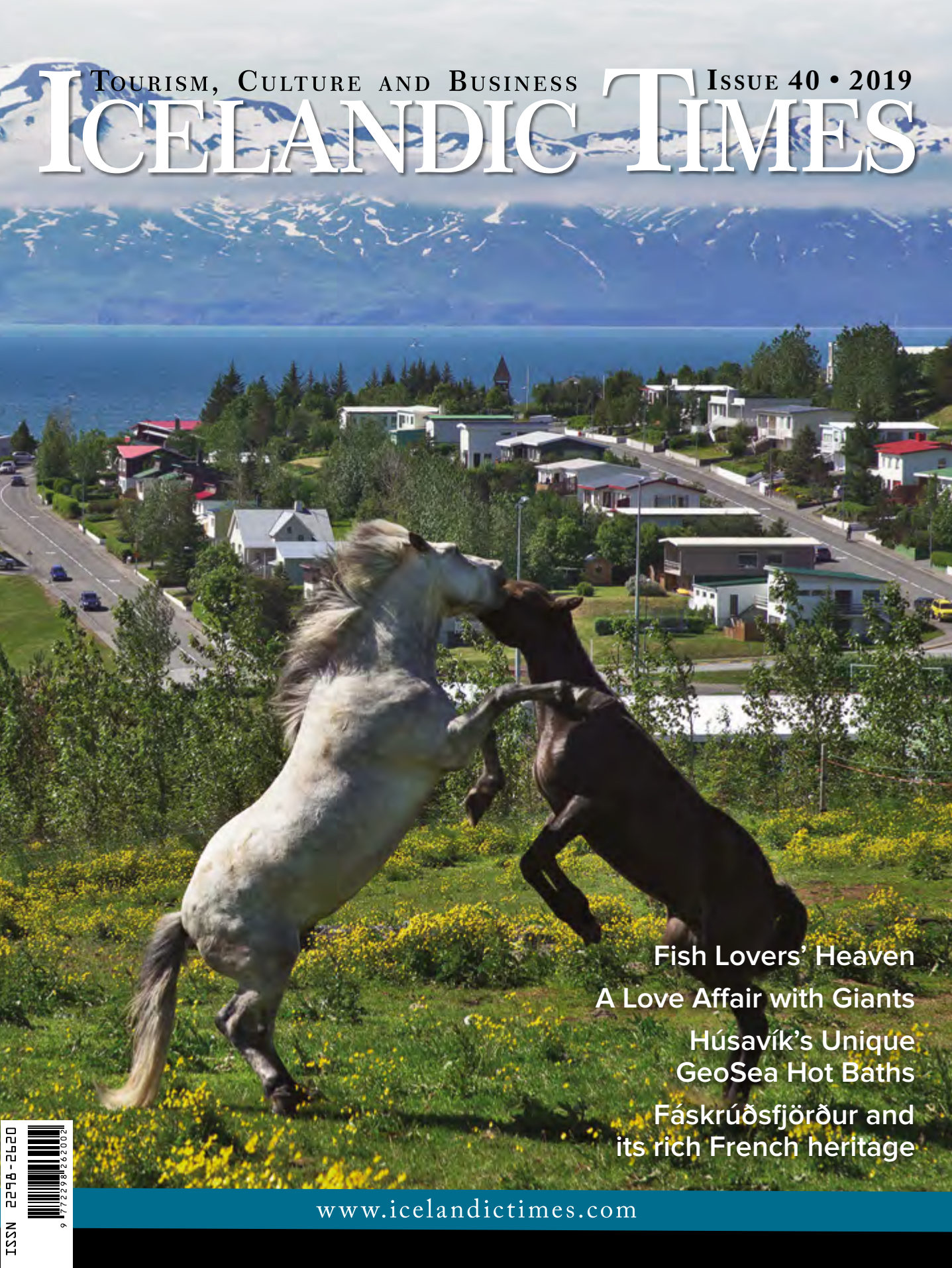


TOURISM, CULTURE AND BUSINESS ICELANDIC TIMES

ISSUE 40 • 2019



Fish Lovers' Heaven
A Love Affair with Giants
Húsavík's Unique
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It's always exciting to visit a country like Iceland. So much to see, so much to do—and all in a short time. For groups, it's best to ask the specialists to help with plans. For first-timers, the temptation is to stay in Reykjavík, as there's so much of interest to see and do and unique gifts to be found. The knowledgeable traveller will try to head upcountry, knowing that Reykjavík is not Iceland and there's so much more to be discovered.

Iceland has no motorways and its roads, though continually improving, are full of the unexpected that can take the unwary by surprise. When travelling, it's essential to drive safely. We're a small country and few in number. Every life is precious to us!

Culture plays a very important part in life here—both today and historically. In fact, the good, the bad and the ugly are all recorded in the Sagas in oft times rather gruesome detail.

You will find fascinating accounts all around the country, presented in many different ways, of both man and beast. The richness of life here is a big draw for many, whether in nature or in books, in person or in history.

This is an amazingly land and for the enquiring mind, there is more to find than will fit in a short holiday. This magazine, however, will hopefully give you some useful pointers to make your stay memorable.




Einar Th. Thorsteinsson
MANAGING EDITOR AND PUBLISHER

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Icelandic language

Icelandic is one of the European root languages, like Latin. There is no 'c' or 'z' in modern Icelandic, except in foreign words. However, it still contains some letters not found in most other languages. This basic list provides a general idea of their sounds, using familiar words rather than phonetics.

Character	Pronunciation
á	Like 'ow' in 'cow'
æ	Like the personal pronoun 'I'
ð	Like 'th' in 'with'
þ	Like 'th' in 'thing'

How to make use of QR codes

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BEST OF ICELAND

Book of tourism, culture and history



REYKJAVÍK





YEAH MAN, THE DUDE ABIDES

At Downtown Reykjavik's Lebowski Bar

Whether you're a longtime fan or a complete newbie to the whole 'Dude' subculture, Reykjavik's Lebowski bar delivers in spades. Named after the 1998 film *The Big Lebowski*, it's like stepping back in time and into the movie itself. The walls are plastered with memorabilia connected to the film and an eye catching three-dimensional bowling lane runs the length of the east wall. A retro American diner, replete with '50s style bar stools and sleek counter tops doubles as a dance floor from 11pm onwards when things really get hopping!

Mouthwatering burgers and fries are served daily from 11am to 10pm and do check out the 'Burger of the Month' for some innovative takes on the classic burger. A milkshake to go with that? Of course, you sexy thing!* Upstairs you will find additional space where private parties can be held, as well as a large terrace that's a great place to sit when the sun is shining.

Lebowski's secret sauce

It's the music at Lebowski Bar that has the sweeping power to transport you back in time and serves as the primary vehicle to get you that blast from the past and good times vibe. Every night from 9pm onwards, DJs crank out carefully chosen '50s through '80s classic rock that sets the mood and definitely pulls the room together.

24 versions of the White Russian cocktail

Lebowski Bar's popular happy hour, (daily from 4 to 7pm), offers reasonably priced drinks ranging from Icelandic craft beers to draft beers, from mainstay cocktails to an entire menu devoted solely to the legendary White Russian that the film made famous. The bartenders get creative with drinks such as El Duderino, Jack Treehorn, Green Toe, and The Other Jeffrey Lebowski – all named after characters or scenes in the film. Be on the lookout for the 'White Russian of the Month' specials.

For more fun and frolic

Last but not least, music quiz nights, shown on five full HD screens, are held every Thursday from 9 to 10pm and the monthly 'dress up' theme nights are always a hit. Special events include a thrice yearly film night featuring...of course, *The Big Lebowski* and reduced-price drinks. Additionally, all the big international sports events, such as the FA Cup, the Super Bowl are covered.

The Comeback Kid

Although *The Big Lebowski* was not initially well received by critics or the public when it first came out, times and attitudes have changed. Now, twenty-one years later, the film has developed something of a cult following and a new, younger audience is finding resonance. The annual 'Lebowski Fest', which started in 2002 in Louisville, Kentucky, has spread to major cities such as New York, San Francisco, and London. While

the film's plot may be all over the place, its brilliance lies in its portrayal of the two main characters- the Dude, Jeff Lebowski, an unambitious slacker who contrasts sharply with his aggressive, warmonger of a bowling buddy, Walter Sobchak. Set in 1990s Los Angeles, it is this push/pull dichotomy between the two main characters that gives 'The Big Lebowski' its enduring legacy.

In keeping with the main character's laid back, down home personality, Lebowski Bar is a 'come as you are' place to unwind and relax from the rigours of life.

The Dude would approve. -EMV

* Refers to one of Lebowski Bar's signature milkshakes, named 'You Sexy Thing'.



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info@lebowskibar.is





KRISTJÁN INGI EINARSSON



Capturing the Uniqueness of ICELAND

Taking in the entirety of Iceland's nature, landscape and culture is an impossible task, which is why Kristján Ingi Einarsson's new photography book, Iceland - Unique Island will come in handy. The book displays gorgeous panoramic pictures of the best of what Iceland has to offer, giving visitors a chance to relive their dream vacation, give others a glimpse of their experience or simply to enjoy a work of art.

A Trip Through the Country

Iceland - Unique Island takes the reader on a trip through Iceland - focusing on the uniqueness of its diverse regions. Life in the city, the endless fjords in the East, the barren highlands and the ever popular Golden Circle, each have their own chapter in the book. The book is filled with vivid information about the photos, written by Ari Trausti Gudmundsson, a geoscientist, writer and member of parliament.

Kristján Ingi is a highly respected photographer in Iceland and has many best-selling photography books to his name. He says traveling around Iceland with a camera he feels like he's taking care of the gifts of nature, by documenting them diligently. "It's becoming increasingly rare to experience nature which is as pure and clean as in Iceland. It is certainly a privilege to be able to find pristine and tranquil photography opportunities almost wherever you set your foot down," says Kristján Ingi.

Capturing the Moment

Being a photographer in Iceland is a work of patience, as weather and lighting conditions can change rapidly. "For me it is all about catching the moment. Some prefer to wait long periods of time for the perfect shot, whereas I like to move around and see what nature will offer each time. It's almost



like going fishing, sometimes you come home empty handed and sometimes you get lucky. You can photograph the same mountain 50 times and never get the same result, which makes my job so interesting," says Kristján Ingi.

Treating Nature With Respect

Having photographed the country so extensively through the years Kristján Ingi

is all too aware of the delicacy of the nature in Iceland. "I can see the changes happening already. We have to treat nature with respect and play an active role in preserving it - both locals and visitors. This is why I decided to donate 5% of the sales towards nature conservation," says Kristján Ingi.

Other books by Kristján Ingi include *Niceland* - a pocket size souvenir, *I Was Here* and *Horses and Nature*.

SCENT OF THE OCEAN AND GREAT FOOD

The Food Hall at Grandi Harbour

What do you want to eat today? You will not have any problem finding something to your liking at the 'Grandi Mathöll, whether you are on your own or in a group. Located right by the ocean, with fishing boats outside the window and inside, the aromas of delicious food from different restaurants. It's a place the locals frequent, so the food must be good. Take your time and enjoy the atmosphere and, to help you choose, we'll introduce you to six of the Food Hall restaurants.

FJÁRHÚSID (The Sheep House)

"Everything Icelandic is our motto and we decided to specialize in lamb dishes" says Herborg Svana Hjelm, co-owner of FJÁRHÚSID together with chef Birgir Rafn Reynisson. "I don't know of any other restaurant that has only lamb meat on their menu", she adds. "The meat comes from farmers in North Iceland. The sheep graze on fields or highland areas where no pesticides are used and the animals don't get any kind of antibiotics. We serve the meat with seasonal

vegetables grown nearby here in Iceland. The spices are Icelandic herbs and we make all our sauces from scratch."

The meat is grilled and there is a choice between lamb chops, lamb burgers, lamb on a spit with vegetables, hot dogs – and an Icelandic flatbread filled with blueberry marinated lamb. A member of the family is always present at the Fjárhúsid and will gladly answer any questions you might have about their unique food.

KORE

"Here, we serve Korean-inspired food with a Los Angeles twist, such as tacos filled with Korean materials", says Atli Snær, head chef at KORE. Atli Snær is a professional chef who has worked at many restaurants since graduation. While still an intern he got the opportunity of training at the Michelin star restaurant Agern, at New York's Grand Central Station. In Los Angeles, he got the hang of fusing all kinds of traditional cooking together, which is reflected at KORE. There one can have beef, pork and chicken served, for example, with Korean Kimchi (fermented cabbage) or sauces with Gochujang (fermented

chili paste). "Our chicken wings became so popular that we could not get enough wings, and could only have them on the menu once a week", says Atli Snær. Locals have liked the food from day one and now travellers have joined in and truly enjoy this Icelandic fusion of Korea and LA.

GASTRO TRUCK

Crispy Spicy chickenburger was the only item on the GASTRO TRUCK's menu, as it proved to be so popular that nothing else was needed. "We bought a 1984 Step van and Gylfi rebuilt it as a Food Truck, and we drove it around selling chicken burgers", says Linda Björnsdóttir, who runs Gastro Truck together with Gylfi Bergman Heimisson. "We drove mainly through the commercial areas in Reykjavík and little by little the word spread and the burger became very popular. It is made of specially seasoned chicken that is deep fried and served with coleslaw made from scratch. Now we also offer a vegetarian version and we have a tasting session going on now to decide what to add to the menu – but we will not add anything until we come up with something that has real UMPH", says

Linda. The truck is still running and also a small restaurant in the Food Hall which serves the same delicious chicken burgers.

LAX – SEAFOOD AND BUBBLES

"I got this idea while living abroad, as there I often got seafood and sparkling wine served together but knew that this was not available in Iceland", says Dagbjört Hafliðadóttir, owner of LAX – Seafood and Bubbles restaurant. "I am a lawyer and was working at a law firm in England, but I also love to cook. So, when I got the opportunity to open a place at the Food Hall I decided to change course", adds Dagbjört. At her restaurant, she serves luxury food at affordable prices and imports her own sparkling wine from Italy. "We serve our wine with the freshest seafood of the season and make everything on the menu from scratch. A very popular dish is a tasters platter to share."

Dagbjört says that, to begin with, most of the customers were Icelanders, but now more and more foreign visitors come to enjoy the fresh Icelandic seafood with the Italian sparkling wine.

FUSION FISH & CHIPS

"We serve fresh Icelandic cod every day from our own family company", says Hördur Jóhannsson, owner of FUSION FISH & CHIPS. "Our cod and shrimps are 100% traceable and are both caught and processed in my in-law's family fish factory. At the restaurant, traditional fish and chips is served with Japanese twist. "We use top ingredients like tempura batter, Icelandic wasabi, Japanese yuzu fruit and squid ink", says Hördur. "We have wide range of vegan mayo-dippings that we make ourselves every day. And one of our most popular dips is vegan mayo with black garlic and sea truffle."

With all this in mind, fish lovers will be sure to have a very tasty quality meal when they decide to eat at Fusion fish & chips.

CUBANOS

Small course meals are becoming popular with Icelanders, so more and more restaurants are catering to those needs. One of these is CUBANOS and as the name indicates, the menu has its base in Cuban cuisine. Atli Snær, who runs KORE restaurant, joined forces

with Jóhannes Sigurdsson and Bryndís Sveinsdóttir and they run CUBANOS together. "There is a famous sandwich called El Cubanos made of pork, ham, cheese, pickled gherkins and mustard that is on our menu and the name derives from it", says Jóhannes. "The menu is based on Caribbean-style food and one of the most popular items is Havana street corn, which is a corn dipped in parmesan cheese, spiced with cayenne pepper, coriander and lime", he adds. "We also import plantanos, as they are not available on the market in Iceland."

Their slush-based cocktails have added to the popularity of Cubanos, so here is a good place to meet the locals.



Opening hours restaurants
Sun - Wed: 11am - 9pm
Thu - Sat: 11am - 10pm



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info@grandimatholl.is



FJÁRHÚSID



KORE



GASTRO TRUCK



LAX - SEAFOOD AND BUBBLES



FUSION FISH & CHIPS



CUBANOS

SEA IN SUMMER, LAND IN WINTER

The family company that produces unique fishing tours from Reykjavík on a traditional Icelandic fishing boat

If you're feeling curious about a fisherman's life, you may want to consider a tour with Happy Tours. They have taken a 40-foot long traditional fishing boat named Saga and turned it into a sight-seeing boat. It was built from oak in Iceland in 1970 and has all the latest safety equipment. Their captain has been sailing for forty years and taking passengers on board since 2009. This original take of using a fisherman's boat for tours makes them a unique company.

Happy Tours is a small, Icelandic, family run company that aims to provide fun, curious and educating experiences for its guests. Their tours leave from the Old Harbour in Reykjavik.

Catch, cook, eat and enjoy

They offer sea angling tours, where your catch may include cod, pollack or haddock, fish that you later cook and enjoy in the traditional way, with potatoes and homemade sauce. Here you will be both fishing and cooking with the locals since the staff are all Icelandic. The sea angling tours also include Puffin Watching on



puffin season in May - August. The puffin is well-known and very popular in Iceland. The sea angling and puffin watching tour leaves twice a day at 9:00 and 13:00 from April 21st until September 20th. There is a maximum number on each tour of 11

people, which provides a personal service for each guest. Last year the Happy Tour boat tour was "Top rated Boat tour from Reykjavik" on Trip Advisor. By the end of the season they had around 100 five-star reviews.



A true winter wonderland

In the winter, they offer a three hour-long Northern Lights bus tour, with a maximum of 14 people on each tour. Given the nature of the Northern Lights, the route for each tour is set on a daily basis depending on weather conditions and sighting opportunities. They provide donuts and hot chocolate to warm you up on the tour. The Northern Light tour operates from September 1st until April 15th.

Happy Tours strives to make each of their tours an adventure and leave their customers happy!



Happy Tours

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www.happytours.is





THE ICELANDIC PHALLOLOGICAL MUSEUM

From the penises of elves to whales

The Icelandic Phallogological Museum in Reykjavik is, without a doubt, one of a kind. It holds a collection of phallic specimens that belong to various types of mammals. Here in the museum you can see examples of more than 220 penises and penile parts that belong to all the land and sea mammals found in Iceland. It even has on display the penis of an old Icelandic gentleman who died in 2011 at the ripe old age of 95. Furthermore, the museum has between 40–50 specimens from foreign mammals including a giraffe and an elephant.

“The purpose of the museum is showing these specimens,” says the curator, Hjörtur Sigurðsson, “but it’s also a scientific museum. Many professionals, such as biologists and doctors visit the museum to study. The purpose is also to educate and amuse people and, of course, to lift the taboo that has shrouded this subject for so long. It’s just a part of the anatomy; people should be able to discuss these things.”



Hjörtur says that what gets the most attention are the big things, like the penis of a sperm whale that is 1.7 metres long and weighs somewhere between 70–80 kilos. Strangely, the human penis gets a lot of attention too!

For the foreigners, the folklore section is popular. “They find it very funny that we can display penises from elves, trolls

and the Hidden People.” Regarding the Hidden People: some claim they can see the hidden man’s penis; especially the women.

- SJ



The Icelandic Phallogological Museum
 Laugavegur 116 • 105 Reykjavík
 +354 561 6663
 phallus@phallus.is
 www.phallus.is



ANCESTORS' KNOWLEDGE HEALTHY FOOD DIRECT FROM THE EARTH

In the old days, people still had knowledge about nature’s richness. They used what Wild Nature provided them: picked leaves and herbs, or searched the shores for the ocean’s supplies such as seaweed. The shore is a garden; you just have to know where to harvest and what to collect.

A PIONEER

Biologist Eyjólfur Friðgeirsson knows nature pretty well. He is passionate about the harvesting of nature, which he sees as a food source and a treasure for delicacies. In 2005 he started his company Íslensk hollusta, aiming at the use of natural Icelandic products in their own taste and freshness.

Eyjólfur is a pioneer in his field in Iceland. He was the first one to revive the idea of using seaweed as a dried snack. The country is rich in natural resources when it comes to nutriment. His task was to reawaken folk knowledge about how to harness these gifts of the earth. The idea proved to be a success, and today his goods can be purchased in souvenir shops around Iceland. Spiced Salt (a seasoned salt made according to his special recipe) is an excellent contribution to your cuisine and a perfect gift.

HAND-PICKED AND HEALTHY

The hand-picked Iceland moss is ready for use in tea, bread or porridge. In the old days, seaweed was consumed in times of famine. Today we know that there is hardly a more nutrient food. By adding seaweed to your daily diet, you can be sure that you are consuming ingredients from unspoiled Icelandic waters.

Homemade sauces, juices and jams made from traditional materials are a treat. Pamper your body with a rich bath salt, or treat yourself with Icelandic Herbal Tea and Arctic Thyme Tea from Íslensk hollusta. Try the Viking Salt, produced with an ancient salt production method.

“Wild Nature knows what is best; we pick it for you, and you just have to take it home,” says Eyjólfur.



Íslensk hollusta
frá náttúrunnar hendi!



REYKJAVÍK CITY MUSEUM

Multiple exhibits focus on historical and cultural aspects of the capital city

Reykjavík City Museum gives travellers the opportunity to experience the history of Reykjavík in a fun and engaging way. The museum, which comprises five separate sites, aims to preserve Reykjavík's cultural heritage, which dates back to the days of settlement in the late 9th century.

Four of the museums are conveniently within walking distance of downtown Reykjavík, while the Árbær Open Air Museum is only a 15-minute drive from the city centre. The ferry to Viðey Island leaves from the Old Harbour in downtown Reykjavík.

-JG

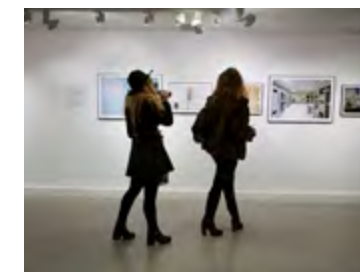
The Settlement Exhibition

The Settlement Exhibition is as authentic as it gets as it was built around the actual ruins of a Viking Age longhouse that has been preserved in situ. The exhibition gives visitors a look into the life of the first people who called the Reykjavík area their home and the ways in which they adapted to their new life. The construction of Viking Age buildings is explained using multimedia technology. Computer technology is used to give an impression of what life was like in the hall. The exhibition is suitable for all ages and includes an activity centre for children.



Árbær Open Air Museum

The Árbær Open Air Museum is a treasure. The museum, which was founded in 1957, gives visitors a visual sense of Reykjavík's past. The site comprises a village-like collection of more than 20 houses, each of which is a separate exhibition. Visitors learn how Reykjavík developed from a few isolated farms into the capital city of Iceland that is home to more than 120,000 people. During the summer months, staff members are clad in period costumes that are quite charming and fun. The museum is suitable for all ages and includes a playground and a toy exhibition where children can play freely.



Reykjavík Museum of Photography

Reykjavík is home to some great photographers, past and present. The Reykjavík Museum of Photography has an impressive collection, which now comprises about six million photographs. The oldest photos date from around 1860, giving a glimpse of city life decades ago. The museum preserves photographs from professional, and amateur photographers, including industrial and commercial photographers, as well as portrait and press photographers. Reykjavík is a vibrant city with rich history and contemporary culture. Stop by to check out the latest exhibitions.



Viðey Island

Viðey is a little gem of an island just off the coast of Reykjavík and is accessible by ferry. The island, which is just 1.6 km² in size, hosts unspoiled nature with vast stretches of grassy plains and rich birdlife, as well as the John Lennon Peace Tower, an installation created by Yoko Ono, along with art by world renowned artist Richard Serra. Viðey is a favourite among birdwatchers, as the island is a nesting ground for more than 30 bird species. In the summer, there are daily ferry trips from the Old Harbour, Ægisgarður harbour and Skarfabakki harbour. Please visit www.videy.com for the ferry schedule.



Reykjavík Maritime Museum

Fishing has been the backbone of Iceland since the days of settlement. Fish nourishes Iceland's inhabitants and is an important industry, exporting Icelandic fish abroad. The Reykjavík Maritime



Museum, which is located in the old harbour, focuses on exhibitions that show the importance of fish to the nation. Today, Icelanders fish on modern trawlers, but in the old days, fishermen regularly put their lives at risk on primitive boats in order to feed their families. The museum shows the equipment fishermen used through the ages.

However, one of the main attractions at the museum is the Coast Guard ship, Óðinn, which took part in all three cod wars with Britain. Guided tours are offered daily at 13:00, 14:00, and 15:00.

Family Friendly Fun

Reykjavík City Museum is family friendly and all museum sites have something that caters to children. For example, the exhibition "Come and play" at Árbær Open Air Museum has a playground, furnished rooms with everything in child sizes as well as lots of toys to play with. The Settlement Exhibition has a special family corner where children and parents can have a fun time together. The Reykjavík Maritime Museum offers a fun treasure hunt for kids during their museum visit.



Borgarsögusafn Reykjavíkur

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 +354 411 6300
www.reykjavikcitymuseum.is





Reykjavík Art Museum – Kjarvalsstaðir: houses the works of one of Iceland's most influential and recognised artists, Jóhannes S. Kjarval (1885-1972). The building is a fine example of Nordic modernism, it features floor to ceiling windows that look onto the beautiful Klambatún Park a walk away from church Hallgrímskirkja.

