

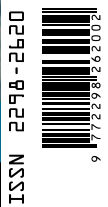
TOURISM, CULTURE AND BUSINESS

ICELANDIC TIMES

ISSUE 43 • 2020



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Next year, 2020, looks to be an exciting year, like 2019. We now publish in five languages: English, Chinese, German, French and the Icelandic Land & saga as well as our Nordic Times magazine. The publication stands out among magazines in Iceland, serving its nationals as well as over 2 million tourists visiting the country annually.

China celebrated the 70th anniversary of the People's Republic in October 2019 and Icelandic Times dedicated its autumn edition to the Chinese people and the strong relationship between the two countries.

There is a saying in China that if you can't walk on the Moon, go to Iceland and over 100,000 Chinese tourists did just that in 2019. Chinese airlines will start scheduled flights to Iceland via Helsinki and Icelandic Times will be available to passengers on board and the Nordic Times to passengers flying solely into Helsinki. We are expanding our network in China, with our own platform on WeChat social media and working with AliPay, the world's most popular mobile phone payment solution with 900 million users, putting QR codes and AliPay codes in the magazines, opening up Iceland to Chinese tourists. AliPay handles more than 70% of Chinese payments through mobile phones. The massive Chinese markets

are also opening up to Icelandic firms, which is evident in the sea food and geothermal industries.

On the political front, we interviewed UK's Ambassador to Iceland, as Great Britain prepares to leave the EU and Iceland prepares a Free Trade Agreement with the UK. In 2013, Iceland signed a Free Trade Agreement with China, the first European country to do so. It keeps close relations with Europe through the European Economic Area with Chancellor Angela Merkel and President Hans Walter Steinmeier visiting the country. We interviewed Germany's Ambassador on the close relationship between the countries. In 2019, Iceland welcomed Vice President Mike Pence, Secretary of State Mike Pompeo and Secretary of Energy Rick Perry from the United States. Also this year, Iceland welcomed India's President Ram Nayth Kovind.




Einar Th. Thorsteinsson

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Icelandic language

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

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

How to make use of QR codes



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BEST OF ICELAND

Book of tourism, culture and history



THE 7TH ARCTIC CIRCLE ASSEMBLY

The Largest International Gathering on the Arctic



President Ólafur Ragnar Grímsson opened the 2019 Arctic Circle Assembly.



Ólafur Ragnar Grímsson presents former US Secretary of State John Kerry with the Arctic Circle Prize.

Former President Ólafur Ragnar Grímsson opened the 7th Arctic Circle Assembly in front of a packed house at the Harpa Reykjavik Concert Hall and Conference Centre in the second week of October. The Assembly has become the largest international gathering on the Arctic and places former President Grímsson among the leading international statesmen of this century. The Assembly is closely followed in capitals around the world. Indeed, President Trump sent his Energy Secretary, Rick Perry, to Reykjavik and John Kerry, former Secretary of State, received the Arctic Circle Assembly Prize. Both addressed the Assembly with powerful speeches, though exposing the divide that is now evident in American politics.

“We are deeply grateful to you and others that, through your participation, we have been able to maintain the momentum of our growth. It is indeed a reflection of how the Arctic has evolved from a largely unknown area of the world to the new geopolitical playing field, where all the major countries of the world are now seeking positions and strengths. The eight Arctic states, through the Arctic Council have, in the last 20 years,

tried to map out the framework for such co-operation. There is indeed an urgency for an open, democratic, accountable dialogue where everyone can participate. Where the young activist has the same right to ask questions and present views as prime ministers and distinguished leaders of business and science,” President Grímsson said. The Assembly will next be held in Berlin in spring 2020, Tokyo in autumn and discussions are ongoing for Paris in spring 2021.

No place for political wrestling

Katrín Jakobsdóttir, the Prime Minister of Iceland, said that the Assembly had become a vital forum on the state of the Arctic. “Iceland has consistently called for a peaceful and co-operative regime in the Arctic. Increased regional tensions in the region are a deplorable development and highlight the fact that there is no specific Arctic forum to deal with hard security or territorial disputes or the exploitation of natural resources. It is our collective responsibility to ensure peace and stability in the North Atlantic and the Arctic and prevent the area falling prey to misguided political wrestling”, Jakobsdóttir said. She mentioned Iceland’s chairmanship of the Arctic Council.

Iceland had put focus on green solutions, people and communities of the Arctic and the marine environment.

She said that latest scientific researches clearly indicate that climate warming is even greater than forecast; with melting of arctic ice and rising sea levels. The ocean absorbs CO₂ and heat. With a two degrees centigrade warming, the Arctic would become unrecognisable. “Iceland, like the rest of the Arctic is sensitive to changes,” she said and mentioned that, when she met with Icelandic fishermen, climate change was their main concern. They followed the political debate and demanded answers from politicians. Acidification of the ocean and melting of glaciers were also concerns. This summer the Prime Minister, along with Mary Robinson, former PM of Ireland, went to the Ok glacier that had completely disappeared. Instead of the small glacier of 1900, there was now a crater lake. Though a beautiful sight, this crater lake cast a shadow over what had been before.

Arctic heating is twice the global average

“Scientists cannot pinpoint at what point the melting of the ice of Greenland or West Antarctica becomes irreversible

but it will become irreversible unless we do something about it. The fact that the Arctic is heating at twice the rate of the global average should be alarming to all of us. Many of us will live to see an ice-free Arctic... Everywhere around the world, young people have been demonstrating for months. ... We should listen carefully to the many groups of young people who skip school to gather outside our parliaments week after week, month after month. They demand action from the politicians and the politicians need to be aware that the solution to the crisis needs to be just. We need to be mindful of the fact that wealthy countries have contributed most to climate change but tend to be most immune to its effects. One hundred companies are supposed to be the source of more than 70% of greenhouse gas emissions since the late 1980s. Furthermore, as recently revealed, 20 fossil fuel companies can be directly linked one third of greenhouse emissions,” Prime Minister Jakobsdóttir said.

The Arctic: A priority in Finland

Finland’s Prime Minister, Antti Rinni, said that the Arctic is a priority in Finland as it is for the European Union. He mentioned Greta Thunberg and

the impact that she had made with her powerful speech in New York. “I don’t know if there was a single person in this room who was not touched by the fiery eyes of Greta Thunberg in New York. I know I was. She looked into the cameras and said that we had stolen her dreams and her childhood and betrayed them. “How dare you”, she asked. I don’t. Do you?”, asked PM Rinni.

Greenland: Not for sale but open for business

Greenland’s Prime Minister, Kim Nielsen, opened with the statement that his is the world’s biggest island; 2 million square kilometres, 20 times the size of Iceland; 52 times the size of Denmark and the Faroe Islands could be placed in one of Greenland’s many fjords. However, Canada is five times the size of his country. There were some 74 communities and the coastal line is 44 thousand kilometres. Greenland receives financial aid from Denmark. “Our country is centrally located between the two superpowers”, Kim Nielsen said and mentioned President Donald Trump’s comments on the US buying Greenland from Denmark.

“The media frenzy that rose this summer following an offer to buy our country

certainly also caught our attention. The offer to buy our country is alien to us. It does not go in line with our culture. Our people have been able to roam freely in our country without limitations. We do not have a tradition of purchasing land. Instead it is possible for the inhabitants to lease land for houses. Land is common property. When we heard of the proposition of buying Greenland we stood as one nation and responded as one: our country is not for sale, but we are open for business.”

Three airports and a harbour

PM Nielsen said that three airports were being built in Greenland and an international harbour had been built in Nuuk, the capital. A century ago mail had been distributed with kayaks but now mail travels by the speed of light with the internet. Climate change affected people’s lives and wildlife: it is becoming increasingly more difficult to predict animal and marine movement. Plastic is to be found in fish, whales, mammals and birds. “It is the responsibility of us all to take care of the environment wherever we live. We must keep in mind that we have borrowed this planet from our descendants,” PM Nielsen said.

A voyage of a crown princess and two crown princes

Sweden's Crown Princess Victoria told the Assembly of a voyage she and her two uncles, Frederik and Haakon, crown princes of Denmark and Norway took aboard the icebreaker, Odin, to Svalbard in the year 2008; little more than a century after her father, King Oscar, had sponsored Fridtjof Nansen on a ship named Fram. "The three of us are not only colleagues but we are also family," Victoria said. They had spent four days at Svalbard and scientists had demonstrated the climate changes to them. They had seen the effects of forests fires in Siberia 2,000 kilometres away; the rise in temperature and pollution. "Yes, the Arctic is a global issue demanding global action," she said.

A year later they had gone with the coast guard ship, Ejnar Mikkelsen, to study climate change in Greenland and the effects on the people. "I believe that the three of us were all well aware of the dangerous effects of climate change. However, seeing for myself and talking directly with those affected was a very strong emotion. It opened my eyes to the complexity and also to its global nature, seeing how melting ice affects animals and peoples all over the world," Crown Princess Victoria said.

- 1 *Scientific discussions of the Arctic at the Assembly.*
- 2 *US Secretary of Energy Rick Perry.*
- 3 *Katrín Jakobsdóttir, PM of Iceland.*
- 4 *Guðlaugur Þór Þórðarson, foreign minister of Iceland.*
- 5 *There is growing concern for the welfare of the Arctic.*
- 6 *Kim Kielsen, PM of Greenland.*
- 7 *Antti Rinni, PM of Finland.*
- 8 *The 7th Arctic Circle Assembly was held in 2019.*
- 9 *Victoria, Crown Princess of Sweden.*
- 10 *Dmitry Artyukhov, Governor, Yamalo-Nenets.*



INNOVATION IS KEY TO ARCTIC PROGRESS

US Secretary of Energy Rick Perry's message

US Secretary Rick Perry started his speech by congratulating the Icelanders on their 75th Anniversary of Independence. In fact, the US was the first nation to recognize Iceland's Independence. Before him, Vice-President Mike Pence and Secretary of State Mike Pompeo had made visits to Iceland, demonstrating the shift in US policy in the High North. Rick Perry said that he had visited the geothermal firm HS Orka, from which the US could learn much. In Alaska, Perry said, there were endless opportunities and unprecedented climate research was being carried out. The US had taken steps to open Alaska's North Slope in a responsible way. There were plenty of opportunities in the Arctic. "By any measure, the Arctic is brimming with economic opportunities and energy potential. One third of natural gas resources are located in the Arctic. We are convinced they can be responsibly explored and developed for the Arctic peoples and ultimately, the world," Secretary Perry said.

More than 1.5 million people are residing in over 1,500 communities in the Arctic. They depend on locally generated power, largely micro grids. The challenge is to develop local knowledge and train individuals so they can better serve their communities. Perry said that one key principle is behind all US efforts. "We believe that the key to energy progress, to economic progress, to environmental progress is to allow the power of innovation

to become the driver of progress. The US has an incredible story to tell of innovation. America is the second biggest producer of wind and solar energy. We are reviving our coal and oil industry and following decades of independence or, should I say, dependence on volatile regions for oil and gas, the US is now the world's number one producer of both these energy resources. We are now an exporter of oil and gas, exporting to 36 countries in five continents. By next year we will become a net oil exporter," Perry said.

Greenhouse emissions dramatically down

The secretary said that from 2005 to 2018, while energy production rose, US net greenhouse emissions fell dramatically, with the reduction especially strong in the power sector. Energy greenhouse emissions fell by an even greater amount. "Today we are leading the world in reducing those emissions, proving that we can both grow the economy and protect the environment. And once again, innovation is behind these astounding achievements. Innovation allows us to reduce and lower emission gas. Rather than driving out these forms of fuels, innovation allows us lower these emissions while growing," Perry said.

The US sees the Arctic nations becoming leaders in computing. In 2020 the Arctic Super Computing Summit will be held in Iceland, making way for the next super-computing revolution.



"What is true for the US is true for every free country in the Arctic region. I firmly believe that, given the right policies, the innovative innovation of free peoples can unleash unrepresented progress. That is why I can't wait to see what the future holds for the US and for the Arctic region," said Secretary Perry.

The North belongs to the Free

Towards the end of his speech, Secretary Perry talked about countries seeking to "dominate the Arctic from the outside". He was talking about China, no doubt. "I look to the future. I see us successfully resisting those countries seeking to dominate the Arctic from the outside. Nations that neither share our democratic values nor our record of environmental stewardship. I see us unleashing energy and progress to liberate nations from dependence on those same countries which would use their powers from the outside, their energy in particular, as a geo-political weapon. I see US geo energy liberate, not subjugate, the world," Secretary Perry said and pledged that the US would share its energy with people all across the world and that tomorrow belongs to the North and the future belongs to the free.

ICELAND'S KEY TO SUCCESS

Foreign minister Guðlaugur Þór Þórðarson's address to the Assembly

Iceland chairs the Arctic Council this year under the leadership of foreign minister Guðlaugur Þór Þórðarson. In his address to the Arctic Circle Assembly, foreign minister Þórðarson said that Iceland emphasises four areas: Arctic marine environment; green environmental solutions; sustainable communities and finally a stronger Council. "The drastic and undisputed warming changes of the Arctic climate have direct effects on the monsoons in Asia, the opening up of shipping routes in the Arctic to world trade and regions and states where shipping is an important industry," the minister said.

Search and Rescue

He stated that search and rescue activities in the Arctic and the North Atlantic Ocean were extremely challenging and that Iceland, along with other nations, is looking to establish a search and rescue cluster in Iceland. "The opening up of the Arctic sea routes and the ensuing growth in marine traffic demand that we increase cooperation within individual Arctic states in search and rescue capabilities. This is needed if we are to be able to respond quickly and effectively to environmental and marine accidents," the minister said.

The poor and brave

He shared that, in only a century, Iceland had come a long way. A century ago, brave Icelanders had made the decision to start heating the households of Reykjavik using geothermal district heating. It was a tough decision to make as it was costly for a poor country that had just regained sovereignty after 650 years of foreign rule. In the mid-seventies Iceland regained control of its fishing grounds and after several years of learning, had come up with the quota system for responsible and sustainable fishing. As

a consequence of hydro- and geothermal energy and sustainable fishing, Iceland's standard of living rocketed.

The smart Bio revolution

"Some Icelandic companies have successfully managed to completely eliminate biomass waste from living marine catches. Only a few years ago this idea would have been thought revolutionary but today is only considered smart. Innovators and researchers in a small town in north of Iceland make a product out of shrimp shells that prevents inflammation in the body. This process started more than 20 years ago when a TV journalist filmed polluted waste under a fishing factory that nobody made use of. Instead of scolding the journalist for the negative piece of news, the fishermen looked themselves in the mirror. Today this product is sold overseas and has enabled highly

The foreign minister, who chairs the Arctic Council, answered questions on Iceland's goals

educated people to return and find jobs in their old hometowns. In fact, some are returning from the big metropolises of the continents. Another entrepreneur in a fishing town near Reykjavik produces collagen from fish. Just to explain and demonstrate, collagen is supposed to make you keep young looking. And as you can clearly see, I take it every morning. I would say that these examples represent sustainability at its best in Iceland and lay the foundations for a thriving sector and society. Using every gramme of a cod or a shrimp, in a way, represents a 'back to basics' way of thinking, as well as being a very modern way of thinking. It says that wastefulness is unacceptable. The sustainable use of natural resources has transformed Iceland from one of the poorest countries in Europe into one of the most affluent states in the World. And that in only one century," foreign minister Þórðarson said.



KERRY'S ARCTIC PRIZE AND ROUSING SPEECH

Former Secretary of State John Kerry is honoured in Reykjavík

John Kerry accepted the Arctic Circle Assembly Prize from former Icelandic President Grímsson and then gave a rousing speech on the climate issue. He said the award was much appreciated as it comes from someone on the frontline of the climate struggle. The former Icelandic president has been tireless in pointing out the importance of the Arctic and the need to respond. Kerry himself had been in Svalbard while acting Secretary of State and the scientists had urged him to go to Antarctica to see for himself what is happening and the effects of climate change. He had flown out the day Donald Trump was elected President and did not feel like returning but decided to return to fight another day.

Twenty scientists had explained to him that Antarctica was ground zero of climate change. He had been shocked at what he saw and heard. A New Zealand scientist told him that Antarctica was the canary in the coalmine. Changes were more rapid in the Polar Regions and ahead was a threshold, beyond which there is no point of return.

