

The REYKJAVÍK GRAPEVINE



Made of Iceland *Since 2003*

Issue Nº 10 – 2008

FREE

ENERGY FREEDOM PEACE

The new catchwords for
marketing Iceland in the
21st Century

Exploring Greenland
Director Rúnar Rúnarsson
The Horrors of 'Sveitaball'
Hugleikur's Monsters
What To Do On Labour Day Weekend



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AND ENTERTAINMENT IN ICELAND
COMPLETE CITY LISTINGS – INSIDE!

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EDITORIAL

Branding a nation could look like an odd thing to do. Finding the best way to do it is can be even more bizarre. Why or if a country should be searching for an identity to promote to the rest of the world might be debatable, but when the authorities gather a diverse group of people from different sectors of the society to do exactly that, its always fun to examine the outcome.

Last year, Iceland's Government appointed a committee which had the ambitious task of finding new ways to build a strong and positive image for Iceland and maintain the country's place as "The Best in the World". The report was released earlier this summer, and proved to be an interesting read, full of clichés and marketing lingo but also some interesting thoughts on Iceland's identity. After months of long debates, the committee came up with three keywords that could be the core in Iceland's image: Energy, Freedom, Peace. These are some powerful words, but do they have any meaning at all? And how will we use them to market Iceland globally in the 21st Century? In the feature article this issue Bergur Ebbs Benediktsson contemplates these questions and discusses the whole idea about nation branding. I encourage you all to read it, and think about it.

In other news, the Grapevine office is packed with new editorial interns at the moment (and there are more on the way) eager to take in everything the country has to offer. I'm sure they'll be do their share in pointing out all the pros and cons of our community that often takes a visitor's eye to see. So if you're not afraid of some constructive criticism, feel free to invite them to parties, dinner and concerts, a cruise on your boat, a stay at your remote guesthouse or to whatever crazy happening you are planning. They won't hesitate to tell you if you're doing a great job or not. That's what we all want to know, right?

Steinunn Jakobsdóttir

THE COVER



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Ísak Freyr Helgason at Emm with products from Makeup A

THANKS TO

Ellingsen for flag in the background
Liborius for the hat

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LETTERS

Sour Grapes

SAY YOUR PIECE, VOICE YOUR OPINION, SEND YOUR LETTERS TO LETTERS@GRAPEVINE.IS OR TEXT +354 893 9589

Dear Grapevine,

I am an devoted reader of Grapevine and love the different approaches of your paper to stories, people and happenings. I feel compelled to write to you now to congratulate you on your last issue wich depicted Margrét Láru Viðarsdóttir on the front page followed by a little coverage of her and the Icelandic football team in the editorial. Margrét Lára and the Icelandic women football team encompasses all that we like to think of Icelandic women: Strong, incredibly intelligent, beautiful and succeed where Icelandic men fail to deliver. All Icelandic men know (whether they like to admit it or not) that no group of men can finish a job as well as Icelandic women can – all things considered.

Yours,
Svavar Benediktsson.
Reykjavík, Iceland.

Dear Svavar,

Just for the record, the last issue did not only cover Margrét Lára and the women's team in the editorial, but also in an article by Páll Hilmarsson on page 12. That being said, we're glad to hear that you think men are inferior to women in every way. Well, not really though. But we get (what is hopefully) the point: The women's team is delivering in a way the men's team couldn't and didn't. And they're on our cover! Because they kick ass!

.....
Juli 11, 2008

As a recent visitor to Iceland I would like to comment on the essay by Bjork in the June Grapevine and the options available to the Icelandic people in the 21st century. To her splendid analysis and obvious depth of feeling I have two

small trinkets to add, and an important warning.

Bjork mentions solar but I believe Iceland's future should focus on wave energy. At a small fraction of the cost of another hydro plant, the Icelandic government could set up a technology institute to study, develop, and commercialize this enormous green energy source. Currently the most advanced explorations of this energy frontier are taking place in the British Isles, particularly Scotland, but an immediate and subsidized effort by the Icelandic government could make Iceland an important player in this untapped and potentially limitless arena for decades to come. While visiting the geothermal power plant at Nesjavell this year I saw an Arab delegation come to observe and export the technology to their home country. I do not know whether floating or submerged buoys or shoreline installations are the future of wave energy, but the first company to develop a reliable and efficient means of harnessing the natural energy of the oceans will have unlimited export opportunities. Which equates to jobs and prosperity. That company should and could be Icelandic.

Two polar bears were killed while I was in Iceland and upon leaving Reykjavik I saw a sign in an apartment window across from my Hotel. It had a picture of the second bear with his bloody white coat and it said "I was tired, hungry, and lost. I received no peace from the Icelanders." As you all know, two side effects of industrialization, the melting of the ice flows and the accumulation of toxins in their body tissue, have the polar bear marked for extinction. While these were the first bears to reach Iceland in 30 years, they will not be the last. And yes, they can be dangerous animals. But bears were a sacred animal to the old European races, both Celtic and Germanic, from whom the Icelanders are descended. Could the Icelanders not set up a large nature

preserve for them somewhere in the sparsely populated northwest? Think of the jobs it would provide for the village people and the long term potential for eco tourism. Even sheep farmers could make money selling their sheep to the preserve for food. I know the idea sounds utopian and there would be issues keeping the bears within the boundaries of the Park, but in the name of an old and honored totem, I ask that you consider it. It is certainly a better idea than an oil refinery.

Finally I want to issue you a warning. There is a proposal by your Interior or Justice Minister to set up an anti-terrorism unit with surveillance and police powers similar to our FBI. This is the first step towards fascism. The experience of the United States over the last 90 years shows that this force will be used to spy on political opponents, political allies, and of course dissenters: people like Bjork and Andre Snaer. No element of people's lives will be safe from scrutiny. Not their finances, their careers, their friends, their sexuality. The information gathered will be used for blackmail, to force acquiescence and to stifle dissent. Iceland is a beautiful place. Do not allow this to happen.

Peter B
www.cdbaby.com

Dear Peter B.
Although we agree that almost any alternative (within reason) to aluminium smelters and oil refineries would be an improvement, we're not sure if fencing in polar bears is such a viable solution. (Especially not if these zoos are run by the Village People.) Icelanders aren't much for zoos, after all. Also, we agree that fascism is bad, and that un-checked surveillance used for unlawful purposes would be a very bad thing. Thank you for the warning. When the fascist coup comes and we're penning our tabloid on toilet paper in jail, we'll think of you.



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OPINION



When in Iceland Do as the Icelanders

BY ALEXANDRA HERTELL

When one encounters a new culture, the best way to immerse yourself is with your palate. Sniff and taste your way around until your guts feel Icelandic. Don't scoff at what you might think are weird oral pleasures, just pinch your nose and swallow. Everyone's culture has delicacies that seem bizarre to the outsider. I personally prefer ram's testicles, or hrútsprungar, to genetically mutated crops any day. (Figuratively speaking because I am actually a pescetarian and yes this is a real word.)

Being a non-meat eater, I respect the fact that in Iceland all parts of an animal are used, instead of senselessly slaughtering an animal only to use the prime cuts and discard the majority of the carcass. I think it shows how Icelanders haven't lost their farmer's roots and are proud of their (I've heard) incredibly delicious livestock which roam freely around the countryside blocking your car's way along the Ring Road and dotting the landscape with cotton balls.

I do what I can to fit in culinary wise and embrace the delicacies of the sea. My first intent at hákarl, or putrefied shark, was unsuccessful as I spat it out before allowing my senses to get drunk with ammonia. The second time I tried it, I managed to swallow but did not enjoy the curiously strong aroma that accompanies the more demure taste. The Brennevín, a potato-based schnapps, definitely came in handy in dissolving the unwelcomed aftertaste.

My boyfriend's belly is definitely Icelandic. He proudly eats hákarl on a weekly basis. He loves going to BSÍ and devouring a sheep's head and chewing its eyeball obnoxiously loud. He has also tried whale meat, to his dismay. It is the only time I have seen this carnivorous man feel guilt, and he's even eaten zebra in Africa.

His culinary triumphs and mishaps made me feel like my intestines weren't becoming Icelandic enough. So I succumbed to tasting smoked puffin with blueberry sauce, which I unwittingly and thoroughly enjoyed. (I know. I know. Those loopy clown-like birds are so cute you just want to eat them! I mean hug them.) I was also not as appalled as I had imagined I would be when eating putrefied skate. The first bites were even kind of good until my eyes started getting watery.

There are lots of ways of embracing the Icelandic gastronomic culture that don't involve the peculiarities that I mentioned above. You can eat rhubarb jam with waffles and savour some homemade skyr, but if you really want to feel like a local it takes balls. 🍷

INTERVIEW BY HAUKUR S. MAGNÚSSON — PHOTO BY GAS



JAKOB FRÍMANN MAGNÚSSON IS SERIOUS ABOUT HIS PLANS FOR A SAFE CITY CENTRE

Re-establishing 101 Reykjavík

The Central City Director has clean-up on the agenda

It hardly went unnoticed this spring when Reykjavík's controversial mayor, Ólafur F. Magnússon, appointed musician-slash-jack of all trades Jakob Frímagn Magnússon (no relation) to the (some claim) newly created position of Reykjavík's 'Central City Director'. No stranger to controversy, the latter Magnússon accepted the post unfettered by numerous public accusations of nepotism (the pair are childhood friends). He has since tackled some of the problems facing downtown Reykjavík with an apparent vigour that some celebrate and others call excessive, and potentially harmful.

A well known, oft disputed public character in Iceland, Jakob Frímagn Magnússon has led the country's most consistently popular pop outfit Stuðmenn through an often tumultuous career for over thirty years. He has also pursued various other callings, among them politics and film production. Magnússon has also been active in various musician's unions and currently works as chairman of STEF, the Icelandic Royalty Association. He agreed to answer some of the Grapevine's questions via e-mail.

GRAPEVINE: What exactly is a Central City Director?

JAKOB FRÍMANN MAGNÚSSON: Someone who focuses on improving downtown Reykjavík in every sense of the word. This job was originally held by Kristín Einarsson while Ingibjörg Sólrún Gísladóttir was Mayor of Reykjavík.

GRAPEVINE: Is such an official needed? Why?

JFM: The number of requests, phone calls, e-mails and visits I've received in the last couple of months suggest a definite yes. The Mayor of Reykjavík would simply never have enough time to personally deal with 101's infinite list of suggestions, complaints and concerns. The goal is re-establishing 101 Reykjavík as a pretty, clean and safe city centre.

GRAPEVINE: 101 Reykjavík has been known as a vibrant centre for a long time, and studies show that a lot of tourists (not to mention locals) actively seek out the lively atmosphere to be found there. Do you believe a heavily regulated environment, such as the one the City of Reykjavík seems to be creating there now, is suited to maintain in the increasingly valuable 101 ethos?

JFM: My brief is to take on board the concerns of everyone living, working and playing in 101. We must seek to protect the lively and creative vibe of downtown Reykjavík, while respecting the rights of house and shop owners who want their prop-

erty left alone and the residents who need to get some sleep.

GRAPEVINE: Is it then your belief that imposing a bureaucracy on downtown activities and creativity the best way to ensure they thrive?

JFM: Like it or not, rules and regulations have existed for decades in Reykjavík as in most other cities we know, protecting ownership rights, the right of citizens to be left alone, etc. My job is to listen to all parties concerned, take on board different viewpoints, suggest an amicable way forward and seek to solve matters so that everyone is happy. I'm optimistic we'll succeed. So is the Mayor, Ólafur F. Magnússon, who has made the well-being of Reykjavík City Centre one of his main priorities.

GRAPEVINE: Many claim that your campaign against graffiti and "un-authorised" street art is misguided.

JFM: I'm the first one to admit that street art is a form of culture to be respected and reckoned with. We have started a dialogue with lots of street artists, gone into partnership with some as in the case of Hljómálmind square and are currently looking for suitable premises to encourage and nurture graffiti art and related activities. If someone volunteers their own house, wall or premises, we will also be happy to take their details and help delegate matters.

We are working with young artists whose ideas and art is currently being marketed and sold on the Internet in the form of T-shirts and in some cases on YouTube. Homeowners or businesses that want their premises clean and untouched must be respected, however, and I'm pretty sure we are establishing a mutual understanding of how to go about these things in the future.

GRAPEVINE: What is your position on the future of Hverfisgata?

JFM: Upper Hverfisgata was, until recently, an unfortunate example of ignorance and disrespect. We've managed to better it some and are still working on it. Hverfisgata starts off really well with the 101 Hotel, Þjóðmenningarhúsið, National Theatre, Danish Embassy etc. It has the potential to become fantastic and I'm sure one day it will. The Arts Academy will be situated there as of 2011 and many developments and renovations are in progress. So, for the time being, bear with us please, we'll soon get there.

GRAPEVINE: The Grapevine has received complaints from Hverfisgata residents that they are threatened fines and legal action from your office to clean up and maintain their properties, while

the infrastructure on the street goes all but ignored by the same office (citing broken sidewalks and a lack of streetlights, for instance). We have also received numerous complaints that your office's current actions, while welcome in theory, are proving one-sided and one dimensional, among other things neglecting the viewpoint of 101's current residents/dwellers. Do you care to comment on any of this?

JFM: It is a well known fact that some property owners and developers have intentionally let their property be run down, unattended with no care or maintenance, in the hope of city officials giving up and allowing them to tear everything down and build a concrete tower with lots of square meters to sell at a premium price. In some cases these "cold wars" have lasted for years and I find it very sad, because the rest of the area suffers as a result, and things get totally out of hand as happened in some parts of Hverfisgata.

Once you let things slip below a certain standard there's no respect left and you'll soon face a horrid slum. Reykjavík City officials have not given in to any of this and have no plans to. In other cases people simply seem too broke to do any maintenance at all. Yet others have applied for some help and gotten it. One theory claims that if you can't afford to maintain your property, you can't afford to own it.

Things are getting back on track however and I predict we will see some fantastic restorations on Hverfisgata in the near future as well as some beautiful new buildings.

In regards to sidewalks and streetlights being broken, your report will be taken most seriously and has already been forwarded to the relevant party. 🍷

ONE THEORY CLAIMS THAT IF YOU CAN'T AFFORD TO MAINTAIN YOUR PROPERTY, YOU CAN'T AFFORD TO OWN IT.



