ICELANDIC TIMES
Tourism, Culture and Business
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Tourism, Culture and Business
Much has been written about Iceland in the last few months regarding the now infamous IceSave issue, which concerns the compensation to the governments of the UK and Netherlands for deposit insurance payouts they made to depositors of the Icelandic savings account in their respective countries.

Opinions are as divergent as the matter is complicated – some argue about the repayment terms, others say Icelanders refuse to pay their debts and yet others say the Netherlands and UK are forcing Iceland to pay a debt which is not theirs to pay.

Whatever the result of this complex issue will be, Iceland will still surely remain the same. Even though the excess and immoderation of pre-financial crisis Iceland has disappeared for the most part, the mountains, glaciers, geysers and waterfalls are still doing the same thing as they have done for centuries. The hard working and honest people in the tourism industry are still there and are still offering the same quality services as before.

We are proud to present to you some of these hard working individuals and their enterprises – be it horseback riding tours, exciting restaurants, whale watching tours, herbal supplements, modern designs, historical sites or wool products, you can be sure that they have been prepared with great care and integrity.

We wish you a very pleasant stay in Iceland.

Einar Th. Thorsteinsson

The next issue of Icelandic Times will be published in May 2010.

The opinions expressed in Icelandic Times do not necessarily reflect those of the editors, publisher or their agents. Though the content of this issue have been meticulously prepared, no warranty is made about the accuracy and completeness of the content.

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Gentle Giants is located in the famous whale watching town of Husavik by Skjalfandi bay, on the northern coast of Iceland. We have a 98% success rate of spotting whales on our tours. Our staff has vast experience at sea, in particular around the Skjalfandi bay. We will do our best to make your tour an unforgettable experience.
Iceland is a land of contrasts and diversity where beautifully colored lava, wide expanses of sand, and the power of its waterfalls all interplay. Only a short drive from Reykjavík one finds himself in a vast wilderness where lava formations resemble modern sculpture, bubbling holes of mud with superheated water are found, glaciers fill valleys and geysers explode.

**Geological Hot Spot**

On a geological time scale Iceland is a very young country. Its geological history reflects environmental development in the North Atlantic region since Miocene times (about 25 million years ago). Iceland is situated astride a divergent plate boundary, the Mid-Atlantic Ridge, and on top of a hotspot presumed to be fed by a deep mantle plume. The centre of the plume is generally assumed to be located under Central Iceland.

**Volcanic Eruptions Every Five Years**

Iceland is one of the most active and productive sub-aerial volcanic region on Earth, with eruption frequency of ≥20 events per century. Iceland is home to more than 100 volcanoes and on average, a volcano erupts about every 5th year. Volcanoes define a wide spectrum of forms, ranging from a crack in the ground to the stately stratovolcanoes like the Hekla volcano. Icelanders have learned to live with natural disasters and there is a risk that eruptions of molten lava could take place at any time. Laki’s great eruption in 1783 is the largest lava eruption that the world knows of in historical times. Enormous quantities of lava poured out and devastated immense areas of land. Apart from damage caused by the lava, poisonous gases and the ashes from the eruption led to crop failure and killed the livestock. In the famine that followed one fifth of Iceland’s population died. Fortunately for Iceland such catastrophic events are rare. The latest major eruption to take place was in 1973, when totally without warning a new volcano erupted on the eastern side of Heimaey town in the Westman Islands, south of Iceland.

**Melting the Ice Age Away**

When the Ice Age set in three million years ago, the volcanoes kept on erupting, melting huge cavities which filled with new rock under the ice sheets. After the termination of the last Ice Age, 10,000 years ago, the land had changed and great mountain ranges had grown from the sub-glacial eruptions. Composed mainly of crumbly rocks, like easily eroded tuff and rhyolite, they are the beautifully colored mountains at Landmannalaugar, the moss-clad cliffs of Þórsmörk and the gray ridges that transect the northern desert. Where the eruptions were long enough, they broke through the ice and a hard cap of lava formed. After the ice melted, flat-topped “table” mountains appeared, of which Herðubreið is the most striking. The older parts of Iceland, the east, north and north-west of the island were eroded during the Ice Ages, new parts were created by volcanic action.
Reykjavík Maritime Museum

The tradition of Iceland’s most important industry

Visiting a new country provides the opportunity to become acquainted with new cultures, learning about new ways of thinking, even about new ways of survival. Fishing includes for Iceland all those three points. It is a strong motif in both art work and literature, it is always in the minds of Icelanders and has been a significant factor in the survival of the Icelandic nation for centuries. Nowadays it is more important than ever as Iceland’s biggest export industry. If you want to learn more about this essential part of Iceland, visit Reykjavík Maritime Museum, which will shed some light on Icelandic fishing life.

The museum is fairly new, was opened in the summer of 2005, in a historic house for the fishing industry as it used to serve as freezing plant for Reykjavik Trawler Company. It is located in the west side of Reykjavík, by the harbor, right at the downtown area. There are always five different exhibitions simultaneously going on, one of them being the Coast Guard Vessel Óðinn, which lies at the museum’s separate pier.

Óðinn used to be one of Iceland’s main guard vessels for nearly half a century. It helped over 200 ships that had malfunctioned, saved the crews of ships and covered the cold fishermen at all. Those bad conditions have without a doubt toughened up the unfortunate fishermen, in fact the same can be said of the general conditions in Iceland centuries ago. Poverty to Abundance also presents to the guest the rapid development of the trawler fishing in the 20th century but those new techniques played a huge part in making the Icelandic economy prosperous and living standards one of the highest in the world.

In the so-called ‘Pier Hall’ one can find the exhibition Arterial for Country and City, which was set up in the occasion of Reykjavík Harbour’s 90th anniversary. This exhibition is quite an experience, as the whole hall is more or less made like a pier which one approaches simultaneously going on, one of them being the Coast Guard Vessel Óðinn, which lies at the museum’s separate pier.

The museum has one permanent exhibition called From Poverty to Abundance. Its main emphasis is on showing the development of Icelandic fishing, from a small rowboat industry to a huge trawler industry. It starts with showing the guest how the fishing life revolved for 1000 years around the rowboat. What is possibly most striking about those 1000 years using the rowboat is how poorly the fishermen’s conditions were until in the late 19th century. The old oilskin coats were not as efficient a protection against the weather at sea as the ones they have now, in fact they hardly

The museum opened in the summer of 2005. Photos: Ingolfur Juliusson
If you wish to visit the countryside in Iceland while still being able to choose from a variety of activities and cultural events, Akureyri, the capital of the North, is an essential stop. Upon arrival your eye will surely be caught by many things at once. The ocean view from the bottom of the Eyjafjörður fjord, which ends in a body of sea called “the Pool” by locals, is an impressive sight to behold, balanced by the bottom of the Eyjafjörður fjord, at once. The ocean view from the stop. Upon arrival your eye will choose from a variety of activities in Iceland while still being able to home at the campsite on top of the hill close to the church, right next to the town’s excellent swimming pool. The Akureyri swimming pool has for many years been one of the country’s most popular pools. It is the place to visit for a refreshing swim, striking a conversation with the locals or taking a dive down the pool slide if one is interested. It has been made better in the last few years, swimming lanes have been added and yet another pool, ideal for letting still muscles relax after a day of walking around town. In addition, the pond is a great place for children, although you should be prepared to spend some time convincing them that this time on the slide really will be the last one.

A vibrant cultural scene

For those interested in the arts, Akureyri does not disappoint. The steep hill that runs down from the church into the centre is generally called ‘Arts Alley’ because of the stunning number of art galleries to be found there, along with the Akureyri School of Visual Arts, some design and handicraft shops, workshops and a coffee house that also serves as a gallery. You will also find the Akureyri Art Museum in this same street, an institution that has been one of Akureyri’s cultural pillars since its foundation in 1993. Despite the museum’s policy of keeping its exhibitions diverse, they are both progressive and carefully selected, interesting and provoking. It has a wide and ever-growing collection of older art that is presented alongside the works of new and interesting artists, both Icelandic and foreign.

Every year a culture festival is held in Akureyri, running from mid June until late August, called the Summer Art Fest. During that time, the town has a colourful schedule of cultural events related to the visual arts, music, theatre, local history and more, taking place all over town. The festival is managed by the Akureyri Cultural Centre and any further information on the festival events can be acquired in a booklet published by the centre in the beginning of June, available at most cafes and galleries in town, or in the center’s office also to be found in the ‘Arts Alley’.

The Akureyri Drama Society is the second oldest drama society in Iceland and a well-established one. It is also the professional drama society outside of the capital area. They stage their productions in a beautiful and well preserved old house on the outskirts of the town centre, obvious to anyone walking down the road towards the bottom of the fjord, away from the centre. A night at the theatre can even be interesting although your Icelandic may need some fine-tuning.

A stroll through history

Akureyri has a rich and colourful history, not only reflected in its relatively large number of museums, but also in the town itself, especially the older part, situated south of the center, where you can see beautiful and well-preserved houses from earlier centuries. Akureyri Museum, which specializes in the collection and preservation of artefacts and records of the town’s cultural history, offers historical walking tours through these older parts of town in Icelandic and English. Other museums include the Akureyri Museum of Industry, with displays of old machinery and products, the Aviation Museum, which records the history of flight in Iceland, exhibiting numerous aircrafts, and Nonnahús, a museum dedicated to the acclaimed composer and organist, Guðmundur Nonn.

Another thing not to be missed is the Botanical Garden, which has in recent years become one of the town’s most popular sites. Inside, you can take a look at the garden’s wide collection of flora, including specimens of almost every type of plant growing in Iceland and around 7,500 foreign specimens. The idea for the garden was realized by a group of prominent women in 1910 and has grown relentlessly since then, offering locals and tourists a shelter from the hustle and bustle of the town.