No insurance for Mother Earth

"There is what is called the precautionary principle; we buy insurance for our homes, we buy insurance for our cars, we buy fire insurance. We buy various insurances, we buy a life insurance. And given that the evidence is even more compelling, we should be buying insurance for Mother Earth—but we are not. The Arctic is warming faster today than any other region on earth," Mr. Kerry said. He continued: "There are places where temperatures are increasing at twice the global average increase. It was above freezing in the Arctic in February last year; we had the hottest July we've ever had in recorded human history, we've had the hottest single day in July in human measurable history, and this July contributed to the hottest year in human history, which is the hottest decade in human history and the decade before that was the second hottest

decade in human history, and the decade before that was the third hottest.

That black carbon pollutant

And you would think that when people see this happening there would be the urgency to come together in order to do what we said we would do in Paris and before that in Rio [de Janeiro], where I was, and before that in Kyoto, where I was, and all the negotiations we've had. The ability of future generations to be able to live and prosper in the Arctic the way that people have for thousands of years is in jeopardy as we gather here. Now over the last three decades, both the increase in temperature and corresponding decrease in ice observed in the Arctic are at an unrepresented level at least in the 1500 years we are capable of measuring," Mr Kerry said.

Mr Kerry said that we are struggling with black carbon emissions, a pollutant that is up to 2,000 more potent than carbon dioxide. Everybody knows that the dark surface that collects on the snow and is visible to the naked eye, has covered sea ice as well. It is dark, absorbs the sunlight, retains the heat melts and forms a blanket over the ice. "And guess what," Mr Kerry said. "It doesn't take a PhD to know that a combination of heat and ice produces melting. Pretty fundamental but we have 130 climate deniers in the United States Senate. And the President of the United States tells people it is a Chinese hoax. We have to face facts. Everybody is entitled to his own opinion but you are not entitled to your own facts. There is no baseline of truth any more. There is no referee for that truth. People can lie—and they do—and, as Mark Twain once said, "A lie can travel half way around the world before the truth can even get its boots on". But now, a lie can travel around the world with the push of a button. And it does. If we want to know where the problem is, we have to look in the mirror. Here we are and we know what science tells us to do, yet we are still struggling with the full framework implementation of action



against black carbon. It's not just the air that is under assault, it's the water and the oceans that are under attack, too.

Why we are not winning

We have taken some strides. Every one of you is working on this. We are trying, just not hard enough, frankly, and we are not getting the job done. We still have a problem. Iceland understands this problem and has done something good about it. Too much money was chasing too few fish. We had the drift net ban at the UN but there are pirates on the high seas. They have small boats going from mother ships on the high seas and they go into fishing zones. We are not winning. Sorry to say this. But I am an optimist and I'll share this with you. I'll tell you why we are not winning. We are not winning when overfishing is said to cause \$83 billion a year in lost revenues. There are over 500 Dead Zones where life simply cannot exist because there is no oxygen. 51% of the oxygen we breathe comes from the ocean. You want that equation to change? In 2050 there will be definitely more plastic in the ocean than there are fish. This is not a future challenge. It is happening now," Mr Kerry said.

After his speech President Grímsson handed former Secretary of State John Kerry his award, warmly greeted by the appreciative audience at the Harpa Reykjavik Concert Hall and Conference Centre.



THE ICELANDIC GEOTHERMAL MODEL IS CHANGING CHINA

Arctic Green Energy's joint venture with China's Sinopec has become the world's largest and fastest growing geothermal district heating company which is revolutionising China at a time of global warming

BY HALLUR HALLSSON, ICELANDIC TIMES

A Piece of History

In 1930 the people of Reykjavík – ‘Smokey Bay’ – began to use hot water coming from the ground to heat their houses. The tiny capital was given its name when the first settlers saw the steam rising from hot springs. Coal burning pollution had become a massive problem, so the locals were turning to the hot water to heat houses. Iceland was poor and isolated out at the furthest point in the North Atlantic. In the mid-thirties, Austurbæjarskóli, an elementary school in Reykjavík, became the first building to be heated with geothermal energy.

In August 1941 during World War II, Winston Churchill visited Iceland after meeting President Roosevelt to sign the Atlantic Treaty. During his visit to Iceland, Churchill put up the V-sign for victory for the first time. At that point, the Nazis ruled Europe, bombing London and English cities, while Japan ruled Asia and occupied China.



Winston Churchill



Churchill visiting geothermal pools in Iceland



The prospects were grim but changes were coming. Churchill marvelled at the locals' use of hot water which, he believed, was a sign for the future. He visited Reykjadal – Smokey Valley – to the East of the capital where they were drilling for hot water. It was only natural to tap into it. The locals use had been limited basically to swimming in warm water pools and the women washing their laundry in the warm water around the country. That had been about it.

As houses were heated with the hot water, Reykjavík became the cleanest capital of the World. Little did they know that their drilling would springboard Iceland to the top of the world of geothermal energy. It would take time but slowly and surely the tiny nation progressed, though the road was quite bumpy at times.

Industrialisation based on green energy

There are two main methods of harnessing geothermal energy. High temperature Geothermal with over 150° Celsius has traditionally been harnessed to generate electricity. The other method, the direct use of the geothermal water, is perhaps even more important and has been used for everything from house heating, to greenhouses, aquaculture and tourism.

In the late sixties – fifty years ago – Iceland was in a deep economic crisis as the herring had failed to migrate into Icelandic waters from the Norwegian Sea. Thousands of Icelanders migrated overseas, mostly to Sweden, but to Canada and Australia as well. Iceland was in the custody of the World Bank. However ambitious industrialisation plans started to transform the country as Iceland began harnessing its powerful glacier waters and built its first aluminium smelter.

In the late eighties construction began on the high-enthalpy geothermal system at Hengill Mountain by the Thingvellir National Park. The plant combined geothermal hot water for heating and an electricity generating power plant for Reykjavík. Nesjavellir geothermal power plant was in operation by 1990. Iceland had become the geothermal world leader and living standards rocketed to the top five with the abundance of energy. Electricity



The start. Fu Chengyu and Haukur Harðarson sign the agreement attended by China's Premier Wen Jiabao, Iceland's PM Jóbanna Sigurðardóttir and present PM Katrín Jakobsdóttir



President of Iceland Ólafur Ragnar Grímsson visited Sinopec Green Energy

generated from geothermal sources is now responsible for over 35% of Iceland's primary energy generation, with the rest of the primary energy generated from hydroelectric. Iceland was, until recently, the only country around the globe that generated 100% of its primary energy from renewables. Now Costa Rica has become the 2nd country of this prestigious club.

Higher life expectancy

Since that time the geothermal district heating systems of Iceland have reached over 95% of all heated areas in the country. Geothermal is the only renewable energy that does not require batteries of some sort and therefore the only renewable suitable for heating and cooling cities, since there are no batteries that can handle such tasks. As Icelanders soon discovered, geothermal has brought many benefits to the environment, public health and the economy. Older Icelanders will still remember the smog that covered Reykjavík on still winter days and the pollution that accompanied the import and burning of coal to stay warm.

Medical studies have shown a higher life expectancy materialising with the elimination of coal. Respiratory disease cases dropped fast. On the economic front, Iceland is now saving significant amounts of foreign currency that would have been required to replenish the coal supplies needed previously every winter.

Arctic Green Energy's partnership with Sinopec

In 2006 Enx China – which became Arctic Green Energy – was originally established by Reykjavík municipality Power Company and partners. This effort was a direct result of former Chinese President Jiang Zemin visiting his Icelandic counterpart Ólafur Ragnar Grímsson, who showed him the Icelandic geothermal infrastructure. The mission of the new company was to export Iceland's success and leadership in geothermal energy. The company in China was still small when Sinopec – the world's 3rd largest company – acquired the Chinese partner in 2009 and Haukur Harðarson acquired Enx China in 2011.



Haukur Harðarson and the President of Iceland Ólafur Ragnar Grímsson

Sinopec Green Energy was founded with the Chinese side holding 51% and the Icelandic side 49%. Milestone agreements for the rapid expansion of the partnership were signed in Reykjavík by the chairmen of Sinopec Group and Arctic Green Energy. The signing was witnessed by Prime Minister Jóhanna Sigurðardóttir and Katrín Jakobsdóttir who, in 2018, became Prime Minister in Iceland, along with Premier Wen Jiabao on the Chinese side. President Ólafur Ragnar Grímsson would visit Sinopec Green Energy in China. Iceland's leaders were keen to follow Sinopec Green Energy's journey as they believed the country had something special to offer the world.

Phenomenal success

Sinopec Green Energy's success in China has been phenomenal; in fact, it has been revolutionising China just as geothermal energy revolutionised Iceland. SGE has become the world's largest geothermal company and has drilled over 520 wells and started operations across 60 cities and counties in China; mostly in Hebei,

Shaanxi, Shanxi, Shandong and Tianjin and is now working on Xiongan; China's first "smog free city" emerging as a global showcase of sustainability.

"President Ólafur Ragnar Grímsson's role in building the geothermal relationship between Iceland and all of Asia cannot be overstated," says Haukur Harðarson and continues. "As a head of state, he stood out among his peers as a man of vision and passion, with a strong credible voice for environmental affairs, long before it became fashionable. He has carried this torch with him to his new role as the chairman of the Arctic Circle, the global platform on Arctic Affairs. For us and our partners, the Arctic Circle Assembly has become our central and preferred platform when it comes to signing milestone agreements or sharing with the renewable energy world our work in China and elsewhere on the Eurasian continent."

China's geothermal revolution

Sinopec Green Energy operations have reduced CO₂ emissions dramatically. It's

the first geothermal company in China to apply large scale re-injection and owns some of the most valuable patents in the industry, including re-injection technology patents. SGE has close to 50 million square metres of heating capacity, serving more than 2,000,000 customers with 399 heat centres – all in just a few years. Sinopec Green Energy has proven that the most effective way of reducing air pollution and greenhouse emissions is to replace coal driven district heating systems with geothermal energy. Sinopec Green Energy is expanding to other branches of renewables in addition to geothermal. Geothermal will, however, as the only renewable available 24/7 and needing no battery storage, remain the backbone of such multiple renewable energy systems. Thus, Iceland's expertise and leadership in geothermal and clean tech has been extremely beneficial to China.

SGE leadership in China is not only in its market share (about 40%) but also in having shaped the industry. Its projects in Xiongan are now the official showcases for harnessing geothermal energy for district heating and geothermal exploration. The company was the first geothermal company globally to get carbon trading accreditation by the UN. It was the first to introduce large scale geothermal re-injection of used geothermal brine and is today owner of over 50 patents. The green energy potential has really been a surprise and the first officially recognised smog free city in Xiongan New Area outside Peking will be a benchmark for the future. China is emulating Iceland's miraculous rise to good effect and is itself being revolutionised by the Icelandic model.

The Icelander living in Saigon

The man behind Arctic Green Energy, Haukur Harðarson, and his family have been living in Saigon, Vietnam since 1992 with intervals, this time since 2008. Harðarson is educated as an architect. One of his last projects in Iceland was the Stock Exchange building in Reykjavík.

Arctic Green is based in Singapore and is working on assignments in Vietnam, Singapore, Kazakhstan and moving into Europe and Central Asia, working – as in China – with local partners.



IcelandicTimes met with Mr. Harðarson at AGE offices in Reykjavík. "The Sinopec Group and its subsidiaries are a brilliant partner and our co-operation has been exemplary. The Icelandic know-how is brought to the mix with results that really have been astounding. We've proven the concept. The geothermal solution, as one of the more important parts of the global green energy transition, is not only a viable way to take down the pollution-spewing chimneys but the most effective weapon in the global fight against air pollution and climate change."

Mr. Harðarson points out that approximately half of all energy generation is for heating. Cities consume 70% of all energy consumed and most of that is for the purposes of heating. As an example, when the energy use of an average home in the Northern hemisphere is studied, we find that over 80% is only for heating and hot water. The lights

and the various electric appliances are only responsible for under 20%. "It goes without saying that it's a huge challenge to reduce carbon energy heating in our homes. That however is the way forward and Iceland's expertise has proven to be crucial," Harðarson points out.

Icelandic firms excluded

Arctic Green Energy and partners have received project loans from the Asian Development Bank but, as Iceland is the only country within the OECD not being a member of the Bank, Icelandic engineering companies can't be involved in projects financed through the Bank. "This is a strange situation and is keeping some of our partners, the brilliant Icelandic engineering companies, out of projects funded by the Bank. I strongly recommend to policy makers in Iceland that they resolve this and thereby support the growth of this valuable export industry," Harðarson says.



ON POWER: *Hot in Iceland*

*Geothermal energy is on display
at an interactive exhibition
at Hellisheiði power plant*



Iceland sits on a hotbed of renewable geothermal energy that, in part, powers the island. Iceland is one of the top 10 countries in the world in terms of geothermal installed capacity, with approximately 20 percent of the country's electricity coming from geothermal energy. On a per capita basis, Iceland is the largest producer of geothermal energy. Travellers can learn about this fascinating energy source at the Hellisheiði power plant, which is just a 30-minute drive from Reykjavík. Visitors can opt to take an hour-long guided tour through the facility, learning about how Earth's heat can be sustainably harnessed.

Important power source

ON Power, which operates Hellisheiði, supplies half of Iceland with its electricity and half of the Reykjavík area with its heating. The process isn't easy, but extremely worthwhile. Geothermal energy plants generate power by drilling holes about 2,000 metres deep into the Earth's crust. They tap into groundwater that has met with bedrock that was heated by the Earth's mantle. The water reaches a temperature of about 300°C, and the steam from the heated water powers turbines to generate heat and electricity.

Iceland's unique location

Geothermal energy is most productive at the meeting of the tectonic plates that make up the planet's crust, which means that Iceland's location is ideal as the island sits on the meeting place of the North American and Eurasian tectonic plates. What Iceland lacks in terms of fossil fuels, is more than made up for in renewable geothermal energy. In Iceland today, about 90 percent of homes use geothermal energy for heat, and Iceland is the only country in the world where 100 percent of its electricity comes from renewable energy.

A focus on the environment

ON Power is not only focused on providing heat and electricity to Iceland's inhabitants. In fact, ON Power is committed to eliminating vehicle emissions in Iceland and the plant has been working on



infrastructure for electric vehicles and charging stations. Carbon neutrality is a big focus, with ON Power executives believing that geothermal energy could be used for realistic and sustainable energy solutions. Just one example is their CarbFix project where CO₂ is converted into minerals to prevent it from reaching the atmosphere.

Travellers are encouraged to visit the plant and learn about how Iceland, and ON Power, are trying to take on the challenge of climate change through renewable sources. Stop by Hellisheiði on your next visit to Iceland. —JG



Geothermal Exhibition
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www.geothermalexhibition.com
exhibition@on.is
www.onpower.is





ICELAND FIRST EUROPEAN NATION TO SIGN *Free Trade with China*

After six years of negotiations, Iceland became the first European country to sign a Free Trade Agreement with China, in April 2015. The Agreement was signed by the then Minister for Foreign Affairs of Iceland, Össur Skarphéðinsson and the Minister of Commerce in China, Gao Hucheng.

The formal negotiations started in April 2007 and went on until the fourth round in April 2008. However, in early 2009, in the aftermath of Iceland's banking collapse, the Icelandic Government applied for European Union membership. As a consequence, China called for suspension of the FTA negotiations on the grounds that EU membership would invalidate such a bilateral trade agreement.

When, in April 2012, Iceland's application to the EU had come to halt, China and Iceland decided to resume the

negotiations during the official visit of Chinese Premier, Wen Jiabao. A year later, after two formal rounds of negotiations, the FTA agreement was signed by Mr. Hucheng and Mr. Skarphéðinsson during the official visit of Icelandic Prime Minister, Jóhanna Sigurðardóttir to China.

Historical Agreement

The geopolitical importance of such a Free Trade Agreement with Iceland is historical, as it is China's first FTA with a European country. In the aftermath, China signed an FTA with Switzerland which, like Iceland, decided against joining the European Union. The third country to decline EU membership, Norway, has not signed a Free Trade Agreement with China due to political disputes, although both countries have a vested interest in concluding a deal.