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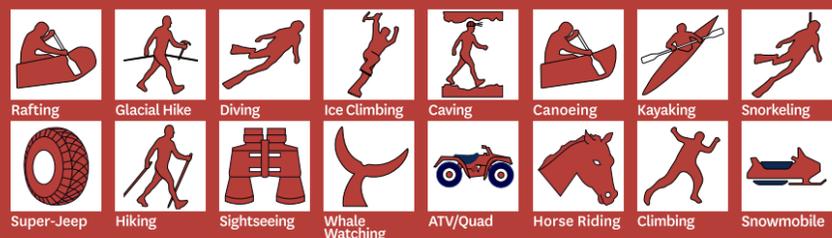


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OPINION



Public Restrooms: A Beginner's Guide

BY SVEINN BIRKIR BJÖRNSSON

I have recently spent some time travelling. The nature of travel is that it takes you out of your comfort zone – your everyday routine where you know how and where to find the things you need, more or less when you need them. Things like toilets.

As a rule of thumb, I try to stay away from public restrooms, at least when I need to do some heavy lifting. This is easy when you are in your local settings. Between home, work and other reliable places that you have already mapped out, access to clean toilets is not really a pressing problem. Obviously, this does not apply in a strange city. This fact has brought me face to face with an old problem which, in my naiveté, I had allowed myself to ignore: public restroom etiquette - or more accurately - lack thereof.

To me, this is quite simple. Call it the Categorical Imperative of Restroom Morals, the Golden Rule of the Urinal even. The one simple moral guideline to keep in mind when visiting the toilet: leave the restroom the way you would like to find it!

That means: No peeing on the floor, toilet seat, walls or the toilet paper; no shitting on the toilet seat, floor and/or walls; no stuffing the toilet paper in the toilet; no stuffing the toilet, period; no stuffing the sink; no throwing used toilet paper on the floor, the sink, or the garbage; no leaving pads, diapers or tampons in or around the toilet.

I have a hard time believing that anyone would treat their toilet at home in this manner, but for some reason, when we go into a public restroom, it seems as if everything your mother taught you is thrown out of the window. If we would all follow this one simple maxim – treat a public toilet the way you would want a guest in your home to treat your own toilet – you would never again have to walk into a public restroom only to become nauseated by the smell and the filth and be forced to leave again without finishing your business and eventually become constipated. I hate it when that happens.

The simple truth is that it is in all our interest to treat public toilets better. And it would just make travelling so much easier. 🐦

THE ONE SIMPLE MORAL GUIDELINE TO KEEP IN MIND WHEN VISITING THE TOILET: LEAVE THE RESTROOM THE WAY YOU WOULD LIKE TO FIND IT!

INTERVIEW BY SIGURÐUR KJARTAN KRISTINSSON



A SMALL LOVE STORY GETS BIG IN THE FILM WORLD. STILL FROM THE SHORT-FILM 2 BIRDS

The 2 Birds Have Flown

An Interview with the Academy Award Nominee Rúnar Rúnarsson

It isn't common for an Icelandic director of such young age as Rúnar Rúnarsson to have obtained a nomination for the prestigious Oscar Awards, especially looking at the fact that he hasn't even finished his film studies in Denmark. But indeed he has and he didn't stop there, for his sequel to the short film nominated in 2004 has received similar, if not better, feedback. Although it was only premiered a few months ago it has already received several awards and nominations, including a nomination for the respected Palm D'Or award at the Cannes Film Festival, among others.

When I tried to catch up with him I realised he was stationed in Denmark so a phone call would have to do. When a female-ish voice answered me, my first thought was that he had to be an extremely tender man. But when I began pursuing the softy for some info on the film, I realised that my interlocutor wasn't Rúnar at all, but his wife. She elaborated that he often forgot his phone at home and said she inevitably had to deliver the vital gadget to him, and it would be wise for me to try again in about a half an hour. I counted the minutes and finally after thirty minutes I called again, and the compliant Mrs. was right after all – the voice that answered me this time was slightly more masculine. When Rúnar realised the nature of the phone call he moved to a more secluded area and began with telling me a little about the plot in 2 Birds.

"2 Birds is actually a small love story, we follow Óli for 12 hours who lives in a small village out in the country in Iceland. In these 12 hours he reaches a turning point in his life, he actually transforms from being a boy into being a man, and I think we all know what that means. The atmosphere is very realistic, at least it presents the atmosphere I experienced while growing up in similar village, where the main activities consist of hanging outside a kiosk and... well that basically covers it. The story is to a certain extent based on my own experiences, as are all my films. When you know the circumstances and the conflicts

your characters are going through it's always more real, there's more heart in it. This film is an independent sequel to my previous short film "The Last Farm", but both of them are part of a trilogy on love yet to be finalised."

By listening to his description I soon realised these stories he has produced aren't random directing projects, but dear stories interrelated with his own life, and it might be weird getting all this great feedback, i.e. nominations and awards, for your own personal experiences. So I continued to ask him how this has affected him and whether everyone has been as pleased with his success, his schoolfellows and such?

"To me, all this attainment has been great! I'm basically creating films about my own life and if people are enjoying it, it's of course fantastic. But once you get a slight taste of success you realise not only handball fans are competitive, a lot of people congratulate me but others don't. We have this thing here in Denmark, kind of a law of equals, but the first clause in it is that you should never repute yourself greater than others – modesty is a virtue. But in fact it isn't merely lordliness and conceit that develops jealousy and envy, and in class nowadays I have received a lot of compliments but there is also a bunch of people who have glowered at me."

It is in some way understandable that some people wish they had received the same fame as Rúnar, considering that they are his equals of some sort, but one must wonder what it is that distinguishes Rúnar from the others. So I ask, what is it that makes you excel? What makes you so special?

"It is my belief that once you get to the bottom of things it is considerably easy to narrate a good story if you are honest. If you have personal material in your hands that you cherish it always gets through, technical shortcomings don't matter a bit. If there's heart in it, it's easy to forgive the imperfections. And that has always been the centre in my filmmaking, I have never looked at technical excellence with stars in my eyes; I just want true, realistic feelings."

These intonations seem to have gotten Rúnar far, but how far is he hoping to get? What is on your upcoming agenda?

"My 2 Birds have just begun to fly and have the whole world ahead of them. We have been invited to loads of festivals and we are also discussing distributing opportunities with several distributing companies. All in all I'd give them about two years to fly. Other than that I have my final assign-

ment at school which I plan to start shooting in next months, but I keep all my school assignments separate from my personal ones, so you probably won't ever see them. I have also been working on my first feature film script and my first foray into that world will hopefully be launched in less than two years. Finally I have my trilogy finale, which I hope to premier at least before my feature film."

Rúnar obviously has a lot of projects on his hands, but it must arouse some interest that he's cooking up a feature film, what can be expected?

"Well, it's similar to my other stuff, based on me in some way, has a lot of heart in it and portrays characters at crossroads. I find characters on some turning points of their lives the most exciting human ordeals to film."

And these words seem appropriate final words, and we'll just hope people at some turning points of their lives make as good interlocutors as they are film protagonists. 🐦

THE STORY IS TO A CERTAIN EXTENT BASED ON MY OWN EXPERIENCES, AS ARE ALL MY FILMS. WHEN YOU KNOW THE CIRCUMSTANCES AND THE CONFLICTS YOUR CHARACTERS ARE GOING THROUGH IT'S ALWAYS MORE REAL, THERE'S MORE HEART IN IT.

FILMOGRAPHY

The Search For Rajeev (2002)
The Last Farm (2004)
2 Birds (2008)

AWARDS

Capalbio Cinema Young People Awards (2008)
Dresden Film Festival Arte Short Film Award (2004)
Edda Award Best Short Film (2004)
Huesca Festival Golden Danzante (2004)
Molodist Int Film Fest FIPRESCI Prize (2004)
Nordisk Panorama Short Film Award (2004)
Tehran Short Film Festival Short Film Award (2004)
Winterthur Short Film Festival (2004)

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FASHION BY REYKJAVIK LOOKS



NAME

Rebekka Rafnsdóttir

OCCUPATION

Philosophy student and Spúttnik shop-manager

MOST FREQUENTED SHOPS

Spúttnik and Einvera. Einvera is a shop me and my sister recently opened on Ægisíða 101. It's open all Thursdays from 15-21. Pay us a visit.



NAME

Rakel Jónsdóttir

OCCUPATION

Currently looking for a fun job.

FAVOURITE DESIGNER

Vivienne Westwood, Alexander McQueen and Guðrún Helga Kristjánsdóttir.



NAME

Unnur Lllja Hermannsdóttir

OCCUPATION

Law student

ON ICELANDIC FASHION

It's characterised by diversity and a mix of different influences, which makes it all the more fun.

DESIGN BY ODDUR STURLUSON — PHOTO BY GAS



AFTER SIRKUS CLOSED ITS DOORS, THE BEER-LOVIN' PARTY-PEOPLE HAVE DESPERATELY SEARCHED FOR THE NEXT BIG THING. WILL THEY EVER FIND IT?

Fear and Loathing in Reykjavík

The low-down on pubbing in the cove of smoke

Visiting every pub in Reykjavík over the course of three weeks is both grossly unhealthy as well as downright stupid. Drinking heavily can result in vomiting, bankruptcy and the danger of doing things and/or people you'll regret. Of course that didn't stop this intrepid reporter from going where many, many people have gone before.

In our constant quest to help you, the average consumer, we sometimes have to dive deep into the denizens' of Reykjavík's underbelly. This article is the chronicle of one of those dangerous journeys. What started as a rather mediocre joke about visiting every bar in Reykjavík and writing an article about it somehow became a mission. The editor warned me that there was a distinct possibility that I may not have enough brain cells left to write a cohesive article after my "research" but I had a duty to fulfil. Although drinking at every bar in Reykjavík may sound like fun, it's actually... well actually it's the most fun you could possibly have short of meeting your soul mate in a jacuzzi filled with gold. That is, until you wake up the next morning and realise that your soul mate was actually a rather unattractive senior citizen, the jacuzzi was the gutter and the gold, well let's just let it suffice to say that it wasn't gold after all. But this article is not to frighten you away from visiting Reykjavík's hallowed downtown area after midnight, but rather to steer you in the right direction. Whether it is affordable drinks, masterfully made cocktails or just great fun that you're looking for, this guide will help you decide where you want to go.

MOST AFFORDABLE DRINKS

With the recession in full swing and the government taxing alcoholic beverages to the hilt, it sometimes becomes necessary for those of us with a little less in our wallets to put the pride on the shelf and visit the "cheap places". It's considered a given that if a place is cheap, it's more likely to be seedy and if a place is seedy it's more

likely to draw shady customers. While I would not have the guts to frequent this type of place all alone on a Saturday night if I was a scantily clad school girl, it turns out that drunk and/or high poor people are no more dangerous than drunk and/or high rich people. Go figure. Cheap places (or "affordable" places in the interest of political correctness) are places like Belly's, Uncle Tom's Cabin as well as places which aren't necessarily cheap on a day-to-day basis but offer two-for-one offers and things like that on drinks, such as Victor or Bar 11. The honourable title of Affordable Drinking Hole goes to Belly's who not only serve the cheapest pint in town (450 ISK) but also what might be the cheapest single-spirit-in-soda drinks in town (750 ISK), as well as offering great offers on shots (350 ISK for a shot of Jaegermeister if bought with beer). If you're looking for a place to warm up your livers and wallets for a long night of drinking, this is the place to go.

BEST PRICES

Belly's:
Beer: 450-700 ISK
Shots: 350-500 ISK
Mixed Drink (Single): 750 ISK

BEST DRINKS

B5
Beer: 750-850 ISK
Shots: 600-700 ISK
Mixed Drink: 1.400-1.800 ISK

BEST PARTY

Kaffibarinn
Beer: 700 ISK
Shots: 600-650 ISK
Mixed Drink: 900 ISK

BEST COCKTAILS

If you're looking for great tasting drinks, you'll have to accept the fact that they're going to cost a little bit more. Finding a good cocktail at rush-hour on weekends might also take some work on your end, due to the lack of time and materials needed for the bartender to do his or her thing. There are a handful of bars with really good mixed drinks such as Q-Bar and Vegamót, but there is one bar which stands out as the best. B5, a classy (stuck-up) bar on Laugavegur complete with whiskey room and nouveau riche comin' out the woodwork. Be warned, however, a beer on tap might cost as much as 850 ISK and cocktails can cost more than 1.500 ISK. You get what you pay for, but boy do you have to pay.

BEST PARTY

It is of course a matter of opinion and taste as to what makes a good party a good party. Drunkenness, high spirits, lots of sweat and dancing are all pretty agreeable though. Since the destruction of Sirkus, which was pretty much accepted as the hippest, most enjoyable party in Reykjavík, people have been looking for the next big thing. They haven't had to look far however, just a few metres down Laugavegur and left on Bergstaðastræti to Kaffibarinn. Always full to the brink of bursting and always the last to close, Kaffibarinn is a place

where locals, regulars, hipsters, rappers, metalheads, punk rockers, models and posers can all co-mingle in a boiling pot of sweat, beer and human flesh. Now that's a good party.

SPECIAL MENTIONS

On one of my field trips I set my sights on Thorvaldsens bar (for the sake of science) but was told by a pudgy doorman that there was a dress code and that I was not fancy enough. Thoroughly outraged that all of a sudden a 60.000 ISK Raf Simons Jacket is not considered fancy enough and that I was being told so by a man wearing what looked like a 5.000 ISK suit, I gave the place a one finger salute and left with my pride in shambles. Thorvaldsen therefore gets a dishonourary mention for being a bunch of squares. The Dubliner, however, receives an A+ for authentic atmosphere. If you want to pretend you're one of the characters in Boondock Saints, go to the Dubliner.

In closing, I want to remind you, dear reader, that alcohol is not a toy and can kill you. More importantly even if it doesn't kill you it might make the morning after a living hell so act responsibly and drink with care. ☺

DRESS CODE

Places like Apótekið, Rex and Thorvaldsen have a dress code. Places like Apótekið and Rex can afford to have a dress code, however, whereas Thorvaldsen cannot.

PEACE & QUIET

Næsti Bar is not your typical pub and not the place to go if you're in the mood for vocalizing or joy. Singing and rowdiness are forbidden.

IRISH HERITAGE

Although The Celtic Cross has been described as arguably the most authentic Irish pub in Reykjavík, this reporter would say that The Dubliner takes the cake.

