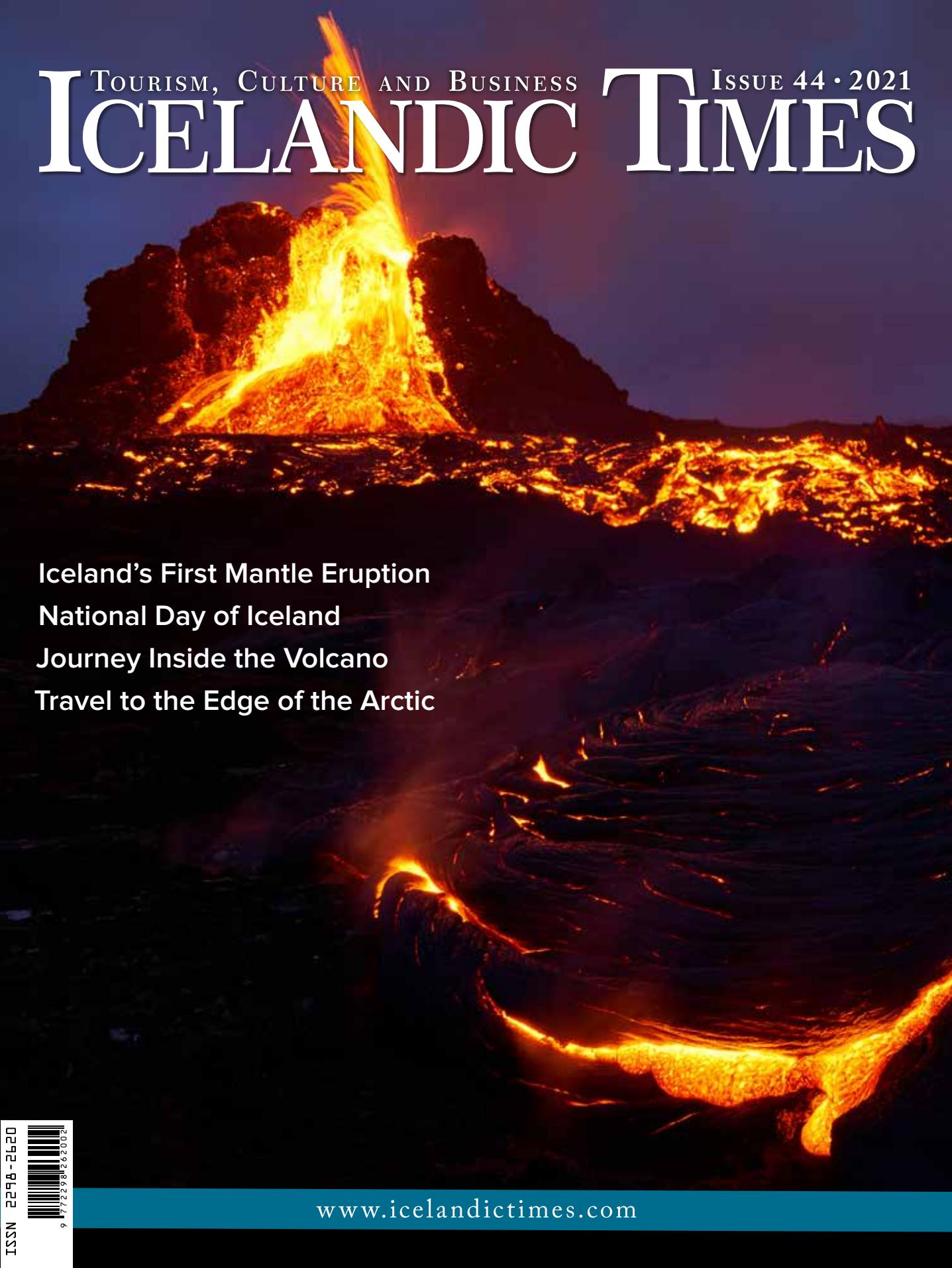


TOURISM, CULTURE AND BUSINESS

ICELANDIC TIMES

ISSUE 44 · 2021



Iceland's First Mantle Eruption

National Day of Iceland

Journey Inside the Volcano

Travel to the Edge of the Arctic

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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.

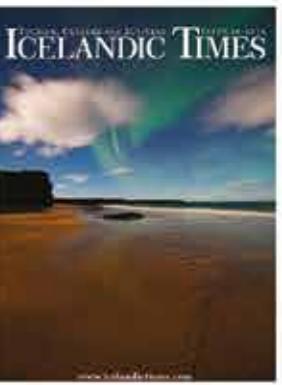
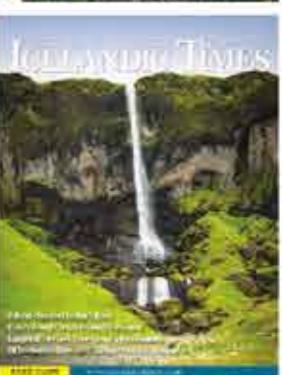
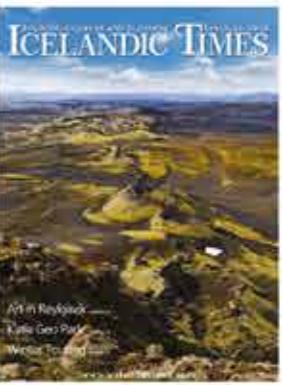
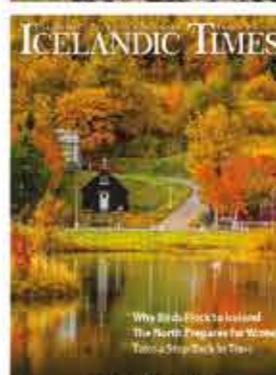
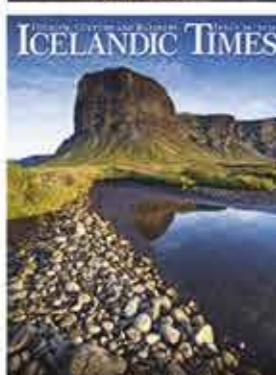
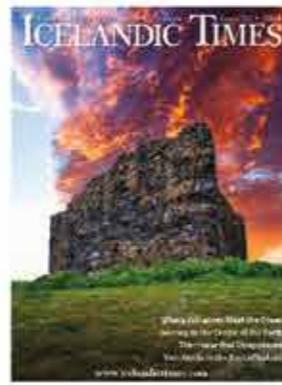
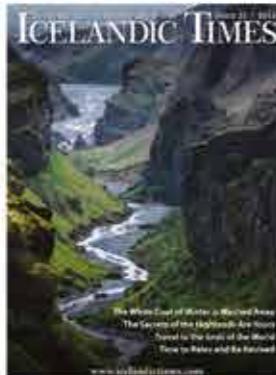
As you may know, Iceland has a lot to offer and there are countless individuals and companies who have meticulously laboured for years to make your stay more

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.

Lensir Þ. Þorsteinnsson

Managing Editor and Publisher



2021 has been an interesting year so far. With a slow start, the fight for normalcy after Covid-19 is somewhat underway. A majority of Icelanders have been vaccinated against the virus and all restrictions have been lifted. We're not out of the woods yet, and personal infection preventative measures are still encouraged.

It has not only been the fight against Covid-19 which has kept us on our feet this year, however. On 19th March, a small eruption began in Mt. Fagradalsfjall in the Reykjanes Peninsula. It's the first mantle eruption in historical times and the first one in Reykjanes for nearly 800 years. The eruption is still going strong at the time of writing in the latter half of July. Geologist Haraldur Sigurðsson tells us how important this eruption is and how it is a major breakthrough for earth

sciences. There are, of course, many other things to see in Reykjanes, as you can read in the magazine. If watching an eruption isn't enough for you, you can also go into a volcano—albeit one that is dormant and has been for 4000 years.



Iceland has a lot to offer, from glacier tours to sea and beer baths, to interesting art museums ... If you don't have time to travel around the country, you can always visit FlyOver Iceland near the Old Harbour in Reykjavík for a virtual tour.

Einar Th. Thorsteinsson

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Credits



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Icelandic language

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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



Use your QR code reader application on your smartphone or iPad to scan the QR codes. QR code reader applications can be downloaded free for all makes of smartphones



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Tank up at N1 on your way around Iceland



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FlyOver Iceland

Soar above the island on an exhilarating ride

FlyOver Iceland gives you a thrilling bird's eye view over the breathtaking landscapes of Iceland. Located in the Grandi harbour district on the west side of Reykjavík, the experience utilizes state-of-the-art technology, with full motion seating, for a true sense of flight. You sit suspended, feet dangling, before a 20-metre wraparound screen, while the film takes you on an exciting journey across Iceland. To enhance the experience, there are special effects, including wind, mist and scents, making you feel as if you are there.

An unforgettable experience

It's a unique feeling, hanging suspended as you soar through the landscape, feeling a light mist as you glide above a thundering waterfall, laughing and gasping at the dips and speed, and being enthralled by the epic beauty of the island. For many, the experience is more thrilling than expected and it's fantastic to share with your family.

Learn about Iceland's history and nature

Before the flight-ride experience, there are two pre-ride shows that allow you to explore the unique nature of Iceland, as

well as the nation's mythology and history. Before your flight begins, an animated Icelandic storyteller will welcome you into an ancient Viking longhouse. You join him by the light of the fire as he weaves a tale while an impressive shadow-play projection brings it all to life.

The animated narrator then takes you through the second experience, which uses audio, video and music. The guide, Sú Vitra, is a character based on old troll mythology that has been designed by the world-renowned illustrator Brian Pilkington. Sú Vitra guides you through three different acts. The first invites you to feel the power of Iceland's nature, including towering volcanoes, vast glaciers and thundering waterfalls. The next act centres around the first settlers, while the last act shows how Icelanders have made a life on the island, despite the many obstacles.

Relax at the comfortable cafe

You are welcome to enjoy the onsite café, Kaffi Grandi, where you can purchase snacks, light meals, soft drinks and coffee beverages. Adults can also order from the bar that includes a selection of beers, wines and cocktails.



Fun for the whole family

FlyOver Iceland is the perfect way to spend some time in the heart of Reykjavík with your family. Children aged 12 and under are welcome to join, as long as they are at least 102cm tall. FlyOver Iceland is open Wednesdays to Sundays this summer and the entire experience lasts about 35 minutes. The Grandi area is home to other family-friendly activities like the Whales of Iceland exhibition, as well as shopping and ice cream shops.



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www.flyovericeland.com



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THE ICELANDIC PHALLOLOGICAL MUSEUM

Visit one of the most unique museums on the planet

The Icelandic Phallogical Museum is one of the most unique museums in the world and one of the most visited in Reykjavík. The museum contains a collection of more than 300 penises belonging to every species of mammal found in Iceland and scores of foreign species. Visitors to the museum will see specimens belonging to whales, a rogue polar bear, seals and walruses, and specimens originating from many different kinds of land mammals. "The collection began in 1974 and it's been constantly growing," said Þórður O. Þórðarson, the manager of the museum. "We have well over 300 penis specimens and 300 penis themed art and cultural pieces."

History of the museum

The founder, Sigrður Hjartarson, a historian and teacher, began this collection in 1974 when colleagues who worked at the nearby whaling station in West Iceland began giving him whale penises to tease him. The idea of collecting specimens from more mammalian species was born. Collecting the organs progressed and by 1980, he had collected 13 specimens, four from whales and nine from land mammals. In 1990 there were 34 specimens and, when the museum opened in Reykjavík in August 1997, the specimens totalled 62. In the Spring of 2004, the museum moved to the small fishing village of Húsavík, the whale watching capital of Europe. It

was moved back to Reykjavík in 2011 and opened under the direction of a new curator, Siguður's son.

New and exciting location

"The first location in Reykjavík was great, but we had to relocate because the collection grew and the number of visitors grew as well," said Þórður. "We are now located at Hafnartorg, which is a great area of Reykjavík near Harpa." The museum has undergone extensive changes to improve the visitor experience. There is more space for guests to roam and view the specimens and the technology has been enhanced, with touch screens adding a modernized feel. Another exciting addition has been a phallus-themed bistro where locals and tourists can enjoy food, coffee and beers on tap from local breweries.

A visit to the Icelandic Phallogical Museum is a unique, must-see experience when visiting Reykjavík. The museum, which is open every day from 10:00 – 19:00, is a great way to spend a couple of hours in the capital, and it will be a conversation piece for years to come! - JG



The Icelandic Phallogological Museum
Hafnartorg, 101 Reykjavík
+354 561 6663
www.phallus.is



Two Icelandic Themed Villages

The Viking Village is a unique place and it is the only viking theme hotel and restaurant in Iceland. We have step by step been developing our facilities over the last 29 years and we will continue to do that in the future. We offer hotel accommodation and viking houses that are good for families and groups.

Most nights there are viking singers walking around singing and playing guitar in the restaurant while the guests enjoys their dinner.

The Fisherman's Village Resort is our newest accommodation and restaurant and is only few minutes drive from the Viking Village. It is located in Hlíð, Álfstanes, close to the president residence. Like a country home by the seaside. There are 25 rooms in the Fisherman's Village all with sea view.

It is a very good place to see the northern lights.
The restaurant is open for groups in the evenings.

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9

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Icelandic scouts walk down Suðurgata from Austurvöllur towards Jón Sigurðsson's gravestone in Hólavellir cemetery

NATIONAL DAY OF ICELAND

17 June

Photographer Páll Stefánsson went to downtown Reykjavík to capture the day's atmosphere.

Iceland became a republic on 17th June 1944, the birthday of Iceland's biggest independence hero Jón Sigurðsson (1811-1879). People were happy in downtown Reykjavík; three days before the holiday, the Government gave permission for up to 300 people to come together. Despite relatively cold weather (10° C / 50° F), there was no rain, making the day better. There wasn't much fanfare, and to make sure people wouldn't congregate in too large numbers, brass bands, circus people and other entertainers spread through the city centre. -PHOTOS PÁLL STEFÁNSSON



President of Iceland Guðni Th. Jóhannesson and Prime Minister Katrín Jakobsdóttir walk from Alþingi to Austurvöllur during the day's celebrations.



Actress Hanna María Karlsdóttir was the Mountain Woman (Fjallkonan) this year.



Street artists entertain people on corner of Laugavegur and Skólavörðustígur



Brass band of Reykjavík play national songs on Austurvöllur



Circus in Hljómskálagarður Park



The Svanur brass band plays for people on Lækjartorg Square



Jazz on Skólavörðustígur, Hallgrímskirkja Church in the background

ELEGANT ICELANDIC Jewellery

Renowned designer Hendrikka Waage presents jewellery, art collections

Hendrikka Waage has designed an exquisite collection of rings, earrings and necklaces. Indeed, the Baron Collection encompasses intricate Sterling silver and yellow gold lattice detailing, with the subtle colours of stones, which add a defined elegance to the pieces. Her jewellery is both glamourous and affordable, designed for the sophisticated, elegant, and modern woman.

The Baron Collection was inspired by a family heirloom, a carafe that has been handed down through many generations of the Waage family. Its history is fascinating as it was once owned by the mysterious entrepreneur and musician Baron Charles Francois Xavier Gauldree Boilleau, who lived in Iceland at the turn of the 1800s. Like the Baron himself, the collection conveys an air of mystery and elegance.

Taking inspiration from the world

Being Icelandic, born and raised in Reykjavik, Hendrikka is used to the natural beauty of the strong, beautiful and spiritual environment of Iceland. But her work and style are not limited to Iceland as her jewellery designs are influenced by some of the countries where she has lived and worked, including Russia, Japan and the USA. Hendrikka currently spends her time between Iceland and England. She loves the English countryside and the charm of London, which is now her home. "England is home for me, it's where I live, but Iceland is always in my heart. I am very patriotic," said Hendrikka.



Debuting new art

In addition to her stunning jewellery, Hendrikka has created a series of portraits with a powerful message. The work features portraits with women with a single-ear theme. "The motif is open to interpretation, but one interpretation is that in today's world, with an influx of information coming from every direction, you don't have to listen to everything," said Hendrikka. The portraits pay tribute to women who have forged their own path in life rather than following conventional wisdom. "Ultimately the motif is open-ended—open to boundless possibilities from one viewer to the next," she said.

A creative background

Hendrikka has studied drawing and painting throughout her life, inspired by her late mother who also painted from a very young age. "Our home was very artistic. I began as a jewellery designer so designing and creating has always come naturally to me," said Hendrikka. "I began painting these characters that I call 'Wonderful Beings' after studying at the

London Academy of Arts, where my teacher said that my paintings have an inimitable style and encouraged me to pursue them." Hendrikka uses many vibrant colours as she believes that rich colours enrich our lives. She uses a mixed media of oil, oil pastels and even graphics in her work.