Iceland's foreign minister mentioned several areas of cooperation, among them drilling for oil in the Dragon Area in the High North of Iceland. He especially mentioned the Sinopec Group regarding the Dragon Area. However, it seems that Sinopec has shelved plans to drill for oil north of Iceland at this point.

The Group, along with the Icelandic Arctic Green Energy company, owns the world's biggest geothermal company. The Chinese government is planning geothermal heating in 400 cities. China's commerce minister had mentioned the Northern Polar Route, which might turn out to be the most economical shipping route between Asia and Europe. Both ministers hailed the success of Sinopec Green Energy.

Author: Hallur Hallsson

Feel Iceland

Make you look and feel your natural best

Feel Iceland was founded by two Icelandic women who wanted to make people look and feel their natural best in a sustainable way with pure food supplements from Iceland. The production is sustainably sourced from the ocean and glacial waters actually reducing waste, since some of the ingredients were unused before. Furthermore, everything Feel Iceland creates is derived from the purest marine sources and high quality ingredients available.

Effective & natural products

Iceland is one of the cleanest and untouched places on the earth. Feel Iceland food supplements are made in Iceland with premium ingredients and, of course, Iceland's unique glacial water. They are made under strict quality control and contain no additives and are non-GMO. Feel Iceland's products are intended to replenish the body's natural resources, so consumers will always feel their natural best.

Feel Iceland Collagen

Icelandic Marine Collagen is the focus ingredient in the Feel Iceland supplements. Feel Iceland Marine Collagen is a unique, enzymatically hydrolysed, low molecular weight collagen made purely from Icelandic fish that is caught in the wild in the clean Atlantic Ocean surrounding Iceland.

Amino Marine Collagen

Amino Marine Collagen is ideal for people from who want to maintain healthy and youthful looking skin and reduce joint pain from the inside out.



AMINO MARINE COLLAGEN is hydrolysed collagen powder that can be mixed into a beverage or food of your choice.

Joint Rewind – Joint therapy

Joint Rewind Joint Therapy is a formula developed to help maintain proper joint function and support healthy cartilage tissue. The formula provides an effective combination of marine derived chondroitin sulphate and collagen found in cartilage, ligaments and tendons.

Age Rewind – Skin Therapy

The founders have not forgot about your skin. Feel Iceland produces capsules for those that want to improve skin appearance and maintain healthy, youthful skin. The capsules contain a unique blend of marine collagen, hyaluronic acid and vitamin C.

Global recognition

Feel Iceland has received attention for their pure, unique products and have been nominated for international awards and featured in fashion magazines. -JG



Feel Iceland

Grandagarður 16, 101 Reykjavík
 Tel. 354/783-1300
 www.feeliceland.com



Keflavik DUTY FREE

Duty Free Iceland provides a great shop window on almost everything Icelandic from sweet treats to unique spirits to natural skincare products

As tourism to Iceland continues to grow, it has fuelled demand for quality Icelandic products. Happily for travellers, Duty Free Iceland provides a great shop window on almost everything Icelandic from sweet treats to unique beers, wines and spirits to natural skincare products.

Duty Free Iceland is tax- and duty-free and is conveniently open day and night. Shopping is available to arriving and departing passengers, regardless of origin or destination, and it carries all the common international brands and items, plus a growing range of unique Icelandic products.

Unique Icelandic spirits

There is always a great selection of Icelandic duty-free wines and spirits in store, featuring local favourites like Brennivín, a clear, unsweetened schnapps that is considered to be Iceland's signature distilled beverage.

Icelandic Mountain Vodka is a year-old product that started its adventure in the Duty Free shop in Keflavik. The gluten free brand, which is made with pure Icelandic water, has grown over the past few months and can now be found in eight different countries and has received fantastic reviews

in the media. Supercall and The Spirit Business named the vodka both 'Top trends to look for in 2017' and 'One of the best newcomers in vodka 2016'. The Icelandic Mountain Vodka is distilled seven times so it feels extra smooth while still standing strong at a 40% alcohol level.

Vor premium gin from Eimverk distillery is made with organic barley and is bursting with the flavours of the Icelandic countryside. Also from the Eimverk Distillery is Flóki, a handcrafted single malt. Its special taste comes from barley grown organically in volcanic soil at the Arctic Circle. Reykjavik Distillery incorporates local Icelandic ingredients into spirits perfectly. Their rhubarb and juniper berry liqueurs capture the freshness and purity of Icelandic nature and offer a new way to enjoy a distinct and much-loved flavour in a cocktail or on its own.



The award winning Reyka and Katla vodkas are available as well as the tasty Birkir schnapps and Bjork liqueur, which are smooth and uniquely Icelandic. For those interested in shots, Tópas and Opal Vodka shots are not to be missed. And don't forget about the beer—Duty Free carries brands such as Viking, Boli and the award-winning Egils Gull.





REYKJAVÍK CITY MUSEUM

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

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

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

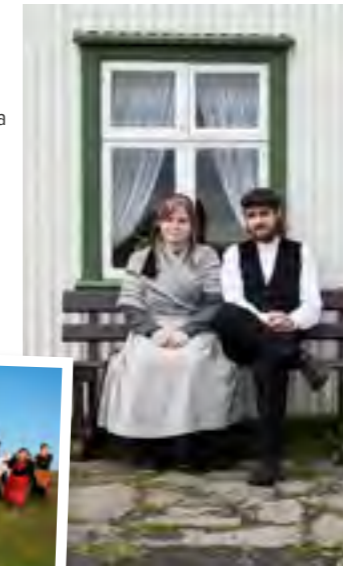
The Settlement Exhibition

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



Árbær Open Air Museum

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



Reykjavík Maritime Museum

Fishing has been the backbone of Iceland since the days of settlement. Fish nourishes Iceland's inhabitants and is an important industry, exporting Icelandic fish abroad. The Reykjavík Maritime Museum, which is located in the old harbour, focuses on exhibitions that show the importance of fish to the nation. Today, Icelanders fish on modern trawlers, but in the old days, fishermen regularly put their lives at risk on primitive boats in order to feed their families. The museum shows the equipment fishermen used through the ages.

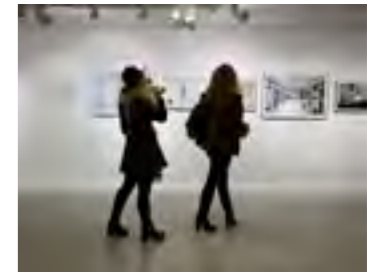


However, one of the main attractions at the museum is the Coast Guard ship, Óðinn, which took part in all three cod wars with Britain. Guided tours are offered daily at 13:00, 14:00, and 15:00.



Viðey Island

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



Reykjavík Museum of Photography

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



Family Friendly Fun

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



Borgarsögusafn Reykjavíkur
Grandagarði 8 • 101 Reykjavík
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www.reykjavikcitymuseum.is





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

Flókagata 24, 105 Reykjavík
Open daily 10-17

REYKJAVÍK ART MUSEUM - KJARVALSSTAÐIR

JÓHANNES S. KJARVAL Can't Draw a Harebell

25.05.2019 - Opened
05.01.2020 - Closes

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

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



gifts, both from himself and others. Lastly, the south hall is where we find his floral fantasies, where faces and creatures are interlaced with flowers in paintings and sketches.

SÓLEY ORGANICS: CLEAN BEAUTY

What you put on your body is food for your skin

Sóley Organics is a clean beauty company founded in 2007 by Icelandic actress Sóley Elíasdóttir. Sóley left the stage to focus on her family’s tradition of harnessing the healing properties of Iceland’s native herbs. Her company’s products are made in Iceland, using the nation’s clean, renewable energy.

Clean ingredients

Sóley Organics products are created without chemical agents and are so harmless and natural that you could eat them. The products are made with fresh Icelandic mountain water, carefully selected oils and wild hand-picked Icelandic herbs, which are gathered by Sóley and her family and friends. Furthermore, the products have environmentally friendly packaging and free from any chemical agents that could harm man or nature. Sóley Organics products are certified natural and organic by third-party certification bodies.

Strong family history

Sóley’s great-great-grandmother, Thorunn, was a particularly strong inspiration to her in creating her company. Thorunn, or Grasa-Thorunn (Herb-Thorunn) as she was better known, was a famous healer and midwife and there are many stories about the lives she saved using her knowledge of herbs. Thorunn passed her wisdom on to her son, Erlingur, who used it to save all twelve of his children from the Spanish Flu. Sóley’s first product, GRÆÐIR, an all-purpose healing balm, is based on one of Erlingur’s recipes. In Icelandic, græðir (grai-theer) means ‘healer’.

Wide range of products

Sóley’s product range is diverse and addresses a number of concerns. For the face, Sóley offers an organic moisturizer, anti-aging eye gel, cleansing foam, and volcanic mask, among others. Some of the body products include organic hand cream, healing lip balm, shower gel, massage oil,

and body scrub. Sóley’s line also includes shampoo and conditioners, as well as gift sets. Their products are sold in health stores, pharmacies, travel and tourist stores all over Iceland and are featured in some spas and hotels around the island. They are also distributed in about 11 countries, from Sweden to Taiwan. -JG



Sóley Organics
Bæjartráun 10, 220 Hafnarfjörður
+354 555 2222
info@soleyorganics.com
www.soleyorganics.com



SÓLEY
EMPOWERED
by NATURE

REYKJAVÍK ART MUSEUM - ÁSMUNDARSAFN



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

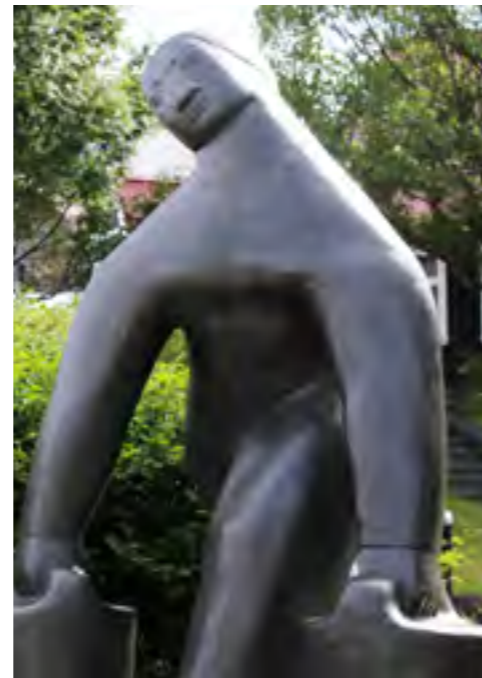
Sigtún, 105 Reykjavík
Open daily 10-17

ÁSMUNDUR SVEINSSON Under the Same Sky – Art in Public Spaces

19.01.2019 Opened
16.02.2020 Closes

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

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



ICELANDIC TIMES WE ARE FLUENT IN 5 LANGUAGES!

Published in English, Chinese, French, German and Icelandic





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

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

REYKJAVÍK ART MUSEUM - HAFNARHÚS

ERRÓ
Mao's World Tour

01.05.2019 Opened
05.01.2020 Closes

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

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

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



THE ICELANDIC PHALLOLOGICAL MUSEUM

From the penises of elves to whales

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

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



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

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

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



The Icelandic Phallogological Museum
Laugavegur 116 • 105 Reykjavík
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phallus@phallus.is
www.phallus.is





Harry Bilson creates joyful, colourful paintings inspired by nature.



Iceland is an idyllic place to create for some artists, with its striking landscape and quirky culture that lends to endless inspiration. Natural wonders include active volcanoes, gurgling geysers, and vast glaciers, while there seems to always be a colourful cast of characters among Iceland's 360,000 inhabitants. Harry Bilson, an artist who was born in Reykjavík in 1948 to an Icelandic mother and British father, and grew up in London, currently calls Iceland home.

Harry is a master of colour whether he's capturing the dark subtleties of Icelandic life or the gentle power of the 'Bower Bird Lady'. Nature is a theme never far from his paintings and prints as 'Last Leaf Leaving' painting features a family in a barren Icelandic forest with a gorgeous blue owl soaring above. The contrast of colors and brushwork is beautiful.

Lifelong painter

Harry began painting at an early age as he was a terribly creative child. His talent was



recognized immediately and at the age of six, he won an international Exhibition of Children's Art competition in Prague. At the age of 19 he became a full-time professional, who was self-taught, self-propelled and completely self-supported. He has painted ever since, honing his craft and finding inspiration around the world.

International Artist

He has lived and worked in several countries including Australia, China, USA, Canada, Ireland and he now happily resides in Iceland. Harry has shown his work in numerous solo and group exhibitions around the world, including the US, South America, Japan, Australia and Europe. He continues to travel and exhibit worldwide.

Those interested in purchasing Harry's should email him at harrybilson@googlemail.com or shop locally at Galleri Fold in Reykjavík.



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 Reykjavik – 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 Reykjavik, the center serves both educational and inspirational purposes.

Soothing Sights and Sounds

Aurora Reykjavik'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 Reykjavik'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 Reykjavik, 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 Reykjavik 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 Reykjavik
Grandagarður 2 • 101 Reykjavik
+354 780 4500
info@aurorareykjavik.is
www.aurorareykjavik.is



Sólon Bistro: A 101 REYKJAVÍK FAVOURITE



The restaurant offers impressive food, quality drinks and a comfortable atmosphere in the city centre

Sólon Bistro is an elegant eatery offering a great variety of food, including small courses, salads, hamburgers, sandwiches, Icelandic lamb and steaks, as well as fresh fish daily. Located in the heart of the city centre, at the top of Bankastræti just below Skólavörðustígur, Sólon occupies a very beautiful building with a lovely interior design, giving the restaurant a modern and vibrant look and feel. For more than 20 years, locals and tourists alike have enjoyed everything from lunch and dinner to drinks to an exciting nightclub atmosphere on Friday and Saturday nights. Sólon has been a hot spot in bustling Reykjavik for decades.

Come for the Icelandic food

Sólon combines modern cuisine with elements of traditional Icelandic food, satisfying the palates of visitors and locals. In the summer months, the restaurant offers breakfast—a rarity in central Reykjavik. Guests can enjoy classics like French toast and American pancakes as well as Icelandic skyr and Eggs Benedict. Meanwhile, the lunch menu offers equally appetising choices like burgers, Danish meatballs, Wienerschnitzel and the fish of the day. An inexpensive lunch offer is available Monday-Friday from 11:00-14:30. Dinner is decadent with options like duck legs, beef ribeye steaks, lamb fillets, horse steaks, Icelandic meat soup, and traditional salted cod. For the adventurous, a pan-fried minke whale steak is on offer, prepared in a green pepper sauce.



Stay for the drinks

Sólon, which has a daily happy hour from 15:00-18:00, has an impressive wine menu, where you will find wines from most of the world's renowned vineyards. Wines are featured from Italy, Chile, Spain, New Zealand, and Australia. For beer enthusiasts, you will find on tap beer from local brewery Kaldi, as well as Egils Gull, Brío, Tuborg, Guinness, and Boli, with a selection of bottled beers as well. As for cocktails, the bartender has you covered with tasty classics like a Mojito, Aperol Spritz, Margarita, and Moscow Mule, among others. If you are

in the mood for some Icelandic Schnapps, Sólon offers Iceland's "Black Death"—Brennivín, as well as local favourites Tópas and Ópal. When Friday night arrives, Sólon comes alive, transforming in a hip nightclub for the next two nights, attracting locals and tourists who want to dance, mingle and enjoy drinks in a hip, yet comfortable atmosphere.



Sólon Bistro & Bar
Bankastræti 7a, 101 Reykjavik
Tel. 354/562-3232
www.solon.is





YEAH MAN, THE DUDE ABIDES



At Downtown Reykjavík's Lebowski Bar

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

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

Lebowski's secret sauce

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

24 versions of the White Russian cocktail

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

For more fun and frolic

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

The Comeback Kid

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

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

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

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



Lebowski Bar

20a Laugavegur, 101 Reykjavík
+354 552 2300
www.lebowski.is
info@lebowski.is



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.



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

 **Reykjavík Distillery**
+354 695 1008
info@reykjavikdistillery.is
www.reykjavikdistillery.is 



DRINK DIFFERENT.