Get out of town!

But the town itself is only half of what the Akureyri area has to offer. The Eyjafjörður fjord is one of Iceland’s most popular places for camping, hiking and mountain-biking. One of the best sights is Krókkugjógi, a forest near Akureyri. Although trees are a rare sight in Iceland, you will find them in abundance in this quiet and beautiful area. The locals use for picnics and family gatherings. There is also a campground there, ideal for anyone who prefers the tranquility of the forest to the comfort of the town, and a perfect location for setting up camp at the eve of a long hike. New walking tours have been mapped out recently and a track for mountain-bikes as well, but if ease and quiet is what you are looking for, the forest can also be the best place to sit back and enjoy doing nothing.

There are numerous walks and hikes you can take in the vicinity of Akureyri. The local travel societies regularly offer interesting and exciting hikes in most ranges of difficulty. In the summer of 2009 they organized three weeks dedicated to a variety of walks and hikes taken every day of these three weeks and although nobody expects you to walk every one of these days, picking one or two of those the town is hereby recommended, seeing as the summer of 2010 has been planned for the summer 2010. Just a few minutes from Akureyri you can find the northmost 18-hole golf course in the world. Iðnavíllur Each year the Akureyri Golf Club hosts an event unique to the area named Baldur, the way. It is surely a good way to get to know the countryside from many perspectives. For those that like to hit a trip on Hafnar is highly recommended, offering both sighting and sea angling with professionals. Another aspect of the Eyjafjörður fjord is the islands, from which its name is derived, literally meaning ‘the fjord of islands’. Its most famed treasure is the one called Hrísey, an island of about two hundred inhabitants, known for its beautiful nature, diverse bird life and many pleasant walking trails. Although the island is small, it has a restaurant, a guesthouse, a camping spot, a supermarket, museums and even a swimming pool with a recently added indoor pool. A good way to get to know the island is to take one of the ever popular tour boats or perhaps to find your way to the lighthouse, located on the highest point of the island, and take in the beautiful view, which is especially breathtaking on a clear summer night. Grímsey is the northernmost settlement in Iceland with the Arctic Circle running straight through it. Despite that, the summers are generally mild and the island experiences an incredible number of plants and during the summer, up to sixty species of birds nest there, making the island ideal for bird watching. It has two guesthouses and a camping spot, so there is no need to rush off if one does not want to. New walking trails have also been mapped out for the summer of 2010. The ferry trip to both Hrísey and Grímsey are carried out from the Dalvíkur airport to Grímsey. The North of Iceland is an area no one should miss while staying in Iceland. The key to that area is Akureyri, being both the cultural center of the North and a vibrant town full of activities and pleasure.

The North of Iceland is an area no one should miss while staying in Iceland. The key to that area is Akureyri, being both the cultural center of the North and a vibrant town full of activities and pleasure. The Akureyri swimming pool has for many years been one of the country’s most popular pools. If you wish to visit the countryside in Iceland while still being able to choose from a variety of activities and cultural events, Akureyri, the capital of the North, is an essential stop. Upon arrival your eye will surely be caught by many things at once. The ocean view from the bottom of the Eyjafjörður fjord, which ends in a body of sea called “the Pool” by locals, is an impressive sight to behold, balanced by the bottom of the Eyjafjörður fjord, at once. The ocean view from the stop. Upon arrival your eye will choose from a variety of activities in Iceland while still being able to...
Skagafjörður bay

The Perfect Family Retreat

After a busy day of activities there is no better way of relaxing than in the thermal pool. An often overlooked pearl in Iceland is Skagafjörður bay. With its majestic landscapes and a multitude of activities it is the perfect place to explore the best Northern Iceland has to offer in a family friendly environment. Just off the main road next to the town of Varmahlíð you’ll find some peaceful and affordable cottages nestled on a hill overlooking the vast plains and distant mountains of the charming Skagafjörður valley. A perfect getaway for families and adventure seekers alike where you can relax in a thermal pool under the midnight sun after a busy day of activities.

The cottages are run by the family company Hestasport Activity Tours, who also operate horseback riding tours on location. There are many different styles of cottages on offer, each equipped with full self-catering kitchen and dining facilities, a bathroom and shower, beds and linen, and a humbly furnished living area. For families and those travelling in large groups this is an ideal place to set up base from where you can explore the Skagafjörður area and beyond.

Activities for the entire family

Families travelling together are in for a treat as the list of activities in the area is almost endless. First of all it is a must to take at least one horseback riding tour which can be arranged on location. Tours range from one hour for complete beginners up to many days for the adventurous types. White water rafting might sound a bit risky for some but there are family friendly river rafting tours just around the corner, which can also be arranged for on location. Rafting in the awe-inspiring canyons of the glacial rivers in Skagafjörður is an experience you won’t soon forget. For those who stay up late midnight rafting under the midnight sun is surely the way to go. Hiking trails are abundant in the area, with up to 1200 m hikes. Also deepsea angling can be arranged for on location. When you’ve had enough action the areas many museums and historical sites will give you an informative and relaxing day’s worth of soaking in the daily lives of past generations in Iceland. One of these sites is Glaumbær, the home to the first ethnic European born in the Americas; Snorri Þorfinnsson.

Photography enthusiasts, birdwatchers and nature lovers in general should not miss the chance to visit Drangey island, whose steep cliffs tower majestically above the surface of Skagafjörður bay. Local folklore says that the island is what is left of two enormous trolls who were trying to cross the bay before dawn, but failed and were turned to stone along with the cow they had with them. For more information visit www.riding.is or contact (+34) 453-8383

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Please keep our countries clean we think green!

20 years of personal service to our clients traveling to Iceland, Greenland and Faroe Islands.
Polar Hestar is a family-owned horseback riding company that has its 25 year anniversary this year. It is situated 25 minutes from the capital of the north, Akureyri, in a farm house called Grytubakki. If one wishes to be able to sit down in the grass and listen to the birds singing without hearing any traffic sounds while on a horse tour, Grytubakki is the right place to visit, according to Stefán who runs Polarhestar with his wife, Juliane.

Coming back for the Icelandic horse

“Up to 40% of the people coming to us every summer are people that have already taken a tour with us,” says Stefán. “I think the main reason is that they experience something special towards the horses, some special connection, in the midst of nature.” Polar Hestar offers wide variety of horses, some suitable for those who are just getting to know the Icelandic horse, to others better suited for experienced horseback riders. Stefán emphasizes that they try their best to find the right horse for the right person making the riding tour much more pleasurable for both the rider and the horse.

Most of Polarhestar’s riding tours are bigger tours, up to a week, but they also provide travelers in the Akureyri area with shorter riding trips, like daytours. “We haven’t got any scheduled shorter tours, the ones who are interested can either book online or at their hotels or guesthouses in Akureyri,” says Stefán.

The Icelandic horse is small but strong and most importantly, easy-tempered which makes the ride easier and more pleasurable.

All included in the longer trips

In the longer tours, individual travelers book themselves in a group of 10-15 people. Everything is included in those tours, from a pick-up from the airport or bus-station in Akureyri until we return them after seven days of riding. All food is provided, as well as accommodation, sightseeing and swimming pools, says Stefán. Polarhestar has about 15 to 17 longer tours every year according to Stefán, mostly during the summer time. Tours like “Riding with Elves” and “Fascinating North Iceland” includes a ride through the tranquil fjords and mountains of the north. The tours, that usually start on Saturdays, also offer you to see some of the most renowned sightseeing spots in the North, such as the Godafoss waterfall and the geothermal area around Myvatn. “The main language is English, of course; but we just speak whatever language people can communicate in, my wife speaks five languages for example,” says Stefán. “We try to make the tours personal and fun; that’s the advantage of traveling in a group of 10-15 people.”

Much less traffic than in the South

On the Grytubakki farm live about 120 horses and 30-40 of them join the longer trips so they can get a good rest in between having someone on their back. Riders are, most of the time, 5-6 hours per day in the saddle which allows time for other activities such as swimming, sightseeing and of course enjoying the landscape. “We stay overnight either on Grytubakki or in some farm houses, school houses or country guesthouses during the trip,” says Stefán. “People can always get a hot bath after a day of riding!”

“Our main aim on the tours is to try and be where there is hardly any traffic at all. It is much less enjoyable to be all the time in the next group’s rut. The good thing about taking a riding tour in the North, is that here is much less traffic than in the South,” says Stefán. “Those who want to take a ride in the South nearly always follow many of the horseroads there, according to Stefán. “But here we just try follow the sheep tracks.”

“Thus we can enjoy being in nature much more. There are no redundant noises, just us, the horses and the surroundings. At the same time there are a lot of sights here in the North worth to see. Waterfalls, deserted areas, beautiful coastlines like Latangarvö, geothermal areas and even small forests. Not to mention all the mountains, rocks and forests,” says Stefán. Should one seek a riding tour in a tranquil environment but still want to have a small and personal group around oneself as a genuine Icelandic horse is small but strong, this tour is for you!”

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The family owned whale watching company Gentle Giants offers a wide array of sailing tours in Skjalfandi bay giving you the chance to see the earth’s largest mammals face to face. Among other exciting tours on offer are a chance to catch and cook your own fish and a chance to spend a day or two as a genuine Icelandic fisherman.

Gentle Giants are located in Husavik on the northern coast of Iceland and sail out to Skjalfandi bay on a daily basis during the summertime. Stefán Guðmundsson, owner and manager of Gentle Giants, descends from a long line of sailors which have passed on 150 years of experience down the line. “This strong family tradition is extremely helpful in ensuring that our customers get the best possible experience in Skjalfandi bay,” says Stefán.

