



# The REYKJAVÍK GRAPEVINE

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Issue 03 - March 5 - April 8 - 2016

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S - INSIDE!



ICELANDIC FASHION  
& DESIGN IN THE SPOTLIGHT

## Fashion Distraction

Moving Icelandic design  
beyond fulled wool and  
fish skin.

### PLUS

#### ECONOMICS

Iceland's Post-Crash Sale

#### POLITICS

Davíð Oddsson  
On The Warpath

#### ACROBATICS

The Circus Comes To Town

#### SHOPPING

Fun Times At The Mall

#### TRAVEL

Blissful Obscurity

These are some designed, fashionable times we're living in. Everyone seems to be looking their absolute best these days, what with all the haircuts and the shiny clothes people are decorating themselves with. In this spirit, DesignMarch and The Reykjavík Fashion Festival aim to promote and celebrate Icelandic design and fashion - Grapevine brings you the lowdown on both.

Editorial | Haukur S Magnússon

## Haukur's 21th Editorial

*Quit fucking around*

I expect nothing of any politician. I do not believe in them. In fact, I cannot remember actually expecting an elected official to behave in any manner that wasn't specifically aimed at promoting and preserving his or her own best interest. And I am not the sole proponent of this view. In fact, from what I can tell, this is a feeling indigenous to the whole Western hemisphere, shared by all but the most naïve of my generation.

I cannot remember an election in which my vote was cast for anyone but the least glaringly evil party or candidate on offer. Save for the elections where I turned in blanks.

It is a sad and laughable fact that nobody really expects politicians to fulfil their pre-election promises once in office. It is equally sad and laughable

that nobody really expects politicians to take responsibility for their actions, to step down when they're caught with their hand lodged firmly in the proverbial cookie jar. It is sad and laughable that politicians are able to raise their salaries regularly while at the same time speak loudly of the need to keep inflation at bay, and it is sad and laughable that they can shamelessly appoint their friends and nephews to any and all available posts in the governmental system.

Politics is a sad and laughable game, where the players aren't idealistic or even socially responsible citizens, so much as jaded rhetoric experts that have effectively mastered the art of never saying anything meaningful at all. Politics is sad and laughable.

I wrote the above back in January of '08, several months before any ECONOMIC MELTOWN action hit Iceland, with its subsequent political turmoil, protest-fun and absolutely no change at all whatsoever. I believe the words still hold some truth to them. Hah.

People. Politicians. This has gone on long enough. It's time to get serious. Quit fucking around. Quit protecting your own ass. Quit protecting your friends. And maybe just quit, period.

Please?



### TRACK OF THE ISSUE

**Bob Justman**

Lawdy Miss Clawdy

[bobjustman](#)

Download Lawdy Miss Clawdy at [www.grapevine.is](http://www.grapevine.is)

Well what do we have here? Is this a brand new, EXCLUSIVE track from Grapevine fave Bob Justman? So it seems! This is exciting! You all should know Bob by now. His first album, Happiness & Woe, was released early 2009 to rave reviews, both in the Grapevine, and elsewhere (you should seek out that album in your neighbourhood record store, as it is a real treat). Bob Justman is of course the alias of legendary local DJ and multi-instrumentalist Kristinn Gunnar Blöndal, aka DJ KGB.

The song, Lawdy Miss Clawdy was written by Rock and Roll Hall of Fame inductee Lloyd Price, and his version of the song charted in 1952. The King then made a hit of it in 1956 and since then it's been covered by many a big name in rock. Bob's version is nothing short of a revelation though, that kid sure knows how to rock.



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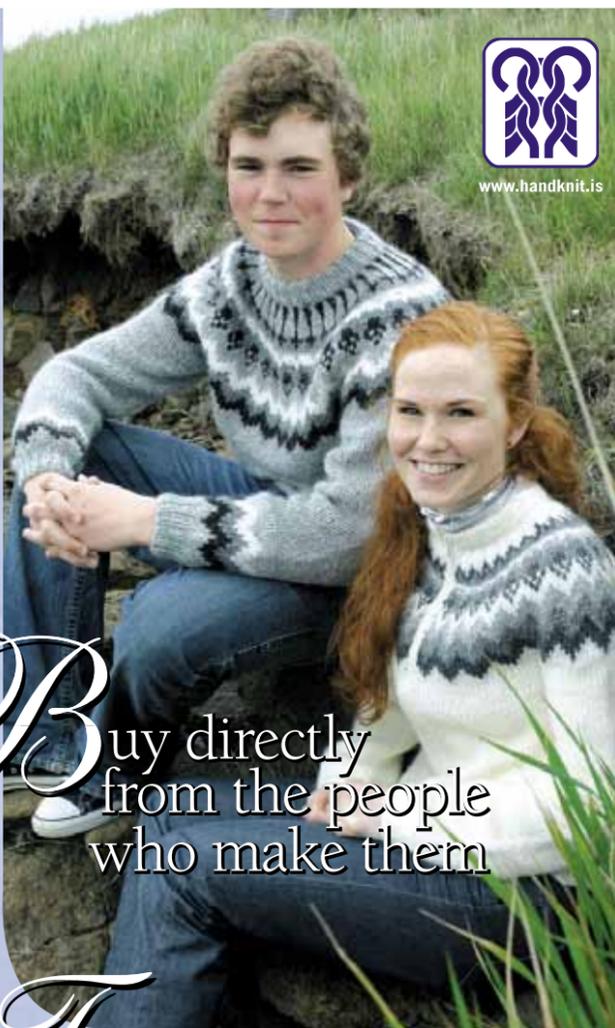
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## Sour grapes and stuff

Say your piece, voice your opinion, send your letters to: [letters@grapevine.is](mailto:letters@grapevine.is)

### 4 Letters

Morning,

I have been reading the online musings and muttings for a few months to get an idea of what to expect when visiting Iceland. I am going to be there this weekend and I think I am more excited than I was at Christmas.

I have laughed and chuckled out loud in the office more than once when passing the "working" hours engrossed in your website. Great journalism and also very informative though not sure if I'll be going to see "Empty Hollow Void" on Friday night...

Well just a big thanks for the Elf/Viking tips and I hope the weather stays weather! Keep up the good work.

Cheers  
Geoff

Dear Geoff, are you sure you've been reading the Grapevine? We do our best not to report on elves and Vikings, although they admittedly slip in there every now and again. Anyway, thank you for your kind words – we hope you have a nice stay in Iceland, don't contract any STDs, see some Aurora, hang out with some Vikings, shoot the shit with elves, eat a glacier, hike some ram's balls, etc. etc.

There I was, sitting in my salubrious drawing room pencilling another eviscerating review on some spotty oiks who believed themselves to be the next Sigur rós, when my servant offered the latest periodical of the Reykjavik Grapevine. Amongst the usual blathering was some mains hum from a new hip beat combo who called themselves Kimono. I vaguely recall writing something about them a while back; I review so many second rate Icelandic albums it's hard to remember.

Imagine how perturbed I was when my good name was dragged through the mud all because I deemed the title of their latest album as "stupid" (actually I said it was "awful") and I lacked understanding and imagination! The cads!

Once my blood pressure returned to normal, I realised that there was no way my puny brain could possibly fathom the numerous levels that the title, "Easy music for difficult people", operates on.

Quite simply this title should go up with the great album names in history, for example "UNEasy listening" by the main influence on the Kimono sound, Chumbawamba. It even exceeds the subtle play on words exemplified by Public Enemy's "How You Sell Soul to a Soulless People Who Sold Their Soul?" or the Butthole Surfers "Rembrandt Pussyhorse". Indeed the level of metaphysical philosophising with "easy music for difficult people" is so great, that "When the Pawn Hits the Conflicts He Thinks Like a King, What He Knows Throws the Blows When He Goes to the Fight, and He'll Win the Whole Thing 'Fore He Enters the Ring, There's No Body to Batter When Your Mind Is Your Might, So When You Go Solo, You Hold Your Own Hand, and Remember That Depth Is the Greatest of Heights, and If You Know Where You Stand, Then You'll Know Where to Land, and If You Fall It Won't Matter, Cuz You Know That You're Right" by Fiona Apple can't possibly stand up to it! It truly is that excellent!

And what sort of name is Cluness? Well if I knew my father I'm sure I would ask him (right now I've narrowed it down to Sean Connery or Fat Bastard from the Austin Powers movies). But if I must descend to the name calling level

### What? No Free Beer?

Yes, there's no free beer for this issue's MOST AWESOME LETTER. We finally found something even more awesome than beer to give away to the folks that write us fun and/or interesting letters. Yes, there is such a thing!

And what is it that's so much more awesome than a free case of beer? We'll tell you: It's a hundred page laser cut horse-skin notebook, designed and crafted by the most excellent designer (and sometimes GV contributor) Sruli Recht! He calls the thing THY WILL BE DONE, it looks freaking awesome, and it's available at his boutique Vopnabúrið and through his web-site, [www.srulirecht.com](http://www.srulirecht.com), for a mere 3.800 ISK. And did we mention that it's hand-bound with square horseshoe nails? Because it is.



### MOST AWESOME LETTER:

Dear grapevine

I've been living in Iceland for seven months and I am having the time of my life. I think I'm over the worst part of the year; I have had sheep-balls for lunch and the dark, dark mornings until eleven, the horror! No, I just didn't get out of bed until it was light, "you should never fight nature, people!"

Having moved from London in July to get away from the big smoke and throw away society there, to a cleaner healthier life, I find myself constantly amazed by how much litter there is here.

The thing is I run, a lot, around Reykjavík and Kópavogur and the amount of rubbish that is thrown from the cars amazes me. You really notice it in such a beautiful place.

Ok, let me just say one thing; you may think I'm just a tourist who knows nothing about how Icelanders live and that I'm looking at it through the eyes of a loved up immigrant who has fallen in love with this strange land, however in the England we have a saying; you wouldn't crap in your own back garden.

I realize everybody drives here, and I understand, I tried to get a bus once but I couldn't wait for two days! I didn't have the time, or the below zero outfits needed, plus every car driver looks at me with amazement! "Why is he waiting, the golden circle? It's not that way!", While slurping on a soda and throwing some fast-food wrapper out the window.

You have such an amazing life here; you really don't want to end up using your garden as a rubbish bin.

Jason doyle

Dear Jason,

You are absolutely right on every count. We won't even bother with a witty retort here or anything. You're just right. Listen to Jason, people. He knows what he's talking about. The rest of y'all throwing shit from your cars: fuck you.

of the lumpen proletariat, then all I can say is that Kimono can suck on my 12-inch taint forthwith!

Regards

Robert Carl Cluness Esq.

PS – Get a bass player, your sound is too tinny...

Dear Robert (Robert?),

thank you for your letter. We are pretty sure it will be the last thing ever printed in the Grapevine by yourself, as the notoriously hard men of kimono are apt to hunt you down, molest, disembowel and skin your ass when this is published. Regardless, you do have a point. That Fiona Apple album title is surely a classic of modern philosophy. It's been lovely knowing you, Bob. See you in hell.

Dear Grapevine,

While I think highly of your publication, approve of the causes your journalists defend and read with great pleasure your articles about Iceland and Icelandic culture, I find myself repeatedly puzzled by your excessive use of the word "awesome". To be honest, I deleted that word from my vocabulary a long time ago, thinking it had lost all of its power – if it ever had any. The English lexicon is rich enough, dare I say, for you to find quite a few synonyms for that word.

See, I am one of these people who think that, if you tend to over use a word, it loses its strength and becomes almost meaningless, really. And it seems that, these past few years, television has had quite a strong effect on our written culture, for better or worse. And while I love TV and I cannot live a day without a rerun of Friends or a week without a new episode of How I met your mother (even with their countless "awesome, dude!"s), I am quite saddened by its influence on our English vocabulary. Or maybe I'm just not cool enough to get the whole "awesome" thing – and don't you dare calling me "dude"!

I am not against the modernization of language, far from that, but by all means, let's

not forget all these synonyms, whose destiny is indeed to keep us away from awkward repetitions, like the ones I often come across in the Grapevine (or do you get paid by the "awesome"?). If you take your job seriously, turn off your TV and scroll through your thesaurus, please!

Awesome, when you analyze its construction, is actually quite a poetic word. Or used to be. But it has lost its beauty simply because, one day, it became fashionable amongst American teenagers. I would expect from a magazine or newspaper, no matter how trendy and modern it is, to use a more sophisticated language. This not preventing you from keeping the very informal tone which gives the Grapevine its charm and personality, of course.

As far as I am concerned, I do hope you will not take this letter as an offense, merely as constructive criticism, and yes, I will keep on reading the Grapevine and enjoy it, because despite this little flaw (which, who knows, perhaps really bothers me alone and a couple of my friends), your paper is still pretty astonishing, awe-inspiring, beautiful, breathtaking, daunting, fascinating, formidable, grand, imposing, impressive, incredible, magnificent, majestic, marvelous, mind-blowing, prodigious, stunning, superb, wonderful... you get my point!

Best regards,

Jean-Christophe from France (not even a native English speaker!)

Dear Jean-Cristophe from France that's not even a native English-speaker,

thank you for your most awesome letter. It really got us thinking. For instance, what is this "thesaurus" you speak of? Who are those "Friends" you like watching? What are "synonyms" and "lexicons"? What have you got against American teenagers?

Anyway, dude, thanks again for your awesome letter.



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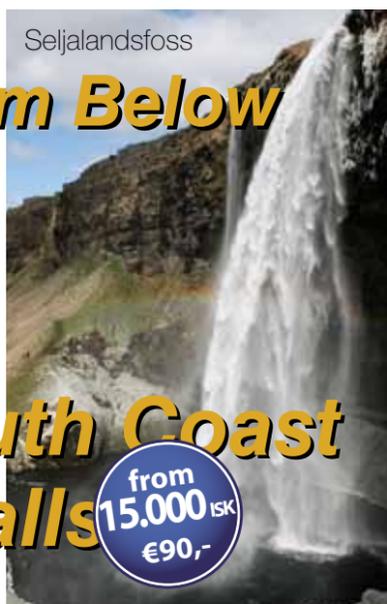
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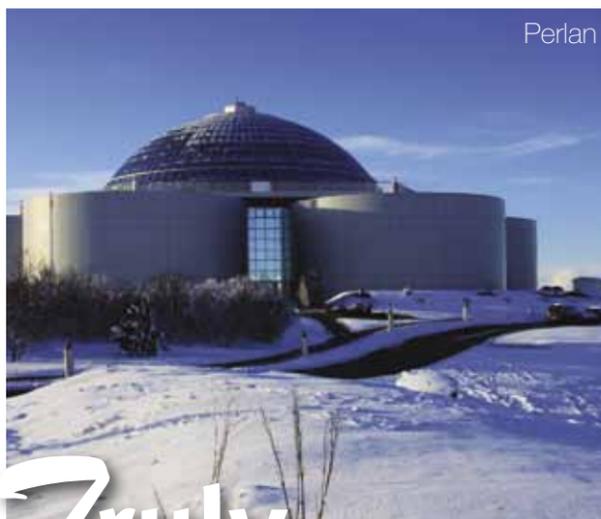
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Article | Shopping



# Iceland's Post-Crash Sale – 30% OFF!\*

\*For Tourists ONLY

Tourists have been flocking to Iceland in greater numbers ever since October 2008 when Iceland's economy crashed and its currency came tumbling down with it. This isn't surprising considering that from 2007 to 2009, the króna lost roughly half its value against the Dollar and the Euro. In theory, one year post-crash, a Dollar or Euro could buy twice as much as it could one year pre-crash. In reality, however, that is not the case.

With the fall of the króna, Iceland finally seems accessible to the world. However convincing this might be, the favourable exchange rate is only half the story. The other half of the story is that while the value of the króna has decreased, prices of goods and services have increased (with the small exception of white bread).

Take it from McDonalds, which closed shop in Iceland last year after importing meat and other supplies became too expensive. In fact, if McDonalds had not left the island, a Big Mac would have cost 780 króna, or \$6.36 USD, making it the most expensive Big Mac in the world, according to the 2009 Big Mac Index.

This increased cost of imported goods has led to a resurgence of the ever-popular nationalist/consumerist slogan "Veljum íslenskt!" which advocates the purchase of Icelandic goods over imported goods. In fact, The Federation of Icelandic Industries is offering its members a special badge to indicate their Icelandic status in advertising and branding material (an amusing side to this new-fangled 'nationalist consumerism' is that a variety of companies have been found to falsely label their products as Icelandic. But we digress).

Therefore, despite the favourable exchange rate, there is no denying that Iceland is still in many ways quite expensive. However, it is definitely on sale for the tourist (as was proclaimed in the super-tasteful post-kreppa "Halfpr Iceland" ads in November of 2008). Although prices of goods and services aren't 50% cheaper, they are still on average 30% less expensive than they were in 2007. Thus, it's no wonder tourists are packing in by the planeload while tons of Icelanders are shipping out with no return address. 🍷

## TIPS FOR TOURISTS: NAVIGATING THE POST-CRASH SALE

### DOs:

- Do take the bus. Prices have not increased since 2007.
- Do buy forcemeat, but do not Google its definition. The price has only increased by 2%
- Do eat fish. The price of halibut has increased by 12%, salted cod by 10% and gutted haddock by 41%.
- Do fly to Akureyri from Reykjavik. The price of this flight has only increased by 12%.
- Do buy alcohol in the Duty Free Store. The State has a monopoly on alcohol sales and the price of a fifth of Vodka has increased by 40%, a bottle of Red-wine by 74%, and a can of beer by 43%. \*Note, if you get caught trying to bring more than the permitted amount of alcohol into the country, you will be fined and your booze will be confiscated.
- Do buy coffee. If this is your drug of choice, know that it has only increased by 47%. However, if you are addicted to Starbucks, be sure to bring some with you because although Starbucks has 4,500 coffeehouses in 47 countries, they do not have a presence in Iceland. Thank god.

### DON'Ts:

- Don't forget to pack your jeans and men's shirts. The average price of jeans and men's shirt have more than doubled.
- Avoid fruit, unless in danger of scurvy. Iceland's climate is not especially ripe for growing fruit. Thus, prices of apples have increased by 68%, raisins by 105% and oranges by 128% \*Note: raisins and oranges are not sale items. They are more expensive than pre-crash prices, despite the favourable exchange rate.
- Do not smoke. The price of cigarettes has only increased by 40%, but they are bad for you and they were expensive enough already.
- Absolutely do not purchase a refrigerator. I probably don't have to warn you about this one, but in case you were thinking about it, absolutely do not buy a refrigerator, which has increased in price by 129%. You can feel very sorry for Icelanders on this one, especially since to make matters worse, their real wages have also decreased by 7.3%.

| GOODS AND SERVICES             | PRICE IN 2007 | PRICE IN 2009 | PERCENTAGE CHANGE IN PRICES |
|--------------------------------|---------------|---------------|-----------------------------|
| Flour                          | 89            | 135           | 51.69 %                     |
| Rice                           | 224           | 515           | 129.92 %                    |
| Oatmeal                        | 296           | 306           | 3.38 %                      |
| Rye bread                      | 576           | 679           | 17.88 %                     |
| White bread                    | 390           | 383           | -1.79 %                     |
| Whole-wheat bread              | 296           | 373           | 26.01 %                     |
| Lamb, mixed cuts               | 591           | 617           | 4.40 %                      |
| Beef, stew                     | 1634          | 1818          | 11.26 %                     |
| Chicken                        | 441           | 518           | 17.46 %                     |
| Forcemeat                      | 534           | 546           | 2.25 %                      |
| Lamb smoked and sliced         | 3383          | 3821          | 12.95 %                     |
| Haddock, gutted                | 490           | 690           | 40.82 %                     |
| Halibut                        | 1993          | 2235          | 12.14 %                     |
| Salted cod                     | 1281          | 1411          | 10.15 %                     |
| Milk                           | 76            | 110           | 44.74 %                     |
| Skyr                           | 238           | 297           | 24.80 %                     |
| Cream                          | 643           | 806           | 25.35 %                     |
| Dairy cheese                   | 932           | 1255          | 34.66 %                     |
| Eggs                           | 417           | 571           | 36.93 %                     |
| Butter                         | 403           | 569           | 41.19 %                     |
| Margarine                      | 260           | 434           | 66.92 %                     |
| Tomatoes                       | 222           | 277           | 24.77 %                     |
| Cucumber                       | 222           | 356           | 60.36 %                     |
| Apples                         | 120           | 202           | 68.33 %                     |
| Oranges                        | 103           | 235           | 128.15 %                    |
| Raisins                        | 323           | 663           | 105.26 %                    |
| Potatoes                       | 107           | 184           | 71.96 %                     |
| Granulated sugar               | 124           | 228           | 83.87 %                     |
| Coffee                         | 906           | 1333          | 47.13 %                     |
| Chocolate                      | 194           | 259           | 33.51 %                     |
| Coca-Cola in 50 cl can         | 99            | 135           | 36.36 %                     |
| Vodka bottle, 700 ml           | 3140          | 4394          | 39.94 %                     |
| Red-wine, 750 ml               | 1490          | 2597          | 74.30 %                     |
| Beer, Icelandic in 50 cl can   | 229           | 326           | 42.36 %                     |
| Beer, imported in 50 cl can    | 225           | 325           | 44.44 %                     |
| Cigarettes                     | 601           | 843           | 40.27 %                     |
| Men's shirts                   | 4757          | 7421          | 56.00 %                     |
| Jeans                          | 8191          | 13204         | 61.20 %                     |
| Electricity, kWh               | 8690          | 9487          | 9.17 %                      |
| Geothermal water for heating   | 6523          | 7156          | 9.70 %                      |
| Oil for space heating          | 6738          | 10599         | 57.30 %                     |
| Petrol (95 octane)             | 13470         | 19350         | 43.65 %                     |
| Refrigerator                   | 55039         | 141701        | 157.46 %                    |
| Air ticket, Reykjavík-Akureyri | 10120         | 11370         | 12.35 %                     |
| Bus tickets, Reykjavík         | 227           | 227           | 0 %                         |
| Cinema ticket                  | 900           | 1074          | 19.33 %                     |

Average prices (ISK) are from November of each year. Source: Statistics Iceland, [www.hagstofa.is](http://www.hagstofa.is)

Opinion | Bob Cluness

## On Learning Icelandic *Christ, they all talk foreign here!*



I am a complete moron. No seriously, I am. Despite holding all sorts of degrees and wowing people with my rapier wit and all round brilliance, it looks like I'm dropping out of my current Icelandic course. Did I want to do this? Certainly not, but it seems I've hit the proverbial mental wall in my quest to talk like a native Icelander, all Já-ing and Jæ-ing all over the shop.