Flókagata 24, 105 Reykjavík
Open daily 10-17

REYKJAVÍK ART MUSEUM – KJARVALSSTAÐIR

JÓHANNES S. KJARVAL Can't Draw a Harebell

25.05.2019 - Opened
05.01.2020 - Closes

The artist Eggert Pétursson (b. 1956) has assembled an exhibition of the floral works of Jóhannes S. Kjarval. Upon undertaking this project for Reykjavík Art Museum, Eggert decided to examine the floral factor in Kjarval's work and approach it from an artistic viewpoint. According to Eggert, Kjarval's flower works are more extensive than his own. Kjarval traverses all over. He does not limit himself to botany but paints and sketches flowers around him, be they ornamental plants, potted plants or wildflowers, and last but not least, he paints the flora of the mind. Eggert resolved to categorise the works by their elements and figurative connection and display them as he

would his own work. His selection is intended to create a coherent exhibition rather than as a historical overview of Kjarval's floral works. The artworks are divided into three main groups in the three exhibition halls. The centre hall contains floral landscapes and images from wild Icelandic flora. This includes works where Kjarval first grapples with wildflowers, mainly heather. In his sketches, common plant species are often recognisable, and these kind of sketches can be viewed in the display cases. Landscape and flowers are intertwined in Kjarval's works and, in his last years, he painted landscapes of the mind, a grey world, illuminated by flowers. The north hall contains what may be called festive flowers, i.e. cut



flowers, potted plants and flower baskets, artwork which Kjarval created as gifts, both from himself and others. Lastly, the south hall is where we find his floral fantasies, where faces and creatures are interlaced with flowers in paintings and sketches.

SÖLVI HELGASON Floral Fantasy

25.05.2019 Opened
06.10.2019 Closes

Sölvi Helgason (1820-1895), or Sólon Íslandur as he also called himself, is indisputably Iceland's most fascinating folk artist; a charismatic outsider both in his life and in his art. He was a rover, a scholar and an artist, but also a capricious eccentric who disobeyed the laws of men and was hence punished with imprisonment. Paper and pigment were rare commodities and hard to obtain in Sölvi's times. His resourcefulness in acquiring necessary materials and paint his images under inadequate conditions, as well as receiving little understanding from his contemporaries, is indeed admirable. Rich and colourful flower compositions characterise Sölvi's works and he repeatedly used the same floral patterns, either as the main subject of the image, or as background for portraits.

Sölvi was also a vigorous writer of scholarly texts, as well as his own poetry and reflections, and the back of Sölvi's pictures is often covered in minuscule writings to the very margin. The spontaneous and persistent, passionate creativity of this destitute wanderer is truly laudable, and the artistic value and quality of his work indisputable. It is worth noting that the exhibition Floral Fantasy will have on display 18 previously unknown works by Sölvi Helgason, that have until now been preserved in Denmark. This significant cultural heritage is a generous benefaction to the Icelandic people from Ingrid Nielsen.

Most of the works, however, are on loan from the National Museum of Iceland and the National Library of Iceland, apart from one key work which is preserved in Akureyri Museum. These museums receive sincere thanks for a rewarding collaboration and goodwill.



WILLIAM MORRIS Let Beauty Rule!

30.06.2019 Opens
06.10.2019 Closes

An exhibition on the work of British designer, William Morris. Morris (1834-1896) was an artist, thinker, author and social critic who greatly influenced his time and left a visual heritage and ideology which continue to influence us today. Morris' connection to Iceland is interesting; he visited the country twice during his career, in 1871 and 1873. Morris was greatly affected by his visits to Iceland, the landscape and the culture fascinated him. He is said to have considered himself a man of the north, as was evident in not only his incessant interest in Icelandic literature, but also in his unpolished appearance. This exhibition is a collaboration with the William Morris Gallery in London and Millesgården in Stockholm. It has also been installed in Denmark and Edinburgh. This is the first exhibition in Iceland to cover Morris' diverse career. In addition to previous installations of this exhibition, this one will include a special chapter on the Icelandic connection. The exhibition will be held at Kjarvalsstaðir between June – October



2019, and it opens with intensive communications to the public, school groups, experts and special interest groups. Among other things, the exhibition holds original drawings of Morris' patterns, wallpapers and work processes, paintings, drawings, stained glass windows, furniture and wall-hangings. His original edition of his translations of the Icelandic Sagas will also be on show. The Icelandic chapter of the exhibition will include artefacts, which Morris brought back from Iceland and that influenced his imagery, carved horns and national costumes for example.

REYKJAVÍK ART MUSEUM – ÁSMUNDARSAFN

Reykjavík Art Museum – Ásmundarsafn: The sculptor Ásmundur Sveinsson (1893–1982) designed, worked and lived in this beautiful building. The white dome structure is surrounded by Sveinsson's sculptures. The inside of the building is inspired by vernacular Mediterranean architecture. Ásmundarsafn is by Iceland's National Stadium in Laugardalur.

Sigtún, 105 Reykjavík
Open daily 10-17

JÓHANN EYFELLS Palpable Forces

15.06.2019 Opens
25.08.2019 Closes

Jóhann Eyfells (b. 1923) first studied architecture and graduated in 1953. In 1964, he also graduated with a master's degree in fine arts. In 1969, he was appointed Professor of Sculpture at the University of Central Florida, and has lived in the USA ever since, mainly in Florida. Jóhann has gained considerable respect for his work and methods. He represented Iceland at the Venice Biennale in 1993 along with Hreinn Friðfinnsson. Early in the 1950's, he started creating abstract sculptures which were based on experiments in physics and chemistry, particularly the transformation of metal against concrete. Through his experiments, Jóhann has developed a style which he calls "receptualism" where, according to him, three systems merge into one: Science, philosophy and mysticism.

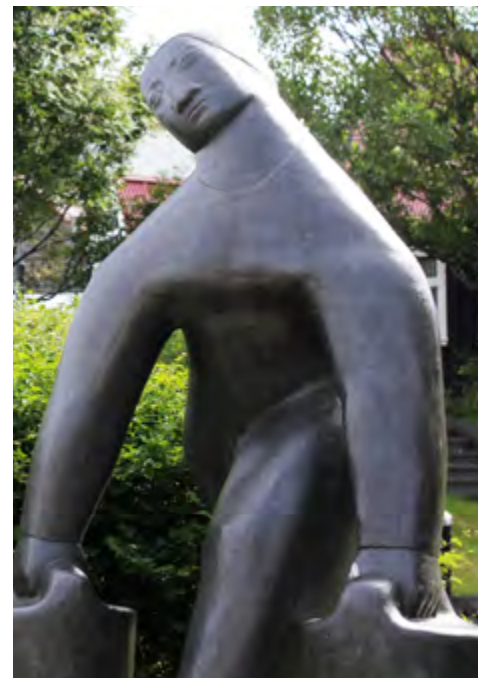


ÁSMUNDUR SVEINSSON Under the Same Sky – Art in Public Spaces

19.01.2019 Opened
16.02.2020 Closes

The sculpture garden at Sigtún is dedicated to the works by Ásmundur Sveinsson (1893-1982). It is also the point where the exhibition, 'Under the Same Sky' extends its view to some of the numerous outdoor pieces that the late sculptors have created and installed in Reykjavík and around and outside Iceland. The works in the exhibition are more meditative in comparison to the outdoor sculptures: smaller in scale, made of different materials, and three-dimensional studies to the enlarged works that Ásmundur realised in the end. Art in public spaces is one of the museum's programme highlights in 2019. During the year, works by five artists will be featured at separate times in the exhibition 'Under the Same Sky' together with Ásmundur Sveinsson. These artists are

Sigurður Guðmundsson, Brynhildur Þorgeirsdóttir, Jóhann Eyfells, Helgi Gíslason and Ólöf Nordal. Ásmundur Sveinsson was born in 1893. He grew up in the countryside, in Dalir, and started his art studies with sculptor Ríkarður Jónsson at the age of 22. He later studied art in Denmark, then Sweden and finally in Paris, France. Ásmundur is one of the pioneers of Icelandic sculpture. Upon his return to Iceland, he built two houses where he lived and had his studio. Reykjavík Art Museum now runs a museum dedicated to his work in one of them, Ásmundarsafn in Laugardalur. Ásmundur sought inspiration in Icelandic myths and folktales, and in the forms of nature. Later, he became preoccupied with various technological novelties of the 20th century. Ásmundur was a prolific artist. His work can be seen in public places around the country, and this is in accordance with Ásmundur's beliefs that the art is not meant for the chosen few, but a part of the everyman's daily life. Ásmundur Sveinsson died in 1982, at the age of 89.





Reykjavík Art Museum - Hafnarhús: the old harbour warehouse is located in the oldest part of Reykjavík where the town's boats docked. The building was erected in the 1930s and at the time it was one of Iceland's largest buildings. Hafnarhúsið is by downtown Reykjavík.

Tryggvagata 17,
101 Reykjavík
Open daily 10-17
Thursdays 10-22

REYKJAVÍK ART MUSEUM - HAFNARHÚS

ERRÓ Mao's World Tour

01.05.2019 start
05.01.2020 the end

Erró was one of the first Western artists to adopt the legend and images of Mao Zedong. Between 1972 and 1980, Erró painted the series Chinese Paintings – over 130 paintings which tell the story of a great leader who travels around the world. Each painting, like most other paintings by Erró from 1964 onwards, is based on a collage where Erró matches two images of different origins against each other: Chinese propaganda posters and Western tourist pictures from famous places. Erró pictures Chairman Mao and his comrades on a triumphant tour around the world, but in reality Mao

only made two trips out of China, both times to attend the Communist Party Convention in Moscow. The series Chinese Paintings is fiction, where the staging and the presence of Mao in various locations is a sarcastic reference to the wave of Maoism which seized groups of Western artists, intellectuals and politicians following the student riots in Paris in May 1968. The series objectifies both the utopian dream of the future and the fear of the Chinese Cultural Revolution spreading around the world.

The Chinese Paintings made Erró famous internationally. The exhibition in Hafnarhús contains paintings, collages and engravings from the Reykjavík Art Museum's collection.



FINNBOGI PÉTURSSON Hz

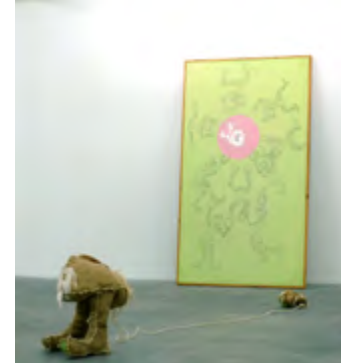
29.05.2019 Opened
15.09.2019 Closes

At his private exhibition in the A-hall of the Reykjavík Art Museum - Hafnarhús, the artist Finnogi Pétursson presents a new work specifically tailored to the exhibition space. Throughout his four-decade career, Pétursson has worked with perception and emphasized the boundaries of vision and hearing. He has developed countless ways to make sound waves visible, highlighted the frequency of material and space, and worked with the physics of the environment. At the exhibition in Hafnarhús, sound waves are led into a large pool and the ripples of the water are reflected on the walls of the hall in an immersive installation. Celebrating his 60th birthday at the end of the year, Icelandic artist Finnogi Pétursson (b. 1959) took part in his first exhibition in 1980 at Gallery Sudurgata 7. He studied in 1979 - 1983 at the Icelandic College of Arts and Crafts, Iceland, and in 1983 - 1985 at the Jan Van Eyck Akademie, Holland. Pétursson is represented by BERG Contemporary, Reykjavík and Gallery Taik Persons, Berlin.

STEINUNN ÞÓRARINSDÓTTIR Trophies

31.05.2019 Opened
01.09.2019 Closes

Trophies is a work of art that has been installed on the roof of Arnarhvoll at Ingólfstræti in Reykjavík, to celebrate a year of art in public spaces, but in 2019 Reykjavík Art Museum focuses on outdoor artworks, with



events and exhibitions. The project is a collaboration with Reykjavík Art Museum and sponsored by the Reykjavík Municipal Treasury. Artist Steinunn Þórarinsdóttir has created numerous works for public spaces in Iceland and abroad and outdoor art has always been a large part of her artistic endeavours. The work in question consists of eleven aluminium cast figures which she created between 2015 and 2017 – originally meant for the Museum of Military History in Dresden. The work, titled Trophies, was installed on the museum building in Dresden, formerly the armoury of the German army. The building had previously been decorated with military figures but they were stolen during the war in 1943 and have never been found, in spite of extensive searching. Steinunn Þórarinsdóttir is born in Reykjavík, Iceland. She lived in England and Italy where she got her training as a sculptor. Steinunn has been working professionally for close to 40 years and has exhibited widely in Europe, Japan, USA and Australia. Her works are in private, public and corporate collections worldwide. She works in various forms of sculpture and uses many different materials for her artistic expression. Steinunn has through the years done numerous commissions both indoor in specific spaces as well as site specific outdoor work. Steinunn lives and works in Reykjavík, Iceland.

HUMAN CONDITION Draft of Contemporary Art History in Iceland [III]

29.05.2019 Opened
15.09.2019 Closes

Selected works reveal how artists explore the experience of being human. They reflect corporal and psychological characteristics, key events, and situations which compose the essentials of existence. The exhibition is the third draft of contemporary art history in Iceland based on works from the RAM Collection. The idea is that the museum continues choosing pieces from the collection and placing them in the context of an experiment of writing art history as it happens. When pieces are acquired by the museum, a certain choice takes place, reflecting on the diversity of art creation each time, but here we try to analyse even further the joint emphases, found in today's artistic melting pot. What characterises Icelandic fine art in the 21st century? What are the subjects of artists, their methods, materials and challenges? Works on display are by artists Anna Hallin, Ásta Ólafsdóttir, Björk Guðnadóttir, the Icelandic Love Corporation, Helgi Þorgils Friðjónsson, Hulda Vilhjálmsdóttir, Kristleifur Björnsson and others.

D38 Ragnheiður Káradóttir

27.06.2019 Opens
11.08.2019 Closes

Ragnheiður Káradóttir is the 38th artist to exhibit in Reykjavík Art Museum's exhibition series in D-Gallery. Ragnheiður is born in 1984 and lives and works in Reykjavík. She received a BA in Fine Arts from Iceland Academy of the Arts in 2010 and graduated in the spring of 2016 with an MFA in Fine Arts from School of Visual Arts in New York. Ragnheiður uses everyday objects and materials in her works, modifying them and giving them a new and unexpected role. The merger of familiar forms and materials results in exotic objects open to interpretation – everyday objects receive a make-over and dead objects are personified. The D-Gallery exhibition series started in 2007, where up-and-coming artists, who are shaping the local contemporary art scene, are invited to hold their first solo show in a public museum.

64° REYKJAVIK DISTILLERY: QUALITY CRAFTED SPIRITS

An independent distillery with unique spirits and liqueurs

64° Reykjavik Distillery is a family-run, independent micro-distillery that handcrafts unique Icelandic-inspired spirits and liqueurs. Popular among locals and visitors alike, the spirits feature flavours including blueberry, juniper, crowberry and rhubarb. The distillery, which was founded in 2009, uses handcrafted processes to create the spirits including natural infusion and

small batch distillation. The ingredients are sourced sustainably, and are proudly foraged locally in Iceland. Great care is spent in selecting the best ingredients as the unique quality and intensity of the berries are key to the rich flavours of the spirits. There is a short window for foraging berries in Iceland, so the pickers must time the season perfectly to collect the best berries.

The spirits, which can be enjoyed in mixed drinks or on their own, can be found in the finest restaurants and bars in Iceland as well as in state-run liquor stores.

Something for everyone

There is a flavour to suit every taste: the blueberry, crowberry and rhubarb liqueurs are on the sweet side and are great for cocktails or to enjoy along with a dessert.

Reykjavik Distillery's Einiberja (juniper) is a delicious gin that has an elegant, pure, yet intense and crisp flavour. Meanwhile, the company's Brennivín packs a bit of a punch. Distilled from the best organic caraway seeds and local angelica seeds, 64° Brennivín is enjoyed neat with traditional Icelandic food. Lately, local and international bartenders have discovered 64° Brennivín, along with other 64° Reykjavik Distillery spirits, to design fantastic cocktails. -JG



Reykjavik Distillery

+354 695 1008

info@reykjavikdistillery.is
 www.reykjavikdistillery.is



DRINK DIFFERENT.



**REYKJAVIK
 DISTILLERY**
 THE ORIGINAL FROM ICELAND

THE FINE ART OF KNIFEMAKING

Bringing an Ancient Viking Tradition Into the Present since 1990

In the town of Mosfellsbær, just a 15 minutes' drive from Reykjavík, master craftsman Páll Kristjánsson (or Palli) and his co-creator Soffía Sigurðardóttir are hard at work in their rustic atelier, where they create an array of handsome knives for collectors, chefs, and all those who appreciate the workmanship that goes into a finely crafted tool.

Icelandic Artisans at Work

Damascus steel, well known for its durability and razor sharp blades, as well as stainless steel from Denmark, Germany and Sweden are choice materials favoured by Palli and Soffía. Many of the blades are Viking Age replicas decorated with finely etched designs that are then expertly paired with a handle carved by Palli. Traditional Icelandic materials are all used to create beautifully carved handles—birch, rowan, horse's hooves, reindeer antler, goat and sheep horn and even fossilised wood. Palli's knives can be found distributed throughout the world in 85 countries and as collector's items. They sometimes enjoy fierce bidding between collectors on the Internet.

The Woman's Touch

For her part, Soffía, who has worked under Palli's tutelage for several years, has created a line of beautiful professional kitchen knives and her own collection of steak knives and forks which are gaining in popularity. Blades for these knives come in various shapes and materials (Japanese, Damascus steel or high carbon steel) and the finely balanced handles make them a joy to use in the kitchen. Chefs, cooking schools and cooking enthusiasts tend to love to show off these one-of-a-kind handmade kitchen tools that have become something of a sought after souvenir from Iceland.

Custom-made

Should you have your own design ideas or materials that you would like to use, Palli and Soffía are happy to work with you to

produce a custom knife made to your specifications. More information can be found at their websites listed below where you can browse their collections and even special order online.

Walk-ins Welcome

Palli and Soffía's workshop can be found at Álafossvegur 29, 270 Mosfellsbær. Opening hours are 9am–6pm, Monday through Friday, from 9am–4pm on Saturdays or, if you are in the neighbourhood outside of those hours, you are always welcome to pop in for a chat.

Though a visit to their workshop would be well worth your time, you can also find their products available in Brynja hardware store on Laugavegur 29 in the centre of Reykjavík.

-EMV



Álafossvegur 29 • 270 Mosfellsbær
+354 899 6903
palli@knifemaker.is
soffia@knifemaker.is
www.knifemaker.is
www.kitchenknives.is



THE JOYFUL WONDERLAND

The Little Christmas Shop that is festive all year round

Anne Helen, owner of 'The Little Christmas Shop' on Laugavegur, Reykjavík's main shopping street, is what you might call a 'one woman wonder'. Ten years ago, she decided it was time for a change and turned to doing what she does better than most of us; making the world a prettier place, one Christmas ball at a time.

In the Land of Eternal Christmas

Anne Helen, a genuine aesthete, says she has always had somewhat of a Christmas obsession and an intense passion for things of beauty. She never goes for anything average but hunts for things of quality that truly stand out. Though she imports merchandise from all over Europe, her ambition is to specialise in Icelandic handiwork and ornaments. She already has an extensive



range, most made exclusively for her by a number of craftsmen, each having a distinctive approach and working in materials such as wool, glass and clay. In



addition to customary Christmas ornaments, she includes local folklore figures, like the thirteen Yule Lads and the Christmas Cat.

Anne Helen loves it to tell customers about Icelandic Christmas traditions. Visitors often stop by simply because they've heard of her hospitality and the shop's friendly atmosphere. They rarely leave empty handed. After all, placing an Icelandic Yule Lad on your Christmas tree every year is a great way to remember your visit to Iceland.

-HP



Litla Jólábúðin
Laugavegi 8 • Reykjavík
+354 552 2412
lindsay@simmet.is



LEATHER DESIGNER

Ladies handbags, earrings and necklaces

Quality Icelandic design and leather handcraft is much sought after. "My first leather design was a handbag painted with colourful artwork and patterns," says Guðrún Stefánsdóttir, a successful independent architect who found a second career in creative leather designs.

Guðrún designs leather handbags and now she's added necklaces and earrings to her Ark Art accessory collection. "I wanted to use the leather cut-offs for something useful, when I came up with the idea to use them to make jewellery—earrings and necklaces."

Guðrún's Ark Art leather jewellery is recognisable by her use of thin leather rings or squares and use of colours. It is a sophisticated yet simple design, skilfully using geometric shapes and colours. Guðrún graduated from the Royal School of Architecture in Denmark in 1986.

After working at an architect's office, she started her own business. "I've worked on some amazing projects, ranging from large buildings to single family homes. My favourite projects are those where I design everything from A-Z for private homes. Those projects would typically involve the house and interior design, the landscaping around the house and the furniture inside." Her services are available upon request.

The Ark Art collection is available at the National Art Gallery, Snorrastofa in Reykholt, at Rammagerðin at the Keflavík International Airport, and directly from Guðrún. More information can be found on Facebook: Arkart-leatherdesign. -NHH



Arkart
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+354 551 5533
arkgunna@simmet.is
www.facebook.com/pages/Arkart-leather-design/



THE QUIET ELEGANCE OF HOTEL HOLT

A Hotel of Distinction

It's like stepping back into another era and another time. Touches of old world charm, elements of classical interior design and nearly 500 works of art by renowned Icelandic artists are what set this mid-century, boutique hotel apart from the rest.

Steeped in history

The elegant hotel is located in what can be perhaps called the most quintessential neighbourhood of Þingholt with its quiet streets and quaint 19th century timber and corrugated iron clad houses. Since in its beginning in 1965, the 4-star hotel has attracted many of Reykjavík's artistic, social and political vanguard, and continues this tradition by supporting local artists and events as a part of its ongoing mission.

A permanent art collection

The hotel houses the largest privately owned art collection in Iceland and features numerous works by several of Iceland's most cherished late 19th century and early 20th century artists—Johannes Kjarval, Jón Stefánsson, and Ásmundur Sveinsson along with works by notable women artists of the same period—Kristín Jónsdóttir, Gerður Helgadóttir and Júlíana Sveinisdóttir. The walls of the upper floors are lined with old maps and 134 lithographs by the artist M. August Mayer who accompanied French naturalist Joseph Paul Gaimard on his voyage to Iceland between 1835 and 1836. Nearly 500 works of art are scattered throughout the hotel and are numbered and catalogued for easy reference. Hotel guests, as well as restaurant patrons are invited to book a guided tour (known as The Art Walk) of the ground floor art collection.

The Geode Effect

As with many Icelandic buildings, Hotel Holt's façade belies its rich interior, with its marble floors and gilded antiques that grace the hotel lobby. The events hall, Þingholt, contains brilliant works, including three impressive bronze sculptures by Jón Benediktsson, which were commissioned for the hotel in commemoration of the return of Saga manuscripts to Iceland from Denmark in 1971. The Þingholt events hall is where guests gather for special occasions. Whether that occasion is a birthday or wedding celebration, guests can enjoy their event in a unique and beautiful environment, complemented by the excellent service and food on offer at the hotel. The adjoining 'Kjarval stofa' (or Kjarval's living room) is a wonderfully quirky room where an early Kjarval b&w sketch from his studio covers the walls from floor to ceiling.

The lay of the land

Some forty-two rooms spanning four floors are furnished with the clean lines of contemporary Icelandic decor and include all modern amenities, ensuite bathrooms and it goes without saying—comfortable beds throughout. Standard rooms are cozy and comfortable and then there are 4 spacious suites and 8 junior suites, all with king size beds. Fourth floor rooms are all equipped with balconies where you can enjoy fabulous views of the city and beyond.

The Holt Bar

The plush armchairs are upholstered in rich, tawny leather; the portraits on the walls are pure Kjarval—delightful and playful. Taking center stage, an imposing stone fireplace, lit every evening, makes this possibly the coziest... and the classiest

bar in Reykjavík. Behind the counter, an impressive collection of craft beers, wines and spirits stand ready to liven things up. Tempting snacks, amuse-bouches and fish of the day are also available at the bar.

Where the visual arts meet the culinary arts

I would be amiss if I didn't mention Hotel Holt's restaurant which has been one of Reykjavík's finest dining establishments since it opened in 1965. The restaurant, known for its classical cuisine incorporates Icelandic culinary creativity into its distinguished menu. It comes as no surprise that the restaurant has earned top marks in international rankings and has had the honour of hosting dinners and events for visiting ambassadors, dignitaries and royalty down through the years. Among the 17 paintings that adorn the walls, The Picnic (1939) by Jón Stefánsson has become something of an icon and is one of the first paintings that greets your eye as you enter the room.

The Old Library

Relax in the old library with its beautifully preserved collection of leather bound volumes including Icelandic poetry, the Sagas and even a Bible from 1728.

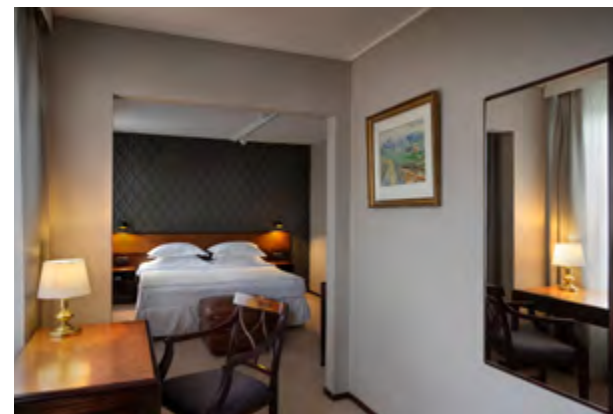
Hotel Holt is located in Bergstaðastræti 37, five minutes' walk from the main streets of Laugavegur and Skólavörðustígur and within easy walking distance to Hallgrímskirkja Church and the Old Harbour area.