GAYS

Q-Bar, the straight friendly gay bar next to Prikið, is exactly that. Straight friendly. Drop your twisted preconceptions about what gay bars are like and visit this great bar.

WARNING

Bar 11 can be loads of fun, but be prepared to be drenched in other people's drinks and bodily fluids from head to toe. It's the price you pay.



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RE-08 Saga Circle

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RE-15 South Shore Adventure

This tour takes you along the sandy coastline of the South with a taste of Icelandic nature. On this tour you breathe in the fresh air by a black beach just before seeing striking waterfalls that mesmerize you while gazing at them.

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ARTICLE



Great Moments in Icelandic History

*Bill Clinton eats a hot dog
at Bæjarins Beztu*

BY NATHANIEL FLAGG — PHOTO BY GAS

It was a bright and sunny day, on August 31, 2004. People smiled to each other, strolling easily down the streets of Reykjavik, a light breeze coming off the sea, no one suspecting that two great national icons were poised to converge. Bæjarins Beztu, proud server of the Icelandic national dish since 1937, was operating as usual, providing delicious hot dogs to young and old. Meanwhile, American President Bill Clinton and his wife, Hillary, were in the country on a worldwide mission for UNICEF. After a visit to the Reykjavik Art Museum, he was walking back to his car, flanked by bodyguards, when he heard a little voice calling him to try “The best hot dogs in town”.

The voice had come from María, an employee at Bæjarins Beztu Hot Dogs for 33 years. “I recognised him right away,” says María, “You know his face from the news and then its right there, and it was such a nice day, I thought maybe he’d like to try a hot dog.”

As the story goes, Clinton’s bodyguards stopped and fiercely looked around “as if they’d just heard Osama Bin Laden”, but the President was intrigued. Since there was no line in front of the stand (a rare thing), he simply walked up to the window, and said that yes indeed, he would like to try the best hot dogs in town.

Now, what to put on the president’s hot dog? No fresh onions, the president had to talk to important people that day. No crisped onions or remúlaði, too fattening. And ketchup?

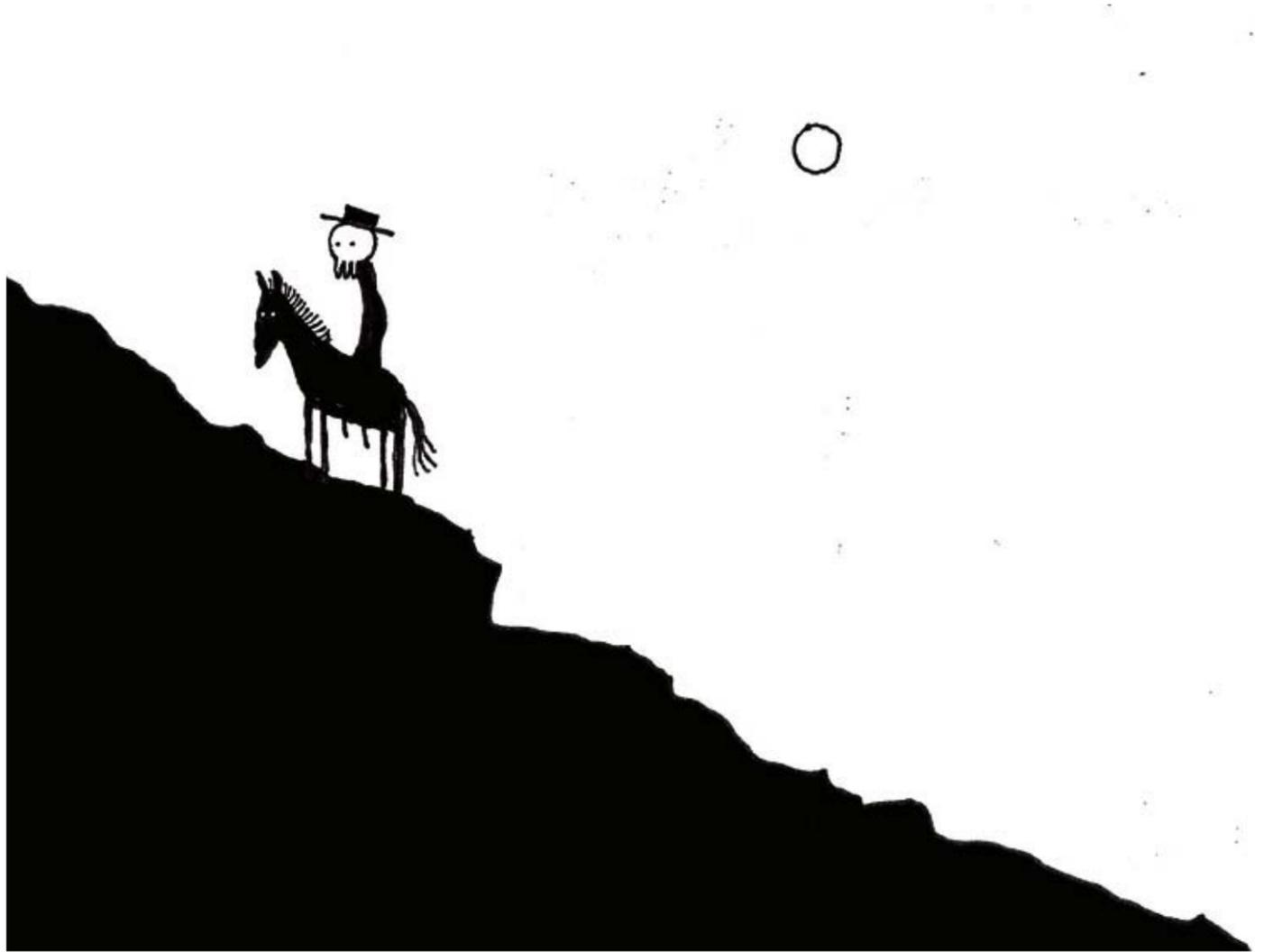
“Well,” said the president “maybe we should just leave it at just mustard”. And so it went down in history, the former president of the United States, ordering “ein pylsa, bara með sinnepi” - one hot dog, just with mustard.

Mr. Clinton and his bodyguards ate their hot dogs quietly at the tables outside, wishing well to María as he left, releasing a gush of excitement from bystanders as soon as he was out of sight.

When Clinton had his infamous heart attack three months later, María was often questioned if she had poisoned him. “I didn’t, of course,” she said, “He was very nice, I thought he should just enjoy his hot dog.”

A few months later, Bæjarins Beztu received a letter signed by the President himself, thanking them for their hospitality, and their very fine hot dogs. “He even said he would have to come back to Iceland for another,” said María. And if he does, it is sure to be another great moment in Icelandic history. 🇮🇸

ARTICLE BY HAUKUR S. MAGNÚSSON — ILLUSTRATION BY HUGLEIKUR DAGSSON



THE DEACON SURE IS A SCARY CREATURE

Introducing: Huggleikur and the Monsters!

Vol. 1: 'The Deacon of Dark River'

We interviewed master comic Huggleikur Dagsson a couple of issues back, focusing on his growing international success as the go-to guy for pitch black humour and his latest published work, Garðarshólmi, which appears on the margins of Iceland's 2008 phonebook. Our interview lamented the fact that Garðarshólmi had yet to be translated into English, as it features some of Iceland's best-loved mythological creatures of yore in full action, and is thus quite educational.

We spoke about the need to enlighten our English-speaking friends on the joys of Iceland’s sinister creatures, and how they could be put to good use in arts, literature and music (as they have been). “I think the galore of old Icelandic ghost stories and monster tales are a criminally under-utilised. [...] The Christmas Cat [homicidal feline that prays on poor kids during Christmas] isn’t even used that much. And that’s a beautiful monster. In our past and our stories, we’ve got this massive database of monsters and mythological creatures,” remarked Huggleikur.

We concluded that those of you who haven’t heard about the Nykur, Grýla, Fjörulalli, Gilitrutt or any of the other mythological beings that have plagued rural Icelanders throughout the ages really are missing something. But don’t you fret: as of this very article, you will be able to read about a different and exciting Icelandic ghost, monster or elf in every issue of the Grapevine. And the best part is that Huggleikur himself has agreed to use his vast drawing skills to properly illustrate each subject.

THE DEACON OF DARK RIVER

The first mythological being to be featured in the series is the dreaded Deacon of Dark River (“Djárninn á Myrká”). Not only is he one of Iceland’s best known ghosts, he is also the subject of a well-known disco-funk hit (“Garún”, by Manna-korn). His unfortunate tale has been told around

Icelandic campfires for centuries, and while it isn’t exactly scary, it does its job by being super eerie.

The story goes that an unnamed deacon at the farm Myrká (“Dark River”) in Eyjafjörður had invited his girlfriend Guðrún, a maid to the priest at neighbouring farm Bægisá, to a Christmas party at Myrká. He was to pick her up the day before Christmas day and escort her to the party. Riding his horse Faxi home through stormy weather, after delivering the invitation, the doomed deacon fell into a river when a bridge broke under the weight of his horse. His head was bashed on a river rock, and he drowned.

His cold, cold remains were discovered by a neighbour the next day, and he was buried the week before Christmas. However, typical Icelandic winter weather combined with those dark ages’ lack of proper telecommunications prevented the deacon’s girlfriend from hearing anything about his untimely death. She therefore got dressed and ready for the scheduled time of party-pickup – which went ahead as scheduled, funnily enough.

Now, Guðrún couldn’t get a straight look at her beau on their way back to Myrká, as lighting conditions at that time of year are typically horrible. Somewhere along the way, however, the deacon’s steed jumped, lifting his hat slightly and giving Guðrún a glimpse at his bare skull in the process. Although recently deceased, the deacon had retained his poetic powers and recited the following improvisation:

*Moon glides,
Death rides.
Do you glimpse a white spot in the back
of my neck
Garún, Garún*

This of course tipped Guðrún off to the fact that her beloved deacon was dead – that she was in fact on her way to party with a zombie. For ghosts have no love for the name of God (the “Guð” in “Guðrún”) and prefer not to utter it. So he called her Garún in his abstract poem, which ultimately foiled his evil plot.

Guðrún was a smart one, and pretended not to notice anything about skulls or weird poetry. She kept quiet, but when they got to Myrká, the zombie-poet deacon asked her to stay while he put away his horse. Absently looking around while

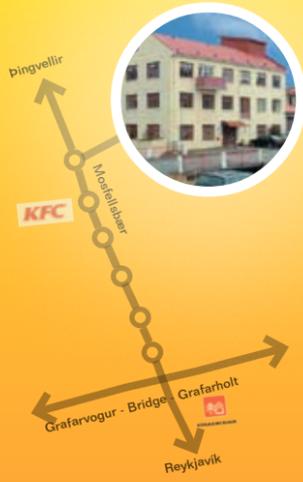
she waited, Guðrún spotted an open grave in the cemetery she was standing by and this freaked her out for she realised the deacon intended to take her down with him.

In a state of panic, she started to furiously ring the church bells, alerting the folks at Myrká to come help. Deacon wasn’t happy with this turn of events, as he had wanted a companion for his cold and lonely grave. He thus tried to grab Guðrún, but she had luckily failed to put on her coat entirely so the deacon only got half a woman’s coat as grave-companion.

The good people of Myrká soon came to the rescue and Guðrún was calmed down and put to bed. Unfortunately, the dead deacon was oblivious to her attempts to blow him off and kept coming back to bother her. Talk about a shitty date. In the end, they had to get a wizard from Skagafjörður to get rid of him. He did that using his patented wizard tricks, which involved rolling a heavy rock on top of the deacon’s grave. Unfortunately, the story goes that Guðrún had gone irrevocably insane by the time he got the job done. The moral of the story is thus: if your stupid ex-boyfriend keeps stalking you from beyond the grave, call a wizard (some thugs will do if he’s alive). 🇮🇸

NOT ONLY IS HE ONE OF ICELAND'S BEST KNOWN GHOSTS, HE IS ALSO THE SUBJECT OF A WELL-KNOWN DISCO-FUNK HIT ('GARÚN', BY MANNAKORN). HIS UNFORTUNATE TALE HAS BEEN TOLD AROUND ICELANDIC CAMPFIRES FOR CENTURIES, AND WHILE IT ISN'T EXACTLY SCARY, IT DOES ITS JOB BY BEING SUPER EERIE





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CHEAP REYKJAVÍK

We Got It for Cheap

BY HAUKUR S. MAGNÚSSON

Hey. Welcome to another instalment of Cheap Reykjavík, where the Grapevine's resident misers share some of their patented money saving tricks and tips. If you've got some miserly penny-pinching advice you'd like to share with Grapevine readers, drop a line to haukur@grapevine.is. and he will pass it along.

CHEAP, NAY, FREE COFFEE

Last issue, we pointed your attention to Kaffibarinn's standard 300 ISK for a cup of anything hot (coffee, double latté, triple cappuccino). While that is indeed cheaper than your average cup, those lacking a smidgeon of dignity can go further still and score their coffee for free! "Where do I get this 'free coffee'?" you ask. Our answer: at the bank! Every bank in Reykjavík offers free coffee (and sometimes even mineral water) for their waiting customers. If you're passing one, why not drop in and grab a cup? No one can tell (or care) if you're a customer or not. And it's free!

While most banks only offer a standard, transparent brown coffee flavoured liquid, some of them have invested in fancy bean-grinding, double-latté spewing coffeepots. One of those places is the Kaupþing branch on Rauðarárstígur (next to Hlemmur); they make one hell of a cup. Make sure to stop by and stick it to the man next time you're there.

FREE BATHING

Lasciviously soaking in a public hot tub can even be free if you know where to go. If travelling in Iceland, make sure to be on the lookout for some of the awesome natural hot pots spread around the country. They can be found in most corners of Iceland. Check out www.sundlaugar.is for detailed and multi-lingual info.

Similar yet completely different is the Naúthólsvík public bathing area in Reykjavík (accessible on the cheap via a 20 minute walk from 101 Reykjavík or bus route 19). It offers a charming fake beach environment (they pump hot water into the ocean to make it a sweet 20°C) along with access to a nice hot tub and shower room facilities, all for the sweet price of nothing.