**REYKJAVÍK
DISTILLERY**
THE ORIGINAL FROM ICELAND

THE FINE ART OF KNIFEMAKING

Bringing an Ancient Viking Tradition Into the Present since 1990

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

Icelandic Artisans at Work

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



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

The Woman's Touch

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

Custom-made

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

Walk-ins Welcome

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

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



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palli@knifemaker.is
soffia@knifemaker.is
www.knifemaker.is
www.kitchenknives.is



LEATHER DESIGNER

Ladies handbags, earrings and necklaces

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

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

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

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

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



Arkart

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



THE QUIET ELEGANCE OF HOTEL HOLT

A Hotel of Distinction

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

Steeped in history

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

A permanent art collection

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

invited to book a guided tour (known as The Art Walk) of the ground floor art collection.

The Geode Effect

As with many Icelandic buildings, Hotel Holt's façade belies its rich interior; marble floors and gilded antiques grace the hotel lobby. The events hall contains brilliant works including three impressive bronze sculptures by Jón Benediktsson which were commissioned for the hotel in commemoration of the return of the Saga manuscripts to Iceland from Denmark in 1971. The adjoining "Kjarval stofa" (or Kjarval's living room) is a wonderfully quirky room where an early Kjarval black and white sketch from his studio that covers the walls from floor to ceiling.

The lay of the land

Some forty-two rooms spanning four floors are furnished with the clean lines of contemporary Icelandic decor and include all modern amenities, ensuite bathrooms and it goes without saying—comfortable beds throughout. Standard rooms are cozy and comfortable and then there are 4 spacious suites and 8 junior suites, all with king size beds.

Fourth floor rooms are all equipped with balconies where you can enjoy fabulous views of the city beyond.

The Holt Bar

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

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

Where the visual arts meet the culinary arts

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

The Old Library

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

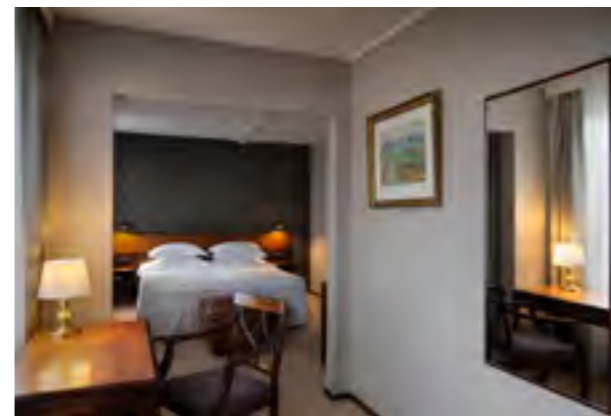
Hotel Holt is located in Bergstaðastræti 37, five minutes' walk from the main streets of Laugavegur and Skólavörðustígur and within easy walking distance to Hallgrímskirkja Church and the Old Harbour area.

-EMV



Hotel Holt

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



THE WORLD'S MOST EXCLUSIVE WATCHMAKER

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

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

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

The choice of connoisseurs

You can be defined by your choices. There are watches for the mass market and there are those watches that are individualised, personalised collectors' items, works of art that are cherished for generations. These are investments

- especially those limited editions. Yet, they have a key place in the lives of the wearers.

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

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

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



Relying on reliability

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

Wear the volcano

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



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



THE ALL-ICELANDIC WOOL SHOP

The Icelandic Handknitting Association of Iceland sells Icelandic wool and products

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

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

From home to market

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

Find the real thing

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



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

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

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

Traditional and modern styles

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

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

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

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

waiting for you.

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

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

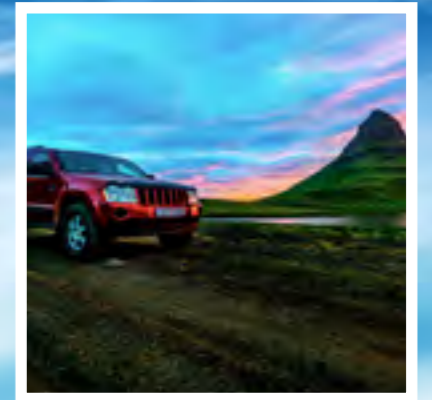
–ASF



The Handknitting Association of Iceland
 Skólavörðustígur 19 • 101 Reykjavík
 +354 552 1890
 handknit@handknit.is
 www.handknit.is



WE SPECIALISE IN YOUR ADVENTURE



Iceland 4x4 Car Rental

We take pride in flexible and personal service

Iceland 4x4 Car Rental specialises in four-wheel drive vehicles intended for safe and comfortable travels in Iceland. Their fleet ranges from medium sized 4WD hatchbacks to 4WD jeeps and light pickup trucks that are especially adapted for Icelandic road conditions all year round. In addition, they offer specially equipped vehicles for travelling deep into Iceland's Interior highlands (see their Special Offer Car). Iceland 4x4 Car Rental is a local brand and they take pride in flexible and personal service, as well as competitive prices.

Adventurous times

Break Out From the Crowds and the Polluted, Paved Cities. Take an adventurous trip into Mother Nature's back yard. Wouldn't you

like to breathe fresh, clean air for a change? Let your ears expand in the silence? Let your eyes stretch to the horizons amid the rich colours and textures of nature and drink the purest of waters, straight from its source in the mountains?

How about bathing in a naturally-heated pool surrounded by real flowers—and be your own master?

Iceland 4x4 Self-drive

Taking a bus ride into the wilderness of Iceland is always fun but what they provide is the incredible feeling of being free and in total control of your own vacation. Renting a car with Iceland 4x4 Car Rental gives you the real opportunity to explore the deep interior of the untouched Icelandic

highlands and being able to stop and enjoy whatever it is that catches your eye.

Their mission

It is the mission of Iceland 4x4 Car Rental to provide their customers with great cars, exceptional service and rental rates, and a lasting impression of our amazing Icelandic nature.

Their friendly, knowledgeable and professional staff will help educate and inspire their customers to have wonderful travels in our amazing country.



Iceland 4x4 Car Rental

Grænásvegur 10, 230 Reykjanesbær
+354 535 6060
info@rent4x4.is
www.iceland4x4carrental.com/



Take an adventurous trip into Mother Nature's back yard on our specially equipped Jeep Grand Cherokee



AN AUTHENTIC SEAFOOD EXPERIENCE

The Sea Baron serves outstanding fish meals

The Sea Baron is a harbourside restaurant that serves up some of the freshest fish in Reykjavík, in a cozy atmosphere. The restaurant features a simple menu of their signature dishes—lobster soup and grilled fish on spears. Guests can enjoy shrimp (king prawn), scallops, salmon, blue ling, tusk, redfish, seatrout, halibut, whale steaks, whale samples, vegetable skewers and potato skewers, among other dishes. This local eatery is a favorite among tourists and locals alike!

A Rich History

The Sea Baron was founded by a former fisherman and Coast Guard chef, Kjartan Halldórsson, whose nickname was the Sea Baron. Kjartan honed his skills for years, creating an array of dishes, including his lobster soup. His recipe gained fame around the world, earning it the title of ‘the world’s greatest lobster soup’. He loved to experiment with food and took old recipes to make meals that have established his reputation around the world. While Kjartan passed away a few years ago, his legacy continues under the current owners, married couple Elísabet and Daði, who shared with Kjartan a passion for quality food, fresh ingredients and top-notch service.

An Authentic Seafaring Experience

The Sea Baron is popular with local fishermen who sailed for many years from Reykjavík as it is filled with memorabilia donated by old sea captains and their families that fill it with a character all its own. The decor includes handmade model sailing boats, pictures of ships of the past and stuffed birds, which fill the second floor’s walls. While enjoying your food at the polished tables, cushioned fish barrels and seafaring decor, the Sea Baron is an authentic experience leaving you with treasured memories of your trip to Iceland and a satisfied appetite.



An Eclectic Array of Food

In addition to fresh fish on skewers and lobster soup, the Sea Baron offers some local delicacies for the brave to sample, such as whale steaks, shark, and brennivín, which are served everyday. Shark samples are tiny mouth-sized pieces (not a full meal) and a shot of brennivín is available upon request. For those after something unique during the Christmas season, Skata (fermented skate) is served the first Saturday of December and then everyday between Dec 17-Dec 23.

Seafood lovers cannot go wrong at the Sea Baron, whether it’s for fresh cod or salmon on skewers, a bowl of scrumptious lobster soup, or more specialty cuisine like fermented fish. Stop by the Sea Baron on your next trip to Reykjavík! -JG



Sægreifinn
Geirsgata 8, 101 Reykjavík
+354 553 1500
seabaron8@gmail.com



Reykjavík's Thermal Pools

A source of health

Thermal swimming pools

Hot tubs and jacuzzi

Saunas, steambaths

the place to meet locals

Admission

Adults 1000 isk. Children 160 isk.

Thermal pools and baths in Reykjavík are a source of health, relaxation and pureness.

All of the city's swimming pools have several hot tubs with temperatures ranging from

37° to 42°C (98°–111°F). The pools are kept at an average temperature of 29° C (84° F)



Tel: +354 411 5000
www.spacity.is

REYKJAVÍK LOVES

#reykjavikloves

ISORTOQ: *Stefán the reindeer farmer*

*The biography of Stefán Hrafn Magnússon
in South-Greenland*



Isortoq: Stefán the reindeer farmer is the biography of the Icelandic, Stefán Hrafn Magnússon, by the Icelandic journalist and writer Svava Jónsdóttir. Stefán has lived a truly adventurous life. He spent all the summers during his childhood and teenage years at his grandparents' farm in West Iceland. His dream was to become a farmer and his interests were, among others, the stories of explorers. He wanted to experience what they had experienced. In his mind, the Arctic was an adventure; the Arctic is where the Northern Lights, the Aurora Borealis, reign on winter nights.

At 15 years of age, Stefán went to Greenland for the first time – alone – and, over the next years, he went there several times and got to know the country that, at the time, was decades behind compared to the living standards in Iceland.

After Stefán graduated as an agronomist, he moved to Norway at 19 years old to work as a reindeer herder for the Samii people in an environment where you could imagine that time had stood still for centuries. He worked at a cattle ranch in Canada and he studied

reindeer husbandry in Sweden, where he also worked as a reindeer herder. Then he moved to Alaska where he taught reindeer herding and horsemanship and worked as a reindeer herding advisor. His life was like that of a cowboy in the movies.

Stefán then moved to Greenland and, for the past 30 years or so, he has been a reindeer herder on a huge piece of land in South-Greenland. His farm is called Isortuusua (meaning 'Great muddy water' – referring to the glacial silt carried down from the bottom of the glacier in Greenland). The Greenland ice sheet can be seen from his farm and is within 5 km walking distance. A few years ago, an Icelandic angling company built a luxurious camp on his land in cooperation with Stefán, where people from all over the world come to hunt, fish or hike. From mid-August one can admire the Northern Lights and,



considering the clear cloud-free nights in South Greenland, the probability of experiencing the Northern Lights is very high. Since the nearest town is 100km away, there is absolutely no city light contamination.

In the book, Stefán tells about his life before and after he moved to Greenland, his adventurous life, the challenges, the accidents, the animals, the nature, the global warming that affects his business and, of course, he talks about Iceland.

Stefán's story is unique. It's the story of a man who followed his dreams and who is still living his dreams today. It's a unique life for a modern man in the West – a story that Stefán and the author would like people across the world to hear. Who knows – perhaps publishers in other countries would be interested in publishing the story of this extraordinary Icelandic adventurer.



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



REYKJAVIK EXCURSIONS: ENJOY UNFORGETTABLE WINTER TOURS



especially in the soft winter light. Visitors will get a slice of Icelandic history at Þingvellir, often referred to as the site of the world's oldest parliament. However, geology buffs will be awed to see the craggy mid-Atlantic fault line that passes through Þingvellir. You can literally plant one foot on Europe and the other on North America.

The Reykjavik Excursions' tour also includes a visit to the popular Friðheimar greenhouse cultivation centre, where visitors can learn about delicious, pesticide-free tomatoes that are grown with the aid of the geothermal heat. It's a fascinating and tasty stop, as guests are regularly given samples.

A Memorable Experience

Whether you are seeking a glimpse of the majestic Northern Lights or would rather enjoy a visit to the famous Blue Lagoon, which includes transportation and entrance, be sure to check out tours offered by Reykjavik Excursions. The company also operates the Flybus, which brings you to and from your flights at Keflavik International Airport. Their dedicated team, from customer service representatives to tour guides, is committed to making your trip seamless and unforgettable. -JG

Reykjavik Excursions
BSI Bus Terminal • 110 Reykjavik
+354 580 5400
main@re.is
www.re.is



Tours to catch the Northern Lights, Golden Circle and more

Winter is a wonderful time to visit Iceland, and one of the biggest attractions during the winter season are the spectacular Northern Lights which often look like they are putting on a show just for your pleasure. The green lights flicker and dance in the sky, changing colour and intensity, delighting all those who get a glimpse of the mysterious phenomenon. Reykjavik Excursions offers an array of exciting winter tours, including a guided Northern Lights hunt from mid-September to mid-April, where a guide will drive you to the best areas to catch a glimpse of the beautiful auroras.

Spectacular South Shore Adventure

Reykjavik Excursions' South Shore Adventure is the ideal tour for nature lovers interested in Iceland's unique beauty. An experienced guide will take you along the south coast of Iceland, one of Iceland's most scenic and popular regions, as far as the charming village of Vík, which is surrounded by steep, beautiful bird cliffs.

Along the way, there are stops at the breath-taking Seljalandsfoss, where you

can have the unique experience of walking behind a waterfall, seeing through it like a curtain. The jaw-dropping and much-photographed Skógafoss waterfall, with its impressive 60-metre drop is another stop along the tour, along with the Reynisfjara black sand beach. The 10-hour tour, which is available all year, also provides stunning views of glaciers, the black sand coastline and impressive rock formations. If you would like to have an extended south coast tour, Reykjavik Excursions offers a tour that includes some of the above sites as well as a stop at the gorgeous Jökulsárlón Glacier Lagoon.

The classic Golden Circle

If you ask a local which tour you should take if you want a taste of Iceland, they will most likely say the Golden Circle tour. Encompassing the three most commonly visited sights in the South, the Golden Circle gives you a view of Iceland's bubbling geothermal activity at Geysir and the roaring, powerful waterfall at Gullfoss. The sights are postcard perfect,



NEPALESE CUISINE COMES TO REYKJAVÍK

*Experience the warm, rich flavours of Nepal
at Himalayan Spice*

Himalayan Spice is a Nepalese restaurant in downtown Reykjavik that serves a mix of foods based on Nepal's cultural diversity and geography. The bright and inviting restaurant opened in 2018 and has quickly become a favourite of many locals and tourists alike! As the only Nepalese restaurant in Reykjavik, Himalayan Spice adds greatly to the diversity and flavour of the food scene in the capital city.

An authentic experience

The way the meals are prepared and served at Himalayan Spice is completely traditional and the staff take great pride in keeping the food and the atmosphere of the restaurant authentic to Nepalese culture. Nepalese food comprises a variety of cuisines due to the more than 26 different ethnic groups who inhabit the country. The key for Himalayan Spice is to use a wide variety of organic spices and fresh ingredients that make their meals healthy and delicious.

Himalayan Spice's menu offers a diverse array of dishes that will satisfy your palette. While perusing the menu, you may be hard-pressed to decide what to order as the options are plentiful, for meat-eaters as well as vegetarians. Guests can choose from the extensive Tandoori section, choosing from lamb, chicken, salmon, or a mix of meats that were tenderly charred in the restaurant's Tandoori oven. Other delicious options include chicken tikka masala, a host of curry dishes, chicken chow mein, and Himalayan noodle soups. One of the most popular entrees on the menu are the momos—bite-sized dumplings made with either lamb, chicken, or vegetables. The dumplings are either fried or steamed and are served with Himalayan chutney.