-EMV



Hotel Holt

Bergstaðastræti 37, 101 Reykjavík
Tel +354 552 5700
www.holt.is
holt@holt.is



THE WORLD'S MOST EXCLUSIVE WATCHMAKER

They sell to the stars but are known only to the few

It is probably the world's smallest watchmaker, located in a very small shop in one of the world's smallest countries and yet they produce the most exquisitely crafted and sought-after hand made watches.

In this era of electronic, battery-powered watches, you might expect that automatic mechanical watches had passed into history. Nothing could be further from the truth. There is a greater demand for high quality timepieces that will outlast the temporary electronic watch phenomenon.

The choice of connoisseurs

You can be defined by your choices. There are watches for the mass market and there are those watches that are individualised, personalised collectors' items, works of art that are cherished for generations. These are investments - especially those limited editions. Yet, they have a key place in the lives of the wearers.

Kings, princesses, international leaders from East and West, film stars, rock idols - all have made their way to the small shop on Laugavegur, Reykjavik's main shopping street, to select their own watch, have it assembled and personalised just for them, a testament to their discernment of true quality.

While I was visiting the shop, with it's wall filled with photos of well-known personalities who are now wearing their watches, I couldn't help but wonder if it was only the rich and famous who could afford such time pieces. My answer came as I was standing there. A beautiful young woman came to pick up a watch she had ordered and two tourists selected watches for themselves. They would return later in the day to collect their watches after their selections had been assembled specifically for them in the tiny studio at the back of the shop.

Others, wanting something even more personal, have their watches engraved on the inner rotor with special messages.



Relying on reliability

Pilots and the Icelandic coastguard have to be able to trust their watches. Lives could depend on them. The coastguard are issued with the "Sif" watch, designed especially for them. The only watch in the range without a transparent back, it has a 4mm Sapphire non-reflective glass and can be used to a depth of at least 1,000 metres. It is also available to the general public, along with pilots' watches, likewise known for their dependability and absolute reliability.

Wear the volcano

Iceland used to be known as "Europe's Best Kept Secret" but it was thrust into the limelight in 2010 with the Eyjafjallajökull volcanic eruption. The fine ash that brought Europe's air traffic to a halt now coats the face of the most sought-after watch, the Goð. Ornate Viking engravings on the case make this watch stand out - especially as some of the engraving can be personalised to make it totally unique.

-ASF



JS Watch co.
Laugavegur 62 • 101 Reykjavik
+354 551 4100
info@jswatch.com
www.jswatch.com



Sheep came to Iceland with the Viking settlers and quickly proved their value, not only for their meat but also their wool and skins. Living conditions were very basic and especially tough in the cold and dark winter months. Sheep helped keep the settlers alive.

These Icelandic sheep have two types of fleece—an outer, weather and water repellent layer and a soft, warm fleece close to the skin. Combined, they have provided warm clothing for farmers and seamen, adults, children and babies for centuries. Making sweaters became a tradition in farmhouses, cottages and houses around the country.

From home to market

The Handknitting Association of Iceland was founded in 1977 to help knitters to get their handiwork marketed. A group of women formed the association, establishing standards and guidelines for the production that was—and still is, an important supplement to many family incomes. Shortly thereafter, they opened a shop to sell their members' woollen goods at Skólavörðustígur 19, the main shopping street that descends from Hallgrímskirkja, the cathedral overlooking the city.

Find the real thing

In today's globalised society, it is increasingly difficult to be sure you are getting a genuine article, rather than one made thousands of miles away, with wool that lacks the characteristics



that has made Icelandic wool so special for hundreds of years.

The Handknitting Assn.'s shop only stocks genuine Icelandic wool and clothing made by professional Icelandic knitters, so you can be certain you are getting the true, well-made product. Look for the logo to be sure.

Their motto from the outset has been, 'Buy directly from the people who make them'. Walking into the shop, one cannot help but be amazed at the skill and productivity of these ladies—and some men, too, from all walks of life, living in all parts of the country. Every item has that sense of individual uniqueness that only handmade items carry.

Traditional and modern styles

The world of knitting has changed dramatically since the association began. A few decades ago,

the designs took the form of the 'lopapeysa' or sweater, with its distinctive scalloped pattern, which has become so popular worldwide, but numerous young Icelandic designers have also turned their attention to wool as a medium of choice for their fashion designs, resulting in new products, styles and colours.

Today, there is a wide range of sweaters, gloves, hats, scarves, socks, bags and many other items in sizes to suit everyone from a Viking warrior (or farmer) to a pretty fashion model to a newborn baby.

The store is a centre, not only for selling the finished products, but also for supplying the wool and all the accessories required to make woollen items. If knitting is your hobby, there is a world of warm designs just

waiting for you.

Icelandic wool wears very well and it is not uncommon for people to wear sweaters many years and for them to still look fresh.

Visitors can have their purchases shipped to them and they can also order from the website. That includes the patterns, wool, needles and accessories, not just the clothing.

-ASF



The Handknitting Association of Iceland
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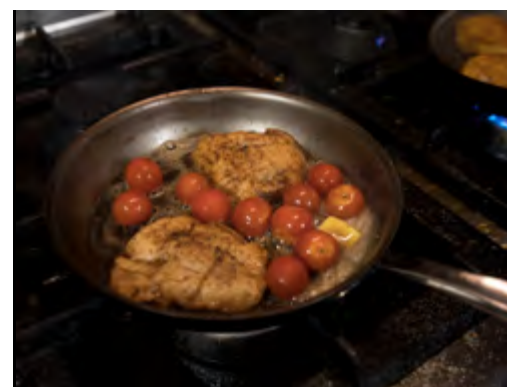
FISH LOVERS' HEAVEN

Messinn Restaurants

The Icelandic people are raised on eating a lot of fish, which means the people know their fish. This is reflected in the restaurants, that know that if they don't serve fresh fish, the customer will not return. Fish lovers, who want to have a chance of tasting many different types of fish should make their way to either of the two Messinn (the Mess Room) restaurants. One is located at Grandi harbour and another at Lækjargata, downtown Reykjavik.



Simon Messinn



Here rules the head chef, Snorri Sigurfinnsson, who graduated as a professional chef in 2010 but had been working in restaurants many years before that. "I have always liked being in the kitchen and was very young when I started helping my mom, who is a Home Economics teacher," says Snorri. "She comes from a fishing village, where they would eat fish about nine times a week, but my dad is from the countryside where meat is the main course. But I take after my mom and prefer fish – and I love to cook it."

MESSINN - Lækjargata

On the ground floor of an old house at Lækjargata is the first Messinn restaurant. Here the menu is à la carte, planned by Snorri, and the fish is served in the pan that it is cooked in. "I put great emphasis on consistency," says Snorri. "So, if you come on a Monday and have the salmon and come again Saturday next month, you can be sure that your meal is cooked the same way as you experienced it before and

will taste the same. I am very strict on this and actually stand over new chefs for the first few days, to make sure everything is done right."

Icelanders have loved Messinn from the start, not the least the Messinn seafood soup that Snorri has mastered to perfection. Repeat customers are many and now foreign visitors have caught on – but you must book a table beforehand.

MESSINN – Grandi harbour

"We wanted to be able to accommodate groups at Lækjargata but the restaurant is small and the kitchen tiny" says Snorri. "So, when the opportunity came to have a restaurant at The Maritime Museum, we seized it gladly." Here there is a fish buffet à la Snorri every day, where the customers choose fish dishes from the pans the fish is cooked in. You can eat as much as you want and the newly-caught fish can be Atlantic Wolf fish, Ling, Red fish, Plaice, Fish gills (Gellur), Salmon, Arctic Char and Plokkfiskur (a very typical Icelandic



fish meal); all depending on what has been caught on the last fishing tours.

There will also always be soup, usually a vegetable soup, together with freshly baked bread.



Messinn

Grandagarður 8, 101 Reykjavík
tel 562 1215
www.messinn.com



Lækjargata 6, 101 Reykjavík
tel 546 0095
www.messinn.com



ART GALLERY 101

Laugavegur 44, 101 Reykjavík
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Art Gallery 101 is a cooperative gallery of 14 local artists, committed to supporting the growth of the creative vitality of our community. We specialize in fine art and fine gifts to accommodate every budget.



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Sunnudagur - Fimmtud 18:00 – 22:00
Sunday- Thursday 18:00 – 22:00
Föstudag - Laugardagur 18:00 – 22:30
Friday - Saturday 18:00 – 22:30

The chef, Stefán Úlfarsson, have continuously placed emphasis on fish courses and the restaurant has become well known for its delicious fish fare. Other specialties on the menu include whale meat and sea bird entrees.



SÆGREIFINN

Geirsgata 8, 101 Reykjavík
sími 553 1500 - seabaron8@gmail.com

A true legend and a trailblazer in Reykjavík harbour is the Sea Baron, a retired fisherman and Coast Guard chef, who came up with the recipe for what has been called the "world's greatest lobster soup." You'll find his restaurant, Sægreifinn (The Sea Baron) down by the old harbour in Reykjavík in green-painted, old fisherman's hut, where you can have your choice of fresh seafood barbequed on skewers and see if there is any truth to the bold statement about the lobster soup.

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A TASTE OF VIETNAM IN REYKJAVÍK



Vietnam Restaurant serves enticing cuisine in the heart of the capital city

Reykjavík's culinary charm is quite impressive for a small city, with a growing number of choices to suit all tastes. While there are traditional Icelandic restaurants serving up fresh fish and tender lamb fillets, there are also fantastic eateries specialising in food that you may not expect to see in Iceland. For instance, Vietnam Restaurant features classic and inventive Vietnamese food in two locations in Reykjavík.

Impressive Menu

Quality ingredients, friendly service and a cosy environment make Vietnam Restaurant a favourite among locals and travellers. The menus feature many of the staples you expect to see such as savoury summer and spring rolls, tasty rice and noodle dishes, and glorious bowls of Pho. Pho stands for meat, vegetables and rice noodles in a clear broth with grilled ginger, charred onion and an array of spices.

Main courses include delicious options like fried lamb with vegetables and satay sauce, grilled lobster with spicy Tamarind sauce, and fried beef in a delicate oyster sauce with vegetables. There are also sandwiches, salads and dessert options on the menu, as well as wine, beer and cocktails. There is truly something for everyone.

Vegan-friendly dining

Non-meat eaters will feel more than welcome as Vietnam Restaurant has a large vegan section that is big on flavour. For instance, guests can enjoy vegan noodle soups and bowls of pho, and even deep-fried spring rolls with tofu, carrots, mushrooms, cabbage, mung beans and a mouth watering sweet and sour sauce, among several other dishes.

Two wonderful locations

The Vietnam Restaurant to be found at Suðurlandsbraut 8, conveniently located close to Hilton Nordica Hotel, City Park Hotel and Reykjavík Lights Hotel, is the original outpost. It has a cosy atmosphere and friendly staff who are eager to ensure you have an ideal dining experience. The newest location at Laugavegur 27 is located in the heart of downtown Reykjavík. It's the perfect place for a meal after some time exploring museums, shops, and cafes in the trendiest and liveliest part of Reykjavík.

-JG



Vietnam Restaurant

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We wish you a safe & pleasant trip



There is perhaps nothing more magical than witnessing the beauty of a Northern Lights display. However, those unpredictable, ever dancing lights don't always show up on cue – and fade away during the summer months. So, it is with great joy that we welcome Aurora Reykjavík – The Northern Lights Center, where the Northern Lights are always on display.

A Unique Experience

The center is the unique creation of four enterprising young Icelanders – all photographers and Northern Lights enthusiasts – who recognized the need for just such a place: a kind of one-stop shop for all things Northern Lights.

Located at the old harbor Grandi, the most upcoming area in Reykjavík, the center serves both educational and inspirational purposes.

Soothing Sights and Sounds

Aurora Reykjavík's pull and ace up its sleeve is its fantastic HD time-lapse film of the Aurora Borealis.

Projected onto a 7-meter-wide screen, you can sit back in bean bags and enjoy this 30- minutes film that features dazzling displays of auroral activity captured all over Iceland.

World's first 360° Virtual Reality Videos

Aurora Reykjavík's latest addition are virtual reality goggles featuring the world's first 360° movie of aurora displays entirely shot in Iceland. If you can't catch

the Northern Lights yourself, this utterly realistic experience is definitely the next best option to witness the beauty of this truly amazing phenomenon.

Northern Lights Photo Simulator

Capturing the Northern Lights with your own camera can be challenging, but, at Aurora Reykjavík, you get taught by the experts: bring your camera and try the right settings at the Northern Lights Photo Simulator.

Northern Lights Selfie Booth

A photo of yourself under the Northern Lights is probably the best souvenir you can bring back from Iceland. No matter the season nor weather, Aurora Reykjavík has you covered.

In the exhibition you will find an entertaining selfie booth – have fun looking all fabulous under the Northern Lights!

Tour booking, camera rental and best advices for your own hunt

Looking for the best tours, the most beautiful spots to photograph the lights, the weather forecast and some insider tips? The friendly and helpful staff will gladly share all their knowledge with you.

Hot coffee and choice gifts

Before leaving, grab a free cup of coffee in the boutique and check out the impressive display of clothing, jewelry, photography and woolen knitwear by some of Iceland's most creative designers. The theme? You guessed it.



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THE RENAISSANCE OF TRADITIONAL FOODS IN ICELAND

Íslensk Hollusta leads the way

Iceland is decidedly in fashion nowadays and people can't get enough of the tiny country that was virtually unknown to most of the world for centuries. In just the last decade, Iceland has burst onto the scene in a way that no one anticipated and now it has become one of the top destinations for international travel.

There was a period, however, in the not so distant past when Icelanders began to feel rather ashamed of their heritage—traditional foods, the turf house tradition and the old ways that were part and parcel of Icelandic culture for 1000 years were suddenly 'out'. New tools, machinery, transportation and fast foods of the mid-20th century began to replace the old but Iceland's mad dash towards modernity finally came crashing down during the financial collapse of



2008. With it came a shift in the collective consciousness, as people—not only in Iceland, but around the world searched for sustainable practices as an answer to the failures of globalism and mass production.

In 2005, as if in anticipation of changes to come, biologist Eyjólfur Friðgeirsson began collecting one of the old Icelandic staples that had been used for centuries—dulse, a nutrient-rich red seaweed that grows wild around Iceland's south coast. He named his company 'Íslensk Hollusta', which means Icelandic wholesomeness.

In with the old, and out with the new

As a result of the financial crash in Iceland, many previously imported foodstuffs were abandoned and Icelanders began to take a good hard look at what was in their own backyards: wild plants such as angelica, arctic thyme, Irish moss and dulse began to take on a new importance and enjoyed a newfound place in Icelandic food culture. Plants that had once been liberally used in healing remedies and for nutrition suddenly began to enjoy a renaissance that continues to this day. Icelanders finally found their voice, and their passion for a cuisine centred around indigenous ingredients was born. Eyjólfur and his company was there at the forefront of this new wave that continues to this day and shows no sign of abating.

Handpicked and healthy

In addition to dulse, Eyjólfur and his team began to collect other native plants such as Iceland moss, angelica, kelp, lovage, birch, bilberries and crow berries which continue to be used in the creation of his line of healthy products. Every summer, some 70 to 80 "pickers" are employed to collect these raw materials by hand that are used in the making of herbal teas, spices, condiments,

snacks, herb-marinated seaweed, berry juices and bath products. Especially popular are the geothermal sea salts that are blended with herbs, seaweed and berries, and have the power to take ordinary food up a few notches in taste.

Rising Stars

In the wake of this culinary revolution, one of Iceland's top chefs began using Íslensk Hollusta products: Gunnar Karl Gíslason, former head chef of Dill, Iceland's only Michelin starred restaurant helped put Íslensk Hollusta products on the map. The company also supplies a number of prestigious clients within the restaurant industry with herbs, berries and seaweed; Noma in Copenhagen, Agern in New York and Texture in London to name a few of the most recognisable. Hekla pumice and algae are also sought after by many international cosmetic companies.

Ever innovating

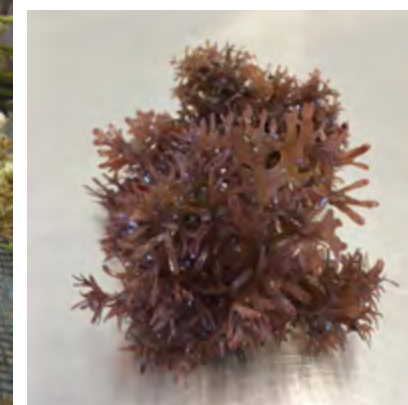
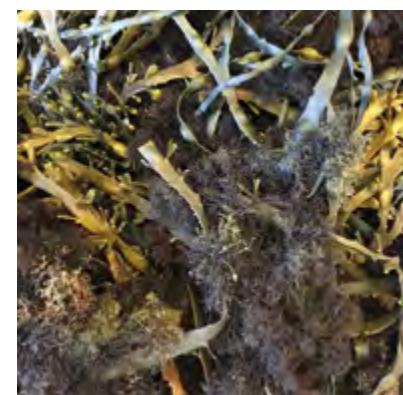
Eyjólfur continues to innovate with new products in this growing market for local products and is now the biggest seller of dulse in Iceland. Other popular products include geothermal bath salts and a moisturising oil for skin care that contains birch, Iceland moss, Angelica and geothermal salt from Reykjanes Peninsula.

Íslensk Hollusta products make excellent gifts to take with you for family and friends back home and they can be found at select souvenir shops around the country, as well as at the Duty Free shop at Keflavik Airport.

-EMV



Íslensk hollusta
Skútastraun 7 - 220 Hafnarfjörður
+354 864 4755
islenkhollusta@internet.is
www.islenkhollusta.is



The Cinema OF FIRE, ICE AND NORTHERN LIGHTS



Volcanic eruptions, ice and the Northern Lights are symbolic of Iceland – and you can enjoy them all in 25 minutes at THE CINEMA, at the Old Harbour, in downtown Reykjavík.

The films shown at the Cinema are all made by renowned Icelandic film maker, Valdimar Leifsson, and The Cinema is run by him and his family. Its setup is a bit like coming into a family home; while watching the films on a big screen, you can choose to sit in a sofa or cosy chair and enjoy coffee, hot chocolate or other refreshments by candlelight.

Valdimar (everyone goes by their first name in Iceland) studied filmmaking in Los Angeles, California and has been working in his field ever since he returned to Iceland, making mostly documentaries and educational TV shows, shown on the State TV of Iceland. When the opportunity arose in 2010 to open a small cinema at the Old Harbour

in Reykjavík, he saw a great niche to offer visitors the Icelandic nature through his films and slow down a bit on travelling and filming throughout the country (though he has not done that yet).

It took a lot of time and effort to make the old fishermen's dwelling and working place at Reykjavík's Old Harbour into the cosy cinema it is today. When transforming it into a cinema, it was decided to let the old place keep its charm and original look as much as possible. Visitors often comment on the good vibes they feel while they enjoy the shows.

In 2010 the great Eyjafjallajökull volcano erupted and Valdimar was the first to be ready with a film about its eruption – which, of course, is shown at The Cinema. It is a short film, intended to give visitors the experience of both the power and the beauty of nature when it decides to spew its innards up into the air and the threat and danger

volcanic eruptions can cause. When asked, viewers said they wanted to know more about volcanic activity in Iceland, therefore it was decided to make the film "Birth of an Island – the Making of Iceland". It shows and explains why Iceland is one of the most volcanically active regions on Earth, expecting an eruption every 3rd to 4th year (the last one was 2014-2015).

Then people began flocking to Iceland during the winter months from all over the world. Why was that? Well, the Northern Lights are often high in the sky above Iceland, making it one of the best places to see them – providing all conditions are right. What are the right conditions for seeing them? This is all explained in Valdimar's film, "Chasing the Northern Lights" – which could be your only chance of seeing the elusive Lights if you are in Iceland during the summer months and even at some times in winter, if the conditions are not right.

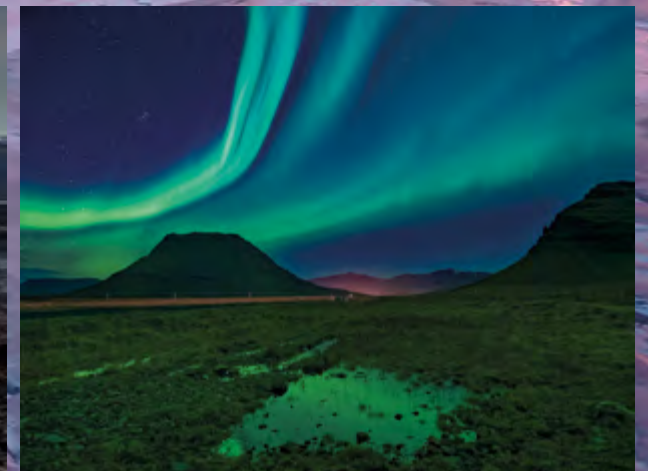
The films are shown daily at 5:00, 5:30 and 6:00 pm but if you are at the Old Harbour at other times and the door to The Cinema is open, you are invited to come up to the loft of the old fisherman's dwelling when, most often, it is possible to put on a special show for you. There are also more films to choose from and as a small exhibition of interesting Icelandic rocks on display.

Valdimar and his family have extensive knowledge of places and things to do in Iceland and have often given their visitors good advice for their travels, as can be read in the reviews about The Cinema.

PHOTOGRAPHER: LJÓSMYNDIR.
RAGNAR TH SIGURDSSON



THE CINEMA
Gelirsgata 7b, 101 Reykjavík
+354 898 6828
cinemano2@lifsmynd.is
www.thecinema.is



A TASTE OF THAI

Krua Thai serves an enticing cuisine in the heart of the capital city

Reykjavík's culinary charm is quite impressive for a small city, with a growing number of choices to suit all tastes. While there are traditional Icelandic restaurants serving fresh fish and tender lamb dishes, there are also fantastic restaurants specialising in food that you may not expect to see in Iceland. For instance, Krua Thai features classic and inventive Thai food in Reykjavík.

Impressive Menu

Quality ingredients, friendly service and a comfortable environment make Krua Thai a favourite among locals and travellers. The menus feature many of the staples you expect to see such as savoury spring rolls, tasty rice and noodle dishes, and glorious plates of Pad Thai. Main courses include delicious options like Pad Grapow, which is a fried dish with chilli and basil leaf in

oyster sauce, served with rice and either chicken, pork, beef or lamb. There are also soups and salads on the menu. There is truly something for everyone.

Vegetarian-friendly dining

Non-meat eaters will feel more than welcome as Krua Thai has a large vegetarian section that is big on flavour. For instance, guests can enjoy vegetable noodle and rice dishes, as well as fried vegetables with tofu in oyster sauce, and a spicy papaya salad served with rice.

Central location

Krua Thai at Skólavörðustíg 21a, is conveniently located in the heart of city centre, and is a delightful location for a meal. It has a cosy atmosphere and friendly staff who are eager to ensure you have an ideal dining experience. It's the perfect



place for a meal after some time exploring museums, shops, and cafes in the trendiest and liveliest part of Reykjavík. If you want to spend the evening in at your hotel or guesthouse, you can order food to take away, and with delivery. Delivery is available daily until 21:00. -JG



Krua Thai

Skólavörðustíg 21a, Reykjavík 101
 +354 551-0833
 www.kruathai.is





A New Way of Doing Business



Danielle P. Neben,
 Marketing Director
 for ePassi in Iceland

In recent years Iceland has become an increasingly popular location for tourists in China and they can now use an innovative app called Alipay to facilitate financial transactions, as well as to help them navigate in a foreign culture. With a few touches on Alipay's app its users can see which stores, restaurants, hotels and tour companies are offering Alipay, with a description of their businesses in Chinese. Alipay's partner in Iceland, ePassi, has the goal to make their users' holidays more enjoyable and fulfilling and have introduced their solution to Icelandic tourist service providers. There are many Icelandic companies offering Alipay services all around the country.

www.icelandictimes.com

Over 820 million users

Since its launch in 2004 Alipay's total number of users has ballooned to over 820 million and is now the preferred method of payment in China, outnumbering sales made with cash, credit and debit cards. Seeing this development, Alipay has started seeking out partners outside the Chinese market, so that its customers can use a familiar setting for payments all across the globe. Alipay has partnered up with ePassi, a Finnish company, which helps connect Alipay users to tourist companies both in the Nordics and in Europe

A familiar way of doing business

The Alipay app is quite convenient to use, as the user can simply scan a QR code provided by the seller and then complete the transaction in the app. Danielle Pamela Neben, Marketing Director for ePassi in Iceland, says customers who are accustomed to using Alipay in their own country are delighted to discover its availability while on holiday abroad. "It's a great way to facilitate mutually beneficial transactions. Chinese customers no longer need to worry about language barriers and using an unfamiliar currency. In fact our numbers indicate that Chinese tourists spend up to four times more than they would otherwise do when they can use Alipay."