CHEAP EATING

Eating out at quality restaurants is good fun, but budget tourists, students and journalists most often can't afford to. This is where the excellent new Mexican restaurant Santa Maria comes to the rescue. Located right in the middle of Laugavegur, Santa Maria offers authentic Mexican food at a price that can't be beat. No course on the menu sells for more than 1.000 ISK, and drinks are sold at a very fair price too (their service is also excellent). This means that you can go out, have a nice meal, some drinks and even dessert without selling your grandmother. Santa Maria, we celebrate you! 🍷

INTERVIEW BY STEINUNN JAKOBSDÓTTIR — PHOTOS BY JÓI KJARTANS



SARA MARÍA EYÞÓRSDÓTTIR IS THE WOMAN BEHIND THE MOST COLOURFUL DESIGNER SHOP IN THE CITY

Three Years Of Fashion

The Naked Ape's owner looks back and ahead

Last weekend, designer shop The Naked Ape celebrated its three-year anniversary. Owned by designer Sara María Eypórsdóttir, the shop has made its mark in the fashion industry for its colourful designs, artistic vibe and creative energy and today ranks among the most successful designer boutiques in Reykjavík. When Grapevine caught up with Sara she was at the art festival LungA, teaching a workshop in design and print but still found time to tell us how it all started.

The Naked Ape opened on July 14, 2005, and soon developed a huge fan-base, with anyone from trendy artists to law students sporting Naked Ape's trademark hand-printed hoodies.

It's quite funny that the first customer to set foot inside the shop was [fashion mogul] Sævar Karl. The shop had only been open for five minutes. He stormed in and took a good look around. He hasn't bought anything yet but has done his share in bringing all sorts of people inside," she says and continues:

"When I opened the shop I pretty much

knew what I was getting into. I had worked in a textile-gallery and knew I would be able to do this. But it's been hard work. I realised that the first two or three years would be complete mayhem, and they have, but I never expected things to turn out this way."

Asked which projects stand out she names the Iceland Airwaves, but Sara and her team have designed the cool hand-printed festival T-shirts for the past three years. "For me it's a huge honour to be a part of the Airwaves-family and this year I will do the designs for the festival for the fourth time." Her designs have also caught the attention of big-shots in the fashion business and last year she was contacted by the Swedish clothing-giant H&M. How that collaboration came about was a coincidence she says. "It was 4am on a Saturday. I had been working but didn't want to go to sleep right away. I went to Kaffibarinn and a guy [from the B-line DJ-crew] comes up to me and says he recognises me from an article in a Swedish travel-mag. He introduced me to his friends who happened to work for H&M. They had visited the shop earlier in

the day and shot loads of photos. The week after I received an e-mail from H&M. They wanted an Icelandic theme so I also pointed out Steed Lord and Siggie Eggerts. We created three lines for the company."

The Naked Ape has received a huge feedback, both locally and internationally. The shop has got coverage in magazines and fashion blogs and Sara's own line 'Forynja' has been showcased internationally. Why the shop has such an appeal is quite understandable. It's not only that the space is stuffed with eye-catching designs and accessories. For the most part it's the fact that The Naked Ape is so much more than a fashion-shop. It's a party-place, a concert venue, exhibition space and a creative hang-out where people come to chit-chat and throw around ideas in order to create something fun, new and fresh. "Everything happens, very spontaneous. Someone can be sketching a pattern on a napkin and the next day it's on a sweater," says Sara. When anything goes, only great things can come out of it. Be sure to check out the shop on Bankastræti 14. 🍷

COMIC STRIP BY LÓA HJÁLMTÝSDÓTTIR



SUMMARBLEIÐ

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METAL BRINGS OUT THE BEST IN PEOPLE

A Real Horror Show

Or How I Stopped Worrying and Started to Love Metal

Well, where to begin? While I'm sitting here in my bed at 4AM on a Sunday night, still smelling of beer and other odorous liquids, I still remember the moment when we entered the 9-hour-from-Reykjavik town, Neskaupstaður, which had already begun transforming from this lovely and peaceful sailor village into a raving limbo. The allegedly sweatiest summer festival in Iceland, Flight of the Testicles, had begun.

We decided to camp our tents in the Party-Campsite, for otherwise we might have been stoned by the metal madmen, and as soon as we entered the premises several different kinds of Irish and Scotch Whiskey were basically impelled upon our throats and everyone present claimed they had a spot perfect for us right by their tent. We wondered whether everybody was simply so nice or that the fact that one of us was a female had anything to do with this extreme niceness of the rugged, long-haired rockers. But once the party was started we

really didn't care; we kind of became one of them, we had to. Never had I witnessed as much soul and unity on a single premises. Whether you were swivelling your head with the moshers in front of the stage or kicking it back at the bar with a triple whiskey on the rocks (which has to be the official festival drink), you were all part of the same big, happy metal family.

SEVERED CROTCH: A NEW HOPE

The high-points of the Friday on stage were Brain Police and Severed Crotch. The Brain Police stage-image is known to most Icelanders but it is based upon four rather roly-poly rock swine who play some kind of a rigid desert rock with the old and classic 60s tube sound. The crowd went wild when they entered the stage, and though it seemed to me that they were playing the same song for half an hour, it was at least a decent song. Their singer, Jenni, blasted his vocal cords like there was no tomorrow and several young groupies broke their water as they screamed like lunatics. He eventually had to face the fact, though, that the stage's proximate singer had to be considered even more dynamic than he was. And so the alleged singer and frontman of Severed Crotch, Ingó, made his appearance and for a while it was as the next Messiah had appeared, so eager was the crowd

in their admiration. For these music enthusiasts the wonderfully named band Severed Crotch was simply a religion. When you viewed the mosh-pit from a certain distance I couldn't imagine otherwise than the participants were receiving a real beating (which I found out the next day was factual), but that didn't stop them and their vigour and Ingó's growling created a true harmony. When the show was over the whole myriad flocked over to the campsite like a herring turf where the fun subsequently continued. Several campfires were ignited and people sung together old Metallica tunes and passed on bottles of Jack as well as drunkenly wrapped joints until one by one the before-energy-bolts passed out.

OLD HOOLIGANS AND YOUNG ROCK CHICKS: A DEADLY COMBO

The morning after we headed off to the town's swimming pool, which upon arrival didn't seem very original; almost everyone we had seen the night before on the venue had galumphed into the capacious hot tub. I've always considered it an essential part of a bender when everyone gets together the day after and reminisce about the night before. When the pieces are put together you always remember all of the funny and stupid things that went on. And believe me, a lot of hilarious in-

cidents came to light in the hot tub. The infamous slide of the pool "Dóri the Red" was crowded with tattooed hooligans and even the loudest kids who usually dominate the monstrous slide stood simply flabbergasted. When everyone had boiled away their sins in the sauna and the hot tub, the tumult started again down at the venue.

A lot of excitement was in the atmosphere for the legendary flakes of HAM had arrived but it first got crazy when the metal-candies of Mam-mút started their set. It seemed unorthodox to have a band with females in main roles on stage and it affected the crowd; a lot of crazy admirers jumped upon the stage to be closer to their dear rock chicks who seemed to love the extra attention quite a bit, and I must say they deserved it. Hell broke loose when the middle-aged rock stars of HAM finally made their appearance on stage. Whether you were into 80s cliché metal, grind-core or thrash metal, everybody was united in their enormous admiration for the old hooligans and the crowd turned into a war-zone. HAM yet again proved that they haven't forgotten anything and played for almost two hours before they were too eager to start their long-longed piss-up (or simply wanting to retire to their cosy hotel room). The lunacy that then took over included pissheaded youngsters breaking into the pool and putting on a provoking striptease for their beloved HAM and another group playing the popular game "Where is the most fun to disgorge your offscourings". All of these groups united later that night with the intent to make the biggest bonfire they had seen on the campsite, sacrificing a few tents and sleeping bags on the way.

THE GREAT HANG-OVER

When everybody woke up Sunday morning, or rather Sunday afternoon, with a hang-over of their life, the campsite was crowded as never before with enthusiastic cops with alcohol meters dying to find out if anybody was fit for driving. To their extreme pleasure about 2 out of a hundred designated drivers were physically fit for it. So it was soon obvious that this would be an all-night-long drive home. Ironically the sun was at its best, which had not happened before over the weekend and toxic fumes emitted from the hung-over deadbeats lying scattered about on the campsite. When we were finally able to drive after several hours in the swimming pool, I summed up the weekend to myself and I realised that the tremendous Eastfjord scenario, the madness line-up and the extremely-kind metal heads, had made this rugged weekend one of my finest. And I must say it sanctified the tedious smell of my clothes, my lack of sleeping and my staggering hang-over which I still suffer from. 🐱

HELL BROKE LOOSE WHEN THE MIDDLE-AGED ROCK STARS OF HAM FINALLY MADE THEIR APPEARANCE ON STAGE.



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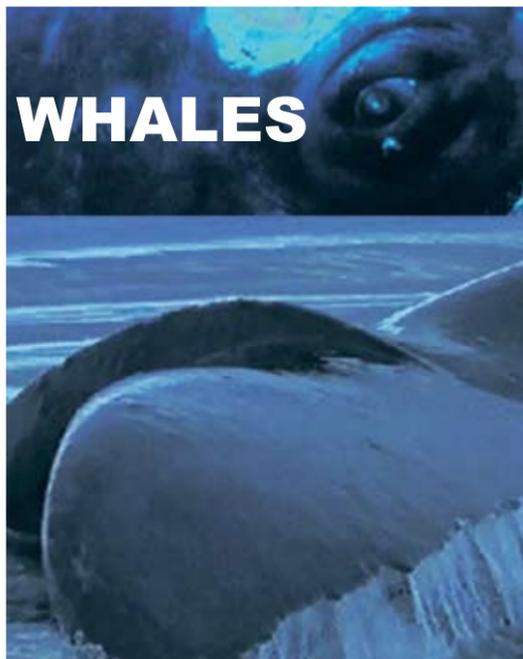
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PROFILE

Mundi

BY ODDUR STURLUSON — PHOTO BY GAS

Mundi Vondi, fashion designer, visual artist and fairly nice guy, is most widely known for his role in the controversial artistic group MoMS (who have used their own urine as a tool of art and comfort more than once) and his futuristic and adventurous take on knitted wool. Both his 2007 and 2008 product lines have gotten praise and attention both in Iceland and abroad. He draws inspiration from a time not so long ago it seems when the present was still the distant future and people believed in earnest that people would use flying cars and take holidays to other planets. As it turned out, however, people can't afford to go on holiday and thanks to environmental awareness a car that would use enough energy to fly would more than likely raise a few eyebrows.

Mundi has started planning his 2009 line which will be shown at fashion shows in continental Europe. He is currently focussing on a co-op project he is involved with along with notable artists such as Síggi Odds and Jóhannes Kjartansson. The project is still in the conceptualization stage so a degree of secretness and uncertainty surrounds it and Mundi was unable to confirm anything at the time this article was printed. Mundi has also recently done a few one-of pieces for the Naked Ape boutique, which are available both on Laugavegur and their website www.dontbenaked.com. Get them while you can!

Mundi likes Pina Colodas and long strolls on the beach. Mundi prefers being on top. Some of his work is available at KronKron on Laugavegur. 

NAME

Guðmundur Hallgrímsson
A.K.A. Mundi Vondi
A.K.A. Mundi Brundi.

AGE

21 years old.

PLACE OF BIRTH

Reykjavík, Iceland.

ASTROLOGICAL SYMBOL

Capricorn

PROFESSION

Fashion Designer.

CURRENTLY

In the studio with artists such as Síggi Odds, Jóhannes Kjartansson and more.

FAVOURITE ALBUM

Yoshimi battles the Pink Robots by the Flaming Lips.

FAVOURITE DESIGNER

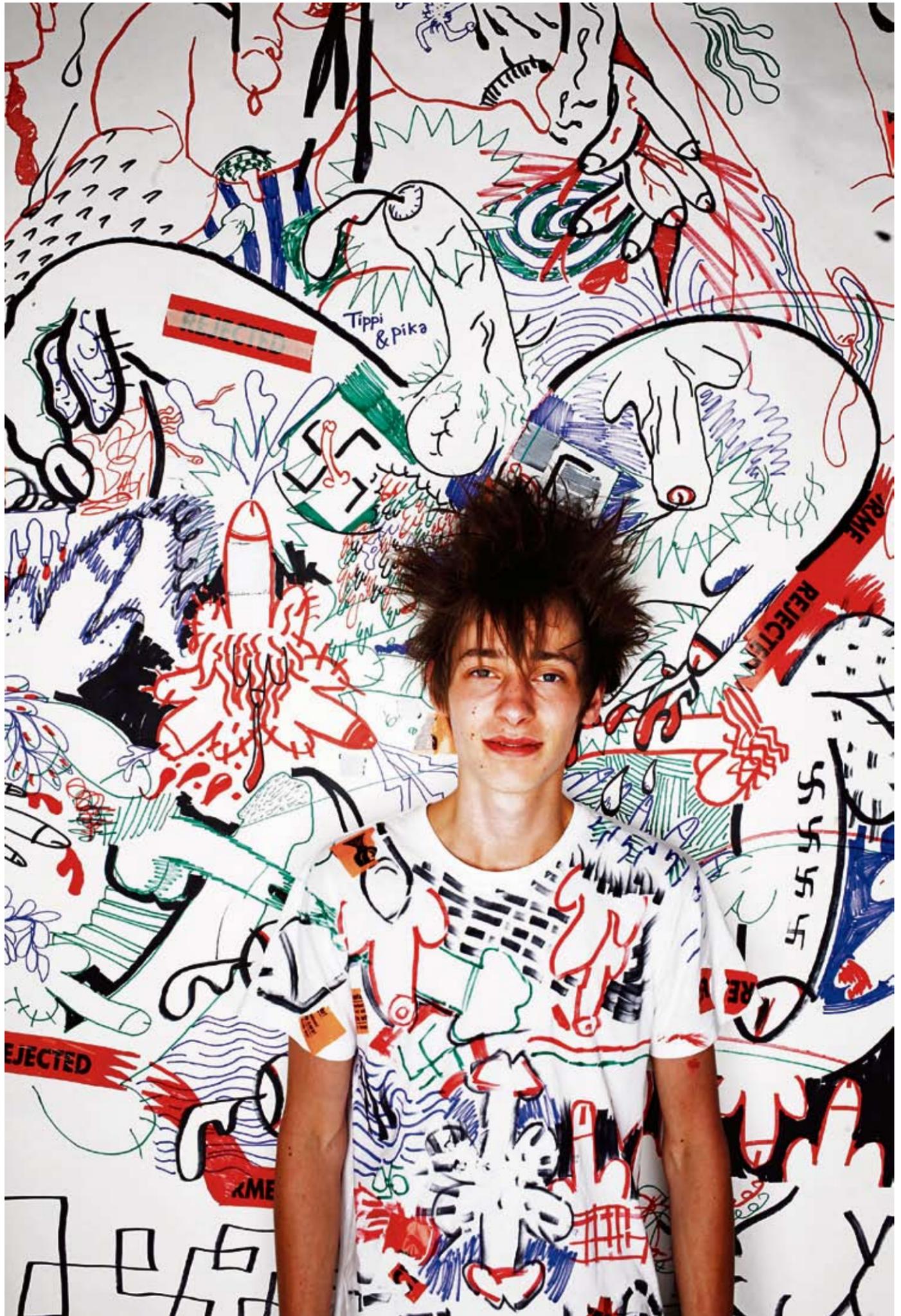
Sagmaster.