A unique dining experience

Himalayan Spice and its style are a completely new and different concept in the city of Reykjavik. The staff want to do more than serve their customers quality food, they



want guests to savour the richness of the spices and the uniqueness of the flavours. The owners are also committed to keeping prices on the lower end to ensure that guests can have a delicious, yet affordable, meal in the heart of Reykjavik. -JG



**Himalayan
Spice Iceland**
Laugavegi 60A, 101 Reykjavik
info@himalayanspiceiceland.com
himalayanspiceiceland.com





Handmade jewellery

**ANNA
MARÍA**
DESIGN
GOLDSMITH

Skólavörðustígur 3, Reykjavík
tel: 354 551 0036
www.annamariadesign.is



VEGAGERÐIN

Icelandic Road and Coastal Administration IRCA

Information on road condition - Call 1777
@vegagerdin www.road.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 is to tell customers about Icelandic Christmas traditions. Visitors often stop by simply because they've heard of her hospitality and the shop's friendly atmosphere. They rarely leave empty handed. After all, placing an Icelandic Yule Lad on your Christmas tree every year is a great way to remember your visit to Iceland. -HP



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



SPECIAL TOURS: *Wildlife Adventures*



Enjoy whale watching, puffin watching or Northern Lights tours by sea

Special Tours have over 20 years of experience in providing a great variety of wildlife adventures at sea from Reykjavík. The company offers a wide selection of whale watching tours that are operated year-round as well as puffin and sea angling tours in the summer and the original Northern Lights by Boat tours in winter. Special Tours focus on providing comfort and exceptional service while ensuring they protect and respect the environment. Having a highly skilled and friendly crew as well as an experienced guide on every tour is sure to make for memorable experiences.

Northern Lights by boat

Special Tours were the first company to offer the popular Northern Lights by Boat tours in Iceland. Hunting for the Northern Lights from the sea is an amazing

experience. Sailing from the old harbour in Reykjavík to watch the aurora borealis dancing in the sky is something you'll never forget! Special Tours are known amongst passengers and partners for its ambitious and hardworking team, aiming for great adventures on each tour and for every client. They go the extra mile!

Special Tours App

In 2020, Special Tours will be publishing a free multilingual app in five languages—English, Mandarin, Spanish, French and German. The app will have all the information you need for your Northern Lights by Boat, Whale Watching or Puffin Watching tour with Special Tours. The app will include detailed information about everything you may expect to see on your tour such as whales, Northern Lights or birdlife.

Whales of Iceland

For something special on land, Special Tours' sister company, the Whales of Iceland Exhibition, displays 23 life-size whale models, multiple interactive information displays and videos, including soothing whale sounds and underwater ambient lighting. Whales of Iceland is a dreamy adventure for the whole family. Please note that when traveling with Special Tours, you receive a discount on admission. Please look out for your Whales of Iceland add on when booking your tour. -JG



Special Tours
Ægisgárdur 13, 101 Reykjavík
Tel. +354 560 8800
info@specialtours.is
www.specialtours.is



Radisson Blu Saga Hotel

ENJOY AN IDEAL STAY AT THIS CONTEMPORARY 4-STAR HOTEL

Radisson Blu Saga Hotel is a modern four-star hotel, close to the National Museum, National Library and University of Iceland. The hotel is perfectly located in a quiet and easily accessible neighbourhood, only a few minutes from the picturesque Reykjavik pond and the bustling city centre, with its great variety of restaurants, cafés, and shops.

Radisson Blu Saga has been known as one of the key hotels in Reykjavik for decades, offering quality accommodation, business-friendly meeting rooms, wireless Internet access, and room service. Two on-site restaurants provide you with a good range of food choices. A casual restaurant where you can enjoy a range of local and international dishes, Mimir Restaurant is a vibrant eatery located on the first floor of the hotel, that cooperates with local Icelandic farmers who source the best seasonal ingredients directly from the Icelandic nature. Alternatively, you could dine at Grillid, an elegant top-floor restaurant, which has long been one of Reykjavik's finest and famous for its beautiful panoramic views over the capital city.

The hotel is ideal for conferences and meetings and Radisson Blu offers state-of-the-art facilities, making the hotel suitable for all types of events. Other facilities include a fitness centre open 24/7, a hair and beauty salon, a barber shop and complimentary parking around the hotel. -JG



Radisson BLU Saga Hotel
 Hagatorg 107 - Reykjavik
 525-9900, 525-9930
 reservations.saga.reykjavik@radissonblu.com
 www.radissonblu.com/sagahotel-reykjavik



Urta Islandica

A LITTLE TASTE OF ICELAND

Iceland is one of the world's purest countries. Its unique nature is not only beautiful but also tasty. Urta Islandica has managed to capture the nature at its best and found a way to harvest and preserve it in beautiful artisan herbal salts, teas, syrups & jams. The herbs and berries grow wild around Iceland and are handpicked every year. Urta Islandica has used old wisdom of folktales and innovated to create many of its products.

Behind Urta Islandica is a family who want to utilise and share their knowledge of the pure Icelandic nature. The Urta family company is based in Hafnarfjörður and Keflavík's Unesco Global GeoPark where creation and packing takes place.

Urta Islandica uses pure organic Icelandic sea salt to create various flavours to complement food, but the salt is marinated or blended with Icelandic herbs and berries. For instance, their famous Black Lava salt is the perfect finish to all dishes. The Red Lava salt goes very well on everything that needs just a little taste of Iceland, especially roast chicken or French fries and you will love the Kelp and Garlic salt on baked potatoes or bread with butter. The Blueberry and Liquorice salts have been used to pep up cocktails and desserts.

Urta Islandica's herbal tea line is impressive with teas including Birch, Arctic Thyme and their famous 100% Bilberry tea, but they are packed into teabags for daily use. If you enjoy sweets, you will love Urta's range of syrups all made with

organic sugar and wild harvested herbs and berries like crowberry, rhubarb, birch, and rowanberry. If you are looking for a tasty jam, it will be difficult to pick just one. Try their Traditional Caramelized Rhubarb jam, along with the divine Wild Blueberry and Red Currant jams, especially as a topping on their unique Black Lava Crackers which are made from Icelandic barley and herbs.

There are so many ways to incorporate these delightful gourmet products into food and drinks. For a simple treat, consider the delicious syrups for homemade almond creations, mixed with Birch syrup and Arctic blend salt. These can be made into all sorts of cocktails, both alcoholic and non-alcoholic. For instance, an easy non-alcoholic cocktail is made with Arctic Thyme syrup, with soda water and lime.

All products are handmade and hand packed. They can be purchased online, at Urta Islandica's shops and in shops around Iceland. Urta Islandica also offers customised labels for all kinds of occasions; company meetings or weddings. It's the perfect food souvenir or a gift from Iceland.

Urta Islandica
 Austurgata 47, 220 Hafnarfjörður
 +354 470 1300
 urta@urta.is
 www.urta.is/en



LYSI

Bringing the healthy living of Iceland to the world

The story of LYSI is one of vision and innovation. In 1938, two Icelandic brothers formed LYSI as a small cod liver oil producer. The demand for lýsi – cod liver oil – was already high in Iceland, due to the need for vitamins A and D. LYSI began by offering the oil to Icelanders at home. During World War II, LYSI began exporting to the US and UK. As research into the benefits of omega-3 fatty acids increased, the demand for LYSI's products continued to rise. The company placed research and product development at its forefront and has since grown considerably. Today, LYSI offers a suite of fish oil and wellbeing products to world markets, from fish taken straight from the Icelandic seas.

Wide range of products

LYSI has recently introduced 'Lýsi Life', a line of products that combine an omega-3 base with other functional supplements; a focus on the brain, heart, skin, joints, eyes, bones and pregnancy, along with the fundamental liquid cod liver oil. The products include active ingredients such as antioxidants, marine collagen, calcium, folate and hyaluronic acid. Packed with omega-3 fatty acids, LYSI's cod liver oil is key to development and unlocks the potential of the brain, the central nervous system, and the immune system. Vitamin D is essential to build strong, dense bones, while contributing greatly to an optimal immune system. LYSI will continue

launching their series of novel health products to fit all diet and nutritional needs in early 2020.

Impressive technology & facilities

LYSI continues to invest in its operation to ensure the highest quality products, opening advanced production plants in 2005 and 2012, as well as an expert in-house laboratory. With the latest technology, the LYSI production process meets consumer demands for high purity products. The processes have been specifically designed to minimize the oxidation of the oil and to remove taste and smell in the final product by natural means. Quality is a vital factor in LYSI's business.

Strong values & social responsibility

LYSI is committed to sustainability, with core values that reflect social responsibility. The company's ethos is in the spirit of sustainability and respect for nature, exploiting the whole raw material in its entirety and throwing nothing away. Thus, LYSI makes by-products from the remainders of the primary production, creating value out of every part. LYSI uses energy from renewable resources – geothermal and hydropower – while guaranteeing effective waste management and maximizing the raw materials used

within production. LYSI has also invested in plastic recycling, and the company is committed to these operations.

Trusted brand at home & abroad

LYSI has been a recognised part of the Icelandic market for decades, making it a well-established and trusted brand. In fact, it's a tradition for every Icelander to take cod liver oil from childhood. The brand extends abroad as well, as its health benefits have become known worldwide. As global demand continues for LYSI products, the company has extended its e-commerce operations to reach customers in all geographic markets. -JG

The products can be purchased online at www.lysi-life.is



LYSI hf.
Fiskislóð 5-9, 101 Reykjavík
+ 354 525 8100
www.lysi.com



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.

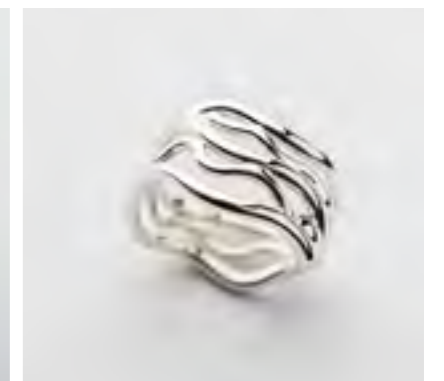
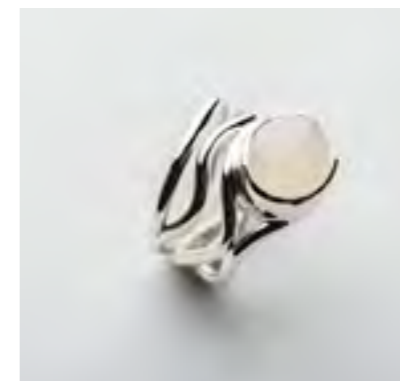
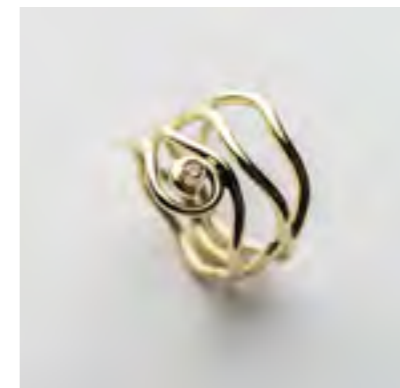
The jewellery is both for women and men and encompass silver, gold, white gold, Icelandic stones as well as precious stones like diamonds. In the store, you can find one of the biggest selections of jewellery with Icelandic stones in the country like Agate, Mose-agate, Jasper, Basalt and Lava.

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.



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



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-Tue 06:30-22,
Sat, Sun 09-18



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

Austurberg 3, 111 Reykjavík
+354 557-5547 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



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

Dalhús 2, 112 Reykjavík
+354 411 5300 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



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

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



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

Sundlaugavegur 30, 105 Reykjavík
+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-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



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

Barónsstígur 45a, Reykjavík
+354 411-5350 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20 Sat 08-16 Sun 10-18



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

Nauthólsvík 108 Reykjavík
+354 511 6630
www.nautholsvik.is/en
Open Mon - Fri, Sat-Sun 10-19

ICELANDIC TIMES

www.icelandictimes.com



TEITUR TRAVEL, founded in 1963, is one of Iceland's biggest bus companies. A family company known for their customer care and runs a carbon emission offset program with over 16.000 trees planted.

Dalvegi 22, 201 Kópavogur
+354 515 2700
info@teitur.is
www.teitur.is/en/



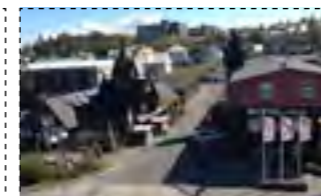
VERA DESIGN is the collaboration of goldsmith Guðbjartur Þorleifsson who has 60 years of experience and stylist and designer Iris Björk Jónsdóttir who has 15 years of design behind her.

sales@veradesign.is
veradesignjewellery.com



FEEL ICELAND is a creation by two Icelandic women who wanted to make people look and feel their natural best in a sustainable way with beauty & wellness products from Iceland.

Grandagardur 16, 101 Reykjavík
+354 783 1300
feeliceland.com



FJÖRUKRÁIN 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.fjorukrain.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.

Hlésgata, 101 Reykjavík
+354 85 33 111
info@happytours.is
happytours.is/



REYKJAVIK RAINCOATS are handmade raincoats, using only the best materials to withstand the worst of weather Iceland can throw at you. Designed in timeless fashion to suit the active crowd.

Laugavegur 62, 101 Reykjavík
Tel: +354 571 1177
info@reykjavikraincoats.com
www.reykjavikraincoats.com

DINE AT ELEGANT BAMBUS CHINESE RESTAURANT

Located in the heart of the financial district, Bambus offers authentic Chinese cuisine

Iceland is a dream destination for travellers, as you spend your days surveying the gorgeous landscapes of vast glaciers, bubbling geysers and towering mountains. After a full day of sightseeing, you will want to relax over dinner and enjoy the company of your fellow travellers. Bambus Restaurant is Iceland's largest Chinese restaurant, catering to both Asian and Western guests. Bambus serves Asian fusion cuisine and is located near Reykjavik's business district.

An inventive menu with classic flavours

As the number of Asian travellers to Iceland increases, Bambus Chinese Restaurant has become a must when visiting the capital city. The restaurant owners have built up quite a reputation in the financial district in Reykjavik for excellent Chinese cuisine, and are committed to maintaining the highest standards. The dishes feature fresh ingredients with a contemporary flair. The food is in the hands of top chefs who bring their vast experience from Europe and Asia to Bambus' kitchen. You will find Icelandic-inspired dishes like steamed Icelandic langoustines with garlic and butter to Icelandic salmon sashimi, served with

wasabi. Other delectable choices include stir fried pork with Chinese mushrooms and black bean sauce, and Guang dong style stir fried noodles with sliced beef and vegetables in soy sauce. There's truly something for everyone.

Set Your Sights on Shopping

Before leaving Iceland, you will of course want to spend a little time shopping for gifts for friends and family back home. Borg Galleria is an independent high end store focused on fashion and everyday luxury lifestyle, offering the finest quality of both men's and women's fashion, accessories, outdoor clothing, skincare and health products. You will find local brands like 66° North, Feldur, and Tulipop, as well as international wares from designers you know and love like Ugg, Ecco, and Holzweiler.

When you're travelling to Reykjavik be sure to stop by Bambus Asian Cuisine for an elegant, authentic meal, and fulfill your luxury shopping needs at Borg Galleria. -JG

Bambus Asian Cuisine & Lounge
 Borgartún 16 • 105 Reykjavík
 +354 517 0123
 betty@bambusrestaurant.is
 www.bambusrestaurant.is




BÆNDUR Í BÆNUM is a developed concept of a farmers market. Here you can visit the grocery store or order online for fresh, organic vegetables from the owners' farms in South Iceland.

Grensásvegi 10, 101 Reykjavík
 +354 586 8001 postur@www.baenduribaenum.is/
 baenduribaenum.is



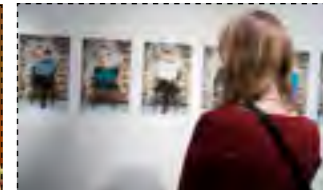
BLIK BISTRO & GRILL is located in Mosfellsbæ with a panoramic view. The tranquility and the majestic view boost the enjoyment of the cuisine by master chef, Joost Van Bommel.

Æðarhöfði 36, 270 Mosfellsbæ
 +354 566 8480
 blikbistro@blikbistro.is



KRUATHAI 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



THE REYKJAVIK MUSEUM OF PHOTOGRAPHY's goal is to research, promote & exhibit the different angles of photography such as photographic art, art history, conservation & technological development.

Grófarhús, Tryggvagata 15, 101 Reykjavík +354 411 6390
 photomuseum@reykjavik.is
 borgarsogusafn.is/en/reykjavik-museum-of-photography/



SÆGREIFFINN is a seafood restaurant in the Old Harbour in Reykjavik. 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



SHANGHAI IN HAFNARFJÖRÐUR is the newest Shanghai in a chain of 3 restaurants. When it opened its door in 2018, it was well received by the locals & is a welcome addition to the food scene in Hafnarfjörður.