Promising summer

Stefán has been whale watching for many years now and gotten to know the whales quite well. “They come to the bay primarily to eat of course, as Skjalfandi is especially plentiful in the bay area. The cod and haddock population is already indicating that there will be a lot of action here in the summer,” says Stefán. Stefán has been whale watching for many years now and gotten to know the whales quite well. “They come to the bay primarily to eat of course, as Skjalfandi is especially plentiful in the bay area. The cod and haddock population is already indicating that there will be a lot of action here in the summer,” says Stefán.

Stefán has also recently started offering visitors to experience the life of an Icelandic fisherman for a day or two. In the tour you’ll get out to sea with genuine Icelandic fishermen and do whatever they do – you dress eat and work like a real Icelandic fisherman. Stefán says that although the tour is definitely not for everyone, as being a fisherman is an easy task, it has been met with great appreciation from those brave souls who have tried.

Gentle Giants will also be offering mountaineers and hikers a chance to scale some of the impressive mountains surrounding the bay. Depending on the groups skills and fitness Gentle Giants will set sail to a remote location where the group will be given a chance to experience the great outdoors far away from any signs of civilization. For more information go to www.gentlegiants.is
One of Iceland’s most important historical and cultural sites is without a doubt Hólar in Hjaltadalur. From 1106 Hólar was one of two Episcopal sees in Iceland and has been site for learning and education right up to present times with a three department University on site. Throughout years of meticulous archaeological digs, historians and archaeologists have been able to put together several important pieces of the lives of Hólar’s inhabitants since the 11th century. The SagaTrail takes you through Hólar’s colourful history in less than an hour by foot. In the tour you’ll learn about the 36 bishops who sat at Hólar. You’ll visit the site of Iceland’s first printing press, which was set up around 1520 by Catholic Bishop Jon Arason, who was later beheaded for his refusal to further the progress of Lutheranism in Iceland. You’ll see the oldest stone church in Iceland, built in 1761. You’ll visit various excavations where archaeologists are still making new discoveries, including the remains of an ancient turned which led from a church to a residency. Nýhbor is a museum by a unique building techniques of Iceland. To insulate from the cold Icelanders would stack the outer walls with rocks and cover the roofs with soil and grass. In Nýhbor you’ll learn all about how Icelanders kept warm during the harsh winters. Even though the walk only takes an hour it is worth your while to stay for a longer period of time. On location you’ll find cosy accommodation options (made up beds, sleeping bags, camping apartments or summerhouses), a restaurant with some very exciting dishes and a swimming pool.

Activities in Grímsey are plentiful. For those into living in metropolitan areas or even small towns a visit to Grímsey will surely change the way you feel about your neighbours. Grímsey is a tiny island of only two square miles, located next to the Arctic Circle and has a population of less than a hundred. The small population makes sure that everyone has to share the community’s responsibilities and that everyone knows everybody. For example one inhabitant, Ragbíður Hötladottir, shares the duties of being the manager of local guesthouse Básar, operator of a small banking branch in Grímsey, airport manager and chairwoman for the local women’s club.

Ragnhildur Hjaltadottir, shares the knowledge everybody. She has a population of less than 100. From 1106 Hólar was of metropolitan areas or even small towns a visit to Grímsey is a tiny island of only two square miles, located next to the Arctic Circle and has a population of less than a hundred. The small population makes sure that everyone has to share the community’s responsibilities and that everyone knows everybody. For example one inhabitant, Ragbíður Hötladottir, shares the duties of being the manager of local guesthouse Básar,operator of a small banking branch in Grímsey, airport manager and chairwoman for the local women’s club.

In order to live happily in such a tight knit community you have to be 100% content with yourself and be generous to the community. We have an extremely active social life and there is really no other alternative than to part in it. We tend to celebrate every occasion we can think of and most people I know from the mainland tell me that the social life here is much more energetic. For example our community centre is sometimes even booked the whole week through and when it’s someone’s birthday the whole island is invited,” says Ragnhildur.

Activities in Grímsey are plentiful. You have the option of going sea angling, which can be arranged for in Básar. You can spend the day bird watching as the island hosts various species of birds. If in doubt where the best spot is simply ask the locals who will gladly point the out for you. Then of course you can just explore the entire island by foot: see the church, chat with the fishermen at the pier (not all of them speak English though, but they’ll welcome you anyway) or drop by at the community centre and see if there’s a bingo game or a lottery going on.

Ragbíður says island visitors are uniformly welcomed to the island and commonly offered to join in on whatever events the locals are celebrating. “We like to think of this environment as more personal than in many crowded populations. For example I never leave my guests unwelcomed and I often take guests staying at Básar for a drive around the island and introduce them to our daily lives,” says Ragbíður.

Básar offers 18 beds in eight different rooms, either made up for or sleeping bags. Breakfast is on offer, as well as full meals if requested. The guesthouse is located next to the Arctic Circle and you only have to take three steps outside the guesthouse to cross it. From June 12th until August 20th flights depart for Grímsey daily at 13:00 in Akureyri. Prior to that time flights depart three times a week. A ferry also departs three times a week (Mon, Wed, Fri) from Dúlak at 9:00.

Básar is located on the arctic circle.

The SagaTrail takes you through Hólar’s colourful history in less than an hour by foot.

Situated on the top floor of a five story building overlooking the majestic Eyjafjörður bay, the dining experience doesn’t get much more impressive than in Strikkið restaurant in Akureyri. Strikkið is renowned for its diverse menu, friendly atmosphere and last but not least agreeable prices.

Head chef, Robert Håler, put special emphasis on creating a diverse menu with quality dishes. You’ll find exciting pastas, pizzas and hamburgers as well as delicious steaks and seafood dishes. For an extremely satisfying meal during lunch time you can enjoy the special of the day with soup for only 1,500 ISK. Strikkið is open every day from 11:30 a.m.

Strikkið is owned by Heba Finnsdottir and Sigurður Johannesson, who have many years of experience in the restaurant business. But they have a special attachment to Strikkið, as it is the place where they served as interns and originally learned the trade. To honour their humble beginnings at Strikkið they have taken great care to create a friendly and lively atmosphere with good people and quality service. After a night out in Strikkið you’ll see that their internship really paid off.

Strikkið can host up to 140 guests inside, as well as up 100 guests on the outside balcony. During hot summer days and warm summer nights it is an unforgettable experience to take in the fantastic views overlooking Eyjafjörður bay, the town of Akureyri, the surrounding mountains and out to sea, while you enjoy a delicious meal. For those wondering what Strikkið means – it is a reference to Akureyri’s rich Danish background. Strikkið being the Icelandic word for Stroget, Copenhagen’s famous shopping street. Heba and Sigurður also operate Bryggjan, which makes genuine flame baked pizzas down at the docks. Like true Icelandic entrepreneurs they’re also opening a club in Akureyri’s old post house, which will be aptly named Póshusinir, or the Post House Bar.
Á Hreindýraslóðum Guesthouse

In Reindeer Country

Iceland cannot boast of having an especially grand selection of wild land mammals, but many people are not aware of that a sizeable herd of reindeer reside in the East of Iceland. Á hreindýraslóðum (Home to the Reindeer) in Skjöldólfsstaðir in Jökuldal valley offers you chance to spend the night in reindeer country. Á hreindýraslóðum serves as a makeshift museum of the history of reindeer in Iceland, it has a craft store and just a few kilometres away there is a small zoo where you can see a few reindeer up close and personal.

The guesthouse’s theme is of course reindeer and everything connected to them. The walls are lined with reindeer horns, skins, reindeer products, pictures and information. Á hreindýraslóðum can accommodate up to 37 people, in either made up beds or sleeping bag.

Breakfast is included as well as other meals if requested. Included in the price is access to a small swimming pool and jacuzzi.

Zoo and Crafts Store just around the Corner

Just 17 kilometres away, in Klaustursel, you’ll complete the reindeer theme by actually seeing them up close. There is one male, one female and a year old calf. Locals say that the male and the calf are very friendly, but the female is very shy, so don’t be offended if she seems aloof. To get to Klaustursel just ask the manager in Skjöldólfsstaðir.

About us
We are one of the leading tour operators in Iceland and offer professional services, flexibility and safety for travelers in Iceland.

The reindeer at Klaustursel are quite friendly.

Iceland’s Fauna
Reindeer in Iceland are not a native species and were first introduced to Iceland’s eco system in the early 17th century. Attempts were made in several places around the country but most did not survive Iceland’s extreme climate, except in the Eastern part of Iceland. The stock is now around 4500 animals and efforts are made to keep that size each year. Each year hunting quotas are issued according to both areas and gender; that way it is ensured that the population is spread equally and the ration of males to females supports the breed’s renewal. For those who are wondering which are the other wild land mammals found in Iceland, they are: minks, mice, rats, rabbits, all of which arrived with humans at various stages in history. The only native wild land animals in Iceland (if there is such a thing) are the arctic fox and the occasional polar bear who have been known to wander onto the shores of Iceland from time to time.

For further information visit www.ahreindyraslodum.is
Seafarers, Pirates and Awesome Landscapes

Reykjanes peninsula was once Iceland’s primary sailing route.

Most of Iceland’s visitors are greeted by the seemingly outlandish landscapes of Reykjanesskagi peninsula, on which the international airport Keflavík is located. The area is actually home to a plethora of geological phenomena and historical sites, which can all be accessed within an hour drive.