FAVOURITE SPOT

Gullinbrú.

WEBSITE

www.mundidesign.net



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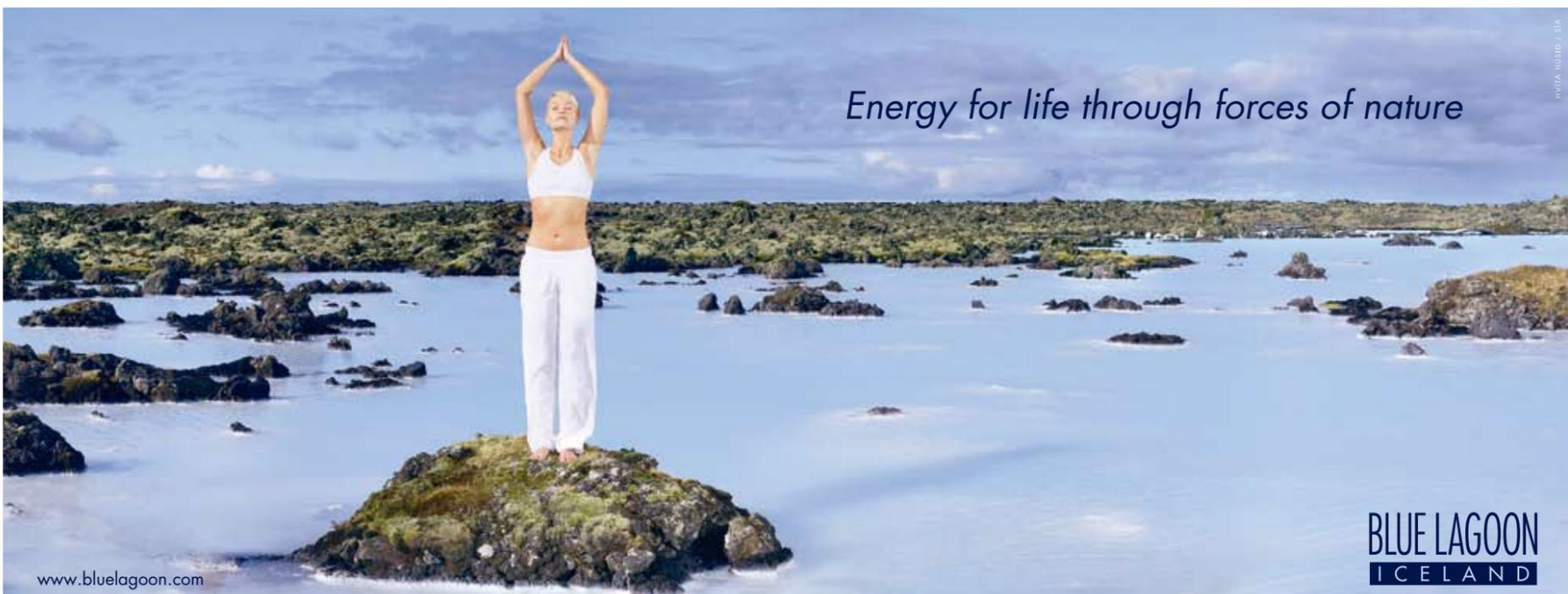
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THE IMAGE OF ICELAND

The Government's search for Iceland's identity

Luckily most nations were named before the existence of nation-branding. If people would have been as business-minded in medieval times as now we would never have heard of Iceland. Our glorious semi-arctic island of midnight sun and hip nightlife would have been named “Cool-land”. Greenland would have been sued for false advertising. But finally, for better or worse, we are systematically starting to brand the image of our nation. Last year the Prime Minister appointed a committee to give a report on the matter. The report is now out but since most people are not that much into reading governmental reports (don't start because it becomes a habit) we will give you a summery plus some of our own thoughts on the matter.

Which “brand” is more famous Sony or Turkey? What about Smirnoff or Austria, Snickers or Seychelles Islands, The Blue Lagoon or Uzbekistan? Even though the answer will at some rate be subjective there are formulas and theories that can give us a scientific answer to the questions, at least – for what it's worth – which brand is worth more. Based on my taste I would go for Sony, Austria and Snickers, but I'm not sure about the last one. Here I am accepting the fact that nations can be brands. They can have official slogans. A disappointed Slovenian I once met explained to me that his nation's official slogan is “The country with love” (A rather unappealing wordplay, I must say).

What about Iceland? It certainly has an image but is it a brand? How big is it and how should the slogan sound? Who decides how it is presented and how it is maintained? These are interesting questions and up until this point the public and more sadly also authorities had only limited answers.

WHY MESS WITH A “PERFECT” IMAGE?

Let's start with a banal but yet necessary thought. Isn't Iceland's image exceptionally good? Aren't we the global flavour of the week, month, year and millennium? The land of elves and poets, beautiful women, fire, ice and crazy nightlife? We know the drill. Iceland is the best. We tell ourselves that Icelandic water is the best in the world and that Icelandic agricultural products are more ecological than those from rest of the world. Tourists even buy it since it's relatively debatable. But when we start to brag that we construct the best houses in the world, I think we stir up a few laughs (just friendly laughs though like when you laugh at a picture of a dog with sunglasses).

My point is that we over-estimate the image of Iceland. It is neither as well-known nor as positive as we think. It is pointed out in the report that according to a 2007 research by nation branding specialist, Simon Anholt, Iceland came in number 19 out of 35 countries. All Scandinavian and OECD-countries in the research were higher on the list (p. 20). Maybe it was time we took a look at this thing called nation-branding. It's no good to have a perfect image if the image is only in our own head.

NO U-TURNS

It is no secret that the ideology of nation images and nation branding is an adaptation of similar ideas used for companies. That does not justify my intentional but silly comparison between companies and nations. We are not interested whether Ikea has a better image than Korea. But we could be interested whether Sweden has

a better image than Korea, at least in some isolated fields, e.g. furniture making. Maybe it is a dark side of globalisation, but countries are now just as dependent on a competitive identity as companies. And make no mistake. The idea is not to create a totally new image for Iceland. One of the first things stated in the report is that building an image is a long-term project which revolves mostly around coordination between those that already serve the cause and to sharpen an image that already exists. The key is to bring out an image that all parties can agree to.

WHAT'S THE IMAGE FOR?

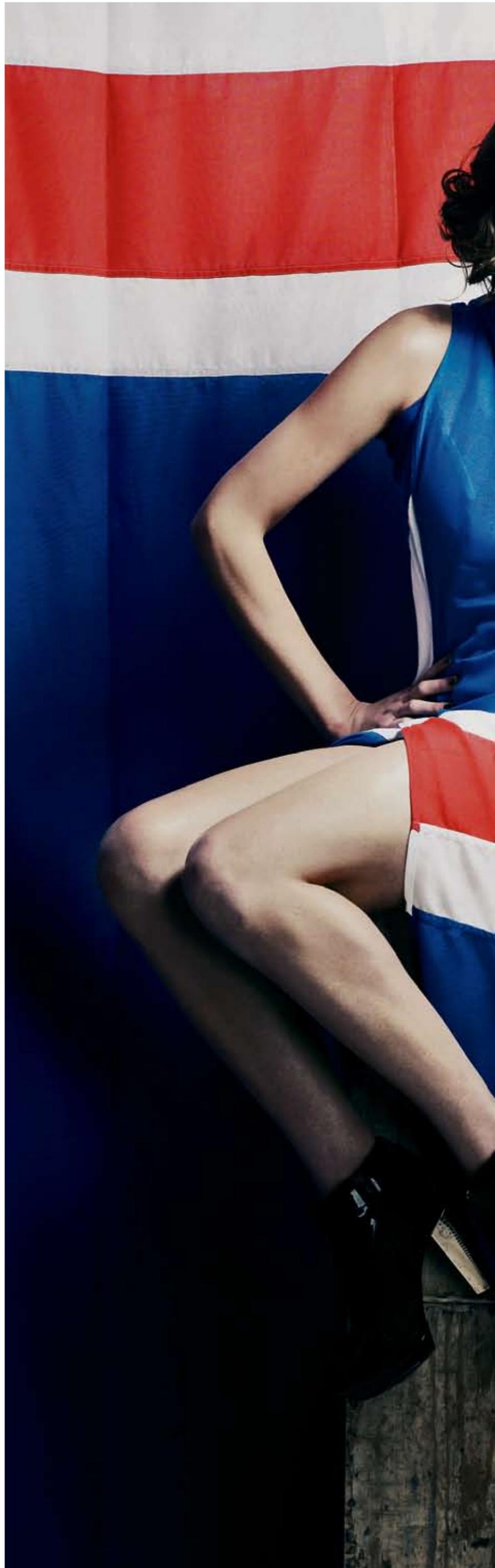
To understand what kind of work is being done it is necessary to understand who stands to benefit from it. According to the report, there are mainly three fields that benefit from a sharp and strong nation image. They are export of goods and services, foreign investment and tourism.

Research shows that consumers are more and more deciding on products based on their country of origin. A good example is the positive image of Swatch wrist-watches. We would buy a wrist-watch made out of rhubarb if we knew it was from Switzerland. Iceland can benefit from this since research also shows that the majority of people are willing to pay more for a product from a country with a clean environment. In this sense one of our tasks is to sharpen this angle of our nation's image.

When decisions are made whether to make investments in foreign countries there are a few issues at hand, for example, access to international airports, financial environment and taxation, number of experts, universities and research centres. Still executives do not, according to studies, only base their decisions on clean economical facts but also on their gut feeling for the nation's image and reputation. In this field I personally think it's important for Icelandic authorities to decide what kind of investment should be brought in. The country is a

HOW WAS IT DONE?

The Report “The Image of Iceland – strength, status and course” was made by a committee appointed by the Prime Minister of Iceland, Geir Haarde, in 2007. The Chair of the committee was Svafa Grönfeld, the dean of Reykjavík University. Other members represented were The Ministry of Foreign Affairs, the City of Reykjavík and firms in the field of tourism and advertising. Staff came from The Trade Council of Iceland and the Prime Minister's Office. The main role of the committee was to summarise the status of Iceland's image today, design a course for the future and make suggestions for improvements. The committee gathered information by getting various parties from businesses, the government and the culture scene together at round table discussions as well as going over all official information available on the matter and looking at writings of scholars and other nation's experiences with image-building.





feasible place for high-tech companies who need both the expertise and education, but let's not forget that Iceland's energy resources also raise hopes for quick colonisation-style profits, so let's not sell ourselves cheap. The image should be of a trophy-wife and not a street-hooker.

CAN WE SERVE THEM ALL?

Then of course attracting tourists is all about image. Here the image works both ways. We create an image to attract tourists and then, like the report points out, the way we treat our tourists is one of the most important and visible factors in the nation's image. The tourists return home with an image of an unspoiled and hip nation and the reputation spreads out and affects the export of Icelandic goods and even eventually foreign investment.

Though these three fields are different shouldn't they all rely on the same image? Brochures intended for foreign investors should have the same feel as tourist brochures shouldn't they? This is a very important topic which is underlying in the report but never directly addressed. Are we capable of promoting the possibility of putting up an oil-refinery for the business executive while promoting the idea of pure nature for the common tourist? Even though the report does not strictly define a rule in this matter, it certainly suggests a competitive identity that can be applied to all fields.

ENERGY, FREEDOM AND PEACE

The key to finding a competitive identity is to be focused. Volvo cannot brag about making fast and safe cars – at least not at the same time and place. They usually go for safe. This is one of the challenges when building an image. Icelanders like to be known for culture and nature. Is that possible or do we have to choose? Or can we find an identity that can serve both as representation for culture, nature and even more?

The way these issues are confronted in the report is to draw out three cores in the image of Iceland that can be applied to four important fields we want to promote. The fields are nature, people, business and culture. The three cores are energy, freedom and peace. Let's take a look at this ideology and see if it works.

Energy reflects the nature because Icelandic nature is full of green energy that can produce endless energy. It connects to the people because Icelandic people are willing and determined. It reflects business because Icelandic business is full of pioneers and it connects to culture because Icelanders are creative and productive in the artistic field.

Freedom is connected to nature through its empty spaces and purity. It is the core of the people because they are independent, the business because it is not suffocating from red-tape and corruption and culture because free minds create pure art.

Peace has a role in the preservation of nature and today's ecological issues (this one is maybe a little farfetched). It reflects the people because they have created a safe society. It has to do with business because we are not on the verge of a coup-d'état and have a solid infrastructure and it reflects the culture because we are a peace loving nation.

GOODBYE ELVES

This representation is very wide but not necessarily unfocused. It may be foam but its good foam. It's whipped cream in a spray-can. Some connections, like the one between peace and nature, is not solid and in my view I think all the connections to culture are weak. Energy, freedom and peace, in my opinion, are cores that reflect Iceland as an option for foreign investment and tourism but do not in a focused manner sharpen the image of Icelandic export products. The image in my head is of a big and unspoiled country with hard working people. That is all well. But what about the high educational level, the literature and last but not least the mysticism? Do we have put emphases on unspoiled nature and good infrastructure and leave mysticism to Romania? We can't have our cake and eat it too, but still it's better to do either of that instead of choking on it.

WHAT'S BEING DONE NOW?

As it has been pointed out there is a lot of work being done, intentionally and unintentionally, in building an image for Iceland. We should be careful not to define "work" too broadly here since in its widest sense pretty much anything done by any Icelander in connection with other countries contributes to the image. An Icelander giving a bum a penny in downtown London is certainly a good representation of Icelandic kindness but what we are discussing here are big projects concerning image-building. The report makes a good summary of what's being done and includes an appendix with a list of all governmental bodies that have to do with externally promoting Iceland.