A bridge between cultures

Alipay isn't limited to making financial transactions, as it can help customers find service and goods providers and vice versa. By using the user's current location the app displays companies in the area that provide Alipay services. Iceland is thus divided into regions and when the user enters the region he will immediately be aware of where he can find what he needs. Danielle says that this can serve as a sort of communication channel between customers and businesses. "Companies can now reach the customers directly and display what they have to offer and even offer bargains, discounts and coupons. And customers can now find products they might not have found otherwise and find information about them in their own language."

Safety first

Danielle furthermore says the Alipay app in Iceland can help Chinese tourists have a safe and positive vacation in Iceland, by getting useful information across to visitors. "Part of Iceland's charm is how untouched it is and the app can provide information and guidelines about how tourists can best interact with the often delicate nature. Iceland's ruggedness also means that special safety precautions apply and we can inform users about weather conditions, condition of roads, potentially hazardous areas and other safety risks," says Neben.



For more information:
danielle.neben@epassi.is
www.epassi.is



www.icelandictimes.com

Uniquely Icelandic

THE ÓFEIGUR FAMILY WORKSHOP

“What can I buy that is truly unique to Iceland?” is a question Icelanders often get from visitors. The answer is: Handmade pieces created by local master craftsmen!

ON SKÓLAVÖRÐUSTÍGUR, Reykjavík’s most distinctive shopping street, is a beautifully restored green timber house from 1881. It houses a family and a family business of master goldsmiths – father Ófeigur and his son, Bolli – as well as a master dressmaker, Hildur, the wife and mother. Here they each have their own small working spaces where they design and make their very unique pieces; the men craft mostly using metals such as gold, silver and titanium with different kinds of Icelandic stones, lava or imported stones. Hildur makes her pieces out of soft materials, with hats being her speciality. Each hat is unique and handmade from wool and lined with cotton. Most have a drawstring for adjusting the size. She also makes classic dresses out of materials that make the dress especially nice fitting – and she can make a dress to size for you before you leave Iceland. To decorate the solid colour dress, one can buy a hand painted silk wrap or a beautiful unique piece of jewellery made by Hildur’s husband or son.

When Bolli was growing up, his father had his workshop at home, so Bolli got to try his jewellery-making skills at very early age, which led him to study the art and become a master goldsmith like his father. There is a piece on display in the shop that he made when he was 8 years old. Goldsmiths in Iceland study their craft in such a way that they can easily sit down at a 200 year-old goldsmith’s workbench and start working,

such are their skills. Today more modern tools are used but almost everything is still made by hand, so each piece is unique. Ófeigur is also an artist and, among other things, he makes are big sculptures that can be seen on the walls of the shop. He also refers to his pieces of jewellery as sculptures – just on a smaller scale.

When Hillary Clinton visited Iceland some years ago she was given a copper brooch made by Ófeigur that Madeleine Albright saw and liked so much that she bought four; three made by the father and one by the son. The next time Albright was seen on international TV, she was wearing one of the beautiful brooches. (There is



Hildur makes her pieces out of soft materials and her speciality is hats



also a thank you letter from Mrs Clinton on the wall in the shop). These signature brooches of Ófeigur’s workshop, each one unique, can still be bought at the shop. Both Ófeigur and Bolli can make jewellery to order. Bolli likes to make jewellery pieces out of titanium, which is lighter than silver, never tarnishes and does not cause any allergic reactions. He uses other metals and materials as well. For example, he makes necklaces with old Icelandic symbols for magic spells and for the wayfarer, to help him find his way safely, even in bad weather. Bolli likes to pick up rocks out in nature and make them into unique items. He also uses lava in his jewellery, maybe from Iceland’s latest volcanic eruptions. Bolli had an idea for jewellery in the manner of the Northern Lights but he needed beads in those colours, so he asked Troll Beads if they could make them. They didn’t think it would be possible but, within about 4 months, they had managed to make beautiful Northern Lights coloured beads which Bolli now uses in his jewellery.

Last but not least, it is worth mentioning that a new art exhibition is put on display on the second floor every month, so all lovers of art and craftsmanship who want to experience something uniquely Icelandic, should not miss a visit to the green Ófeigur house. Best of all, they will be sure to meet one or all members of this skilled Icelandic family.

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Experience built on history

For more than 85 years, the company has hosted travellers from all corners of the world. The founder, Gudmundur Jonasson, drove the USA astronauts of NASA for all Apollo missions to the moon around Iceland, including Neil Armstrong. Today GJ Travel owns the newest fleet of comfortable buses with free Wi-Fi in Iceland.

Great customer service

Many GJ Travel customers return time and time again—often together with their families and friends, to experience Iceland's unique, beautiful nature and historical traditions. The main reason is that GJ Travel maintain a dedicated team who never lose sight of the 'personal touch,' and work hard to ensure that the varied and interesting itineraries offered by GJ Travel provide plenty for the needs of today's travellers.

If you're planning a group tour to Iceland for you, your friends and family, make it special by calling on GJ Travels' specialists to make it memorable.



GJ Travel

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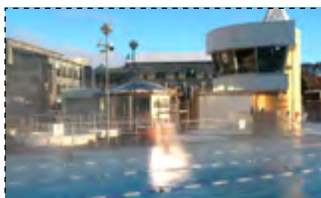
ÁRBÆJARLAUG is a beautiful swimming pool right in midst of a wooded area. Large swimming pool, kiddie pools, hot tubs, steam bath, waterfalls and two slides along with an indoor baby pool. Easy to get in and out of the facilities.

Fylkisvegur 9, 110 Reykjavík
530-2200 • www.sundlaug.is
Open Mon-Tue 06:30-22,
Sat, Sun 09-18



BREIÐHÓLTSLAUG is a cosy pool with three really fun slides, hot tubs, kiddie hot pool and a great swimming pool. Indoors there is an additional pool for children that is very popular. Steam bath and sauna for both men and women.

Austurberg 3, 111 Reykjavík
557-5547 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



GRAFARVOGSLAUG is often used for swim competitions for the younger generation as the indoor pool is the perfect size. Nice open space identifies Grafarvogslaugs area, offering hot tubs, steam baths and sauna, and two fun slides.

Dalhús 2, 112 Reykjavík
411 5300 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



KLÉBERGSLAUG is located in a short distance from Reykjavík, surrounded by nature. Small comfortable swimming area with two hot tubs. Sometimes there are Zumba and other fun activities going on, and then there is a gym close by.

Kléberg, 116 Reykjavík
566-6879 • www.sundlaug.is
Open Mon-Fri 15-22,
Sat, Sun 11-15



LAUGARDALSLAUG is one of the most popular pools with various activities for the children. The slide is very popular for any age, as are the hot tubs, cold tub and the seawater tub. Steam baths and sauna are available. A cafeteria for after swim refreshment.

Sundlaugavegur 30, 105 Reykjavík
411 5100 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 08-22



VESTURBÆJARLAUG is a small and friendly neighbourhood pool, located within walking distance of the city centre. The pool has an outdoor pool and children's pool, waterslide, four hot tubs, steam bath, sauna and gym.

Hofsvallagötu, Reykjavík
411-5150 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



SUNDHÖLL REYKJAVÍKUR is the oldest public bath in Iceland. It opened in 1937 and is located in the centre of Reykjavík. It recently reopened after renovations that include a new outdoor pool area.

Barónsstígur 45a, Reykjavík
411-5350 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20 Sat 08-16 Sun 10-18

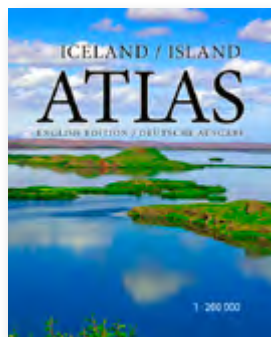


NAUTHÓLSVÍK GEOTHERMAL BEACH is a paradise for people who love splashing around in the ocean or sunbathing in the golden sand. The beach is equipped with changing facilities and showers, steam-baths and hot tubs.

Nauthólsvík 108 Reykjavík
+354 511 6630
www.nautholsvik.is/en
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REYKJAVÍK LOVES

#reykjavikloves

REYKJANES

A GEOLOGICAL WONDER

Reykjanes Peninsula is a UNESCO Global Geopark and part of the European and Global Geopark network. The peninsula, with its diversity of volcanic and geothermal activity, is well suited to be a Geopark as it is the only place in the world where the Mid-Atlantic Ridge is visible above sea level.



WHALE WATCHING REYKJANES

Making the Most of Your Holiday in Iceland

From its scenic home base right on the marina in the town of Keflavík, Whale Watching Reykjanes offers exciting whale watching trips in the waters surrounding the Reykjanes Peninsula. Located just seven minutes from Keflavik International Airport, the company offers a pickup and drop-off service to and from the airport and should you happen to be on a stopover, Whale Watching Reykjanes' short 2 to 4 hour tours allow you to make the most of your time in Iceland.

Summer is prime-time for whale watching... and more

The waters surrounding the peninsula are prime summer feeding grounds for the many whale species that come to Iceland every year. White Beaked dolphins, Minke whales, Humpbacks, and occasionally Orcas can be seen. Fin and Sei whales are often seen feeding and playing on the water's



surface and adorable puffins sometimes come within metres of the vessel, to the delight of all onboard. Bird lovers will enjoy the noisy chatter of the many seabird varieties nesting in the lava cliffs along the coastline, including guillemots, arctic skua, gannets, and others.

The hunt is on – for the Northern Lights

From September to mid-April is Northern Lights hunting season and Whale Watching Reykjanes gears up for this exciting event every year by using all the technologically advanced tools available to track these awe-

inspiring lights. Knowledgeable driver/guides lead the way, filling you in on the science behind this natural phenomenon, and helping you adjust your cameras for optimum shots. If you don't have a professional camera at hand, your guide will be happy to take a photo of you and the Northern Lights when they appear which you can then upload to your own social media site or cloud storage.

Sea Angling Tours

Whale Watching Reykjanes offers an exceptional short-duration fishing trip when you can try your hand at fishing for your supper! With all the equipment supplied, you sail out to some of the best fishing spots in the area with an expert guide with you all the way, offering tips and techniques to help you land your catch. Catfish, cod, haddock, mackerel and pollack are the most commonly caught species and a local



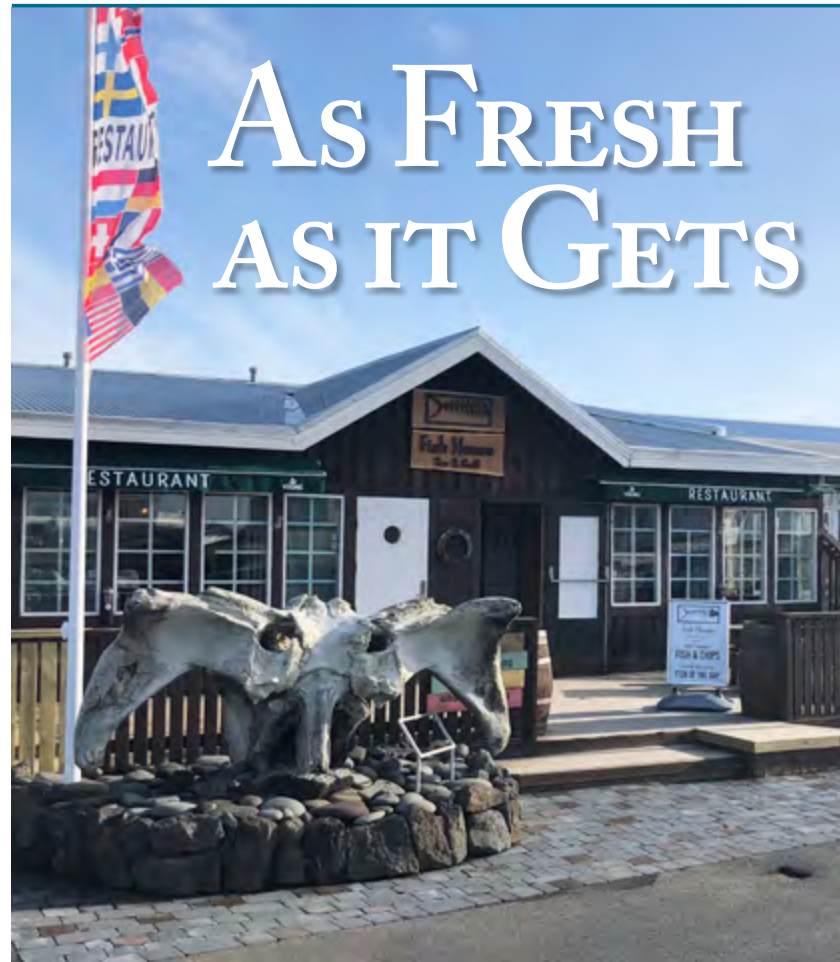
restaurant will be happy to clean and cook your fish when you return to shore, should you so desire.

Whether you have just arrived, are preparing to leave or are on a stopover, a tour with Whale Watching Reykjanes is the brilliant way begin or end your holiday in Iceland.

-EMV

Whale Watching Reykjanes
 Grófin • 260 Reykjanesbæ
 +354-779-8272
www.whalewatchingreykjanes.is
whaleiceland@whaleiceland.is





As FRESH AS IT GETS



The fish practically jump from the sea to the Fish House Bar & Grill

In the fishing town of Grindavík, a dark brown, cabin-style house hosts the Fish House Bar & Grill. In front of the restaurant there are the remains of a whale's skull that washed up on shore many years ago. The logo is a fish skeleton and a colourful plaque is adorned with the poem "Eat fish and live long. Eat fish and love strong".

Their most popular dish is fish and chips. They have gained a reputation on Trip Advisor for having incredibly fresh fish. This makes perfect sense since they are only 100 metres away from the harbour, even offering guided walks there for guests who want to meet the fishermen or look at the fishing boats.

This proximity to the harbour makes it very easy for them to fetch more fresh fish if they need to—as was the case recently, when their pan-fried arctic char became the most ordered dish of the day.

Customers often ask if they offer anything else, aside from fish, and the owner points out that it is also a steakhouse and everyone should remember that steak is indeed on the menu. They also offer a variety of hamburgers, lamb chops and langoustine. One can choose the food by the mood, as the menu offers a little bit of everything.

There are barrels under the bar, and with the dark brown wood, this could easily be the setting to an American Western film. However, some of the tables are surrounded by aquariums and the fish-skin art on the benches serves as a firm reminder that, indeed, you are in Iceland, a country where fishing and tourism are the primary sectors of the economy.

As is often the case in small towns, this restaurant doubles as a bar, and as a music venue. They have live concerts on Thursdays in summer, which have been well attended by both locals and

tourists. The last musician to play there was Mugison, a popular singer from Ísafjörður, and they have other local legends lined up for Seaman's Sunday, which is celebrated in style in Grindavík. It is a small venue, so any concert there is an intimate affair, one that musicians often enjoy as much as the guests.

Grindavík is located on the Reykjanes peninsula, close to both Keflavik Airport and the Blue Lagoon so it is easy to include a stop at Fish House Bar & Grill in your schedule, either when you land or after you bathe in the Blue Lagoon. Whether you're in the mood for fish & chips, or a dinner date with live music; Fish House Bar & Grill has it all.

-JG



Fish House Bar & Grill

Hafnargata 6 - 240 Grindavík
+354 426-9999
info@fishhouse.is
www.fishhouse.is



The Town of GRINDAVÍK

Over the hills and not far away

Hiding in plain sight

If you love exploring new places and especially those little advertised spots that you had no idea even existed, the fishing town of Grindavík is for you. Located just 20 minutes from Keflavik International Airport and 40 minutes from downtown Reykjavík, the village lies just beyond the mountains that serve as a backdrop to the Blue Lagoon. Who knew? Drive past the lagoon; between the mountains and in just 5 minutes or less, you have arrived in Grindavík!

The Blue Lagoon's Home Town

Despite its small town feel, Grindavík boasts a relatively large population of just over 3000 inhabitants, many of whom can be found working in the fishing industry in

one capacity or another. The large fishing harbour is second only to Reykjavík. Here visitors can witness the fish being landed on the docks and sample fresh fish dishes served up by the many fine restaurants that take full advantage of their proximity to the ocean.

Reykjanes UNESCO Global Geopark

Besides the obvious advantage of having the Blue Lagoon right on its doorstep, Grindavík is also perfectly situated for those who come to the Reykjanes Peninsula to witness the geothermal and volcanic activity that the area is known for. Designated a UNESCO Global Geopark in 2015, the peninsula is home to many important geological formations, many of which can be found nowhere else in the world. With 55 geosites to visit, those with

an interest in the geosciences will have a wealth of opportunities to explore ancient lava fields, bubbling mud pools, steam vents, craters, volcanic fissures, not to mention the amazing variety of sea birds that populate the nearby cliffs.

Home base Grindavík

It goes without saying that Grindavík offers visitors a variety of options for accommodation—from modern camping facilities, to cosy guesthouses and quiet hotels. For eating out, there is something to suit every budget—from food trucks and fast food joints to high-end fine dining establishments. The local supermarket is well stocked with everything you'll need for doing a spot of home cooking. Relax in the town's geothermal pool, send postcards home from the local post office or visit the Icelandic Saltfish Museum and learn all about Grindavík's illustrious past.

All in all, Grindavík makes for an attractive and convenient home away from home while exploring the Reykjanes Peninsula.

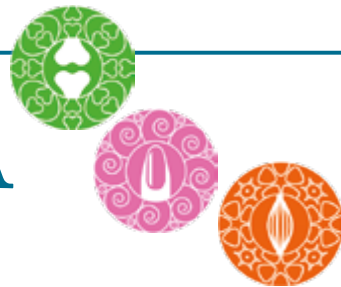
-EMV



Grindavík

Víkurbraut 62 - 240 Grindavík
grindavik@grindavik.is
www.visitgrindavik.is





GEO SILICA

LOCAL SUPPLEMENT PROMOTES HEALTH

The local company combines minerals with pure Icelandic water, which has many health benefits.

GeoSilica is an Iceland-based company that utilises natural raw materials found in Iceland to produce high-quality health products. The company, which started as a university spin-off project that went from R&D to product in just three years, focuses on creating products incorporating Iceland's geothermal water. The company's first product is a highly pure silica supplement in the form of extremely small silica particles in clean ground water. geoSilica developed a unique two-step production process. First, the silica concentration in the separated geothermal water is increased without changing the chemical composition of the water. In the second step, the geothermal water is gradually replaced by clean ground water from the area while keeping the silica concentration consistent. No chemicals of any kind are used in the production or the product.

Benefits to the body

Silica supplements have clear benefits for the body. GeoSilica could help improve skin, hair and nails to garner

a healthy, youthful appearance. There are reports that silica could boost your immune system, help maintain bone health, balance hormones and stimulate metabolism. Silica can also improve joint function, promote healthy digestion, and help keep your heart healthy.

New Products

geoSilica has developed three new products. geoSilica Recover is a combination of minerals for oral intake made from 100% natural colloidal silica and magnesium citrate in pure Icelandic water for muscles and nerves. geoSilica Renew combines silica, zinc and copper in pure Icelandic water for hair, skin & nails, and geoSilica Repair consists of silica and manganese to promote bone and ligament health.

Well-received by the Icelandic market

geoSilica has received positive feedback on their products. Here are two feedback samples of the many that geoSilica received about their products:

"A few months after I had my younger daughter in November 2014, I began to suffer from hair loss," said Ásdís Geirsdóttir. "Along with that, I have very bad skin and nails. I was then advised to

try the silica supplement from geoSilica. One bottle lasted me for one month and after about 2 weeks I was starting to see a significant difference in skin, hair and nails. I decided to take another good session and bought bottles for two months and the results were outstanding!"

Meanwhile, Anna Guðmundsdóttir shared: "I broke my hip badly 10 months ago and also broke both of my wrists 2 years ago. I've been taking your Silica Supplement now for eight months and after 2-3 months, I found immediately a large difference in me and now I hardly feel that I have ever broken anything."

geoSilica's products are available for purchase on their webshop at www.geosilica.is and in shops around Iceland. -JG



THE PLACE TO STAY

IN GRINDAVÍK

Guesthouse Borg offers economical comfort in a friendly house

In most countries, the opportunity to experience life in a fishing town has all but disappeared. Not so in Iceland, where Grindavík is one of the busiest. Situated a few kilometres from the world-famous Blue Lagoon, 20 minutes from Keflavík's International airport and 40 minutes from the capital, the town is packed with history going back as far as the first settlers.

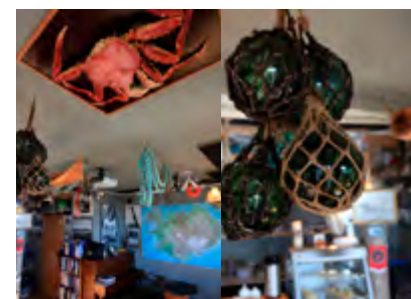
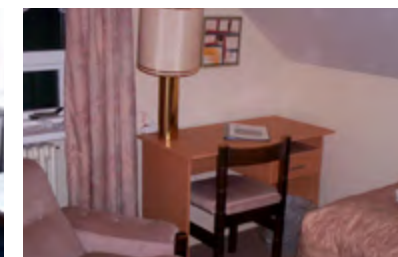
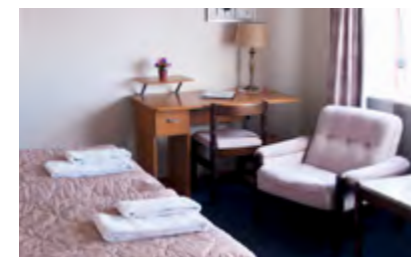
A geological hotspot, the area offers such a wide array of other tours, sights and experiences that one holiday is not enough.

Guesthouse Borg is an ideal place to stay, meet interesting people and enjoy the facilities and fun the town offers. It caters for individuals, couples, families and groups of up to 16 people in a clean,



modestly-priced homestay accommodation. You'll find a full kitchen where you can cook your own meals, a laundry and a computer to go online. Breakfasts are provided on a self-service basis.

Owners Björk and Magnús make this a comfortable home from which to launch out to explore the area. -ASF



GRINDAVÍK'S HARBOUR CAFÉ

The reputation of the Bryggjan netmakers' café is spreading fast

Walk down to Grindavík's harbour and you may see the nets. Then you'll know you're there. Bryggjan's main work is repairing fishing nets and lines—nets that would completely cover the nearby mountain and lines that would stretch way beyond Reykjavik, over 50km away!

This is a fishing town and the café is a fishermen's café—though, with the growing number of visitors from all over

the world finding it, it is quickly becoming the café of choice in the area. Little wonder, as the help and friendliness of the owners is only matched by the delicious food they offer. My suggestion: don't leave without having a bowl of their soup. It's really good.

While I was there, one of the owners was spending time with visiting tourists, explaining the area and showing them on a map the best places to visit.

It's in the evenings and on weekends that things really take off, though. It's a small place, but packed with character. A piano in the corner is often pressed into use, making it a fun and inspiring evening. Whether you are a local or just visiting, you'll feel at home.

Bryggjan is open from 8am-11pm on weekdays and from 9am-midnight or so—if there is a lot of action, on weekends. Bryggjan can also be found on Facebook by the name of "Bryggjan Kaffihús".

-ASF



WEST *Iceland*



The west of Iceland is somewhat of a hidden pearl, which I think will become increasingly popular, especially the Snæfellsnes peninsula. There you have this magical region underneath the glacier which has some unexplainable power, which I think more and more people are discovering.

PHOTOS: KRISTJÁN INGI EINARSSON



Enjoy Iceland's sublime naturally-heated waters while bathing in geothermal baths in West Iceland. Krauma, the newly opened bathing facility, offers five relaxing natural baths, along with a cold tub, two soothing saunas and a relaxation room, where you can lounge by the fireplace while listening to calming music. This is the perfect way to experience Iceland's renowned waters in a more intimate setting than the more crowded Blue Lagoon.

POWERFUL HOT SPRING

The water for the baths is heated by Deildartunguhver, which is considered Europe's most powerful hot spring. It provides 200 litres per second of hot water at 100°C (212°F). To achieve the perfect bathing temperature, Krauma mixes the hot water with cold water from Rauðsgil, which originates in the Ok glacier, Iceland's smallest glacier. Visitors can see Deildartunguhver next to the baths, with its water bubbling up and splashing

against bright green moss and jagged rocks. Seeing where the heated water comes from adds to this unique experience. Be sure to keep your distance, though, to avoid being splashed if you get too close.

IMPORTANT HOT WATER SOURCE

Deildartunguhver is crucial to the comfort of the region. Most of the water used for central heating in the West Iceland towns of Akranes and Borgarnes is taken from Deildartunguhver. The hot water pipeline to Akranes is 64 kilometres long, which is the longest in Iceland. It's still about 78-80°C when it reaches the town.

WEST IS BEST

Krauma is conveniently located in West Iceland, where there are numerous attractions. Starting from Reykjavík, you can make stops at the popular fishing town of Akranes and climb to the top of its lighthouse for spectacular views, before continuing to Borgarnes to visit the Settlement Center to get a taste of

the infamous Sagas. In Reykholt, one of Iceland's most notable historical sites, you can stop at the Icelandic Goat Center before visiting Snorrastofa, dedicated to Snorri Sturluson, one of the most famous and important figures in Icelandic literature. Snorri penned the Edda, Egil's Saga, and Heimskringla before his death in 1241. There is so much to see and do in West Iceland and Krauma is perfectly positioned.