While many of Iceland’s visitors are already familiar with the Blue Lagoon, accessible within an hour drive of the airport, the international airport Keflavík is located in Reykjanesskagi peninsula, which separates the Eurasian Plate and North American Plate in the North Atlantic. Reykjanesskagi is also the longest mountain range in the world. This is why the geological activity is especially vivid in Reykjanesskagi. Be careful however when visiting geothermally active areas and be sure to visit your local tourist office for information on recent developments.

Abundant Geological Phenomena

Plans are in the making for a Geopark around Reykjanes during the summer.

Discovering New Worlds

Reykjanesskagi is also home to several historical sites, including a battle which started an international dispute between Denmark, Germany and England in the 18th century.

Reykjanes was once the primary location for the fishing industry where a large part of the population would travel to and bring fish back to their homes. A travel book from the early 18th century notes that there were around 2000 people in Njarðvík during the fishing season, while Njarðvík’s inhabitants were likely around 200.

In Hafnarberg, there were 11 lighthouses scattered around Reykjanes, including both the tallest and oldest lighthouse in Iceland - Garðskagsviti (28m) and Rejkjanesskagi lighthouse respectively. However, lighthouses can only do so much, and could not prevent tragedies at sea from happening from time to time, which is why there are many shipwrecks around the peninsula and information about them can be found in the local communities.

International Crisis

At least two of these shipwrecks were no accidents though. In the 15th century there was good business to be made, and as the English traders started an international dispute which seemed to be heading towards a world war, the English king Henry VIII (reg. 1509-1547) had cannons and fought the Hanseatic ships that were used to discover the New Worlds; America, Iceland and Greenland, so it is definitely not to be missed!

In Hafnarberg you’ll find the remains of what is thought to have been the homestead of Herjólfur Bárðarson, the great-grandfather of Bjarni Herjólfsson, the first European to discover America.

The waters around Reykjanes served as a common sailing route, which is evident from its large number of lighthouses on the peninsula. The oldest is Garðskagsviti from the 9th century, which started an international dispute which seemed to be heading towards a world war, but the English king Henry VIII (reg. 1509-1547) had cannons and fought the Hanseatic ship that was particularly early according to Kristján. Only a few days later a 150 ton English trading ship appeared and wished to dock as well and wanted to some trading alongside the Hanseatic traders. And then another 120 ton English trading ship appeared. After the Hanseatic traders refused to allow the Englishmen to dock, the first English ship then tried to board the Hanseatic ship, but the Germans had cannons and fought the English ship back, which then crashed in the shallows. The second English ship also suffered defeat, but were allowed to enter after having surrendered their weapons and paid ransom. The other surviving Englishmen then surrendered and went to Grindavík.

In total nine sailors lost their lives in the battle, two Germans and seven Englishmen. The story is far from over there however. The English traders quickly became unpopular in Grindavík, as they were uncompromising in behaviour and would steal stockfish from the Germans and Danes. They would also do the fishing in their own boats with their own crews, whereas others would trade with the Icelandic fishermen. The Danish, German and Icelandic traders then put together a militia and drove the English out with considerable bloodshed, where 17 Englishmen lost their lives.

This caused a massive international conflict which seemed to be heading to war, but after several years the two parties signed the Treaty of Utrecht in 1713, which ended the conflict.

You can even see the indentations in the rocks where the boats were pulled to land. Most of these sites have been marked with informative signs detailing the areas, history’s says Kristján Pálsson, director of the Reykjanes Tourism Board.

Be sure to not miss the exact replica of a 9th century Viking ship in Viking World Museum in Keflavík.

Be sure to not miss the exact replica of a 9th century Viking ship in Viking World Museum in Keflavík.

Pirates on the Horizon

These events were likely long since settled by the time a foreign ship was seen coming into Grindavík in 1627. The ship turned out to be a pirate ship originating either from Morocco or Algeria. The pirates pillaged and plundered Grindavík, abducting twelve people who were later sold to slavery.

Go to www.visitorskjaknes.is for more information on recent developments.

You can cross the continental divide on Leif the Lucky’s Bridge.

You can cross the continental divide on Leif the Lucky’s Bridge.
Your home away from home

Located across from the parliament house in Austurvöllur is a cozy bistro-themed restaurant where you can enjoy a pleasant meal during the day and party with the locals throughout the night.
Thorvaldsen is owned and run by three sisters who take equal part in management and service to customers. Kolbrún Ýr Árnadóttir, one of the owners, says that they put special emphasis on creating a relaxed atmosphere and giving customers a personal and pleasant experience in Thorvaldsen.

Prepare to be surprised
Thorvaldsen offers a wide array of snacks and meals, including steaks and pizzas. Be sure to try the Jæger berry or their selection of salads. All our dishes are prepared on location and garnished with care so that you can eat and enjoy them as long as you want. We’re never rushing to clear tables because we value the customers’ enjoyment much more than squeezing in as many customers as we can. The music is pleasant and never too loud to hold up a conversation. We try to keep an experienced and pleasant staff on hire and we even take part in the service ourselves. This is why most of our customers keep coming back and for so many people Thorvaldsen is a home away from home”, says Kolbrún.

The members of parliament and officials at the town hall are among those who frequent Thorvaldsen. After a long day of speeches and meetings, a few rounds in Thorvaldsen are particularly rousing and enjoyable. Among others of Thorvaldsen’s celebrity clientele is a member of the cast of the NBC hit series the Office and some of Iceland’s most prominent political and media officials at the town hall are among those who frequent Thorvaldsen.

Stay all day
We really want people to feel comfortable here and stay as long as they want. We’re never rushing to clear tables because we value the customers’ enjoyment much more than squeezing in as many customers as we can. The music is pleasant and never too loud to hold up a conversation. We try to keep an experienced and pleasant staff on hire and we even take part in the service ourselves. This is why most of our customers keep coming back and for so many people Thorvaldsen is a home away from home”, says Kolbrún.

The nights at Thorvaldsen are particularly amusing and enjoyable. The crowd is usually in the thirty something region and always ready to dance. Check out salsas nights every other Thursday and dance the night away. Thursday nights also has special offers on Mohitos.

Fun in the sun
Thorvaldsen’s location is also a major attraction—overlooking the Icelandic parliament and Austurvöllur, Reykjavik’s most crowded square during the summertime. “Many of our customers just stay here for hours on end viewing the street life. During the summer we offer outside tables and that’s when things get really hectic. Austurvöllur comes alive and the crowds are much larger. Thorvaldsen probably sound mighty tempting. Among others of Thorvaldsen’s celebrity clientele is a member of the cast of the NBC hit series the Office, who dined in Thorvaldsen four times during a five day stay.

Leisure areas which can be reserved for the night. The rooms can contain 30 and 55 seated persons and can be confined for one ball containing 85 seated persons. If you buy meals for the guests the room charge is for free.

For those wondering who the place is named after – it is Bertel Thorvaldsen, a Danish-Icelandic neoclassical sculptor whose works can be found throughout Europe. For more information go to www.thorvaldsen.is/

- Thorvaldsen – bistro – bar – grill

Your home away from home

Stay all day
From three in the afternoon until nine we stay for as long as we want. We’re never rushing to clear tables because we value the customers’ enjoyment much more than squeezing in as many customers as we can. The music is pleasant and never too loud to hold up a conversation. We try to keep an experienced and pleasant staff on hire and we even take part in the service ourselves. This is why most of our customers keep coming back and for so many people Thorvaldsen is a home away from home”, says Kolbrún.

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Welcome!

Vatnajökulsþjóðgarður is Europe's largest national park. You are invited to see Iceland's highest mountain along with volcanoes, waterfalls, lava fields, sand deserts, and glaciers. Green oases, rich flora and birdlife.

Visit our website www.vatnajokullpark.is to find more information on Vatnajökull National Park.

Our popular tour is Super jeep tour from main road up to Jökulsarlon and skidoo tour on the great glacier. Picturesque landscape where the glacier rules.

Departure from F985 daily from May - Oct. at 9.30 AM and at 14.00 AM

Minimum: 2 persons
Duration: 3 hours, one hour on Skidoo snowmobile.

Glacier jeeps
- Ice and Adventure

Reindeer in the northeastern highlands
Laki craters

Climbers on Hvannadalshnúkur, Iceland’s highest summit
Hafragilsfoss, 2 km downstream from Dettifoss

© Ragnar Th Sigurðsson
© Skarphéðinn G. Þórisson
© Sigurgeir Sigurjónsson

Visit our website www.vatnajokullpark.is to find more information on Vatnajökull National Park.
Water is life

-Icelandic water company Brúarfoss meets growing global demand for fresh drinking water

An Icelandic water company, Brúarfoss ehf., has invested in an innovative business idea - to export fresh drinking water in large bulk across the globe. You may wonder what is so special about that in today’s world when you can buy an “authentic Arctic ice cube” to drop into your “oxygenated” beverage. Well, bulk water shipping is innovative because of one simple fact; filling a super tanker with drinking water and transporting it across the globe has neither been technically possible nor a viable business model. That is, until now. Fresh water would go stale and/or bacterial infections could jeopardize the quality and make it unsuitable to drink and even smaller options such as freight containers were also a risk. The combination of two factors have transformed this idea into reality: A growing demand for fresh drinking water worldwide and a new processing and storage technology developed by Brúarfoss. It is now possible to transport water over longer distances while maintaining its freshness and quality. And as for the business side of the issue; fresh Icelandic water is in demand everywhere.