Surely other foreigners living in Iceland must be suffering the same problems learning Icelandic. Or is it just me? As part of our colonial hangover, we Brits are notoriously bad at learning a second language. But it wasn't meant to be like this. I thought I would have Icelandic licked and learned in two years. It has been nearly 3 years now.... and counting.

I do realise my successful integration into mainstream society depends on me learning Icelandic. In fact, it's necessary for me, as my mother-in-law doesn't speak any English. But dear Icelanders, can you take a second to consider actually how bloody difficult your language is to learn? For example, I've lost count on the different ways to say the word "black" (I had it last at about 25). For a culturally ignorant drone like myself who's just used to saying it the one way (err... black), this is just taking the piss! And that's before I get to THE NEVERENDING RULES on how you say words in singular, plural, with the definite article etc, etc. I didn't even know what the definite article was until I went on an Icelandic course. I assumed everyone was referring to Budweiser beer!

And trying to remember all of this AND Icelandic sentence structure means trying to talk Icelandic to a native ends up being a purely miserable and exhausting affair. What I want to say is in my head, but it's like it's surrounded by frosted Perspex at least several inches thick and it takes everything I have in my being to make a tiny crack to the core. Then the person I'm speaking to replies back in fast Icelandic and I'm screwed. Cue complete frustration throughout my daily life, which usually ends up manifesting itself in the form of impotent rage at things that are totally outside my control. Things like the price of chicken in Bónus, the state of the political body in this country and Sprengjuhöllin.

So how to get past this learning block? Well for me, there's no other choice but to go back to the books and perhaps get my wife to talk dirty to me in Icelandic more often. After all it is the language of love!

And what of my fellow Icelanders when they talk Icelandic to foreigners? I would love for them to consider the following.

- If I'm talking to someone in English, please don't come over and interrupt us by going "BARA TALA ÍSLENSKU!" (Speak only Icelandic). This is highly unlikely to activate that dormant part of my brain that will allow me to speak another language or move objects through telekinesis. Oh, and it's fucking rude as well.

- If you are talking to a non-Icelander in Icelandic and they perhaps happen to use, say, the wrong case declension for a noun, try not to immediately interrupt them by going "actually you're meant to say it like..." Afterwards is fine, but cutting them dead is, well, pretty dick-ish.

- Speaking slowly and clearly when you chat with me would help ooooh so much! The only Icelandic person I can truly understand are the newscasters on TV. Everyone else just sounds like a malfunctioning lawnmower. I'm sure that with a bit of time and understanding we'll all manage to get along in sweetness and harmony sharing the same lyrical tongue before it all descends into fisticuffs over Icesave and Eurovision. 🍷

# OFNÁKAÐ PANIN 790<sub>kr</sub>



BBQ SÓSA  
HONEY MUSTARD  
KJÚKLINGUR  
BEIKON  
OSTUR

**-BBQ-**  
**PANIN**

**-ITALSKT-**  
**PANIN**

PIZZUSÓSA  
PEPPERONI  
SKINKA  
LAUKUR  
PAPRIKA  
OSTUR



HOT SAUCE  
KJÚKLINGUR  
CHEDDAR  
ANANAS  
JALAPENOS  
OSTUR

**-STERKT-**  
**PANIN**

**-STEIKAR-**  
**PANIN**

BERNAISE  
NAUTAKJÖT  
SVARTUR PIPAR  
SVEPPIR  
LAUKUR  
PAPRIKA  
OSTUR



Aðeins fánlegt  
á milli klukkan **11-16**



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## Fashion Distraction



*These are some designed, fashionable times we're living in. Everyone seems to be looking their absolute best these days, what with all the haircuts and the shiny clothes and various accessories and trinkets people are decorating themselves with.*

It hasn't always been this way, though. If you browse through photo albums or newspapers from the last century, the first thing you'll notice is how cheesy and uncool – sometimes plain ugly – everyone looks. But not anymore. Fashion and good looks are here to stay, thanks to the armies of art school graduates, designers and fashionistas that all chose to follow their dreams so they might help the rest of the world look slightly better, slightly more together. This is a good thing, and it should be celebrated.

And celebrate it we will! This March sees a helluva lot of fashion and design related activities swooping over Reykjavík city like a breath of fresh air from the god of style and good taste himself (that would be notable pop singer George Michael). On the surface, all these events indeed seem celebratory in nature, an excuse for the fashion crowd to throw parties, get drunk and pat one another on the back – a stylish pep rally if you will.

But it isn't that simple. As our series of Q&As with local designers reveals, Icelandic fashion is still in an infant state; a fledgling industry that faces a plethora of problems and adversities, one that is seeking an identity, a purpose and liberation from the shackles of our useless currency system.

Our correspondents from the fashion world – Sruli Recht, Ásta Kristjánsdóttir, Rúnar Ómarsson, Mundi and Bára Hólmgeirsdóttir – are some of the best operating on the island these days. They most graciously agreed to share their time and knowledge to help us try and pin down what Icelandic fashion is, what it wants to be and how it could potentially move things forward to reach wherever it's going.

## Fashion | Interview



**Ingibjörg Finnbogadóttir**  
RFF Festival Director

## Reykjavík Finally Gets The Fashion Festival It Deserves

Most of us can't attend, but it's still pretty cool

Remember the Iceland Fashion Week scandal of last year? Try to forget it. It was awful. Instead, spend your memory and set your sights on the forthcoming Reykjavík Fashion Festival, a cool new initiative by a group of local fashion designers and industry players. Conceived of as a platform to raise unity within and awareness of the Icelandic fashion industry, it will showcase the works of 22 of Iceland's most exciting labels and designers.

Reykjavík Fashion Festival has been in the making ever since that first horrified blog post about the Fashion Week fiasco made its way to the Internet. It is a collaborative effort, and it smacks of ambition and high hopes for a fledgling industry that seeks acknowledgment and support to become the currency raising export giant it has the potential to. In short, it's a good idea. We caught up with RFF executive director Ingibjörg Finnbogadóttir – a ten-year veteran of the fashion industry who's operated in both Reykjavík and New York – and had her divulge some information on the project.

"The Reykjavík Fashion Festival was co-founded by clothing labels Nikita, Birna, E-label and Mundi, with the stated purpose of showcasing the Icelandic fashion industry in a positive and accurate manner," Ingibjörg begins. "There are many good people collaborating on putting on the festival, which has been in preparations since this fall."

We believe that there is great potential for the Icelandic fashion industry, and a great need for an event like the RFF. This is indicated by the sheer amount of impressive labels that applied to participate in this first edition of the festival. We initially aimed at featuring ten labels, but after the barrage of quality applications we received we extended the number to 22. Soon in the process we were approached by Eldar and Steinþór of

Faxaflói and Borgin, who have been collaborating with us and staging a music programme that goes along with the festival.

Even though there are many different aspects to the concept, RFF is at its core fashion festival, and is primarily meant to bring the local fashion community together and to raise public awareness of how fertile and vibrant the industry is – to underline its importance as an export product. Many of the participants have had considerable success abroad and we have numerous connections to the international industry, fashion media and the like. We've already confirmed coverage in several international publications and we will be diligently publicising the event to secure maximum exposure for Icelandic fashion design and musicians.

### What does the programme look like?

The fashion programme will take place in the Kaaber building by Sæbraut, with two shows happening on Friday night and three on Saturday. The shows will be followed by general partying and debauchery at Kaffibarinn and NASA, in connection with the music programme, as well as an exclusive VIP party or two.

The fashion shows will be invite only and limited to 300 guests representing the industry and the media – our budget doesn't really permit us to make it a more public event.

The idea is to make as much as possible with the funding at our disposal this year and build around that in coming years, as we fully intend to make this an annual thing. The general public can follow the festival through our various outlets; we are producing a documentary on the proceedings, we'll be distributing a magazine that we're making and will try and make everything widely available.

What we're looking at is a long

weekend of fashion, music and fun; one big party weekend.

### Is RFF in any way a reaction to the Iceland Fashion Week fiasco of last year?

It is, it is. The idea has been brewing in many places for a while, including with some of the festival's founders. In a way it is only natural: Nikita has been a large export number since 2001, E-label is doing business in the UK and Birna is retailing in Denmark and Scandinavia. Common to the people behind these labels is a concern for the Icelandic fashion industry, and a will to show how many talented and qualified professionals we have operating here that are fully ready for international markets.

Everything connected to the fashion week farce of last fall was indeed a fiasco. We received horrible press from influential fashion blogs from New York and Milan, and the local industry's reputation was potentially tarnished. RFF is in a way our attempt to rectify that, it is an event produced by people from the business that care about it and wish to see it thrive – those are some very different goals than what I imagine the woman behind Iceland Fashion Week's had in mind.

### Would you say Icelandic fashion has any sort of reputation or image abroad?

Not yet. We are very young and far from claiming an identity. But putting on events like this and showing ourselves to the outside world is a start to that.

### Is RFF a public festival, or is it more industry oriented? Can your average fashion enthusiast partake in any of it?

It's an industry festival. But as I said we are producing a documentary and making a magazine detailing the events, so the public can certainly follow the goings-on quite well.

### Is RFF here to stay?

Indeed it is, forever and ever. How will it evolve? We aim at staging a follow up event next year and maybe even every six months after that – we might even schedule something for the upcoming fall, who knows? Our main goal now is to properly birth the festival and raise it well in its infancy so that it may survive at least 100 years. As soon as the upcoming one is over we'll start marketing the concept so that the next one might be even bigger. And so on. We aim for bigger and better by the year – eventually we might even obtain the Fashion Week moniker? ☺

HAUKUR S MAGNÚSSON  
JULIA STAPLES

# WHAT? Welcome to Iceland

## Here's how to find

WHO?



People



Businesses



Maps



Direction

WHERE?

Quick guide to the information you need while enjoying your stay

www.ja.is



- the answer

We are proud to present the second annual DesignMarch, celebrating the awakening of spring and the growth in Icelandic Design. We invite you to march with us and celebrate a four-day design feast in Reykjavík. Profusion of events, stimulating lectures and exhibitions reflecting the diversity of Icelandic design.

**Thursday 18.03**  
11 AM–6 PM

**Friday 19.03**  
11 AM–6 PM

**Saturday 20.03**  
11 AM–5 PM

**Sunday 21.03**  
1–5 PM

# HönnunarMars DesignMarch 18.–21.03

## Highlights from the program

### Hang in there Aðalstræti 10

Ceramicists exhibit new and original objects in Reykjavík's oldest house.

### Brooches & Brooches Skólavörðustígur 5

Icelandic jewelers exhibit brooches made from a wide range of materials, influenced by trends and tradition.

### Parking Flowers Reykjavik city centre

Landscape architects transform the atmosphere on Laugavegur shopping street.

### Graphic Design 2009 Lækjargata 2a

Icelandic Graphic Design Awards exhibition

### Project Laugavegur

The boom in Icelandic product design influences the renewed identity of Laugavegur, Reykjavík's main shopping street.

### 10+ Höfðatún 2

10+ Icelandic upcoming and experienced designers present the latest in furniture design, focusing on variety and exploration.

### Félagið Höfðatún 2

Architects, landscape architects, interior designers and furniture designers unite with opening their exiting festival featuring talks, exhibitions, hang out and more - with a view.

### Moving Forms Reykjavik Art Museum, Hafnarhús

Creative individuals join forces in a fashion show on the move at the Reykjavik Art Museum.

### Reykjavik Fashion Festival Sætúni 6

Reykjavik Fashion Festival seeks to channel Iceland's creative energy into a DesignMarch event, both for locals and an international audience.

### Children's Sizes Strandgata 34, Hafnarfjörður

Exhibition of children's toys and furniture by Icelandic and foreign designers, designed with their needs and their world of ideas in mind.

### Functional & For the Road National Museum Suðurgata 41

Designers of the Textile Guild exhibit in Kaffitár, the coffee shop in the National Museum in Reykjavík. Inspiration from the Museum takes on many forms in tablecloths, napkins, chairs, insulated take-away cups and more.

### Creatures Barónsstígur 27

Katrín Ólína's mysterious world installation at Crymogea.

### Pecha Kucha Café Oliver, Laugavegur 20a

The innovative Pecha Kucha approach involves a program of short and diverse lectures.

### Reykjavik Rewind Höfðatún 2

A refreshing dialogue between design students and some of Iceland's most respected designers, who have been contributing to Icelandic design since the 1950s.

### Lyng Kringlan, Laugavegur 47, aðalstræti 10, Skeifan 6, Skólavörðustígur 12

Lyng presents five upcoming designers and their designs at DesignMarch.

### Bongóblíða National Gallery of Iceland

Bongóblíða is a collection of decorative objects, designed to add a touch of adventure to existing tableware.

### Living Library of Design Reykjavik Art Museum, Hafnarhús

A design-focused library with living books giving a unique opportunity to get to know the life and work of designers.

### Iceland Design Centre Lecture Series Reykjavik Art Museum, Hafnarhús

The Iceland Design Centre organizes a series of lectures at the DesignMarch. Friday March 19<sup>th</sup> and Saturday March 20<sup>th</sup> between 10 AM and 1 PM.

### m<sup>3</sup> Höfðatún 2

Architects improvise a project in one cubic metre.

Check out the event listings inside the paper for even more events.

## Fashion | Designers

1. Describe your operation in as few words as possible. What do you do, what are you about?
2. What are some of the benefits and drawbacks to working your craft out of Iceland?
3. What would you say the world's perception of Icelandic fashion/design is, if any?
4. At what stage would you say the Icelandic fashion world is right now? Is it able to compete with the outside world?
5. A popular topic these days is fashion and design in relation to environmental concerns, fashion and sustainability. Is it one you take to heart or have given some thought?
6. Assuming you produce artefacts, where are they produced? What are some determining factors in this choice: cost, quality, environmental, local, ethical, worker conditions?
7. How has the ECONOMIC COLLAPSE affected your business? Do you do a lot of export? Have you seen local sales go up?
8. How would you describe your business environment? How would it be, ideally?
9. Given that there is an "Icelandic style", what is it? What is its philosophy?
10. How do local crowds rate at being stylish?



**Sruli Recht**  
Designer, The Armoury

1. Mine is a small cross-discipline practice caught somewhere between product design, post-tailoring and shoe making. Based in Reykjavík, the studio produces one "non-product" every month, from umbrellas to bullet-proof scarves, tables, to belts and boots, incorporating such materials as concrete, diamonds, skin and wool.  
Each non-product has an underlying subtext of irony and the inherent primal darkness hidden in our opaque social relationships.
2. Benefits: Small pool, low level of competition, no predators. Drawbacks: Where to begin... There are no production capabilities on the island. There are small factories with industrial scale production facilities, but the cost of using them is unaffordable due to the monopoly and limitations of the machinery.  
There is no migrant labour force or historical knowledge base—labour is therefore sold at the maximum rate. The current system of tax, in the form of astronomical VAT and protectionism import taxes, kneecaps any new business aiming to produce from raw product or import products being produced offshore. This is a formula that means that production here is unaffordable, bringing in material or produced items is taxed at a crippling rate, all making resale with profit near impossible. Then comes the shipping issues... Protectionism and short sightedness are killing the opportunity for growth.
3. The design community has recently

banded together as a result of the financial crisis. Before, the handcrafts movement dominated the stage. As it is still very new, the collective output across the different disciplines is still growing. Icelandic design in a global setting is still in its infancy stages.

4. As I said, it is new and growing. It is a very exciting and optimistic time here. Icelanders are financially landlocked due to the fallen Króna—we aren't able to travel to NY or London and buy a wardrobe. The crisis caused the market to look inward for Icelandic products, which in turn rapidly stimulated the growth of smaller businesses and created a forum for the local market to pay attention to local design. However, the limitations of production make global competition difficult, and as a result demand can often not often be met.

5. When I studied we had a dedicated course every year in ethics and sustainability—it has been imprinted on my design DNA and is a core concern in my practice. A "Non-product" is the name given to the system we use to create products, in a way that directly address an aspect of sustainability. The main point is that my company works in such a way to avoid the bigger challenges, such as the minimum quantities imposed by production facilities and suppliers, and falling into the trap of working with unethical companies to lower costs, or having to over-buy materials from suppliers.

For anything made out of the studio, a special relationship is created with other businesses that are willing to work to the minimum we set. We only make what we need to sell. This is about as conscious your average landlocked business can be and still make a living, short of upcycling [the process of converting waste materials or useless products into new materials or products of better quality or a higher environmental value].

The problem is that 'Fashion' itself as a business model is in every way entirely anti-sustainable and that is how it was designed to be. The fashion industry is the biggest pollutant of this world, environmentally and socially. Indigo dye from blue jeans does more damage than any other pollutant. It begins with constantly force-feeding the already overstuffed global market with cheap, replaceable ephemera. The cheaper and more replaceable it is, the quicker it becomes landfill—the core of the problem. An example is printed T-shirts, which are imported, not locally produced, and sold to be worn and replaced. This doesn't help the growth of the local community, but aids the development of foreign sweatshops.

6. All of the above are factors are relevant. We try making everything in our own studio using as much local resource and material as possible—that is how I can control all of these factors. Cost, on the other hand, is not an issue. My prices reflect the time and quality, and I don't bargain cost on man-hours.

Design needs to be socially conscious, period. Ethics are the last remaining vestiges of humanity as we cyclically use the sweat and blood of other bodies for our own social profit. The problems used to be in China, are currently in India, and coming next to an Africa near you. We all know what China used to be like, and companies like Nike have all moved out because of the labour unions and better wage conditions... but have you been to India, or do you know anything about it? "Clothing production" in India is "slave labour" by any other name. Even low scale production in India is essentially unethical. At university we studied the global and local effect of offshore production in 1st, 2nd, and 3rd world economies, and this is part of the curriculum for every year we study.

Conscientious design is a core element of design education. Now, it is true that you can't superimpose a Western capitalist economic mindset on some distant province in China or India—\$2 a day for labour there is very different to \$2 a day for labour in Los Angeles... But you can make decisions to not aid the culture of sweatshop growth by simply not producing in them. I would dearly, and out of pure curiosity, like to hear the rationalisation of India or Africa as the choice for production in a modern ethical world.

7. It has been great. 98% of what we sell is export. Local sales are as they were.

8. I would describe it as it is now. Ideally it will continue to grow as it is. I really like it in here.

9. Is that a serious question?

10. And this?



**Mundi**  
Artist / Designer, Mundi

1. My name is Mundi, I am 23 years old and I design clothes and create visual art. The rest pretty much explains itself. I founded the Mundi clothing label around three years ago and I run it to this day. My design is sold in various places all over the world, including here in Reykjavík, where I operate a small boutique on Laugavegur.

2. There aren't that many benefits, aside from a very positive energy and the ability to achieve inspiration from nature. Fashion consciousness is also on the rise here, and one can count on Icelandic consumers a bit—they've supported me a lot. Another positive aspect is that you can produce large-scale events here in a relatively short amount of time—things can happen quickly.

As for the drawbacks: there aren't any proper clothing factories here, no fashion magazines and one isn't very connected with the industry. In Iceland, you're pretty much... on an island. Oh, and the economical situation isn't anything to celebrate at the moment. On the other hand, there is a lot of interest in Iceland abroad and you sense that being from here is considered pretty cool.

3. I believe it's good. I've learned that there are many trend-spotting companies out there that look to Iceland for inspiration, both our nature and our street fashion. The outside world is very open to Icelandic design. It's too bad how little support it gets from the state. There is absurdly little state support for the design and fashion industries. It's as if they're not exporting goods, which is also absurd if you look at the other Nordic countries, where fashion and design are major export sectors and everyone makes heaps of money. I hope folks start realising that this is a real industry, and there are many open lines to us out there.

4. Ehm. There are certain local brands that are competitive and have proved themselves as such. 66° North is an excellent outdoors brand, and Nikita is a great snowboarding one. They are both successful in their respective fields. Not a lot has happened in terms of fashion in general, there aren't many labels going—it's all so new. Considering the fact that we're just getting started here, we're well competitive.

5. I currently am partaking in a project called NICE (Nordic Initiative, Clean and Ethical—nicefashion.org), a Nordic project aimed at actively addressing and tackling these issues in an active manner. It is a worthy cause, as the worldwide fashion industry has a horrible environmental track record.

In my designs, I use a lot of Icelandic wool, which is 100% sustainable, both in handling and colouring. It is furthermore locally produced. It is still very hard to be environmentally sound in the world of fashion, the materials are a lot more expensive and are furthermore often hard to find. But I am aware of these concerns, and I take them to heart. Hopefully, the future holds better things for the fashion industry in this regard.

6. My work is produced in Iceland, France, Turkey and Estonia. At the outset, cost has to be the determining factor. I aim at controlling this facet of my work better, but when you're getting started everything is so expensive that you need to cut every corner to make it work.

Basically, I consider every one of the factors you mentioned. I even strive to produce locally, even though it's far too expensive, as I like to support local production and it is also environmentally sound. But at the moment, cost and quality are the main aspects I look towards. Oh, and I heavily oppose sweatshop productions and do not work with those kinds of production plants. Many labels choose to work with ethically questionable factories to cut costs, but I would never.

7. Well, naturally, I've undergone a lot of changes since I am fairly new to the business; every year brings its events and changes, and I don't know whether they can be credited or blamed on the recession or myself. In general, I would say the collapse has had more negative effects on the local fashion industry than positive ones. It is an industry that demands people actively purchasing clothes, and if they can't afford to, that is a problem.

I've been doing pretty well, though. I opened my boutique shortly post-collapse, so I don't know what the sales figures would have been before it, but the conditions don't seem to affect me too badly. However, I am not too focused on Iceland at the moment and don't involve myself too much with it.

8. As I said, I am not too involved with what's going on here. But if I think about it, I don't quite understand what's being done and what the state's goal is in fostering our working environment, or indeed if they even have one. Are they addressing the problems of this fledgling industry, are they asking questions—what is their motive? Last year, they made some DesignMarch event that I didn't really understand at all. It seemed like a big waste of money and funding, it presented no solution to the problems at hand and it barely brought any international press or media presence to promote what's being done here.

So I would like to see more professionalism in regards of the state's support of these industries. The creative industries in Iceland could also do with a lot more state support and funding. You don't see any studio complexes for young designers that are starting out fresh out of school—when you graduate from the Iceland Academy of the Arts, you're pretty much on your own. I've fared pretty well in this environment, and I am satisfied with my working conditions, but if I think about the creative world in Iceland as a whole, then a lot is missing. Naming one or two things would be hard.