Expanding into additional markets

Hendrikka has received extensive positive press coverage in all the major fashion and lifestyle magazines in the UK, including Vogue, Elle, Glamour, and Hello. In collaboration with Katla, Hendrikka is pleased to announce a new Katla X Hendrikka limited edition capsule of "Wonderful Beings" t-shirts and hoodies for pre-sale exclusively on katla.com. The sweaters and t-shirts pay homage to the empowerment of women around the world. -JG

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ZETO OFFERS

Sustainable Icelandic Hair Care

New powder shampoo features bioactive seaweed extract

The Icelandic skin care industry has an interesting newcomer on the market. Zeto is an Icelandic, family-owned biotech/personal care company that sources wild seaweed from the pristine waters of Breiðafjörður, in West Iceland, to produce pure, bioactive seaweed extract that the company uses in its skin and hair products.

ingredients. My brother is a specialist in extracting proteins and other natural bioactive compounds and he has worked with seaweed for many years. When the three of us put our passions together, Zeto was born. Seaweeds are one of the most sustainable, nutrient dense organisms found on our planet, packed with bioactive, skin-enriching ingredients."

A family business

Zeto has a fascinating family story, with seaweed taking centre stage in the brand. "I'm a geographer who mastered in sustainability and I fell in love with seaweeds when I was mapping coastal habitats," said owner, Eyðís Mary Jónsdóttir. "My mother taught me to love nature and foraging, so I grew up with her making things like soaps and creams using foraged



Introducing Zeto's powder shampoo

Zeto is excited to release its powder shampoo, which is a new, innovative form of shampoo that is rehydrated at the point of use. Zeto's Balancing Powder Shampoo is a professional quality shampoo that is scientifically formulated to balance the scalp and nourish hair follicles, laying the foundation for healthy, beautiful hair. To use it, squeeze



Eyðís Mary Jónsdóttir

a small amount of powder into the palm of your hand, wet the other hand and gently rub them together to make a thick paste before applying it to thoroughly wet hair. The shampoo includes amino acids and plant-based polymers that help improve shine, volume and combability. "It gently, yet efficiently, cleanses the hair," said Eyðís. "We are launching this shampoo this summer and along with it being an effective product, it minimizes the carbon footprint of both packaging and transportation, essentially making it a more sustainable option to conventional shampoos that often contain 70% water."

Ideal for sensitive skin

Zeto's Balancing Powder Shampoo is a salon-grade shampoo but it is mild, with quality ingredients that have properties that soothe the skin. "People with a sensitive scalp that have tested our shampoo, say it relieves itching," said Eyðís. "This can be a great option for people who are sensitive to preservatives, perfumes and harsh sulfates, which Zeto's powder shampoo does not contain." The shampoo is also safe to use on colour-treated hair and curly hair.

A commitment to sustainability

All Zeto products are formulated with ingredients that resonate well with hair and skin, are biodegradable and nontoxic to aquatic ecosystems. "We work with our proprietary sustainable seaweed extract that we use in all of our products," said Eyðís. "We formulate for maximal effectiveness, minimal environmental impact and we never test on animals." The company's commitment to sustainability extends beyond the formulas, as the bottles are not only recyclable but are also made from recycled material to encourage a more sustainable circular economy for plastics.

Transparent ingredient list

Ingredients are the key to the product. While seaweeds are the heart of the formula, consumers can be assured that there is no silicone, no harsh sulfates, no fragrance, no EU allergens and no parabens in Zeto's powder shampoo and it's always cruelty free. "We do not use filler ingredients and make sure that actives are always used at efficacious levels," said Eyðís. "When there



Laminaria digitata

is water in our formulas, it is there to boost the effectiveness of hydrophilic ingredients in our formulas, not to fill up the bottle."

A suitable name

Zeto is a company with strong values, with sustainability at its core, committed to using high performance, time-proven ingredients to create. The company's name, therefore, is quite fitting. The name Zeto derives from Greek and expresses an ardent wish that another should live. "It truly captures the essence of what we strive to do," said Eyðís. Being based locally in Iceland, Zeto follows some of the strictest environmental and

regulatory legislation in the world, but Zeto even goes beyond that to ensure the highest quality and safety of their products. "We have really strict protocols for our processes and the materials we use and that is something we are not willing to compromise. The proof of our products' performance lies in the 5 years of product development, testing and refinement, but the true test is the positive feedback from our customers." -JG



Zeto
info@zeto.is
www.zeto.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.

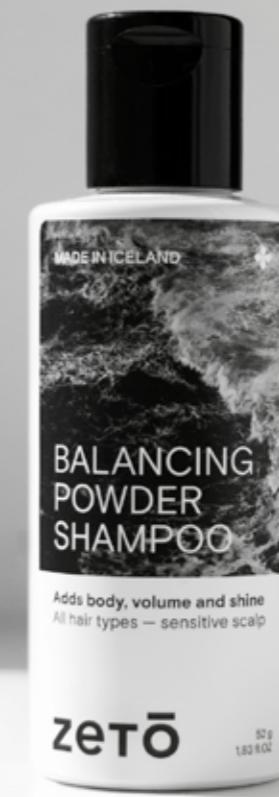
Anne Helen loves to tell customers about Icelandic Christmas traditions. Visitors often stop by simply because they've heard of her hospitality and the shop's friendly atmosphere. They rarely leave empty handed. After all, placing an Icelandic Yule Lad on your Christmas tree every year is a great way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

-HP



MADE IN ICELAND

zeto



*Sustainable,
high-performance
shampoo powder.*

*With bioactive
seaweed extract.*

Introducing the MULTIS PROJECT

Contemporary Icelandic art to view and purchase

MULTIS is an Icelandic company that specializes in the promotion, publication and sale of art works by contemporary Icelandic artists. Owned and operated by three Icelandic women with deep roots in the local art scene, MULTIS' goal is to make art accessible to the public and connect the professional field of art to the business community.

Art available for purchase

On the MULTIS website, www.multis.is, individuals can browse works by numerous Icelandic artists and can purchase directly from the website. However, MULTIS offers so much more than a portal to purchase art. The three owners have been extensively involved in the Icelandic art scene for many years and their passion for art is very clear. "Art is an investment and we want to make it accessible to people," said Helga Óskarsdóttir, owner and artistic director. "MULTIS makes sure people know where to go to buy art and helps people understand the concept behind the pieces. We are here to help."

Meet the artists

MULTIS works with an exciting array of artists, including Gjörningaklúbburinn/The Icelandic Love Corporation, Guðjón Ketilsson, Hulda Rós Guðnadóttir, and Snorri Ásmundsson, among many others. "This is the only company that specializes in art and we are lucky to be working with so many talented artists," said Helga. "Recently we started working with Magnús Pálsson, an important figure in the Icelandic contemporary art world with a very long career. It's a great honour."

Immersive, interactive exhibition

MULTIS aims to have openings at cultural institutions and private parties for those who are interested in participating in and supporting the visual arts environment in Iceland. On site at Snorrabraut 54, MULTIS is currently exhibiting an exciting publication from Steingrímur Eyfjörð. The work, titled Hugform / Thoughtform, is based on experiments conducted by Robert Hanham Collyer in the 19th century. Two seated participants face each other as a large vase is filled with

water. The first participant looks into the opening of the vase, into the darkness, and sends a message.

The second participant then looks into the opening of the vase to receive the communication and draws the image that came through to them on a piece of paper provided to them. Looking at the surface of water or something that connects to the subconscious has a long history, and in this work the water and darkness of the vessel are used to send a mental image. The process is then reversed and repeated. It's a fun experiment that allows individuals to enjoy art in a different way.

Plan your visit

MULTIS welcomes locals and tourists to view the latest exhibition at their permanent space by appointment. Located in an inviting space on Snorrabraut 54,



the owners will guide you through the experience. Further information on how to book a visit can be found on the website: <https://multis.is/visit-multis/>

The future is looking bright for MULTIS. "There is a lot of interest among artists in Iceland and we are thankful to be collaborating with such great talents," said Ásdís Spanó, owner and artistic director. "We are growing and are hoping to introduce our artists worldwide in the next few years. It's a very exciting time."

By visiting The MULTIS project you can enjoy a tour of Icelandic art, visiting the office and exhibition space and meeting some of the artists who have created the works. The gallery also arranges studio visits, where the visitors get the opportunity to meet the artists and enjoy refreshments while discussing and learning about Icelandic contemporary art.



MULTIS

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Arngunnur Ýr:

PAINTING THE BEAUTY AND BEAST OF ICELAND'S UNIQUE LANDSCAPES

Since her work first started appearing in Iceland's art galleries back in 1985, Arngunnur Ýr has vividly captured the lifeforce of Iceland's most remarkable and celebrated landscapes.

A foot in two continents

Born in Reykjavík, Arngunnur came from a musical family and trained initially as a classical flautist before making the switch to art, studying first in Iceland's capital and then in San Francisco and Amsterdam. Meeting her future husband, an American, in the Dutch city, she moved to California and for the last thirty years has had one foot in Iceland and one in America, splitting her time between the two continents.

Showing nature's power

Wherever she is, her subject and inspiration is always Iceland's majestic nature and its landscapes. Her paintings, however, do not simply show off the beauty of Iceland. "I am most interested", she told me from her art studio near Hafnarfjörður via Zoom link in June, "in showing the deep forces of nature." Nothing is still in Iceland's wild places: tectonic plates shift, lava fields erupt, rivers flow, winds beat the mountains and the skies light up with the Northern Lights (and lightning, and rain, and sun—sometimes all in one afternoon!). "Our experience with nature is far from tranquil. It is beautiful but a bit of a femme fatale. It has the upper hand over us humans."

It is easy to see this duality—beauty and the beast—in her work. The skies are big and the clouds are menacing and they seem to shift before your eyes. The country's most famous mountains are coloured in bright pinks, blues and

greens against darker, straight lines that reveal the patterns of movement and the layers that keep them changing over time. Some of the techniques she uses to make her paintings include rubbing them with sandpaper and even adding turpentine and melted wax to truly expose the different, often destructive natural forces at play around us.

The Cry of Change

But there is also a vulnerability to these landscapes, too. Arngunnur's bright colours, she tells me, should also be seen as a "cry for attention" from these pristine places and her 2015–2017 series, 'Witness', focussed on the effects of climate change. In that series, the white glaciers are a huge, receding void against the colourful symphony of the mountains.

Arngunnur makes the most of her intercontinental existence by creating artworks that fuse landscapes from the two continents. In her earlier works, she has painted the Westfjords in the Eastern Sierra and Þingvellir in Yosemite and she is currently working on a new project that blends Iceland with Hawaii, another place characterized by its living and dangerous volcanoes.

On display

Arngunnur's work can be seen at the Reykjavík Art Museum, Hafnarborg Art Museum in Hafnarfjörður, LÁ Art Museum in Hveragerði, Reykjanes Art Museum in Reykjanesbær and Gerðarsafn Museum in Kópavogur, and can also be found in Hotel Rangá, Hotel Vos, Icelandair Hotel Hamar and Hotel Reynihlíð.

This August, her work will be shown—accompanied by musical performances—



Arngunnur in her studio

in Harpa as part of Reykjavík Summer Arts Festival, and next year, her new work will appear in Reykjavík Art Museum as the second stop in a three-part global exhibition that focusses on Arctic artists addressing climate change through their work.

Arngunnur has her own beautifully-designed website where you can see more examples of her art and contact her to learn more about what she calls her "unique expression of the endless theatre of nature".

www.arngunnuryr.com

-GJ



Hawaii



Falljökull III



National Park 1



Ingólfshöfði

64° REYKJAVÍK DISTILLERY: QUALITY CRAFTED SPIRITS

An independent distillery with unique spirits and liqueurs

64° Reykjavík 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.



Reykjavík Distillery

 +354 695 1008
info@reykjavikdistillery.is
www.reykjavikdistillery.is

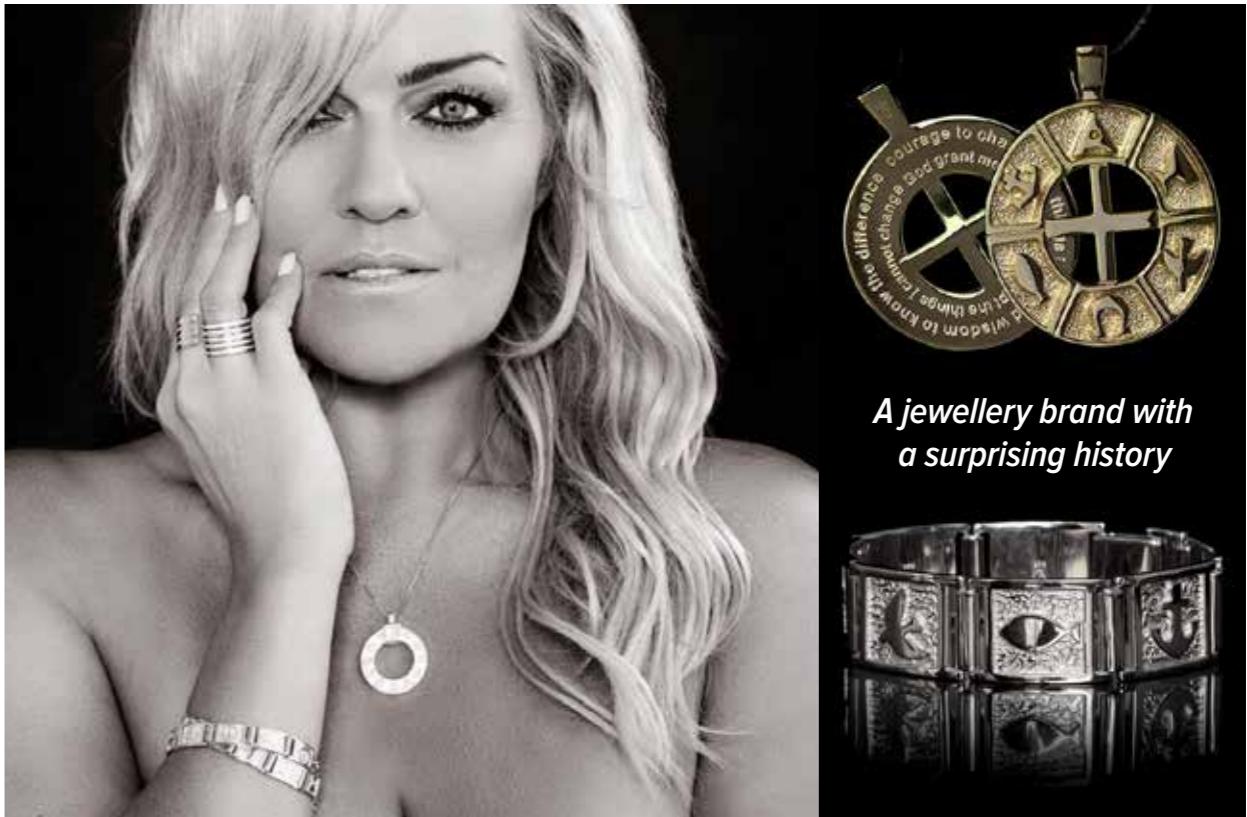


The spirits, which can be enjoyed in mixed drinks or on their own, can be found in the finest restaurants and bars in Iceland as well as in state-run liquor stores.

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.

Reykjavík 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° Reykjavík Distillery spirits, to design fantastic cocktails. -JG



Vera Design A PIECE OF ICELANDIC SAGA

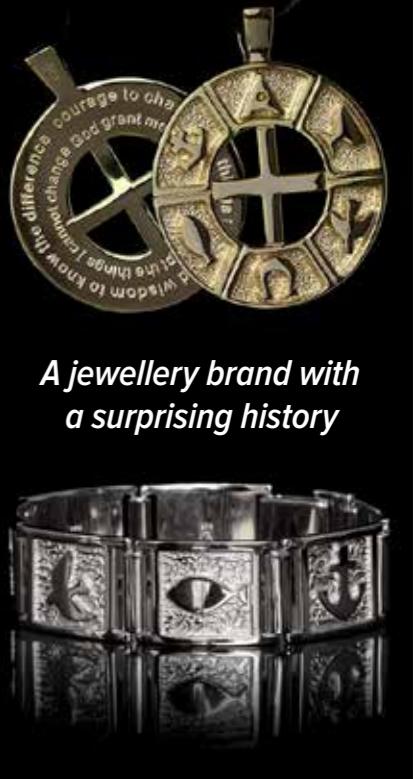
Vera Design's jewellery is sold in 18 stores in Iceland, three in Norway and one in the Faroe Islands. The design is classy, based on traditional symbols and has roots in Icelandic history.