One of the things discussed is Iceland's candidacy for the UN's Security Council and the Iceland Naturally project which has been rolling since 2000. The latter is a joint venture between the government and private companies and revolves around events in North-America and Europe that actively try to raise positive awareness of Iceland.

IMAGE CRISIS

The image of Iceland has been widely discussed recently in connection with difficulties in the economy. Icelandic companies, especially banks, have complained that the media in Britain and Denmark have been unfair in their coverage of the Icelandic economy and they claim it has resulted in poor loan ratings and financial damage. These matters are discussed in the report under the topic image crisis. The report hints that a big portion of the coverage is based on misconception and that it is vital to have a strong image to be able to unveil the truth and to systematically resist crisis like these. At this stage the nation's image is not strong enough to do that efficiently.

The report also discusses Iceland's decision to start whaling after a 20 year prohibition. It is the opinion of the committee that the decision could have been prepared more professionally in accordance with the nation's image of a peace loving, environmentally concerned developed country. In plain English that means that with a more centralised control of our nation's image we could have prevented pictures of grotesque whale slaughtering reaching the international media and we could have explained more carefully the scale and purpose of the whaling instead of handing out a free card for negative assumptions. I guess that's something we can call damage-control.

WHAT ARE THE NEXT STEPS?

The moral of the report, hats off, is not to make petty complaints about the situation at hand. On the contrary, it merely presents the options available. One chapter is dedicated to successful image building in other countries. The countries scrutinized are Switzerland, New Zealand, Ireland, Denmark and Scotland; what they all have in common that they have consciously worked on their image. Most of them have been able to bring together the government and the private sector which seems to be a key factor in successful nation-branding.

The report suggests the Icelandic government should create a venue that would handle coordination between different bodies in image-building and name it "Promote Iceland". Promote Iceland should look for ways to simplify and re-organise the current structure. It would need to have participants from all private sectors dealing with export and also The Trade Council of Iceland, Invest in Iceland, The Icelandic Tourist Board and other offices with a similar status. Its basic tasks would be to evolve a verbal and graphical trademark with a slogan, a website that would serve as a gateway to other information sites that deal with promoting Iceland, handle publishing of promotional and educational books, brochures and videos, and manage events that promote the image and do research.

LET'S NOT BE TOO GLOBAL

The Prime Minister's Office report is a neat and professional account of the status and potential of the image of Iceland. It gives a good idea of what course to take and serves its main role which is basically to introduce the term nation branding to Icelandic authorities. For better or worse the report is not inspired by Einar Benediktsson's claims of Icelandic intellectual superiority. That would have been a miss anyway. But still.

Here is a final thought from the place inside me that doesn't make a distinction between feelings and logic. I think the Icelandic nation has two important assets. Two significant assets that make all others fade and crumble. The first is the nature and I can't complain about the awareness in that field. The second is the Icelandic language. Sadly we are more than willing to compromise our language when it comes to image building. Most of our export trademarks have English names like Farmers Market, Geysir Green Energy, Icelandic Group, Cintamani and Icelandic Glacial. The same goes with the big branding projects like "Iceland Naturally" and "Iceland on the Edge". I don't understand this logic. Does anybody have a problem with the word Volkswagen? It's German and means People's Car. I would have liked to see more emphasis on literature and language in the report, and the presentation of research on how we look at our language and its role in promoting our country. The Icelandic language is the key to the cultural and philosophical legacy of Northern Europe. If that's something we are not willing to use as a corner-stone when building our image, I think we should not even bother to build it at all. 

How to Survive a Recession

BY ODDUR STURLUSON

As seemingly amusing as it may be that people would need rescuing from a catastrophe taking place only in their minds, that is sometimes the case. When you think about it a recession is not a “real” problem like a flood or an earthquake or a ravenous polar bear ravaging the Icelandic countryside. It’s simply an idea, an idea that the real gross domestic product is declining and yet it has the power to destroy lives. Unless you’re a stock-broker or investment-banker or somebody else whose profession is not to create something of any value but rather just move around other people’s accumulated value, a recession will not immediately seem like a big deal. Not until the fat cats who caused the recession with their incessant scheming “have to” raise the prices without raising your wages. But with these helpful tips you’ll be able to turn the economic crash into an economic dive... into a bed of fluffy flowers.

ONE Walk. A car costs money, gasoline costs money and gym membership costs money. By walking you can cut all these cost factors out of the equation. You can also lower the cost and still get around quickly and in style by buying a bicycle or skateboard.

TWO Cook your own food. You only have to pay for the ingredients and you develop your culinary skills in the process. A win-win situation.

THREE Stop drinking. Alcohol costs far too much in Iceland and is, in practical terms, a complete waste of money. The government which uses the nation’s taxes to save the banks which have been robbing Icelanders dry also profit from keeping you at the bottom of the bottle by taxing alcohol heavily. If however you can’t bring yourself to stop drinking, there is always the possibility of brewing your own batch which I, however, would of course never advise due to legal restrictions.

FOUR Have sex. Sex is a truly amazing thing. No matter how often you do it, it never gets old. A condom also costs approximately 100 ISK but a trip to the cinema costs 1.000 ISK. You do the math.

FIVE Don’t have children. Other than being dirty, noisy and obnoxious, children are also surprisingly expensive. Sending your children to sweatshops to work for you is also illegal so that pretty much means that the chances of you making money off your kids is slim to none, unless your children are the Jackson 5 that is.

SIX Stay away from politics. There is no time more dangerous for politicians than when their country is doing badly. Not that people are ever happy with their government but it just increases the risk of bad things happening to you if you have a whole country of people holding you accountable for everything wrong with their lives.

So go out and smile mischievously to yourself as you bicycle care-free past everyone having a sissy-fit about negative real economic growth. After all, it’s all in their heads. 🐱



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INTERVIEW BY JAMES CRUGNALE — PHOTO BY GAS



SNORRI HERGILL WANTS TO MAKE PEOPLE LAUGH

The Dog Day King

Snorri Hergill Kristjánsson warms up for this year's Edinburgh Fringe Festival in Reykjavík

Quirky Icelandic comedian Snorri Hergill Kristjánsson is here to conquer your funny bone like a Viking capturing a village. Snorri Hergill is acclaimed for achieving second place in the stand-up competition, "Iceland's Funniest Person," and is currently gearing up for this year's Edinburgh Fringe Festival in August. He waxes humorously on a number of assorted topics in his set – including Jude Law and puffins(!) – while chiefly explaining the trials and tribulations of moving to the UK and explaining his national identity to a perplexed London public. "The national identity thing, you can't help but think about it," says Snorri. "The smallness of the country is pressed upon you; it occupies my mind."

As such, his Icelandic heritage plays a huge role in his performance concept. He read up thoroughly on the nation's history and named his set, Dog Day King, after the nickname of Danish adventurer, Jørgen Jørgensen, who overthrew the country for a few days in 1809. After giving his set such a badass name, he jokingly says the next thing he needs to do now is "get skinny jeans and a hipster haircut."

When asked if it's difficult to connect with such a wide range of people from multiple countries, he says: "I think stand-up is all about thinking fast. It doesn't really matter where you're from. If you can paint a picture in people's minds of a penguin on a tricycle, you're going to make people laugh."

At his July 7th performance, Snorri was successfully able to keep the diverse nationalities in the room laughing in stitches. He is masterful in commanding the stage with a deft skill for threading together a hilarious collection of seemingly unrelated stories, yet at the same time keeps his material all in perspective and relatable. Additionally, he has a knack for improv, playing off of unpredicted occurrences such as glasses breaking and phones going off during his set.

His noticeable skill can be attributed to his experience (he began way back in 1993) and he's taken his share of hard knocks. As he notes, if you can make it through stand-up comedy, "you're one tough bastard." Even when enduring some rough patches in his work, he is so addicted to performing, that he keeps coming back. "The difference between stand-up comedy and cocaine is that you can stop doing cocaine." 🐕

WHO

Stand-up comedian Snorri Hergill Kristjánsson

WHEN:

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WHERE:

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CD REVIEWS



THE VERDICT

More standard six shooter than .44 magnum but still useful in a fight.

TOMMYGUN PREACHERS

Jawbreaker



REVIEWED BY BEN H. MURRAY

With a name like a spaghetti Western and songs such as 'Drifter' and 'Hillbilly Purgatory', you'd imagine the Tommygun Preachers to come across sonically like a posse of unwashed outlaws who found time to make some good 'ol guitar music in-between jumping freight trains. Instead, the album sits in a musical abyss between country rock and punk but is still enjoyable. 'The Burning Hell Machine' is one of the tracks where they come alive with a punk-infused riff and John Lydon-influenced snarling vocal that you'd love to hear at 1am in a sweaty club. Title track 'Jawbreaker' and 'Let's Go' follow a similar theme but with a degree more anger and drive coming out in satisfying blasts. The album is sometimes formulaic and the vocals struggle to stand out from the energetic compositions, such as in 'Incinerate', but 'Jawbreaker' has attitude, venom and some decent songs. It's just a few killer tracks short of being really good and that's a shame.



THE VERDICT

Lively, dense instrumental folk that bears little comparison to much else this side of the Balkans. A fine album once the individual tracks become familiar.

STÓRSVEIT NIX NOLTES

Royal Family Divorce



REVIEWED BY BEN H. MURRAY

Whilst Gogol Bordello seem to have the international monopoly on high-energy folk, using what might be described as a cynical find-a-niche-and-play-up-to-it approach, Stórsveit Nix Noltes have taken a less obvious route with their debut album. They rely heavily on traditional Balkan folk music in its purest form with staccato scatterings of brass matched by a strings and a rampant accordion layered over the top of other instrumentation but present no vocals. The faster numbers, which include 'Pajdusko' and, best of all, 'Kopanista', are frenetic in the extreme and border on musical confusion, but just rein back the tide of noise before it becomes too much for anyone outside of a vodka-laden wedding party to comprehend. It's a difficult record to listen to as most will have few points of reference to help acquaint themselves with the unique attitude the band convey but anyone who takes the time with Royal Family Divorce will be richly rewarded.

CONCERT REVIEW BY BY BEN H. MURRAY — PHOTO BY GAS



VIÐURSTYGGÐ'S BASSIST TAKES THE PLOCKING SERIOUSLY.

Middle East Musical Fest



A Palestine benefit concert in Iceland – not an obvious event for a Thursday night at Organ, but who cares when they mix and match some pretty decent music with the sort of awkward harmony that's sadly missing from the aforementioned region.

Gunnar Jónsson started the evening of strange bedfellows with a selection of tracks that highlighted his impressive solo skills and warming voice, including a cover of Neil Young's 'The Needle and the Damage Done'. An odd choice considering its opiate subject matter but memorable due to his passionate performance, a theme carried on by Númer Núll, who impressed with their soaring Feederesque riffs and a substantial amount of noodling that Tom Morello would have cast a wry smile at.

As the evening progressed, the music got heavier and heavier but this was almost perfectly in tune with the audience; the crowd built and levels of enthusiasm crept up from a rather stale 8pm start to a rowdy reception for three-piece punk band Morðingjarnir. Their set sparkled with humour, energy and blasts of metal that happily defied the language barrier to leave everyone won-

dering what else the organisers could throw into the musical mixing pot.

The evening, thus far, hadn't seen much involvement from the fairer sex but that in-balance was more than redressed by another punk-influenced trio, Viðurstyggð. Reminiscent, perhaps lazily so, of infamous female grunge band L7, they performed a set that was both smile-inducing and laced with acerbic musical wit, all backed by a grinding bass/lead guitar duo. Viðurstyggð describe themselves as being 'bitter girls' but they translate this into a far happier experience than the description would suggest, despite their dense Icelandic lyrics and low-fi nature.

They finished the evening with a slightly angry-sounding number (perhaps influenced by the political nature of the event) that was mostly sung by their drummer, who perversely seemed to be happiest person in the room. Who wants to see Don Henley warbling away from behind a kit when, all in the name of a good cause, you had the beaming Helga doing something much more interesting? 

WHERE

Organ

WHEN

Thursday, July 10

WHO

Gunnar Jónsson, History Sound, Númer Núll, Morðingjarnir and Viðurstyggð

THE VERDICT

An interesting night that showcased some diverse bands who aren't selling thousands of records or headlining their own tour, just yet anyway.

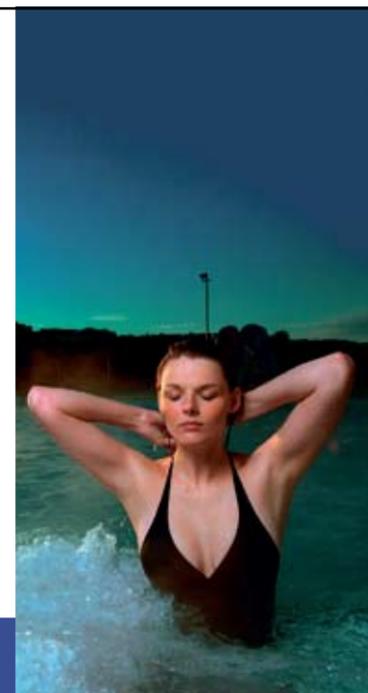
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CONCERT REVIEW BY JAMES CRUGNALE



ICELAND'S REGGAE-KINGS SHOW THEIR FANS A GOOD TIME ONCE AGAIN

Hjálmar Go Wicked on the Drums



Hjálmar knows how to stir it up with drum-bumping moxie! The group best known for being the leading proponents of Icelandic reggae, performed a surprisingly pumpin', highly raucous live set at NASA late Saturday night. Hjálmar cranked the amplifier up to 11 during their performance at NASA, in a departure from their smoother, mellower studio recordings, with a highly percussively-intense jamboree – a decidedly hard-rock variation of their guitar-driven, Jamaican-derived music with an especially aggressive, sometimes jarring, slam-bam, drum-crash assault of raw energy and occasional rapping mixed in.