Unbridled Access to Clean Water

Traditionally speaking, Icelanders have always enjoyed an unbridled access to clean water. The country is in the path of just about every North-Atlantic low pressure system providing ample precipitation which subsequently contributes to either ground water, rivers and streams, or glacial reserves. Iceland's water sources are typically self-sustainable and for the most part accessible to the local population. There is so much water in Iceland that most of it runs unharvested into the sea and has for centuries. The average Icelander hasn’t really given it much thought, other than that it’s just the way it has always been. After all, it’s just water.

Not anymore. Icelanders have realized their water has become both a valuable and a coveted commodity to the outside world. The question is how to harvest it, package it and hire it to a global market without it losing quality and taste? Over the last decade or two, Iceland has exported bottled water to consumer markets in the US and the EU. Many exporters failed, perhaps because they thought such a pristine product would sell itself and be exempt from the rules of market access and distribution. They were wrong, of course, but that did not deter others from trying. However, a new world order with a growing demand for drinkable water has changed the rules of the game. With growing environmental concerns and new economical provisions such as carbon footprint concerns, recycling requirements and transport costs, the focus is changing away from the small to the large. The new buzz word for Icelandic water is “bulk” and the lucrative market for large water transports has emerged.

Growing Global Demand

It is estimated that one of every eight people on Earth don’t have ready access to clean drinking water and that millions of people die from water-related diseases every year. Economical factors, infrastructure or the lack of it, and of course politics determine if it, and of course politics determine if these areas are candidates to receive bulk water transports or not. The list of potential buyers is long. Even developed nations which are faced with purifying or recycling their municipal water to satisfy an ever growing demand are potential bulk customers. The quality and taste of Icelandic water makes it a tempting alternative. Brúarfoss acquired the rights to export water from the “West Fjords of Iceland. The company plans to employ conventional freight containers filled with water which will be delivered directly to the buyers. Once empty, the containers are returned to Brúarfoss to be filled again. The manufacturing and shipping facility has a capacity to export shipments of water within the Western hemisphere or to the Middle East on relatively short notice. Shipments can also be deployed to drought affected areas, as well as in response to natural disasters such as the earthquake in Haiti. In the near future an even larger transport capacity can be achieved using super tankers which can be hooked up to a municipal water grid, or smaller customers such as hotels, or even refugee camps. The company projects a growing need for bulk water transports in the decades to come as the supply of fresh water becomes ever more scarce. Brúarfoss is working with a number of private and public organizations offering alternative fresh water solutions. Interest grows as governments worldwide, the World Health Organization and the United Nations have begun to address this as a global problem.

For more information, visit www.bruarfoss.com

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Although just over a year has passed since Icelanders revolted against the then ruling government by banging on pots and kettles outside the parliament house, The National Museum of Iceland has already opened an exhibition displaying various artifacts from the period.

When Iceland’s banking system came crashing down in late 2008 Iceland’s citizens took to the streets armed with kitchen utensils which later supplied the revolution with its name – The Kitchenware Revolution. The protests were heated and soon escalated to conflicts with the police and burning of public property. Although successful to the extent that the ruling government was overthrown many Icelanders differ in opinion regarding the protests.

 Tear gas and peace ribbons

According to Helga Vollertsen, from the National Museum of Iceland, the exhibition does not seek to decree on whether the protests were righteous or not, but rather to portray the dividing extent that the residing government was already overthrown many Icelanders differ in opinion regarding the protests.

Among the items on display are orange protest signs, paint splattered police uniforms, pots and pans from the protests in Iceland.

— National Museum of Iceland

The Kitchenware revolution on display

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The birth of Iceland’s Wool Industry

The birth of the Icelandic wool industry took place just outside of Reykjavik at the end of the 19th century when the Alafoss wool factory was started in Kvosin in Mosfellsbaer. Today the original factory building houses the Alafoss wool store where you can find almost any wool product you can think of and explore the history of this important industry in Iceland’s history.

The Alafoss wool store offers all sorts of wool products ranging from traditional wool sweaters, whole sheepskins, wool caps and mittens to high-end wool designs. Guðmundur Jonsson, owner of Alafoss, says his customers are often surprised by their low prices and that some even think that the products might be of inferior quality. “This however could not be further from the truth. All our products are made from the finest possible materials and we have a much wider selection than most stores. We try to keep our prices low since we are located a bit outside of town, but once you get here you can find everything you need for reasonable prices,” says Guðmundur. In addition to wool products Alafoss offer a wide selection of souvenirs, including baseball caps, refrigerator magnets and t-shirts, to name a few.

Artist haven

The Alafoss wool store is located in Mosfellsbaer just 20 minutes outside Reykjavik. The old factory house is located just below the river Varma which was used to clean the wool and since the river was warm it was also used for swimming lessons. For decades the surrounding area has served as a haven for artists and all creative types, so it was no surprise that the internationally known Icelandic band Sigur Ros located their studio there a few years ago.

Among Álafoss’ satisfied customers are prominent world leaders such as Hillary Clinton and Ronald and Nancy Reagan, whose thank-you notes are displayed in the store. Not to forget the world’s first female head of state, Iceland’s own Vigdís Finnbogadóttir.

For more information and home delivery go to www.alafoss.is

brúarfoss

Wool museum

The Wool museum The Álafoss Wool store also serves as a make-shift museum for Iceland’s wool industry. Although not an official museum it houses some very interesting items from the early days of wool production in Iceland. If you look closely you’ll see that some of the store items are displayed on old looms and other knitting machines. Be sure to examine the sock-making machine from 1930 – an incredibly complex machine with a seemingly infinite amount of features. On the walls you’ll see black and white photographs of the old factory and the people who worked there.

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For more information and home delivery go to www.alafoss.is
In 170 year old house in downtown Reykjavík you’ll find one of Iceland’s most popular restaurants – The Lobster House. With over 17 years of experience in preparing the Icelandic lobster, a night out in the Lobster House is an experience your taste buds won’t regret.

All Icelandic Materials

The Lobster House takes pride in using only Icelandic materials (when possible) and chief among those is of course the Icelandic lobster, which Head chef, Ottó Magnússon, says is one of the best raw materials a chef can work with. "Its formal name is actually langoustine and is much smaller than the giant lobsters most people are used to. But I have found that the giant lobster doesn’t come anywhere near the langoustine when it comes to taste and texture," says Ottó. The Lobster House's staple dish is the Grilled Icelandic lobster with garlic, which has been on the menu since the beginning and never fails to satisfy. But don’t be afraid to try the various other lobster dishes, after all it’s called the Lobster House.

Try Something New

The Lobster House does not limit itself to lobster dishes and has a wide variety of exciting all-Icelandic dishes. One of those is the classic Icelandic dish - the salted cod. Ottó however emphasises that the salted cod found in the Lobster House is not the mass-produced kind you’ll find in the store. "I actually scoured the country trying to find someone who prepares it like in the old days and I finally found an old man who is probably among the last to still do it. It is a complicated process which takes over a year, but in return it is truly a genuine Icelandic dish," says Ottó. Whale dishes of various sorts on the menu, but Ottó says that with material of such high quality it is best served sashimi, i.e. raw.

Personal Touch

For those who enjoy a succulent steak, try out the horse tenderloin instead of beef. "You can’t really get a more tender steak than a horse tenderloin. It is a very delicate art to prepare it but when done right there is no steak more tender," says Ottó. Another intriguing dish is the wild goose with Icelandic crowberry dressing. The cuisine experience can’t get any more personal than this particular dish since some of the goose were actually hunted by Otto himself and the crowberries picked by the Lobster House staff.

The Lobster House’s interiors are of the classic sort, suited for a relaxed and pleasant evening. To complete the theme of Icelandic materials, the Lobster House only plays Icelandic music while you enjoy your meal. For those who like to take their meals early, or are on a tighter budget, The Lobster House offers excellent deals in the lunch hour.

The Lobster House is located in Amtmannstígur 1, Reykjavík. For more information visit www.humarhusid.is. Photos: Ingolfur Juliusson.

"The giant lobster doesn’t come anywhere near the langoustine when it comes to taste and texture."
Experience the Unique and Authentic Icelandic way of life

Icelander’s are known by some for their entrepreneurial spirit and hard working morals. One of those is the Jack-of-all-trades, Tyrfingur Tyrfingsson, or Chef Tyffi, who simultaneously works as a shop keeper, tour guide and an expert chef. Tyffi’s latest enterprise, the Reykjavík – the modern Icelanders food and saga tour, is a unique offer for you to experience the unique and authentic Icelandic way of life.

Tyffi will of course be both your tour guide and chef in an unforgettable afternoon in Reykjavík. Tyffi will pick you up to your hotel in a comfortable minibus around three in the afternoon. He will then tell you all about the settlement and how Reykjavík and its suburbs were built, as well as showing you many of its important historical sites. This is a unique opportunity to catch a glimpse of the real Icelandic reality.

Gourmet stops

While learning about Reykjavík and its inhabitants you’ll be making several stops along the way to prepare for the ultimate gourmet food experience. You’ll be making a stop in a cheese shop where you’ll meet a woman who Tyffi claims is both an expert in mysticism and knows all there is to know about Icelandic cheese. She’ll make sure you won’t be leaving there without the best Iceland has to offer when it comes to cheese. You’ll also be making a stop at a gourmet butchers shop where Tyffi will find the perfect steaks for the evening, cross your fingers and hope the butcher has some quality horse tenderloins. No gourmet evening in Iceland is complete without seafood, so Tyffi will take you to a genuine Icelandic fish salesman, where hopefully the catch of the day will be no more than a few hours old. A stop in the liquor store is also included, but you’ll have to purchase your own wine.