9. I can't really say that there is an "Icelandic style". On the street level, you'll find every type, from the rocker to the fashionista, but there's no general identity of Icelandic design or style. Except maybe fulled wool and that sorta crap, which I don't envision as the future of Icelandic design. Folks need to realise that gambit is pretty much GAME OVER, look to the young designers and see what they're offering. That Skólavörðustígur-trash isn't quite pulling it any more.

10. I'd rate them rather highly. There is a lot of attitude in the Icelandic dress code; it's lively and fun, with big swooping trends and lots of excitement. One thing that's missing are more guys that are willing to try new things—it's mainly girls that are dressing up these days. Fashion seems to be a touchy subject among many men, and a lot of them seem to think it's cool to ignore fashion and dressing well. It doesn't seem to fit in with the alpha male type.



**Rúnar Ómarsson**  
Founder / General Manager, Nikita

1. Nikita is a 10-year-old Icelandic clothing brand/company. We design and market street fashion and technical outerwear under our brand name.

2. The answer to this question might say more about the person answering than the actual benefits and drawbacks.

The benefits are that we live in a safe, peaceful country with plenty of fresh air and clean water, surrounded by our families and friends. Nothing can replace that. The drawbacks are that the smallness of Iceland prevents new companies from growing and reaching a "healthy" size before trying to break ground in other countries. It is tempting

to start flying before you grow wings, and that can lead to a splatter.

Iceland is a pretty good "base camp" for many things, as long as you are able to leave every now and then to escape "The Village People" (other people in Reykjavík), get some sun on your body and into your mind.

3. I'd say the world doesn't have any perception or knowledge in general about Icelandic fashion. Iceland is a small country in the middle of the ocean, and most people in the world have no clue where it is, nor do they care what we wear. But... Southern Europeans describe the Icelandic style as "Northern European" or "Scandinavian," the Americans describe it as "fashion forward" and "Scandinavian" if they get deeper into it. Björk is obviously a world famous artist and a global style icon, and as such the biggest reference to Iceland when people think of fashion. Thankfully.

4. The Icelandic fashion world is a toddler, with a craving for strong liquor. I'm not saying that there aren't creative people here, but as an industry we are one generation behind the other Scandinavian countries in knowledge on product development, marketing, financing of clothing companies and timely deliveries. That being said, there are a few designers/brands/companies that are ready to rumble, and more to come. With events like Reykjavík Fashion Festival we hope to develop talent and distribute knowledge internally, and then spread the word on Icelandic design internationally.

5. Definitely a huge topic and rightfully so. Environmental concerns are a daily topic at Nikita, whether we are working or playing. We have different programs going to make our products and our company more environmentally friendly, and have a special person dedicated to that task.

6. When determining where to manufacture our goods, all the things you mention, cost, quality, environmental, local, ethical and worker conditions are factors. A lot of it has to do with trust. Finding people who you trust to work according to your standards.

7. The economic collapse has for sure affected our business as more or less any and every business. Retailers are sceptical about their future, globally, and that means they pre-book/order less quantities of next season's fashion. Nikita's business is over 95% export, so on the other hand the company is getting more Icelandic Krónur for the sales we do in Euro-land. Overall the company is fit and optimistic.

8. Nikita is a part of the international street fashion scene as well as the surf/skate/snow industry. We are lucky enough to work with some of the most fun loving people you can find. Our staff is a bunch of brilliant people. Economy aside, our business environment is ideal.

9. I don't really think there is anything that we can call "Icelandic style".

10. 7.5



**Bára Hólmgeirsdóttir**  
Owner / Recyclist, Aftur

1. Aftur is a ten-year-old company that specializes in recycling old clothing and turning it into modern fashion. In short, we redesign clothing, and our emphasis lies in working locally, being environmentally sustainable and operating an honest business.

2. In my case there are many obvious benefits, as I choose to work locally. The drawbacks are also obvious, and are mostly

connected to our currency system. Focusing on the benefits, though, the isolation factors in, as well as the fact that one often benefits from being an Icelander—you can be a big fish in a small pond. Over here you have the network, the language and a general understanding of how things are done. Of course, since I only work locally, I am not prone to the troubles other designers that actively work with factories abroad will experience. I don't use them, so maybe I am a bit of an anomaly.

**3.** I believe that pretty much every idea the outside world has about Iceland being cool or fashionable stems directly from Björk. Leave her out of the equation and you'd mostly have people connecting us with Icelandic wool and products made from fish skin. Icelanders are perceived as being somewhat edgy, somewhat cool, which again I think we can directly credit to Björk, Sigur rós and our musicians. We have no history or breakthroughs in the global fashion market, but we do have an edge and some people associate a quality of cool to us.

Be that as it may, the fashion world is built on an old tradition and is a large machine. I think attempts and activities to make Icelanders aware of the industry and its needs are good and well, but staging any sort of Icelandic fashion week at this stage is a little ludicrous. Local promotion is fine, but expecting buyers and the world at large to embrace yet another fashion week is frankly unrealistic—industry buyers can only visit so and so many cities each year. I think that since we are pretty much starting from scratch here, we should rather attempt to link ourselves further to the Copenhagen Fashion Week and Scandinavian fashion in general, instead of attempting to invent the wheel ourselves.

**4.** No it isn't competitive with the outside world. We have no factories and produce no fabrics except for wool and skin. Furthermore our currency is very unstable, which cripples the industry even further.

As a whole, I think we are very eager and willing, and that there are many good ideas with lots of potential floating around, but we are still just in the process of taking our first steps on this journey. Fashion design has been taught in this country for a decade now, and in many ways we are a very small, isolated village on the edge of the world. We can't expect everything we do to be Björk.

**5.** This is a guiding principle. I am a sustainable fashion designer, and I would think it incredibly cool if Icelanders were to asset their unique position by striving for sustainability and environmentalism in these areas, since we are so small and there is a hip 'n' cool element associated with us. Imagine if the few people that are involved with fashion here would come together and agree to an honour code of sustainability, environmentalism, humanitarian and ethical concerns. We could—due to our small size and all our clean energy—set an example for the rest of the world. Not only would our hands be clean of a lot of the foul things that are going on in the industry, it would also serve as an excellent promotional tool and talking point for Icelandic fashion. I believe that those who wish to be successful in this field in the future need to get their act together right now.

**6.** All of the above concerns are priority issues for us, with localism and environmental conservation being the biggest factors. Our products just cost what they have to cost; we are lucky enough that there are enough people out there that like what we do and are willing to pay a price for it.

**7.** Well. It's affected us the same way it's affected everybody. Dealing with our currency is bothersome, obviously. But I would say that the crash has affected Icelandic fashion designers in a positive way more than anything. In the aftermath that whole "Choose Icelandic" campaign was launched and that brought local shoppers' attention to us. They're even feeling protective of the local industries; I've had people coming into the store to ask if we're selling local designs and making their purchases mostly based on that. Long story short: our sales have been up, but the currency is fucked.

**8.** I am not sure. This is a difficult question. I am very isolated in my workings, just doing my thing here in my studio. I would say my working environment is perfect, really, as I am not in the export business and don't have to deal with factories abroad or any kind of bureaucracy in that regard.

**9.** I am not quite sure, but I have given the subject a lot of thought as I get asked this in interviews all the time. There's something there... Hmmm. There is a core of Icelanders that dresses well and fashionably, but most of them just loll around sporting fleece or black

clothing of some sort. The divide is really between 101 Reykjavík and the rest of the country as far as I can tell. There's something edgy about the 101 crowd, the kids there are original and alert. The rest of us just wear fleece.

**10.** My locale is 101, I live and work there, and I rate the crowd there as being stylish, hip and cool. But it doesn't go beyond that really, that small downtown crowd that is fashion conscious. ☘



**Ásta Kristjánsdóttir**  
Founder / Manager,  
E-Label

**1.** E-label has been alive for two and a half years now. We manufacture women's clothing in India and sell it in the UK and Iceland. I am founder and co-owner of the label, and acting manager.

**2.** Operating in the Icelandic market right now is very difficult due to the economic situation—manufacturing abroad and paying for it with Icelandic currency has become a very expensive process. The environment is not working with us in that way. Furthermore the government all but ignores our sector and provides few stipends and incentives. Working here sometimes feels like swimming upstream.

What's good about operating in Iceland however is the network you have at your disposal, and the energy stemming from the designers and people. It keeps you alive.

**3.** I don't believe we've properly made a name for ourselves. And we did suffer a bit of a setback when that whole Iceland Fashion Week debacle hit the international media—that wasn't very positive for the local industry. Still, the perception is probably neither positive nor negative—it's mainly lacking. We need more funding to market ourselves internationally, right now it's important that the Icelandic government realise that putting money into promoting local fashion and design abroad will benefit every Icelander, help create jobs and stimulate export.

**4.** I would say our industry is at the beginning stages; naturally, some companies have what it takes to make a name internationally while others aren't quite there yet. But I think that as beginners, we're doing well, even though we're just getting started. There is a nice energy, which is indicated by the Reykjavík Fashion Festival.

**5.** This is obviously something one gives a lot of thought, how one can give back, social responsibilities. We manufacture our products in India and put a lot of emphasis on monitoring the factories to make sure they don't breach workers' rights and the like.

We aren't a huge brand, and thus we cannot afford to buy the most environmentally sound fabrics. Since we are getting good prices in India we decided to give back to the community there, however, and are sponsoring a local women's empowerment called Saathi, which supports youth living on the street, runaways and homeless women by offering medical services, education and the like. We donate 3% of our profits to the program and are proud of our contributions. We furthermore try and benefit our local community by promoting and selling the creations of young designers that are getting afoot in the business.

**6.** As I said, we produce everything in a single factory in India that ensures great quality at good prices. I spend around three months per year at that factory and it meets all of my conditions regarding worker safety, working hours and the like. Even though I don't consider it the nicest place to spend my time, their conditions are acceptable.

# Fashion & Design Spotlight

## Fashion | Music

### Nick Knowles RFF Music Organization



## RFF Will Also Bring Some Noise

Are you dirt poor or ugly as hell? Body all weird and bulging all over the place? Fashion make you feel all insecure and incompetent? Don't worry—you can still get down and participate at Reykjavík Fashion Festival, as it has a most excellent music programme that ought to satisfy even the most fashion-challenged amongst us! The electro-heavy programme is packed with exciting acts to float your boat for the duration of the festival, especially if you're into dancing and fucking various ailments away.

Indeed, the bill features top local talent such as Bloodgroup, Sykur and Retro Stefson alongside Ms. 'fatherfucker' herself, Peaches! We called up London expat Nick Knowles, one of the music programme's organisers, to learn more about it. Nick, by the way, worked for many years marketing the UK's biggest music magazines. He first got involved in the Icelandic music scene when he brought Kerrang! over to Airwaves back in 2003 and has over the years developed a close relationship with the Icelandic creative community. "It was just a matter of time before I finally made the move to what had become my second home. I quit my job at the end of last year to pursue music and fashion projects here, when I heard about RFF I jumped at the opportunity to get involved."

**You've just announced an ambitious music program for the Reykjavík Fashion Festival. How does the music angle play into the Fashion Festival—do you believe the two entities are closely connected and if so, how?** Absolutely! Fashion and music have had an often inextricably linked common heritage and common attitude. There has always been a mutual influence between fashion and music, after all both are rooted in performance and standing out, whether it's on stage or on the street. There are a number of times over the decades when the crossover has been particularly strong. Obvious examples being Vivienne Westwood's punk styling, the New Romantics of the '80s and the grunge-inspired catwalk shows of the early '90s.

**Does the programme play with the fashion angle—do the musicians involved have any connections with the world of fashion? Are there ways in which you'll try and link up the two entities?** In particular, Peaches has a very strong connection with fashion. Championing a number of up-and-coming designers, her electrifying shows have become notable for an impressive number of costume changes. Don't be too surprised if you see the output of notable Icelandic designers becoming part of her show.

**The programme leans heavily on electro and club bangers. Are those styles of music more connected with the fashion world than, say, RAWK or death metal?** Fashion's link to music has always had a bias towards the experimental, whether it's the original punk movement, '80s electro or the latest Pete Doherty-style indie. A lot of the fashionable side of music, particularly in London, is linked with art colleges with a close and tangible link to fashion. There is certainly a bias in the fashion world towards electro, but I wouldn't say that it's exclusive. Proto-indie band the Velvet Underground were of course Andy Warhol's house band at the Factory—the melting-pot of cutting edge music, fashion, art and film in 60s New York.

**Do you see the RFF becoming an annual event? How do you see it evolving?** Definitely. As an outsider, I've always considered Iceland to be an extraordinary country. The amount of creative talent here is remarkable and I could see RFF becoming a showcase for this talent across the creative spectrum. RFF becoming an essential event, not just for the international press, but also for the refined and discerning international traveller. ☘

HAUKUR S MAGNÚSSON  
JULIA STAPLES

**7.** Sales in Iceland have increased post-collapse, and there is a greater demand for Icelandic design locally. We've also been trying to grow our international operations and have placed considerable emphasis on that. To that end, we founded a company abroad as well.

On the downside, being an Icelander right now does not put you in good standing for receiving credit or the like. Which is where our UK branch comes in handy.

**8.** In short, it's hardcore. But it's a great place to get started I suppose—it doesn't get any harder than this. Yes, the local environment is harsh, but there are upsides. Working with the Króna is always hellish, though, especially if you foster international ambitions.

Ideally we could produce everything at home for affordable prices. Right now, it's far too expensive. It would also be pretty great if we didn't have to deal with such high tolls and import fees. In short, a little understanding of this industry and its conditions from the state and powers that be would make a whole lot of difference. And maybe a little support. Oh and having another currency. That would be a dream.

**9.** The only thing I think is particularly prominent in Icelandic style is its propensity for fads—when something becomes vogue everyone starts wearing it. This has been the case for a long while. Also prominent is Icelanders' fondness for wearing black, at least women. I think you see more of it here than elsewhere.

**10.** I'd give them top marks; most people dress pretty nicely and seem to put care into their outfit. ☘

HAUKUR S MAGNÚSSON  
JULIA STAPLES

## Your Fashion Is Showing:

The following labels are showcasing their products at RFF. Check out [www.rff.is](http://www.rff.is) for more info.

Andersen & Lauth

Áróra

Birna

Blik

8045

E-label

ELM

Emami

Farmers Market

Go With Jan

GuSt

Hildur Yeoman

Kalda

Lúka

Mundi

Nikita

Royal Extreme

Skaparinn

Sonja Bent

Spaksmannsspjarir

Sruli Recht

Thelma Björk

## GET WITH THE PROGRAMME:

### THURSDAY

RFF Launch party  
@ Kaffibarinn – 21:00  
Berndsen  
Oculus

### FRIDAY

Kaffibarinn – 22:00  
Jungle Fiction

NASA – 00:00

GusGus  
Retro Stefson  
Air France (SE) – DJ Set

### SATURDAY

Kaffibarinn – 22:00  
Captain Fufanu

NASA – 22:00

Peaches (DE)  
Bloodgroup  
Sykur  
Ladytron (UK) – DJ Set

The music program is produced and presented by Faxaflooi / Great Bay Ltd. in collaboration with RFF. Check 'em out at [www.faxaflooi.is](http://www.faxaflooi.is)

# MUSIC

## CONCERTS & NIGHTLIFE IN MARCH

# NEW releases and release CONCERTS



Out on VINYL with CD included

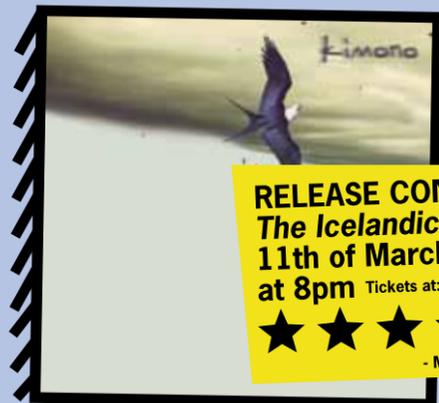
8/10 - Drowned in Sound

**FM BELFAST**  
How To Make Friends



„Ef ég væri 18 ára myndi ég gefa henni fullt hús.“  
★★★★★  
- Dr. Gunni / Fréttablaðið

**BUXNASKJÓNAR**  
Nýtt lýðveldi



RELEASE CONCERT:  
The Icelandic Opera  
11th of March  
at 8pm Tickets at: www.midi.is  
★★★★★  
- Morgunblaðið

**KIMONO**  
Easy Music For Difficult People



RELEASE CONCERT:  
Batteri  
5th of March  
at 10.30pm  
★★★★★  
- Fréttablaðið

**MORÐINGJARNIR**  
Flóttinn mikli

www. **KIMI** records .net

### PRESCRIBING WITH LOVE MUSIC FOR YOUR LIVE EXPERIENCE

How to use the listings  
Venues are listed alphabetically by day.  
For complete listings and detailed  
information on venues visit  
www.grapevine.is

## 5 FRI

- Austur**  
22:00 Bogi.
- B5**  
22:00 Live DJs.
- Bakkus**  
22:00 DJ Unnur Andrea.
- Bar 11**  
22:00 Matti.
- Brasilia**  
21:00 Jussanam and Agnar Már Magnússon.
- Café Rósenberg**  
22:00 A Band on Stage.
- Celtic Cross**  
01:00 Live Music.
- Cultura**  
22:00 House DJs.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live Music.
- Hemmi & Valdi**  
22:00 Local DJs.
- Hressó**  
22:00 Silfur, DJ Fannar.
- The Icelandic Opera**  
20:00 AIDA.
- Jacobsen**  
22:00 Freaking Friday.
- Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.
- Kaffibarinn**  
23:45 Kári.
- NASA**  
23:00 Casio Kids, Choir of Young Believers, Berndsen & The Young Boys, Sykur.
- Óliver**  
22:00 Ladies' Night.
- Prikið**  
22:00 Jenni & Franz, DJ Danni Deluxe and ATG crew.
- Salurinn**  
20:00 A Tribute to Elvis Presley.
- Thorvaldsen**  
22:00 Live DJs.

## 6 SAT

- Austur**  
22:00 Símon.
- B5**  
22:00 Live DJs.
- Bakkus**  
22:00 Einar Sonic.
- Bar 11**  
22:00 Biggi Maus.
- Café Rósenberg**  
22:00 The Whistling Gypsy.
- Celtic Cross**  
01:00 Live Music.
- Cultura**  
22:00 House DJs.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live Music.
- Grensáskirkja**  
14:00 Piano solo, Kristina Sandulova.
- Hemmi & Valdi**  
22:00 Local DJs.
- Hressó**  
22:00 Live Music, DJ Fannar.
- Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.
- Kaffibarinn**  
23:45 Alfons X.
- Nordic House**  
21:00 A Tribute to Cornelis Vreeswijk.
- Óliver**  
22:00 Local DJs.
- Prikið**  
22:00 DJ Árni Kocoon.
- Salurinn**  
13:00 In Trio, students from the Kópavogur Music School.  
17:00 Svanur Vilbergsson.
- Sódóma**  
21:30 DUPLEX #5: Langi Seli & Skuggarnir, Forgotten Lores, Original Melody, Darke & Taylor (UK), Tamarin/(Gunslinger).
- Thorvaldsen**  
22:00 Live DJs.

## 7 SUN

- Café Rósenberg**  
22:00 Leonard Cohen Tribute.
- Dubliner**  
22:30 Live Music.

- English Pub**  
22:00 Live Music.
- Hafnarborg**  
20:00 The Reykjavík Trio.
- Jacobsen**  
21:00 DJ Axfjörð.
- Kaffi Zimsen**  
22:00 Movie Night.
- Nordic House**  
15:15 Concert potpourri.
- Prikið**  
22:00 Hangover Cinema presents Coneheads.
- Salurinn**  
13:00 Classic Discotheque: The Magic Flute.  
15:00 Classic Discotheque: The Magic Flute.

## 8 MON

- Bakkus**  
21:00 Movie Night: Jim Finn "Interkosmos".
- Café Rósenberg**  
22:00 Live Music.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live Music.
- Kaffi Zimsen**  
21:00 Best Friends Day. 2 for 1 beer.
- Prikið**  
21:00 Wine and Cheese Night: 2 glasses and cheese for 1,000 ISK, DJ Jeffstar.

## 9 TUE

- Bakkus**  
21:00 Foosball Challenge.
- Café Rósenberg**  
22:00 Live Music.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live Music.
- Óliver**  
22:00 Live Karaoke with Raggi Troubadour.
- Prikið**  
22:00 DJ Gauti.

## 10 WED

- Bakkus**  
21:00 DJ Ugly.
- Café Rósenberg**  
22:00 Reykjavík Folk Festival.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live Music.
- Guðríðarkirkja**  
20:00 Male Choir Stefnr.
- Kaffibarinn**  
21:00 Bedroom Community.
- Óliver**  
20:00 Pub Quiz.
- Prikið**  
22:00 DJ Moonshine.
- Salurinn**  
20:30 Ingó and Jóhanna Guðrún.

## 11 THU

- Bakkus**  
21:00 Einar Sonic.

- B5**  
22:00 Live Music.
- Bar 11**  
22:00 Kreppa Night. Beer for 450 ISK.
- Café Rósenberg**  
22:00 Reykjavík Folk Festival.
- Cultura**  
22:00 House DJs.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live music.
- Hressó**  
22:00 Troubadours Böddi and Davíð.
- The Icelandic Opera**  
20:00 Kimono Release Show.
- Jacobsen**  
21:00 Resident DJ.
- Kaffi Zimsen**  
22:00 Ólafsvaka night. Beer for 490 ISK.
- Kaffibarinn**  
21:00 Reykjavík Fashion Festival pre-party, Alfons X.
- Óliver**  
22:00 Live Music.
- Prikið**  
22:00 Double H, Gnúsa Yones and Vibe'o'razor.
- Salurinn**  
20:30 Ingó and Jóhanna Guðrún.
- Sódóma**  
22:00 Pearl Jam Tribute Concert.
- Thorvaldsen**  
20:30 Salsa and Mojito night. Mojitos for 1000 ISK and free salsa lesson.