Reykjavíkurvegi 74, 220 Hafnarfjörður
 +354 517 9688 / 537 5888
 shanghai@shanghai.is
 shanghai.is/hafnarfjordur/



SHANGHAI ON LAUGAVEGUR in Reykjavik is the first restaurant in the Shanghai chain. As one of the first Chinese restaurants in Reykjavik, it has its share of loyal clients, who keep on returning for more.

Laugavegur 60, 101 Reykjavík
 +354 517 9688 / 537 5888
 sjanghae.is/laugavegi/
 shanghai@shanghai.is



TIME TOURS travel agency and tour operator arrange tours for individuals or groups in small coaches, which makes them different from other bus companies. The service is much more personal & more focused.

Borgartún 34, 105 Reykjavík
 +354 578 7111 / 820 0245
 timi@timi.is
 timetours.is/



ELDER OG ÍS. This small mom and pop shop in Reykjavik offers delicate Artisan Crepes with fresh and organic based ingredients from sweet to savoury Crepes, ice-creams to coffees & teas. Gluten & lactose free friendly!

Skólavörðustígur 2, 101 Reykjavík
 +354 571 2480
 benefitsehf@gmail.com
 facebook.com/eldurogis/



ICELANDIC FISH & CHIPS serves a healthier version of Fish & chips than most using only Icelandic ingredients & in the process manages to create a more crispy & delicious fish & chips.

Tryggvagata 11, 101 Reykjavík
 +354 511 1118
 info@fishandchips.is
 www.fishandchips.is



FELDUR WORKSHOP is an Icelandic furrier who specializes in high quality, Icelandic fur products and Icelandic design. Products made to last a lifetime.

Snorrabraut 56, 105 Reykjavík
 +354 588 04880
 www.feldur.is
 info@feldur.is



THE NATIONAL GALLERY of Iceland is exhibiting a retrospective work of the artist Hulda Hákon, a career that spans over 40 years. Hulda set herself apart from the mainstream artists in the early 80's with her reliefs.

Frikirkjuvegi 7, 101 Reykjavík
 list@listasafn.is
 www.listasafn.is/english/
 exhibitions/hulda-hakon-1-2
 +354 515 9600



URTA ISLANDICA makes the finest salts, herbs, jam, syrups & honey from the nature of Iceland. They offer a wide array of salts like lava & blueberry salt, gift-boxes, syrups and tea.

Austurgata 47, 220 Hafnarfjörður
 Tel. 354/470-1300
 www.urta.is/en



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

Laugavegur 44, 101 Reykjavík
 +354 544 4101
 artgallery101.is



PRIR 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 specialties on the menu include whale meat and sea bird entrees.

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



GUÐLAUGUR A. MAGNÚSSON
 A family jewellery store in downtown Reykjavik who has, since 1924, designed and hand made jewellery and silverware. Stop by the store or order online.

Skólavörðustígur 10, 101, Reykjavík
 +354 562 5222
 Jewelry store since 1924
 www.gam.is - gam.is



ANCESTORS' KNOWLEDGE HEALTHY FOOD DIRECT FROM THE EARTH

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

A PIONEER

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

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

HAND-PICKED AND HEALTHY

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

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

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



SUPERJEEP.IS is a team of highly experienced jeep drivers with the aim to thrill & educate & take customers to places way beyond the beaten path.

Fossháls 15, 110 Reykjavík
+354 660 1499 / 569 8000
info@superjeep.is
www.superjeep.is/



TULIPOP is Icelandic characters founded in 2010. The world of Tulipop appeals to all those young at heart. A world where traditional gender lines are swept away & flaws are accepted.

Skólavörðustígur 43, 101 Reykjavík
+354 519 6999
helga@tulipop.com
www.tulipop.com



HIMALAYAN SPICE is a Nepalese restaurant in downtown Reykjavík. Nepalese cuisine is a mix of foods based on ethnicity, soil and climate connected to Nepal's cultural diversity and geography.

Laugavegur 60A, 101 Reykjavík
+354 517 7795
info@himalayanspiceiceland.com
www.himalayanspiceiceland.com/



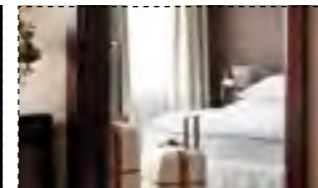
THE ICELANDIC BAR was literally born under the 2009 demonstrations when people were seeking shelter from tear gas. Quickly the bar was up and running with excellent, traditional Icelandic food on the menu.

Ingólfsstræti 1a, 101 Reykjavík
+354 517 6767
postur@islenskibarinn.is
www.islenskibarinn.is



BAMBUS CHINESE RESTAURANT have built up quite a reputation in the financial district in Reykjavík for excellent Chinese cuisine. Innovative, fresh and with a contemporary and stylish plating.

Borgartún 16, 105 Reykjavík
+0354 517 0123
booking@bambusrestaurant.is
www.bambusrestaurant.is



HOTEL HOLT in downtown Reykjavík is a hotel with a history, a flair for beauty coupled with a high end restaurant, original artwork on the walls and a world class cocktail bar.

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



JS WATCH CO is the first and only watchmaker in Iceland. All watches are handmade with Swiss accuracy and only with European parts making each and every timepiece unique.

Laugavegur 62, 101 Reykjavík
+354 551 4100
info@jswatch.com
www.jswatch.com/



At **AURORA REYKJAVÍK**, the Northern Lights centre in Reykjavík, you can learn about the Aurora Borealis, known as the Northern Lights. They also have a fantastic Aurora cinema + 360° goggles.

Grandagarður 2, 101 Reykjavík
+354 780 4500
info@aurorareykjavik.is
aurorareykjavik.is/



Anyone who loves a burger knows the dude, **THE BIG LEBOWSKI**. This restaurant is in downtown Reykjavík and they serve the juiciest burgers with a secret sauce —and make sure to try their hot wings!

Laugavegur 20a, 101 Reykjavík
+354 552 2300
info@lebowskibar.is
lebowskibar.is/



ÁRBAER OPEN AIR MUSEUM is a living museum in Reykjavík where you can walk around & enter houses from times gone by. Enjoy costumed guides, grazing animals & experience traditional crafts.

Kistuhylur 4, 110 Reykjavík
+354 411 6304
citymuseum@reykjavik.is
borgarsogusafn.is/en/node/843



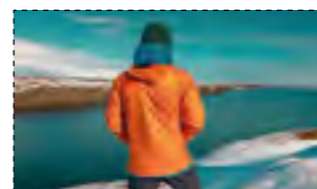
THE SETTLEMENT EXHIBITION, a museum in the middle of Reykjavík, displays the settlement of Reykjavík, of its first inhabitants, their lives, important houses as scholars believe it to be.

Aðalstræti 16, 101 Reykjavík
+354 411 6370
settlementexhibition@reykjavik.is
borgarsogusafn.is/en/the-settlement-exhibition/open



THE REYKJAVÍK MARITIME MUSEUM. Located in an old fish freezing plant, opened its doors in June 2005. Located in the old harbour, the surroundings set the tone for this lovely maritime museum.

Grandagarður 8, 101 Reykjavík
+354 411 6300
sjominjasafnid@reykjavik.is
borgarsogusafn.is/en/reykjavik-maritime-museum/about



FJALLAKOFINN is your one-stop outdoor store for your adventure in Iceland's beautiful landscape. Whatever you might need like tents, walking boots & protective clothing, they have it all.

Kringlan 7, 103 Reykjavík
+354 510 9510
fjallakofinn@fjallakofinn.is
fjallakofinn.is/



TIMBERLAND BOOTS are made for the rugged landscape of Iceland, as can be seen with the number of people wearing them. They have proved to withstand the harsh weather & sharp stones here for years.

Kringlan, 103 Reykjavík
Tel: +354 533 2290
kringlan@timberland.is



SÓLON BISTRO BAR is located smack downtown in Reykjavík. A place renowned for their food and atmosphere where both locals and visitors meet and enjoy world class food in luxurious surroundings.

Bankastræti 7a, 101 Reykjavík
+354 562-3232
solon@solon.is
solon.is/



SÓLHESTAR is a company specializing in taking customers on horseback through the amazing Icelandic landscape from two locations now. One outside Reykjavík and another close to Selfoss.

Solhestar horse rental Reykjavík
Surtlugata 19, 110 Reykjavík
Open all year around 8:00 - 17:00
00354-8923066
solhestar@solhestar.is
www.solhestar.is

The Town of GRINDAVÍK

Over the hills and not far away

Hiding in plain sight

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

The Blue Lagoon's Home Town

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

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

Reykjanes UNESCO Global Geopark

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

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

Home base Grindavík

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

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



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





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 CAMPSITE 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



BORG GUESTHOUSE is a family-run guesthouse in the middle of Grindavík. All rooms have wall-to-wall carpet, free WiFi, tea & coffee, a desk and closet.

Gistiheimilið Borg
 Borgarhraun 2, 241 Grindavík
 +354 426 8686
 ghborg@simnet.is



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



HARBOUR VIEW LUXURY CABINS in Grindavík offer small masterpieces of luxury cabins with a wonderful view of the harbour from all cabins. You will lack nothing in these wonderful cottages.

Austurvegur 26 b, 240 Grindavík
 +3457733993
 info@harbourview.is
 www.harbourview.is



PAPA'S RESTAURANT is a restaurant specialising in fish 'n chips, pizzas and hamburgers. A family-friendly place where you can watch the game at the bar section with complimentary WiFi.

Hafnargata 7a, Grindavík
 +354 426 9955
 papas@papas.is
 https://papas.is/



SALTHÚSIÐ 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.

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



GEO HOTEL in Grindavík is a short drive from the airport and the Blue Lagoon, making it ideal as your first hotel in Iceland. The hotel also has complimentary transfer to and from the Blue Lagoon.

Víkurbraut 58, 240 Grindavík
 +354 421 4000
 booking@geohotel.is
 www.geohotel.is/



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



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 Reykjavik, 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 Snorrastofa, dedicated to Snorri Sturluson, one of the most famous and important figures in Icelandic literature. Snorri penned the Edda, Egil's Saga, and Heimskringla before his death in 1241. There is so much to see and do in West Iceland and Krauma is perfectly positioned.

Visit Krauma

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



Krauma
Deildartunguhver, 310 Borgarbyggð
www.krauma.is



Experience Iceland's geothermal energy in these soothing hot baths



KRAUMA

GEO THERMAL BATHS





Deep into the Mystical Glacier

LANGJÖKULL

A couple of hours from Reykjavík is the mystical Langjökull – ‘Long Glacier’ – Iceland’s second largest glacier. It covers an area of about 950km² and rises to between 1200-1300m above sea level. It rests on a massif of Hyaloclastite Mountains formed under ice and water. The south-western part of the ice cap is called Geitlandsjökull – ‘Glacier land of goats’ – which rises to an elevation of 1400 metres. To the south of Geitlandsjökull and separated from the main ice cap, is the smaller 1350m high Þórisjökull. According to legend, it was named after Þórir, the troll who lived in a green valley in the pass between the two glaciers. Until recently, what lay beneath the surface of the Langjökull glacier had been a mystery, known only to a small group of scientists and glaciologists.

The magnificent ‘Blue Ice’

In 2010, daring pioneers had a vision to take people not just around and onto the glacier, but also inside the heart of the remote and extraordinary ice cap. Their mission was to see the magnificent ‘Blue Ice’ which is buried deep beneath the surface. With this bold vision in mind, entrepreneurs and scientists began studying, planning, modelling

and carefully preparing for construction. Perhaps against all odds, what started as a dream, rapidly became a reality as passion, energy, enthusiasm and drive, combined with science, engineering, finance and political support, made it possible to shape the largest man-made glacier cave, giving people the amazing opportunity to explore and see the inside of the massive glacier.

To make the journey inside one of Iceland’s frozen giants is truly a once-in-a-lifetime experience. To venture down the world’s largest man-made ice tunnel is surreal. Then there is driving a snowmobile across the surface of the glacier, which is amazing – and basically where the adventure began, as the locals really started exploring Langjökull 50 years ago when Neil Armstrong was walking on the Moon; “One small step for man, one giant leap for mankind”.

To venture onto the glacier on a snowmobile on a beautiful summer or winter day – which you can do twice a day, all year around, – with such a spectacular view, is really out of this world; almost like being on the moon and looking down on the Earth. Follow that with going inside the Glacier. Can it get better than that?

Where everything is ‘cool’

Everything is ‘cool’ about the journey into Langjökull Glacier as visitors travel in giant trucks from the days of the Cold War, when they served as NATO missile launch pads aimed at the Soviet army. It’s ‘cool’, whether you make the journey from nearby Húsafell – ‘Ridge of Houses’, the National Park, Þingvellir – ‘Parliamentary Fields’ – or the capital, Reykjavík – ‘Smokey Bay’.

There are daily tours out of Reykjavík towards the glacier through the beautiful Borgarfjörður, with its extravagant waterfalls created out of the lava, and Europe’s most powerful hot spring, Deildartunguhver – (translation impossible) – which provides 180 litres/sec of 100° hot water!

World’s first monument to an ex-glacier

We live in the days of global warming and just recently, it was discovered that the Ok glacier just west of Langjökull is Iceland’s first ‘ex-glacier’. This summer a monument was erected, the world’s first monument to a glacier that has fallen victim to climate change. Over the next 200 years, glaciologists expect all of Iceland’s 400 glaciers to disappear.



Iceland’s Mightiest Lava Cave

After the journey into the glaciers, there is Iceland’s mightiest and one of world’s largest Lava Caves, Viðgelmir – ‘Wide Elf’ – just shy of 1600 metres long with amazing features, including wonderful clava stalactites and stalagmites of amazing colours and formations, diversity and grandeur lurking in the depths of the Earth. In fact, Gelmir was the Elf of Nargothrond, a character in Tolkien’s Silmarillion. Gelmir rode forth against Morgoth but was captured and slain. The Lava Field was formed during a destructive volcanic eruption in the 10th Century which originated from under Langjökull Glacier. The Lava Cave tour into Viðgelmir is family friendly, thanks to lighting and the new 300m walkway.

Spectacular landscape, rich history

Þingvellir is intrinsically part of Langjökull as the glacier’s underground streams feed the picturesque Þingvallavatn – ‘Lake Þingvellir’ – Iceland’s largest natural lake. At Þingvellir, nature is tearing Iceland apart in a spectacular way, on the borders of the European and American Tectonic Plates, strikingly seen in the landscape.



People simply love taking tours from Þingvellir over the rugged Highland Road of Kaldidalur – ‘Cold Valley’ – to the top of Langjökull at Klaki Base Camp by the ice cave. There are not many places in the world where you experience such breathtaking contrasts of majestic landscapes of Ice, lava and rich history. Þingvellir is the

birthplace of the world’s first National Parliament and birthplace of Christianity in Iceland in the year 1,000 AD.



Into the Glacier

Víðarhöfði 1 • 110 Reykjavík
+354 578 2550
info@intotheglacier.is
www.intotheglacier.is



ICELANDIC TIMES

Published in English, Chinese, French, German and Icelandic



SEATOURS operates two ships. One is the big ferry between Snæfellsnes and Westfjords with a stop in Flatey. The other is a fast catamaran which tours the different islands in Breiðafjörður.

Smíðjustíg 3, 340 Stykkishólmur
+354 433 2254 / 856 0256
www.seatours.is
breidafjordur@seatours.is



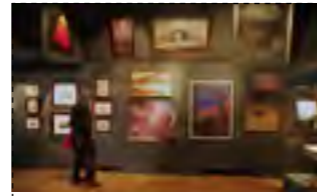
LÁKI TOURS in Grundarfjörður is just south of a huge Herring zone that attracts Orcas in big numbers when the season is right which makes whale watching from Grundarfjörður an excellent choice for Orca lover.

Nesvegur 5, 350 Grundarfjörður
+354 546 6808
info@lakitours.com
<http://lakitours.com/our-tours/whale-watching-grundarfjordur/>



LÁKI TOURS. Orcas are often seen early in the season, into early July. Sperm whales are most common between April to June. Late summer Pilot whales make themselves known, sometimes in big pods of hundreds together.