Iris Björk Jónsdóttir is the woman behind Vera Design. Her road towards becoming a jewellery designer is not a traditional one. She began designing at a young age, building houses out of rocks in her parents' garden. When she was 25, she bought her first apartment and decided to gut it and design it from scratch. But when she was 30 years old, she was gifted a beautiful bracelet. This bracelet, unbeknownst to her, would point her in a direction that would lead her to become a jewellery designer a few years later.

This sounds dramatic, but the story is not. "At the time, I had no idea who the designer was. It wasn't until a few years

later I found out it was the father-in-law of my blood sister, Kristín Ósk. And what's more, she designed it with him!" The designer, Guðbjartur Þorleifsson, was born in 1931 and raised in Reykjavík. He started studying to become a goldsmith at 16 years old and later became a painter and sculptor. In 2012, Iris bought Guðbjartur's jewellery designs.

"We started working together at that time, and he taught me everything I know about jewellery making", she says. Guðbjartur sadly passed away a few years ago. "I try to keep his spirit alive in everything I do, and nearly all of my designs have some story behind them. After I started Vera Design, the first item I made was a necklace with the serenity prayer, based on the Infinity bracelet I had been gifted", Iris says. "I was sitting in my kitchen wondering how I could



A jewellery brand with a surprising history

finish the design when Nadía, one of my twin daughters, comes to me and asks, 'Why don't you add a cross in the middle? That way, it is all connected'. And she was right; the design was complete when I added the cross."

Íris works with a team of goldsmiths who used to work with Guðbjartur as well. She says she's slowly expanding the store. "My jewellery is sold in 18 stores in Iceland, three in Norway and one in the Faroe Islands. Then I have the online store veradesignjewellery.com, which has grown a lot in the past year.

"Design has always been easy for me, and it is always fun. It doesn't matter if I'm designing jewellery, whole houses or kitchens. It is always easy because I love what I do", Íris says cheerfully. "However, if it weren't for Guðbjartur and his work, I wouldn't be doing what I'm doing today."

- HDB


Vera Design
<https://veradesignjewellery.com/>
sales@veradesign.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



SUSTAINABLE ARTISAN KNIFEMAKING IN ICELAND

One of a kind knives that will last you a lifetime

When people think about knife making, nature and waterfalls are probably the last things that come to mind. However, that is precisely what you find when you visit Páll Kristjánsson's and Soffia Sigurðardóttir's world-renowned sustainable knife atelier. Situated in the idyllic Álafosskvæði in Mosfellsbær, only a 15-minute drive from downtown Reykjavík, the atelier offers some of the best knives you will ever own.

Páll Kristjánsson, or Palli as he likes to be called, has been making knives for over 30 years. His craftsmanship is renowned worldwide, but his knives are unique because he only uses sustainable materials. "Soffia and I use materials that otherwise would be thrown away and

whales. If we buy wood, we only buy from specially certified companies in the USA, which can reliably prove that the trees were legally chopped down." Additionally, they get wood from old trees in Iceland that need to be cut down.

It's not only Palli and Soffia who sell their art in the atelier. Palli's brother Bjarni is also an artist. His primary medium is ebony and ivory, from which he carves out small animals and other figures. Just like Palli and Soffia, his materials are sustainably sourced.

Visiting the atelier gives a particular sensation of calmness. It is evident the work done there is done with care. The smell of the different woods and leather of the sheaths, combined with the calm sounds of birds chirping and the waterfall, which is literally in their backyard, makes for an exceptional experience. One which is highly recommended. -HDB



KRÚA THAI IN KÓPAVOGUR is a favourite for many. With their reputation to always deliver fresh, tasty food, both at the restaurant & to your door, it is no wonder they are such a popular choice.

Bæjarlind 14, 201 Kópavogur
+354 552 2525
www.kruathai.is/en/
kruathai@kruathai.is



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

Baldursgata 14, 101 Reykjavík
+354-552-3939
info@3frakkar.is



SEA BARON is a seafood restaurant in the Old Harbour in Reykjavík. The lobster soup & the grilled fish on skewers are their signature dishes. Sægreifinn also has a variety of vegetarian dishes.

Geirsgata 8, 101 Reykjavík
+354 553 1500
www.saegreifinn.is/en/
seabaron8@gmail.com



VERA DESIGN is the collaboration of goldsmith Guðbjartur Þorleifsson who has 60 years of experience and stylist and designer Íris Björk Jónsdóttir who has 15 years of design behind her.

sales@veradesign.is
veradesignjewellery.com



THE MUSEUM OF DESIGN AND APPLIED ART COLLECTS, preserves, researches and exhibits Icelandic design from the beginning of the 20th century to the present day.

Gardatorg 1, 210 Gardabæær
Phone: (+354) 512 1525
honnunarsafn@honnunarsafn.is
www.honnunarsafn.is/



FJÖRUKRÍN is a Viking restaurant where emphasis lies on making the experience a genuine Viking experience with Viking food served by Vikings and Valkyries, all dressed up for the occasion.

Strandgata 55, 220 Hafnarfjörður
+354 565 1213
booking@vikingvillage.is
www.fjorukrin.is/



HAPPY TOURS is a small family company running an old and lovely fishing boat from Hafnarfjörður since 2009. Their goal is to give guests an intimate and informational experience.

Hlíðsgata, 101 Reykjavík
+354 85 33 111
info@happytours.is
[happytours.is/](http://www.happytours.is/)



NATIONAL GALLERY OF ICELAND One ticket – four museums. In the National Gallery is a unique collection of Icelandic art. New exhibitions open regularly, and the gallery aims to highlight the best of Icelandic contemporary art, as well as Icelandic art history.

Frikirkjuvegur 7, 101 Reykjavík
+354 515 9600
list@listasafn.is
www.listasafn.is/

Álafossvegur 29 • 270 Mosfellsbær
Páll Kristjánsson: +354 899 6903
www.knifemaker.is
Soffia Sigurðardóttir: +354 895 7654
www.kitchennknives.is
Bjarni Kristjánsson: +354 697 6294
www.bj-art.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 vya 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





FUR STORE AND WORKSHOP

Feldur is a family run fur brand that specializes in the design of high quality fur products. The shop and workshop is located in the heart of Reykjavík where you will find a wide selection of our fur products.

Inside you can also see the furrier at work, altering and repairing old fur garments giving them a new life and style. "We believe in the quality and durability of fur as a material that can last a lifetime".



Feldur verkstæði
Snorrabraut 56 - 105 Reykjavík
+354 588 0488
feldur@feldur.is
www.feldur.is



ANNA MARÍA Design

The influence of the Icelandic nature

Anna María Sveinbjörnsdóttir is an Icelandic jeweller and designer who runs her own jewellery store, Anna María Design, on one of the main shopping streets in the city, Skólavörðustígur 3, in the heart of Reykjavík. Anna María studied both in Iceland and Denmark and has run her own company for more than three decades.

Anna María's design is pure, timeless and modern at the same time. She stresses exceptional attention to detail and craftsmanship and has eye for the smallest detail.

The jewellery is both for women and men and encompass silver, gold, white gold, Icelandic stones as well as precious stones like diamonds. In the store, you can find one of the biggest selections of jewellery with Icelandic stones in the country like Agate, Mose-agate, Jasper, Basalt and Lava.

When it comes to emphasis and style, Anna María mentions free and organic forms based on the Icelandic nature. Iceland is surrounded by the Atlantic Ocean and its waves inspire the jeweller and much of her jewellery where you can see the forms of the waves on rings, necklaces, bracelets or ear-rings.

Filigree represents a delicate form of jewellery metalwork usually made in silver and is well known regarding the traditional Icelandic women's costume. In some of Anna María's designs you can find this extraordinary delicate work, which reminds one of the Icelandic heritage. -SJ



Anna María Design
Skólavörðustígur 3 • 101 Reykjavík
+354 551 0036
annamaria@annamariadesign.is
www.annamariadesign.is

ADG BRINGS SIMPLICITY TO AVIATION

The Iceland-based company offers technical and engineering services

Aero Design Global (ADG) is a dynamic, Iceland-based company that provides technical management and engineering services to airlines, aircraft financiers, aircraft lessors and aircraft owners. ADG, which is in a partnership with EFLA, the largest engineering firm in Iceland, aims to be a one-stop-shop when it comes to engineering, technical and maintenance support of aircraft.

Offering multiple services

ADG services include upholding and updating, on a daily basis, the continuous airworthiness condition of the owners' or operators' aircraft fleet in accordance with EASA Part-M regulations and within the scope of ADG's CAMO

approval. "We have been approved by the Icelandic aviation authorities to maintain aircraft and schedule maintenance work", said Ægir Thorberg Jónsson, CEO, Head of Design & Chief Technical Officer. "We also hold a DOA Part 21J approval from EASA in Cologne, Germany, where we can now perform numerous modifications and changes under this approval on all types of large aircraft and large helicopters. We have completed modifications on aircraft and helicopters, including painting the exterior of the aircraft, seat configuration, emergency equipment layout, flight deck interiors and other minor modifications."

A major part of ADG's business is working on end of lease delivery of aircraft.



*Ægir Thorberg Jónsson, CEO,
Head of Design & Chief Technical Officer*



"We take the delivery back after a lease is up, and we do that work for multiple airlines", said Ægir. "To explain: let's say SAS has had an aircraft for 6 years and Norwegian wants to lease it. We come in and take the aircraft from SAS and make sure all the requirements are taken care of before the plane is delivered to Norwegian."

Another part of ADG's service offering includes maintenance and consultancy services. Clients have access to physical inspections and record reviews, pre-purchase condition surveys, delivery for airlines and leasing companies, heavy maintenance supervision and document control reviews, among other services.

Aviation in Iceland

ADG is currently supporting Iceland's newest airline, PLAY. "We are importing new aircraft and doing all the design work and technical support", said Ægir. Indeed, PLAY airlines was formed in 2019 and is scheduled to begin flying to eight destinations in June 2021. From Keflavik International Airport, PLAY flies to Alicante, Barcelona, Berlin, Copenhagen, London, Paris, Salzburg and Tenerife.

The first plane was delivered in June and two additional aircraft are scheduled to arrive in July.

Meet the founder

Ægir has been working in the aviation industry for more than 20 years. "When I was living in Indonesia in 2012, I wanted to start this company", said Ægir. "But I got a phone call at that time to start setting up a start-up airline called WOW Air. So, I put my own company plans on hold and worked with the founder. I was the Technical Director for the WOW Air Technical and Maintenance Department." In 2016, Ægir left WOW to pursue building ADG. The company started small but is growing quickly. "I started with a couple of people and now we are at 14 employees", said Ægir. "We will be around 20-25 employees by the end of the year."

We are now in the process of signing a technical support agreement for over 20 aircraft, for both CAMO and DOA support, with an aircraft lessor for aircraft with a couple of Asian operators, to be registered both with ICETRA and Bermuda CAA authorities.

Global operations

ADG is based in Iceland but has a global reach with employees working in numerous places in Europe, the Americas, Asia, Africa, the Middle East and more. "We are mainly dealing with companies outside of Iceland", said Ægir. "Most of the leasing companies are based in Dublin, which is conveniently only two hours away from Iceland by plane." Being based in Iceland is not a hindrance. "During the Covid pandemic, we moved to do all our meetings via Teams and Zoom, working with video conference and scanned documents", he said. "We can do most of our work remotely and it has been a smooth transition. Ten years ago, we had to be there." By working remotely, this saves a lot of time and money. "There are no boundaries being based in Iceland", he said. ADG has grown quickly and continues to do so, aiming to bring simplicity to aviation in multiple markets. -JG

ADG
Kalkofnsvegur 2, 101 Reykjavík
+354 554 2500
info@adglobal.aero
www.adglobal.aero



CATCH THE AURORA BOREALIS ALL YEAR ROUND



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 recognised the need for just such a place: a kind of one-stop shop for all things Northern Lights.

Located at Grandi, the old harbour, 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 minute-long 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 the best advice 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, jewellery, photography, and woollen knitwear by some of Iceland's most creative designers. The theme? You guessed it.



Opening hours
Every day
09:00 – 21:00



Aurora Reykjavík
Grandagarður 2 • 101 Reykjavík
+354 780 4500
info@aurorareykjavik.is
www.aurorareykjavik.is



TRAVEL IN STYLE WITH HREYFILL TAXI SERVICE

Why not skip the rental car in Iceland and book a taxi instead? Hreyfill taxi offers a personal experience, whether it is to be picked up from Keflavík International Airport or if you want to explore the country. Hreyfill is the largest taxi service in Iceland, as well as one of the oldest, founded in 1943.

Hreyfill is an excellent option if you want to travel to places off the beaten track or even if you just want a more intimate Golden Circle Tour. Longer or shorter trips are also available, and it is possible to book at short notice. The call centre is open 24/7, so there is always someone who can help.

One of the must-go places to visit in Iceland is the Blue Lagoon, near Grindavík. The lagoon is a great place to relax and eat good food, and having a driver and car from Hreyfill takes the whole experience to the next level. There is no need to plan your trip according to a company's coach schedule.



No trip is too short or too long. If you just need a ride to the next street over, Hreyfill is happy to help. It's possible to order a taxi by phone, via email, through their app or just hail one from one of the many taxi ranks in the city centre. -HDB

Hreyfill Taxi
Fellsstræti 26, 108 Reykjavík
+354 588 5222
www.hreyfill.is



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
+354 530-2200 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 09-22



BREIDHOLTSLAUG is a cosy pool with three really fun slides, hot tubs, kiddie 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
+354 557-5547 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 09-22



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
+354 411 5300 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 09-22



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 activites going on, and then there is a gym close by.

Kléberg, 116 Reykjavík
+354 566-6879 • www.sundlaug.is
Open Mon-Fri 15-22,
Sat, Sun 11-18



LAUGARDALSLAUG is one of the most popular pools with various activites 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
+354 411 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
+354 411-5150 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 08-22



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
+354 411-5350 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 08-22



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
Open Mon - Fri, Sat-Sun 10-19

Journey Inside THE VOLCANO

Explore a dormant volcanic crater

Iceland is a geological hotspot and one of the most active volcanic regions in the world. Indeed, thousands of people are flocking to Iceland's newest volcanic eruption at Geldingadalir with fountains of lava spewing metres into the air. For travellers interested in getting a deeper look inside a dormant volcano, Inside the Volcano is a can't miss tour.

The unique volcano

The Þríhnúkagígur volcano is dormant. It last erupted more than 4,000 years ago. There are currently no indications of it erupting again in the near future. The volcano's name can be directly translated as 'three peaks crater'. The three craters (one of which you will be descending into) are prominent landmarks, standing against the sky, about 20km southeast of Reykjavík. It is famous for its enormous magma chamber that is so

large that the Statue of Liberty could easily fit inside it and it is the only magma chamber in the world that can be entered. "It's really beautiful inside the volcano with all the different colours and textures", said Inside the Volcano's Helga Frímann. "People can walk around the bottom of the crater and take photos or they can stay close to the guide and ask questions."

How it started

The idea of making Þríhnúkagígur volcano accessible came from Árni B. Stefánsson, a doctor in Reykjavík and a lifelong cave enthusiast. He has studied caves in Iceland since 1954 and it's easy to argue that nobody in Iceland has explored as many caves as Árni. Þríhnúkagígur has always been very special to Árni as he was the first to descend to its floor in 1974 and, like most people who experience it, he was awestruck by its beauty

and uniqueness. The Inside the Volcano team made his vision become a reality.

The experience

The Inside the Volcano tour starts with a guided walk over a lava field that takes about 40-50 minutes. "We have one guide in the front leading the group and another guide in the back with those who want to go a little slower", said Helga. "They will stop a few times if the weather is good and the guide will tell them about the area." Once the group reaches the basecamp, another

guide will lead guests to the open cable lift where they will descend 120 metres inside the volcano. After 6-7 minutes, guests will reach the bottom of the crater. Expert guides will be with you at all times, in the cable lift and on the ground in the magma chamber.

Family-friendly fun

The tour is a great option for families with kids that are aged 8 and older. "We welcome kids 8 and older that are able to hike 3.5 kilometres, each way, even in bad weather", said Helga.

"It is essential that they are dressed appropriately for the tour, with weatherproof outer layers."

Enthusiastic staff

While touring the crater is the main event, the guides are passionate about sharing the experience and making sure guests enjoy themselves. "Of course, the volcano is

incredible, and we try to make it as fantastic as possible", said Helga. "We often have actors who work with us as guides and guests really like them, and our guides in general."

After visitors make their way back to basecamp after ascending the crater, they are offered traditional Icelandic meat soup (or a vegetarian version) and have some time to speak with guides and the other travellers. "People speak highly of the experience at basecamp and enjoy their time", said Helga.

