene. Admission to the concerts is free. For details of upcoming artists and dates visit [www.harpa.is](http://www.harpa.is)



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REYKJAVÍK ART MUSEUMS  
– THREE ONGOING EXHIBITIONS

The Flow Of Time

➔ Power of Passage explores the passing moment and its image. The focal point of the exhibition is the large scale 'Cloth Collapsion' by Jóhann Eyfells (b. 1923), which is shown alongside a three-channel video installation created by video artist Þór Elís Pálsson. Works by four younger contemporary artists—Guðrún Einarsdóttir, Harpa Árnadóttir, Ragna Róbertsdóttir and Sólveig Aðalsteinsdóttir—take Eyfells' concerns with the flow of time and the creative forces of nature further, through experiments with paint and photographic processes. At Hafnarhús, Tryggvagata 17, 101 Reykjavík. Runs through January 6, 2013.

Indoor Graffiti

➔ In Dan Perjovschi's exhibition 'News from the Island' he works with cartoons and 'indoor graffiti' and draws directly on walls and floors at different locations. His drawings criticize all manner of popular opposites that flood the mass media, shaping our lifestyles and seeping into our thinking via advertising, value clichés, prejudices and narcissistic over-estimation of the self. He represented Romania at the Biennale di Venezia in 1999 and did a large installation at MoMA in New York in 2008. At Hafnarhús, Tryggvagata 17, 101 Reykjavík. Runs through January 6, 2013.

An Ever-changing Optical Illusion

➔ An installation by Sara Björnsdóttir at Hafnarhús Reykjavík Art Museum that breaks up the immutable space of the museum's exhibition room A with living images of the space itself, which flow into one another to create a new dimension, an ever-changing optical illusion. At Hafnarhús, Tryggvagata 17, 101 Reykjavík. Runs through January 6, 2013.

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ICELANDIC SHEEP



GREENLAND SLEDGE DOGS

VERSUS

## Good Neighbors

Iceland sits promptly on the Mid-Atlantic Ridge, where the Eurasian and North American plates meet. Only 300 kilometers to the northwest is Greenland, with its completely different magnificent landscape and culture

### HOW BIG?

- I 102,000 sq km/39,768 sq mi or around the same size as Cuba.
- G 2,166,000 sq km/836,109 sq mi or around the same size as Saudi Arabia. Greenland is the world's largest island and stretches more north, west, east and south than Iceland.

### WHY THOSE NAMES?

- I It was Norse settler Hrafna-Flóki who coined the name in the 9th century after viewing a fjord full of ice. Glaciers, however, only cover about 11 percent of the land.
- G After being exiled from Iceland in 982, Erik the Red went searching for a land rumored to lie to the northwest. He found it and in the hope that a pleasant name would attract settlers, he gave it the name Greenland. But woodland covers close to zero percent of the land, while in contrast to Iceland, ice covers about 85 percent of the country. In the Greenlandic Inuit language, Greenland is known as Kalaallit Nunaat, or meaning the People's Land.

### WHO LIVES THERE?

- I 313,000, a mainly ethnically-homogeneous mixture of descendants of the Norse and Celts who settled the land in the second half of the 9th century. Around 8 percent of the population is born outside the country.
- G 57,000, mainly Inuits. Greenland's inhabitants are descendants of the Thule, who arrived in the country

around the 9th century. The first people to set foot in Greenland arrived around 5,000 years ago from North America. No less than six different Inuit cultures have immigrated in several waves. Around 12 percent of Greenlanders are born outside the country

### MOST-LOVED ANIMAL

- I The stubborn, short legged and stocky Icelandic sheep, which has been with the nation since settlement. They number around one million when they come down from the mountains in autumn.
- G The very powerful heavy-built Greenland sledge dog. It's a large breed of husky-type dog, an ancient breed, thought to be directly descended from dogs brought to Greenland by the first Inuit settlers.

### GEOLOGICAL HISTORY

- I One of the world's youngest countries, still being shaped by volcanic activity with eruptions every second year on average.
- G The Isua greenstone belt in southwestern Greenland contains some of the oldest known rocks on earth dated at 3.7-3.8 billion years old.