Dine Like an Icelander

The tour will be concluded with an invitation to dine in of Chef Tyffi’s own home, nestled within the lively suburb of Kópavogur, where it is said the elves are still the oldest inhabitants. Using the groceries bought over the day, Chef Tyffi will prepare a gourmet meal while learning firsthand how Icelanders lived off the land developing timeless recipes from ocean delicacies and mountain lamb. Tyffi will offer several samples of traditional Icelandic cuisine and who knows, he might give you a shot of the infamous Icelandic Brennivín vodka as an appetizer. After a satisfying evening, Tyffi will then drive you back to your hotel. As this is a one man operation Tyffi is able to offer all this for a very reasonable price, only 16 thousand ISK, including both the tour and the food.

For more information and booking visit www.reykjavik-cuisine.net

When not guiding or cooking, you’ll find Tyffi in his small but comfortable store, IceFin, in Næstur 17. You’ll find a wide range of outdoors and recreational clothes and equipment for very agreeable prices. The selection includes both Icelandic and international designs, hunting gear, fishing rods, footwear and much more.

For more information visit www.icefin.is

Welcome to Hotel Búðir

Hotel Budir | IS-365 Snæfellsnes | Iceland | Tel. +354 435 6700 | Fax. +354 435 6701 | budir@budir.is

Experience the unique nature paradise and enjoy the amazing cuisine in this magnificent hotel.

During the winter season we offer you to stay for one night for 15,500 kr per person in a double occupancy, this offer includes breakfast and a 3 course dinner.

The hotel can accommodate up to 56 people, special prices for large groups.

Gift certificates have been really popular as gifts on special occasions.
Out of Iceland’s many medicinal herbs, Angelica archangelica is the one most deeply rooted in the country’s history. Iceland’s founding fathers held this potent plant in high esteem and used it for various medicinal purposes. Through research, Icelandic natural products developer SagaMedica has discovered that the Vikings knew what they were doing. The company now offers a product line which addresses various health issues, ranging from frequent urination and dementia to cold and flu prevention.

Modern Research Explains Traditional Use

SagaMedica’s director of research, Dr. Sigmundur Gudbjarnason, is a professor emeritus of biochemistry and former president of the University of Iceland. He has studied Icelandic flora extensively since 1992. As any good researcher would do, he initially started looking into the matter out of plain curiosity. Since Icelandic herbs had been widely studied in his particular field, Dr. Gudbjarnason was a skeptic at first. However, the historical evidence was too compelling to ignore and he sought to explain it with scientific methods. It is probably no coincidence that Iceland’s highest peak, Snæfellsjökull is of course the most famous, but is far from the only attraction Snæfellsnes peninsula has to offer - you can soak in the area’s rich history and folklore, visit its peaceful fishing villages, go horseback riding, sea angling bird watching or explore some of adjacent Broðaflói bay’s hundreds of islands.

After a busy day of activities you can unwind in Hotel Framnes’ hot tub and sauna. The hotel restaurant offers gourmet seafood as its speciality and takes great pride in offering fresh fish every day caught by local fishermen.

Angelic Through Your Mail Slot

SagaMedica’s scientists have identified many bioactive ingredients in angelica which are widely thought to serve a purpose in preventing various health issues, ranging from frequent urination and dementia to cold and flu prevention. Written accounts of angelica use are also plentiful, including a 150-year-old medical book, which is still in use today and details how angelica may be used for medicinal purposes. Iceland’s oldest law book, Grágás, written in the early 12th century, even has a law strictly forbidding the theft of angelica plants. Those who could not resist the temptation of stealing a few plants from their neighbour’s backyard faced the punishment of being outlawed.

For Viking Health

SagaMedica research even included a field trip to Greenland, where the settlement of Erik the Red was examined. It turned out that angelica found around Erik’s farm was similar to angelica growing in Iceland, but unlike the one growing further north in Greenland. This opens up debate on whether Erik might have taken angelica with him from Iceland and planted it around his new home in Greenland. This also poses another interesting question. Did Erik’s son, Leif, bring Icelandic angelica with him on the epic voyage during which he discovered America?

Although the Vikings had, rather understandably, no possible means of proving the usefulness of the angelica plant, SagaMedica’s researchers have all but nailed it on the head. They have identified many bioactive compounds in angelica which are widely thought to serve a purpose in preventing disease.

SagaMedica currently produces four different products; SagaPro, SagaVox, SagaVina and SagaVita. These are used for frequent urination in men, memory improvement, for sore throats and cold prevention, respectively. SagaMedica is planning many new products and is working with other manufacturers in Iceland to bring natural products of excellent quality to foreign markets.

Angelica – Iceland’s Most Popular Medicinal Herb

The tranquil and family friendly environment of Arnarstapi.

Explore the Mysteries of Snæfellsnes Peninsula

Hotel Framnes

The Snæfellsnes peninsula is home to some of Iceland’s most remarkable natural and historical phenomena. Situated in the middle of the peninsula, Hotel Framnes is the perfect place to set up base in a tranquil and family-friendly environment while you visit the peninsula’s many attractions. Snæfellsjökull Glacier is of course the most famous, but is far from the only attraction. Snæfellsjökull is thought by many to be shrouded in mystique, which has been the inspiration for artists for hundreds of years. The most famous is undoubtedly Jules Verne, whose book and film A Journey to the Center of the Earth, wrote about a passage leading to the center of the earth found on Snæfellsnes. Snæfellsjökull also provided the setting for one of the most important Icelandic sagas, which tells the tale of Guðrún Ósvífursdóttir. Snæfellsjökull is known for its rich history and folklore, visit its peaceful fishing villages, go horseback riding, sea angling bird watching or explore some of adjacent Broðaflói bay’s hundreds of islands.

Just Like Home

Hotel Framnes is itself an old fishermens hotel, which has been renovated into a cozy and family-friendly hotel. There are 29 comfortable rooms, each with a private bathroom, wireless internet and television. Family rooms accommodating up to six persons and children’s beds can be arranged. After a busy day of activities you can unwind in Hotel Framnes’ hot tub and sauna. The hotel restaurant offers gourmet seafood as its speciality and takes great pride in offering fresh fish every day caught by local fishermen.

The hotel is located in Grundarfjörður, which is home to some of Iceland’s most remarkable natural and historical phenomena. Situated in the middle of the peninsula, Hotel Framnes is the perfect place to set up base in a tranquil and family-friendly environment while you visit the peninsula’s many attractions. Snæfellsjökull Glacier is of course the most famous, but is far from the only attraction Snæfellsnes peninsula has to offer - you can soak in the area’s rich history and folklore, visit its peaceful fishing villages, go horseback riding, sea angling bird watching or explore some of adjacent Broðaflói bay’s hundreds of islands.

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A Passage to the Centre of the Earth

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Hotel Framnes
For some the most arduous part of travelling is planning the trip itself. Instead of combing the internet in search for the right hotel for you, the right food or the best tours, Esja Travel will do the work for you. From the moment you land until the plane is in the air, Esja Travel will make all your arrangements and help plan the perfect visit to Iceland. All you have to do is decide what kind of tour you’re looking for. Whether you’re looking for awe-inspiring landscapes, action sports, historical sites, glaciers or any other combination you can think of, Esja Tours will then find the right tours for you, including accommodation according to your budget, meals and all other land arrangements. All you have to do is book the flights.

A Photographer’s Delight
Esja Travel offers many exciting and unique tours. One of which is the photography tour, in which an experienced photographer will guide you to the perfect locations and the perfect conditions. The tour can be both suited to skilled and amateur photographers. The photographer on staff is always available for advice and assistance. Each night the group will meet and discuss the photographs taken during the day. One such tour would for example take you for a two day visit to Vik in Mýrdalur where you’ll be given opportunities to photograph majestic rock pillars in the ocean, the barren black sands, the impressive Þakgil canyon, the ice sheets of Mýrdalsjökull glacier and the areas many waterfalls. Also included in the tour is a professional guide which gives you the opportunity to experience Iceland properly in between photo shoots.

Bird-Watching or just Relaxing
Esja Travel also operates similar tours for birdwatchers, where a bird-watching expert will guide you through many of Iceland’s finest bird watching locations. For those who are looking for a relaxing trip be sure to check out the Spa Tour, where you’ll be pampered to a state of bliss. Esja Travels caters to both individuals and small groups. For more information visit www.esjatravel.is
Discovering exciting new locations where only a handful of people have set foot before can be exciting, but that doesn’t diminish the impact of visiting Iceland’s most famous locations. Standing in the awesome presence of Gullfoss and Geysir still packs the same punch after having been Iceland’s staple attraction for decades and the Blue Lagoon is still the same magical place. To spice things up tour company Iceland Excursions offers an exciting range of combination tours to include your preferences in one and the same trip. You can for example go horseback riding and see staple attractions in one trip. You can even go to Gullfoss and Geysir and the Blue Lagoon all in the same tour.

The Golden Circle
The Golden Circle is one of Iceland’s most popular attractions for a reason – it is a culmination of everything great about Iceland. The Geysir geothermal area is surely not to be missed, after all it provides the name for all the hot springs in the world. The first written accounts of Geysir date back to 1294 and it is therefore the earliest documented source of any geyser in the world. Geysir itself has erupted quite sporadically throughout the ages, depending on earthquake activity at each given point in time. Strokkur is however the geyser that erupts most regularly and is equally impressive. It erupts several times within one hour and has been known to shoot water up to 60 meters in the air – surely a sight to behold.

Close by is the majestic waterfall Gullfoss which flows at an average rate of 109 cubic metres per second. Although not the highest waterfall in the country it is certainly one of the most impressive with its three-step plunges and awesome power.