## 12 FRI

- Austur**  
22:00 Jónas.
- B5**  
22:00 Live DJs.
- Bakkus**  
22:00 DJ KGB.
- Bar 11**  
22:00 Matti.
- Batterið**  
22:00 DJ Árni Kocoon, Diddi fel & G.maris, Marlon Pollock, Double H, Crackers, Bluebloods feat. Unnur Karls.
- Café Rósenberg**  
22:00 Reykjavík Folk Festival.
- Casbah**  
22:00 Dubstep.is.
- Celtic Cross**  
01:00 Live Music.
- Cultura**  
22:00 House DJs.
- Dubliner**  
22:30 Live Music.
- English Pub**  
22:00 Live Music.
- Hemmi & Valdi**  
22:00 Local DJs.
- Hressó**  
22:00 Dalton, DJ Bjarni.
- Jacobsen**  
22:00 DJ Joey D Bianco.
- Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.
- Kaffibarinn**  
23:45 Hunk of a Man.
- Nordic House**  
21:00 A Tribute to Cornelis Vreeswijk.
- Óliver**  
22:00 Ladies' Night.

### Music & Entertainment | Venue finder

|  |  |  |
|--|--|--|
| <b>Amsterdam</b><br>Hafnarstræti 5   D2    | <b>Dillon</b><br>Laugavegur 30   F5            | <b>NASA</b><br>Porvaldsenstræti 2   E3                             |
| <b>Apótek</b><br>Austurstræti 16   E3      | <b>Dubliner</b><br>Hafnarstræti 4   D3         | <b>Nýlenduvörurverzlun Hemma &amp; Valda</b><br>Laugavegur 21   E4 |
| <b>Austur</b><br>Austurstræti 7   E3       | <b>English Pub</b><br>Austurstræti 12   D2     | <b>Næsti Bar</b><br>Ingólfstræti 1A   E3                           |
| <b>B5</b><br>Bankastræti 5   E3            | <b>Glaumbar</b><br>Tryggvagata 20   D2         | <b>Óliver</b><br>Laugavegur 20A   F5                               |
| <b>Babalú</b><br>Skólavörðustígur 22   G5  | <b>Grand Rokk</b><br>Smiðjustígur   E5         | <b>Ólstofan</b><br>Vegamótastígur   E4                             |
| <b>Batteri</b><br>Hafnarstræti 1-3   D2    | <b>Highlander</b><br>Lækjargata 10   E3        | <b>Prikið</b><br>Bankastræti   E3                                  |
| <b>Bar 11</b><br>Laugavegur 11   E4        | <b>Hressó</b><br>Austurstræti 20   E3          | <b>Rósenberg</b><br>Klapparstígur 25   E4                          |
| <b>Barbara</b><br>Laugavegur 22   F6       | <b>Hverfisbarinn</b><br>Hverfisgata 20   E4    | <b>Sódóma Reykjavík</b><br>Tryggvagata 22   D3                     |
| <b>Bjarni Fel</b><br>Austurstræti 20   E3  | <b>Jacobsen</b><br>Austurstræti 9   E3         | <b>Sólón</b><br>Bankastræti 7A   E3                                |
| <b>Boston</b><br>Laugavegur 28b   F5       | <b>Kaffi Hjómáland</b><br>Laugavegur 23   E4   | <b>Thorvaldsen</b><br>Austurstræti 8   D2                          |
| <b>Café Cultura</b><br>Hverfisgata 18   E4 | <b>Kaffi Zimsen</b><br>Hafnarstræti 18   D3    | <b>Vegamót</b><br>Vegamótastígur 4   E4                            |
| <b>Café Paris</b><br>Austurstræti 14   E3  | <b>Kaffibarinn</b><br>Bergstradastræti 1   E4  | <b>Venue</b><br>Tryggvagata 22   D3                                |
| <b>Balthazar</b><br>Hafnarstræti 1-3   D2  | <b>Karamba</b><br>Laugavegur 22   F4           |  |
| <b>Celtic Cross</b><br>Hverfisgata 26   E4 | <b>London/Reykjavík</b><br>Tryggvagata 22   D2 |  |

**Prikið**  
22:00 Franz & Jenny, Gísli Galdur.  
**Sódóma**  
22:00 Sódóma's first birthday party with loads of bands.  
**Thorvaldsen**  
22:00 Live DJs.

## 13 SAT

**Austur**  
22:00 Bogi.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
21:00 French Connexion Tomatoes Attack.  
**Bar 11**  
22:00 Anna Rakel & Gústi.  
**Café Rósenberg**  
22:00 Reykjavík Folk Festival.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
22:00 Snilld, DJ Bjarni.  
**Jacobsen**  
22:00 5th Birthday Techno.is.  
**Kaffibarinn**  
23:45 Már og Nielsen.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**Óliver**  
22:00 Local DJs.  
**Prikið**  
22:00 Diddi fel Release Party, DJ Addi Intro.  
**Salurinn**  
17:00 Kristján Karl Bragason.  
**Sódóma**  
22:00 Wacken Metal Battle: Atrum, Carpe Noctem, Gone Postal, Gruesome Glory, Severed Crotch, Universal Tragedy, Wistaria.  
**Thorvaldsen**  
22:00 Live DJs.

## 14 SUN

**Café Rósenberg**  
22:00 Þórunn Pálína.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Gerðuberg Cultural Centre**  
14:00 Let's sing and chant...  
**Jacobsen**  
22:00 Dj Damien Eie.  
**Kaffi Zimsen**  
22:00 Movie Night.  
**Prikið**  
22:00 Hangover Cinema presents Demolition Man.

## 15 MON

**Bakkus**  
21:00 Movie Night: Rafskinna - En-nimánaskin 5.  
**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**The Icelandic Opera**  
19:00 Icelandic Music Experiments.  
**Kaffi Zimsen**  
21:00 Best Friends Day. 2 for 1 beer.  
**Prikið**  
21:00 Wine and Cheese Night: 2 glasses and cheese for 1,000 ISK, DJ Hómó.

## 16 TUE

**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**The Icelandic Opera**  
19:00 Icelandic Music Experiments.  
**Óliver**  
22:00 Live Karaoke with Raggi Troubadour.  
**Prikið**  
22:00 DJ Gauti.

## 17 WED

**Bakkus**  
22:00 DJ Harry Knuckles.  
**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**The Icelandic Opera**  
19:00 Icelandic Music Experiments.  
**Kaffibarinn**  
21:00 Futeregrapher.  
**Óliver**  
20:00 Pub Quiz.

## 18 THU

**B5**  
22:00 Live Music.  
**Bar 11**  
21:00 Kreppa Night. Beer for 450 ISK.  
**Bakkus**  
21:00 DJ Músikölski.  
**Bar 11**  
22:00 Kreppa Night. Beer for 450 ISK.  
**Café Rósenberg**  
22:00 KK.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Háskólabíó**  
19:30 The Icelandic Symphony Orchestra: 60th Anniversary Gala Concert.  
**Hressó**  
22:00 Troubadours Gummi & Richard Scobie.  
**The Icelandic Opera**  
19:00 Icelandic Music Experiments.  
**Jacobsen**  
21:00 Resident DJ, Live Music.  
**Kaffibarinn**  
22:00 Berndsen, Oculus & DJ B-Ruff.  
**Kaffi Zimsen**  
22:00 Ólafsvaka night. Beer for 490 ISK.  
**NASA**  
22:00 Páll Óskar and Hjaltalín.  
**Óliver**  
22:00 Live Music.  
**Prikið**  
22:00 Dóri DNA.  
**Sódóma**  
22:00 13 & Guests.  
**Thorvaldsen**  
22:00 Mojito Night. Mojitos for 1000 ISK.

## 19 FRI

**Austur**  
22:00 Jónas.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 Ivar Pétur.  
**Bar 11**  
22:00 Biggi Maus.  
**Café Rósenberg**  
22:00 Hundur í Óskilum.  
**Casbah**  
22:00 DJ Casanova.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
22:00 Magni & special guest.  
**Jacobsen**  
22:00 Freaking Friday - DJ Frigore.  
**Kaffibarinn**  
23:45 Jungle Fiction + Sexy Lazer.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**NASA**  
23:00 GusGus, Retro Stefson, Air France.  
**Óliver**  
22:00 Ladies' Night.

**Prikið**  
22:00 Franz & Jenni, DJ Addi Intro.  
**Thorvaldsen**  
22:00 Live DJs.

## 20 SAT

**Austur**  
22:00 Símon.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 DJ Kári.  
**Bar 11**  
22:00 Óli Dóri.  
**Café Rósenberg**  
22:00 Hundur í Óskilum.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
22:00 Menn Ársins, DJ Fannar.  
**Jacobsen**  
22:00 Flex Music.  
**Kaffibarinn**  
22:00 Captain Fufanu, Alfons X.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**NASA**  
23:00 Peaches, Bloodgroup, Sykur, Ladytron.  
**Óliver**  
22:00 Local DJs.  
**Prikið**  
22:00 DJ Danni Deluxxe.  
**Salurinn**  
17:00 Guðrún Jóhanna and Ástriður Alda - the Spanish maestros.  
**Thorvaldsen**  
22:00 Live DJs.

## 21 SUN

**Café Rósenberg**  
22:00 Sverrir Norland.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Jacobsen**  
22:00 Resident DJs.  
**Prikið**  
22:00 Hangover Cinema presents Beverly Hills Cop 1.

## 22 MON

**Bakkus**  
21:00 Movie Night.  
**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Kaffi Zimsen**  
21:00 Best Friends Day. 2 for 1 beer.  
**Prikið**  
21:00 Wine and Cheese Night: 2 glasses and cheese for 1,000 ISK, DJ Tower.

## 23 TUE

**Bakkus**  
21:00 Foosball Challenge.  
**Café Rósenberg**  
22:00 Hudson Wayne.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Óliver**  
22:00 Live Karaoke with Raggi Troubadour.  
**Prikið**  
22:00 DJ Gauti.

## 24 WED

**Bakkus**  
21:00 History Sounds Reggae Night.  
**Café Rósenberg**  
22:00 Fuglabúrið.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Kaffibarinn**  
21:00 DJ HalliValli.  
**Óliver**  
20:00 Pub Quiz.  
**Prikið**  
22:00 DJ Krúsi.  
**Salurinn**  
20:30 Icelandic and Finnish Tango.

## 25 THU

**B5**  
22:00 Live Music.



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\* Tuesdays \*

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\* Wednesdays \*

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# Sódóma

REYKJAVÍK

6. mars: DUPLEX #5: Langi Seli og Skuggamir, Forgotten Lores, Original Melody, Darke & Taylor (UK), Tamarin/(Gunslinger)

11. mars: Pearl Jam Tribute Concert

12. mars: Sódóma 1 year BIRTHDAY w/ loads of bands

13. mars: Wacken Metal Battle

18. mars: 13 + guests

19. mars: TBA

20. mars: TBA

25. mars: Mikael Lind, Matthew Collings, Borgar Magnason, B.G. Baarreagaard.

26. mars: TBA

27. mars: Weapons, Cosmic Call

31. mars: DUPLEX #6

2. apríl: Hugarástand

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Senses

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# MUSIC

## CONCERTS & NIGHTLIFE IN MARCH AND APRIL

### 25 THU

**B5**  
22:00 Live Music.  
**Bakkus**  
21:00 Einar Sonic.  
**Bar 11**  
22:00 Kreppa Night. Beer for 450 ISK.  
**Café Rósenberg**  
22:00 Árstíðir.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Háskólabíó**  
19:30 The Icelandic Symphony Orchestra: Daphnis and Chloe.  
**Hressó**  
22:00 Troubadour Jogvan & Vignir.  
**Jacobsen**  
22:00 Story Teller.  
**Kaffibarinn**  
22:00 Alfons X.  
**Kaffi Zimsen**  
22:00 Ólafsvaka night. Beer for 490 ISK.  
**Óliver**  
22:00 Live Music.  
**Prikiö**  
21:00 MC Gauti & Introbeats.  
**Salurinn**  
20:00 A Tribute to Elvis Presley.  
**Sódóma**  
21:00 Mikael Lind, Matthew Collings, Borgar Magnason, B.G. Baarreagaard.

### 26 FRI

**Austur**  
22:00 Nökkvi.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 DJ KGB.  
**Bar 11**  
22:00 Óli Dóri.  
**Café Rósenberg**  
22:00 Gunni Gunn.  
**Casbah**  
22:00 Dubstep session Árni Skeng & Co.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Gerðuberg Cultural Centre**  
12:15 Lunchtime Classics - The 20th Century.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
22:00 Penta, DJ Bjarni.  
**Jacobsen**  
22:00 Sindri BM.  
**Kaffibarinn**  
23:45 Gísli Galdur.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**Óliver**  
22:00 Ladies' Night.  
**Prikiö**  
22:00 Jenni & Franz, Danni Deluxe.  
**Salurinn**  
20:00 A Tribute to Elvis Presley.  
**Thorvaldsen**  
22:00 Live DJs.

### 27 SAT

**Austur**  
22:00 Jónas.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 Hunk of a Man.  
**Bar 11**  
22:00 Biggi Maus.  
**Café Rósenberg**  
22:00 Reykjavík Blues Festival.  
**Casbah**  
22:00 Bensol.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**The Culture House**  
17:00 Reykjavík Chamber Orchestra.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.

**Hafmarhús**  
19:00 Icelandic Music Experiments, Finals.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
22:00 Dalton, DJ Bjarni.  
**Jacobsen**  
22:00 DJ Frigore.  
**Kaffibarinn**  
22:00 DJ Casanova.  
**Óliver**  
22:00 Local DJs.  
**Prikiö**  
22:00 DJ Benni B-Ruff.  
**Salurinn**  
17:00 A Tribute to Elvis Presley.  
21:00 A Tribute to Elvis Presley.  
**Sódóma**  
22:00 Weapons, Cosmic Call.  
**Thorvaldsen**  
22:00 Live DJs.

### 28 SUN

**Café Rósenberg**  
22:00 Reykjavík Blues Festival.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Frikirkjan**  
20:00 Four divas: Deitra Farr, Kristjana Stefáns, Ragnheiður Gröndal and Brynhildur Björns dottir.  
**Gerðuberg Cultural Centre**  
13:15 Lunchtime Classics - The 20th Century.  
**Jacobsen**  
22:00 Resident DJ.  
**Prikiö**  
22:00 Hangover Cinema presents Prince of Darkness.  
**Thorvaldsen**  
22:00 Live DJs.

### 29 MON

**Bakkus**  
21:00 Movie Night.  
**Café Rósenberg**  
22:00 Reykjavík Blues Festival.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Prikiö**  
21:00 Wine and Cheese Night: 2 glasses and cheese for 1,000 ISK, DJ Glam..

### 30 TUE

**Café Rósenberg**  
22:00 Reykjavík Blues Festival.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hilton Reykjavík**  
20:00 Deitra Farr.  
**Óliver**  
22:00 Live Karaoke with Raggi Troubadour.  
**Prikiö**  
21:00 DJ Gauti.

### 31 WED

**Bakkus**  
21:00 DJ Harry Knuckles.  
**Café Rósenberg**  
22:00 Reykjavík Blues Festival.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hilton Reykjavík**  
20:00 Billy Branch.  
**Hressó**  
21:00 Dalton, DJ Elli.  
**Jacobsen**  
21:00 Bigger Than Jesus.  
**Kaffibarinn**  
21:00 Alfons X.  
**Óliver**  
20:00 Pub Quiz.  
**Prikiö**  
21:00 DJ Chicken Wings.

### 01 THU

**B5**  
22:00 Live Music.  
**Bar 11**  
21:00 Kreppa Night. Beer for 450 ISK.  
**Café Rósenberg**  
22:00 Reykjavík Blues Festival.

**Celtic Cross**  
01:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Kaffi Zimsen**  
21:00 Best Friends Day. 2 for 1 beer.  
**Óliver**  
22:00 Live Music.  
**Prikiö**  
21:00 Poetry Night.

### 02 FRI

**Austur**  
22:00 Local DJs.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 DJ of the Night.  
**Café Rósenberg**  
22:00 Hjálmar.  
**Casbah**  
22:00 Resident DJs.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
0:00 DJ Elli.  
**Jacobsen**  
22:00 Sindri BM.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**Óliver**  
22:00 Ladies' Night.  
**Thorvaldsen**  
22:00 Live DJs.

### 03 SAT

**Austur**  
22:00 Local DJs.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 DJ of the Night.  
**Café Rósenberg**  
22:00 Hjálmar.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Hressó**  
22:00 DJ Fannar.  
**Jacobsen**  
22:00 ATG Do One.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**Óliver**  
22:00 Local DJs.  
**Prikiö**  
22:00 DJ of the House.  
**Thorvaldsen**  
22:00 Live DJs.

### 04 SUN

**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hressó**  
22:00 Silfur.  
**Jacobsen**  
22:00 Sundaze DJ Bjarki Balrock.  
**Prikiö**  
22:00 Hangover Cinema presents an Icelandic movie, DJ Danni Deluxe.

### 5 MON

**Café Rósenberg**  
22:00 Balkan Band.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.

### 6 TUE

**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.

**7 WED**

**Café Rósenberg**  
22:00 Live Music.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.

**8 THU**

**Café Rósenberg**  
22:00 Skúli Þórðar.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Jacobsen**  
21:00 History Sounds Reggae Ses-  
sion.

**9 FRI**

**Austur**  
22:00 Local DJs.  
**B5**  
22:00 Live DJs.  
**Bakkus**  
22:00 DJ of the Night.  
**Café Rósenberg**  
22:00 Live Music.  
**Celtic Cross**  
01:00 Live Music.  
**Cultura**  
22:00 House DJs.  
**Dubliner**  
22:30 Live Music.  
**English Pub**  
22:00 Live Music.  
**Hemmi & Valdi**  
22:00 Local DJs.  
**Kaffi Zimsen**  
22:00 DJs Nino and Dramatík.  
**Óliver**  
22:00 Ladies' Night.  
**Sódóma**  
21:00 The Icelandic Antichristian  
Festival: **Hate, Sólstafir & Support.**  
**Thorvaldsen**  
22:00 Live DJs.

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**Duplex Concert #5**  
March 6 ☺ 21:00  
**Sódóma and Batterið**  
1000 ISK

Duplex is staging its fifth Saturday event tomorrow, the series celebrating Reykjavík's music scene. This time showcasing local hip hop greats Forgotten Lores and Original Melody, rockabilly maestros Langi Seli og Skuggarnir, Darke and Taylor (UK), Tamarin/(Gunslinger) and more. The concerts go down at sister Hafnarstræti clubs Sódóma and Batterið, and one wristband grants you access to both venues. With access to two stages, it's a great opportunity to check out a bunch of bands from diverse genres, including both well-known and up-and-coming talent.



**Reykjavik is Cold: Leonard Cohen in stories and songs**  
March 7 ☺ 21:00  
**Café Rósenberg**  
**Klapparstígur 25.**

This Sunday, long-time Cohen fan (slash-former Grapevine editor) Valur Gunnarsson will present material from his album of Cohen songs in Icelandic. Listen as thin gypsy thieves transform to French sailors, as men-at-arms metamorphose into ocean captains and as avalanches remain, well, avalanches. Watch out for a guest appearance in Norwegian.

Also at the same place: Cohen's first album performed in its entirety in the original language, including such classics as "Suzanne" and "Marianne." In between, we will hear the story of the real Marianne, Cohen's Norwegian lover and muse. A night not to be missed for any enthusiast of doom, gloom, hopeless love and long winter nights in Reykjavik



**Middle-Aged Man on Stage!**  
NASA ☺ 22:00  
**Páll Óskar and Hjaltalín**

Páll Óskar is turning 40! It's hard to believe, that guy still looks a ripe 16 (which may be due to his healthy, alcohol-free lifestyle). Anyway, Páll himself is apparently not embarrassed about his age and is throwing a big party at Nasa to celebrate the two fifths of a century he has spent on this planet. For that occasion, he's invited his friends from Hjaltalín to perform with him at Nasa on March 18. His plan for the night: to reminisce his career as a musician that started with disco music in 1993 and has been going strong ever since. Guests can count on a fun-Eurovision-Gay-Pride-crazy night.

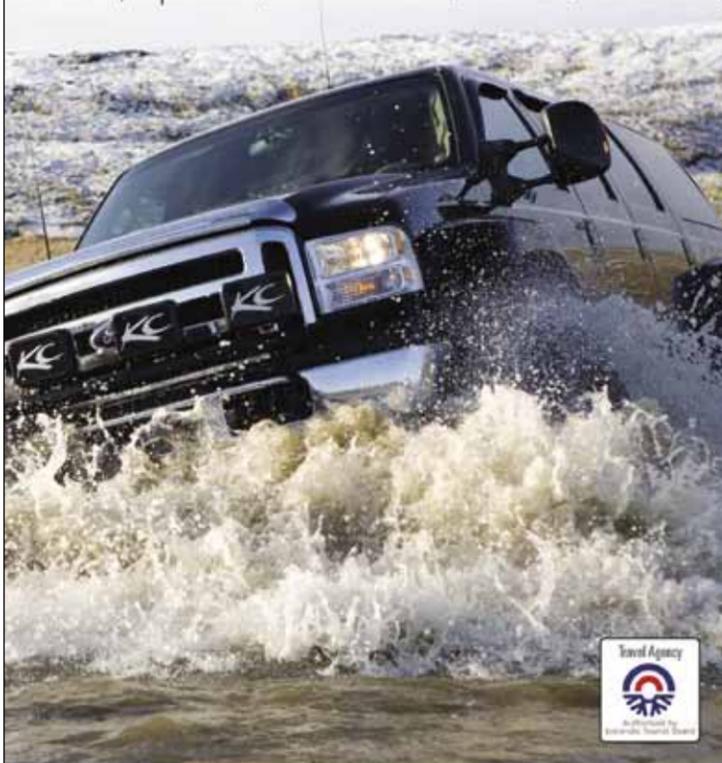


**Get Blues'd Out In Reykjavik**  
**Reykjavík Blues Festival**  
**Hilton Reykjavík Nordica,**  
**Café Rósenberg, Reykjavík**  
**Free Church**

Reykjavik's annual blues festival is upon us, showcasing both local and international talent. Joining us in Reykjavik this year are Billy Branch (harp playing master) and Deitra Farr (soul-stirring vocalist) from Chicago and Super Chikan (retired truck driver turned blues star) and the Fighting Cocks (a group of female blues divas) from Mississippi. Concerts will be held from March 27 to April 1 at various venues, including, the Hilton Reykjavík Nordica, Café Rosenberg and Reykjavík Free Church. Tickets can be purchased at the door. If you are planning to go all blues out, be sure to ask for a BLÚSMÍÐI, which grants you access to every concert at a slightly discounted rate. See you there! For more information: [www.blues.is](http://www.blues.is).