VISIT KRAUMA

Geology enthusiasts and spa lovers alike will enjoy a visit to Krauma. You can experience nature from its core while bathing in these unique geothermal baths in beautiful West Iceland. Make sure you pay a visit to Krauma during your visit to Iceland.

-JG



Krauma
Deildartunguhver, 310 Borgarbyggð
www.krauma.is



KRAUMA

*Experience Iceland's
geothermal energy in these
soothing hot baths*



GEO THERMAL BATHS



WHERE THE LAMBS Go WILD

Look for the logo to know you have the genuine Icelandic article



The Icelandic lamb has roamed the hills and mountains of Iceland ever since Viking settlers first brought sheep to the country in the 9th century. Today's robust breed is a direct descendant of these first animals and genetically identical. Nowadays it wanders all summer long in carefully defined extensive wild pastures in pristine mountainous landscapes under strict agriculture regulations and a quality control scheme which protects the integrity of the breed.

Sustainability

Iceland has always been a leader in sustainability, and remains one of the purest environments in the world. There's

little pollution, and farming is conducted in such a way that preserves the land for future use, incorporating aspects of social responsibility. The wool is a natural product and only eco-friendly energy sources are used in the manufacturing process.

The Wool

The Icelandic wool has kept the nation warm for more than 1100 years with the sheep originally brought here from Norway by the settlers. The Icelandic wool made it possible for the settlers to survive in the harsh northern climate. Due to the isolation and absence of contact with other breeds, the Icelandic sheep still carries

characteristics long disappeared from their relatives in neighbouring countries.

In order to endure the cold and harsh arctic climate the sheep have developed several specialities. The fleece is divided into two layers, tog and thel. The tog consists of long and coarse hair with water repellent qualities. The inner layer, thel, is shorter, softer and fluffier providing insulation and warmth. Combining the two provides an exceptional thread for producing clothing that gives warmth in spite of getting wet.

The fleece differs depending on the age of the animal with lamb's wool being the softest and finest but old rams bearing the roughest. The four basic colours of the Icelandic breed are black, white, shades of brown and grey

with numerous combinations and colour patterns, such as badgerface, grey and other bi-colour variations. Although many will admit to having a soft spot for various colour patterns, the white wool is the most sought-after, and therefore the most common sheep colour in Iceland.

The Meat

Flavoured by the wild pastures and raised without any hormones or antibiotics in a pure environment, Icelandic lamb meat is wonderfully lean, flavourful and tender. The distinctive taste is a result of the grass and the aromatic and spicy herbs on which the lambs graze. The taste of Icelandic lamb is unique. The meat is dark, with a bit of a gamey

flavour which some have described as being similar to venison. Lamb can differ in taste depending on where in the world it comes from and the conditions and environment the animals are reared in. In Iceland, the lambs live in outstanding conditions which, of course, is very important.

GMO Free

In October 2016, genetically modified sheep feed was banned by the Ministry of Industry and Innovations, making all Icelandic lamb meat GMO Free.

The close knitted relationship between farmers, restaurant owners and retailers is a key factor in maintaining the quality and integrity of the Icelandic lamb. Icelandic

Lamb's restaurant partners promise to offer only quality Icelandic Lamb on their menu, celebrating the diversity and uniqueness of Icelandic Lamb meat.

Look for the Logo

When you see our shield hanging in a restaurant you know that they offer excellent lamb dishes, that does the Icelandic lamb great justice. You can also find the Icelandic Lamb logo on wool and fleece products in Iceland. Only Icelandic design products made out of Icelandic wool are tagged with the logo, making it easier to find authentic Icelandic wool products. Look for our logo while travelling in Iceland for a real Icelandic Lamb experience.



DELVING INTO HISTORY

The Settlement Center in Borgarnes Takes You on a Trip Through Time

Some 1100 years ago, Iceland was a place covered with impenetrable forests and dangerous bogs, and it took groups of bold men to cross the rough North Atlantic sea, to discover the remote island and determine to settle there in order to start a new life. They were the first to name rivers, mountains and places that are world famous today, and many farms are still able to trace their history back to the days of the Settlement. As the most important source of Iceland's history, the Sagas are a collection of exciting stories built around these first settlers. Understanding Iceland completely means paying tribute to their achievements, which made the country what it is today.

A Warehouse of Exhibitions

In 2006 an Icelandic couple, actor Kjartan Ragnarsson and news reporter Sigríður Margrét Guðmundsdóttir, decided to dedicate a project to the story of the Settlement. They found a charming old warehouse in Borgarnes in West Iceland and started building up



two exhibitions on the brave pioneers who followed their curiosity into the unknown.

Provided with an audio guide available in 15 languages, visitors find themselves in an elaborate labyrinth that displays history in a really exciting way. Step onto a moving boat and get the feeling of how it must have been to cross the ocean in an open boat! Listen to stories, while figures behind the glass silently watch over you. On the lower floor the

exhibition of Saga hero and settler's son, Egill Skallagrímsson, takes you right into the story, with Egill's spirit at your steps.

Transformed through Art

Visual artists from Iceland and abroad contributed their work to both exhibitions, transforming it into a unique experience. Each audio tour takes 30 minutes, leaving the visitor with the deep desire to learn more. The Settlement Center's shop serves as a treasure chest of books on Saga literature, as well as Viking-themed handicrafts and woolen items created by local artists. Take your time to complete your visit with a dinner in the cosy restaurant that catches the atmosphere of the house perfectly and boasts a range of sophisticated Icelandic food at reasonable prices. -DT/ASF



The Settlement Center
Brákarbraut 13-15 • 310 Borgarnes
+354 437 1600
landnam@landnam.is
www.landnam.is



EIRÍKSSTAÐIR, DALIR, WEST ICELAND

Step out of the present and into history

Eiríksstaðir, in Dalir, West Iceland is the site of the ancestral home of Erik the Red and his son Leifur, also known as "Leif the Lucky", who is believed to have been born here in the year 974.

The story of the notorious Viking Erik, and his son Leifur, is recounted in the Icelandic sagas which chronicle some of their more well known exploits. It is believed that Leifur discovered the North American continent at L'Anse aux Meadows, (now part of Nova Scotia) around the year 1000, long before Christopher Columbus was born. Erik the Red is credited as being at the forefront of the settlement of Greenland, sometime between 980 and 990.

History comes to life

The 'living museum' at Eiríksstaðir is located on the very site where Erik's family once lived. Archaeological research at Eiríksstaðir in the mid-20th century and again between 1997 and 1999 unearthed the remains of a 10th century Viking longhouse. Ruins are still visible but a reconstruction of the longhouse has been

built just 100 metres from the original site and it is here that visitors can immerse themselves in an age gone by.

A hands on experience

History comes alive as you warm yourself around the fire that blazes in the centre of the longhouse. Guides dressed in Viking garb recount tales about Erik and Leifur that are delivered in an informative, humorous and fun way. Children are enthralled by the lively storytelling and are afterwards invited to try on Viking costumes and practice with the swords and shields. The longhouse is furnished with everyday items that a 10th century Viking family would have used, including a working loom, eating implements, and ornately carved wooden beds. Built primarily of turf, driftwood and stone, using period tools and techniques, the longhouse is an exact replica based on archaeological research which is fascinating in and of itself.

Eiríksstaðir is open every day from 9.00 to 18.00, from 1st June to 31st August or



by appointment outside of those dates and hours. There are restrooms at the site, as well as a gift shop that carries hand knitted items, and a variety of interesting souvenirs.

Eiríksstaðir is located 150km north of Reykjavik, 1 hour from Borgarnes, 10 minutes from Buðardalur and a 10 minute drive from road 60 that leads to the Westfjords. -EMV



Eiríksstaðir
Haukadalur Valley by road 586
371 Buðardalur
+354 661 0434
www.eiriksstadir.is
siggijok@simnet.is



WESTFJORDS

Iceland



MYSTIC HISTORY

Reykhólahreppur: Overlooking Breiðafjörður from the Westfjords

The Westfjords' south coast holds one of Iceland's rare finds. It's a small, peaceful community with both natural phenomena and a grand landscape. Over a dozen fjords surround the island-dotted mystical Breiðafjörður Bay with its beautiful scenery, historical and poetic references and exceptional birdlife.

A Service Centre with a History

A two and a half hour drive on paved roads from Reykjavik takes you to Reykhólar village, the county's centre. It provides a full range of services, including a campsite, stores, museums, Sjársmiðjan, a unique seaweed spa and a geothermal swimming pool. Quality accommodation, dining and

picturesque views are provided at Hotel Bjarkalundur, Iceland's oldest summer hotel. Throughout history Reykhólar has been home to many of Iceland's most prominent chieftains and is frequently mentioned in the Icelandic sagas.

Flatey Island is an important cultural site. A visit takes you back to the year 1900. Reminders of past times include a monastery built in 1172 and Iceland's first library built in 1864.

Birdwatchers' Paradise

A wide variety of species nest around both the coastline of Reykhólahreppur and on the islands of Breiðafjörður Bay. One of the most impressive are the majestic and

elusive white-tailed eagles (*haliaeetus albicilla*), that both nest in the area and can be seen flying over Reykhólar.

Uncountable Islands

Some say Breiðafjörður Bay's islands are uncountable though cartographers estimate there are around 3,000. There is a 6 metre difference between high and low tides at the time of a spring tide, whereas neap tides reveal far fewer islands. —ASF



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HRAFNSEYRI

BIRTHPLACE OF JÓN SIGURÐSSON

The man who laid the foundation of Iceland's independence and sovereignty

A small, very remote farm, on a mountainside almost at the end of the world; the home of two men who served their country, separated by 6 centuries. A Viking chieftain in the late 12th century and a young scholar who was later to become known as the 'Father of the Nation'.

Hrafn Sveinbjarnarson was a Viking leader who travelled to England, France and to Italy, where he studied to become a physician in Salerno. He returned to become a popular leader in the West Fjords, only to be assassinated by one he had helped. He lived on the farm in Eyri, to which he gave his name.

Six centuries later, from this same little farm, came a young man, the son of a pastor, who was to change the destiny of Iceland. Hrafnseyri has become synonymous with Jón Sigurðsson, the man who, without a shot being fired or a man being killed, brought Iceland from servitude to the Danish crown to internal self-rule with a rekindled self-respect.



Today, the farm is a museum, a testament to the man who brought freedom to his nation. However, this is no dead memorial but rather a living extension of the lives of both these great men, each a hero in his time, taking their work forward in new ways whilst enshrining the values and achievements they made.

In 1944, Jón's birthday had been chosen as the birthday of Iceland as a nation, in recognition of the key role he played in bringing its freedom and independence from foreign rule, becoming a nation in its own right. It is celebrated each year as Iceland's National Day. On the 17th June, 2011, Iceland celebrated the 200th birthday of their most famous freedom fighter, who fought with words and wisdom, as opposed to the guns and bullets favoured by most governments and revolutionaries alike. The President of Iceland visited Hrafnseyri to open the celebrations marking, not only Jón Sigurðsson's birth but the rebirth and reopening of the museum dedicated to his memory on the same spot where he was born.

This year, 2018, marks another anniversary. It is the centenary of Iceland's sovereignty, received from Denmark in 1918, thanks to Jón and his supporters whom he led in their struggle for the country's freedom.

Why would anyone want to live in such an inhospitable spot? The road linking it with the rest of the West Fjord towns in the north is often impassable in winter. The rest of the year offers an

answer. It is located on the north slopes of Arnarfjörður, surrounded by scenes of great natural beauty, including Iceland's most beautiful waterfall, the 100m high Dynjandi (Thunderer) waterfall, often also called 'The Bride's Veil'. Hiking trails abound in the almost-untouched landscape of mountains, fjords, valleys and cliffs where wildlife is plentiful. Both the remoteness and peace of the fjord provide a good opportunity for anyone to wishing contemplate their role in life.

In 1829, when Jón Sigurðsson was 18 years old, he left the farm, first moving to Reykjavík before moving to Copenhagen to become a student in 1833. An upright and forthright man, he had the calm authority of a leader. He was able to converse with king and commoner alike – a trait that won him much respect and support as he argued, using his knowledge of the historical archives as his platform, to justify his claim for Icelandic independence. This was a time when revolutionary fervour was sweeping the western world. Independence movements in Germany, France and the USA provided inspiration to the students in Copenhagen.

Jón sought self-rule for Iceland under the Danish crown. Through his annual writings, he kept his supporters in Iceland informed. In 1851, a new Danish government sought to annex Iceland, making it merely another district of Denmark. The Alþing (the Icelandic parliament), which had become an advisory body on Icelandic matters, under Jón's leadership boldly resisted these

attempts. Despite Danish warships and military presence in the harbour, force was not used and a stalemate existed for a decade, during which Jón continued to argue so successfully that it became an accepted fact that Iceland should rule itself.

A committee was set up in Denmark, on which Jón served. He delivered his own report, in which he said, that the Danish constitutional government had no right to rule over Iceland, because there never had existed any contract between it and the Icelandic people. There had been a contract between the Icelanders and the Danish king, but when the king abdicated his power in 1848 and the monarchy became constitutional, the king had also abdicated his power over Iceland, which was entitled to become a fully sovereign state like Denmark. This was then enshrined in the Danish-Icelandic Act of Union, signed on 1st December, 1918. In addition, Jón also demanded five times as much as the Danish committee was considering, claiming reparations for damage done in the past. His motive was apparently to buy time, as Iceland was not ready to stand on its own either economically or politically and he wanted it be understood that the money was given as a right, not a gift.

Through his wisdom, diplomacy, eloquent argument and Godly conviction, Jón was able to bring a peaceful transition to self-rule at a time when most other European countries were suffering violently turbulent

revolutions, in which many were tortured, killed or maimed in the battle for change.

Although Iceland received its sovereignty in 1918, it wasn't until 1944 that it became totally independent, the foundation for that independence and national identity having been laid by Jón Sigurðsson. The museum at Hrafnseyri is a testament to his life and legacy, giving a clear insight into his early years, through the chapel and the replicas of the farm buildings. The museum was renovated in 2011, with a dramatic new presentation designed by Basalt architects, who designed the Blue Lagoon's new structures. The museum uses its facilities to continue to educate and provide a unique setting for conferences and courses run in cooperation with Jón Sigurðsson's Professor's seat at the University of Iceland, as well as other Icelandic and foreign universities.

Visiting lecturers from Denmark, USA, Canada and the UK have taught innovative courses, such as the 2009 Conference on National Identity in a Globalised World. Provocative questions are asked with a view to stimulating debate and argument in order to provide a platform for change,

based on discussion rather than violence, whilst addressing questions that have no easy answers. For example, "What place do national heroes have in a cosmopolitan world?" "What is the place of National Identity in a Multi-Cultural Society?" Jón Sigurðsson's legacy is very relevant in a modern world.

The Viking chieftain, Hrafn Sveinbjarnarson, was willing to brave many perils to travel through different countries, listening to new ideas, experiencing different cultures and then bringing the best to help his countrymen. If one remote farm can produce two such leaders, there must be something very valuable to learn from it! Visitors today can stay in a variety of accommodations in the nearby town of Þingeyri. The road over the mountain is fine to travel from Spring to Autumn. Refreshments are provided in the replica turf house – delicious home-made cakes, waffles and jam, with coffee that make it the most popular café in the area!

This special experience is augmented by other locally produced items, along with souvenirs that will provide a constant reminder of this farm for heroes! A unique feature of the farm is its old chapel, which is fast becoming a hot favourite for couples wanting to get married in a very special location! It is also the venue for the conferences and courses held there during summer months, turning the museum into a forward-thinking university, building on the educational foundation that led to both its former famous inhabitants leaving such a mark on the country's history.

Interested couples, students and course providers should contact the museum's curator, Valdimar J. Halldórsson. -ASF

The museum is open in 2019 from 1st June – 8th September daily from 11:00 – 18.00 or by appointment with Valdimar.



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ENJOY THE CULTURE OF THE WESTFJORDS

Explore the region's history at the Westfjords Heritage Museum while visiting the town

The Westfjords are simply beautiful, with endless coastlines, jaw-dropping bird cliffs and gorgeous mountainous landscapes and fjords. Ísafjörður, the unofficial capital of the Westfjords, is a quaint town, at the foot of picturesque mountains, built on a curving spit of land extending out into the fjord, with shops and restaurants in its small downtown area and a bustling harbour. A short drive outside town, you'll find more towering mountains, interesting rock formations and more sheep than people. It is a good base for exploring the Westfjords and is also the cultural hub of the region, with a thriving music and art scene and interesting museums.

Fascinating Heritage Museum

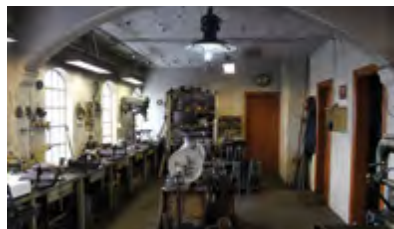
An ideal introduction to the region's history is the Westfjords Heritage Museum, which pays homage to the past culture, society, and the traditional methods of fishing. Equipment and examples of fishing boats used in the old days are on display. The museum is housed in an 18th century building, one of the oldest buildings in Iceland, that sets the tone for the exhibits. There are also displays of ship models, informative documentaries to view and a special exhibition on the processing of

sun-dried salted fish and its significance to the town. Guests are encouraged to view the newest exhibition about Karítas Skarphéðinsdóttir, a worker's rights pioneer who suffered from the unfortunate circumstances that were common in Iceland in those days, being sold by her family at the age of 16. After years of a life in slavery, Karítas fought for better working conditions and to improve the lives of the working class. This exhibition provides an interesting insight into this strong leader who overcame so much and worked to create great change in Iceland.

Ideal place to spend time

There's so much to see and do in Ísafjörður, including visiting eclectic shops, exploring the harbour area and museum grounds. For dinner, consider a visit to Tjörúhúsið, a family-run restaurant that serves delicious fresh fish in inventive ways. The rustic wood interior is cosy, the service top-notch, and the menu consists of the catch of the day—haddock, cod, salmon, or other fish, served with great care and presented in a variety of delicious dishes with fresh veggies and sauces. The restaurant is conveniently located next to the museum and a great way to end your day in Ísafjörður.

-JG



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CULTURE AND NATURE IN THE *Westfjords*

Pingeyri is an ideal base in the Westfjords, with museums in town and nature nearby

Pingeyri is a tiny village in the scenic Westfjords that is home to fewer than 300 residents. The village is a must-visit for those interested in the history of the blacksmithing trade in Iceland, and for those curious about the Sagas. Pingeyri is also close to one of the most photographed waterfalls in Iceland, the tiered Dynjandi waterfall, and has spectacular seaside views of the Dýrafjörður fjord. There's much to see and do in and around the village.

Visit a century old blacksmith workshop

The Westfjords is a region rich in culture, along with breathtaking beauty. For a window into Pingeyri's past, travellers can visit the old Blacksmith's Workshop, which was founded by Guðmundur J Sigurdsson in 1913 and is now part of the Westfjords Heritage Museum. The machine shop was one of the first of its kind in Iceland and was leading in the development of the blacksmithing trade. Today, the museum includes all the original machines and blacksmith equipment, which are still in their almost original state. This is a living museum, where visitors can experience the old machine shop as if time had stood still.



From the Sagas to the modern day

History enthusiasts love Pingeyri for its place in the Sagas. The Saga of Gísli takes place mostly in the Westfjords and tells the story of Gísli Súrsson, a famous warrior, who lived at Hóll in Haukadalur, a short distance from Pingeyri in Dýrafjörður. A group of Icelanders founded The West Vikings association in Pingeyri in 2003, with the aim of making the places where the Saga of Gísli took place more accessible to visitors. The association has established a festival site in the old Icelandic style at Pingeyri: a circle has been constructed of sea-washed stones and turf, with seating for over 300 people, with a long hearth in the centre.

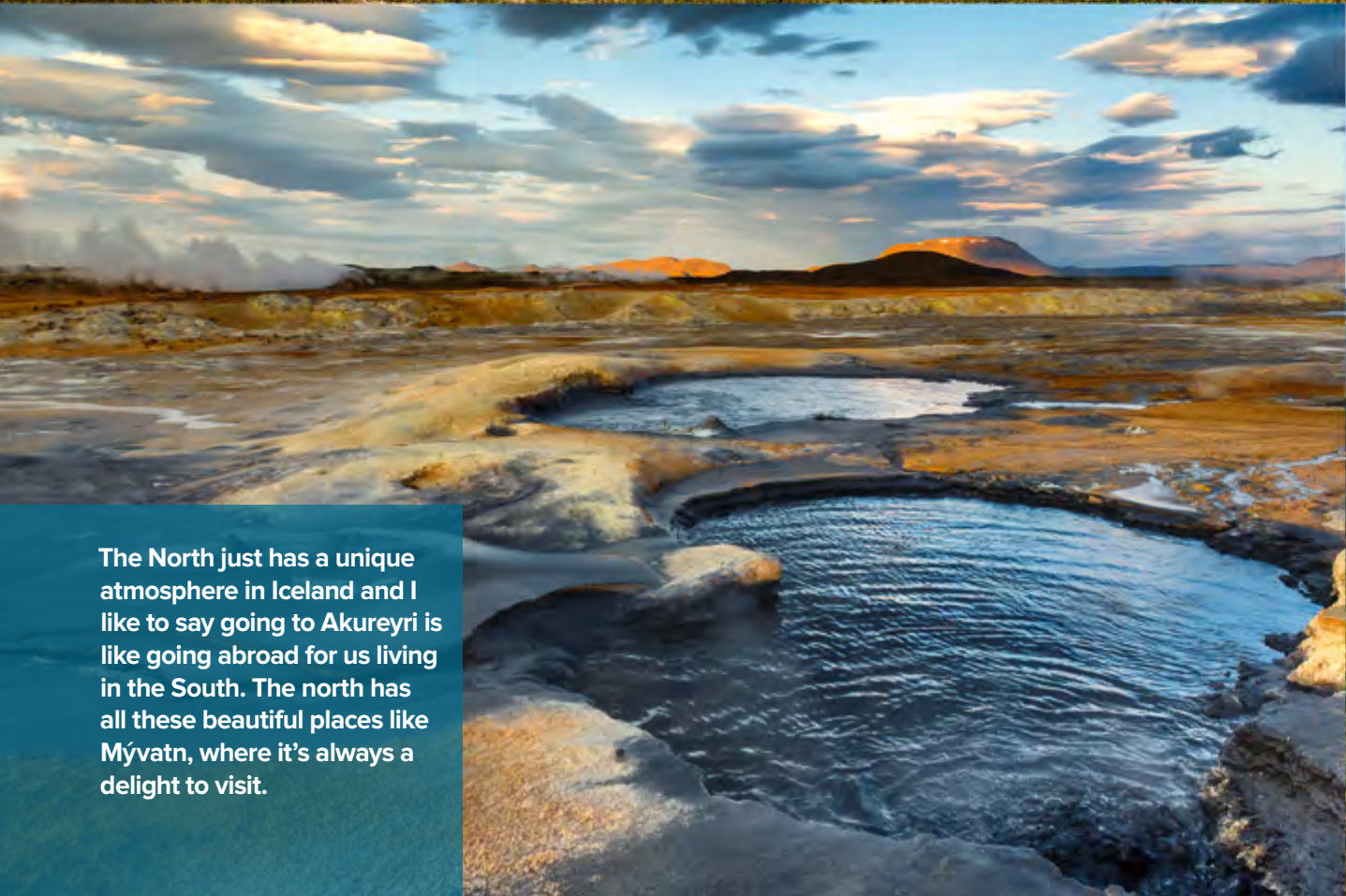
Spectacular nature nearby

Dynjandi Falls are located at the base of the Arnarfjörður fjord and they are likened to a bridal veil. The waterfall is 30 metres wide at the highest point and 60 metres wide at its lowest. Dynjandi is the largest waterfall in the Westfjords and visiting the chute makes for an enjoyable little hike. Also, close to the village are the Westfjords Alps, which are the tall and pointy mountain range between Dýrafjörður and Arnarfjörður. The range is striking since most mountains in the Westfjords are flat topped as a result of glaciers. Kaldbakur is the tallest of them and, at 998 metres tall, it's the tallest mountain in the Westfjords region.



Consider a stop at Pingeyri during your next visit to the picture-perfect Westfjords.

NORTH *Iceland*



The North just has a unique atmosphere in Iceland and I like to say going to Akureyri is like going abroad for us living in the South. The north has all these beautiful places like Mývatn, where it's always a delight to visit.





AKUREYRI HEART OF THE NORTH



The dozen inhabitants in 1786, clinging to the side of Eyjafjörður, Iceland's longest fjord, probably never imagined their brave struggle would ultimately result in a town of 18,000 people with all the services of a major city.

Akureyri is not as big as any of the world's cities but it provides all the features and services expected of a big city in a very compact form, so that everything is available within a short distance.

Take, for instance, winter activities like skiing. The family-friendly slopes are under 10 minutes from the airport and the hotels. Likewise the horse riding tours, boat trips, bird watching—to name a few—are all so close, you can almost touch them. You name it, it's close-by. The weather, with its combination



of crisp, dry snow and Northern Lights—at the peak of their cycle—makes a holiday here memorable.