The logistics

The hike to the volcano requires a moderate fitness level as the hike's level of difficulty is considered a 2 out of 5. Knowledge of hiking or climbing is not required and it is not a steep uphill walk. However, while the walk is relatively flat, the surface is uneven in places and the last 10 minutes of the hike are the most challenging, with an elevation

of around 50 metres. A guide will be with you at all times during the walk.

Guests should be prepared for the walk with good hiking boots as the trail is rocky, and good outdoor clothing. The weather in the mountains can be different from the conditions in Reykjavík and warm, rainproof clothes are essential. Please note that the inside of the crater is about 3°C (37°F).

The dormant Þríhnúkagígur volcano is a unique natural phenomenon and the Inside the Volcano tour opens the door to a new world. Descending into the depths of a volcano is a once in a lifetime experience, as Iceland is the only place in the world where a tour like this exists. -JG

Inside the Volcano
Blafjallavegur 1-221 Hafnafjörður
+354 519 5609
info@insidethevolcano.com
www.insidethevolcano.com



REVEL IN THE GEOLOGICAL WONDERS of Reykjanes

Enjoy everything from an erupting volcano to the Blue Lagoon

The Reykjanes Peninsula is home to a striking, dramatic landscape comprising lava fields, geothermal waters, hot springs and lava caves. Now, since March 2021, visitors can witness an erupting volcano spewing rivers of hot magma, after a short hike or a helicopter ride.

Reykjanes' hottest new attraction

During the evening of 19th March, 2021, a volcanic eruption began in a valley called Geldingadalur, behind the Fagradalsfjall mountain. Dubbed a 'tourist eruption' due to the location and ease of access, visitors can embark on a hike using a rugged walking path. Or, for those after an aerial view, followed by a stop on the ground, helicopter flights are available as well. There is truly nothing like getting close to an eruption, feeling the heat of the magma and marvelling at the power of the Earth.

More geological thrills

The Krýsuvík geothermal area is popular among geology buffs and hikers. Gurgling mud pools bubble from the yellow, red, and orange clay-like earth, intertwined with dancing steam and hot springs. The many walking paths allow you to feel lost in the outer space-like atmosphere and the region gives you a great sense of Iceland's raw, natural geothermal energy, which powers much of the island.

Cross the Mid-Atlantic Ridge

Another unique attraction travellers can visit is the bridge where the Mid-Atlantic Ridge crosses Iceland, the meeting point of the Eurasian and North American plates. The small footbridge is a symbolic site that connects the two plates, and it offers visitors an impressive view of the ridge.



The most soothing geothermal wonder

The Blue Lagoon draws visitors from around the world to soak in its soothing milky-blue waters amid a dreamlike atmosphere. There's a reason why this is one of the most visited spots in all of Iceland. The heated water is heavenly at any time of year. Enjoying the steamy air, while soaking in the healing, mineral-rich, warm waters during the summer is a lovely experience, especially on sunny days. In the winter, a visit to the Blue Lagoon is both eerie and wonderful; watching as snow falls from dark night skies or as the Northern Lights dance over it, while lounging in its warm waters, is sublime.

Explore volcanic craters

If you are looking for interesting hiking opportunities, Reykjanes has you covered. Stóra-Eldborg, which is considered the most beautiful crater in the southwest of Iceland, is an ideal hike in this geothermal region. It's 50 metres high with a 30-metre-deep crater. There is a well-maintained trail, that leads to the top. Another area of note is the Stampar crater series, a row of craters covering 4km². You can walk along a trail through the 2,000 year-old craters, seeing lava fields, a geothermal zone with sand dunes and the nearby sea coast.

The Reykjanes peninsula is a diverse region of Iceland and it's worth spending time exploring some of the unique nature and geological wonders of the area. -JG





BRYGGJAN KAFFIHÚS is a cosy little Café located on the Pier next to the Grindavík Harbour on the Reykjanes peninsula, minutes south from famous Blue Lagoon.

*Bryggjan Grindavík
Miðgarður 2, 240 Grindavík
+354 426 7100
info@bryggjan.com
www.bryggjan.com*



THE GRINDAVÍK CAMP SITE on Reykjanes peninsula is one of the more organised campsites in Iceland. They have BBQ's, electricity, playgrounds, a play castle, kitchen, laundry room and WiFi.

*Camping in Grindavík
Austurvegur 26, 240 Grindavík
+354 660 7323
camping@grindavik.is www.grindavik.is/tjaldsvaedi*



FISHHOUSE BAR & GRILL in the romantic fishing village of Grindavík is an excellent seafood restaurant minutes south of the Blue Lagoon. They pride themselves on the use of delicious local produce.

*Fishhouse bar and grill
Hafnargötu 6, 240 Grindavík
+354 426 9999
kari@fishhouse.is
www.fishhouse.is*



SALTHÚSID RESTAURANT in Reykjanes is the only seafood restaurant in Iceland that specialises in Bacalao, the salted cod. Once the staple food for the poor, now a sought after delicacy all over Iberia and Iceland.

*Stampahólsvegi 2, 240 Grindavík
salthusid@salthusid.is
salthusid-english.weebly.com/*



GRINDAVÍK SWIMMING POOL is located in the middle of town, next to the lovely campsite. They have a 25m lap pool, a kid pool, waterslide, hot tubs, sauna, tanning beds and a gym.

*Austurvegi 1, 240 Grindavík
+354 426 7555
ithrottir@grindavik.is
www.grindavik.is/sundlaug*



BRUIN RESTAURANT is a family run seafood place with delicious fish dishes and fish soup as specialities with a stunning view over the harbour. Their menu also includes pizza, burgers and a kids menu.

*Hafnargötu 26, 240 Grindavík
+354 426 7080
bruin@simnet.is
www.restaurantbruin.com*



VOGA SEATOURS is a new tour company offering sea-tours such as whale watching, sea angling and Northern lights tours from Vogur on Reykjanes, 15 minutes from Keflavík airport.

*Voga Höfn, 190 Vogar
+354 833 9080
info@vogaseatours.com
vogaseatours.com*



VOGAR CAMPING and Youth Hostel is located only 15 min from KEF airport. Open 24/7 all year.

*Hafnargata 19 - 22, 190 Vogar
+354 777-3222
vidsjoinn@gmail.com
www.vogarcamping.is*



ICELAND'S FIRST MANTLE ERUPTION

in Historical Times

Geologist Haraldur Sigurðsson says the eruption is a major breakthrough for earth sciences

PHOTO PÁLL STEFÁNSSON

“The eruption in Geldingadalur marks a turning point in geological history, where scientists get an insight into the Earth’s mantle beneath Iceland for the first time. I have never seen anything like it in Iceland. This is the first Icelandic mantle eruption in historical time. It is unusual and remarkable that the magma does not come from the crust but from the mantle at a depth of 17-20 kilometres”, says Iceland’s best-known geoscientist, Haraldur Sigurðsson in a conversation with the Icelandic Times from Rhode Island in the USA. He says the eruption was of great importance for geoscientists to view.

“The earth is like a hen’s egg, with three layers in similar proportions. The

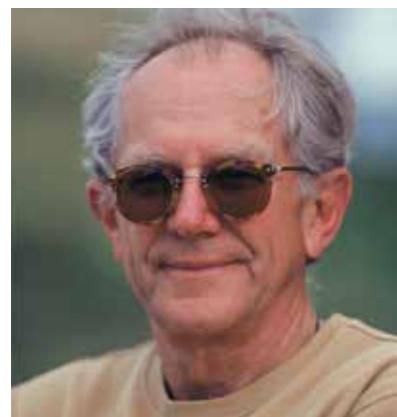
white is like the mantle of the earth. The earth’s crust is in the same proportions as the shell of the egg and the hot core inside. The magma that is now emerging contains a lot of carbon dioxide CO₂ and sulphur, high temperatures and low viscosity. We know the lava flow from magma chambers well, but the lava flow erupting in Reykjanes does not come from there but from the top layer of the mantle. The continuation of the eruption is, of course, speculation, but this could be the formation of a mound like Skjalfbreið (1,060m), which was formed hundreds of years ago, but the eruption now could last for a short time.” Haraldur says that Krýsuvík has moved about sixteen centimetres to the east and eight centimetres to the north.

Higher temperature than a normal eruption
“The mantle is much hotter than the crust. From the mantle comes this special hot magma that contains large amounts of carbon dioxide. We are seeing a bubbling like a pot on the boil and it is difficult to predict what will happen next. The Geldingadalagors eruption is the first on the peninsula in almost 800 years.” Haraldur says the volcanoes are not connected, but many of them lie in a line. “There is a lot of gas in the magma. As the magma approaches the earth’s surface, the carbon dioxide is released and foams, so the volume of the magma increases. It swells like a milkshake and flows to the surface with bubbling gas and turmoil.”

Increases understanding of the mantle

"This is absolutely magnificent. It is very likely that it will cause a breakthrough and increase our understanding of the mantle under Iceland. We know that the mantle is the main layer of the earth that we never see. It is always covered by the earth's crust. Getting such emissions from the mantle is very valuable", says Haraldur.

According to measurements by the Iceland University's Department of Earth Sciences on the flow and chemical composition of the magma in the eruption in Fagradalsfjall, the lava flow more than doubled in the last week of May. Lava flow increased to 12.9 cubic metres per second from between 5-7 cubic metres per second.



Geologist Haraldur Sigurðsson

The Volcano Museum in Reykjanes?

Haraldur has expressed interest in moving his Volcano Museum from Stykkishólmur to Reykjanes. "In Grindavík or by the Blue Lagoon, because we know that there is a lot of interest in the eruption and interest in Iceland in general as a geological phenomenon," says Haraldur. Born in 1939 and now in his nineties, he has received numerous awards and is Iceland's best-known geoscientist. He studied geology at the University of Belfast and graduated with a doctorate from the University of Durham in England in 1970. When Haraldur retired as a professor at the University of Rhode Island, he founded a volcano museum in the spring of 2009. The museum is the first of its kind in the world where Haraldur has collected artwork and materials related to eruptions and volcanic activity.

For most of his career, Haraldur worked abroad, mostly as a professor. He is at the forefront of volcanology. He has published, either alone or in collaboration with others, important articles on the results of research on large eruptions. In the Wikipedia summary, many eruptions are described such as in Santorini, 1600 BC, Vesuvius 79 AD, when the cities of Pompeii and Herculaneum were destroyed. He has also researched and written about the eruptions in Tambora, Indonesia in 1815, Krakatoa, between Java and Sumatra

in 1883, St. Helens in Washington State in 1980, El Chichón in Mexico in 1982, Nevado del Ruiz, Colombia in 1985, the catastrophic eruption in Katla at the end of the last glacial period and Long Valley in California 760,000 years ago. In Iceland, he has been involved in research on the eruption in Lakagigar 1783-84, the Askja eruption in 1875 and the Eyjafjallajökull eruption in 2010, as well as on the geology of eruptions and ocean ridges.

Reykjanes fires in the Sturlunga Saga

There is very little mention made of eruptions in the Sagas, except where they relate to the people and events of the times.

The last eruption activity on the Reykjanes peninsula continued for 30 years, but it was also the final event in an even longer volcanic eruption period on the Reykjanes peninsula, which lasted for 290 years. The last eruption in Fagradalsfjall was the Beinavörðuhraun flow, more than 6,000 years ago.

The last eruption on the Reykjanes peninsula ended in the middle of the Sturlung Age, in 1240. There had been frequent eruptions in the Reykjanes system since the year 1210, with several years breaks in between. Among them was an eruption that began in 1226, six years after Snorri Sturluson returned from Norway and Sweden, and was probably

the largest eruption in the cluster. In the Oddaverjaannál document, this eruption is mentioned and there is talk of a "sandstorm winter in Iceland". The eruption from 1210–1240 is the only mention of the Reykjanes fires.

According to eldgos.is, the volcanic eruption on the Reykjanes peninsula lasted even longer, however, because the Reykjanes fire was only the last of many eruptions that, together, form one major volcanic period that stretches over 300 years, from the year 950 to 1240. Since then, there has not been an eruption in this area that is worth mentioning until now, a gap of almost 800 years.

There are six volcanic systems on the Reykjanes peninsula. The Hengill area, Reykjanes system, Svartsengi, Krýsuvík system, Brennisteinsfjöll and Fagradalsfjall, which is now erupting.

The chapel in Kapelluhraun

The Kapelluhraun lava flowed in the late 12th century. The chapel in the lava is remarkable. Kristján Eldjárn, the President of Iceland between 1968-1980, led a research study in 1950, when the chapel lay partially buried. It is located close to the aluminium smelter, which opened in 1969. The statue of Saint Barbara, the patron saint of metalworkers, was found in the chapel.

Jochum Eggertsson, 1896–1966, the nephew of Matthías Jochumson, claimed that Kolskeggur, the Wise Ýrberason, the leader of the Krýsuvík people and the author of Hávamál, had been killed in Kapelluhraun lava field in 1054, where the chapel was built after an armed group overpowered him in Krýsuvík but before that Ioni [Jón] Kjarvalarson, the author of Völuspá, had been burned inside Vífilstaðir.



Go WEST!



Enjoy the Vast Beauty of West Iceland

A trip to West Iceland is perfect if you want to see a bit of everything. Black-sand beaches, hot springs, quiet fishing towns and a glacier accessible by foot await you. The West is frequently referred to as 'Iceland in miniature' as it contains so many interesting landscapes and attractions.

Visit stunning waterfalls

The West is home to some spectacular waterfalls. Glymur, Iceland's second tallest waterfall, is a worthwhile detour before heading further west from Reykjavík. Glymur stands 198 metres high on the Botnsá river, the white water crashing down the side of Hvæfjell mountain. The hike to the top can be a bit challenging for some, but it's worth it! The view from the top over Hvæfjörður is quite striking on a clear day.

Hraunfossar is a series of waterfalls streaming over 900 metres out of a lava field. The falls are beautiful to visit in any season and rainbows are frequently seen when the sun breaks through on showery days. There's a neighbouring waterfall very

close by, called Barnafoss. It's a stunning, wide waterfall, with water rushing over a rocky landscape, creating several cascades.

Enjoy Iceland's unique geology

Iceland is paradise for geology buffs. Be sure to take a look at Deildartunguhver, which is considered Europe's most powerful hot spring. It provides 200 litres of boiling—100°C (212°F)—water per second. Visitors will see water bubbling up and splashing against moss and rock, a reminder that Iceland is very much alive with pure geothermal energy.

If you want to get up close and personal with Iceland's interior, visit Víðgelmir, the largest cave in Iceland. With a guided tour, you can explore the beautiful ice formations, including scores of stalactites and stalagmites. It's a fascinating look at Iceland from the inside.

See spectacular Snæfellsnes

The Snæfellsnes peninsula is considered the jewel of the western coast, in part, because the region has a taste of everything,

including a mighty glacier. Snæfellsjökull, the king of Icelandic mountains, lies on top of a volcano situated in the centre of a national park. The glacier's peak reaches 1,446 metres and can be seen from Reykjavík on a clear day. The volcano is considered active, though it last erupted 1,900 years ago.

Meanwhile, the western edge of the Snæfellsnes peninsula is home to Snæfellsjökull National Park and small towns like Hellissandur, Ólafsvík, and Grundarfjörður. Charming fishing villages dot the peninsula and offer ample hiking routes and quirky museums. Other areas of interest include the beautiful rock formations and birdlife of Arnarstapi-Hellnar, and Kirkjufell, one of the most photographed mountains in Iceland.

It's possible to visit all these places in three days and enjoy others along the way, but it is recommended to allot more time to the West for the sheer beauty and uniqueness of the region.