The bespectacled lead vocalist, Þorsteinn Einarsson, kicked the night off right with the warm, slow jam intro of "Hljóðlega af stað" which eventually wound itself into a spectacularly fierce pulsating groove. Hjálmar's organist, Sigurður Guðmundsson, should be considered the group's MVP of the night and especially be given his props as he pulled out all of the stops with a spirited funk that he laid down through most of the songs. Additionally, Guðmundsson must be given a hand

for his adeptness at echoic, reverberational dub effects. On the other hand, the group's drummer was so eye-bogglingly fired up (how many cans of Burn did he go through?!) through most of the set that his frenetic drum crashes often sounded like a long, harmonic carpet-bomb attack.

Performance-wise, Hjálmar was very much an audience-participation enhanced experience, especially with their passionately chipper fans. The group enthusiastically led the crowd to sing along and clap in unison with many of their anthemic choruses. This worked particularly effectively on the song "Leiðin okkar allra," which I'll go out on a limb and call Hjálmar's "Hey Jude." It was easily their best performance of the night and a song to raise a lighter to.

Overall, a rollicking good time was had by most of the crowd, at least, for the ones not too drum-adverse. 

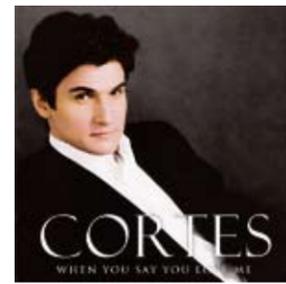
WHERE
NASA

WHEN
Saturday, July 12

WHO
Hjálmar

THE VERDICT
Stammin' grooves with good dub, though maybe the drummer should take it down a notch.

CD REVIEWS



THE VERDICT
Fancy voice but what a syrupy, inane cover-laden waste of time and plastic. Do not buy it unless you hate yourself, your neighbours, your pets and your family.

CORTES
When You Say You Love Me



REVIEWED BY BEN H. MURRAY

It was recently explained to me, when having dinner in a nice restaurant, that a ram's testicle is best eaten "when in season". I took this to mean that the delicacy should be consumed when the ram was about to embark on mission to impregnate anything that moves over the next month, which would cause its balls to load up for the "season". Then I imagined the most disgusting thing I could almost possibly ever conceive: eating a ram's bollock, ("it's really tasty"), and having its putrid organ enter my mouth and slide down my throat like a perverted, rotten oyster. Unfortunately this wasn't quite the most unpleasant thing my warped mind could think of as I'd heard this album earlier in the day. Whilst 'When You Say You Love Me' has something vaguely resembling opera liberally splashed, the other tracks are mostly covers and trad songs (including a truly dire Lionel Richie number and Charles Aznavour's 'She') which are unimaginatively produced and poor in execution.



THE VERDICT
Ten tracks of unadulterated, polished heavy rock with enough soul and humour to prevent it from sounding even remotely dull after a few dozen listens – a potential breakthrough album.

ATOMSTATION
Exile Republic



REVIEWED BY BEN H. MURRAY

The Grapevine gets a 'sleazy thanks' in the sleeve but we'll not be influenced by such blatant arse kissing. Actually, no flattery is required because Exile Republic is pretty good, offers of filth or not. The opening blast of 'Credo' is pure LA rock. If Guns 'n' Roses bought a cute rescue home dog which was subsequently run over with extreme prejudice, then the resulting charity single would sound like the first track. Mainly because it'd be a pretty angry song but also a tad less precise in the marriage of riff and vocal due to their angst, a trait followed by Atomstation. Listen on and the blitz of pounding guitar and drums, such as those on 'Dramaoverdose' and the magnificent 'Bloodline', is an aggressively fun combination. Best on the album is 'Bugchasers' due to its mid-song breakdown and lyrics like "ugly dirty motherfuckers/sleeping with infected hookers". Let's hope this isn't the sleaze they're sending

INTERVIEW BY STEINUNN JAKOBSDÓTTIR



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FLJÓTT OG GOTT



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ROUND THE CLOCK

Dublin-based artist Fergal McCarthy is currently staying in Reykjavik for a one-month artist residency. Grapevine met him at his studio, drank coffee and learnt about his two projects that both involve identity, myths, national character and cultural stereotypes in Iceland.

Fergal starts by explaining that he's interested in the old Icelandic Sagas, not in a touristy saga-circle-rout way but rather why the old tales still play a big part in the country's culture. "In Ireland we also have a very strong mythology but the stories, they're rather looked at as fairytales. No one really believes there's any truth to them. They are considered Cinderella-type stories." He points out that every country in the world has sold a part of their culture for tourist reasons and that in Iceland the Saga characters seem to be the common attraction. "What interests me is that after a thousand years these stories still persist. What does that say about a country? A country that has had colonial issues, like Ireland or Iceland, quite often turns back to its mythology as a way of expressing its nationalism. Every country in the world has done it. But why would you go back to something that's so ancient, and say this is what symbolises us? That's what I find interesting."

IN THE FOOTSTEPS OF VIKINGS

In order to embrace the stories, Fergal plans to re-enact three famous scenes from the ancient Sagas, dress up as notorious characters and have his photographer shoot pictures at the original settings. "It's all about doing it at the actual location. The location is almost more important than the story as the places are very much central to the action. For the first shoot, I'm going to Snæfellsjökull where I will dress up as Bárður (Snæfellsás) and have a cup of tea on the mountain". But as the story goes, Bárður was half human and half giant and disappeared into the glacier during the age of settlement. "There's not much known about him unless he was this gray shadowy figure. According to the myth, he is still up there and people see him as the protector of the whole peninsula."

The next day Fergal plans to go to Drangey Island where Grettir the Strong lived as an outlaw for three years. He will redo a part of one famous scene where Grettir swam from the island to shore (which is about 7.5 kilometres) in the ice-cold water. "I'm though only going to swim for five minutes because it's really cold and I'll have a wetsuit on underneath the clothes. The photographer will follow me in a boat." The

final location is Bergþórshvöll, where Njáll's farmhouse in south Iceland was set on fire killing Njáll and his family. "The original house burnt down so I will go to the garden, place a small model of the house there, get little figures and dress them up and then burn it!"

DOCUMENTING THE ICELANDIC LOOK

Another aspect of his project in Iceland deals with facial structure and characteristics. "I'm interested in characters, be it Icelanders, Irish or any other country. I'm interested in what forms a country's character. Why is a certain group of people different from another group of people? What are the expressions of characters? The genealogy of a country intertwines with the geography giving a country a particular look so you for example got a French look or an Icelandic look." On July 28 he plans to recruit about 40 people from age 20 to 40 who have Icelandic parents for a group photo. He also wants each participant to wear a lopapeysa jumper for the photoshoot. "Even though the jumpers are not really Icelandic, they have become almost a national garment. I don't know that much about the patterns but it's like a country being symbolised through a jumper. For the photograph I want the people to be packed tightly so you only see their faces. It's an investigation into how similar they are" he says and continues: "A lot of countries have huge immigration issues, which I think is a good thing, but it also means that in a 200 years' time what is uniquely Ethiopian or uniquely German will be less so because there will be more infiltration of gene pools. I think that in 200 years time it could be interesting to look back at photographs of Icelandic people and compare it with the future," he concludes.

Fergal is now looking for people who want to participate in the shoot. Interested in being a model for a day? If so, contact him via email: mccarthy.fergal@gmail.com.

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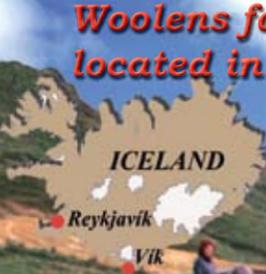


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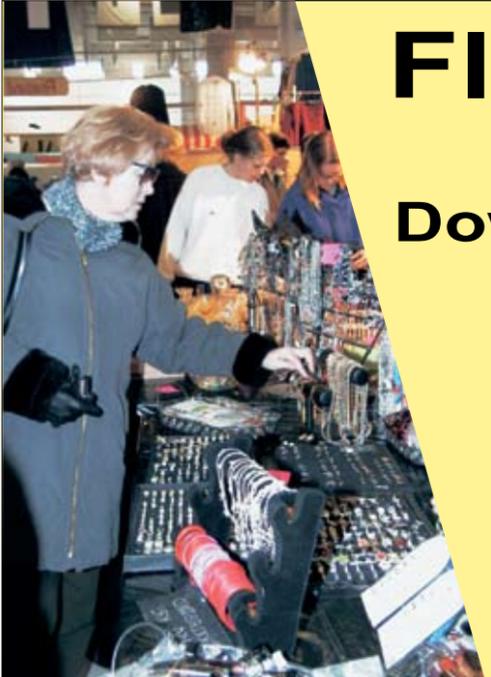
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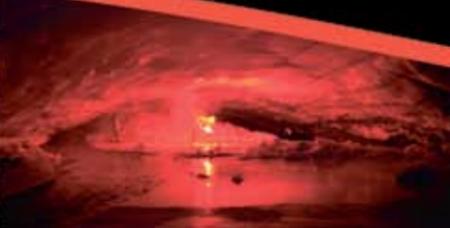
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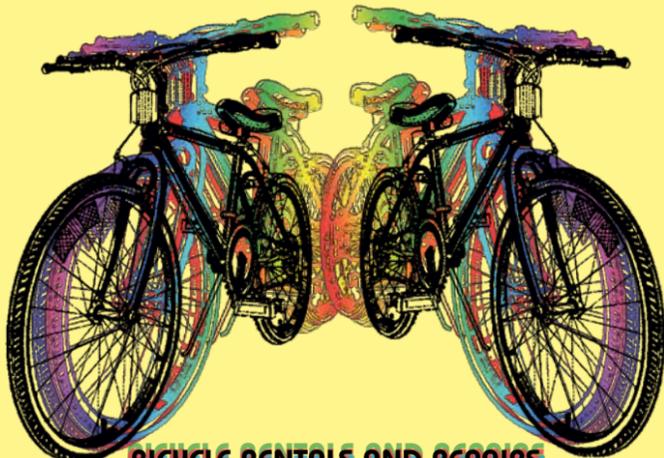
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Hot Springs and Mountains of Many Colours

Daytrip to Landmannalaugar and the Saga Valley

It is an overcast, cold day when I arrive at the BSÍ bus terminal and board the mini bus along with 11 others for the early Sunday morning guided tour of Landmannalaugar and the "Saga Valley". The forecast is for a warm, sunny day, but despite all evidence to the contrary, our driver Sævar is optimistic, proclaiming his faith in Iceland's temperamental weather gods.

From the moment our journey begins as we leave Reykjavík and drive through the suburbs, Sævar is sure not to miss details on everything from Kringlan shopping mall and Iceland's tallest building to the country's energy sector and recent events in the news – they're all on the agenda.

Life in the Age of Settlement

After being on the road for an hour or so, we make our first pit stop at Selfoss to grab a snack and pick up some additional passengers. The 14-strong tour group, consisting mostly of tourists from Europe, are all on their first trip to the southern highlands. I sleep through the next part of the drive until our first stop, after venturing off Route 1, at Hljáparfoss waterfall in the Þjórsárdalur Valley. By now, the weather has cleared up and the cool waters of the symmetrical twin falls' underlying pool and adjoining river are tempting. And I'm

not the only one thinking about taking a dip, but there isn't time.

Back on the road, we pass a nearby hydropower plant, an example, our guide tells us, of the way power plants are unobtrusively built into the existing environment in Iceland, though I'm not sure everyone would agree. Just down the road is the reconstructed medieval farmhouse where we take a short break from the road. The house was built to celebrate 1100 years of settlement in Iceland and is a near replica of an excavated ruin of the farm Stöng, and of the kind which existed during the Commonwealth period from 930 to 1262. We're told the original farm was covered in thick layers of volcanic ash when Hekla erupted in 1104. The lopapeysa-clad museum guide tells us that the building's main room is where the community worked, warmed themselves by the fire and slept. Apparently, around 30 to 40 people lived together on the farm and all but the chief and his wife, who slept in a private bed closet with their weapons guarded closely, slept on the hard wooden benches by the open fire.

After wandering around the farmhouse and the adjacent church, trying to get a sense of what life must have been like, we return to the road. We make our way up the painfully bumpy road leading to Landmannalaugar, past a lake so still that the scenes of the surrounding mountains are mirrored into its waters, and on to the rather inaptly named Ljótípollur or "Ugly Pond" crater lake, with its aquamarine waters that contrast with the earthy tones of its banks. Up

Living Museum by the Sea

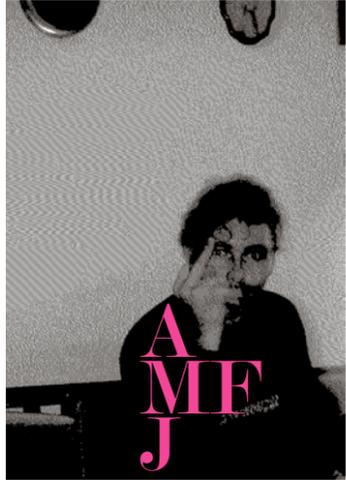
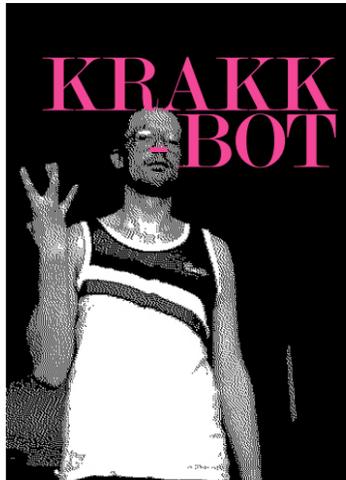
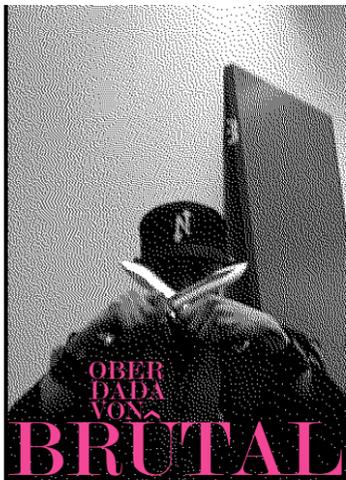


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Bathing in a Natural Pool

We drive on to Landmannalaugar where we catch our first glimpse of the stunning diversity of the colourful mountains. To reach the camp area, the driver skilfully traverses the minibus over a series of river passes. At the base camp the group is left to spend the next three hours as they wish and most of us head straight out on the 90 minute trail into the lava fields of Laugahraun above.