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| <b>ICELANDIC 2</b><br>Mon. Wed. and Thu.<br>11:30-13:30 | <b>APRIL 29th.</b>                                      |
| <b>ICELANDIC 3</b><br>Mon. Wed. and Thu.<br>09:00-11:00 | <b>ICELANDIC 1</b><br>Mon. Wed. and Thu.<br>09:00-11:00 |

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# MAP

## Places We Like

### 1 Kaffibarinn

Bergstaðastraße 1

Weekends are somewhat overrated at Kaffibarinn if you ask me. Don't get me wrong, they can be brilliant if you're completely pissed, the DJ is fresh and the crowd is full-blooded, still the weekdays are better. It doesn't matter when you pop in, you're always treated like a pal rather than a customer, and you should always expect get caught in some shenanigan, whether it's a crazy Monday bender or a wacko Tuesday... well... bender. SKK

### 2 Grand Rokk

Smiðjustígur 6

The only 'real' bar in town, no doubt. In downtown Reykjavik it's hard to rumble into a pub not crowded by musicians or artsy folks, but this one is an exception. Whether it's 4AM on a Friday or 5PM on a Monday you'll see the same flock of John Does, taking a break from their daily routines, enjoying a shot 'n' a brew. If you want to witness an earnest Icelandic 'Cheers' or a 'Moe's' - this is the place. Oh, and on weekends, they play host to some awesome concerts, too. SKK

### 3 Santa Maria

Laugavegur 22

On Laugavegur, Santa Maria offers a fairly extensive menu of Mexican dishes and drinks at a really reasonable price - possibly some of the best in the city. The décor is colourful and welcoming, the portions are generous and the service is fast and friendly. Recommended. CF

### 4 Krua Thai

Tryggvagata 14

This is the best affordable Thai food on offer in Reykjavik. Rice is always fluffy, the spicy kick is just right and the spring rolls are always crispy cylinders of deliciousness. The servings are hearty too, so you're bound to leave satisfied. CF

### 5 Glætan - Bókakaffi

Laugavegur 19

Glætan - Bókakaffi is a great café with a domestic feel. It's somehow always a convenient choice for whatever you're doing when you come across it. I am always happy to step into this comfort zone and simmer down with an excellent cup of espresso and one of the books in their selection. Glætan, roughly translated, means a tiny ray of light, something this nice little café definitely is. AJ

### 6 Sódóma Reykjavík

Tryggvagata 22

Newly opened Sódóma on Tryggvagötu is already a hit with party crowds and gig-goers alike. An extensive venue, filled with reasonably priced beverages and reasonably good looking people. Some of Iceland's finest musical ventures have played in recent months, and their schedule looks promising too. Also, make sure to visit their men's room for a glance at the "Pissoir of Absolution". JB



### 7 Babalú

Skólavörðstíg 22

Located on the second-floor of a quirky little building on Skólavörðustígur, Babalú is an inviting, quaint and cosy café serving up a selection of tea, coffee and hot chocolate along with delicious baked goods and light meals. Food and drink aside, Babalú boasts colourfully decorated and super-comfortable surroundings and a genuinely friendly and likeable staff. CF

### 8 OSUSHI

Lækjargata 2a

Great place to satisfy your craving for raw fish and vinegar rice. The selection on 'the train' is wide and varied and the atmosphere is relaxed. Also, the colour-coded plates make it easy to keep tabs on your budget while scarfing down your maki and nigiri. CF

### 9 Grái Kötturinn

Hverfisgata 16a

Super relaxed and cozy diner/café below street level. This place makes the best hangover breakfast ever (the truck!) and any-other-day breakfast as well. It's a nice and relaxing place to eat and increase your caffeine intake and chill with friends or with some reading material. CF

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www.kryddleginhjortu.is  
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For a map of outside downtown Reykjavik check out links on [www.grapevine.is](http://www.grapevine.is) or the Icelandic phonebook website [www.ja.is](http://www.ja.is)

### 10 Nonnabiti

Hafnarstræti 9

Delicious and relatively cheap considering how massive and filling their sandwiches are. The Luxury Sub, with salty pork, veggies, sauce and pineapple is a brilliant combination of flavours for late-night munchies. It's just as satisfying and filling during more civilized hours as well. And the service is fast if you're in a rush. CF

### 11 Bakkus

Tryggvagata 22 - Naustarmegin

A new and welcome addition to Reykjavik's bar scene, Bakkus serves up reasonably priced beer, a really impressive selection of international vodkas and an atmosphere unlike any other in town. An eclectic mix of patrons, regular live music and movie nights keep this place interesting and always inviting. Expect dancing on tables and to-the-death foosball battles. CF

### 12 Sægreifinn

Verbúð 8, Geirsgata

Down by the Reykjavik harbour, Sægreifinn fish shop and restaurant is truly a unique establishment. The menu features various fish dishes (including most of the "crazy Icelandic food" you'll want to tell your friends you had) and a rich portion of the best lobster soup we've ever tasted. Good food and welcoming service make this place a must-try.

### 13 Pizza King

Hafnarstræti 18

To be honest, this isn't the best pizza up for grabs, but it's cheap, not pre-heated (like at various other pizza places downtown), and the guys are rather cool. Their pizzas are always bulletproof, and they offer various great offers on top of it, which you should definitely check out. SKK

### 14 Café d'Haiti

Tryggvagata 12

The first time I entered this exotic little joint, meaning to buy myself a take-away espresso, I ended up with two kilos of fresh and roasted coffee beans due to some language complications and way too much politeness. Since then I have enjoyed probably way-too-many wonderful cups of Haitian coffee, but they're always as nice, so the two kilos were definitely worth it. SKK

### 15 Hressó

Austurstræti 20

You know, Hressó is basically the only place I go for coffee. Why? Their coffee is decent to excellent, but their forte is surely their wonderful patio, where you can enjoy the spring breeze in the sun, wrap yourself in a blanket beneath an electric heater in January and at all times: smoke. They boast of quite the prolific menu, but I'd reconsider the playlists to tell you the truth, too much of Nickelback really hurts. SKK

### 16 Á Næstu Grösum

Laugavegi 20b

Á Næstu Grösum is an all vegetarian restaurant right in the city centre that features a friendly atmosphere and fair prices. There is always at least one vegan soup on offer and the daily special portions are big and always satisfying. There is even some organic wine on offer.

### 17 Austur

Austurstræti 7

Sleek and shiny, this new restaurant and bar is a straight-up boutique hot spot for stylish kids and trendy professionals alike. Appropriate for formal business meetings but casual enough for the roll-out-bed-at-5pm crowd, they serve up ample, satisfying, modern dishes at reasonable prices. This is also one of the rare places to get a full breakfast all day long! It's really fucking good too. RL

### 18 Jacobsen

Laugavegur 22

Jacobsen is owned by some nouveau riche Swedes, and has been providing a non-stop party over the last few months. Besides its importing foreign big-shot DJs and other niceties, it is probably most appreciated for its loooong hours; it doesn't matter if you stop partying at 2AM or way-too-much AM, Jacobsen is always forking out shots and cocktails. SKK



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# ART

## GALLERIES & MUSEUMS

### COCKTAIL PLEASURES AND VISUAL STIMULATION

How to use the listings: Venues are listed alphabetically by day. For complete listings and detailed information on venues visit [www.grapevine.is](http://www.grapevine.is)

## OPENING

### MARCH

**6**

#### ÁSí Art Museum

##### Silent Footsteps

Exhibition featuring graphic arts by Sigríð Valtingjoer. Ongoing until March 28.

**6**

#### Gerðarsafn

##### Picture of the Year 2009

Annual exhibition of photographs featuring works by Þorvaldur Örn Kristmundsson. Ongoing until May 2.

**11**

#### National Gallery of Iceland

##### Wistful Memory

Exhibition by Birgir Snæbjörn Birgisson, Helgi Hjaltalín Eyjólfsson and Helgi Thorgils Fridjónsson, who will subsequently tour the US along with Amelie von Wulffen. Ongoing until May 2.

##### Workplaces of Real Men

Exhibition of a series of photographs of Ívar Brynjólfsson. Ongoing until May 2.

**13**

#### Hafnarborg

##### In Children Sizes

An exhibition of selected design by Icelandic and international designers who have influenced design for children. Ongoing until May 2.

**18**

#### Félagið (Höfðatún 2)

10+

Icelandic designers present the newest happenings in Furniture Design. Ongoing until March 21.

**18**

#### Bankastræti 11

##### GuSt 1997-2010

Exhibition in the store Gust featuring clothing, photographs and drawings from the opening of the store until 2010. Ongoing until March 21.

**18**

#### Hafnarhús

##### Erró - Women from North Africa

Exhibition featuring Erró's series of paintings, "Women from North Africa" depicting mostly young Algerian women believed to have been prostitutes. Ongoing until May 23.

**18**

#### Kling & Bang

##### Garden of enchantment

Saga Sigurðardóttir and Hildur Yeoman combine forces to create a magical world where Greek mythology and Russian fairy tales are combined in an Icelandic winter wonderland. Ongoing until March 28.

**18**

#### National Museum

##### Textile design

Exhibition by designers from the Textile Guild. Ongoing until March 21.

**18**

#### Sævar Karl's boutique

##### Bubble

Bryndís Bolladóttir presents her collection called Bubble, made entirely out of Icelandic felted wool. Ongoing until March 20.

**19**

#### Gallery Augafyrirauga

##### (Pro)cession-label launch

French designer Philippe Clause features new labels, ESUALC and ICE-CRAP. Absolutely unique fashion and decorative items made with recycled material and Icelandic wool. The achievements of one year of crocheting and crafting will now be shown to the public. Ongoing until March 21.

**20**

#### Gerðuberg

##### Art driven by passion

An exhibition by various artists of different ages emphasizing variety, the joy of creation, freedom and originality. Ongoing until May 9.

**25**

#### Gerðuberg

##### Land Vision

Dagbjört Matthíasdóttir and Magnús Hannibal Traustason exhibit oil paintings primarily depicting Icelandic nature. Ongoing until May 2.

### APRIL

**1**

#### i8 Gallery

##### Lawrence Weiner

Exhibition featuring works by Lawrence Weiner. Ongoing until May 8.

**3**

#### Kling & Bang

##### Hekla Dögg Jónsdóttir

Ongoing until May 2.

## ONGOING

#### Ásmundur Sveinsson Sculpture Museum

01 May 2009 - April 30

##### Rhyme - Works by Ásmundur Sveinsson and contemporary artists

This exhibition showcases contemporary artists that tackle similar issues as Ásmundur did in his time, but in a context of a new age.

#### The Culture House

Permanent Exhibition:

##### Medieval Manuscripts

January 17 - March 7

##### A Year in Postcards

February 3 - ongoing

##### Icelanders

Exhibit featuring a selection of photographs from the book "Icelanders" by Unnur Jökulsdóttir and Sigurgeir Sigurjónsson.

#### The Library Room

12 August 2009 - ongoing

##### National Archives of Iceland - 90 years in the museum building.

Commemorating the 100th anniversary of the Culture House.

#### The Einar Jónsson Museum

Permanent exhibition:

##### The work of sculptor Einar Jónsson.

#### Gallery Ágúst

February 13 - March 27

##### Grand Tour

Einar Garibaldi Eiríksson exhibits paintings he has found in Italy during the last 12 years.

#### Gerðuberg Cultural Centre

November 22 - March 28

##### Kitchen Appliances

January 16 - March 7

##### On a string

January 16 - March 7

One Night Only!

## The Songs of Leonard Cohen

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Marvel as Clinton Street becomes Laugavegur,  
Gasp as Joan of Arc becomes Prime Minister.  
Wonder as The Captain calls the Last Icelander to his bed.

Only Cohen covers  
No cover charge

Café Rósenberg, Klapparstígur 25  
9 pm. Sunday March 7th

### This is what the children like!

Illustrations in children's books published in 2009.

January 16 - March 21

### And life began

Jenný - Jónína Katrín Jónsdóttir, folk artist, exhibits pictures of various types.

January 16 - March 28

### By the roadside

Photographs by Sigurður Stefán Jónsson.

### Gljúfrasteinn Laxness Museum

Gljúfrasteinn was the home and workplace of Halldór Laxness (winner of the Nobel Prize for Literature in 1955).

### Living Art Museum

The museum is opening on a new location on Skúlagata 28.

### Hafnarborg

January 16 - March 7

### Ragnar Kjartansson - The End

January 16 - March 7

### Prism

### i8

February 12 - March 20

### Hreinn Friðfinnsson - More or Less

### Kling & Bang

February 13 - March 14

### Peripheral Vision

Exhibit featuring the drawing practices of contemporary Icelandic artists.

### The Lost Horse Gallery

February 20 - March 8

### Alexander Zaklynsky - The Chase Series

### The National Museum

Permanent exhibition:

### The Making of a Nation

Heritage and History in Iceland is intended to provide insight into the history of the Icelandic nation from the Settlement to the present day.

January 15 - March 8

### A Year Ago

Various artifacts collected by the National Museum from the Pots and Pans Revolution, banking collapse and Kreppa.

January 30 - April 30

### Embroidery of Life

Embroidery by Guðrún Guðmundsdóttir, inspired by old Icelandic manuscripts.

28 November 2009 - ongoing

### Ása Wright - From Iceland to Trinidad

Collection of objects that belonged to the adventuress Ása Guðmundsdóttir.

### The Nordic House

February 27 - March 28

### Con-Text

Exhibition of books as an art form.

### Ráðhús Reykjavíkur

### Dulín Himintungl

Kim Linnet exhibits her 360° panorama photos of Iceland.

### Reykjavík 871 +/- 2

Permanent exhibition:

### The Settlement Exhibition

### Reykjavík Art Museum

### Ásmundarsafn

2 May 2009 - April 30

### Rhyme - Works by Ásmundur Sveinsson and Contemporary Artists

### Hafnarhús

28 May 2009 - August 29

### Erró - Portraits

January 15 - March 14

### Erró - Astronauts

January 15 - April 11

### Coloursynthesis

February 25 - April 11

### D-16 - Katrín Elvarsdóttir

### Reykjavík Art Museum

### Kjarvalsstaðir

January 30 - April 25

### Kjarval - Insights: Warrior Maidens and Ships of Fancy

February 13 - April 25

### Watery Hues: A Survey of Icelandic Watercolours

February 13 - April 25

### Water and Colour

Educational family-oriented workshop in conjunction with the exhibition Watery Hues.

### Reykjavík Museum of Photography

February 16 - March 17

### Advertisement and Industrial Photography

Selected prints from the exhibition „Life isn't just a game - it's also a bed of roses“ which was on view at the museum summer 2009. Photos by Pétur Þorsteinsson and Óli Páll Kristjánsson.

February 6 - April 6

### IKEA & Da Boyz

Exhibition by Oddvar Örn Hjartarson including so-called IKEA pictures and photographs of handsome boys with the prismatic colours of the homosexual movement.

### Sigurjón Ólafsson Museum

February 12 - ongoing

### Who is who?

February 15 - ongoing

### A Moment with Sigurjón Ólafsson.



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## Art | Venue finder

**101 Gallery**  
Hverfisgata 18A | **E3**  
Thu-Sat 14-17 and by appointment  
[www.101hotel.is/101hotel/101gallery/](http://www.101hotel.is/101hotel/101gallery/)

**Artotek**  
Tryggvagata 15 | **D2**  
Mon 10-21, Tue-Thu 10-19, Fri 11-19, Sat and Sun 13-17  
[www.sim.is/Index/Isenska/Artotek](http://www.sim.is/Index/Isenska/Artotek)

**ASÍ Art Museum**  
Freygata 41 | **G4**  
Tue-Sun 13-17

**Árbæjarsafn**  
Kistuhylur 4

**The Culture House**  
Hverfisgata 15 | **E4**  
Open daily 11-17  
[www.thjodmenning.is](http://www.thjodmenning.is)

**Dwarf Gallery**  
Grundarstigur 21 | **H6**  
Opening Hours: Fri and Sat 18-20  
[www.this.is/birta](http://www.this.is/birta)

**The Einar Jónsson Museum**  
Eiriksgata | **G4**  
Tue-Sun 14-17  
[www.skulptur.is](http://www.skulptur.is)

**Fótógrafi**  
Skólavörðustigur 4a | **F4**  
[www.fotografi.is](http://www.fotografi.is)

**Gallery 100°**  
Bæjarháls 1  
[www.or.is/Forsida/Gallery100/](http://www.or.is/Forsida/Gallery100/)  
Open weekdays from 08:30-16:00

**Gallery Auga fyrir Auga**  
Hverfisgata 35 | **E4**

**Gallery StartArt**  
Laugavegur 12B | **E4**  
Tue-Sat 1-17  
[www.startart.is](http://www.startart.is)

**Gallery Ágúst**  
Baldursgata 12 | **F4**  
Wed-Sat 12-17  
[www.galleriagust.is](http://www.galleriagust.is)

**Gallery Fold**  
Rauðarástigur 14-16 | **G7**  
Mon-Fri 10-18 / Sat 11-16 / Sun 14-16  
[www.myndlist.is](http://www.myndlist.is)

**Gallery Kling & Bang**  
Hverfisgata 42 | **E5**  
Thurs-Sun from 14-18  
[this.is/klingogbang/](http://this.is/klingogbang/)

**Gallery Turpentine**  
Ingólfstræti 5 | **E3**  
Tue-Fri 12-18 / Sat 11-16  
[www.turpentine.is](http://www.turpentine.is)

**Gerðuberg Cultural Centre**  
Gerðuberg 3-5  
Mon-Thu 11-17 / Wed 11-21 / Thu-Fri 11-17 / Sat-Sun 13-16  
[www.gerduberg.is](http://www.gerduberg.is)

**Havari**  
Austurstræti 6 | **E3**

**Hitt Húsið - Gallery Tukt**  
Pósthússtræti 3-5 | **E3**  
[www.hitthusid.is](http://www.hitthusid.is)

**i8 Gallery**  
Tryggvagata 16 | **D2**  
Tue-Fri 11-17 / Sat 13-17 and by appointment. [www.i8.is](http://www.i8.is)

**Living Art Museum**  
Skúlagata 28 | **F6**  
Wed, Fri-Sun 13-17 / Thu 13-22. [www.nylo.is](http://www.nylo.is)

**Lost Horse Gallery**  
Vitastigur 9a | **E3**  
Weekends from 13-19 and by appointment on weekdays.

**Hafnarborg**  
Strandgötu 34, Hafnarfjörður

**The National Gallery of Iceland**  
Fríkirkjuvegur 7 | **F3**  
Tue-Sun 11-17  
[www listasafn.is](http://www listasafn.is)

**The National Museum**  
Suðurgata 41 | **G1**  
Open daily 10-17  
[natmus.is](http://natmus.is)

**The Nordic House**  
Sturlugata 5 | **H1**  
Tue-Sun 12-17  
[www.nordice.is/](http://www.nordice.is/)

**The Numismatic Museum**  
Einholt 4 | **G7**  
Open Mon-Fri 13:30-15:30.

**Reykjavík 871 +/- 2**  
Aðalstræti 17 | **D2**  
Open daily 10-17

**Reykjavík Art Gallery**  
Skúlagata 28 | **F6**  
Tuesday through Sunday 14-18

**Reykjavík Art Museum**  
Open daily 10-16  
[www listasafnreykjavikur.is](http://www listasafnreykjavikur.is)  
**Ásmundur Sveinsson Sculpture Museum** Sigtún  
**Hafnarhús**  
Tryggvagata 17 | **D2**  
**Kjarvalsstaðir**  
Flókgata | **I7**

**Reykjavík City Theatre**  
Listabraut 3

**Reykjavík Maritime Museum**  
Grandagarður 8 | **C3**

**Reykjavík Museum of Photography**  
Tryggvagata 16 | **D2**  
Weekdays 12-19 / Sat-Sun 13-17 - [www.ljosmyndasafnreykjavikur.is](http://www.ljosmyndasafnreykjavikur.is)

**Sigurjón Ólafsson Museum**  
Laugamestangi 70

Listasafn Reykjavíkur  
Reykjavík Art Museum



Þórdís  
Aðalsteinsdóttir,  
Europa, Kittycat and  
Potato, 2008. Með  
Leyfi / Courtesy of  
Stux Gallery, New  
York.

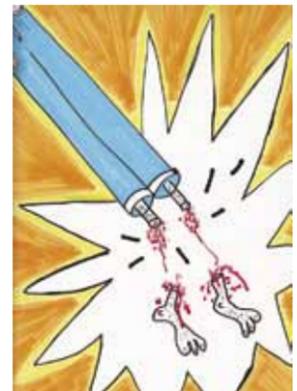


Jón Henrysson,  
Lukkuriddarar  
1/10, 2009.



Guðmundur Thoroddsen,  
Untitled (detail), 2009.

Ragnar Jónasson, Blastocyst, 2009.



Sigtryggur Berg Sigmarsson,  
Untitled, 2008.

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Kling & Bang Gallery

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13  
Mar.



**"Times like these call for a Big Lebowski"**

The Big Lebowski Fest

March 13th 🕒 20:00

Keiluhöllin bowling alley

Way out west there was this fella. Fella by the name of Jeff Lebowski. Way out north, there are these folks, folks who adore this fella so much that they are willing to celebrate him. If you're one of these folks or if you feel like doing some anthropological studies on a Saturday night, check out the fourth Big Lebowski Fest on March 13th. Admirers of the Big Lebowski come together in Keiluhöllin to solemnise all the cool stuff connected to this movie: bowling, creative costumes, white Russians, quotes from the movie... For an entrance fee of 2,010 ISK you get a Lebowski T-shirt, a chance to watch "The Big Lebowski" in the company of fanatics, bowling and what sounds like a really good time. The first 30 guests showing up in costumes get a free beer and in the end there is a contest for the best Lebowski outfit. Let's go bowling.

F O D

FOR YOUR MIND, BODY AND SOUL

REVIEWS

## Copy Cats

Imitation is the most sincere form of flattery

Hello dear Grapevine readers, and welcome to this special edition of the Food pages in which we test-drive Græni Risinn and Tandoori, two recent additions to the suburban restaurant scene and each suspiciously similar in theme and/or appearance to the comparatively veteran and much loved suburban health-spot, Saffran. I totally understand why eager restaurateurs would be keen on hopping on the Saffran bandwagon; it's been wildly popular since it opened nearly a year ago and some tend to believe in the old adage: you can never have too much of a good thing. It's like that time when Tamagotchis were all the rage and everybody worth their lunch money on the playground had to have one, so then a dozen Tamagotchi clones appeared on the market to profit from the fad. Yes, it's just like that.