Make sure West Iceland is on your radar for your next trip to Iceland. -JG



KRAUMA

Geothermal Baths

Experience Iceland's geothermal energy in these soothing hot baths

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

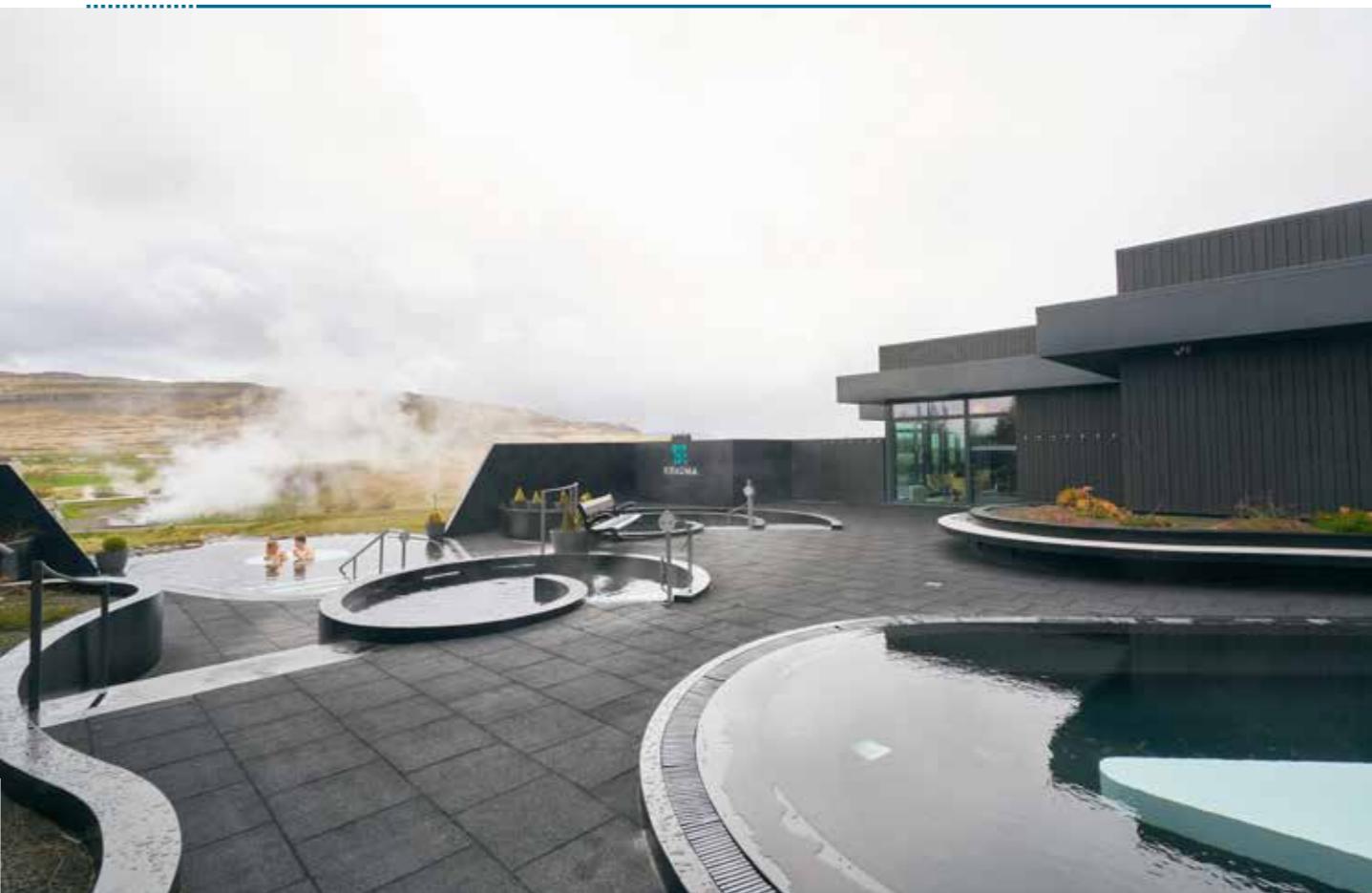
The water for the baths is heated by Deildartunguhver, which is considered Europe's most powerful hot spring. It provides 200 litres per second of hot water at 100°C (212°F). To achieve the perfect bathing temperature, Krauma mixes the hot water with cold water from Rauðsgil, which originates in what was 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 Centre to get a taste of the famous Sagas. In Reykholt, one of Iceland's most notable historical sites, you can stop at the Icelandic Goat Centre before visiting Snorrasofa, 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



INTO THE WILD WESTFJORDS

Discover Iceland “the Westfjords Way”

The Westfjords are an unmissable region of Iceland. Here, you will find steep cliffs with millions of nesting birds, well-maintained hiking paths, quirky museums, and some of the most breathtaking beauty on the island. To explore this beautiful slice of Iceland, there is a convenient new touring route called Vestfjarðaleiðin, or the Westfjords Way. This driving route encompasses a 950 km circle around the edges of the Westfjords and there are eight different types of route experiences to help travellers navigate the region.



Tours to iconic sites

There are numerous opportunities to tour remote natural spots like the Hornstrandir Nature Reserve, the Látrabjarg cliffs and the Rauðasandur beach. You can spend your time roaming these gorgeous natural sites, soaking in the spectacular scenery.

Getting wet

Water is abundant on the island and can be experienced by bathing in hot pools like Guðúnarlaug, visiting waterfalls such as Dynjandi, or getting into it by kayaking and whale watching.



Taking the air

There are countless sky-high viewpoints where you can marvel at mountains, ascend hiking routes and enjoy skiing in the winter months. Examples include: Bolafjall, Dynjandi waterfall, the experience of flying into Ísafjörður, or hiking the old road to Bolungarvík.

Stories

The Westfjords have a rich history and travellers can explore this through the sagas, visiting longhouses and museums. Examples include: Hnjótur Museum, Eiríksstaðir Viking Museum, Eldsmiðjan Iron making, and the Jón Sigurðsson Museum.



Taste the place

Foodies rejoice, Iceland has so many tasty options to enjoy and the Westfjords is no exception. The Vestfjarðaleiðin route leads you to the best eating places, coffee stops, excellent restaurants and farm shops. Examples include Erpsstaðir Dairy, Tjörhúsið, and Sætt og Salt specialty chocolate. The Westfjords is also home to cosy cafes like Kaffi Sól, Litlibær, and Simbahöllin.

Easier to navigate

Vestfjarðaleiðin was created following the opening of a tunnel between Arnarfjörður and Dýrafjörður, an important link between the north and south parts of the Westfjords. The opening of the tunnel ensures the new Westfjords Way will be open year-round as travellers can now avoid the Hrafnseyrarheiði mountain pass, which is unpaved and closed for many months of the year.

In a country full of beauty, the Westfjords may be the most beautiful region of all. Endless coastlines, jaw-dropping cliffs, and spectacular mountain landscapes await those who make the trip. Discover Iceland the Westfjords Way. -JG



VISIT THE GREAT NORTH

Explore the culture, beauty and history of North Iceland

North Iceland is a beautiful part of the country, encompassing breathtaking nature, unique history and some of the best bathing spots in all of Iceland.

Navigating the Diamond Circle

The Diamond Circle is a popular tourist route that covers five key destinations in the north, starting with the picturesque Goðafoss waterfall. In a country full of spectacular waterfalls, what sets Goðafoss apart is the sheer width of these powerful falls. White water surges over the rim, thundering down and crashing into rocks and the water below. Next are the striking blue and green landscapes of Lake Mývatn, followed by the stunning Dettifoss, the most powerful waterfall in all of Europe. Continuing on the route takes you to Ásbyrgi, an enormous canyon full of fascinating rock formations, lush grass, well-maintained walking paths, thriving birdlife, and several bodies of water. The final destination is Húsavík, the whale-watching capital of Iceland, with deep blue seas and several boat departures every day.

Arctic Coast Way

For travellers who have a bit more time to allocate to the north, North Iceland's newest tourist route spans 900 km and has been dubbed the Arctic Coast Way. This route leads travellers on a journey across 21 towns and villages close to the Arctic Circle. The route, which debuted in 2019, is recommended to take 9 days. Along the way, you will see spectacular landscapes of mountains, steep cliffs, charming fishing villages, glacial river deltas and even crossings to islands like Grímsey and Hrísey. For more information on the route, visit www.arcticcoastway.is/en.

Rich bathing culture

Bathing opportunities are plentiful in the north and it is worth visiting as many as time allows. These swimming pools are heated by natural geothermal energy, at the perfect temperature in which to relax and enjoy some conversations with the locals. Icelanders love their pools! There are also fantastic bathing centres for a more extensive experience like the Mývatn Nature Baths and the GeoSea Sea Baths in



Húsavík. For something truly unique, visit the Beer Spa in Árskógssandur. Here you soak in a bathtub filled with beer, water, hops and yeast, an unforgettable soothing experience for your skin.

Don't forget about the wildlife

Getting on a whale-watching boat and viewing the gentle giants up close is an extraordinary experience and there are several harbours in the north that offer trips. You can board whale watching vessels in Akureyri, Dalvík, Hógvík, Hjaltadalur and Húsavík to get a glimpse of these spectacular creatures. For seal watching opportunities, be sure to visit Hvammstangi and for puffins, taking a ferry to the island of Grímsey, straddling the Arctic Circle, is highly recommended to spot these iconic birds.



LANDSVIRKJUN

TAKING ON CLIMATE CHANGE WITH
RENEWABLE ENERGY AND GREEN PRODUCTION



Developing solutions for emerging green energy opportunities

Green energy-intensive industries are critical in the fight against climate change, and Iceland-based Landsvirkjun is actively working toward solutions to supply renewable energy into this market. "The international opportunity in renewable energy and industrial production more generally is to fully take on solutions that mitigate climate change", said Ríkarður Ríkarðsson, Executive Vice President of Business Development and Innovation at Landsvirkjun. "That really is what the renewable industry is trying to achieve internationally." Iceland has numerous opportunities for business in green energy industries, including data centres, manufacturing batteries, food production and increasing production of environmentally-friendly electrofuels (e-fuels). "Landsvirkjun is actively developing its capabilities to develop and supply renewable energy solutions to future green industries", he said.

Producing environmentally-friendly fuels

In order to reduce greenhouse gas emissions, more green-energy sources need to be found. The production of green fuels, such as hydrogen or other e-fuels in the form of e.g. ammonia, methanol or methane is a central example of the many green opportunities waiting to be seized. "E-fuels are emerging as a likely huge sector", said Ríkarður. "The strain on earth's resources and climate is too great with our current paradigm of relying on fossil fuels for energy and massive land and freshwater use to support our food

production. This needs to change and evolve into a future system where we significantly increase renewable energy generation while reducing fossil fuel, land and freshwater use. This is a necessary tradeoff and balance we need to achieve to realise sustainable development. Roughly two thirds of Europe's emissions can be addressed and managed through use of e-fuels. The remaining one third can be addressed through direct electrification and batteries. Both e-fuels and electrification rely on large increases in renewable energy generation."

As noted, hydrogen and e-fuel production require a great amount of energy, and the demand for green hydrogen is expected to increase in the coming years. According to Iceland's energy policy, the country intends to be free from using fossil fuels as the main energy source for transport by 2050. Iceland and other nations are in a position to benefit greatly from this development in economic, social and environmental terms. In Iceland, green fuel production will decrease petrol and diesel imports which leads to reduced greenhouse gas emissions and foreign currency reserve savings for the national economy. Over time, Iceland could become completely energy independent.

Data centres

In Iceland, the data centre industry is well established and has been growing rapidly in recent years. A large reason why is the fact that the country is proven to mitigate risks, ensuring secure and stable operations for data centres. In recent years, Landsvirkjun has signed agreements with several international data centre service providers to supply certified and competitive renewable energy. These operations utilise 100% renewable hydro-electric, geothermal and onshore wind energy that allow them to provide certified green data services to their respective customers and end users.

Iceland has a young, educated and internationally-minded workforce, with high site availability and favourable business conditions, making Iceland an increasingly compelling option for data centres. The combination of competitive



Ríkarður Ríkarðsson



One of the hydroelectric plants in the Sog-area is Steingrímstöð but it opened in 1957. It utilises water from Efra-Sog, which falls from Þingvallavatn Lake to Úlfhjótsvatn Lake.



Landsvirkjun has seven hydroelectric plants in the Pjorsá River area. Five in Pjorsá River itself, one in Tungnaá River and one in Koldukvísl River, which run across Pjorsá.

natural and human resource means there is strong potential for continued data centre growth and associated job and value creation in Iceland.

Battery manufacturing

Battery manufacturing is another interesting opportunity as the number of electric vehicles is growing rapidly and exponentially, which calls for a significant increase in the production of batteries. Numerous battery manufacturers are currently looking for suitable production sites across Europe and Iceland has attracted attention with potentially competitive sites.

Iceland's advantage

Land is a big issue when it comes to renewable energy. "Land use is essential for producing competitive renewable energy



Turbines in Fljótsdalstöð, the biggest hydroelectric plant in Iceland.

and green energy carriers such as e-fuels", said Ríkarður. "Therefore places that have the combination of land and infrastructure to build on have an opportunity and Iceland is one of those countries." Iceland has great hydro and geothermal resources, but also a fantastic wind resource which, if harnessed, has the potential to competitively serve the island's future renewable energy needs to accomplish total energy transition and independence as well as potential for export. "The land-use percentage for renewable energy generation in Iceland is currently around 0.3-0.4% while in Norway and Denmark it is around 1.5-2%", he said. "If we go for land utilisation percentages similar to our neighbours in Norway and Denmark, we could become 100% renewably powered and help other countries get closer to the same goal of full energy transition."

Fighting climate change

There are three main solutions to combatting climate change. "The first and most impactful is to significantly increase renewable energy generation as we need to switch over to renewable energy and away from fossil fuels", said Ríkarður. "Secondly, society needs to reduce the carbon footprint of production, thereby reducing our consumption footprint, using innovation and new or revised production processes. The third solution is capturing and using or disposing of the remaining carbon dioxide emissions. "These three factors are absolutely crucial for us to manage and master to get to a carbon neutral future", said Ríkarður. "If we can do this efficiently, we will solve climate change."

There are huge investment opportunities in the renewable energy and carbon management sectors. "There is an ongoing massive transformation", he said. "We want Landsvirkjun, Iceland and our partners to capture a share in these emerging and high-growth green energy markets while remaining competitive. We envision a future including our current customers and partners as well as new e-fuel customers, battery manufacturers, food producers, and data centres. Hopefully people connect to this vision in mind and spirit, seeing this will bring three key things most of us want for the future—clean air and water, a stable climate, and meaningful employment opportunities for us and next generations. This is how we sustainably strengthen our society, environment and economy and ultimately improve our quality of life." -JG

BATHE IN BEER

Björðödin is a unique, exhilarating spa in a scenic slice of North Iceland

Iceland is home to some of the cleanest, purest water on earth. Travellers are encouraged to drink water straight from the tap and to enjoy the island's bathing facilities, from hot springs to swimming pools to luxurious spas. For a truly unique experience, The Beer Spa, Björðödin is the perfect place to visit. Located in North Iceland, Björðödin is the first beer spa outside Eastern Europe, where the owners got the idea. Björðödin is one of the few places in the world where everything revolves around beer, even the spa and hot tubs.

beer bath because the water is undrinkable. However, those under the age of 16 must be accompanied by an adult.

Sample the beer, stay for food

For those interested in some food and drinks, there is a restaurant on site as well as Kaldi beer on tap. The restaurant has a succulent menu to cater to the hungry crowds, ranging from small plates like bacon fries and chicken wings to burgers, steaks and fish and chips.

Family roots in the beer business

The Icelandic family behind The Beer Spa opened the first microbrewery in Iceland in 2006 and travelled to the Czech Republic two years later, enjoying a beer bath. Returning home to Iceland, the idea started brewing to open a beer spa. In 2017 that dream was realised when The Beer Spa opened in the small North Iceland town of Árskógrssandur, close to Dalvík.

A must for any beer lover is to bathe in beer, savouring a pint while enjoying a wonderful view of the fjord from one of the outdoor tubs. Be sure to stop by The Beer Spa during your next trip to Iceland!



The Beer Spa, Björðödin
Ægisgata 31, 621 Árskógrssandur
+354 414 2828
bjorbdin@bjorbdin.is
bjorbdin.is/eng



Geothermal SEA BATHS

Húsavík's unique 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.