### TRANSPORT

- I A standard European transport system but without rails.
- G No two towns are connected by road. For shorter trips it's dog sledges, snow mobiles or snow scooters and boats in the summertime, longer trips are by airplane and helicopter. **-JK**



ANNA GUNNDÍS GUÐMUNDSDÓTTIR "The fall in Akureyri makes this small town stunningly beautiful." PHOTO/PÁLL STEFÁNSSON

# Beauty, Calmness & Creativity

ANNA GUNNDÍS GUÐMUNDSDÓTTIR is the star of a new Icelandic thriller, *Frost*

**A****AFTER GRADUATING** from the Iceland Academy of the Arts, Anna went on to learn how to surf in Spain but has now moved back to her home town of Akureyri to act with the town's theater company, the only professional theater outside Reykjavík. She is happy to be back. "Brekkan is the area of my hometown Akureyri where I was born and raised and moving back here after almost a decade away has opened my eyes to its beauty, calmness and creativity," says Anna

and continues: "Akureyri is a small town and it is easy to walk everywhere you need to go, surrounded by mountains and close to the sea far up north, taking a walk around town brings a good feeling of 'home' to my heart. Where the sky is pink when the sun goes down or with nature's most spectacular visual phenomenon, the northern lights, the fall in Akureyri makes this small town stunningly beautiful with picturesque views wherever you look." **-JK**

### 1 MY LITTLE OLD THEATER

Akureyri Theatre Company is definitely one of my favorite places in Akureyri. A beautiful old renovated building that has a history to be remembered. I performed there for the first time at the age of sixteen and it is always good to come back to my old stage. It's small so you can easily be in contact with the audience and then they also have another space which is the best black box in Iceland.

### 2 THE BOTANICAL GARDEN - CAFÉ BJÖRK

When the sun is shining the Botanical Garden is the best place to read, listen to music or to take a nap. When the wind starts blowing, a warm coffee is waiting for you at Café Björk, one of my favorite cafés.

### 3 HLÍÐARFJALL MOUNTAIN

The best ski resort in Iceland and where I spent my days when I was a little girl. Then I was always skiing but now I go snowboarding. At the roots of the mountain I go horseback riding—the best way to clear my head, it sometimes needs some time off!

### 4 ICELAND AIR HOTEL - BREAKFAST, BRUNCH & HIGH TEA!

The best food in town for a girl like me, breakfast is my favorite meal of the day. Healthy food and almost too many options—love it!





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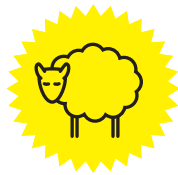
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HOORAY!



ANIMAL STATISTICS

In farms around Iceland, there are 105 rabbits, 729 goats, 37, 409 minks and 77,164 horses, according to Statistics Iceland. As for the number of dogs and cats, statisticians have no clue. But here in Reykjavík, I know two cats, Lína and Lubbi. -PS



Iceland Review

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THE LAST WORD

AN AFFAIR TO REMEMBER

I have to admit, I have had an affair, not one but three. Me, a happily married man for a quarter of a century. It was love at first sight when I met my wife. Same with my so-called affairs which have lasted twenty plus years. First, my first affair: when I touched down for the first time in the Faroe Islands, I was overwhelmed, by the light. Then when I had seen more, my love affair grew; the people, honest and down to earth. I can say, without a doubt, that the light there is the most striking on Planet Earth. The rain, the wind and those seventeen small evergreen islands, in the middle of the ocean, is a place I sincerely love. And now, I have a reason to go back one more time to work on a book about the Faroe Islands.



Páll Stefánsson ps@icelandreview.com

The other country which took my breath away, the first time I set my foot there, is Kalaallit Nunaat, better known as Greenland. And it begs you to come back, and back again. The size is gigantic, beauty out of this world, and the seasons as extreme as they get. The people, the Inuits, true survivors; beautiful strong people who are difficult to teach to tell the time. Why should they learn to tell the time? Time is different in Greenland. Yes, Greenland does have a special place in my heart. A true love. My third affair is with Africa, the hot and humid continent. I try to keep it as a secret to myself.

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