## Tandoori Is No Rip-Off

My eyes rolled somewhat when I saw the font Tandoori's owners chose for the restaurant's signage. It is glaringly similar to that of nearby Saffran. So, based on this first impression, I prepared myself between the car and the large automatic sliding doors of the building for a blatant rip off. Before I go on, I will maturely admit here in print that I was entirely wrong in doing so.

Tandoori is bright and sunny; its goldenrod and lavender walls making the large space seem all the more open and airy. A lovely locale in which to enjoy a mid-day work break. As I visited during the lunch hour the full menu was not on offer, instead my dining partner and I enjoyed a serviced buffet of five colourful warm dishes and a selection of cold salads, sauces and papadums (1590 ISK).

I sampled the tandoori chicken, saag aloo and chicken korma, while my date swapped out the korma for the vegetarian sabszi curry. Once our plates were sufficiently filled with chickpea and rice salads and a papadum each, what adorned our table was a vibrant feast for the eyes. The tandoori chicken was a shocking ruby red and was so evenly and expertly spiced as well as pleasingly moist and succulent that I would have been satisfied had that been my only dish of the day. Lucky for me, the saag aloo, combining spinach and chickpeas, among other things, with a house-blend of Indian spices—and

### Tandoori

Skeifunni 11

**What we think:** Vibrant, flavourful Indian cuisine

**Flavour:** Well spiced and varied.

**Ambiance:** Bright and airy.

**Service:** Knowledgeable and friendly.



the korma, so creamy and with an appreciated kick to it—rounded out this hearty and healthy sub-continental meal. My date was equally pleased by his choices, indicated by his satisfied silence until ever last morsel of food was cleared from his plate. Admittedly, I was equally silent and efficient in clearing my plate.

While it would have been nice to choose from the full menu during the lunch hour, the buffet dishes were so well prepared and fresh tasting, despite being made in bulk and kept warm, that I found myself content with the small selection. I look forward to visiting during dinner hours to sample some of the full menu. 🍌 - CATHARINE FULTON

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## Food & Drink | Venue finder

3 Frakkar Baldursgata 14 | G4

Aktu Taktu Skúlagata 15 | E6

Alibaba Veltusund 3b | D2

American Style Tryggvagata 26 | D2

Argentina Steakhouse Barónstígur | F6

Austurlanda-hraðlestin Hverfisgata 64A | F5

Á Næstu Grósum Laugavegur 20B | E4

B5 Bankastræti 5 | E3

Bakkus Tryggvagata 22 | D2

Ban Thai Laugavegur 130 | G7

Basil & Lime Klappastíg 38 | E4

Babalú Skólavörðustígur 22A | G5

Balthazar Hafnarstræti 1-3 | D2

Bæjarins Beztu Tryggvagata | D3

Brons Pósthússtræti 9 | E3

Café Cultura Hverfisgata 18 | E4

Café d'Haiti Tryggvagata 12 | D2

Café Loki Lokastígur 28 | G4

Café Paris Austurstræti 14 | E3

Café Roma Rauðarárstrígur 8 | G7

Deli Bankastræti 14 | E5

Domo Þinghóltsstræti 5 | E3

Einar Ben Veltusundi | E2

Eldsmiðjan Bragagata 38A | G4

Fiskmarkaðurinn Aðalstræti 12 | D2

Geysir Bar/Bistro Aðalstræti 2 | D2

Garðurinn Klappastígur 37 | F4

Gleatan book café Laugavegur 19 | F5

Grái Kötturinn Hverfisgata 16A | E4

Grillhúsið Tryggvagata 20 | D2

Habibi Hafnarstræti 20 | E3

Hamborgarabúlla Tómasar ("Bullán") Geirsgata 1 | B2

Hilolla Batar Ingólfstorg | D2

Hornið Hafnarstræti 15 | D3

Hótel Holt Bergstaðarstræti 37 | G3

Humarhúsið Amtmanstígur 1 | E3

Hressó Austurstræti 20 | E4

Icelandic Fish & Chips Tryggvagata 8 | B2

Indian Mango Frakkastígur 12 | F5

Jómfrúin Lækjargata 4 | E3

Kaffi Hljómalind Laugavegur 21 | E4

Kaffifélagið Skólavörðustígur 10 | F5

Kaffitár Bankastræti 8 | E4

Kaffivagninn Grandagarður 10 | A1

Kofi Tómasar Frænda Laugavegur 2 | E4

Kornið Lækjargata 4 | E3

Krua Thai Tryggvagata 14 | D2

La Primavera Austurstræti 9 | D2

Lystin Laugavegur 73 | F6

Mokka Skólavörðustígur 3A | E4

Nonnabiti Hafnarstræti 9 | D3

O Sushi Lækjargata 2A | E3

Pisa Lækjargötu 6b | E3

Pizza King Hafnarstræti 18 | D3

Pizza Pronto Vallarstræti 4 | E2

Pizzaverksmiðjan Lækjargötu 8 | E3

Prikið Bankastræti 12 | E3

Ráðhúskaffi | E2

Santa Maria Laugavegur 22A | F5

Serrano Hringbraut 12 | H3

Shalimar Austurstræti 4 | D2

Sifur Pósthússtræti 11 | E3

Sjávarkjallarinn Aðalstræti 2 | D2

Sólón Bankastræti 7a | E3

Sushibarinn Laugavegur 2 | E4

Sushimiðjan Geirsgötu 3 | B2

Svarta Kaffi Laugavegur 54 | F5

Sægreifinn Verubúð 8, Geirsgata | B2

Tapas Vesturgata 3B | D2

Thorvaldsen Austurstræti 8 | D2

Tíu Dropar Laugavegur 27 | E5

Tívoli Laugavegur 3 | E4

Vegamót Vegamótastígur 4 | E4

Við Tjómína Templarasund 3 | E2

Vítabar Bergþórugata 21 | G5



## No, No, No Green Giant

A new offering from the owners of Rizzo Pizzeria, Græni Risinn, is rather unremarkable from the outside: a typical Skeifan strip-mall with the establishment's name marking the building's façade in bright green lettering. This is a complete disconnect from what patrons are faced with once they've made it through the front doors—glossy black walls, blood-red banquette seating along the far wall and six flat-screen televisions broadcasting the music video's du jour on Nova TV in unison.

While the décor hints that this little eatery fancies itself a nightclub, the menu is all about health. The menu boasts that all the dishes on offer are free of MSG and other flavour enhancing additives and lists such items as salad, wraps, burgers (either vegetarian or chicken—no beef), healthy pizzas and a tandoori and grilled menu.

Looking for something warm and flavourful, I gravitated to the tandoori menu, settling on the Tandoori Chicken on a Spear (1470 ISK), which comes with the soup of the day. Upon asking the cashier what the soup of the day was, he cartoonishly scratched his head, shrugged his shoulders and directed me to the sign by the door to check for myself. It was Persian Vegetable. My date chose a Jordanian Wrap (890 ISK) and the soup of the day (200 ISK when added to a meal, 430 ISK when bought alone).

Then we waited. We watched the music videos on a flat-screen of our choosing, taking in the visuals of Justin Bieber and Rammstein without being able to hear the audio over the chatter of the packed space. We sipped our beverages and read their respective labels—apparently “if it matters [I should] MAX it.™” We mused about how the soup of the day being titled “Persian Vegetable” implies that the Persians consider chicken a vegetable, as the main component floating in the watery and bland broth was chicken meat. Then we began to question how a

### Green Giant

Vatnagördum 20

**What we think:** Healthy doesn't have to be so boring.

**Flavour:** Blackened and bland.

**Ambiance:** Wannabe nightclub.

**Service:** Unhelpful and slow.



wrap and a chicken dish could be taking more than a half hour to prepare.

When the food finally arrived it looked promising. The Jordanian Wrap was massive and the Tandoori Chicken, grilled veggies, rice and salad filled the sizeable plate placed in front of me. The promise of the meal withered away and soon became slight disappointment upon discovery that my “tandoori” chicken lacked any flavour or spice and tasted only of blackening from being cooked over a flame grill. The same blackened flavour dominated the grilled vegetables, and the wild rice tasted as though it had been placed on my plate a half hour earlier when my order was first placed and was left to dry out while the other components of the dish were tediously prepared. The saving grace of the dish was the fresh yogurt sauce, in which I dipped my chicken, vegetables and, in haste, even my dry rice. However, once the sauce was depleted, so was my patience for the meal.

My date was less disappointed by his Jordanian Wrap, though the bulk of it was shredded iceberg lettuce and neither of us could understand what made the dish “Jordanian” as it lacked any of the nation's classic culinary staples—hummus, tabouleh, cinnamon, nutmeg, etc. Plus it wasn't so much a wrap as a loose fold, which spilled its contents when lifted to be eaten. My date's telling verdict was a neutral “it's nothing special.”

✎ - CATHARINE FULTON

### EAT AND DRINK:

#### 3 X KIOSKS

##### 1 RÍKID

This isn't a cramped “just the basics” kiosk. Ríkið is spacious and stocks a wide selection of household goods, movies and food, including a large counter for ordering burgers, hotdogs and the like. **Snorrabraut 56**

##### 2 DREKINN

The selection, like this kiosk, is small, but it still manages to have the bare necessities to suit your needs – especially your snacking needs. Rumour had it that Drekin stocks Reese's Peanut Butter Cups, though I've yet to find them there. **Njálsgata 23**

##### 3 SÖLUTURNINN GRUNÐARSTÍG

This Grundarstígur mainstay once sold the cheapest cigarettes in town. Cigarette prices have been raised in recent months, but the pleasant memory remains. Plus this little shop makes a pretty good hotdog and has a wide selection of candy. **Grundarstígur 12**

#### 3 X ICELANDIC HOME COOKING

##### 1 POTTURINN OG PANNAN

Good' ole Icelandic home cooking, and as much of it as you can stomach during lunchtime hours. What makes Potturinn og Pannan special is that it manages to not feel like a cafeteria, as some buffets can. **Brautarholt 22**

##### 2 FLJÓTT OG GOTT

Okay, so it's the restaurant in BSÍ, but it's still Icelandic home cooked meals without the frills or embellishments of modern restaurants. This cafeteria restaurant offers up the staples of Icelandic home cooking; plokkskúpur, meatballs, breaded fish, potatoes. Good simple food. **Vatnsmýrarvegur 10**

##### 3 MÚLAKAFFI

Their restaurant menu is set by the day and offers the likes of plokkskúpur, hangikjöt tarts, lamb chops and soups. Plus, if you're looking to have some quality home cooked Icelandic fare at your next event, Múlakaffi caters! Apparently this place has been around since before street numbers existed. **Hallarmúli**

#### 3 X PIZZA

##### 1 GAMLA SMÍÐJAN

So some former Eldsmíðjan employees took over the space formerly occupied by Pizzaverksmíðjan and ended up with something pretty awesome. Gamla smíðjan has been turning out some consistently remarkable pizza since it opened a few months ago. Try it. **Lækjargata 8**

##### 2 SAFFRAN

Pizza with no white flour and a lot less guilt. This healthy joint in the suburbs has a good offering of pizzas among their other health conscious choices. The chicken pizza, with spinach, pine nuts and mushrooms is pretty darn good. **Álfheimar 74**

##### 3 DEVITOS PIZZA

Devitos serves up a classic greasy slice, perfect for a quick bite of a post-bar binge. Plus, they claim to have the cheapest margarita pizza in town. **Laugavegur 126**

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Dr. Gunni's History Of Icelandic Rock | Part 16

# ...And Finally, Punk Rock Comes To Iceland



Punk and new wave came late to Iceland. In 1979, all Icelandic records were still either disco, foamy pop or Meat Loaf-imitations. Some punkerly types were lurking around, though, young kids buying their music by mail order from London, falling flat for The Clash, Sex Pistols and all those exciting new sounds. The Stranglers came to Iceland in 1978, promoting their 3rd album for the English press, which accompanied the band on an arctic bender, playing a sold out show for about 5.000 Icelanders. This gig was an eye-opener for many.

The first Icelandic punk band, Fræbblarnir ("The Staaamens"), started as a joke at the Kópavogur College

1. Bubbi says fuck you with his finger at the Kópavogur Cinema in 1980. (Credit: Birgir Baldursson)
2. Fræbblarnir in 1980.
3. Viltu nammi væna?, Fræbblarnir's debut album from 1980. The sleeve plays on the paedophile title, but the lyrics deal with things like Pol Pot, masturbating to pictures of the recently elected president, Vigdís Finnbogadóttir, and how hippies totally suck.

in 1978. Two college bands had some months earlier tried to do some punk damage, Þvag ("Urine") and Halló & Heilasletturarnir ("Hello & The Brain Splatters"), but both died after their first gigs. Fræbblarnir's first gig was intended as a joke to shock their uptight schoolmates and teachers, but playing was just too much fun, so the joke lingered on. The band performed punk covers with Icelandic lyrics, but soon started to write their own music. For all of 1979 they soldiered on, spreading the punk gospel in disco infected Iceland, often being boo-ed off the stage but still gaining some momentum along the way.

As 1979 wore on, Fræbblarnir started to rent the Kópavogur cinema for gigs. A handful of like-minded groups had started to sprout up, so the cinema soon became the Mecca for Icelandic punk. The gigs usually took place on Saturday afternoons at two. There was no age limit, so this was where many youngsters, including me, got converted to punk rock. There was not much else happening, y'know, especially if you couldn't be bothered with sports.

Fræbblarnir went through some line-up changes in the beginning. Found-



ing members Valgarður (singer) and Stefán (drums) were soon joined by a dangerous looking bass player from Akureyri,

Steinþór. He looked the most punk of them all, tall and cool, often sporting Nazi jewellery. These guys were about 21-years old in 1980 when two 14-year-old guitar-players were initiated into the band, Ari and Tryggvi. They had previously hung outside the band's rehearsal garage, running away trembling with fear when the band came out to smoke. Ari quickly jumped ship, but the remaining four piece was the classic line-up that started working on a LP in 1980. The album, Viltu nammi væna? ("Do you want some candy, dear?"), came out at the end of 1980 (a previous line-up of Fræbblarnir had recorded a three song EP in 1979 that came out on an indie label in Sheffield in 1980).

Saturday, April 12th 1980. Another afternoon concert at the Kópavogur Cinema. Fræbblarnir headlining, some band called Utangarðsmenn ("The Outsiders") is also on the bill, and this is my first gig ever with my first band, Dordinglar ("Spiders"). I'm so stressed out that I suffer attacks of diarrhoea during soundcheck. Those Utangarðsmenn sure are tough looking guys, all jeans and leather jackets, sunglasses and grins. At age fourteen, I'm almost afraid to look at them. The Fræbblarnir dudes are much more chummy. Bubbi Morthens, the singer from Utangarðsmenn, a muscular tough guy, asks me to pass him an empty coke bottle so he can put his cigarette out. I obey and try not to faint.

This was Utangarðsmenn's third gig ever, and the one that broke the band. The act was self-confidence incarnated. Bubbi took Iggy Pop as a cue for his stage act and a vintage Fender Telecaster was smashed to bits during the set's highlight. The audience was in awe. From now on, Fræbblarnir would support Utangarðsmenn, not the other way around....

✂ - DR. GUNNI

By Dr. Gunni, based on his 2000 book Eru ekki allir í stuði? (Rock in Iceland). A revised update of the book is forthcoming in 2010.

Music | CD Reviews



**Snorri Helgason**  
I'm Gonna Put My Name  
On Your Door (2009)

✂ snorrihelgason

Solo stuff suits sixties-shagger, Sprengjuhöllin's Snorri, sometimes.

This debut solo album takes in country-blues (The Silence Of The Night), a kinda hoedown rock (Freeze-out) and purer, Donovan-ish folk (Carol, She's A Meadow) in its flighty meander through familiar, non-groundbreaking but undoubtedly excellent songwriting. This is the kind of thing McCartney would dash off before breakfasting on weed sandwiches and writing songs about frogs and pipes of peace; something like Don't Let Her the kind of sound that Lennon would sing to himself staggering down the street drunk. It occasionally misses the mark (Gone would be better to take its own advice). But let's face it; there are worse influences to have than The Beatles, and whether lovelorn stomp or wistful slap-back FX and sparse acoustica Helgason just about gets it right more than wrong.

✂ - JOE SHOOMAN



**Stereo Hypnosis**  
Hypnogogia (2009)

✂ stereohypnosis

Best served chilled

I looked it up too; it means the transitional state between sleep and waking. Óskar Thorarensen - Jafet Melge/Inferno 5 - and his son Pan Thorarensen, aka Beatmakin Troopa, build on the organic electronic of Parallel Island with this woozy long-player, this time produced at Snæfellsnes all the way over... there. No, up a bit. There. By that hut. Yup. That's the one. The album's sonics are smoothly distressing, briny and occasionally sonambulant-jazz beautiful, and just when you get a handle on a theme there's another rhythm to focus on. This is the wildly-widened warehouse sound of 6am navel-gazing spliffdom that straddles generations - thousands of them, perhaps - and whispers away on the wind with a hundred other half-formed dreams.

✂ - JOE SHOOMAN



**Sykur**  
Frábært Eða Frábært (2009)

✂ sykurtheband

If only they'd put as much work into the music and the production as they did the album name.

This essentially represents everything that's wrong with Icelandic techno: all flashy cool and glossy sophistication without having any depth or songwriting skills to back it up. FEF wheels through its forty-one and one-

half minutes without offering anything of value. The guest vocalists provide some reprieve from the flatness, including a hilarious contribution from Erpur Eyvindarson, but in the end it is the album's complete lack of dynamic sound production that does it in, especially on the drums; there's nothing wrong with making a shallow and repetitive dance album if it sounds interesting. - SINDRI ELDON

*"There's nothing wrong with making a shallow and repetitive dance album if it sounds interesting.."*

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## Davíð Oddson On The Warpath

The ongoing saga of modern Iceland's most influential figure

In the summer of 2000 I met then leader of the British Conservative Party William Hague. The party was doing very badly in the polls. I mentioned to Mr. Hague that in Iceland we had a conservative politician who was a born winner, had never lost an election, was idolised by a large percentage of the population—a man who could give the British Conservatives a piece of advice or two.

The man was of course Davíð Oddson. By then he had been prime minister of Iceland for nine years, before that he was a popular mayor of Reykjavík for a decade. Iceland was experiencing prosperity; Oddson was even being mentioned as the greatest politician of the 20th century by some.

As I mentioned to William Hague, Oddson was a man who could have made it to the political top of any country—extremely intelligent, witty, with a way of coining catchy phrases, as I pointed out. He also had an artistic temperament, having been a radio comic in his younger days, as well as a playwright, part time actor and writer of short stories. He was also very cunning, even ruthless, always managing to outsmart his enemies.

### A sarcastic pope

Oddson was never your run of the mill party man—he was far too unconventional for that—even if his first loyalty was always to the Independence party and its traditions. In parliament he might thrash his opponents with his sarcasm, whereas at party conventions he put on the guise of a pope, as if these were almost holy gatherings.

Thus Oddson was always quite fascinating, and even to this day he remains somewhat of a mystery. A real biography of the man could be quite a read.

In 2002, things started to go sour. Maybe Oddson should have quit by then. Had he left the stage, he would have left a shining legacy for the history books. But this was not in his character. Never very principled about

his methods, it became evident that he was running things with a tight group of his cronies, some of them old school mates, others partners from his bridge table, many of whom became very adept at badmouthing his adversaries and spreading gossip. Oddson became increasingly capricious and vindictive. His charm also started waning; the jokes became rather lame, appealing only to the party faithful.

At this stage Oddson no longer tolerated any opposition. The atmosphere within his sizable parliamentary party has been described by insiders as "suffocating." Party meetings became hallelujah-conventions where no criticism of the leader and his policies was tolerated. Icelandic society in that period has been compared to an alcoholic household, where you never know what mood the pater familias might be in at any given moment, so everybody has to tiptoe around him.

His popularity was also dwindling. Almost single-handedly Oddson decided to declare Iceland's support for the invasion of Iraq, putting Iceland on the list of the "coalition of the willing," possibly as a way of appeasing the US government intent on closing its military base in Keflavík. Oddson even went to the White House and sang a birthday song for George W. Bush. However, the Americans left soon after. There are still demands that Iceland's support for the invasion be researched by the parliament.

The culmination of this transformation was his mission against some of the newly wealthy business Vikings, notably Jón Ásgeir Jóhannesson of Baugur and his father, retail magnate Jóhannes Jónsson of the Bónus chain stores. Oddson was in some ways prescient about the dangers posed by these new financiers. But, true to his nature, he took this to a personal level, once referring to Jón Ásgeir as a "hooligan".

### Not a question of principles

Oddson put enormous effort into trying to shut down the Jón Ásgeir's

empire of newspapers, radio and television stations—later thwarted by the Icelandic president's refusal to sign the bill—while at the same time privatising the main banks into the hands of other groups of business Vikings, namely father and son team Björgólfur Guðmundsson and Björgólfur Thor Björgólfsson—later of Icesave fame—who had just returned from Russia, where they apparently had become fabulously wealthy from making beer.

Therefore, as often in Oddson's history, this was not a question of principles, but of his personal likes and dislikes. Even if he was surrounded by liberalist ideologues from his early days, he never had much patience for analysis or philosophical contemplation. For him, Jón Ásgeir and Jóhannes were bad guys; the two Björgólfurs were good guys. Simple as that. This remained his version of reality when he was governor of the Central Bank and the whole Icelandic banking system was crumbling down—including the Landsbanki owned by Team Björgólfur, who, as it transpired, hadn't even paid for the bank in the first place.

By then Oddson was ill and had to convalesce for a while. He became foreign minister for a year, and then he nominated himself to be governor of the Central Bank. His successor as party leader and Prime Minister was former Minister of Finance Geir H. Haarde, a faithful party man, noted for being fair and polite. Not a man with a big ego.

### The ego has not yet landed

Haarde once remarked in an interview that some people were maybe destined to be number two. But now he was out on his own as a PM, in a party that had been moulded by Oddson's ego. And that ego was still around, as its bearer had only moved over one small lawn of grass, from the Prime Minister's Office to the Central Bank, where he kept on with his machinations via his famous telephone calls. Oddson prided himself on not writing anything down when he served as PM, and of being computer illiterate.