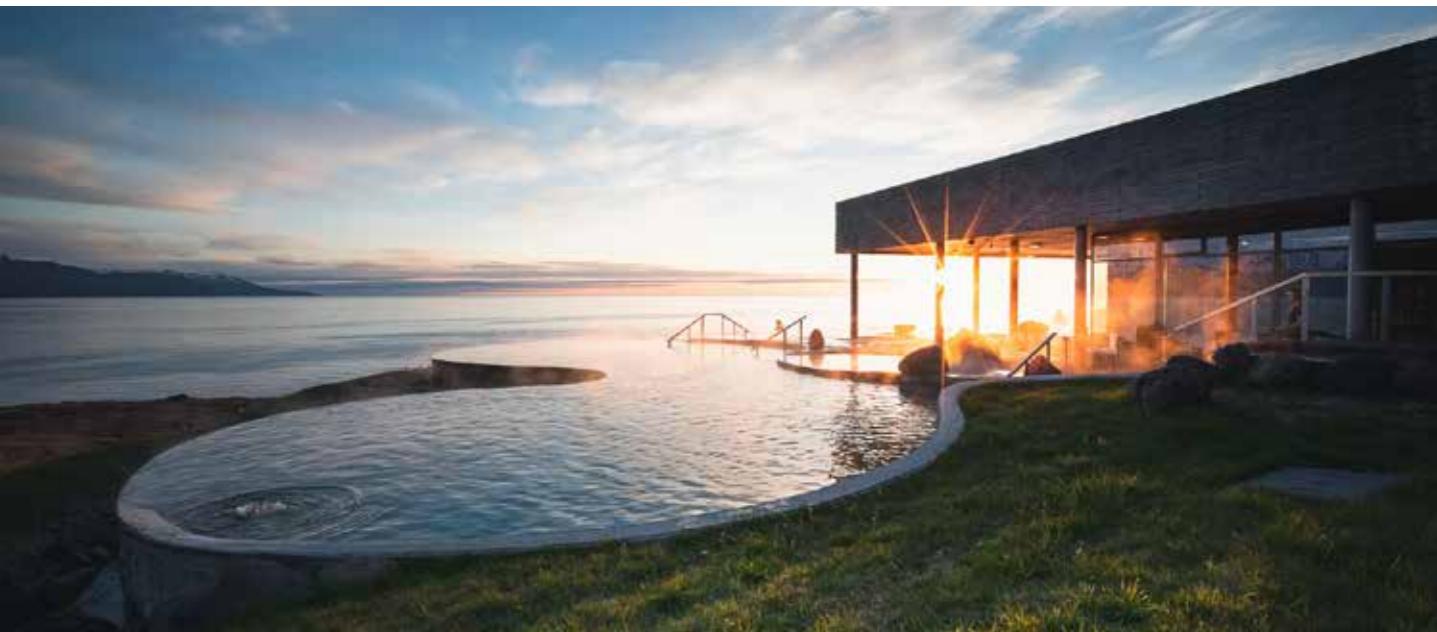
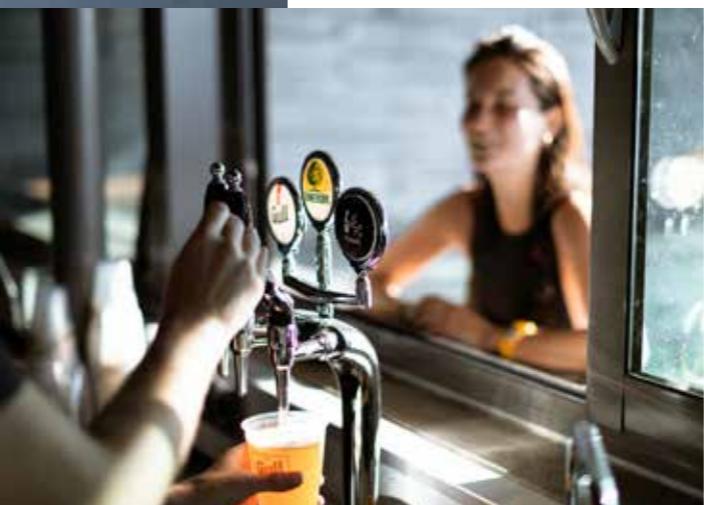
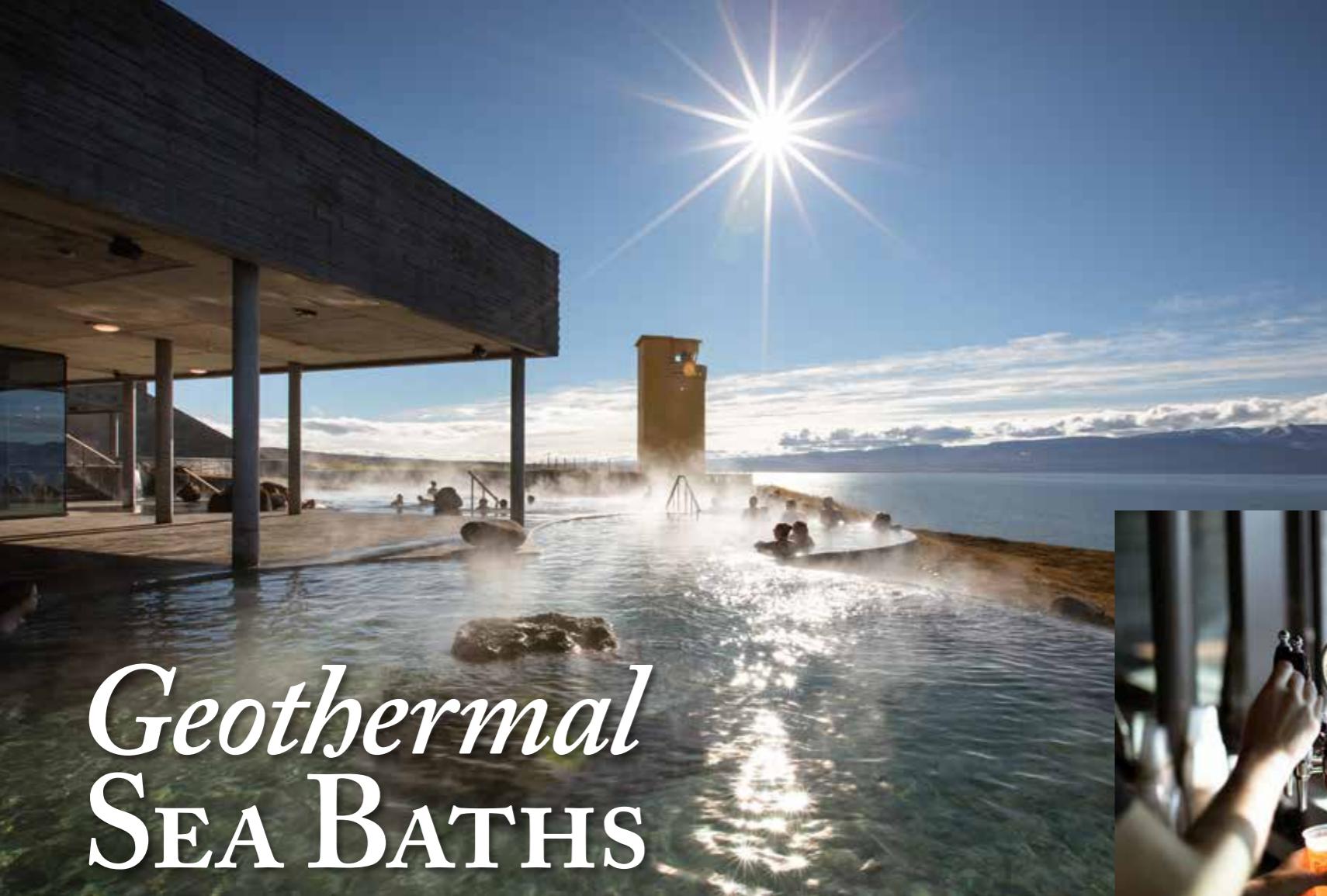
Instead of letting the hot water go to waste, an old cheese barrel was installed at Húsavíkurhöfði. There, Húsavík residents could enjoy the health benefits of bathing in hot seawater. Many suffering from skin conditions such as psoriasis have found relief by bathing in the water, which is at an optimal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





MÝVATN TOURS

EXPLORE THE INTERIOR OF ICELAND

Enjoy the breathtaking landscapes of Askja and Viti

Iceland's uninhabited interior is home to an otherworldly landscape that must be seen to be believed. It's full of dramatic and wild scenery, swept by endless wind and marked by vast expanses of ice and desert. It's the most distinctive landscape on the island, replete with lava fields and volcanoes.

Explore the highlands with Mývatn Tours

You can venture deep into the highlands on a day tour with the family-run business, Mývatn Tours. The Askja Classic tour, which has been operated for more than 40 years by Mývatn Tours, brings you to Askja on a unique 4x4 bus. Askja is a caldera (sunken crater) within the surrounding Dyngjufjöll mountains which offers dramatic volcanic features that were formed by collapsing land after a volcanic eruption. They are essentially huge volcanic craters. The area is remote and



awe-inspiring. Askja, which stands at 1,510 metres, emerges from the Ódáðhraun lava field, amidst rocky terrain.

The awe-inspiring Askja

Askja is in the middle of the Highlands and it takes between 3 to 4 hours to drive there. The trip starts and ends in the village of Reykjahlíð, in the Lake Mývatn area. On the way up to Askja, the bus stops several times to have a closer look at the amazing landscapes and geological wonders, such as lava fields, glacial rivers, fresh water rivers, natural springs and towering mountains.

Travel in a vehicle equipped for the Highlands

Getting to the Highlands is no easy feat as basic rental cars are not suitable for the journey. With Mývatn Tours, you sit up high in a special vehicle designed to navigate the rugged Highlands, with a lot of space for your feet and your belongings. The 4x4 buses can handle the unforgiving lava fields and rivers. You are in safe hands with the experienced and professional drivers, so you can relax and listen to the guide while he tells you about the area.

When the bus arrives at the parking space in Askja around 12–1pm, passengers get 2½ hours to explore the area. There is



an approximately 35-minute easy walk from the parking area to Askja and the Víti crater area. Víti is a tremendous crater, filled with a pale blue lake, that emerged after the great eruption of the Askja volcano in 1875 where you can go for a swim, if conditions allow.

The Highlands are an unforgettable slice of Iceland and the guides of Mývatn Tours can't wait to introduce you to the hauntingly beautiful landscapes of its interior. - JG



THE ARCTIC COAST WAY

Explore this scenic North Iceland route



North Iceland's newest tourist route spans 900km and has been dubbed the Arctic Coast Way. This route leads travellers on a journey across 21 towns and villages close to the Arctic Circle. Along the way you will see spectacular landscapes of mountains, steep cliffs, charming fishing villages, glacial river deltas and even crossings to islands like Grímsey and Hrísey. The route is best started from the west in the town of Hvammstangi, ending in Pórshöfn in the northeast. Following are some of the highlights of the Arctic Coast Way.

The Vatnsnes Peninsula is home to some of the best seal-watching opportunities in the north and there's a museum with lovely exhibitions at the Icelandic Seal Center. Hvammstangi is the largest town on the peninsula and the site of many tourist attractions.

Hvítskerkur is one of the most photographed sights in northwest Iceland. The stone structure, which is a basalt rock stack that juts out of Húnaflói bay, is said to resemble a rhinoceros.

With sloping mountains, a beautiful coastline and chunks of glacial ice dotting the fjord, Skagafjörður's landscape is spectacular. Skagafjörður is often described as horse country as horse farms and horse tour operators abound in the region.

Secluded Siglufjörður is the northernmost town in all of Iceland. It's easy to fall in love with this beautiful harbour town. Siglufjörður's marina is home to much of the activity in the village, with bustling restaurants and a few town-specific museums focusing on the herring industry and the local music scene.

Grímsey is a windswept and secluded island, about five square kilometres in area, that is as striking in beauty as it is difficult to reach. Tourists come to explore the tiny island, bird-watch and experience 24 hours of daylight in the height of the summer. Night does not reach Grímsey until late July, when the sun sets around midnight, only to rise a short time later.

Akureyri is commonly referred to as Iceland's 'second city', a moniker many

the town's 18,000 residents find amusing given its size. Some might say Akureyri feels more low-key and more relaxed than Reykjavík. There are gorgeous gardens to explore, charming museums, paddleboats dotting the fjord in the summer months, and an eccentric art scene.

Húsavík has transformed itself from a placid small town to a must-see destination for tourists interested in some of the best whale-watching opportunities on the island.

Asbyrgi is an enormous horseshoe-shaped canyon full of interesting rock formations, lush grass, well-maintained walking paths, thriving birdlife, and several bodies of water, including rivers and waterfalls.

Langanes is a narrow, 40-kilometre-long peninsula situated between two bays (Pistilfjörður and Bakkafjörð). The sloping coastal landscape is ideal for bird-watching and photographing steep sea cliffs.

The Arctic Coast Way is truly a spectacular route, encompassing sights that are uniquely memorable. - JG



TRAVEL TO THE *Edge of the Arctic*

Explore the Northeast of Iceland, the end of the Arctic Coast Way

The northeast of Iceland is home to some of the most exquisite nature on the island, without the crowds. The north is ideal for slow travel, to spend time basking in the beauty of the region, and enjoying outdoor activities like hiking, kayaking and birdwatching. The region offers sweeping landscapes with backdrops of looming mountains, narrow fjords, and curvaceous coastlines. If you're looking for unspoiled beauty, it's all here.



Bárán Restaurant, Pórshöfn in Langanes

Bárán Restaurant has earned the reputation as one of the best restaurants in northeast of Iceland. Specialising in fresh local meat and produce from nearby farms and fresh fish from the local boats, Bárán is a delightful full-service restaurant in Pórshöfn.

Bárán, which features a cosy, warm atmosphere, is open for lunch and dinner seven days a week, something rare for this part of Iceland as the next full-service restaurant is about 150 kilometres away. Guests can enjoy options from a diverse menu, including lamb, fresh fish, burgers, soups, sandwiches, pasta and pizza. There's something for everyone. And if the weather is good, guests can enjoy their meal on an outdoor deck overlooking the serene harbour. For those up for a drink, Bárán has an impressive beer menu from local Icelandic breweries as well as imported beer.



Eyri in Hjalteyri

Nearby Hjalteyri, which is a small village on the western shores of Eyjafjörður, close to Akureyri, has transformed from a fishing town to an artist community. The old herring factory is frequently used as a venue for art exhibitions. Hungry travellers should stop by the Eyri Restaurant, a beautiful eatery with gorgeous fjord views. Eyri serves dishes derived from local meat and produce. In fact, all of the lamb served is from farms within 30 kilometres of the restaurant and the fish comes from Pórshöfn.

Hjalteyri has evolved into an attractive tourist destination over the past few years. There is a food co-op that sells fresh organic produce every two weeks; there's live music on weekends and the hot tub is a hit with locals and tourists alike. Eyri is at the heart of it all with great food and a friendly atmosphere.



Hotel Skúlagarður and Restaurant

Hótel Skúlagarður offers comfortable accommodation for travellers looking to explore two tourist routes—the Diamond Circle and the Arctic Coast Way. The hotel has 17 rooms, all with private bathrooms and, during the summer months, the hotel provides a reception area, restaurant and bar. The restaurant focuses on quality, local ingredients and offers an à la carte menu from June 1– September 1. The winter months have limited service.

Skúlagarður is located in Kelduhverfi and natural wonders can be found within walking distance of the hotel, including hiking trails, caves and lake Skálftavatn. The location is perfect for travellers exploring the Northeast and discovering some hidden gems along the way.



Sandur Guesthouse in Pórshöfn

Sandur Guesthouse offers charming accommodation in a historically significant house in the town of Pórshöfn. The renovated guesthouse offers an array of accommodation ranging from a single room to a 4-bed family room, all with private bathrooms. The guesthouse is perfectly situated along the Arctic Coast Way, with attractions nearby. The guesthouse owners also offer kayaking rentals and tours that allow you to explore the natural beauty of the area by water.



The Arctic Coast Way

The businesses above are located along the north-eastern corner of North Iceland's newest tourist route, the Arctic Coast Way, which spans 900 kilometres from Hvammstangi in the northwest to Bakkafjörður in the northeast. This route leads travellers on a journey across 21 towns and villages, and along the way you will see spectacular landscapes of towering mountains, charming fishing villages, and glacial river deltas.

Northeast Iceland is often overlooked, but has some of the most pristine, untouched nature in Iceland. On your next trip to Iceland, make sure to spend some time hiking and photographing the Northeast coast. Even during the high season, there's a good chance you won't bump into many other tourists. The Northeast can be your own private treasure. -JG

KRUA SIAM

Experience Thai Cuisine in North Iceland

In the heart of the largest town of North Iceland, Akureyri, is the Krua Siam restaurant. The restaurant specialises in authentic Thai food and offers fish, meat and vegetarian dishes.

The name Krua Siam means Siam Kitchen and refers to the name of Thailand until 1939. Many Thai customs involve food. It is common for everyone to order a few dishes, which are then shared among the group; it is even seen as bad luck to eat

on your own. It is considered important to not throw away leftovers since it can anger the rice goddess, Phosop. Her role is to make sure everyone has enough to eat and if she becomes angry, it could mean famine for the whole nation!

Krua Siam offers the option to eat in or take away and has offers for 2 and more people. There is a lunch buffet between 11:30 and 13:30 every weekday with many different courses. You can find dishes with everything from pork, chicken, shrimp, fish and, of course, fried noodles and vegetable dishes, as well.



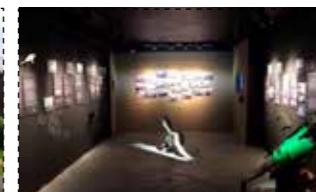
Visit **HÚSAVÍK**, the Whale Capital of Iceland. The small village has everything you might want; restaurants, museums, a golf course, hiking and cycling paths, a swimming pool, a sea bath and more.