Norðurtangi 9, 355 Ólafsvík
+354 546 6808
info@lakitours.com
lakitours.com/our-tours/whale-watching-olafsvik/



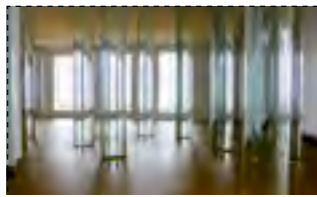
THE VOLCANO MUSEUM, Eldfjallasafn, is the collection of Dr. Haraldur Sigurðsson's 40 years of studying and researching volcanoes and volcanic rocks all around the world, both on land and the ocean floor.

The Volcano Museum
Aðalgata 6, 340 Stykkishólmur
+354 433 8154
www.eldfjallasafn.is



THE NORWEGIAN HOUSE was built in 1832 and was the first, full-size 2 storeys wood-frame house in Iceland. The wood was imported from Norway, hence the name of this building that now is a regional museum.

Hafnargötu 5, 340 Stykkishólmur
+354 433 8114
info@norskahusid.is
www.norskahusid.is/english/



LIBRARY OF WATER is an installation art piece by Roni Horn consisting of huge glass tubes with water collected from different glaciers around Iceland. The art piece is found in the old library in Stykkishólmur.

Bókhöðustígur 19, 340 Stykkishólmur
+354 865 4516
vatnasafn@gmail.com
www.libraryofwater.is/



STYKKISHÓLMUR CAMPSITE is situated in the middle of town. An all-year-around campground with everything you need like showers, washing machines, toilets and electricity.

Aðalgata 25, 340 Stykkishólmur
+354 438 1075
mostri@stykk.is
www.stykkisholmur.is/mannlif/tjaldsvaedi-stykkisholms



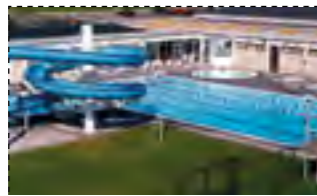
THE ICELANDIC EIDER CENTER is a small museum on the ground floor of the Norwegian house. The Museum is dedicated to the education about eiderdown farming then and now.

Frúarstígur 6, 340 Stykkishólmur
+354 899 8369
eider@eider.is
eider.is/



LEIR 7 is a clay workshop and a gallery in Stykkishólmur on Snæfellsnes. They only use Icelandic clay which has taken ages to form.

Aðalgata 20, 340 Stykkishólmur
+354 894 0425
leir7@leir7.is
www.leir7.is/



STYKKISHÓLMUR SWIMMING POOL is located in the middle of town. It has a water-slide, hot pots, a children's pool and a cold pot too.

Borgarbraut 4, 340 Stykkishólmur
+354 433 8150
sund@stykkisholmur.is
www.west.is/en/inspiration/services/stykkisholmur-swimming-pool



HÓTEL Á is a beautiful country hotel in west Iceland, next to Hvítá glacial river. The hotel has free WiFi, bathrobes and the hotel also has a wonderful restaurant highlighting local produce.

Kirkjuból 2, 320 Reykholti
+354 4351430
hotela@hotela.is
hotela.is/



KRAUMA SPA gets its water from Europe's most powerful hot spring called Deildartunguhver. The geothermal water is mixed with cold water from the glacier Ok to create the perfect spa temperatures.

Deildartunguhver, 320 Reykholt
+354 555 6066
krauma@krauma.is
krauma.is/en/



ENGLENDINGAVÍK RESTAURANT is situated in the old part of Borgarnes. With northern shelter and a stunning view over the bay, you are sure you have an exquisite dining experience in this vintage house.

Skúlagata 17, 310 Borgarnes
+354 5551400
info@englendingavik.is
englendingavik.is/restaurant/



SJÁVARBORG GUESTHOUSE is next door the Englendingavík Restaurant, another excellent vintage house but this one hosting a newly renovated guesthouse with a view to take your breath away.

Skúlagata 17, 310 Borgarnes
+354 5551400
info@englendingavik.is
englendingavik.is/rooms/



HOTEL GLÝMUR is located in the gorgeous fjord just north of Reykjavík. A hotel with everything you need for a wonderful country stay with a stunning view over Hvalfjörður, the whale fjord.

Hvalfirði, 301 Akranes
+354 430 3100
info@hotelglymur.is
hotelglymur.is/



HOTEL GLÝMUR RESTAURANT offers traditional Icelandic food and international cuisine. The dining hall has an excellent view over Hvalfjörður, making the dining experience astounding for all seasons.

Hvalfirði, 301 Akranes
+354 430 3100
info@hotelglymur.is
www.hotelglymur.is/copy-of-matur





VILLIMEY

Top quality organic products made from unique selected Icelandic herbs

Villimey is an Icelandic organic herbal company based in the Westfjords, one of the most remote parts of Europe, where both nature and ocean are extremely pure. Its products are hand-picked and then hand-made from start to finish using top quality production processes.

All the products are 100 percent organic, containing specially selected Icelandic herbs. These are the healthiest herbs that are gathered in peak condition. Because of the climate, the herbs grow slowly, which makes them more effective.

Villimey has received an International Organic Certification. Independent Icelandic research shows, for example, that Villimey's production of herbal salves and ointments meets the strictest requirements



for hygiene and quality practices. Some Icelandic doctors, including plastic surgeons and other hospital staff such as at Burn Units, recommend the products.

Villimey's products range from ointments for baby rash to sore joints and itchy feet as well as products that beautify skin and heal wounds.

No product is put on the market unless it has been tested and used for from four to five years.

Villimey ships all over the world. The company's products will probably be sold in Taiwan and Russia in the near future.

Villimey Skin Products
 Strandgata 44, 460 Tálknafjörður
 +354 892 8273
 villimey@villimey.is
 www.villimey.is/en/



THE SWIMMING POOL IN HÓLMÁVÍK is fairly new in the middle of town, next to the campsite. Here you'll find a swimming pool, hot tubs, sauna, a gym and a sports hall.

Jakobínutún 3, 510 Hólmavík
 +354 451 3560
 sundlaug@strandabyggd.is
 www.strandabyggd.is/
 thjonusta/ithrottamidstod/



HRAFNSEYRI is an old town in the Westfjords where Jón Sigurðsson was born, the spearhead for the independence of Iceland. The museum & the church is open for visitors.

Hrafnseyri, 471 Þingeyri
 +354 456 8260
 hrafnseyri@hrafnseyri.is
 www.hrafnseyri.is



LÁKI TOURS IN HÓLMÁVÍK is situated in the wild Westfjords where Humpbacks can be found in an abundance during summer. Whale watching in the Westfjords is a must for nature lovers. It's big & wonderful.

Hafnarbraut 14, 510 Hólmavík
 +354 546 6808
 info@lakitours.com
 www.lakitours.com



ICELAND BACKCOUNTRY TRAVEL is a Westfjord tour specialist. Travel in a superjeep and hike remote places in the western fjords of Iceland. This is personal service of the highest order.

Urðarvegur 27
 400 Ísafjörður
 +354 861 2845
 info@ibctravel.is
 www.ibctravel.is



TJÖRUHÚSÍÐ is a seafood restaurant in Ísafjörður, Westfjords that does not have a menu. All meals are dependent on the catch of the day and available fresh produce.

Neðstakaupstað, 400 Ísafjörður
 tjoruhusid@gmail.com
 facebook.com/Tjoruhusid/
 +354 456 4419



VILLIMEY SKIN PRODUCTS are made from the freshest herbs in the Westfjords. None of the products contains preservatives which has been recognized with an International Organic Certification.

Strandgata 44, 460 Tálknafjörður
 +354 892 8273
 villimey@villimey.is
 www.villimey.is/en/



ICELANDIC TIMES

www.icelandictimes.com



AKUREYRI

Heart of the North



The dozen inhabitants in 1786, clinging to the side of Eyjafjörður, Iceland's longest fjord, probably never imagined their brave struggle would ultimately result in a town of almost 20,000 people with all the services of a major city.

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

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

Cultural Centre of the North

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

It has well over 20 restaurants, covering both Icelandic and international cuisine, with top chefs who create their own innovative cuisine. There is an abundance of cafés, each with their individual speciality.

For groups and individuals, Akureyri offers such a wide range of activities, events and opportunities, it maximises the time available. There are a multitude of tours covering every interest from flying to caving, from fishing to the Hidden People, walking to whale watching.

Sports of all kinds

Sport activities are very popular in the North and many sports are represented in this dynamic community. We have already mentioned the ski slopes, but other popular

facilities are the big skating rink, football fields and recreational areas ideal for running, hiking and downhill biking.

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

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

See the Sights

Akureyri is also a service base for many of the most important tourist destinations in North Iceland. From here, you can visit Mývatn, Dettifoss—the most powerful waterfall in Europe, the islands of Hrísey, and Grímsey, straddling the Arctic Circle; see craters and boiling mud pools and, in fact, reach all the

pearls of the North in under 2 hours. If you are planning your visit, then it's recommended you check out the Arctic Coast Way with all its wonders. www.arcticcoastway.is.

Easy Access

Flights from Reykjavík airport take just 35 min. Scheduled buses drive twice a day between Reykjavík and Akureyri. The trip from Reykjavík to Akureyri takes about 6 hours, although in the summer time you can choose a longer route over the highlands if you wish to turn your trip into a journey rich with sights and natural beauty.

The city bus service is free in town. Every type of accommodation is on hand, from 4-star hotels to camp sites.



Akureyrarstofa

Strandgata 12 • 600 Akureyri
+354 450 1050
info@visitakureyri.is
www.visitakureyri.is





CLIFFTOP BATHING

Húsavík's Unique GeoSea Hot Baths

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

Health benefits of GeoSea

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

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

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

The bore holes provide purity

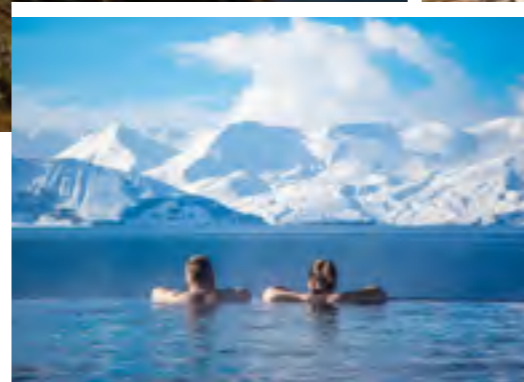
The water in the GeoSea baths comes from two bore holes, one located by the cheese barrel and the other by Húsavík harbour. There is no need to use any cleaning agents or equipment, as the steady flow of water

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

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



GeoSea
Vítaslóð 1, 640 Húsavík Iceland
+354 464 1210
geosea@geosea.is
geosea.is



Mývatn is one of the most popular tourist destinations in the northeast, luring travellers with gorgeous hiking trails, rich birdlife, activities along Lake Mývatn, and the soothing Mývatn Nature Baths. The region has been shaped over time by punishing volcanic eruptions and it's the ideal place to soak in the rugged landscape, with its vast lava fields, gigantic craters, and towering mountains.

Bathe Among Striking Nature

A perfect start to exploring the region is stopping by the Mývatn Nature Baths. The bathing experience is heavenly, as you soothe your skin and relax every square inch of your body. The views of the landscape are striking, with the volcanic crater of Hverfjall and the edge of Lake Mývatn in the background as well as nearby roaring waterfalls, volcanic craters, and black lava rock pillars.

A unique experience, great for your skin

The milky-blue water, which measures a deliciously warm 38°C, comes from the National Power Company's borehole in Bjarnarflag. The water reaches a boiling temperature of 130°C when it arrives in the basin next to the lagoon, but it cools significantly before being filtered into the beautiful man-made hot spring. The bottom of the lagoon is covered by sand and contains a large quantity of minerals. Because of its chemical composition, vegetation and bacteria are not a problem. There is some sulphur in the water, which is

beneficial for skin problems such as eczema and psoriasis, and the Nature Baths also have a natural steam bath that derives steam directly from the earth.

Numerous sightseeing opportunities

There is so much to see and do in the Mývatn region. After your time at the Nature Baths, jump into your rental car and discover Dimmuborgir, which comprises interesting rock formations jutting out of the ground, resembling a fort guarding an ancient city. The black lava pillars were born from a collapsed lava tube created by a large volcanic

eruption more than 2,000 years ago. Also nearby are the Krafla lava fields, which are home to Víti, one of the best-known craters in Iceland. Víti is huge, about 300 metres in diameter, exposing interesting formations that resulted from lava flows and hydrologic forces. Meanwhile, Námaskarð is a big draw for tourists because of its sheer otherworldly atmosphere. The yellow and brown colours of the clay, along with the grey mud pools, make it look like a movie scene from another planet. A path loops around the region; be sure to stay on it for safety reasons, as the mud pools can reach temperatures of 100°C.

The Mývatn region is perfect for independent travellers who prefer to roam in their own time, and the Mývatn Nature Baths are simply a must when in the area. Experience the beauty of North Iceland and be sure to pre-book and stop by for one of the best bathing sites on the island.

Mývatn Nature Baths is open all year round.



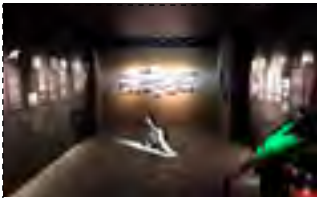
Mývatn Nature Baths

Jarðböðin við Mývatn, 660 Mývatn
+354 464 4411
info@jarðbodin.is
www.myvatnnaturebaths.is

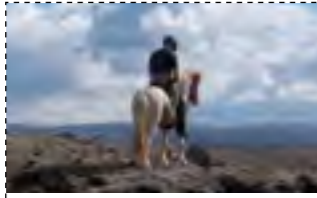


SOAK IN THE AMAZING SCENERY

Relax in the Mývatn Nature Baths' geothermal waters



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/



SALTVÍK 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.
Saltvík ehf, 641 Húsavík
Hestamiðstöðin Saltvík
 +354 847 9515
saltvik@saltvik.is
saltvik.is/horse-riding/



FISH & CHIPS in Húsavík harbour is fast-food restaurant with the freshest fish and excellent views over the harbour. This is a fantastic place to enjoy your fish & chips.
Hafnarstétt 19, 640 Húsavík
 +354 464 2099
www.facebook.com/pg/Fishchips-152014694866754/about/?ref=page_internal



NAUSTIÐ SEAFOOD RESTAURANT is situated in the middle of town in Húsavík. It's a business run by a family who love seafood. Their lobster soup and fish skewers are world famous.
Ásgarðsvegur 1, 640 Húsavík
 +354 464 1520
naustidfood@gmail.com
www.facebook.com/pg/naustid/



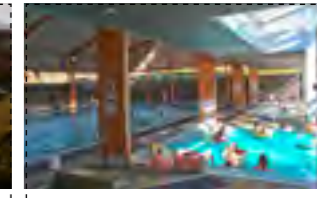
VIÐ VOGINN is a cosy little restaurant in Djúpvogur in East Iceland. Every weekday they have home-cooked style lunches together with fish & chips, hamburgers and sandwiches. Sit outside and enjoy the view over the fjord.
Vogalandi 2, 765 Djúpvogur
 +354 478 8860
vidvoginn@simnet.is
www.facebook.com/VidVoginn/



BRUNNHÓLL is a guesthouse outside Höfn. They put emphasis on personal service & sustainable farming. They also make their own ice cream. For the ice cream & restaurant they only use local produce when possible.
Mýrar, 781 Hornafjörður
 +354 478 1029
brunnholl@brunnholl.is
brunnholl.is/



DJÚPVOGUR 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 Djúpvogur
 +354 478 8887
framtid@simnet.is
www.east.is/en/other/index/accommodation/camping/djupvogur-camping-ground



DJÚPVOGUR SWIMMING POOL, situated next to the campsite, has a gym, sauna and a newly built indoor swimming pool with hot tubs, a small pool for children, and an outdoor pool.
Vörðu 4, 765 Djúpvogur
 +354 470 8730
djupvogur@djupvogur.is
www.east.is/en/what-to-see-and-do/recreation/swimming-pools/djupvogur-swimming-pool