The relationship between these two men, Haarde and Oddson, might be one of the focal points in understanding the crisis that culminated in October 2008. Of course it is extraordinary to make a controversial politician of Oddson's stature—a lawyer, not an economist—into governor of a Central Bank. As the crisis developed, Haarde remained in close contact with his old leader while at the same time keeping information from his own ministers.

Oddson claims that he gave numerous warnings of the impending

collapse, but Haarde is very vague on this. To many of Haarde's closest collaborators, it came as a complete surprise when one of the banks, Glitnir, was suddenly taken over by the government, triggering the downfall of the remaining banks a few days later.

Many of these decisions might be understandable, but good governance they were not.

### Big brother's watching you

At this point Oddson came into a meeting of the government, a coalition of the Independence Party and the Social Democrats, and demanded that a national government comprising every party be founded. This could conceivably have happened through complicated political manoeuvres, but the history of Oddson's very advocacy of the idea made it almost impossible.

It seems that Oddson had become a sort of an inferiority complex inducing big brother figure to Haarde. He had been following Oddson's lead ever since his school days.

For him, sacrificing Oddson, for example by firing him from the Central Bank, was unthinkable, whereas Oddson would not have hesitated to sacrifice Haarde in the blink of an eye.

Of course, Haarde was first Minister of Finance and then Prime Minister, so he has much to answer for. On the other hand, he makes for a convenient fall guy. Thus he is being presented as a sort of an aberration within the party history, an error best forgotten, whereas the party policies and institutions were sound at all times.

### Reform? What reform?

A defining moment was the party convention in March of 2009. Members of the party's grassroots had prepared a meticulous report on how things had failed and on the need to reform the party. Late in the convention, Oddson asked for a word, burst upon the stage, and gave a speech where he tore the report apart with his usual sarcasm and, true to form, blamed anybody but himself. In his mind there was no room for soul searching. Mistakes should never be admitted.

At that time, the new left wing government had successfully driven Oddson out of the Central bank, whose policies had failed dismally, fuelling economic hypertension, currency speculation and carry trade. The banks had grown to twelve times the size of the economy, with the fatal flaw of an unsound currency and a Central Bank that was incapable of backing them up. Through complicated speculation, the banks had managed to strip the Central

Bank of its funds, leaving it technically bankrupt, so the government had to come to its rescue.

### Oddson on the warpath

Never one to rest, Oddson was now on the warpath. He is not a man to sit down and write his memoirs, for him it is unthinkable not to be pulling the strings. He set his eyes on the editorship of Morgunblaðið, the formerly near-almighty daily newspaper in Iceland. It is said that he called in all sorts of favours to attain the position, and he finally succeeded when a small group of fishing-quota owners managed to buy the almost bankrupt newspaper, now but a shadow what it was in its heyday.

Since Oddson took over, readers have abandoned the newspaper in droves. Now, the newspaper that spent many decades building a broad readership base has turned into a vehicle for Oddson's personal tirade of likes and dislikes; it is militantly anti-EU, pro quota owners, against any compromise in the Icesave scandal, vehemently anti-Jón Ásgeir and Jóhannes Jóhannesson, who teeter at the brink of bankruptcy. Oddson's energy is remarkable; he himself pens the majority of Morgunblaðið's editorial materials himself.

### Oddson's magic

This erratic giant of Icelandic politics for three decades is thus still trying to decide the fate of his party, and of the Icelandic nation. Political enemies refer to his tight group of followers as "The Court of the Dead," which of course is rather rude. That, however, reflects the anger and strong feelings Oddson provokes in many parts. In some ways, it is convenient to use American politics as metaphor for the Independence Party, and talk about Oddson's unapologetic Republican group and the more conciliatory Democrat side to the party.

Many within the party are still very susceptible to Oddson's magic. His influence seems to be on the rise again, and some even see a return of the bad old days when party members dared not speak their mind for fear of retribution. Present party chairman Bjarni Benediktsson seems very indecisive; he faces the challenge of keeping at least the perception of the party being at peace, not an easy task with the old leader and his big ego still lurking.

The more timid "Democrats" fear Oddson's ascent and have finally begun organizing themselves by forming a pro-EU fraction within the party—a move considered treasonous by many of Oddson's followers—and by placing one from their ranks as editor of Fréttablaðið, Iceland's most widely read newspaper: owned by the aforementioned Jón Ásgeir Jóhannesson, the constant arch-enemy of Davíð Oddson. ☞

✍ EGILL HELGASON  
📧 JULIA STAPLES / GÚNDI

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## Design | DesignMarch



Halla Helgadóttir  
DesignMarch Director

## Iceland's Designers March On

DesignMarch aims to celebrate every aspect of Icelandic design

DesignMarch is happening again. Last year's event was a great success and good times were had by all—the programme was large in scale and ambition and was well carried out by all accounts. This year's program—a smattering of which may be viewed below—looks to be of the same calibre. We are pretty excited about the forthcoming bash: it means lounging around 101 for a weekend, scooping up hors d'oeuvres and free wine and taking in some of the best Icelandic designers have to offer. We called up DesignMarch MD Halla Helgadóttir and got her to spill the beans.

"DesignMarch was held for the first time last year, during the immediate

aftermath of our economic collapse," says Halla. "One of the ongoing effects of kreppa is that the general public in Iceland shows more interest in design, and this was exemplified by its interest and attendance in DesignMarch. You could say that the project was timely; it was very well received by both designers, who put a lot of effort and energy into making it the success that it was."

**Is there anything you learn when you round up such a large number of participants to celebrate the goings-on in Icelandic design? How big of a community is the community?**

There is a great community of designers

operating in Iceland, with many different facets; everything from architects to jewellers. The programme is the result of collaboration between nine different groups and the breadth of Icelandic design and its strengths are revealed when all these people come together. The group is also energized when it gets a chance to sense its own size and magnitude.

**Is the Icelandic public becoming more aware of Icelandic design and is that a stated goal of the festivities? How do you think local designers stand in the Icelandic market—do people seek them out?**

I believe so. One of our main goals is reaching the public and connecting it with its design community. Icelandic design has been in the spotlight a lot recently and people's understanding of and support the trade has been increasing.

**How about it's standing in global markets? Do Icelandic designers have a reputation abroad—do people use the term "Icelandic design" in the same sense they would discuss, say, "Danish design"?**

Icelandic design is not widely known abroad. It's still slowly but surely gaining recognition, and us at the Design Centre are working on helping it along, for instance by increasing our connection with the Scandinavian design community, which is very strong and rests on an old tradition. We have some well-known designers by now, but are still at the

beginning stages here and are trying to work forward. The DesignMarch initiative is a part of that process.

**Does Icelandic design have a shared aesthetic, work ethic or attitude? Is there a unifying factor amongst Icelandic designers that should be emphasised?**

Many Icelandic designers are looking towards themes of sustainability and environmentalism, to be a bigger part of the local economy and of Iceland's new image. As for aesthetics, they are hard to pin down at this point. I believe that is something that happens over time, and we haven't reached that place yet. Originality and curiosity are maybe two things that one often finds in locals' work. Innovation. But ask me in a few years, when we're further along the path.

**Tell us about this year's programme. How long have you been preparing it? Is there a running theme or idea behind it?**

We've been preparing the programme since early fall. The idea is to reflect the diversity and quality of Icelandic design. This is a design banquet, a fair in Reykjavík. There are exhibitions, installations, events, lectures and everything else to your heart's delight. I would say it gives an excellent chance to stroll through downtown Reykjavík, enjoy life and the uplifting design scene. ☘

✉ HAUKUR S MAGNÚSSON  
📧 JULIA STAPLES

## Some Events At DesignMarch

March 18-21

**m3**  
FELAGID, Höfðatorg, Höfðatún 2  
The Association of Icelandic Architects will exhibit works by its members

**10+ Furniture Exhibition**  
FELAGID, Höfðatorg, Höfðatún 2  
DesignMarch introduces collaboration across design fields—Icelandic designers explore and present a variety of the latest trends in furniture design.

**The FIT Show 2010/ Graphic Design in Iceland**  
IDA, Laekjargata 2a  
The FIT Show 2010 is an exhibition displaying awarded and notable graphic design and illustration from the annual FIT Graphic Design Awards.

**Models on Laugavegur**  
Models of built and to-be-built projects displayed in shops on Laugavegur.

**Bryndis Bolladóttir presents her collection, Bubble**  
The Bubble starts to play, transforming itself into a hanger, table mat, ornament, toy and sound absorber. Expect live piano music and high spirits on Friday March 19 from 16:00-18:00 and Saturday March 20 from 14:00-16:00.

**Textile design**  
Kaffitár at the National Museum  
The designers of the Textile Guild take inspiration from the embroidery exhibitions in the National Museum.

**STEINNUNN - Fashion Collage**  
101 Hotel, Hverfisgata 8-10, March 18-22  
An exhibition of Steinunn's Sigurðardóttir fashion design.

**Garden of Enhancement**  
Kling og Bang, Hverfisgata 42, March 18-28 March, 12:00-18:00  
Saga Sigurðardóttir and Hildur Yeoman combine forces to create a magical world where tales from the Greek mythology and Russian fairy tales are combined in an Icelandic winter wonder land.

**GuSt Fashion Show**  
GuSt, Bankastræti 11  
Fashion show from GuST's beginnings in 1997 until the present.

**(Pro)cession—Label Launching**  
Gallery Augalyftrauga, Hverfisgata 35  
March 19-21, opens at 17:00.  
The new labels ESUALC and ICE-CRAP by French designer Philippe Clause feature unique fashion and decorative items made of recycled material and Icelandic wool. Opens at 17:00 on March 19.

**CINEMA WITH LIVE MUSIC + A LECTURE**  
FELAGID, Höfðatorg, Höfðatún 2, March 20, 20:00  
Man With The Movie Camera (1929), directed by Dziga Vertov  
Lecture: Ríkharður H. Friðriksson composer  
Soundtrack: Matthew Collings  
Man With The Movie Camera is famous for the range of cinematic techniques Vertov developed to document a day in the life of a Russian city.

**Architecture Excursion**  
Bus from FELAGID, Höfðatorg, Höfðatún 2, March 21, 15:00-17:00.  
Guided excursion where a few recent projects will be visited. Visit AI's website for further information: www.ai.is

**SHOWROOM REYKJAVÍK**  
Reykjavík Art Museum, Hálfarhúsið, March 21 Members of the Icelandic Fashion Council will show their most current collections. The event is a welcomed opportunity for those in the fashion industry and related industries to come and see what their colleagues are up to.

**Fashion Flies**  
Reykjavík Art Museum, March 21, 20:00  
Icelandic Fashion Council and the Icelandic Dance Company have joined forces to create a unique event.

**Full programme at**  
www.icelanddesign.is

## Art | Interview

# Guns And Range Rovers

Lee Nelson is bringing the circus to Iceland!



Australian expat Lee Nelson is better known as Wally, your friendly neighbourhood street performer. He came to Iceland four years ago and founded his own circus. Yep, courtesy of this good man, Iceland now has a fully operational circus—Sirkus Islands! And

at the end of this month, that circus will premiere a new stage show, Sirkus Sóley at Salurinn in Kópavogur. Fancy that—a homegrown, Icelandic circus? You need to experience this. Tickets are only 1200 ISK, too, so start looking for a ride to Kópavogur and prepare to be impressed.

"The show will be family entertainment at its most exciting and unpredictable," he tells me over coffee. The man is excited, and he waxes on: "I think, just like our last show, that Sirkus Islands virgins will be stunned at how good we actually are. A cast of 15 entertainers will deliver a non-stop bombardment of hilarious and daring antics. The people of Reykjavík can expect to be entertained!"

**Define "making a living"**

Lee says the Sirkus Sóley has been in the planning stages for well over a year, and that the group has been practicing for months by now. He is adamant that his group is here to stay, at least "as long as I can keep the dream alive in my heart and the hearts of my circus folk. As for extending [Sóley], the simple math if we sell out this run are that 1.2% of the entire Icelandic nation will come and see

our show at Easter time. I'll be happy with that."

When asked if it is hard to make a living as a professional clown in Iceland, Lee gets analytical: "That depends on how you define making a living. How you define it—how much is enough? I don't define enough as owning a Range Rover. I define enough as not having to work. Do I work? I play. And as long as I can keep playing and I don't have to get a job, I'm making enough."

Rounding up the group that now comprises Sirkus Islands took a while according to Lee. "For quite a while I couldn't really get it to happen the way I wanted. I started giving classes in Kramhúsið in 2007 and plastered signs all over town advertising them. A lot of times I'd just been there by myself. However, after about six months a little group started to form..."

**Do you feel you've brought something new to the island?**

I think I maybe brought the belief that you can make a living out of your art without getting any kind of government help, and I showed people that you can survive and prosper just through your art. I don't need 500,000 ISK a month to live. I just need to go to sleep at night knowing I've worked hard. I don't think Icelanders get that. Icelandic people have

gone absolutely bananas in the last ten years, they all want fucking money money money, holidays, crap crap crap.

**Indeed. How do you like Icelandic audiences, then?**

Oh my God, the Icelandic audiences just fucking rock. They are so supportive. Icelandic people just really love seeing Icelandic people doing something they didn't think Icelandic people could do. Some of the best claps and cheers of my fifteen year long circus career have been in this country—for some of the weakest tricks!

**As a professional clown living on this cold and dark island, do you ever feel like this just isn't funny anymore?**

Lee: It's fucking hilarious. I'm not a big fan of January, though. I'm not a big fan of what Icelanders have let their country become either. I don't find that to be very funny. I think there's very little difference at the moment between Iceland and Africa. The only difference between the economies of Africa and Iceland now is automatic weapons.

**Huh? Care to elaborate?**

Icelanders don't shoot each other. The poor people here don't have access to guns. The poor people in Africa do, and that is what creates the chaos. If people

could get guns here, there would have been a coup by now.

**So you don't think a country can be taken over with pots and pans?**

No. But the whole pots and pans thing was so much fun! It wasn't really about protest; it was more about having a rave party. Those Icelanders discovered beats and dancing in the streets for the first time ever.

**Local theatre group Vesturport have often incorporated of circus elements in their shows, and received acclaim for it. Speaking as an authority on all things circus, do you like them?**

I've never really seen any of their stuff.

**Why not?**

Lee: Because they charge too much money. It frustrates me that so many theatre companies here sell their tickets for 3,500 ISK and up. They're subsidised by the government, they get all this support and they still charge a fortune for their tickets. What about some bloody Filipino immigrants in Breiðholt? Do they care about them? I do. I want those people to come and have a good time in my circus. Sirkus Islands is for the people, by the people. ☘

✉ SOPHIA VAN TREECK  
📧 JULIA STAPLES



# CON-TEXT

norræn bókverk

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## Celebrating the Obscure

*Joshua Foer has made a name for himself as a freelance science journalist for various publications such as Slate.com, New York Times and the Washington Post. He is also the author of the forthcoming Moonwalking with Einstein, which documents his journey from covering the USA memory championship as a journalist, to actually competing in—and winning—both the USA and the World Memory Championships, breaking the U.S. record for memorisation along the way.*

Recently, Foer founded the Atlas Obscura ([www.atlasobscura.com](http://www.atlasobscura.com)), with friend Dylan Thurau, with the goal of cataloguing all of the singular, eccentric, bizarre, fantastical, and strange out-of-the-way places that get left out of traditional travel guidebooks and are ignored by the average tourist. The project will celebrate the first Obscura Day on Saturday March 20th, with special programmes planned for over 200 sites around the world. Among them is the Phallological Museum in Húsavík, Iceland. The Grapevine caught up with Foer to learn more about Obscura Day and the Atlas Obscura.

**What was the inspiration behind Atlas Obscura? Did it never cross your mind to just expand Wikitravels or something? Write a Lonely Planet guide?**

Well, my partner and I love these sorts of obscure places, and we think they deserve to be celebrated. The problem is that they are, by their nature, hard to find. We believe you don't have to go to the Grand Canyon to experience wonder, or to the Smithsonian to indulge your sense of curiosity. These experiences are all around us, if you only know where to look. That's what the Atlas Obscura is for. Just think of us as UNESCO's weird little brother, on a mission to celebrate and hopefully help preserve the world's lesser-known "wondrous, curious, and esoteric" spots.

**Can everybody be a part of the site, create and edit articles, etc.?**

Yes, yes, yes! The site is entirely user-generated. There's no way any one person could know about all these incredible, obscure places. We depend on people all over the world sharing and writing about the curious places they know about.

**Do you plan your own travels around obscure and abstract destinations? What is the most obscure destination you've been to?**

I do. Whenever I go anywhere, I first check to see what's nearby in the Atlas Obscura. Most obscure place I've been? Hard to pick, but it's probably the Bozhou medicinal herb market in

central China. You'll never see so many barrels of dried human placentas, flying lizards, humongous millipedes, and other stomach-churning pharmaceuticals in one place.

**Tell us about Obscura Day. Is there something special taking place in Iceland as a part of the celebration?**

More than just cataloguing the world's curious, uncelebrated spots, Dylan and I want to encourage folks to actually go out and explore them. That's what we're going to be doing en masse, all over the world, on International Obscura Day on Saturday, March 20th.

So far we've seeded Obscura Day with events in almost 40 cities and towns around the world. We're getting access to private collections and museum back rooms, exploring hidden treasures, and leading expeditions to places that aren't normally open to the public. We're hoping to have Obscura Day happenings taking place in dozens more cities on every continent. One of the exciting places where there will be an Obscura Day tour is at the Iceland Phallological Museum in Húsavík. If anyone in Reykjavík wants to make the trek up north, I promise it'll be worth it.

**So, a phallological museum. Where does such a place rank among the world's obscurities?**

I'd say it's right up there.

**Do you see this idea translate to other body parts? Will we see the Arm and a Leg museum entry in the Atlas Obscura soon?**

One of my favourites is the Nose Academy (<http://atlasobscura.com/places/nose-academy>) in the Museum of Student Life at Lund University in Sweden. It's a collection of over 100 plaster casts of noses belonging to distinguished (and some not-so-distinguished) Scandinavians.

**It is funny you should mention that particular place. I am living in Lund myself at the moment and I did not know about this museum until I stumbled upon it on Atlas Obscura while doing research for this interview. I guess I'll have to go visit it now.**

Definitely check it out and let me know how it is!

**I can't very well let you off the hook without answering at least one memory related question, so, what do you remember from your visit to the phallological museum? Could you recount every species represented there?**

Haha, I've never been to the Phallological Museum. Only heard about it from friends. Perhaps I'll visit on Obscura Day 2011. ☺

SVEINN BIRKIR BJÖRNSSON  
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Travel | Festivals

There's a lot going on in Iceland's capitol this month. We're sure you're all hyped up for DesignMarch, Reykjavík Fashion Festival and the Reykjavík Blues Festival. These are all surefire events, and it will be time to find time to go to work and stuff between all the parties and hangovers and cleaning broken bottles and condoms out of your back yard and all.

Yeah, Reykjavík is all fine and dandy, but the rest of the island can be pretty damn awesome too, as you should learn for yourself. And you know what – they have festivals out there too! That's not all; two of the more awesome ones are happening THIS VERY MARCH. Namely Aldrei fór ég suður ("I never went south") music festival in Ísafjörður and the 700.is Reindeerland experimental film and video festival in Egilsstaðir. You should go there.

700.is Reindeerland – March 20-27

For the fifth year running, the good people of Egilsstaðir are staging an insanely ambitious film and video festival in the East Iceland. This weeklong film festival has been steadily gaining acclaim and momentum since debuting in 2006, and for good reason too. The programme is meticulously put together and will screen a total of 77 pieces over its weeklong. There are furthermore lectures, exhibitions and parties to your heart's delight. Grapevine urges you to expand your horizons and check out the artiest film-fest Iceland has to offer. The East of Iceland is also freakishly beautiful to boot. More info at [www.700.is](http://www.700.is).

Aldrei fór ég suður, April 2-4

Any plans for Easter? If yes, dismiss them. Now. Seriously, there is but one Easter activity worthy of your attention. And boy is it worthy. So secure your ride to Ísafjörður NOW and be prepared to enjoy two days of the finest music Icelandic has to offer at Aldrei fór ég suður. This legendary bash has been an annual event since 2004, and is definitely not an insider tip any more. It's still just as awesome as when it was. This year's line-up is very promising already, even though they haven't announced half of it yet: Bloodgroup, Hjaltalín, Morðingjarnir, Hudson Wayne, Ólöf Arnalds and legendary Ísafjörður grungemasters Urmull are all confirmed to play. By the way, there are no tickets available. Why? Because the whole thing's for FREE! See y'all there.

Travel | Skiing



## Your Last Chance To Go Skiing

The Icelandic ski season is surprisingly short, and we sure as hell haven't managed to produce the same number of top skiers as our neighbouring countries. There is still a proud skiing tradition in Iceland. Icelandic ski resorts usually open during winter, depending on weather and road conditions, and stay open for a couple of months. Most resorts offer ski rentals and instructors. Below is a list of some of the most promising prospects for a skiing sojourn in Iceland – but do make sure to check for weather and snow conditions.

### Reykjavík

**Bláfjöll**

Bláfjöll is the largest skiing area in Iceland with 15 lifts. 3.5-10 km cross-country trails are made, weather permitting, and a 5-km section is lit. Bláfjöll is a 30-minute drive from Reykjavík.  
Tel.: 561 8400, [www.skidasvaedi.is](http://www.skidasvaedi.is)

**Skálafell**

Skálafell is a rather large resort in the vicinity of Reykjavík. 5 lifts, 6 trails, and a 10 km cross-country ski track.  
Tel.: 896 1318, 530 3000, [www.skidasvaedi.is](http://www.skidasvaedi.is).