Gardarsbraut 5, 640 Húsavík
+354 860 1088
info@visithusavik.is
www.visithusavik.is



HÚSAVÍK GREEN HOSTEL in Húsavík is an environmentally friendly hostel with its own environmental policy. Húsavík is part of the Diamond Circle with a few of Iceland's most beautiful sightseeing spots.

Vallholtsvegur 9, 640 Húsavík
+354 866 0882
husavikgreenhostel@gmail.com
www.husavikgreenhostel.is/



THE HÚSAVÍK WHALE MUSEUM is a non-profit organization, founded in 1997. The museum is also running an educational program for children. It is expected that every pupil visits the Children's Whale School at least four times during their schooling.

Hafnarstétt 1, 640 Húsavík
+354 414 2800
info@hvalasafn.is
www.hvalasafn.is/en/



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

Saltvik ehf, 641 Húsavík
Hestamjöstiðin Saltvik
+354 847 9515
saltvik@saltvik.is
saltvik.is/horse-riding/



FISH & CHIPS in Húsavík harbor is fast-food restaurant with the freshest fish and excellent views over the harbor. This is a fantastic place to enjoy your fish & chips.

Hafnarstétt 19, 640 Húsavík
+354 464 2099
www.facebook.com/Fishchips-152014694866754/



KALDBAKSKOT COTTAGES on the Diamond Circle offers peace, tranquility and breathtaking views. Great for sightseeing and birdwatching, as well as to recharge and connect with nature.

Kalbakur, 640 Húsavík
+354 892 1744
cottages@cottages.is
cottages.is



BÁRÁN BAR/RESTAURANT in Þórhófi, northeast Iceland offers local cuisine like fish, lamb, vegetables or for those who dare, whale or Puffin. During summer they also serve breakfast.

Eyrarvegur 3, 680 Þórhófi
+354 468 1250
knavetingar@gmail.com
baranrestaurant.is/en/



RJÚPA GUESTHOUSE is located on the west side of Fnjóskadalur, facing the largest natural birch wood in Iceland, Vaglaskogur. A location like no other, with stunning nature next door.

Hróarsstaðir, 601 Akureyri
+354 860 2213
rjupa@simnet.is
www.rjupaguesthouse.is



www.icelandictimes.com



THE BEER SPA, BJÓRBÖÐIN in North Iceland is one of the few places in the world where everything focuses around beer, even the spa & hot tubs. A must for any beer lover.

Ægisgata 31, 621 Árskógrsandi, Dalvík
+354 414 2828
bjorbodyn@bjorbodyn.is
www.bjorbodyn.is/



AKUREYRI ART MUSEUM is one of Iceland's finest museums with a huge permanent collection, contemporary exhibitions, both local and international. The museum is located in the popular art gorge in downtown Akureyri.

Kaupvangsstræti 12
600 Akureyri,
+354 461-2610
listak@listak.is
www.listak.is



B&S RESTAURANT is a family operated restaurant in Blönduós, north Iceland. Ever since the start in 2007, they have put an emphasis on fresh produce and no white sugar nor MSG.

Norðurlandsvegur 4, 540 Blönduós
+354 453 5060
info@bogs.is
[bogs.is/](http://bogs.is)



SJÁVARBORG RESTAURANT is by the harbor in Hvammstangi and has a spectacular view of the ocean. Sometimes guests can enjoy their meal while watching whales swim in the sea. Our menu has various dishes with an emphasis on fresh Icelandic ingredients.

Strandgata 1, 530 Hvammstangi
+354 451 3131
info@sjavarborg-restaurant.is
www.sjavarborg-restaurant.is

THE PEARLS OF *East Iceland*

Explore the vast beauty of the East

East Iceland is home to some of the most remote, spectacular nature on the island, with breathtaking attractions and numerous hiking opportunities. The region offers sweeping landscapes with backdrops of looming mountains, narrow fjords, and rugged coastlines. If you're looking for unspoiled beauty, it's here.

There are several itineraries to help you determine the best way to explore East Iceland on www.east.is. Below are some of the highlights of the eclectic east.

Djúpivogur, a town of fewer than 500 people that has a history of fishing and trading dating to 1589, is a recommended place to visit. The picturesque landscape is the backdrop to countless hiking trails, which are free to roam and explore.

Fáskrúðsfjörður is a small village, also with fewer than 500 people, nestled on a long fjord of the same name. It's the most 'French' part of Iceland, as the village was originally a base for more than 5,000 French fishermen, who came every year to fish the rich Icelandic waters. Some settled here in the late 19th century. The village had a hospital, chapel, and cemetery that were built by the French, and both the buildings and the history

remain, as the streets of Fáskrúðsfjörður are marked in both Icelandic and French.

Egilsstaðir is considered the unofficial capital of East Iceland, but don't let that fool you; it's a 'capital' with fewer than 3,000 residents. The quaint town earned its name based on a reference to the nearby Egil's farm, which appears in the stories of the Sagas.

If you're interested in exploring a bit more of the interior, consider a drive through the highlands. There are the hot natural pools at Laugarfell, the towering Snæfell mountain, and the vast beauty of the Vatnajökull National Park.

While surveying the landscape, you will have certainly noticed that trees are a rare sight in Iceland. Hallormsstaður has the distinction of being the largest forest in the country, though it would be considered small by other standards. It stretches along banks of the 35-kilometre-long Lagarfljót glacial lake. It's beautiful to roam among native birch trees that have survived inclement weather and found a way to thrive.

Seyðisfjörður is well-known for its variety of cultural events, its diverse community and the town centre that is adorned with beautiful wooden houses that are quite rare in this



country, as well as the ferry port that brings visitors from Europe with the cars, motorbikes or bikes. Opportunities for outdoor activities are varied in Seyðisfjörður and for those who are interested in hiking, you can find both short and longer hiking trails.

Convenient App

To help you discover and navigate the magic of East Iceland, an app called Austurland, is a valuable resource to get the most out of your trip. Austurland includes information about attractions, hiking trails, swimming pools, as well as discounts, special offers, local secrets,



Vök Baths offers guests the only floating geothermal pools in all of Iceland

Vök Baths is an exciting new geothermal bathing facility where guests can enjoy two heated floating pools among the beautiful scenery of Lake Urriðavatn. Situated just 5 kilometres from Egilstaðir, Vök Baths is an ideal place to relax while sightseeing in East Iceland. The brand new baths, completed in the summer of 2019, take their shape from the ice-free patches on the lake ice, created by the bubbling hot springs in the lake.

Harnessing the power of geothermal energy

There are many advantages to the Land of Fire and Ice, and one is the abundance of

natural, renewable geothermal energy. The baths are gloriously warm, soothing your skin and muscles while you're enjoying the pristine nature of the region. The pools, whose water is so clean and pure it has been certified as drinkable, are especially welcome to the area, as East Iceland is home to few hot springs, compared to other parts of Iceland.

Enjoy an onsite café, restaurant and bar

Housed inside the facility, the café-restaurant offers a delicious array of soups, salads, cakes and fresh-baked bread. All ingredients are sourced locally, and chefs work closely with neighbouring farms for local, seasonal produce. The Infusion bar also serves an impressive selection of complimentary teas made from local herbs, brewed with the natural hot spring water.

comfortable with nature-inspired designs. There are private showers and lockers to store your belongings while bathing. You can rent swimsuits and towels at the baths if you did not bring your own.

Using the hot water from Lake Urriðavatn, Austri, the local brewery, produces a 4.5% Blond Kellerbier and a 4.5% Session IPA especially for Vök Baths from this special hot water. If you would like to enjoy a drink or two while bathing, there is a pool bar so you can relax with your drink while soaking in crystal clear waters surrounded by the unique Icelandic nature.

Strong commitment to the environment

The creators of Vök Baths have a deep respect for the environment and are committed to upholding excellent standards of sustainability in every aspect of their business. When it comes to maintaining the pools, the bar

and restaurant facilities, employees make a determined effort to avoid all use and disposal of plastic, where possible, and packaging is organic and recyclable. Additionally, all the wood furniture and features at Vök are made from ethically sourced trees raised in East Iceland.

Be sure to stop by Vök Baths during your next trip to East Iceland and partake of a special bathing experience. -JG



A UNIQUE BATHING EXPERIENCE *in the Idyllic East*





A FAIRY TALE HOME *Petra's Stone & Mineral Collection*

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 (Brennubr Njállssaga), 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

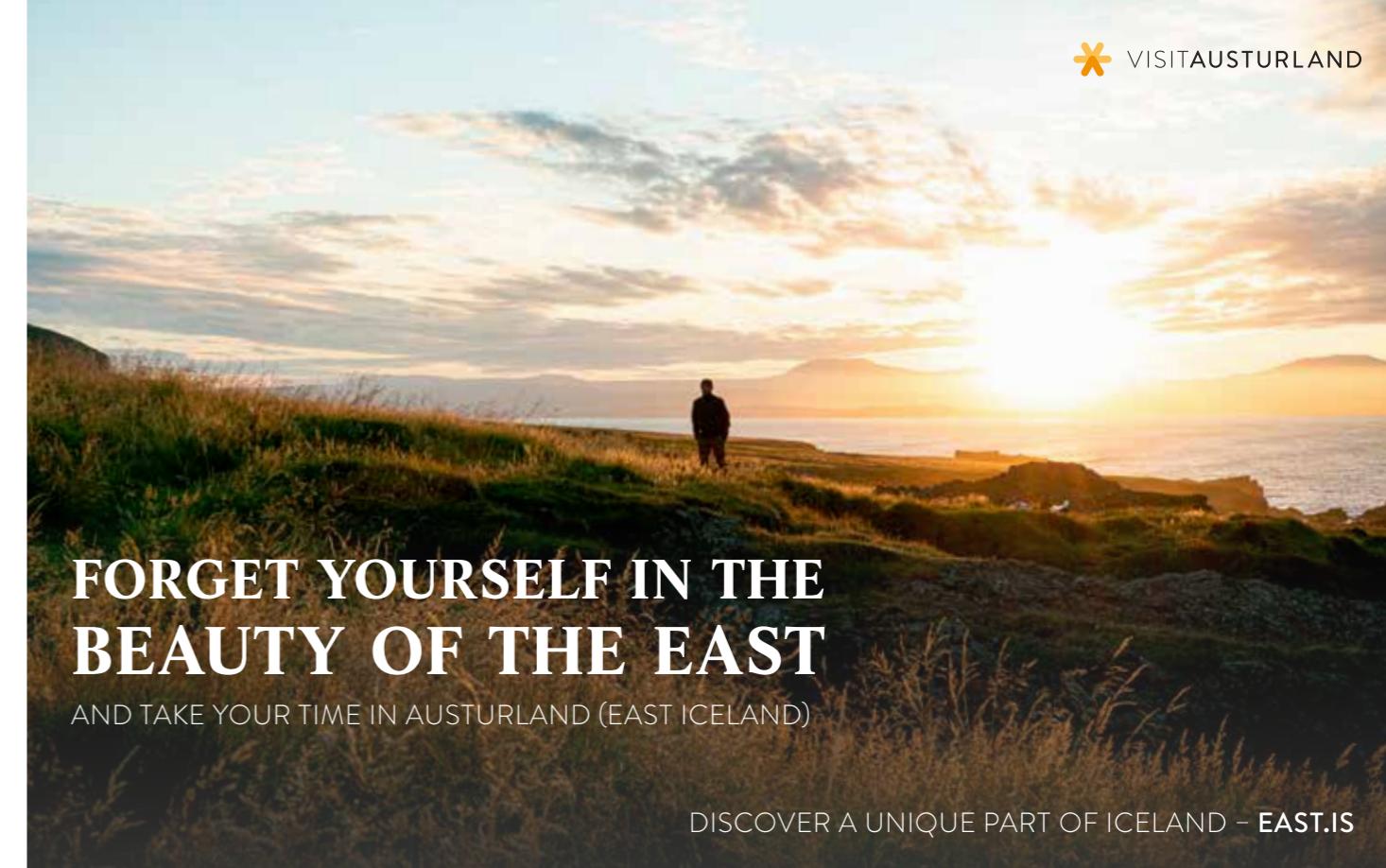
for geologists to see so many rocks from the same area, the stones have not been arranged according to their scientific value but rather in a way that pleases the eye, a tribute to the wonderful colours that can be found in nature.

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 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, Pórkatla, 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



FORGET YOURSELF IN THE BEAUTY OF THE EAST

AND TAKE YOUR TIME IN AUSTURLAND (EAST ICELAND)

DISCOVER A UNIQUE PART OF ICELAND – EAST.IS



VID VOGINN is a cosy little restaurant in Djúpivogur in East Iceland. Every weekday they have home-cooked style lunches together with fish & chips, hamburgers and sandwiches. Sit outside and enjoy the view over the fjord.

Vogalandi 2, 765 Djúpivogur
+354 478 8860
vidvoginn@simnet.is
www.facebook.com/VidVoginn/



DJÚPIVOGUR CAMPING ground is situated downtown with a lovely view over the harbour. Everything you need is a short walk from the campsite like a grocery store, museums, café, swimming pool and a bar.

Vogalandi 4, 765 Djúpivogur
+354 478 8867
framtid@simnet.is
www.east.is/en/other/index/accommodation/camping/djupivogur-camping-ground



HOTEL FRAMTÍÐ is a flagship hotel in East Iceland. With rooms, cottages, apartments, a bar, and a restaurant for 250 people, they can cater to all visitors to Djúpivogur. The restaurant emphasises the use of local fish and produce.

Vogalandi 4, 765 Djúpivogur
framtid@simnet.is
www.hotelframtid.com/
+354 478 8867



ASKUR PIZZERIA. Welcome to our new local brewery located in East Iceland, Egilsstaðir. We offer a variety of local pizza but you can also make your own! What a deal!

Fagradsalbraut 25, 700 Egilsstaðir
470 6070
askur@askurtaproroom.com
www.askurpizzeria.com



www.icelandictimes.com



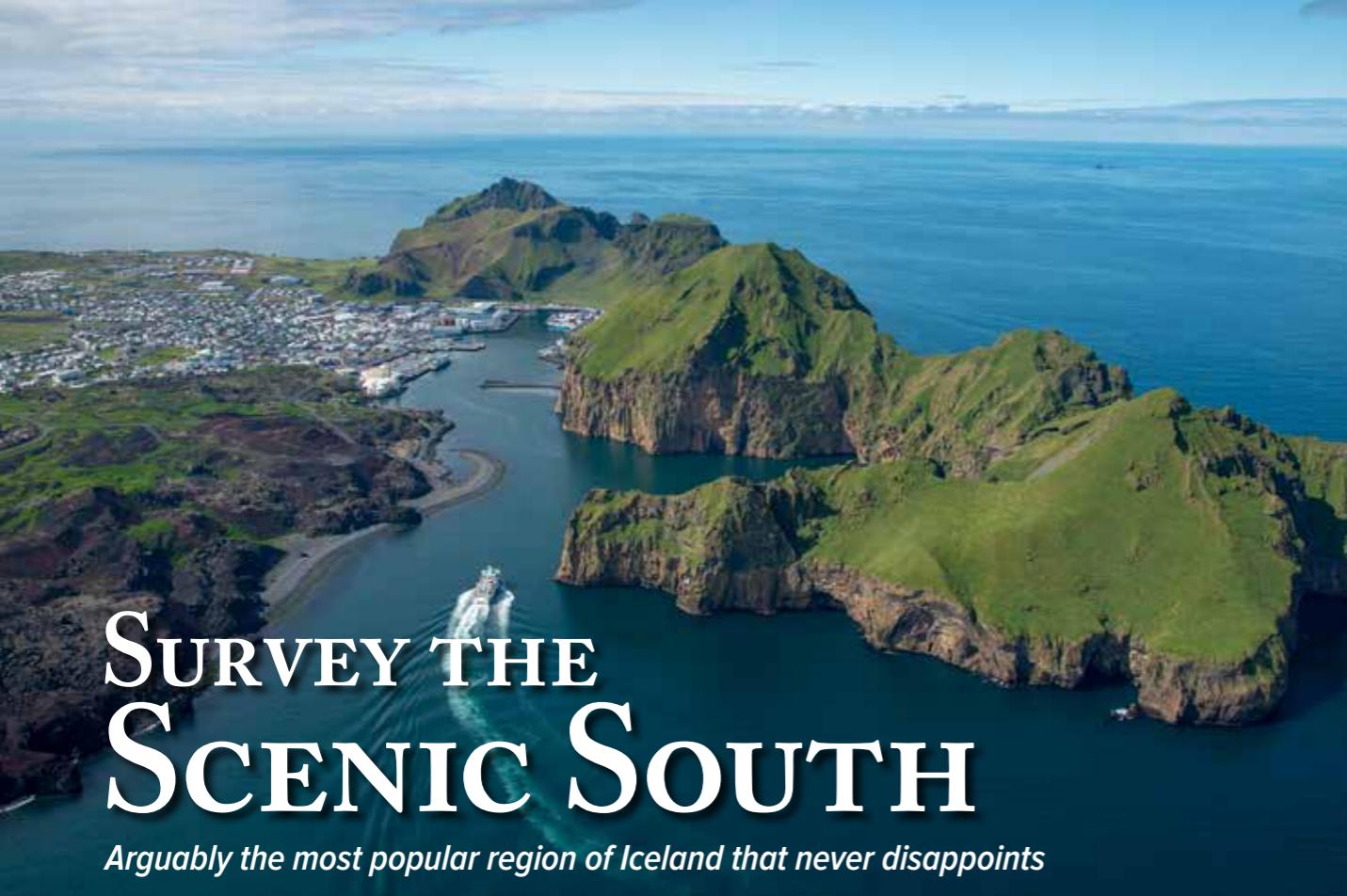
ÁLFHEIMAR is a country guesthouse in East Iceland with 32 double rooms & free Wi-Fi in all rooms. Each one has a private bathroom. Breakfast is included so you can start the day with a full stomach.