Snorkelling in crystal clear fissures
Pingvallavatn and the quite impressive rifts, fissures and canyons, which are actually the continental drift between the North American and Eurasian plates. Be sure to make your wishes come true by throwing coins into Peningagjá (it accepts all currencies, but not credit cards) Iceland Excursions also offers you the unique chance of either diving or snorkelling in the crystal clear Silfra fissure.

The question is therefore not if you should tour the Golden Circle, the question is whether to combine your visit with whale watching, horseback riding, sightseeing in Reykjavík, diving, snorkelling, with a historical theme, if you want to go by night, by super jeep or in a hurry. Iceland Excursions offers you all of these options and many more.

Safety first
Iceland Excursions puts special emphasis on safety and economical driving. The car fleet is renewed regularly and equipped with special monitors which ensure economical driving and optimal safety. Every bus is equipped with safety belts for all passengers and parents can get Children’s Safety Car Seats free of charge for their small children (up to 20 kg in weight)

In 2004 Iceland Excursions was given the formal Gray Line Worldwide franchise in Iceland. Gray Line is the world’s leader in sightseeing, ground transportation services and unique tours at over 150 destinations around the world.
Heavenly Sleep with Icelandic Eider Down

getting a warm night's sleep, it's also feeling comfort of the down as it
caresses you to a heavenly sleep" says Anna Búa Olafsdottir, one of the
owners of Dún og fiður. Dún og fiður's down and feathers come
from either eider bird, goose or duck. Eiderdown is the highest quality of
down and is known for its extreme insulation qualities and incredible
softness. The eider duck has adjusted to the extreme climate of the
north and uses its own down to insulate
their nests to keep their young warm.

The Icelandic people have enjoyed the
insulating qualities of the eider down since
Icelandic settlement in the 9th century. Through centuries of cohabitation
the down collectors and the eider ducks have learned to live together
harmoniously – the collectors guard the eider ducks against their natural enemy, the mink,
and in return collect the down from
their nests and replace it with an
appropriate substitute; causing no
harm to the near. The
duvets and pillows come in various traditional sizes, although
eiderdown duvets and pillows are
only made by customer order. All the
products are made within the firm (excluding some of the bed linens) and
are stamped by the year of production and to confirm their duration.

Dúvo Dún is located at Langavægi 87 í
Reykjavík. Tel: 511 2004 . For further information visit www.
dunogfithur.is.

Reykjavík Excursions: Plan Your Perfect Trip

Reykjavík Excursions is one of the
largest and most experienced
operators in Iceland. They offer a
grand selection of exciting options
for those who want to see the best
of Iceland. Be sure not to miss a
chance to go on glacier hikes, snowmobile
rides, a chance to
stand in the footsteps of Vikings
or see the Northern Lights dancing
around in fantastic colours across
the Icelandic Arctic sky.

Reykjavík Excursions operates an
extensive list of day tours from
Reykjavík all year around, including:
The Golden Circle, South Shore Adventure, Take a Walk on the Ice
Sail, Gulfoss: Geysir Direct, to name a few. The tours are guided by professional
guides in English, German, French or
Spanish. RE also offers a great
flexibility in Blue Lagoon tours, a spot
not to be missed when in Iceland.

The Best of Reykjanes Peninsula

Starting March 1st Reykjanes
Excursions will offer you the chance
to experience the best of Reykjanes peninsula in one day. All too many
visitors simply go straight to the Blue
Lagoon and back, missing out on
the myriad of geological and historical attractions in Reykjanes. The Wonders
of Reykjanes in Blue Lagoon combines
the two for you – you'll visit some of
Reykjanes peninsula's bubbling hot
springs, dramatic lava fields, migratory
birding cliffs, lone seaside lighthouses,
and walk across the bridge between
the Eurasian and North American
continental tectonic plates. The area's
history is represented in the Saelid
cabled Museum of Iceland and Viking Worlds, where you'll get a chance to
broaden your knowledge and
experience the best of Reykjavík's
 lebih múnu og færeysk lítt.

Iceland has numerous micro-breweries that
produce a selection of beers and we
stock each and every kind as the Icelandic Bar

Plan Your Own Vacation

With prior notice Reykjavík Excursions can tailor make adventure tours for
individuals and groups, combining all
the locations and activities you can
think of. Through its many partners
Reykjavík Excursions offers a multitude
of exciting activities such as horseback
riding, quad bike tours, sailing tours,
4x4 pop tours and white water rafting.

For further information and booking
send an e-mail to main@re.is or visit
www.re.is

Chasing the Northern Lights

The ever popular Blue Lagoon. Circle, you are taken to some of
some of Iceland’s most famous historical
settlements where you will be able to
stand in the footsteps of some
of Iceland’s most noted people. The first
stop is Borgarnes, the home to one of
Iceland’s most famous Vikings and
first poets, Egill Skallagrímsson. The
visit includes a stop in the Icelandic
Settlement Centre, which tells the
story of the settlement of Iceland. Optional
is a visit to the existing and lively
exhibition on the life and adventures
of Egil. The next stop is Reykholt, the
home of one of the most important
Norwegian poets and historians.
Snorri Sturluson. The trip is completed with
a visit to Húsafell volcano and the
largest hot spring in the Northern
Hemisphere, Deildartunguhver. A

Standing in the
Footsteps of Vikings

In the informative Saga

The tour is the perfect solution. Started
about 20 minutes from Reykjavík's
airport, the tour takes you to
see the magnificent waterfalls of
Gullfoss, Geysir & Strokkur. One of
the highlights is a snowmobile ride
on Langjökull glacier. This is
considered a relatively easy hike with
special crampons up on to an ice field
where a wonderland of ice sculptures,
ridges and deep crevasses awaits
discovery. For those who wish to
combine staple tourist attraction with
exciting winter sports the Gullfoss –
Geysir & Langjökull Snowmobiling
tour is the perfect solution. Started
by visits to the unique Gullfoss and
Geysir and followed by an adventurous
snowmobile ride on Langjökull glacier,
Iceland's second largest glacier.

Top of the World

Though the Icelandic winters can
appear harsh and unwelcoming, they offer
unforgettable opportunities
for outdoor activities. The Glacier
Snowmobile Adventure tour takes you
up to the top of Mýrdalsjökull glacier,
where you are invited to explore its
surface by snowmobile for a full hour.
Standing on top of a glacier is a truly
rewarding experience, where you are
surrounded by snow and ice as far as
the eye can see. Another icy expedition
is the hiking tour Take a Walk on the Ice
Sail on Eyjafjallajökull glacier. This
tour is considered a relatively easy hike with
special crampons up on to an ice field
where a wonderland of ice sculptures,
ridges and deep crevasses awaits
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Iceland's second largest glacier.
Living on an island in the middle of the Atlantic Ocean has made the Icelandic people resourceful. Not only do they know how to survive the ever-changing weather, they also know how to avoid it, especially during their summer vacations. One of the most efficient ways of doing so is to “elta sólina,” or follow the sun; drive their own car with a tent trailer to whichever part of the country that has the sunniest weather forecast. Now RB cars offer foreign travelers to go native.

“We want to offer foreign travelers a new possibility,” says Arnar Barðason who runs RB cars. “Previously foreigners had only the possibility of either booking in to hotels and guesthouses or travel with a tent. Although both of those options are good, they certainly have their drawbacks. Accommodation in Iceland can be expensive and relying mainly on your tent can backfire as the weather changes every five minutes in Iceland. Therefore we are glad to be able to offer people to rent a tent trailer when they rent a Suzuki Grand Vitara from us!”

“We are offering the possibility for all travelers to be more mobile! By renting a tent-trailer, you do not need to go to some particular place in Iceland just because you had booked accommodation three months in advance and everything else is booked up. There are many reasons why you might want to change your itinerary, the ever-changing weather, for example, or new tips about hidden treasures in Iceland. With the tent trailer you can travel the Icelandic way, go where the sun is. It is quite common that Icelanders travel with a tent trailer to whichever area they want to visit, park it in an appealing camping area and roam from that spot for a couple of days without the trailer. Then they examine the local sights, on car or on foot, return in the late afternoon or evening for a cozy night, camping in the trailer.

Arnar points out that this mode of travel is really convenient for families with children. “A family of four, five people would probably save up to 100 thousand Icelandic krónur by camping in a tent trailer for seven days,” says Arnar. “And there is enough space in the trailer for the whole family.”

One can take the trailer nearly everywhere, even on many highland roads. Smaller rental cars are not allowed to drive in the highlands but if one has a jeep, it is a different story. “Seeing as Suzuki Grand Vitara is a 4wd jeep, it is equipped to handle most of the highland roads even with a tent trailer. Of course you need to be careful driving them in the highlands, but then you really need to be careful concerning everything in the highlands,” says Arnar.

The tent trailers are normally for 4 people but if one also rents a tent extension, there is a space for 5-6 people. They are rather light and easy to erect and put down again. If you are not accustomed to them, it would take about 15 minutes to set one up. With a little practise, it should not take more than 5 minutes. In all the trailers there are kitchen facilities such as a sink, a gas stove, pots, pans and cutlery. In addition, duvets and pillows are included and it is possible to rent linen from RB Cars.

“The tent trailers are ideal for a small group of people who want to see a considerable part of the country,” says Arnar. “You get some of the luxury of staying indoors. The trailers are warmer then tents as you are not sleeping on the ground. At the same time you are surrounded by nature, you just have to take one step out of it and you can lie in the grass. And there is no bowing and crouching all the time like when you are travelling with a tent. I would say that you are getting the best out of the two former options for foreign travelers; you have the luxury of sleeping indoors in a comfortable space and you get the mobility of camping," says Arnar.