**Hengill**

Hengill is located in the midst of the volcanic Hengill mountain range and offers a unique opportunity to ski in a geothermal area. 6 lifts and a cross-country track when conditions allow.  
Tel.: 530 3000, [www.skidasvaedi.is](http://www.skidasvaedi.is)

### Outside Reykjavík

**Dalvík**

Böggvisstaðafjall in Dalvík is a large ski resort in the north, about a half-hour drive from Akureyri. 2 km of cross-country paths and two lifts with a combined length of 1,200 metres. Often open by request for groups.  
Tel.: 466 1010, [www.skidalvik.is](http://www.skidalvik.is)

**Ísafjörður**

One of the more exciting resorts in Iceland is in Tungudalur and Seljalandsdalur, above the town of Ísafjörður. The mountain offers three cross-country ski circles totalling 11 km, and 1860 meters of combined lifts. Well suited for snowboarding.  
Tel.: 456 3793, [www.isaffjordur.is/ski](http://www.isaffjordur.is/ski)

**Siglufjörður**

A great ski resort in Northern Iceland offering more than 1990 combined meters of lifts. 10 km of cross-country trails, 5 km of which are lit. Open every day, except Mondays.  
Tel.: 878 3399, [www.siglo.is/sss](http://www.siglo.is/sss)

**Hlíðarfjall**

One of the most popular resorts in Iceland, a 5-minute drive from Akureyri. The mountain has four lifts, 9 trails and 5 km of lit cross-country trails. Suitable both for beginners and intermediately experienced skiers.  
Tel.: 460 1000, [www.hlidarfjall.is](http://www.hlidarfjall.is)

**Stafdalur**

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Tel.: 878 1160, [www.ski.is/svaedi.asp?skiid=11](http://www.ski.is/svaedi.asp?skiid=11)

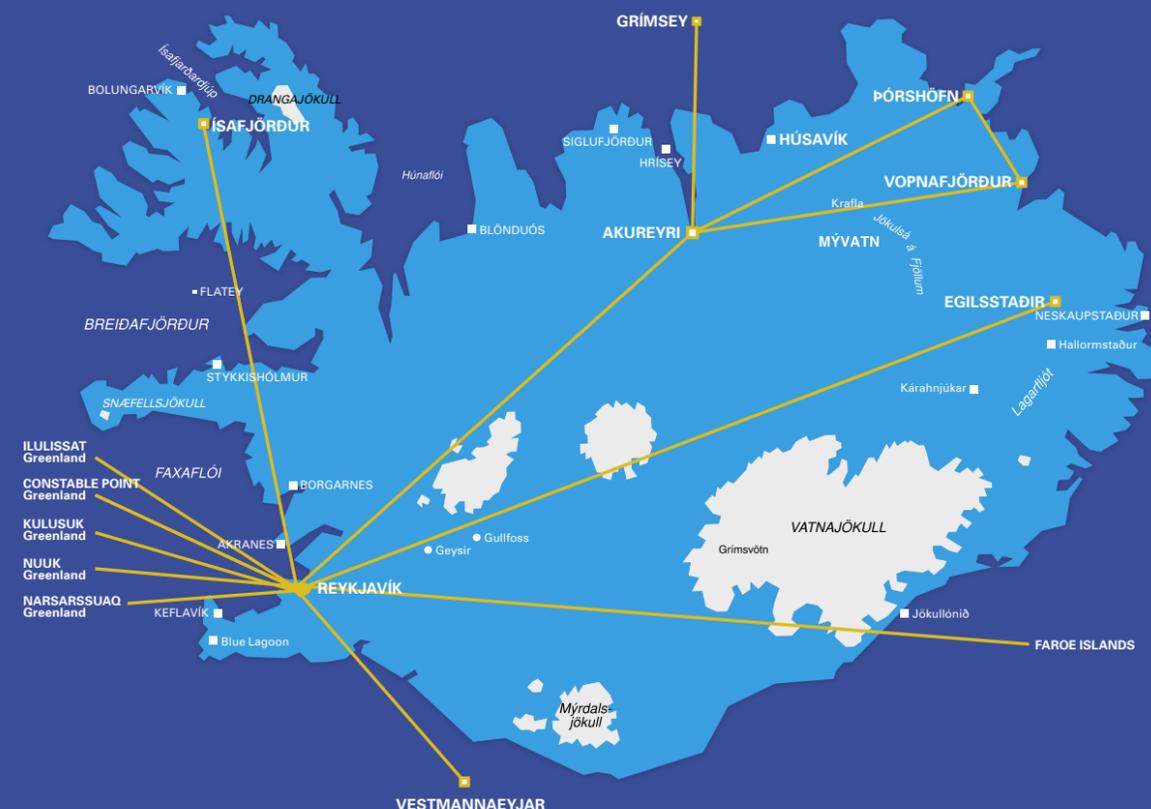
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ISLENSKA SÍÐIS P.L. 4758 30/2009

Article | Shopping



## Ka-ching!

A Grapevine intern with money to burn has THE time of her life at Kringlan

With an afternoon to kill and a wallet full of cash, I naturally headed to the mall where I could spend not only my time, but also my money. Although I had a hunch that my 5,000 ISK was not going to put me on an extravagant shopping spree, there is allegedly always fun to be had at Kringlan, which is Iceland's oldest shopping mall.

I didn't quite know where to begin, what with "150 shops, restaurants and services to choose from," so for tips on how to spend my time and money I sought the advice of the more experienced mall rat. And it wasn't long before I spotted just the group I was looking for kicking it by the elevators —three hip teenage girls sporting black furry hooded jackets, skinny jeans and colourful hi-tops.

I explained my situation and asked whether they could help me out. With a who-are-you-and-why-are-you-talking-to-us-look plastered on their faces, they suggested I buy a shirt, which I might find for less than 5,000 ISK or else hit up Hagkaup for some reasonably priced make up. Neither of these ideas really appealed to me. So I asked them what else they do at the mall because surely they don't spend 5,000 ISK on shirts and makeup everyday. Ah ha! I found out that Stjörnutorgið ("Star Square") is the place to hang out.

After thanking them for their help, I headed off to Stjörnutorgið, food



court and teenage hangout. But first, because I was feeling slightly unhip, I stepped into Skór.is to see if I could pick up a pair of jazzy hi-tops. Sure enough the shelves were full of them. I grabbed a metallic gold, silver, blue and purple shoe from the top shelf, flipped it over and read the sticker price—a whopping 20,000 ISK. Needless to say, I put the shoe back on the shelf and walked out.

Slightly bummed, I rode the escalator up to the second floor and scanned my fast food options— Ríkkí Chan, Subway, Sbarro, Dominos—and then my eyes fell on Metro, Iceland's homegrown McDonalds replacement. And just my luck, it was Star Day at Metro, which meant I could order an entire meal, including one burger, one French fries or carrots, and one drink for 799 ISK.

I grabbed my tray with the Góðborgari ("Good burger"), cup of carrots, and soda water and sat down at an empty table. It had been ages since I had eaten at McDonalds, but I'm sure this burger was of superior quality meat and bread. The carrots, however, were by far the noteworthy part of the meal. Their orange colour notwithstanding, they literally looked like french fries in shape and form. What's more, they were even good with ketchup.

After finishing my meal, I was thinking about what to do next when my phone rang. It was my cousin and I invited him to join me for a beer. It was almost five when we sat down at Á Næstu Grösum with two Icelandic Gull beers, which cost 1,520 ISK. I dumped the remainder of my money on the table and counted 2,600 and some change. I had been at the mall for nearly two hours and I had pur-



chased 0 hip hi-tops, 1 burger, 1 cup of carrots (w/ketchup), 1 soda water and 2 beers.

Well, I still had some time and money to spend. So, after hydrating ourselves, we headed to Hagkaup to raid Nammiland ("Candyland"), the bulk candy aisle. Getting a bland í poka (mixed candy in a bag—an Icelandic classic) is always fun, especially when you can fill it with monkey faces, caramel bombs, banana bombs, caramel animals, keikos, erasers, bombs, liquorices strips, deeps, and chocolate balls. The cashier weighed my loot and rang me up for 363 ISK. Not bad, not bad.

With about 2,300 ISK and nothing in my hands except a quickly diminishing bag of candy, I decided to go to Eymundsson with the goal of finding something a little more lasting, like a good book. Books in Iceland are generally pretty expensive, but I was able to find Ævintýraeyjan (Frozen Assets) by Ármann Þorvaldsson for 1,900 ISK, marked down from 4,900. After spending the entire afternoon in the haven of consumer culture, it somehow seemed appropriate to buy a book about Iceland's economic meltdown.

Finally, determined to spend every last króna, I made one last stop at Tiger, which is Iceland's equivalent to the 99-cent store. There were all kinds of nifty things to choose from, but it was really a no-brainer. The roll of Sudoku toilet paper was a must. So there went the last 300 ISK and I was spent. ☺

✍ ANNA ANDERSEN  
📷 JULIA STAPLES

### KRINGLAN

- **Address:** Kringlan 4-12, 103 Reykjavik, Iceland
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- **Located within a 5 to 10 minute drive for 80% of the capital area's residents**
- **Received 6,716,733 visits in 2007**
- **The word Kringlan is now synonymous with shopping centre in Icelandic**

Article | Knitting



## Hurts So Good –Icelandic wool, of course!

From the outside looking in, Iceland looks like a highly stylish, hip and cool place, mostly due to the excellent and very awesome patterned-yoke Loppi sweaters that natives like to wear at any given photo op. However, while to the untrained eye Icelanders may look like a bunch of happy people swathed in beautiful, soft, warm and cuddly sweaters, closer inspection will reveal an unmistakable look of hypnotic trance on their faces. The fact is that Icelanders are in deep denial about the true nature of their sweaters.

Wool harvested from the back of the sturdy Icelandic sheep is coarse and itchy and can drive a person crazy in seconds if allowed to come into direct contact with bare skin. Clearly this means that Icelandic wool has its drawbacks, but these very same detrimental qualities can also work to the wool's advantage. For, as is widely acknowledged through the community of knitters known as the cash-strapped kind, coarse wool is generally way more affordable than softer and fluffier specimens. What's more, coarse wool keeps its gruff and handsome appearance even when it's been worn into oblivion, while soft wool tends to pill and get stretched out of shape and pretty much look like crap after just a couple of outings. To couch this equation in economic terms, you get more for your money when knitting with and wearing coarse wool. If you can stand the itching, that is.

Here we get to the heart of the matter: the main problem with coarse wool is not an aesthetic one, but rather a sensual one. Itchy wool looks great, but rub it against your

sensitive areas and you will fall out of love with it faster than you can say "international banking crisis." Many people feel that the best, or even only, way to deal with this issue is to always wear a layer of non-itchy fabric between the skin and the offending article of clothing. This is indeed a sensible solution to the problem, as the wearer creates a physical barrier between comfort and discomfort. Further, itchy wool items tend to be worn most in the coldest months of the year, so extra layers of clothing also come in handy to stave off the frostbite. But sometimes a physical barrier just isn't feasible; when your undergarments were stolen as you dipped into a hot spring, say. This is where the ancient Icelandic technique of wool-mind-control becomes the mental barrier that you need.

The method is simple. Do not try to distract your mind from the itchy sensation, but rather embrace it. Feel the clawing of the jagged wool fibres as they rub up against your naked skin and think to yourself: "This sensation of a thousand tiny bees pricking the delicate skin of my neck hurts so good. The pain and discomfort caused by this wool gives me pleasure and the satisfaction of knowing that I am still alive. Oooohhh yeah, hurts so good!" Recite this mantra in your mind over and over as you wear your Icelandic wool sweater on your naked torso and know that you have reached the state of mind necessary to survive on this windswept North Atlantic rock. Icelanders love pain. ☺

✍ VIGDÍS PORMÓÐSDÓTTIR  
📷 JULIA STAPLES

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Poetry | Eiríkur Örn Norðdahl

## The Barbaric Arts

The philosopher Theodor Adorno famously stated in 1949 that writing a poem after Auschwitz was barbaric. He proceeded: “And this corrodes even the knowledge of why it has become impossible to write poetry today”.

With some simplification poetry may be understood as an art of beauty, and indeed that is how poetry has been perceived in most times and most places. Anyone not in poetry’s “in-crowd” is sure to start thinking of flowers, waterfalls, nationalism, high-end emotion and heartbreak when presented with the word “poetry”. Poetry, in this sense, is a bit like water-colouring, somehow—standing between being purely decorative and an expression of something private, almost lavatorial in the sense that even though your poetry springs from a natural (in some sense beautiful) need, maybe you should refrain from doing it in public.

Properly executed ‘tis the finest of arts, all oohs and ahs with exclamation marks making you shiver with its allusive and powerful imagery, its nearly divine rhetoric and its authoritarian voice. In short, it’s everything a Nazi would want to read at night to secure himself a good night’s sleep, a haven from the horrors of his day-to-day activities. Reading it makes you feel cultured in the same way that systematically killing people makes you feel not so cultured at all. And maybe they’re not so much opposites as they are partners-in-crime.

When WWII came to an end the Allies found more than concentration camps in the Reich—they found homes, tunnels, secluded castles, salt mines, caves, trains and other hideouts stuffed with the finest European artworks, paintings, sculptures and artefacts. Top Nazi Hermann Göring filled his country home with some of the most beautiful and famous works of art in the history of man. Hitler was planning on building the greatest art collection ever, the Führermuseum, designed by Albert Speer. It was to be erected in Linz, Austria and filled with stolen and bought art from all over the

world—the best money can buy and muscle procure. Included in the plan, of course, was a library with 250,000 books.

Nazi Germany thought of itself as the height of civilization—a refined world order—creating a structured, civilized beauty out of mayhem, chaos and degeneration, through the violent application of a stern ideology. Although their methods were not always applied in a systematic and organised fashion—not everyone died in the machine-like gas-chambers; children were also beat against rocks to save bullets—their ideal was to be “efficient,” “civilized” and not least “beautiful.”

I’m not sure what Adorno meant by his famous words, and apparently that goes for most people. To add insult to injury, Adorno (reportedly after reading the works of Paul Celan) took most of it back, saying maybe it’s so and maybe not—God knows! (I’m paraphrasing). Perhaps he took offence to beauty in the face of horror. Perhaps trying to get to the heart of humanity was worthless if humanity was so tainted. And perhaps he felt that if fine arts could also be enjoyed by Nazis, fine arts had themselves become reactionary.

Poem by Adolf Hitler (1915)

I often go on bitter nights  
To Wotan’s oak in the quiet glade  
With dark powers to weave a union—  
The runic letters the moon makes with its magic spell  
And all who are full of impudence during the day  
Are made small by the magic formula!  
They draw shining steel—but instead of going into combat  
They solidify into stalagmites.

So the false ones part from the real ones—  
I reach into a nest of words  
And then give to the good and just  
With my formula blessings and prosperity. ♪

Opinion | Catharine Fulton

## What Namibia and Iceland have in common

What do Iceland and Namibia have in common? Despite one’s first guess—likely of “nothing”—the nations share something other than Atlantic coastlines.

With a population barely surpassing 230,000, Windhoek is a rather small national capital. The wealthy few are an equal mixture of whites and blacks, as is the middle class, with the lowest rungs of society being clung to solely by the black populace, much of which lives in the crowded township of Katutura—Otiherero for “the place where we do not want to live.”

You see, prior to Namibia being declared a protectorate of South Africa, the black demographic lived comfortable lives in neighbourhoods surrounding the city, or anywhere else they preferred. Even today, these are quaint and colourful communities. Homey. But with South African protection came South African apartheid and a mass segregation of black Namibians into cramped, pre-fab brick bungalows ten kilometres outside the city, with toilets and showers in a separate structure outside the main home to provide authorities more opportunity to harass blacks caught outside past curfew.

It’s a tragic history, but I digress.

To drive down the barbed-wire lined streets of modern-day Katutura is to be transported into a World Vision commercial pleading with the viewer to sponsor a child for less than a dollar per day, or some equally trivial sum that would likely have no bearing on the daily budget of a comparatively well-to-do Westerner. Crumbling brick, tangled barbed-wire, scrap metal piled high on the microscopic lawns.

Things only get worse when the paved streets end and the dirt roads that snake through the newer settlements begin. Instead of scrap metal on the lawn, the homes in these settlements—named Havana and Baghdad—are scrap metal, balanced and placed like oversized houses of cards. Tarps are hung where doors or roofs should be. Electrical wires pass overhead, but none of them stop to power these communities. Dozens of residents crowd around the single communal water pump (broken on the day of my visit) and wait their turns for the shared WC’s, each made of more scraps of corrugated metal walling in a hole in the ground.

How is this anything like Iceland? you are likely asking yourself right about now. It’s not the physical shape of things that draw comparisons, it is the mental-

ity. You see, these tens of thousands of people living in various levels of what most would consider extreme poverty don’t necessarily have to live that way. There is money to build them each a modest home, with indoor plumbing and electricity. But the current governmental and financial powers pocket that money and treat themselves and their buddies to new homes, cars, companies, etc.

The voting populace of Katutura and the outlying slums have the strength in numbers to oust the corrupted, wealthy-friendly party from government and, in doing so, better their own situations. But they don’t. Instead, they ignore political agendas and vote for their friends, or former family friends or somebody who historically hails from their same tribe, misguidedly thinking that ‘they’re my friends and this time they’re promising change.’

But party-lines rarely change and people never change.

And Katuturans continue to live in corrugated metal shacks.

Reykjavík municipal elections are fast approaching. Do I have to spell it out for you? ♪

Rafskinna is an Icelandic DVD magazine that includes documentaries, short films, music performances and other visual art material. Rafskinna focuses on the vibrant Icelandic art scene and may be found in book and record shops around Reykjavík. The videos mentioned in this month’s Rafskinna column may be viewed at [www.rafskinna.com](http://www.rafskinna.com)

Film | Rafskinna #2

## RAFSKINNA

### Rass & Birgir Andrésón congratulate each other with a brass band

This month Rafskinna offers on its webpage a quite unique collaboration between artist Birgir Andrésón and the punk band Rass, performing a classic Eurovision song with a brass band.

The collaboration was an initiative of Kitchen Motors, a think-tank/art collective that has had a special talent for creating a fruitful collaboration between artists of different spectrums and fieldssomething that has resulted in such wondrous things as Apparat Organ Quartet and the Helvítis guitar symphony.

“Congratulations and celebrations. When I tell everyone that you’re in love with me.”

Birgir had the idea of mixing the punk band with a children’s brass band and for them to perform the song Congratulations (originally performed by Sir Cliff Richard in the 1968 Eurovision song contest).

The video piece is a recording of the only practice the parties involved underwent before their performance at the Living Art Museum in late 2005. The practice takes place in the bit tight and claustrophobic practice space inside the Hljómskála building in the garden of the same name by the Reykjavík pond.

Along with Rass, the performance comprises Skólahljómsveit Vesturbæjar conducted by Lárus Grímsson and Birgir Andrésón and artist Daníel Björnsson, whose sole role seems to be to carry the drinks for Birgir.

At the end of the rehearsal, Birgir is so happy with the outcome that he shouts out: “You are all champions. Just name a place where you want to play next and I will arrange it!” One of the kids in the brass bands answers “Laugardalshöllin”. A few weeks later, Rass had the opportunity to play Laugardalshöllin, the national sport arena that hosts many of the bigger pop gigs in Reykjavík. It felt appropriate to carry out the wish of the member of the brass band for another rendition of Congratulations.

Judging by the music and the attitude of Rass, one is tempted to think that they date from the heydays of punk. The band, though, has been sporadically active since the early ‘90s and is based around the same core of musicians that made up bands such as Funkstrasse and the legendary HAM.

Rass’ only output to date is the album Andstaða (“Resistance”) from 2004, an album so rudimentary punk

that the third chord is barely audible, and apart from the epic Lífslótti and the ultra power-balladic Bræður, no song thereon breaks the 2 minute punk barrier. In complete coherence to its title, Andstaða is also politically defiant and the issue-orientated lyrics challenge subjects like the Icelandic fishing system, the incompetence of Alþingi’s Ombudsman and the biggest injustice of them all... injustice itself.

“Congratulations and jublations, I want the world to know I’m happy as can be.”

Birgir Andrésón was born in the Westman Islands, an archipelago off the south coast of Iceland, in 1955. A shaping factor in Birgir’s upbringing and his perspective on life and art was the fact that he was raised by blind parents. Therefore Birgir grew up as a sighted person with parents who were not, and his works often reflect on this “blind reality”. Birgir’s art mostly dealt with Icelandic cultural heritage and identity in general, although his focus was usually on the microhistorical and the marginal.

While Birgir’s life and art faced toward the periphery, his legacy as an artist in Iceland after his death in 2007 has become quite central. This is especially evident in the influential

position he seems to hold among the younger generation of Icelandic artists, many of whom befriended and/or studied under him. The Icelandic representative at the Venice biennale in 2009 (Birgir represented Iceland in 1995), Ragnar Kjartansson, dedicated his catalogue to the memory of Birgir and another artist of the same generation, Birta Guðjónsdóttir, remembered Birgir with those fervent words in an article in Sjónauki Art Magazine:

“Those who knew the late Icelandic artist Birgir Andrésón and his works are rich in spirit. Birgir was an unusual person, a novelistic character, a troll, a charmer. His art has the power to blow you up in pieces and the subtle poesy to glue you back together again, along with some parts of your cultural heritage that you might not have felt connected to before”

A full feature documentary on the life and art of Birgir is now in the making by filmmaker Kristján Loðmfjörð. Titled Þjóðarþel, the film is a portrait of the artist and the stories behind his works and how the two reflect on each other. ♪



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**PAGE 10:**

The problem is that 'Fashion' itself as a business model is in every way entirely anti-sustainable and that is how it was designed to be. The fashion industry is the biggest pollutant of this world, environmentally and socially.

Fashion designer Sruli Recht has got some opinions...

**PAGE 10:**

There's no general identity of Icelandic design or style. Except maybe fulled wool and that sorta crap, which I don't envision as the future of Icelandic design. Folks need to realise that gambit is pretty much GAME OVER, look to the young designers and see what they're offering. That Skólavörðustígur-trash isn't quite pulling it any more.

...as does young master Mundi.

**PAGE 24:**

Icelandic people have gone absolutely bananas in the last ten years, they all want fucking money money money, holidays, crap crap crap.

It sometimes takes a clown to reveal the grim truth behind it all. Lee Nelson is that clown.

**PAGE 6:**

Had McDonalds not left the island, a Big Mac would have cost 780 Króna, or \$6.36 USD, making it the most expensive Big Mac in the world, according to the 2009 Big Mac Index.

Just as well they left, eh?

**PAGE 8:**

In parliament he might thrash his opponents with his sarcasm, whereas at party conventions he put on the guise of a pope, as if these were almost holy gatherings.

Egill Helgason dissects the myth of... c'mon, you know who!

**PAGE 8:**

Speaking slowly and clearly when you chat with me would help oooh so much! The only Icelandic people I can truly understand are the newsreaders on TV. Everyone else just sounds like a malfunctioning lawnmower.

Bob Cluness is having some problems mastering the íslensku.

Haha  
haha  
haha  
varí

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