V/Merkisveg, 720 Borgarfjörður eystrí
+354 861 3677
info@elftours.is
<https://www.alfheimar.com/>



LANGABÚÐ is one of the oldest and best preserved commercial buildings in Iceland. It is now a heritage museum of local culture and a café with their marvellous own baked cakes.

Löngubúð, 765 Djúpivodur
+354 478 8220
langabud@djupivogur.is
www.sagatrail.is/en/museums/langabud/



SURVEY THE SCENIC SOUTH

Arguably the most popular region of Iceland that never disappoints



The South is home to glaciers, volcanoes and well-known sights like Þingvellir National Park and the Geysir geothermal region (both on the popular Golden Circle tour), lesser-known gems like Pórmörk (an area with its own micro-climate), colourful mountains, waterfalls, canyons, and lava-shaped landscapes.

The classic Golden Circle

Encompassing the three most visited sights in South Iceland, the Golden Circle gives you a slice of Icelandic history at Þingvellir, a spectacular view of Iceland's bubbling geothermal activity at Geysir, and the experience of a roaring, powerful waterfall at Gullfoss. Many travellers visit Þingvellir for its geological significance, offering a rare view of the Mid-Atlantic Ridge, the meeting point of the North American and Eurasian tectonic plates. It's also home to Þingvallavatn, the largest natural lake on the island.

The next stop on the Golden Circle route is the Geysir hot spring area. While Geysir itself currently lies dormant, its neighbour, Strokkur, erupts every seven minutes or so. Crowds gather to watch as the churning, gurgling pool of hot water erupts into a fountain of boiling water 15-20 metres high. The final stop is at the mighty Gullfoss waterfall, where the Hvítá, meaning 'white river', a perfect name for the turbulent white

water, plunges into the deep canyon below. The falls consist of three steps, ranging from 11 to 21 metres, ending in the 70-metre-deep gorge.

The scenic South Coast

The south coast has a bit of everything: waterfalls, black sand beaches, charming villages and vast canyons. Two of the most popular waterfalls, Seljalandsfoss and Skógarfoss, stand near the coast, and they are unmissable.

Meanwhile, a stop at Reynisdrangar provides a rare experience before heading to the quaint village of Vík. Reynisdrangar is a cluster of striking basalt sea stacks that jut out from a black sand beach. The stacks sit under the Reynisfjall mountain just outside Vík. It's popular pastime to climb on the stacks and take photos, then roam the black-sand beach picking up stones and admiring the rock formations. Reynisfjara, from which Reynisdrangar is visible, is probably the most famous black-sand beach in Iceland. The juxtaposition of the white waves crashing on the stark black sand and pebbles is beautiful, with towering basalt columns along the shore next to a small cave.

A lesser-known attraction, Fjaðrárgljúfur canyon, is worth a visit. The canyon, which is believed to have been formed during the last ice age, has been hollowed by the Fjaðrá river, creating narrow walls. The canyon is about 2 kilometres long and about 100

metres deep and visitors can walk on a foot path along the canyon's edge to admire the view and take photos.

The vast, striking beauty of the Vatnajökull region

The South is home to yet another unmissable attraction, Jokulsárlón Glacier Lagoon. Situated in the Vatnajökull region, the lagoon features massive chunks of ice scattered about, walls of ice jut from the sea, and icebergs of various sizes float on the water. Huge blocks of ice constantly break off the Breiðamerkurjökull glacier into the lagoon which, though not very wide, is up to 250 metres deep—the deepest lake in Iceland.

Meanwhile, Svartifoss waterfall is another spectacular site. After a short hike, you can see Svartifoss (Black Falls) waterfall, where thundering white water cascades over striking black basalt rock columns.

A lesser-known gem is Vestrahorn, an area approximately a ten-minute drive away from Höfn. The shore features stunning lava dunes, that are constantly being shaped by the natural forces of water and wind. Down towards the sea, it is possible to get perfect reflections in the wet sand, a favourite for photographers.

South Iceland has something for everyone and is a must-see region. Waterfalls, glaciers, national parks and black sands await! -JG

ON TOP OF THE WORLD

Glacier Jeeps

The largest glacier in Europe



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: Vagnsstaðir. 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 every upwards on road F985 after a short drive on Route No. 1. The gravel road 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.

It is about a forty minute drive from Vagnsstaðir to the roots of Vatnajökull Glacier 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 base.

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 Vagnsstaðir 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



Glacier Jeeps
Vagnsstaðir, 781 Suðursveit
+354 478 1000
info@glacierjeeps.is
www.glaicerjeeps.is





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.

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. -DT



Birki

A BRAND-NEW RESTAURANT IN HÖFN

Filled with local and seasonal ingredients

A new restaurant has opened its doors to customers in the beautiful fishing town of Höfn in Hornafjörður in Southeast Iceland and Birki Restaurant has already gained popularity among the locals and tourists alike. The menu focuses on seasonal ingredients, including meat and vegetable dishes, fish of the day, langoustine and langoustine soup. Höfn in Hornafjörður is, after all, the langoustine capital of Iceland.

The family-owned place was opened in June, but Pórildur Kristinsdóttir and Einar Birkir Bjarnason had been

renovating the space since January this year. "My grandfather bought the house in December and invited me and my partner, Einar Birkir Bjarnason, who's a chef, to open a restaurant in it", says

Pórildur Kristinsdóttir. Pórildur has family in Höfn, while Einar was raised in the area. "His parents are sheep farmers in Hlíð í Lóni, so he's born and raised here."

The house is well known and liked in the town, and there has been a restaurant in it for many years. "The house, Gamla kaupfélagið, was built in

1937, and we wanted to keep the spirit of the place, while still making it ours", says Pórildur.

Fresh, local and seasonal ingredients are the focus of Birki Restaurant. "We focus on using locally-sourced ingredients as much as we can, as well as materials that are in season. The langoustine comes from Höfn, as well as the fish. The beef is also from farms in Southeast Iceland."

The name 'Birki' means birch, and it is the most common tree in Iceland. "We chose the name because of its connection with Icelandic nature. It is also good to use it for cooking. Our arctic char, for example, is birch-smoked. Additionally, we use the leaves and branches of the tree", says Pórildur and adds "Einar's middle name is, of course, Birkir. So, it has a personal connection as well".

Pórildur and Einar have been going out to collect plants for their dishes. "Our friends here have allowed us to raid their gardens for various plants and spices", Pórildur says, smiling. "But this autumn, we intend to change the menu to reflect what is in season. The slaughtering season begins in August, and that's the same time as the mushrooms are in season. Later in the year, we'll get reindeer and geese."

Birki Restaurant is a fun, new addition to the rich restaurant scene in Höfn in Hornafjörður. It is open every day from 11:30 to 22:00, so it is a great place to have everything from lunch to a late dinner. -HDB



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



Hellishólar ehf
861 Hvolsvöllur
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hellisholar@hellisholar.is
www.hellisholar.is
www.hoteleyjafjallajokull.is



DISCOVER AN ICE-BLUE WORLD

Jökulsárlón Boat Tours on the 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 30 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.

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 28 square

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.

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





A TASTE OF ICELAND'S WILD & SWEET

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 Reykjavík, 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

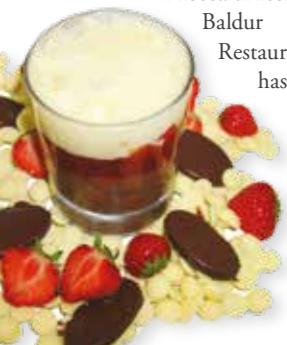
'Mecca of Icelandic wild game', with its lamb, fish, seafood and game caught in the wild. His menu

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

Reykjavík 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 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.

—EMV/ASF



www.icelandictimes.com



Lindin Restaurant

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+354 486 1262
lindin@laugarvatn.is
www.laugarvatn.is



RÉTTIR THE YEARLY SHEEP ROUND-UP!

In September the majority of farmers across the country will be herding their sheep from the plateaus of Iceland, which have been roaming freely in the wilderness throughout the whole summer. The sheep round-up is an annual event that most farmers look forward to as it will reveal the results of the quality of their year's production. The occurrence also serves as a major social setting and is typically enveloped with good spirits (partially from flasks being passed around), gatherings of friends, rejoicing of neighbours and, of course, some singing and dancing. And the younglings love to take part in the gaiety.

So how does this whole process work? How on earth can farmers simply let their



Photography: Anna Maria Gunnþórssdóttir

domesticated sheep go, and then expect to reclaim them again by the end of summer? We did some research to unveil the secrets surrounding the roaming sheep, which most travellers have encountered on their journey in the countryside of Iceland.

Born to Be Wild...

Once a dam gives birth to a lamb, she is commonly kept inside the cowshed for the first two weeks, followed by a two week adjustment period on the farmland. After that the magic begins. Depending on the location of the farm, it is often enough for the farmers to simply open their gates to the wild and the sheep will know what is expected of them – to leave the farm. Some



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farmers may need to transport their sheep in trucks to the heaths to set them free. The dam will guide her lamb to succulent grazing grounds where she and her young will feed of forbs, seaweed, heather and sometimes on the leaves of the short-statured birch spinney. Any type of sprout is their particular favourite. They will cover large areas on their journey without ever coming in touch with fertilised pastures. This all-natural superfood will result in remarkable growth of the lamb. It is common practice to free the sheep in early June, when the lamb weighs about 7 kg (approx. 15 lbs). Once the sheep is collected in September or early October, on average the lamb will have gained a staggering 35 kg (80 lbs). This amounts to almost 400 g of added weight per day - and hence the lamb will have sextupled its weight in only three months! Of course weather conditions play a major role as the weight gain of the lamb is directly correlated to the sprout of the vegetation.



Momma Knows Best!

Once it is time to herd the sheep from the summer feeding grounds, good organisation comes in handy. The sheep herders will comb the areas against the borders of their neighbouring parishes. Farmers are assigned a certain number

of workdays depending on the number of winter-fed sheep they keep. The more sheep, the more manpower they possess and thus a larger search area, measured in workdays, is assigned to them. But here's where the farmers' experience is paramount. Most farmers know their

sheep and their habits so they have a pretty good idea of their whereabouts beforehand. Amazingly, the good knowledge of the dams gets passed on through generations, and the ewe lamb, once grown up, will eventually follow her mother's path and lead her own younglings to the same locations.



summer, at the time when the sheep roam free. Most accidents occur when the lamb attempts to follow its mother to the other side of the road, jumping without warning in front of passing traffic. If you are met with the unfortunate tragedy of driving over a sheep, please be kind enough to notify the appropriate authorities about the mishap. This will inform the farmer about the loss or allow for necessary measures to be taken, such as providing medical care for the sheep. Most farmers will not insist on any penalties to be paid as they are already insured for such causalities.

Making a Mark

Whilst travelling the beautiful countryside of Iceland you will without doubt come across free ranging sheep, either close-up by the side of the roads, or at the very least, as white clouds dressing up the landscape from afar. They certainly put their mark on their surroundings and have served as inspiration to Icelandic artists throughout time. -ES

Home Sweet Home

Once all the sheep from the region have been gathered into the fold, the sorting begins. Thankfully, each sheep is carefully marked to ensure the rightful reclamation by the farmer. A fully grown brood ewe will have three types of markings; a mark on her horn to refer to her province, a plastic label in her ear to refer to her district and an earmark which pertains to the farmer. Not only do the thorough markings ensure the reunion of the sheep and owners but they also play a key role in preventing theft.

Once all the sheep have been accounted for, the farmer will eagerly tout the sheep



Photography: Dagmar Trodler



ÁRNESSÝSLA HERITAGE MUSEUM
has one of the oldest buildings in Iceland. "Húsið" was built in 1765 for a Danish merchant. During that time, the house was the centre of European art & culture in Iceland.

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STRACTA HOTEL in South Iceland is located right in the middle of the majestic plains with stunning mountain views in all directions, including the south, where the horizon meets the ocean.

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HALLDÓRSKAFFI is a restaurant in Vik, South Iceland. It is located in the historic house Bryde's Store, Brydebúð. In a cosy, old-fashioned style, you are served wonderful refreshments.

Vikurbraut 4, 870 Vik
+354 487 1202
halldorskaffi@gmail.com
www.facebook.com/pg/Halldorskaffi



HÚSID GUESTHOUSE, built in 1929 as a school in the idyllic area of Fljótshlíð, South Iceland. From the house, guests have front row seats over Eyjafjallajökull and the Þríhyrningur mountain, a majestic mountain with three mountain peaks.

Húsínu, 861 Hvolsvöllur
+354 892 3817
gloa@gloa.is
guesthousehusid.is/



HJARDARBÓL GUESTHOUSE is located 46km outside of Reykjavík, close to all the hot springs in Hveragerði. A family run guesthouse where barns & haytowers have been converted to a guesthouse.

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Enjoy majestic boat tours on **FJALLSÁRLÓN** glacier lake, the very same used in Games of Thrones. Fjallsárlón Boat Tours was started by two friends, one who grew up by the glacier lagoon.

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+354 666 8006
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fjallarlon.is/



VESTURHÚS HOSTEL is a reasonably priced hostel, conveniently located in Hof, a small village just south of the majestic Vatnajökull, the largest glacier in Europe.

Hof, 785 Oraefum
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info@vesturhus.is
www.vesturhus.is



GLACIER JOURNEY specializes in trips in the Vatnajökull area. During winter they use snowmobiles and superjeeps while for their summer trips they use mostly buses but superjeeps too.

Vikurbraut 4, 780 Höfn
+354 478 1517 / 867 0493
info@glacierjourney.is
glacierjourney.is/



SMYRLABJÖRG is a working farm but they also have a hotel there, Hotel Smyrlabjörð. A spacious hotel close to all the great attractions of South Iceland, like Vatnajökull & Jökulsárlón.

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VIKING CAFÉ HORSE RENTAL offers wonderful horseback tours on black sand beaches and in the other stunning nature just outside Höfn, in the east corner of Iceland.

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SMÍÐJAN BRUGGHÚS is a micro brewery and a restaurant, it was founded by a group of family and friends in 2017. It is located in the heart of our beautiful town of Vik in a old warehouse. We take great pride in our craft beer and food.

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The **LÁ ART MUSEUM** summer shows – RÓSKA, Turbulence, Takeover & Ocean – interface on many levels. The turbulence flows between galleries; from one time to another, one work to another, from the art to the visitors.

Austurmörk 21, 810 Hveragerði
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listasafn@listasafnarfnesinga.is
www.listasafnarfnesinga.is



One of the oldest Museum in Iceland. **SKÓGAR MUSEUM** was founded in 1949 and nowadays hosts a collection of more than 18,000 regional artifacts, exhibited in three different spaces.

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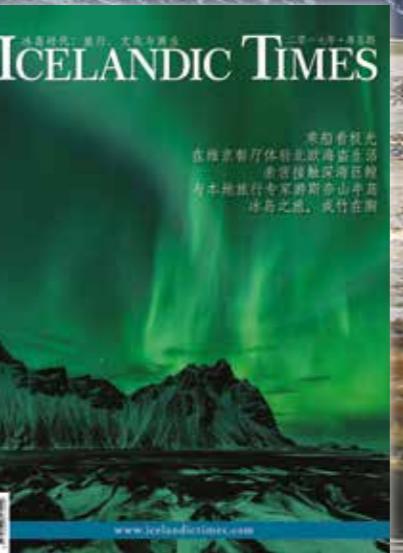
THE WESTMAN ISLANDS FOLK MUSEUM was founded in 1932 and recently modernised inside and out. It uses the latest technology to share its resources with visitors, including the Algerian Pirate Raid and the Heimay eruption.

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