NORTH SAILING is a whale watching company established in 1995. One of North Sailing's objectives is the preservation of Icelandic oak fishing boats and research on the different whales.
Hafnarstétt 11, 640 Húsavík
 +354 464 7272
info@northsailing.is
www.northsailing.is



HÚSAVÍK CAMPSITE is located almost downtown. It's only a few minutes walk to everything and you are close to all big attractions like Lake Mývatn, Dettifoss, Ásbyrgi and Goðafoss.
Héðinsbraut, 640 Húsavík
 +354 840 0025
camping@nordurthing.is
www.visithusavik.com/accommodations/campsites/husavik-campsite/



GEOSEA, a geothermal sea bath, is found north of Húsavík in one of the most stunning locations in Iceland. From the warm pool, you have a view over the whole bay outside Húsavík.
Vitaslóð 1, 640 Húsavík
 +354 464 1210
geosea@geosea.is
www.geosea.is



GAMLI BAUKUR Seafood Restaurant by the harbour in Húsavík, North Iceland, has a great reputation for innovative seafood, its positive atmosphere and a location famous for its fabulous view.
Hafnarstétt 9, 640 Húsavík
 +354 464 2442
gamlibaukur@gamlibaukur.is
www.gamlibaukur.is



HAVARI HOSTEL is an all year round hostel in East Iceland catering to singles to big groups. Havari offers accommodation in family rooms, double bedrooms and dormitories.
Karlsstaðir, 765 Djúpvogur
 +354 663 5520
havari@havari.is
www.havari.is/havari-hostel



HOTEL FRAMTIÐ 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 Djúpvogur. The restaurant emphasises the use of local fish and produce.
Vogalandi 4, 765 Djúpvogur
 +354 478 8887
framtid@simnet.is
www.hotelframtid.com/



KLIF HOSTEL is a family-run hostel in the middle of Djúpvogur. From the hostel, you have a fantastic view of Berufjörður. All rooms have free bed-linen & free Wi-Fi & a wardrobe.
765 Djúpvogur
 +354 478-8802
klifhostel@simnet.is
www.east.is/en/other/index/accommodation/guesthouses/klif



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 Djúpvogur
 +354 478 8220
langabud@djupvogur.is
www.sagatrail.is/en/museums/langabud/



VISIT MÝVATN is your official tourist guide to the area around Lake Mývatn in North Iceland. Follow us to find out about all events and everything you need to know about the area.
660 Mývatn
 +354 591 2000
info@visitmyvatn.is
www.visitmyvatn.is/en



HOTEL LAXÁ is a modern hotel by Lake Mývatn in North Iceland. All rooms are fully equipped with free WiFi, hairdryer, complimentary toiletries and tea and coffee.
Ölnbogaás, 660 Mývatn
 +354 464 1900
hotellaxa@hotellaxa.is
www.hotellaxa.is/en/home



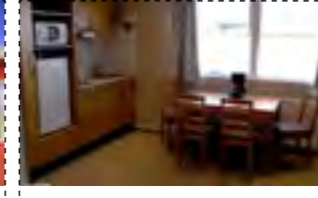
MÝVATN TOURS is a family-run tour operator that has been around since 1980. They specialise in tours to the Highlands and destinations where specialised vehicles are required.
Arnarnes, 660 Mývatn
 +354 464 1920
myvatntours@gmail.com
www.myvatntours.is/en



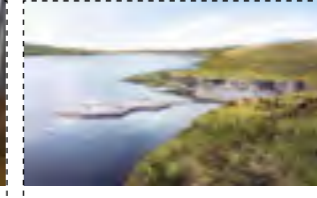
DIMMUBORGIR GUESTHOUSE offers very comfortable cottages on the banks of the wonderful Lake Mývatn. It is an all-year-around guesthouse in North Iceland.
Geiteyjarströnd 1, 660 Mývatn
 +354 464 4210
info@dimmuborgir.is
www.dimmuborgir.is



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 eystri
 +354 861 3677
info@lftours.is
<https://www.alfheimar.com/>



STUDIO GUESTHOUSE is located in the centre of Seyðisfjörður. A family guesthouse with facilities for disabled and fully equipped kitchenette and bathroom. Everything is a walk away.
Austurvegur 18-20
710 Seyðisfjörður
 +354 787 4242 / 777-5007
studioguestice@gmail.is
www.bosal.is



VÖK BATHS in East Iceland is series of geothermally heated pools in the Urriðavatn lake ("Trout lake"). They also have a restaurant, a café and 2 beers specially brewed for the facility.
Vök við Urriðavatn, 701 Egilstaðir
<https://vok-baths.is/>
hello@vok-baths.is
 +354 470 9500



WILDBOYS is a small Hiking tour operation in East Iceland. They organise tours every month, all year round where safety and your well-being are their number one priorities.
Hamrahlíð 6
700 Egilstaðir
wildboys@wildboys.is
[Wildboys.is](http://www.wildboys.is)



ICELANDIC TIMES

www.icelandictimes.com



BÁRAN BAR/RESTAURANT in Þórshöfn, 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 Þórshöfn
 +354 468 1250
knaveitingar@gmail.com
baranrestaurant.is/en/



VIKING CAFÉ is the perfect stop after you have been exploring the rugged and beautiful landscape of East Iceland. They always serve delicious sandwiches, succulent pastries, cakes and waffles.
Horni, 781 Höfn
 +354 478 2577 – 892 0944
info@vikingcafe.is
vikingcafe.is/coffeehouse-and-accommodation/



NORD MARINA GUESTHOUSE is located a walking distance from the beautiful town Seyðisfjörður. A quaint little guesthouse by the sea where you can sit and watch the boats pass you by.
Strandavegur 21, 710 Seyðisfjörður
 +354 777 5007
nordmarina1@gmail.com
<http://www.visitseydisfjordur.com/project/nord-marina-guesthouse-2/>

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 Egilsstaðir, 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.

Bathing facilities and changing rooms

In addition to the floating pools there are two on-shore hot pools, and an outdoor pool bar. A steam bath and cold tunnel equipped with a cool mist shower inside is just about completed. The indoor shower facilities and changing rooms are

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.

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.

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.



Vök Baths

Vök við Urriðavatn, 701 Egilsstaðir
+354 470 9500
<https://vok-baths.is/>
hello@vok-baths.is



A UNIQUE BATHING EXPERIENCE in the Idyllic East

VESTRAHORN

A BEAUTIFUL SLICE OF ICELAND

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

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

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

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

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

Coffeehouse and accommodation

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

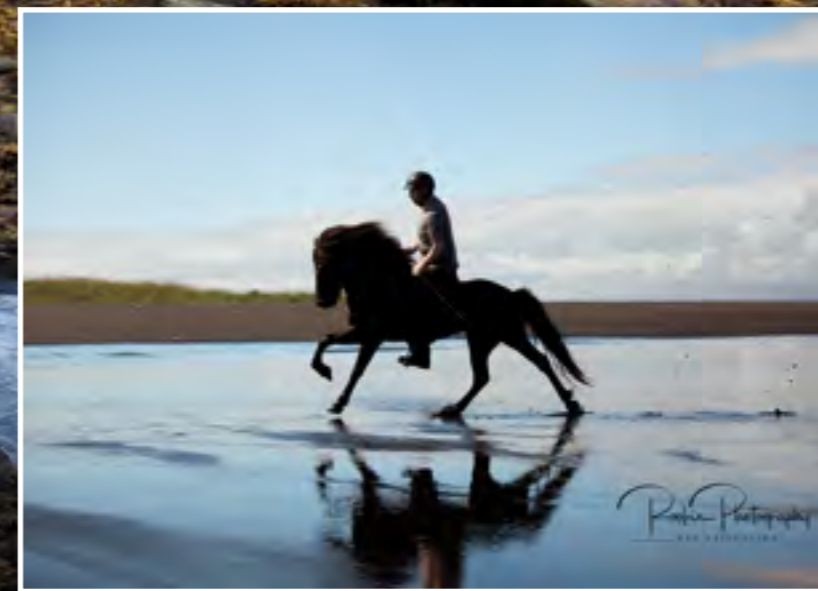


Photo By Eva Frischling



Litlahorn
Horni 781, Hofn
+354 478 2577
info@vikingcafe.is
www.hornhestar.is
www.vikingcafe.is



become distracted by the view. The Viking Café overlooks the beautiful and vast bay of Vestrahorn on one side and Vatnajökull on the other side.

Horse Rental

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

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

Stones and materials for sale

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

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

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

-JG

ON TOP OF THE WORLD - GLACIER JEEPS

A timid soul's approach to the mighty Vatnajökull

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

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

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

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

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

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

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

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

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



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



KIRKJUBÆJARKLAUSTUR'S BEST KEPT SECRET

The All New Hotel Klaustur



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

Off the beaten path

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

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

A modern look for a new brand

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

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

Our insiders suggested itinerary

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

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



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

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

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

Local Specialties

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

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

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

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

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



Hotel Klaustur

Klausturvegur 6 • 880 Kirkjubæjarklaustur
+354 487 4900
info@hotelklaustur.is
www.hotelklaustur.is
www.klausturrestaurant.is.



STRACTA HOTEL HELLA

A New Hotel on Iceland's South Coast



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

A Room for Every Budget

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

Northern Lights Prime Time

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



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

Healthy Food Choices Abound

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

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



Health, Wellness and Activities

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

Hotel Stracta welcomes you! -EMV



A TASTE OF ICELAND'S WILD & SWEET

Laugarvatn's Lindin Restaurant & Café Bistro

Located on the banks of Lake Laugarvatn, Lindin Restaurant & Bistro Café, 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

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

In the heart of the Golden Circle

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



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



HELLISHÓLAR COTTAGES, GUESTHOUSE AND HOTEL

A LITTLE BIT OF ICELANDIC PARADISE



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

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

Cosy Cottages

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

So Many Choices!

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

A Glorious View of Nature

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



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

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

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

Hellishólar ehf
 861 Hvolsvöllur
 +354 487 8360
 hellisholar@hellisholar.is
 www.hellisholar.is
 www.hotelreyjafjallajokull.is



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.

Eyrargötu 50, 820 Eyrarbakki
 +354 483 1504
 info@byggdasafn.is
 www byggdasafn.is/english/



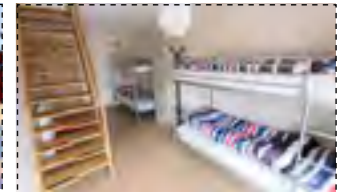
ATLANTSFLUG is a family-owned fly tour company. With three locations along the south side, they have easy access to all glaciers, water systems and the highlands on the south side.

Flugvallarvegur 5, 785 Öræfi
 +354 555 1615
 info@flightseeing.is
 www.flightseeing.is/helicoptertours/



ATLANTSFLUG is a family-owned fly tour company with a new location conveniently placed by the border to Skaftafell national park. That means every second of your helicopter tour is high-end sightseeing.

Flugvallarvegur 5, 785 Öræfi
 +354 555 1615
 info@flightseeing.is
 www.flightseeing.is/helicoptertours/



ASKA HOSTEL is located in the village on the Westman Islands, with only a few minutes walk to most services and entertainment. The rooms available are for 2 to 4 people and large families.

Bárustíg 11,
 900 Westman Islands
 +354 662 7266
 www.askahotel.is/aska/
 info@askahotel.is



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.

Rangárflatir 4, 850 Hella
 +354 531 8010
 info@stractahotels.is
 www.stractahotels.is/



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.

Víkurbraut 2, 870 Vík
 +354 487 1202
 halldorskaffi@gmail.com
 www.facebook.com/pg/Halldorskaffi



HESTHEIMAR COTTAGES are 6 charming cottages right in the heart of South Iceland. With the Hekla volcano on one side and Eyjafjallajökull on the other, this big horse ranch has everything you need.

851 Hella
 +354 487 6666
 www.hestheimar.is
 hestheimar@hestheimar.is



HOTEL GULLFOSS location is as wild as you can get in Iceland without losing the comfort of modern life. Next door to the famous Gullfoss but far enough away to get the tranquility of rural Iceland.

Brattholti, 801 Selfoss
 +354 486 8979
 info@hotelgullfoss.is
 www.hotelgullfoss.is



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

Smyrlabjörgum, 781 Hornafirði
 +354 478 1074
 smyrlabjorg@smyrlabjorg.is
 www.smyrlabjorg.is



ELDHEIMAR VOLCANO MUSEUM is all about the huge 1973 volcanic eruption in the Westman Islands, one of the biggest in modern times in Iceland. It's also the eruption that created the new island of Surtsey

Gerðisbraut 10, 900 Vestmannaeyjar
 +354 488 2700
 eldheimar@vestmannaeyjar.is
 www.eldheimar.is



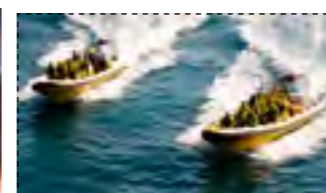
VIKING CAFÉ GUESTHOUSE is an oasis at the foot of Litla Horn outside Höfn on the east corner of Iceland. The hotel always has coffee brewing, served with delicious cakes, pastries, sandwiches, and waffles.

Horni, 781 Höfn
 +354 478 2577 – 892 0944
 info@vikingcafe.is
 vikingcafe.is/coffeehouse-and-accommodation/



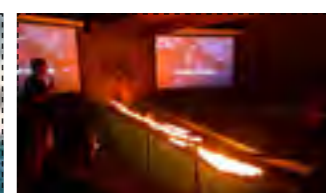
VIKING CAFÉ HORSE RENTAL offers wonderful horseback tours on black sand beaches and in the other stunning nature just outside Höfn, in the east corner of Iceland.

Horni, 781 Höfn
 +354 478 2577 – 892 0944
 info@vikingcafe.is
 vikingcafe.is/horse-rental/



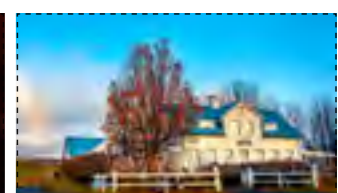
RIBSAFARI is a local company run by locals who love their islands. To speed around the island in a powerful RIB boat is a thrill you must experience filled with fun and the adventure.

Basakersbryggja 6,
 900 Westman Islands
 +354 661 1810
 info@ribsafari.is
 Ribsafari.is



ICELANDIC LAVA SHOW is the only place in the world where you can safely experience molten lava and feel the heat when it flows past you. Fun and educational for the whole family.

Víkurbraut 5, 870 Vík
 +354 823 7777
 info@icelandiclavashow.com
 www.icelandiclavashow.com



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 Þríhrynningur mountain, a majestic mountain with three mountain peaks.

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

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



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

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

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

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

Eldheimar
 Suðurvegur • 900 Vestmannaeyjum
 +354 488 2000
 eldheimar@vestmannaeyjar.is
 www.eldheimar.is



REFRESHING VÍK



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

salads, and those with a bit of a sweet-tooth will not be disappointed, as the menu includes home-baked cakes and home-made ice cream from a local farm. Originally, Halldór's Café was the general store, built in 1831 to meet all of the needs of Vík. Today, it continues to satisfy patrons with its menu, which has something for every taste, using local produce, where possible.

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

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

Halldórscaffi
 Víkurbraut 28 • 870 Vík
 +354 847 8844
 halldorscaffi@gmail.com
 www.halldorscaffi.is



HJARÐARBÓL 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.

Hjarðarból, 861 Ölfus
 +354 567 0045
 info@hjarðarból.is
 hjarðarból.is/



THE HELLISHEIDI PLANT is 20 minutes away from Reykjavík that has a modern exhibition of how to harness geothermal energy with multimedia shows in English, French, German, Spanish, Chinese & Japanese.

Hellisheiðarvirkjun, 801 Selfoss
 +354 591 2880
 exhibition@on.is
 www.geothermalexhibition.com/



ICELAND 4X4 CAR RENTAL specialises in four wheel drive vehicles in all sizes intended for safe, legal and comfortable travels around Iceland and off the beaten path.

Vesturbraut 10, 230 Keflavík
 +354 535 6060
 info@rent4x4.is
 www.iceland4x4carrental.com/



GT TRAVEL - Guðmundur Tyrfinngsson is a coach company. They have buses & coaches in all sizes, including the newest ones in Iceland. They also arrange private, Northern lights & group tours.

Fosnes C, 800 Selfoss
 +354 482 1210 & +354 568 1410
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