Cultural Centre of the North

When it comes to culture, Akureyri has it all: museums, art galleries, international exhibitions, conference facilities, music venues, music of all genres, theatre and cinemas showing the latest films.



It has well over 20 restaurants, covering both Icelandic and international cuisine, with top chefs who create their own innovative cuisine. Cafés, each with their individual speciality abound, while local micro-breweries and farms offering food tasting are a fascinating addition to the food scene.

For groups and individuals, Akureyri offers such a wide range of activities, events and

opportunities, it maximises the time available. There are a multitude of tours covering every interest from flying to caving, from fishing to the Hidden People, walking to whale-watching.

Sports of all kinds

Sport activities are very popular in the North and many sports are represented in this dynamic community.

The geothermally-heated swimming pools, with their hot pots and jacuzzi are open—and very popular—all year round.

The Arctic Open Golf championship is played on the most northerly 18-hole course in the world, just outside the city under both snow-covered mountains and the midnight sun. You can hire clubs if you need them and relax in the club house afterwards.

See the Sights

Akureyri is also a service base for many of the most important tourist destinations in North Iceland. From here, you can visit Mývatn, Dettifoss—the most powerful waterfall in Europe, the island of Hrísey, with its powerful healing energy and Grímsey, straddling the Arctic Circle, see volcanoes and boiling mud pools and, in fact, reach all the pearls of the north in under 2 hours.

Easy Access

Flights from both Keflavik international and Reykjavik airports take just 40 min. Scheduled buses drive twice a day between Reykjavik and Akureyri. The trip from Reykjavik to Akureyri takes about 6 hours, although in the summer time you can

choose a longer route over the highlands if you wish to turn your trip into a journey rich with sights and natural beauty.

The city bus service is free in town. Naturally, every common form of transport is available: car, bike, boat, horse, ATV, plane rentals. Every type of accommodation is also on hand, from 4-star hotels to camp sites.

-ASF

Akureyri has it all and an outgoing friendly welcome, too.



Akureyristofa

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THE KLONDIKE OF THE ATLANTIC

Siglufjörður remembers its Golden Age

Siglufjörður is a small fishing town on the north coast of Iceland, about an hour's drive from Akureyri. The town, which is a part of the Fjallabyggð municipality, is flanked by rugged mountains and blessed with a history that is quite literally rich. The town was once nicknamed the Klondike of the Atlantic—a reference to the famous gold producing region in Alaska. The gold in this case was an abundance of 'the silver of the sea', herring, which gave the town its second nickname: The Herring Town.

Golden Age of Herring

The golden age of herring lasted just over 100 years, from 1867 to 1968. Icelanders generally refer to this era as the 'herring adventure'. The country was still impoverished and essentially an undeveloped Danish colony at the time, but the resulting economic boom helped to turn Iceland into a developed country—that ultimately led to its independence. Initially, the boom was mostly confined to several towns in the north of the country, but later it also moved to towns in the eastern fjords.

At times, the export of herring accounted for up to half of the country's total export income. Siglufjörður was at the forefront of this economic boom – as this town alone, produced half of all the herring, meal and oil in Iceland. As one would expect, given any kind of gold rush, the town blossomed and grew rapidly, fostering a colourful culture that is still remembered and honoured today.

The Herring Era Museum

Siglufjörður's ambitious Herring Era Museum is the largest industrial and marine museum in Iceland. It has three exhibition buildings, totalling 2,500 square metres, and it is most likely the only one of its kind in the world. The town itself is a piece of history and the museum has essentially endeavoured to rebuild a part of the old town as it was during its heyday – bringing back to life the 'glory days' of Iceland's herring fisheries and industry in the three museum buildings. Róaldsbrakki is a 1907 salting station and bunkhouse where the herring girls' lodgings are preserved. Grána, a 1930s-era fishmeal and oil factory and finally The Boathouse, the town's thriving harbour of the 1950s with twelve old fishing boats at the

dock. In addition, it puts on live re-enactments with local herring girls and boys upon request. It won Iceland's Museum Award in 2000, and the European Museum Award in 2004 as the best new industrial museum in Europe. The museum is open daily from May through September. Last year the museum broke its attendance record, with 26,000 visitors – and over 60% foreigners.



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STUNNING ÞÓRSHÖFN

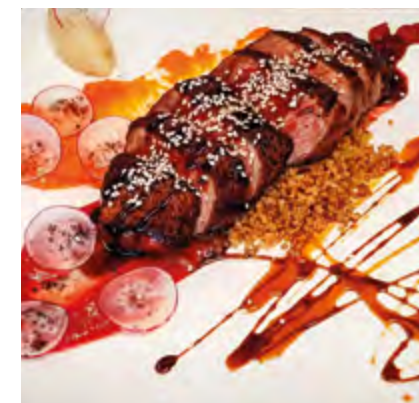
Visit this northern village for outdoor activities and a terrific meal at Bárán Restaurant

Þórshöfn is a charming fishing village on the coast of the Langanes Peninsula, a beautiful slice of northeast Iceland. Travellers love to visit the village for its remoteness. Þórshöfn is as far as you can get from Keflavik International Airport—so no crowds of tourists—just nature, rich birdlife and a variety of outdoor activities.

Langanes is a 40km long, narrow peninsula with a sloping coastal landscape with steep sea cliffs that is ideal for birdwatching and photography. Here, you are likely to see puffins, gannets and terns.

Bárán Restaurant, which is open for breakfast, lunch and dinner, is one of the best restaurants in the north. The cosy restaurant has a warm, friendly atmosphere and focuses on fresh, local ingredients, emphasising fish and shellfish from local fishermen. Diners can also enjoy soups, salads, sandwiches, burgers and pizza. There's an outdoor deck overlooking the harbour that's an ideal spot to enjoy a meal and a beer. In fact, Bárán has an impressive beer menu, with more than 17 beers from Iceland and the Faroe Islands.

Bárán Restaurant's owners operate kayaking tours in Þórshöfn and Langanes, as well as to Skálar and Fontur. Many different sea birds, seals and sometimes, whales can be seen while sailing the crystal clear water from May to August. It's possible to fish during the tour and the restaurant can prepare your catch to your liking. Put Þórshöfn on your itinerary. -JG



Bárán restaurant

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WOMEN'S RICH HERITAGE AT BLÖNDUÓS

Blönduós by the great river mouth is the largest town in Húnavatnssýsla – Húnavatnssýsla County – in Iceland's North-west with lakes and rivers all around the town of thousand inhabitants. There and nearby you'll find many of the best Salmon rivers and Trout fishing lakes in Iceland.

The river Blanda – Mixed River – which runs through the town, is the longest and perhaps the most powerful Salmon river in Iceland. The source of the river Blanda comes from the glacier Hofsjökull and it runs into Húnaflói Bay through Blönduós. There is Hrútey – Ram Island – with its natural wonders and walking paths.

Women, churches and monastery

The Blönduós Church consecrated in 1993 seeks inspiration from the surrounding mountains, an elaborate house of God, like many of Húnavatnssýsla's beautiful farm churches and Píngeyri monastery. Women certainly have a place of honour at Blönduós with Iceland's Women's College located there for a Century. So it comes as no surprise that Iceland's textile and handcraft history is documented throughout the centuries as well as the old College.

The quite extraordinary project Vatnsdæla á Refli is the telling of the great Icelandic Saga of the People of Vatnsdalur through pictures embroidered on a tapestry. Work began on the tapestry in 2011, and it is expected to finish early next decade with the final length of the tapestry 46 meters! Women certainly have a place of Honour at Blönduós.

The Textile Museum

The Textile Museum in Blönduós exhibits a unique collection of homemade wool and textile items in a new and beautiful building easily accessible to visitors. An important part is named after pioneer Halldóra Bjarnadóttir (1873-1981). The Museum exhibits beautiful Icelandic national costumes and artistic embroideries along with many of the tools and equipment used to produce them. It was officially opened at the centennial of Blönduós in 1976.

Burial Rites: The story of Agnes

Then there is the story of Agnes and the last execution in Iceland which the Australian Hannah Kent has so brilliantly documented in her gripping and epic



award winning novel Burial Rites. Oscar Award Winner Jennifer Lawrence plays Agnes in upcoming Luca Guadagnino's Hollywood film.

Agnes Magnúsdóttir was beheaded along with Friðrik Sigurðsson after being found guilty of brutally murdering her rejecting lover, farmer Natan Ketilsson at Illugastaðir in Vatnsnes to the west of Blönduós. Afterwards fire was set to the farm. For this at Prístapar – Three Rocks – on January 12th 1830 they were beheaded, their heads



put on vaults facing the passing road for all to see. Prístapar is close to the main road running through Húnavatnssýsla. Passers-by walk to the site in remembrance of Agnes.

Events at Illugastaðir shook Iceland at the time. Agnes (33) herself reported at nearby farm that Illugastaðir were burning and Natan had perished along with another man. When the fire had been extinguished, multiple stab-wounds were on the bodies and unburnt clothes. The men had been murdered. Natan had been an infamous womanizer and rejected Agnes for a 16 year old girl which he had taken away from her fiancé young Friðrik Sigurðsson. Was jealousy and revenge the reason?

Agnes and Friðrik were found guilty of murder and sentenced to death. As there were no prisons in Iceland at the time, Agnes was held for the winter waiting her execution at a farm where she had lived as a young girl. Burial Rites tells the story of Agnes the preceding winter to her death. "They said I must die. They said I stole the breath from the men, and now they must steal mine," Agnes says in Burial Rites. As the days to the execution draw closer, the question begs: did she or didn't she?





THE EXPERIENCE OF A LIFETIME

Iceland on Horseback with Pólar Hestar of North Iceland

One of Iceland's most iconic symbols can be found in its own special breed of horse, known for its friendly nature and its two extra gaits. The hardy and sure-footed Icelandic horse is an excellent introduction to the world of riding, and what better way to experience Iceland than from the back of one of these magnificent creatures that have been part of the Icelandic landscape for over a thousand years.

Now you can get a feel for the real Iceland with Pólar Hestar Tours of North Iceland who offer a range of riding tours that appeal to all levels of ability, from the absolute beginner all the way to the most seasoned rider. The tours can be arranged for from 1 to 4 hour periods.

Short Duration Tours are perfect for beginners or those with a little riding experience. These reasonably priced tours run from just one hour to two hours up to half-day tours of 4 hours and are also available in winter, weather permitting. This is a wonderful introduction to the Icelandic horse and great fun for both adults and children.



For intermediate riders there are many options to choose from, including the popular 'Between the Fjord and the Valley of the Elves Tour'. This 6-day, 5-night tour takes you through lovely landscapes, with breathtaking views, delightful deep green valleys with rushing brooks and along a fascinating scenic coastline.

Ring Around the Midnight Sun

The fragrance of early spring, bright nights and the awakening nature are characteristics of this tour, consisting of several rides and sightseeing by bus. Experience the days around the midnight sun visiting the famous turf houses of Laufás, the whales in

Eyjafljórdur fjord and the amazing area around the breathtaking Lake Mývatn. A Midnight Ride, a highlight of the week at this special time of year, when the sun hardly sets, is included.

Fascinating North Iceland Tour

Take part in this exhilarating 8-day, 7-night tour—a wonderful opportunity to experience the diversity of Iceland's mesmerising nature.

The tour's itinerary includes some of North Iceland's well known waterfalls as well as Europe's most active volcanic area. You can witness the breathtaking Highlands, once the domain of outlaws, elves and trolls, and journey over ancient lava fields in this unforgettable tour that is suitable for more experienced riders.

—ASF/EMV

Pólar Hestar Tours is run by the husband and wife team of Stefán and Julianne and has been a firm favourite with horse lovers from around the world for over 30 years.



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A love affair WITH GIANTS



North Sailing has brought the Giants of the Deep to the World

When North Sailing launched its first Whale watching boat, Knörrinn, back in 1995 from the beautiful town of Húsavík on Skjálfandi Bay in the North of Iceland, something magical happened. Such was its impact that the tone was instantly set for Húsavík – ‘The Bay of Houses’ – to become the whale watching capital of Europe and a world-wide leader in the understanding of whales. The old oak-fishing boat saved from destruction became an instant hit among whale watchers from all over the world. Giant whales were drawn to the vessel and those that sailed in it with its gentle and

relaxing movements as it sailed the seas bordering the Arctic Circle. Whales, like humans, are curious creatures.

Good old oak boats

The beautiful town of Húsavík with its 2,500 inhabitants is located in the eastern part of Skjálfandi Bay, overlooked by the snow-covered Víknafjöll Mountains in the west. North Sailing now operates eight old Icelandic oak boats, as well one Danish and one German. Three of them, Opal, Hildur and Haukur have been transformed into two masted schooners, the only ones of their kind in Iceland.



Powered by Green Energy

North Sailing minimizes whale watchers carbon footprints by offering green whale watching tours in one of the world's most scenic landscapes. Húsavík is the only place in Iceland where people find sailboats powered by pure green energy and sustainable tourism. Indeed North Sailing's goals are saving whales, protecting the oceans and preserving the national heritage of the old Icelandic wooden fishing-boats. Of this North Sailing is proud.

The Giants of Skjálfandi Bay

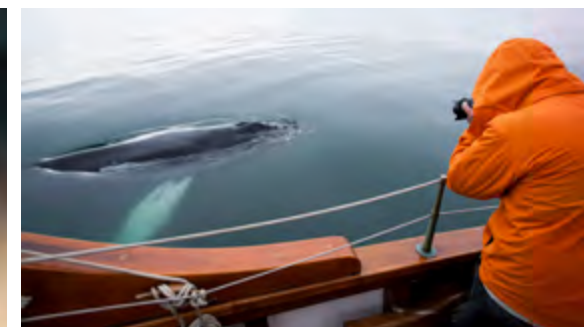
At Skjálfandi Bay, the enormous Humpback whales with their giant flippers and majestic acrobatics are truly loved by people. It's a unique sight to see these breaching giants in the air, an experience of a lifetime. When Blue Whales, the largest animals on Earth, enter the bay, it is truly spectacular. Up to 30 metres of sheer awe and beauty, they create a unforgettable sight. Likewise, the relatives of the legendary Moby Dick, the toothed sperm whales with their massive heads that feed at great depths. Orcas are like the Pilot whales, rather rare visitors at Húsavík but when they arrive at Skjálfandi they usually come in considerable numbers and roam the bay. The friendly baleen Minke whale is to be seen regularly, curious about the old oak boats and the humans aboard them.



The birds and the Islands

Puffin Island – Lundey – is located near the town of Húsavík. Iceland is home to 60% of the Atlantic Puffin population. More than 200,000 live on the nearby Puffin Island, which is a steep cliff, ideal for this distinctive bird to build its nests. Flatey – The Flat Island – is located to the west. Once a thriving community of approx. 100 people, it has been uninhabited for 50 years after its last inhabitants left the village, their church, school and the lighthouse. The Island is rich in bird fauna, with over 30 different types of birds, including the diving Arctic Tern and the friendly Puffins.

Visitors have much to marvel about during their visit to Húsavík. It's the home of the first Nordic settler, according to the Book of Settlement, the second-to-none Whale Museum, the unique Wooden Church and they come into contact with the Giants of the Great North-Atlantic Ocean. "One of the most incredible days of my life. The whole experience was above and beyond expectations."



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CLIFFTOP BATHING

Húsavík's Unique GeoSea Hot Baths

At the awesome GeoSea baths, set on top of Húsavíkurhöfði – ‘Húsavík Cliff’ – bathing guests view a majestic range of mountains to the west, old oak fishing boats silently sailing Skjálfandi Bay, the Puffin and Flatey Islands, the Arctic Circle on the Horizon and the serene town of Húsavík, with its majestic wooden Church. Húsavík, the whale watching capital of Europe, with its population of 2,500, is one of Iceland's main tourist attractions. Simply magical and unmatched anywhere else.

Health benefits of GeoSea

The geothermal heat north of Húsavík has been well known to residents, who have used it for bathing and washing for centuries. Drilling for hot water at Húsavíkurhöfði in

the mid-20th century revealed water that turned out to be hot seawater, too rich in minerals to be suitable for heating houses.

Instead of letting the hot water go to waste, an old cheese barrel was installed at Húsavíkurhöfði. There, Húsavík residents could enjoy the health benefits of bathing in hot seawater. Many suffering from skin conditions such as psoriasis have found relief by bathing in the water, which is at an optimal temperature of 38°-39°C.

The bore holes provide purity

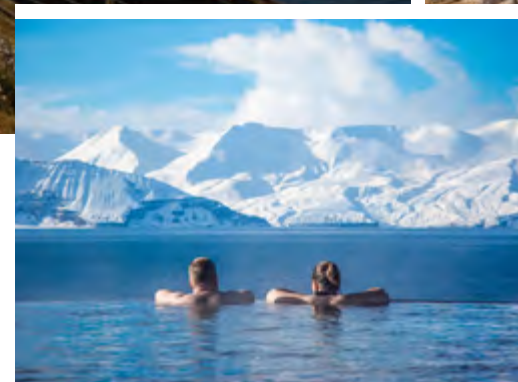
The water in the GeoSea baths comes from two bore holes, one located by the cheese barrel and the other by Húsavík harbour. There is no need to use any cleaning agents or equipment, as the steady flow of water

from the bore holes, between the pools, over their edges and into the sea ensures that the water stays within the limits stipulated by health regulations.

The GeoSea sea baths enable guests to enjoy nature in a unique manner. Thanks to the underground heat, the seawater in the baths is warm and comfortable and the mineral-rich water caresses the skin. While warm sea works its miracles, guests enjoy the spectacular view and health benefits.



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The Wonders of Húsavík's Whale Museum

From the successes of whale watching out in Skjálfandi Bay back in 1995 the groundwork was laid for a Whale Museum, which today is a world-wide leader. In 1997 a non-profit organisation was founded. The Museum received the UN award for environmental tourism in 2000. It was the start of a new era for Húsavík, a town of 2,500 just below the Arctic Circle. Húsavík had found its niche. Skjálfandi Bay is a sanctuary for whales of many different species and sizes and Húsavík, itself, is one of Iceland's most scenic towns.

From hotel to the slaughterhouse

The Whale Museum started as an simple exhibition in the local hotel. The following year, it moved to one of the fishermen's baiting sheds above the harbour. Then in 2004, it moved to the old forlorn slaughterhouse by the harbour, bringing it back to life.

Mind-blowing skeleton

One of the few museums in the world solely dedicated to whales, it holds a fantastic cross-

section of the marine mammals that inhabit the Icelandic coastlines. There are a dozen different whale skeletons to admire, a range of documentaries to watch and a special area for kids. Highlights at the Museum include the Narwhal with its rare unicorn-like horn, the Sperm Whale jaw bone the size of a car, a cabinet exposing the intricate details of whale ear bones and, taking pride of place, the enormous Blue whale skeleton; the biggest animal to grace the Mother earth. Húsavík is probably the only place in the world where you get to see a skeleton of a Blue whale and then have encounter with a Blue Whale out on Skjálfandi Bay.

The old harbourside slaughterhouse

Guests find all there is to know about the massive creatures out in Skjálfandi Bay. The old former harbourside slaughterhouse provides a wonderful framework for the biggest mammals on Earth. The museum interprets the ecology and habits of whales, conservation and the history of whaling in Iceland through beautifully curated displays.



The Museum, along with the University of Iceland's Research Centre at Húsavík, forms the scientific and educational component to the Museum. The Children's Whale School is an educational program that aims to educate pupils of all school levels, from Kindergarten to University, about whales and their life in Icelandic Oceans. To the side is a library with a wide selection of books and sofas where guests can relax and enjoy a complimentary cup of coffee.

A small gift shop is located in the entrance hall. Various whale-related items can be found as well as books, T-shirts, posters and hand made souvenirs.



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Húsavík's Gamli Baukur has a rich history

Gamli Baukur – 'The Old Box' – has been a landmark of Húsavík's harbour for more than 150 years. No restaurant in Iceland has a tradition like good old Baukur. This fine restaurant is located in the centre of town right at the sea's edge, giving it a magnificent view over the harbour. A warm maritime decor invites patrons to spend a pleasant time either inside, overlooking the incoming boats or outside, sunbathing on the patio.

A highlight of the Húsavík harbour front, Gamli Baukur Restaurant specialises in food from nearby farmers and local fishermen. The fish come straight from boats landing their catch at the harbour and from local fish farms. The lamb comes from the highlands of North Iceland and the vegetables are from farms in the region.

A place of music and refreshment

Gamli Baukur Restaurant is a replica of a house which was built in 1843 and destroyed by fire in 1960. The present Gamli Baukur is built from driftwood from the shores of Siberia, that floated to Iceland and was found along the Skjálfandi Bay shoreline. Like its predecessor, Gamli Baukur is popular among residents as a gathering place to enjoy music and refreshment.

The maritime theme is also reflected in the menu, which promotes local traditions as well as new compositions but with a strong focus on seafood. High quality ingredients are required and generally come from local resources. In the evening, a cosy atmosphere evolves in one part of the restaurant for guests



who prefer quiet surroundings, while in the other part of the building, live musicians often perform.



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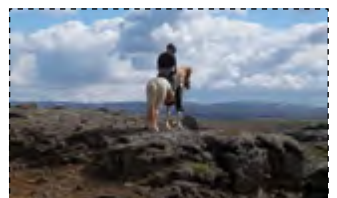


NAUSTIÐ
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naustidfood@gmail.com
www.facebook.com/naustid

Just like any grandma has a kitchen full of goodies and delicacies so does Naustið. The menu is a homie taste of Iceland with some very traditional food that is hard to find elsewhere. Alongside salmon and other fish so called 'mashed fish' is on the menu.



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Saltvík offers all kinds of riding tours, both short day-tours from our farm along with longer rides that last from 5 – 9 days in the highlands of Iceland.

EAST *Iceland*



A big part of the East's charm is the small fishing villages that connect the fjords of the east. Driving through the seemingly countless fjords there is always something to catch the eye.

PHOTOS: KRISTJÁN INGI EINARSSON



THE EAST ICELAND HERITAGE MUSEUM

Appreciating the life and times of a bygone era in East Iceland

The East Iceland Heritage Museum in Egilsstaðir showcases life as it was in the bygone era of Iceland's rural society, where self-sufficiency was essential to survival.

On display is a traditional 'baðstofa' or communal living/sleeping room, taken from an authentic Icelandic turf house that was inhabited until as late as 1964. Visitors are encouraged to step into the 'baðstofa' and experience the nostalgia of life as it was in days gone by.

The museum prides itself, however, on its permanent reindeer exhibition.

Found only in East Iceland, the rather shy and sometimes elusive wild reindeer have a mystical air about them and contribute to the area's sense of identity. With their numbers on the increase, it is possible to see them as they descend from

their feeding grounds at higher elevations in summer, to lower elevation grasslands nearer the coast in winter.

The Heritage Museum guides visitors through the history of the reindeer settlement in Iceland, their behaviour, characteristics and habits, a look at hunting regulations and, in short, everything you need to know about reindeer in Iceland. This is a unique opportunity to learn about these fascinating creatures, via a variety of displays and multi-media presentations that bring the exhibit to life.

The exhibition commemorates two the reindeer enthusiasts, Helgi Valtýsson, writer, and Eðvarður Sigurgeirsson, photographer and filmmaker. In an effort to shed light on the plight of the Icelandic reindeer, the pair tracked the movements of various herds from 1939 to 1944.

Eðvarður's film, "In Reindeer Territory", is available for viewing at the exhibition.

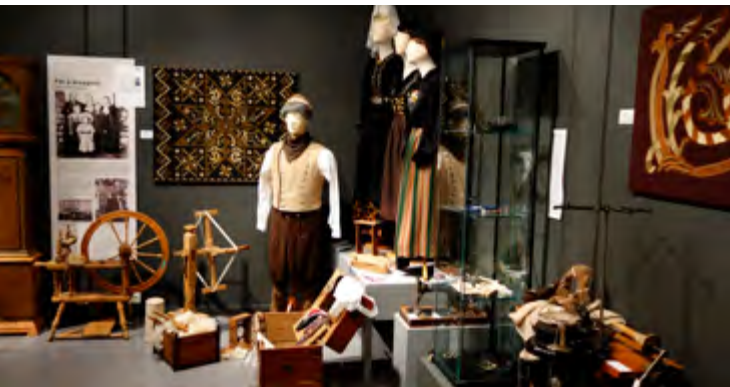
Visitors are also invited to watch a new documentary about Icelandic reindeer and a short animated film based on a section of the book, Independent People by Halldór Laxness, a twentieth-century Icelandic writer and Nobel Prize winner.

Admission: Adults (18+) 1,000 ISK
Opening hours: 1 June to 31 August
 Mon–Fri: 11:30-19:00.
 Sat–Sun: 10:30-18:00.
 Winter: Thur–Fri: 11:00-16:00



East Iceland Heritage Museum

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A FAIRY TALE HOME

Petra's Stone & Mineral Collection



Petra loved people as well as stones and her passion project became a museum that is open to the public. Her husband, Nenni, passed away in 1974 and on the day of his funeral she decided to open up their home so that those who wished

In the tiny town of Stöðvarfjörður in East Iceland, a young girl named Petra began collecting stones in the mountains surrounding her home—and continued to do so until she passed away at the age of 89. During her lifetime, her home became a museum and is now a popular tourist attraction: Petra's Stone & Mineral Collection.