Further information and booking options are available on the websites: http://www.rentacariniceland.is/ and rbcars.is.
Although the effects of the Icelandic financial crisis have touched the lives of most Icelanders heavily, it has also been the inspiration for many brilliant ideas—one of which is the Icelandic Bar. There you’ll find genuine traditional Icelandic food with a modern twist, served in an environment free of the excess and immoderation of pre-crisis Iceland. The Icelandic Bar, probably the first and only gastropub in Iceland, is situated right next to Iceland’s parliament and when the owners witnessed the powerful protests outside the parliament building in 2009 they knew it was time for a change. It was time to stop focusing on wealth and extravagance and start thinking about where Icelanders come from and what makes them a nation.

“When we started thinking about it we realized that in the downtown area you can find restaurants representing almost all parts of the world – except for Iceland. So we decided to put the spotlight back on the Icelandic cuisine, but with a modern twist,” says Eyþór Már Halldorsson, Head Chef at the Icelandic Bar. Don’t let the name mislead you, the Icelandic Bar is a restaurant with a menu consisting of everything from traditional homemade ryebread to lamb pâté to full course meals. All the materials are of course Icelandic and chosen especially by the chefs. You’ll find gratinated salted cod, Icelandic meat soup, fish stew, puffin and all the courses most Icelanders know from their grandmother’s kitchen. There are also more modern courses such as sandwiches, steaks and hamburgers (including reindeer hamburgers). Adventurous types are in for a treat, as courses such as the fermented shark with Icelandic Brendan and the Surpise main course will surely send your taste buds on an adventure ride.

The kitchen is open from 11:30 to 23:30, but the bar is open till 01:00 during the week and up to three a.m. in the weekends. So you can stop by during the day and enjoy a cup of coffee and some light snacks, such as traditional Icelandic fish jerky with butter and then can enjoy a full meal in the evening and finally drink and enjoy the local’s company through the night. Or any combination of the three. Visit www.islandbar.is for further information.

The South of Iceland is unique and that part of the country which by far the greatest number of foreign visitors come to. There is everything that makes Iceland interesting to visit and can be found the year around. Here history follows you, from each footstep, each ancient and recent. There is creative art, culture and breathtaking landscapes and endless possibilities to enjoy the outdoor life in all seasons. Above all there is the awesome and rugged nature from the mountains to the sea. In all the seasons of the year tourists can find something to their liking. In the winter the sun is reflected from the pearly white snow, on long dark winter nights the northern lights dance around the starlit sky and the moon is in and out of the beauty peaceful and quiet night, unforgettable to those who experience it. Trips across the highlands as well as the lowlands are indescribable adventure trips during both summer and winter.

The farmer minds his farm. All the year is a busy time in the country, and in the spring the country is covered with its summer foliage. Life continues and trips assume a new form: hiking tours, riding trips, angling in rivers and lakes. Nature takes on a new look: hot springs, lava fields, volcanoes, waterfalls, the highlands, glaciers, rivers and lakes, nature and life is reborn after the frosts of winter and the countryside is at its most beautiful.

Come to the southern countryside and look at the beauty. Listen to the wind and the silence, discover the peace and quiet, and last but not least you may discover yourself. Welcome to South Iceland, we’ll be happy to see you.

- Quality in food and design
- New Nordic cuisine
- Exquisite Chefs
- Traditional Icelandic atmosphere in historical buildings in the old city centre

Day tours - Week tours in Iceland
Available from June 14th - August 27th
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- Volcanoes
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- Mountains
- Old Famous Farms
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- Lawa Fields
- Cultural Activities
- Scuba Diving, Kajaking, Whale Watching
- Horse Riding Tours
- Fishing in Lakes and Rivers
- And much more...

Visit www.south.is for more information!
Contact us: info@south.is
In most other northern countries, swimming pools are just for swimming. To relax in them is not cozy at all, in fact it is rather chilly. Swimming pools in Iceland are the opposite. Surely you can have a swim there, but many locals just go there to spend some quality time with their friends and family or to have a chat with their fellow citizens. In Reykjavik alone you can find seven different swimming pools to visit for less than 2€ entrance fee. If you want to go local in Reykjavik, visit the pools.

Iceland is famous for its geothermal energy, which has been of good use to Icelanders. Not only is it utilized for heating houses and to create electricity, it also offers everybody living in Iceland the advantage of plenty of warm swimming pools that have a wide variety of hot pools and saunas.

Swimming in Iceland can have numerous positive effects, not only because of the exercise one gets out of swimming, but also when you want to unwind and socialize. In fact, socializing is a huge part of the swimming pool culture; this is the place in Iceland where people are most open to talk to strangers, it is generally accepted to chat to the next fellow in the hot pool. It is not uncommon that the people sitting in the hot pool start to discuss politics or whatever issue is in the spotlight at the time.

If they realize you don’t speak Icelandic, it is quite common that they change to English and become really interested to hear where you are from, how the life is in your country and ask: ‘how do you like Iceland?’ Don’t be afraid to ask around in the hot tubs for any information or tips about good restaurants in Reykjavik or hidden natural attractions in the vicinity. People are normally eager to share these kinds of tips as well as telling you their opinion on all sorts of things.

If you have a stiff neck or sore feet after a day of sightseeing, letting your body relax in an Icelandic swimming pool will cure what ails you.

The Icelandic way of relaxing – the swimming pools

of space time with their friends

Galleri List (something unique)

Galleri List on Skipholt street is the longest running and most successful art house in town. Galleri List has been in business continuously since 1987 and, under the current stewardship of owner/proprietor Gunnar Helgason, has gone from strength to strength. Two years ago a move to larger premises was made to accommodate their growing collection, and growing reputation as the leading art house in the city.

Currently housed in the spacious ground floor of Skipholt 50a, an elegant modern round house it is just a stones throw from main street Langavægi. Exquisitely lit in sweeping open space design, Galleri List showcases the crème de la crème of Icelandic artistic talent. Between sixty and eighty Icelandic artists are on display at any given time and all the major media are represented: from graphics, etchings, oil paintings and acrylics to ceramics, porcelain and glass, the art aficionado can experience the full of Icelandic artistic endeavor under one roof. In addition, Gunnar also holds a monthly exhibition devoted to both new and established Icelandic talent.

Gunnar says that variety is the spice of life and, in Galleri List case; it seem the route to success as well. “I think one of the keys to our longevity in a competitive business is the diversity of our collections”, Gunnar says. “I think one of the keys to our longevity in a competitive business is the diversity of our collections”.

Galleri List on Skipholt street is undoubtedly a must see. To find something unique for everyone at a conscientious gift shopper there collector to the more modest but

Socializing in the hot tub is an important part of Icelandic swimming pool etiquette. Photos: Ólafur Jónsson.

If you have a stiff neck or sore feet after a day of sightseeing, letting your body relax in an Icelandic swimming pool will cure what ails you.
Walking up a hill that lies right in the center of Reykjavik, you notice, through a huge window, a big black horse, which seems to be guarding the place. Closer look will reveal B5, a café, a bar and a bistro where you can have a cup of coffee during the day and enjoy a nice dinner followed by a great night out witnessing the famous Icelandic nightlife.

B5 stands for Bankastræti 5, the street that begins at the crossroads of Lækjagata and Austurstræti and is considered by many to be the exact center spot of downtown Reykjavík. Bankastræti runs up a hill that used to be called the Bakers Hill back in the days, because of a bakery that was situated there in the 19th century. Right when Bankastræti stops sloping, it turns into Laugavegur, the best-known “café” and shopping street in Reykjavík. The nightlife scene in Reykjavík is lively all year round, even in the worst of weathers during January and February. But it is in the summertime that things get really unbelievable. Walking down the Bankastræti hill at 4 o’clock in the morning, you could easily mistake it for 4 o’clock in the afternoon. It is completely bright outside and you can probably see more people walking up and down the hill than at the same time in the afternoon. The only difference being that the crowd is a bit louder.

B5 has succeeded in making a name for itself in the nightlife scene. If you want to dance your feet off without bruises and trampled toes due to a cramped and crowded dance floor, B5 is the ideal place to be. At the same time there is enough space to rest between dancing, as the bar has a huge lounge in the cellar, comfortably furnished for a nice chat over a drink. But one does not need to limit one’s visit to late evenings and nights. B5 also serves as a café during the day and a cozy bistro for suppertime. “Today we concentrate on a rather classy lounge atmosphere during the day and early evening, which turns into a lively club later on, where we can guarantee that your night out cannot fail, with everybody dancing and enjoying themselves tremendously,” says Guðmundur Gíslason who runs the multifaceted bar.

B5 puts great effort in its interior decorating, every piece of furniture has been picked out to harmonize with each other and utmost care is taken that the space isn’t over-furnished, so you can easily move through. They also have a small library where one can always find something to read. Therefore, B5 is the ideal place to go when you have an idle hour to kill and want to relax over a good cup of coffee. “With the rising sun we are going to come up with a new menu for our bistro. We have been getting a lot of groups and of both the place and the menu is well suited for them. I have been getting really good feedback from those groups and many of them keep returning,” says Guðmundur.

During the summertime we have tables outside in front of the bar, we are quite lucky with the sun, it shines all day long at our side of the street, with nothing to cast a shadow on our spot. And people in the city use every minute of the sun there is, so the town is always lovely on a sunny summer day,” says Guðmundur.

“The end it is just about creating an environment that you feel comfortable in, where you can hang out with your friends, wine and dine, easily meet new people and dance all night long if you please,” says Guðmundur.

Visit www.b5.is for more information.

Photos: Ingolfur Juliusson
THE VIKING
FAMILY BUSINESS FOR 50 YEARS

THE VIKING : INFO

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