In the story of Burnt Njal (Brennu-Njálssaga), it is said that a quarter of your personality comes from your name, the other three-quarters come from your mother, father and your upbringing. 'Petra' means stone, which is oddly fitting.

The collection is remarkable, as every stone is beautiful. While it is very interesting for geologists to see so many rocks from the same area, the stones have not been arranged according to their scientific value but rather in a way that pleases the eye, a tribute to the wonderful colours that can be found in nature.

At first, this was only her personal collection as, for the first two decades, Petra would only collect stones that were within walking distance of her house. As she arranged them in the garden, strangers would pull over in their cars to better see what was going on. Sometimes the children would be sent out to ask the drivers if they would like to come inside to see more stones and have a cup of coffee.

Petra spent her entire life collecting rocks, and would sometimes bring her young children along to search for new additions to the collection in the surrounding mountains. She arranged her stones in a garden that would be right at home in a fairy-tale. Petra believed in elves and hidden people and her colourful garden would be the perfect place to meet them. As her children moved out of the house, her stones moved in and the remarkable collection continued to grow.

to see the mineral collection could do so.

The stones and minerals have been chosen for their beauty and their colours, without regard to their scientific value or monetary worth. However, there are many semi-precious stones in the collection, such as amethyst.

Today, her children run the museum together and continue to add to the collection. Her youngest daughter, Þórkatla, says that she, herself, would prefer not to believe in elves—but maybe her mother had a helping hand when she went around searching for rocks, as she was incredibly lucky.

-EMV



Petra's Stone Museum

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NORTHERN LIGHTS EXHIBITION IN THE EASTFJORDS

The charming village of Fáskrúðsfjörður is home to a fascinating Northern Lights centre



The Eastfjords, with its remote, unspoiled beauty, is where you will see gorgeous mountains, charming fishing villages, and thriving wildlife. Fáskrúðsfjörður is a small village of fewer than 500 people nestled on a long fjord of the same name. And, it's the most 'French' part of Iceland. The village was originally a base for more than 5,000 French fishermen who came every year in large numbers to fish the Icelandic waters. Some settled here in the late 19th century. The village had a hospital, chapel, and cemetery that were built by the French fishermen, and the history remains, as the streets of Fáskrúðsfjörður are marked in both Icelandic and French.

Northern lights in the East

Part of the charm of the village is the new Icelandic House of Northern Lights, which is next door to Fosshótel Austfirðir. In October 2015, Viðar Jónsson, a local teacher and football coach, came up with an idea of how to utilise the many possibilities that are present in Fáskrúðsfjörður for enjoying the beauty of the majestic Northern Lights.

He introduced his ideas to Jónína G. Óskarsdóttir, a local nurse, and Jóhanna

K. Hauksdóttir, a fellow teacher. They have photographed the Northern Lights for many years, in and around beautiful Fáskrúðsfjörður. Eventually, Auroras Iceland was founded.

Fascinating and fun exhibition

Auroras Iceland focuses on Northern Lights tours, nature trips, education and its fantastic Northern Lights photo exhibition in a historic house. The exhibition of Northern Lights photos opened in Wathne's House in January 2016. On display are the magnificent photos shot by Jónína and Jóhanna called 'A Dance With the Mountains.' All the photos were taken in Fáskrúðsfjörður where a majestic circle of mountains surrounds the fjord and makes the Northern Lights experience unique.

Its Northern Lights exhibition of handpicked photos, on-screen time-lapse and slideshow can be seen at Wathne's House, a historic house and the oldest in the village. There is a selfie section where guests can snap a picture of themselves in front of a Northern Lights background.

The exhibition is an ideal stopover for groups travelling in Fjarðabyggð.



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In the early 16th century, the French started fishing cod in the rich Icelandic waters. They began modestly and each year over the following centuries, they set sail to Iceland from their coastal villages. Cod fishing became an important part of the economies in Dunkirk, where it started, and later Paimpol and Gravelines. From the mid-19th century the French maintained a station in East Iceland in the tiny village of Fáskrúðsfjörður. By that time some 200-300 vessels had set sail to the Arctic North and many never made it back.

It is estimated that up to 400 ships were lost along with up to 5,000 seamen. It's a story of bravery and tragedy. The French state built a hospital at Fáskrúðsfjörður in 1903 which, at that time, was the biggest and the most modern hospital in Iceland. They also built a chapel and a graveyard. So many fishermen paid the ultimate price that their plight touched the French nation. The First World War brought a rather abrupt end to the French sailings to Icelandic waters and by The Great Depression in 1930 they had totally ceased.

The Shelter – l'Abri – of modern times

The story lives on in both countries. At Fáskrúðsfjörður, tribute is paid to the French heroes who gave their lives in the frigid Icelandic waters to bring cod back to France. The French hospital has been rebuilt and down by the French graveyard, a monument has been erected in honour of the heroes of the sea who were subjected to hard work, wet and cold, not to mention the

endless disasters as sailing ships sank and their seamen drowned in the treacherous Atlantic seas.

The thriving municipality of Fjarðabyggð

Fáskrúðsfjörður inhabitants now number 750 and the village is a part of Fjarðabyggð, a thriving area located in eastern Iceland that was established in 1998 with the successful merger of the former East Fjords districts. The towns of Fjarðabyggð are Eskifjörður, Neskaupsstaður, Reyðarfjörður, Stöðvarfjörður, Fáskrúðsfjörður and Mjóifjörður, totally some 5.000 inhabitants.

The towns of the East were united to bring Alcoa's aluminium smelter to Iceland. It is certainly one the most modern and technically-advanced smelters in the world, its exports contributing to some 10% of Iceland's total GDP. As a result, the Eastern towns have experienced strong growth after decades of decline, with the traditional fishing industry being as strong as ever and of great importance to the Icelandic economy as well as, in recent years, a thriving tourism industry.

The Celts and African Pirates

Fáskrúðsfjörður is a small fjord south of Iceland's biggest bay, the huge Reyðarfjörður Bay, where the three traditionally 'big' towns of Eskifjörður, Neskaupsstaður and Reyðarfjörður are located. The renovation of the French heritage buildings, one of the largest historical restoration works outside the Reykjavík area, was finished in the summer of 2014. The five French buildings



play a substantial role in local culture and society at Fáskrúðsfjörður.

The French Hospital, for example, now serves as a hotel with the l'Abri restaurant – The Shelter – on the ground floor. The old hospital serves as a truly beautiful hotel and a museum dedicated to the rich French heritage. The Chapel is the only building that still retains its original role and is open for guests of the museum.

There are also tales of attacks by North African pirates back in 1627 at Fáskrúðsfjörður and also nearby Stöðvarfjörður. Fáskrúðsfjörður gets its name from a magnificent island, Skráður, from another millennium before the Norse settlements in the 8th Century, when the Celts were prominent in Iceland. Some theorise that the Gaelic name of the Island was Fasruth, the sea-current island, which would fit with the hazardous waters nearby.



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VISIT VATNAJÖKULL

A Truly Magnificent Region of South East Iceland

The Vatnajökull region is the home of Vatnajökull Glacier, Europe's largest glacier. The region, which embraces over 200km of Iceland's ring road is easily accessible and is known for its stunning contrasts of nature. Magical glacial lagoons, thundering rivers, glistening waterfalls, black sand beaches and icy-blue ice caves are just some of the natural gems that can be found within its borders.

Endless adventures start here

One of the most exciting things about visiting the area are the two glacial lagoons, Jökulsárlón and Fjallasárlón, both within easy reach of the ring road. Calving icebergs, often tinged with a beautiful luminous blue, float lazily through the lagoon and on out to sea, creating dazzling ice sculptures that later wash up on the beach, known as the Diamond Beach. Seals can often be seen swimming in the lagoon or resting on icebergs and is one of the prime spots in Iceland to observe seals at a relatively close range. Many sea birds such as Arctic terns and skuas frequent the area in search of herring, trout, salmon and krill. You will find several companies located nearby that offer activities such as boat and zodiac tours of the lagoon, ice

cave tours, glacier walking tours and glacial lagoon kayaking tours. From easy, family friendly tours, such as puffin watching in Ingólfshöfði, sea kayaking, hiking and horse riding, to vigorous day-long activities like ice climbing and mountaineering tours, there is no lack of enjoyable things to do.

Year round adventures

For the ultimate in excitement, you can explore the glacier by way of a riveting super jeep or snowmobile tour or experience Iceland from above with sightseeing flights, or "flightseeing tours" by small plane or helicopter.

For more relaxed tours, consider one of several slow adventure activities on offer in the area.

Vatnajökull National Park

Within the Vatnajökull region lies Vatnajökull National Park, Europe's 2nd largest national park with over 14,000 square km or roughly 14% of Iceland. The park is also home to Iceland's tallest peak, Hvannadalshnjúkur, 2110m high. From the Skaftafell Visitor Center visitors can go on any number of beautiful day hikes, long or short, including the popular hike to Svartifoss waterfall.

Höfn

Well situated just off of Road #1, (the ring road) the attractive harbour town of Höfn í Hornafjörði, known simply as Höfn, makes an excellent base for further exploration. With a population around 1,800 inhabitants, the town and its surrounding area boasts a number of comfortable hotels, guest houses, hostels and camping sites, a supermarket, petrol stations, a pharmacy, as well as a few notable restaurants known for their fresh langoustine dishes.

Safety first!

Visits to the glacier and the ice caves can only be done with a local guide and should never be attempted by oneself. Last but not least, there is always some risk involved when visiting Iceland's beautiful nature, so please check the weather forecast before heading out, stay on marked paths and obey any warning signs that are posted.

To see the full scope of all that the Vatnajökull Region has to offer, please see our website: <https://visitvatnajokull.is/>



Visit Vatnajökull / Ríki Vatnajökuls

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SOUTH *Iceland*



The south is very dear to me as I've spent the most time there. There is so much to see just when driving on the main road, not to mention if you go a bit off the main road. You have all the waterfalls and prominent glaciers at your fingertips.

PHOTOS: KRISTJÁN INGI EINARSSON



VESTRAHORN

A BEAUTIFUL SLICE OF ICELAND

This family company operates the Viking Café, guesthouse, old farm and a horse rental

East Iceland is where you find the actual “ice” of Iceland, including Vatnajökull glacier, a giant white spot on the map that is truly breathtaking in person. You can see the glacier descend into black sands and hot streams erupt from frozen banks of ice. The landscape is remarkable with mountains jutting out of the earth close to the sea and sweeping regions like Stokksnes and Vestrahorn. Travellers come from around the world to the region to photograph the pristine, stunning nature in the southeast, including

professional and amateur photographers, the Game of Thrones production, and a famous Indian Bollywood film. Apple also visited the region to film some footage for scenery for its product launches. During the winter, this region is especially popular for the chance to see and photograph Northern Lights. Watching the green and white lights flicker and dance in the sky is a memorable experience.

Litlahorn, which is operated by a family with deep roots in southeast Iceland, welcomes guests through a variety of

businesses, including the Viking Café, a guesthouse, old farm and a horse rental.

COFFEEHOUSE AND ACCOMMODATION

Viking Café is a little oasis at the bottom of Vestrahorn near Höfn. The charming guesthouse offers 7 comfortable rooms for travellers and the coffeehouse is operated by a warm and accommodating manager, serving quality coffee, a choice of delicious cakes and pastries, as well as sandwiches and waffles. While the food and service



Photo By Eva Frischling

is top-notch, it's understandable if visitors become distracted by the view. The Viking Café overlooks the beautiful and vast bay of Vestrahorn on one side and Vatnajökull on the other side.

HORSE RENTAL

A great way to survey the beautiful surroundings is by horseback. Litlahorn offers a horse rental service overseen by one of the owners, a skilled horse breeder with a passion for the family's horses. Guests can take a riding tour along black sand


beaches close to Höfn. The groups are small (2-5 people) and the 2.5 hour tour offers stunning views while riding a good-natured stocky Icelandic horse, a unique breed. Litlahorn also breeds horses and sells them to customers around the world.

STONES AND MATERIALS FOR SALE

Litlahorn provides unique materials for sale from its land. The company utilizes its Stokksnes beach mine, which consists of material that has been carried by the



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glacier river Hornafjarðarfljót from the Vatnajökull glacier into the sea, where the harshest east coast sea waves have tumbled and smoothed the materials for thousands of years before returning them to shore. The stones and sand are used for stone carpets, bathstones, house sheathing and for asphalt and roads.

East Iceland has something for everyone and the Litlahorn owners are here to make your dream holiday a reality. Seize the opportunity to stay at Vestrahorn during your trip to Iceland!

-JG

SCENIC FOOD TOURS WITH EAT IN ICELAND

A Culinary Journey from Past to Present

It's an exciting time to be in Iceland with so much happening here on this small isle. Many changes are taking place, not least in the area of Icelandic food culture that has been evolving rapidly over the last few years.

The idea of food tourism is a relatively new concept in Iceland. While there are many tours that focus on Iceland's renowned scenic wonders, very few, if any, focus on food.

"Food is often a bit of an afterthought on many tours in Iceland, whereas our goal is to give visitors the best of both worlds," explains Marie Valgarðsson, founder of Eat in Iceland. "I thought it would be a good idea to ferret out the best restaurants, eateries and food producers outside of Reykjavík and go on what is called a 'moveable feast', where we travel from one location to the other, eating a different course at a different

location throughout the tour, and all of this while being enveloped in the beautiful Icelandic nature that surrounds us."

Eat in Iceland's Scenic Food Tours will also be taking a brief look at Iceland's food culture from a historical perspective, because so much of the past attitudes continue to influence modern food culture in Iceland today. "I find it all so fascinating," Marie continues. "Food is such an integral part of every society and I don't think you can really appreciate Iceland without at least some understanding of the hardships that people endured in times past when food was just a matter of survival."

Things are different today and recently there has been a virtual explosion of culinary initiatives among a new breed of young, creative chefs and food producers who are taking a different approach to food

in Iceland, bringing it right into the 21st century.

Each of Eat in Iceland's handpicked locations must fulfil certain criteria in order to be included in the tour. Participants are chosen not only for their emphasis on local food, but also for their friendliness, their cultural and historical perspective, and their unique Icelandic approach to food.

"Our aim is to combine Iceland's renowned scenery with lots of interesting cultural and historical information and of course plenty of great local food. I think it's a recipe for a winning day tour," concludes Marie. - EMV



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DINE IN THE LANGOUSTINE CAPITAL

Humarhöfnin satisfies the hunger for whole langoustine in Höfn

Iceland is known for some of the finest fresh fish in the world and a large share of the country's catch is landed at Höfn í Hornafirði, on the south-east coast. Höfn (which sounds like 'Hup' to our ears and means harbour) is also known as the langoustine capital of Iceland, where several thousand visitors gather in the town for the annual Humarhátíð (Langoustine) Festival, held in June.

You would expect the langoustine capital of Iceland to have a fine-dining restaurant that can do justice to the lovely little crustacean. The Humarhöfnin sea-

food restaurant, which has been a big success since it was opened over 8 years ago by Anna Þorsteinsdóttir, her brother Ari Þorsteinnsson and their spouses, has definitely earned that accolade.

A menu to entice any connoisseur

A favourite with tourists from the Mediterranean countries, Humarhöfnin was the first restaurant in Iceland to serve whole langoustine, though it has now become popular in the town. The concept is still new in Iceland, so each diner who orders langoustine receives illustrated

instructions on the finer points of using the langoustine cracker and fork that come with the dish.

The menu was created and developed by the French chef Jacques DuPont and his many dishes, such as the beautifully presented 'Mix of Whole Langoustine and Tails' and the famous 'Black Magic Sauce' have been very successful. Paired with one of Humarhöfnin's specially selected wines, you are in line for an absolute feast. Also on the menu, the arctic char is a delight. The crème brûlée, made from local eggs and imported Madagascar vanilla will have you swooning and you might want or need to order a double portion.

The casual, bright and lively décor fits Humarhöfnin's harbour location and the friendly wait staff will be happy to point out the very boat that brought in the day's catch, moored at the docks just a short distance away. The building itself was originally the town co-op before it was totally renovated and transformed into this beautiful restaurant. There is an exhibit on the second floor which portrays the history of the house.

If you are a langoustine aficionado, you can fly, drive or take a bus to Höfn where you will find your seafood haven awaiting you. -EMV



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ON TOP OF THE WORLD - GLACIER JEEPS

A timid soul's approach to the mighty Vatnajökull

The weather report was looking good—a full day of sunshine ahead of me and temperatures above 10°C. I was on my way to a face to face encounter with the world's 3rd largest glacier, the mighty Vatnajökull. This trip would mark a couple of firsts for me—my first time ever to set foot on a glacier, and my first time to travel by snowmobile. Needless to say I was really excited!

I first met Kristján and Bjarney, of Glacier Jeeps, at our pre-arranged meeting place: the crossroads of Route No.1 and F985. This is the official meeting place for all Glacier Jeep summer tours. Glacier Jeeps has years of experience conducting jeep, snowmobile and hiking tours on the glacier since 1994. (Bjarney has been helping run the family business since she was 14 years old.) I parked my car and joined them in their sturdy 4WD which wound its way slowly ever upwards, following the undulating gravel road, which twisted and turned around hairpin bends, past waterfalls and deep canyons. My guides fill me in on the details of the landscape, pointing out how the glacier has crawled across the terrain, devastating everything in its path along with other interesting facts.

Thirty minutes and 830 metres above sea level later, we arrive at Jöklasel, Iceland's highest restaurant and owned by Glacier Jeeps. Jöklasel will serve as our base camp where we suit up with boots, warm overalls and helmets for the snowmobile excursion.

Now it's time to test drive the snowmobiles. I am a little hesitant at first and Kristján shows me the ropes. It looks easy enough but I decide that I prefer to let him drive over the glacier with me sitting safely behind him on this 'skidoo for two', at least until I get a better feel for it. 'Off we go over the wild white yonder, climbing high into the sun' to paraphrase an old song, with cloudless blue skies above us

and the wind in our faces. Further along we stop and dismount, to take in the magnificent panoramic views over the glacier, the Atlantic Ocean and the town of Höfn far below in the distance. I felt like I was on top of the world and it was truly a cause for celebration!

Kristján jokes that we cannot go onwards unless I drive. By now I am feeling a little more sure of myself and agree to give it a try. This time we are off to inspect a massive sheer rock face that rises straight up from the glacier at an elevation of 1200 metres. Finally, our one hour snowmobile adventure comes to an end and it is time to return to Jöklasel for a well deserved bite to eat and a hot drink. The view out the restaurant windows is as one would expect: magnificent.

Glacier Jeeps also offers a hiking tour of the glacier that comes with all the equipment such as safety helmets, climbing irons and ice axe, instruction and a guide, included in the price.

In case you just don't think a strenuous hike or a thrilling snowmobile adventure is for you, then Glacier Jeeps offers an alternative to see the glacier in a comfortable, specially equipped 4WD and is available year round, weather permitting. Each tour is only 3 to 4 hours in total, giving you plenty of time to do other things with your day, even though once you are up there you may not want to come down. Although it's best to book one day in advance, you can also just show up at the crossroads (F985) at either 9.30 am or 2.00 pm and join the tour from there.

Vatnajökull Glacier Jeep tours: a must for your bucket list!

-EMV



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DIGGING DEEPER INTO ICELAND

The Skógar Folk Museum of South Iceland

The esthetics of Icelandic nature are legendary. People are mesmerised by her beauty, often coming away with a profound sense of having discovered new realms that had hitherto only been found in the pages of books, or seen in the mystical landscapes of film and television. It's easy to get lost in the profound sense of wonderment that is Icelandic nature. The elements, however, can take their toll, as the wind- and rain-soaked landscapes sometimes force visitors to take shelter. While travelling the south coast road towards Vík, there is one such place in particular that stands out.

Where to imbibe Iceland's unique cultural aspects

A few hundred metres to the east of the iconic Skógarfoss waterfall lies the Skógar Folk Museum. While the unassuming

cluster of buildings is sometimes overlooked by the crowds who flock to the falls, it really should be on the radar of everyone who seeks a more in depth understanding of Icelandic history and culture.

Preserving Iceland's past for future generations

The museum was founded on the initiative of Thorður Tómasson, a forward thinking Icelander who began collecting as a young teen in the 1930s at a time when modern technology was swiftly replacing a thousand years of a traditional way of life. Realising the importance of preserving Iceland's unique cultural heritage, Thorður went from farm to farm, writing down the stories and anecdotes of the older generation and collecting thousands of cultural artifacts along the way. It was

Thorður's foresight and enthusiasm that has helped ensure that Iceland's

unique cultural heritage has not been lost for future generations.

The museum's modest admission fee of 2000 ISK gives visitors access to the entire museum complex that is spread out over three permanent exhibitions: the Heritage Museum, The Open Air Museum and the Museum of Transport and Communication, all of which provide visitors with a rare glimpse into the Iceland of a bygone era.

The Open Air Museum

It is without question that one of Skógasafn's most endearing elements is its open air museum with its beloved collection of 19th and early 20th century turf buildings and wooden houses. The buildings were brought in from surrounding counties and moved to Skógar, where they were restored to their original condition. The small chapel, while new on the outside, is filled with fine relics gathered from churches around South Iceland while the turf houses were a way of life in Iceland for hundreds of years.

The Heritage Museum

Household items, farming and fishing implements, ornate wooden chests, decorative items of brass, silver and gold, as well as traditional clothing and artifacts dating back to the Viking Age are just a fraction of the thousands of items to be found in the



Heritage Museum. The centrepiece of the museum is the eight-oared fishing boat, the Pétursey, built in 1855, which was in use in nearby Vík until 1946.

The Transport and Communications Museum tells the story of the history and evolution of transport, communication and technologies in Iceland in the 19th and 20th centuries, from the age of the work horse to the digital communication of today. Housed in a large and modern exhibition hall, the Transport Museum also contains an excellent café that serves soups, sandwiches and desserts, and a delightful souvenir shop that offers a variety of local handicrafts and other items not found elsewhere in Iceland.

The museum is located one minute from Skógar Waterfall, just off Ring Road 1, 30km west of Vík and 150km east of Reykjavík. -EMV



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A DELIGHTFUL EXPERIENCE IN STOKKSEYRI

Icelandic Times checks out Fjöruborðið Restaurant

Have you strolled along the beautiful shore on Stokkseyri's beach? Have you been spellbound by the white foaming waves out by the horizon and let the silvery waves lapping at the shoreline chase and tease you? Under a blue-pink sky mirrored in the water, this surface tempts and draws, yet is the harrowing limit of our human world. It's where golden langoustines hook their claws together and dance a belly dance while mermaids serve tables amongst shrimp wrapped in seaweed, clapping shellfish and inquisitive haddock. This is a magic moment carrying you away to an intoxicated state of well-being and lust. Your greatest desire is to lick on langoustine in garlic butter, gulp down the soup that has been lovingly pampered - little changed through the years.



The soup is magical. It is suitable for numerous occasions and happy moments on ordinary days, but Fjöruborðið takes no responsibility for consequences or stirring adventures that could result from ingesting it. It has a will of its own and, as such, it is risky for those who don't want to venture beyond the average. This is the most famous langoustine soup in the Republic of Iceland, prepared by handsome cooks who step naked out of the ocean at Stokkseyri with their catch: the plumpiest langoustines who desire only one thing - to get onto dry land. Adventurous creatures from the ocean world want to join us in just the same way as we want to join them in the depths.

People have struggled against storm after storm to get here and enjoy this

soup. The desire for it can be so strong that rational thinking simply blows away with the wind. Below the black rock face at the Þrengsli mountain pass, between mountain vistas, under the stars, people rush toward the sea to sit down with our guests and party-happy ghosts, surrounded by some tickling pleasure coming from magical bowls at The Seashore, where a thousand candles cast their glow on weathered faces and loving wineskins. Matarást, the Icelandic expression for "love of food" takes on a new meaning.

Fjöruborðið Restaurant in the village of Stokkseyri is an enchanted place of delight. People have to tear themselves away from it - but that's all right. There's only positive magic inside, tickling both stomach and soul. And now the magic has been sealed into jars for those who struggle with an irresistible craving for this great seafood delicacy from Icelandic waters, even when they're unfortunate enough to be not close to the restaurant. Enjoy! Remember to live life to the fullest, and enjoy every pleasure and suspense that a good day brings



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DISCOVER AN ICE-BLUE WORLD

Jökulsárlón Boat Tours tours Jökulsárlón Glacial Lagoon

There are few glacial lagoons existing in the world today and certainly none more awe-inspiring and accessible than the renowned Jökulsárlón Glacial Lagoon, situated at the head of Breiðamerkulljökull outlet glacier on the peerless Vatnajökull Glacier.

Sail Among the Icebergs

Jökulsárlón ehf has been operating boat tours on the east side of the lagoon for the last 25 years. Sail among the icebergs in a 40 minute amphibious boat tour, or take an exciting one hour Zodiac boat tour that goes further into the lagoon, getting you as close as is safe to the icebergs and the glacier itself.



Coffee with a View

Enjoy the spectacular view over the lagoon in the small café where you can get homemade soup with bread, fresh sandwiches, cakes with coffee or tea which can be either taken out on the terrace or consumed inside.

The Show of Fire and Ice

The magnificent annual fireworks display over the lagoon can be described without a doubt as one of the most memorable fireworks shows on earth. The event, held annually in late August, starts at 11.30 pm, with proceeds going to Iceland's volunteer search and rescue organization, ICESAR.



Located within a few hundred metres of Route No. 1, the lagoon is actually much bigger and deeper than it appears. With an area measuring over 25 square km (9.6 square miles), you could easily fit the island of Heimaey (in the Westman Islands) into it with room to spare. At over 300m (984 feet) deep, five Leaning Towers of Pisa, stacked one on top of the other, would fit inside the lagoon with room to spare. With the ebb and flow of the tides, sea water enters into the lagoon bringing with it krill, capelin, herring and salmon. Curious seals know where the food is plentiful and can often be seen bobbing along with the currents, swimming in and out between the icebergs and appearing to enjoy the attention from onlookers on the shore. Across the road, near the delta where fresh and salt water converge, you can walk down to the water's edge to witness the rather surreal sight of baby 'bergs' beached on the shoreline.

-EMV



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KIRKJUBÆJARKLAUSTUR'S BEST KEPT SECRET

The All New Hotel Klaustur



For years it was known as Icelandair Hotel Klaustur, but as of January 2019, the newly rebranded Hotel Klaustur has struck out on its own, bringing change and excitement to the little town of Kirkjubæjarklaustur, South Iceland.

Off the beaten path

You may be tempted to whizz right on by this quiet village of only 500 souls, but this quintessential Icelandic community is the perfect place for those who are wanting to get a feel for the real Iceland. Lying just off Road #1, Kirkjubæjarklaustur, or simply Klaustur as the locals call it, is ideally situated as a base from which to explore the panoply of Icelandic natural phenomena that surround the village in every direction. Of special

interest is the breathtaking Fjaðrárgljúfur Canyon located just 15 minutes' drive from the hotel.

A modern look for a new brand

Many of the rooms have undergone recent refurbishments and with a total of 57 modern rooms to choose from, you'll be spoiled for choice. The superior rooms, including a suite dedicated to the contemporary Icelandic artist, Erró, all come with free access to the local sports centre. Located just metres from the hotel, the sports centre boasts an outdoor pool, hot tub and gym. Extra touches such as l'Occitane bath products in every room, wifi throughout, as well as a copious breakfast buffet to greet you in the morning are some of the well thought out details that will make your stay memorable.

A relaxing colour scheme of soft greens and grays and modern geometric patterns grace the ground floor café/bar, echoing the moss and lava of the surrounding countryside.

Our insiders suggested itinerary

After a good night's sleep, it's time to explore. Pack in a day of activities and sightseeing at unparalleled locations such as the beautiful Jökulsárlón glacial lagoon, Skaftafell National Park and Europe's largest glacier, Vatnajökull, all less than 2 hours drive from the hotel. In the evening, Klaustur Restaurant awaits your return with a hearty dinner before you retire for the night.

Spend day 2 closer to home with a visit to the village of Klaustur -full of interesting history, geology and hair raising folk tales. Just a few minutes' walk from the hotel lies



a small but beautiful pine forest at the foot of a double waterfall known as Systrafoss (Waterfall of the Sisters). Here you can picnic, hike to the top of the falls or just do a bit of 'forest bathing' in this genuinely peaceful location, amidst some of the tallest trees in Iceland.

The village was the site of a convent of Benedictine nuns from 1186 to 1550 and both Kirkjubæjar Abbey and the waterfall and lake (Systravatn) above the village refer to this abbey. Magnificent hikes and day trips to places such as Fjaðrárgljúfur Canyon and the Laki Craters are all close by.

The next day, take your time returning to Reykjavik and be sure to visit the black sand beach at Reynisfjara, the Dyrhólaey promontory, as well as Skogafoss and Seljalandsfoss waterfalls.

Local Specialties

Klaustur Restaurant and bar, located on the ground floor of the hotel, is well known for its Arctic char specialities which is raised in the village in a free-flowing stream of oxygen-enriched glacial waters that have been naturally filtered through layers of lava in the nearby Vatnajökull. The fish, which figures prominently on the restaurant's menu, is favoured by many chefs at top restaurants around Iceland. Also worth mentioning is the Icelandic langoustine and baked Icelandic skyr, both local specialties that are brilliantly served at Klaustur Restaurant.

Every summer, Klaustur Restaurant's talented chefs create an inspiring seasonal menu whose primary ingredients come from small-scale farmers and producers in the area. Flavourful and local are keywords here as

some of the ingredients travel no more than perhaps 5 km at most and arrive at the hotel at their peak of freshness.

When the weather is fine you can enjoy your morning coffee out on the terrace or in the evening, try one of our Icelandic craft beers or one of our fruity mocktails from the new summer menu as the midnight sun dips beyond the mountains.

Hotel manager Sveinn Heiðar Jónsson and his team look forward to welcoming you this summer at Hotel Klaustur. See you soon!



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THE HOUSE THAT DISAPPEARED

None of Heimaey's 5,300 inhabitants had ever expected that a volcanic eruption could make them homeless. But on 23rd January 1973, earthquakes started to shake the small island south of the Icelandic mainland. Only hours later a 2,000 metre-long crevice opened just outside the town and close to the church, pouring fountains of lava and ash over Heimaey's houses and streets.

In less than one hour all the inhabitants had been evacuated, without any chance of saving their belongings. Some people never returned to the island.

Heroes Saving a Home

Two hundred brave men stayed in the danger zone to fight the devastation, and finally succeeded in slowing down the lava flow by cooling it with seawater and thus saved the port. However, when 5 months later, the eruption came to its end, around 400 houses had been completely destroyed.

This volcanic eruption made headlines worldwide, bringing back memories of the Italian town of Pompeii which, in

73 AD, was buried under thick layers of ash and lava from Mt. Vesuvius. Huge parts of that historic site have since been excavated—so people on the Westman Islands rolled up their sleeves and started doing the same.

'Pompeii of the North' deserves its name: 40 years after the disaster some 10 houses have been raised from the ashes, and an impressive museum tops off the excavation site that had been open to visitors since the very first dig.

A Museum as a Mirror

Eldheimar's design is unique, rather ominous, and yet austere. It is an architectural masterpiece made of volcanic stone that perfectly mirrors the inexorability and harshness of nature. Its beating heart right in the centre of the building is Gerðisbraut No. 10, the house that had been situated on the slope of the lava-spewing volcano. Having been fully excavated, it displays life on the day of the eruption and now serves as a memorial for a lost homeland.

In Eldheimar's over 1,000m² museum, visitors are presented multimedia shows and exhibitions about the Westman



Island's Eldfjall volcano that, in 1973 rose up to a height of 220 metres out of the blue, not existing before its eruption.

It was similar to the submarine volcano that erupted in 1963 and lasted four years creating the island of Surtsey, south of Heimaey.

Nature protection laws protect Surtsey and only scientists are allowed to access the island for research reasons. The island is part of the UNESCO World Cultural Heritage since 2008.

The Eldheimar museum is quite open in both design and guidance in the exhibition halls as well as in the café and shop. It leaves enough space for walking around and contemplating the natural disaster and its impacts on the economic and cultural life of the Westman Islands, creating respect for the determination of its fearless inhabitants, who still brave the elements today.



Eldheimar

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REFRESHING VÍK

Guests at Halldór's Café are greeted by the scent of steaming soup and freshly baked bread as they walk through the door. Across from Vík's shoreline, with its black sand beaches, Halldór's Café emphasises the use of only quality ingredients from the locality in their cooking. Whether be it a freshly caught salmon you crave, steaks from grass-fed cattle or free range lamb served with the accompaniment of locally grown greens—you can be sure that Halldór's Café will deliver. They also offer a variety of lighter meals such as soup of the day and light

salads, and those with a bit of a sweet-tooth will not be disappointed, as the menu includes home-baked cakes and home-made ice cream from a local farm.

Originally, Halldór's Café was the general store, built in 1831 to meet all of the needs of Vík. Today, it continues to satisfy patrons with its menu, which has something for every taste, using local produce, where possible.

Halldór's Café supports artists with a rotating display of local talent featured on its walls, and serves up steaming cups of coffee and cake, ideal for meeting and



greeting old friends or new acquaintances. The café is open all year round. Summer opening hours are from 11:00am to 10:00 or 11:00pm, and winter openings are from 11:00am to 9:00pm. When travelling in the area around the beautiful Vík, be sure to stop at this charming café and get greeted with a welcoming smile and a seductive menu.

-JB

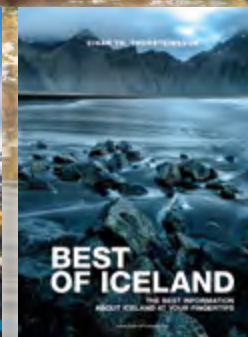
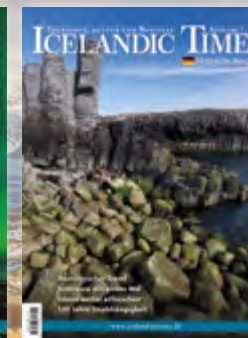


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ICELANDIC TIMES



WE ARE FLUENT IN
5 LANGUAGES!

Published in
**English, Chinese,
French, German
and Icelandic**



THE BOBBY FISCHER CENTER

It is housing a memorabilia of the 11th World Chess Champion BOBBY FISCHER and the Selfoss Chess Club.

The American Bobby Fischer became the World Chess Champion when he defeated the Soviet grandmaster and reigning World champion Boris Spassky in Reykjavik in the summer of 1972. The match is generally referred to as the Match of the Century. It took place at the height of the Cold War, mirroring the tense relations between the two superpowers, United States of America and the Soviet union. Since 1948 Soviet chess players had held the World championship title - uninterrupted for quarter of a century. On display at the Bobby Fischer Center in Selfoss are among other things Spassky's and Fischer's scoresheets, a printout from the radiation measurements demanded by Spassky's delegation after the 17th game and a replica of the chess board used during the match which was staged in Laugardalshöll in Reykjavik. In addition many curious items related to Bobby Fischer's stay in Iceland during his last years (2005-2008), for example his chair from the antiquarian bookshop Bókin in Reykjavik. He died on 17th of January 2008 at the age of 64. Bobby Fischer's final resting place is at Laugardælir cemetery, a few hundred meters away from Bobby Fischer center.



HELLISHÓLAR COTTAGES, GUESTHOUSE AND HOTEL

A LITTLE BIT OF ICELANDIC PARADISE



Set in one of the most idyllic locations in South Iceland, Hellishólar offers a variety of accommodation for the weary traveller who is looking for a good night's sleep in peaceful surroundings.

The sprawling Hellishólar property is located 17 minutes from Route 1, near the village of Hvolsvöllur in the middle of Fljótslíð, a picturesque farming district sheltered by three glaciers: Mýrdalsjökull, Eyjafjallajökull and Tindfjallajökull.

Cosy Cottages

Why not bed down for the night in one of Hellishólar's 25 popular, fully-furnished cottages? Each cottage can sleep from 3 to 6 people and has a small kitchen for making your own meals. If you prefer, you can also have your meals in the on-site restaurant that serves breakfast, lunch and dinner.

So Many Choices!

At Hellishólar there is also a guesthouse and a brand new hotel called 'Hotel Eyjafjallajökull' with 18 spacious and comfortable bedrooms, all with ensuite bathroom.

A Glorious View of Nature

The views from Hellishólar are, in a word, stunning! In winter, when the Northern



Lights are visible, one has only to step outside the door and look up. The lack of light pollution makes Hellishólar an ideal location for Northern Lights viewing.

In summer, the long days bring optimum opportunities to experience the many activities that are possible at Hellishólar—trout fishing on the lake, salmon fishing from the river that runs through the

property and enjoying a round of golf on the 18 hole golf course. Hellishólar is the perfect base from which to explore South Iceland year round. See you there! -EMV

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STRACTA HOTEL HELLA

A New Hotel on Iceland's South Coast



Located in the peaceful village of Hella in South Iceland, Stracta Hotel is one of Iceland's newest hotels, catering for every budget. Built in 2014, the hotel gets high marks for its ability to incorporate a pleasant, modern look seamlessly throughout its well thought out concept and design.

A Room for Every Budget

The hotel encompasses a wide variety of room options—from high-end deluxe suites, each with its own private hot tub and well-stocked mini-bar, right down to budget rooms with shared facilities. There are also studio apartments and spacious cottages, with simple self-catering facilities that are perfect for families with children. Whichever you choose, you can always count on comfortable beds, free access to the hotel's hot tubs, saunas and wi-fi throughout the hotel.

Northern Lights Prime Time

Stracta Hotel's prime location, situated far from the light pollution of the bigger towns, allows guests a fabulous opportunity to view the Northern Lights from October through April. Imagine yourself lounging in a cosy hot tub, glass of wine in hand, as the Northern Lights swirl through the skies above. Should the



auroras happen to make their appearance while you are sleeping, a wake-up call can be arranged so you don't miss this experience-of-a-lifetime event!

Healthy Food Choices Abound

Food options and choices are varied at Stracta Hotel. The bar and bistro located on the ground floor is where you can order healthy sandwiches, salads, cakes and deserts, coffee, teas and a variety of wines and spirits. They also offer asian food. Guests will enjoy the panoramic views of the surrounding countryside from the second floor dining room where a buffet style dinner is served every evening.

When the weather is fine you can take your dinner out onto the balcony, or sit outside on the patio below, where you can enjoy the long summer nights. Planning a day out? Why not purchase a freshly-made packed lunch from the bistro to take with you on your journey?



Health, Wellness and Activities

Experience Iceland via a wide range of activities that can be arranged at the front desk. Horse riding tours, local farm visits, super jeep tours of nearby Eyjafjallajökull volcano or even an exciting helicopter tour over the most famous South Iceland sites are all possibilities. Rental cars are offered at a special price for hotel guests. Fancy a massage or healing treatment? Stracta Hotel is well connected! Local therapists make themselves available to hotel guests and offer massages, meditation, Reiki and cranial-sacral massages.

Hotel Stracta welcomes you! -EMV



BLACK BEACH TOURS

Fun and affordable adventures in South Iceland

Like many travellers, a trip to Iceland is quite possibly something you have been dreaming about for years. Chances are good that it has been on your bucket list forever, so your expectations are high and a lot has gone into all the late-night planning of your perfect trip. And no matter the season, the big question on your mind is undoubtedly how to see and do as much as possible on a limited budget.

Enter Black Beach Tours

You've seen all those stunning photos of the black sand beaches in Vík, but did you know that you don't have to travel vast distances from Reykjavik to enjoy this unusual phenomenon that Iceland is so famous for? Just 45 minutes drive from Reykjavik and 10-15 minutes off Highway 1, lies the little fishing village of Thorlakshöfn where a brand new company, Black Beach Tours, has recently opened with a range of heart pumping and affordable adventures in the area.

The company specialises in activities for the whole family and an emphasis on getting you into that heady space known as "adrenaline rush" via ATV adventures and RIB boat tours is Black Beach Tours' forté.

Black Beach Tours is run by Ossi Einarsson and family. The former sea captain grew up

in Thorlakshöfn where his family has been in the fishing business for generations, giving him a keen eye and intuitive feeling for the land and sea in this peaceful stretch of coast along Iceland's south shore.

If reviews are anything to go by, (which they often are), you can rest assured that booking a tour with Black Beach Tours at a price you can afford might just be the highlight of your trip to Iceland, as many reviewers can attest. From a 30-minute RIB boat adventure and 60-minute ATV ride to longer 3-hour south coast adventures, the company is keen to help you get the most out of your time in Iceland.

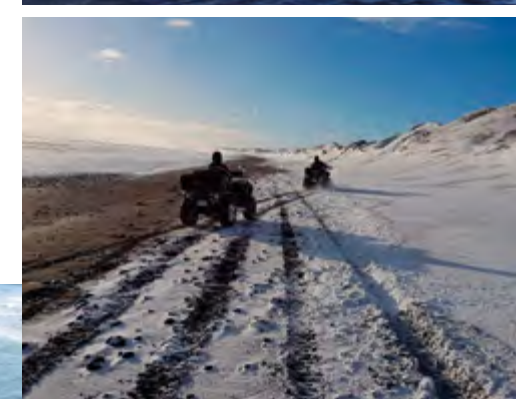
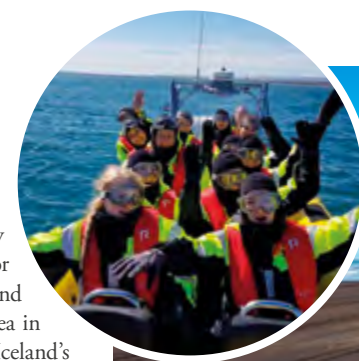
New activities for 2018 include luxury sea angling tours from the deck of a powerful 40-foot fly-bridge boat. One option is, for example, a tailor-made day tour to destinations such as the beautiful Westman Islands for a day of sightseeing and sea fishing.

Be sure to check out Black Beach Tours' comprehensive website for details. -EMV



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Laugarvatn's Lindin Restaurant & Café Bistro

Lindin Restaurant & Bistro Café, located on the banks of Lake Laugarvatn, has a firm foundation of culinary excellence that attracts patrons from around the world. Owner, Baldur Öxdal Halldórsson, pastry and master chef, trained at the Hotel and Restaurant School of Iceland between 1980–1984, received training as a pastry chef at the Culinary Institute of America, New York in 1986–1987, and attended the prestigious Richemont Professional School in Lucerne from 1988–1989, where he developed his interest in the art of chocolate and learnt the secrets behind a great dessert.

After his training abroad was completed, Baldur began something of a culinary revolution in Reykjavik, working at many of the top hotels and restaurants, creating spectacular and sophisticated desserts that were hitherto unknown in the capital.

Mecca of Icelandic Wild Game

Baldur took over Lindin Restaurant in 2002 which has become known as the 'Mecca of Icelandic wild game', with its lamb, fish, seafood and game caught in the wild. His menu

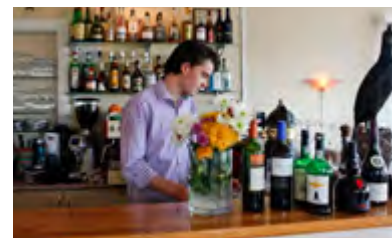
is seasonal and features exotic dishes that can be made from reindeer, goose, duck, cormorant, guillemot, puffin, minke whale or pan-fried arctic char. Always on the cutting edge, you can be sure of finding new and exciting additions to his dessert menus such as his delectable chocolate mousse with raspberry sauce, with watermelon pieces and white chocolate foam and his bilberry skyr mousse with crow berries and rhubarb.

Passion for purity and freshness

Passionate about food, Baldur insists on the absolute purity and freshness of all his ingredients. Located in the heart of Iceland's 'greenhouse belt', he can take his pick of the choicest fruits and vegetables grown in the area year round. The restaurant even has its own small kitchen garden, providing a fresh supply of rhubarb, chervil, red and blackcurrants. The lamb and venison come from N.E. Iceland and are known for their delicious flavour, fed on mountain herbs. The Arctic char are caught fresh from either Lake Þingvellir or Lake Apavatn daily.

In the heart of the Golden Circle

Lindin is located in the village of Laugarvatn, right beside the lovely natural sauna, steam baths and pool at the Fontana Spa. The 45 minute scenic drive from



Reykjavik takes you through enchanting landscapes. Laugarvatn is half-way between Þingvellir and Geysir and Gullfoss, making it an excellent choice for a day trip to in one of the most scenic areas of Iceland. You can also now stay at any time of year in Laugarvatn at either the Golden Circle Apartments next to Lindin, the Gallerí Guesthouse or the village hostel to enjoy the Northern Lights in winter and the midnight sun in summer and the spectacular views from Lindin's terrace and garden across the lake to the Hekla and Eyjafjallajökull volcanoes.

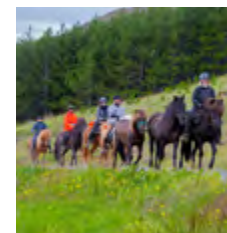
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ICELANDIC TIMES

Icelandic Times is an ambitious magazine, published in five languages, for the multitude of visitors Iceland receives all year round. Icelandic Times emphasizes everything that can be considered Icelandic – the people, the food, tourism, industry and in fact anything that might give visitors a better picture of the country and its people.

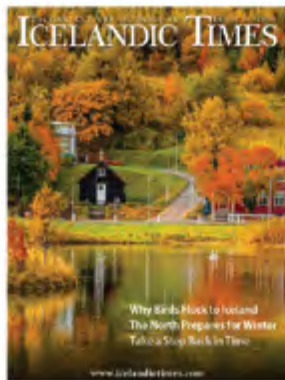
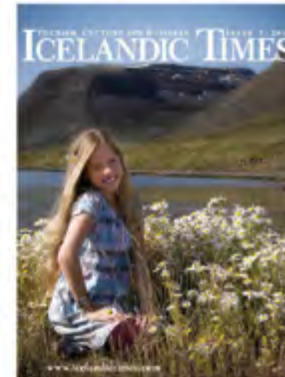
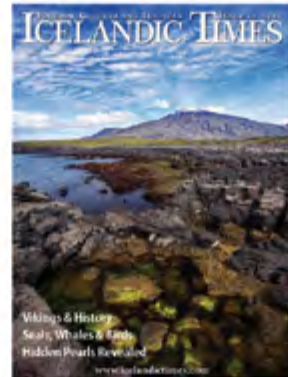
As you may know, Iceland has a lot to offer and there are countless individuals and companies who have meticulously laboured for years to make your stay more

memorable. Hundreds of mountain trails and caves have been mapped out, dozens of jeeps have been modified, millions have been spent on logistics, and thousands of sweaters have been knitted, just for you.

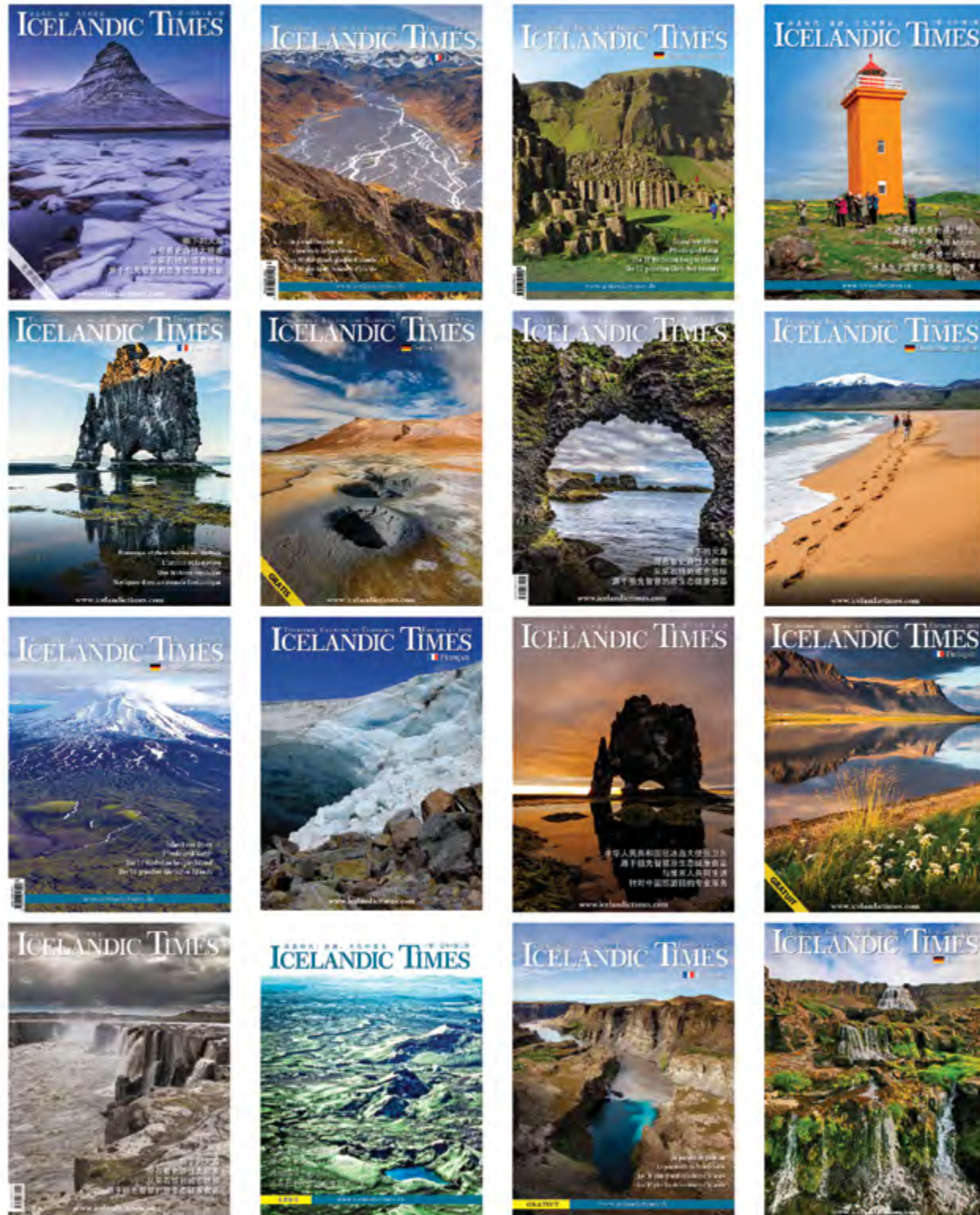
We hope you enjoy reading about these people and that this magazine will be helpful in making your stay more enjoyable.

Senai Th. Thosseinay.

Managing Editor and Publisher



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