The diversity in shape of the mountains at Landmannalaugar is only matched by their variety in colour, a combination which has led visitors to often describe as eerie and reminiscent of the fantastical scenery featured in Tolkien. The mountains apparently take their many colours – black, blue, brown, green, grey, orange, pink, purple, red, white and yellow – from the igneous rock rich in silica known as rhyolite. The silvery shimmer of jagged rocks spread out in the vast lava field contrast with the pastels of the rhyolite mountains. Further along, after a short ascent, hot water and steam bubble up through vents in the earth and the unmistakable rotten-egg smell of sulphur greets us when we most need a breather. There are still pockets of snow here and the path crosses several sections of the melting slush.

My main observation is that throughout the whole walk, and despite the phenomenally good weather with temperatures of around 20°C, we pass only a handful of others on the trail. With the base in view, we pass a pen of horses, which we hear can be hired for riding in the area.

But I'm more keen on trying out the hot springs. On my way along the wooden path over the boggy banks of the stream leading to the hot springs, I spot a warning sign lying uprooted in the mud. I overhear the couple in front mention something about parasites in the water. More eager to finally experience bathing in a natural hot spring than concerned about bugs, I ignore the sign and join the others in the soothing waters. Later, I check the warning sign on my way back to the bus. It reads that it is strongly recommended

against bathing in the pool due to the presence of duck parasites. Later I read that while the parasites can be dangerous to birds, scientists disagree about how serious the bites can be, and some fear that they can adapt to the human neuro system. Not particularly comforting, though I'm still not feeling the "swimmer's itch" they supposedly cause.

After a very long day, we head back towards the capital, after admiring the sweeping views of snow-covered Hekla. When we reach the road from Selfoss, it's congested with bumper-to-bumper traffic all the way back to the city. Having been one of the busiest travel weekends of the year, with thousands of people now returning from the annual horse festival in the south, as well as folk generally taking advantage of the great weather, heavy traffic was predicted – Sævar says it's the most traffic he's experienced in his history as a driver.

Despite having visited Landmannalaugar, one of the country's most popular destinations, in mid-summer, we were still able to experience this magnificent area in relative solitude. Next time, I've decided, I'll be attempting the famed four day hike from Landmannalaugar to Þórsmörk. 

DAYTRIP

Summer departures on Tuesday, Thursday and Sunday at 8:00
Price: 14.100 ISK

ACCOMMODATION

Camping sites in the nature reserve area are at Landmannalaugar, Landmannahellir and Hrafnatinnusker. The Iceland Touring Association rents out bunks and sleepingbag accommodations in small huts in Landmannalaugar and on the Laugavegur trail. For more info see: www.fi.is.

TRIP PROVIDED BY

Reykjavik Excursions
Tel: 562 1011
www.re.is

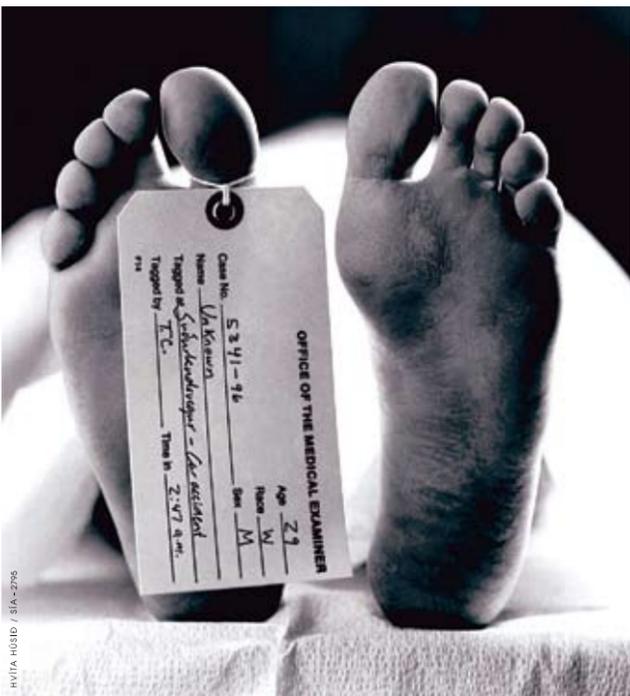


PHOTO: HÚSIÐ / SJA-2795

do not make your next pass the last Icelandic roads are narrow

Make your first stop at www.drive.is and read the necessary information on how to drive in Iceland.



ROAD TRAFFIC DIRECTORATE

DESTINATION

Getting Spooked

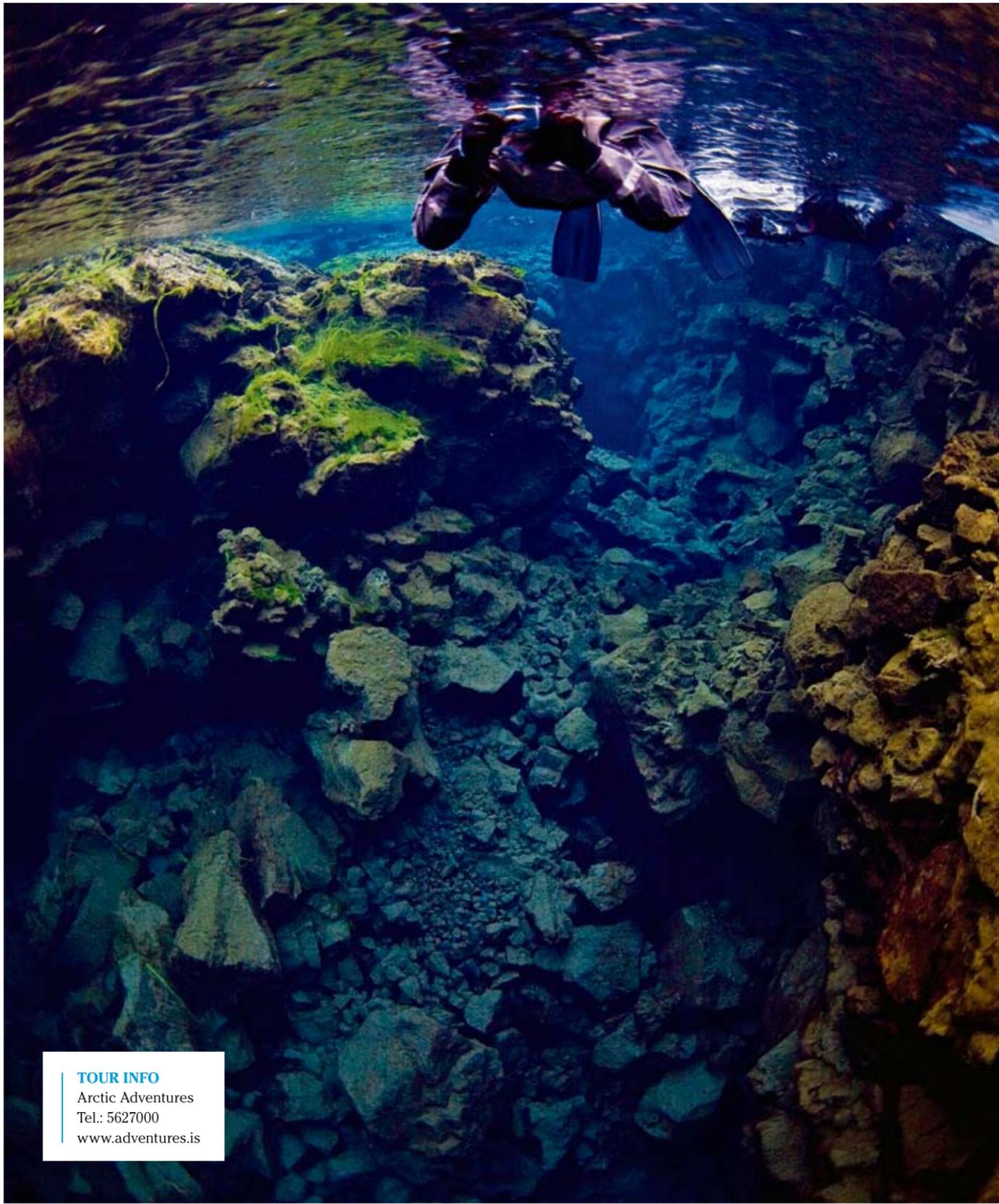
BY STEINUNN JAKOBSDÓTTIR — PHOTO BY ELLI

"We'll see if the lights work when we're inside the cave and out of the daylight," the guide told us as we stood at the entrance to Gjábkakahellir cave in Þingvellir. "Why do I do this again?" I asked the photographer, placing my flashlight on my helmet and followed the group down the rocky trail. Claustrophobics aren't big fans of dark and narrow tubes so my unease of going willingly many metres underground was hard to hide.

Gjábkakahellir, formed by a volcanic eruption thousands of years ago, is open in both ends. Half way through our guide told us to find a comfortable rock, sit down, and turn off the flashlight to experience total darkness. "There's no way out of this one," I thought, so I did, and it was pitch dark. Sitting there with my Swiss Miss in hand I couldn't help thinking what would happen if an earthquake would strike at that exact moment (highly unlikely, the guide assured). Of course there was no need for my genius escape plan and after our cocoa-break we continued the rugged walk. While viewing the incredible rock formations I got used to the darkness and the narrow paths. Any thoughts of catastrophes disappeared and the rest of the walk left me fascinated with the gloomy walls and the odd shapes in the roof until I suddenly saw daylight again.

After lunch I was ready to take on the next challenge, snorkelling in Silfra fissure where the European and American plates are drifting apart. Snorkelling has always been a favourite but my only experience of this relaxing activity was exploring weird creatures in South East Asia. As this is Iceland, and we were going snorkelling in glacial water where temperatures hardly go over 3°C, we were packed in dry suits from head to toe. Surprisingly, with the flattering costume on, the water didn't feel cold at all (my face just got numb).

Silfra ranks among the top diving sites in the world I've been told frequently, and after floating in the water for an hour I understood quite well what the fuss is about. The water is so crystal clear that the visibility can be up to 100 metres. Amazed by the colours as the incredible underworld landscape that appeared underneath me with neon-green algae, beige rocks and spooky caves, I was soon lost in my own thoughts, lazily scouting for curious sights in the water. If someone hadn't pinched my shoulder, me and my frozen face would probably still be there. 



TOUR INFO
 Arctic Adventures
 Tel.: 5627000
www.adventures.is

Air Iceland destinations

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/ tel. 570 3030

DESTINATION

Surtsey Makes The UNESCO List

BY JAMES CRUGNALE — PHOTO BY JÓHANN VILBERG

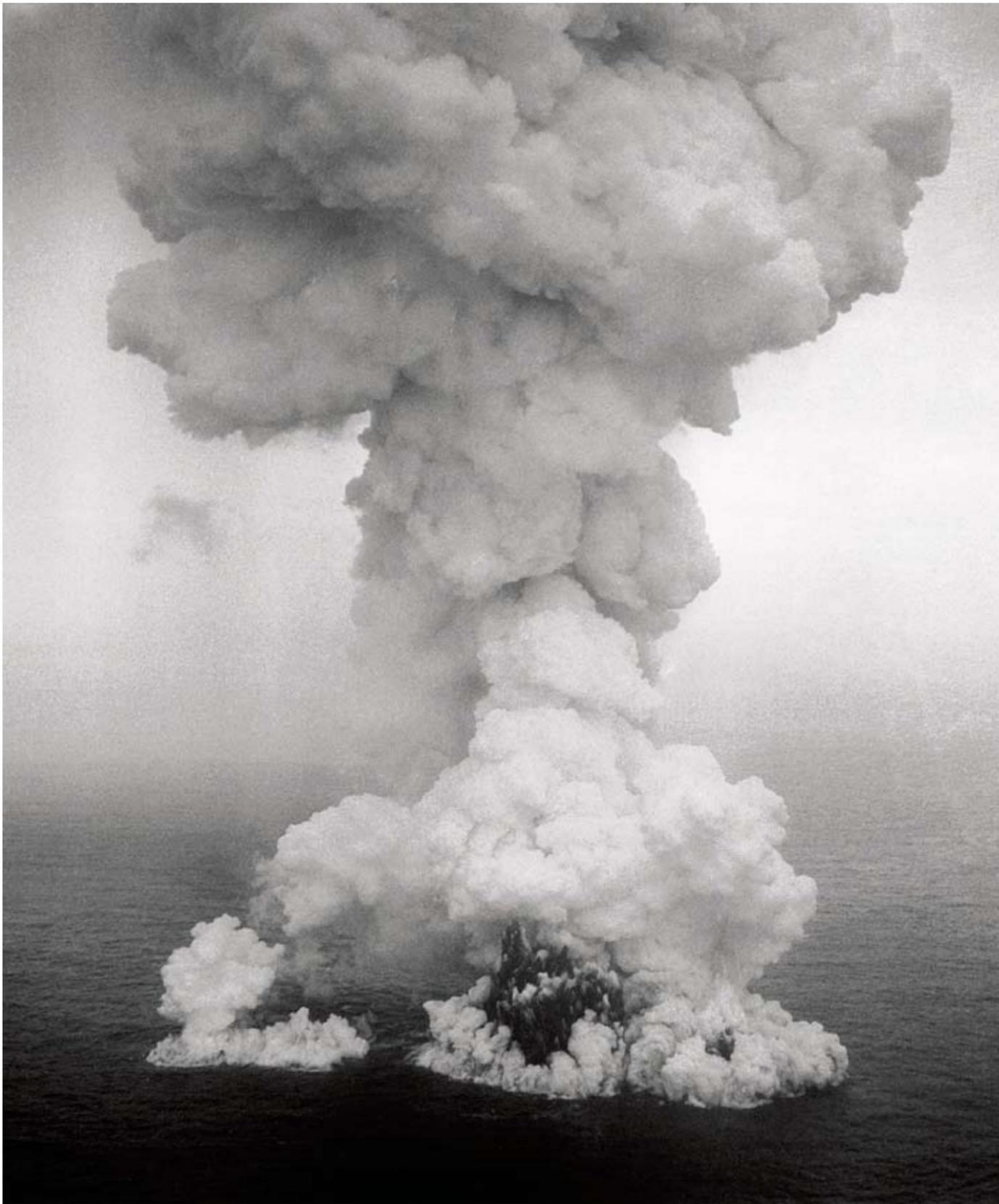
Surtsey, an uninhabited volcanic island and the southernmost point of Iceland, is a spectacular ecological wonder to behold. The island was created by dramatic eruptions of undersea vents in between 1963 to 1967, (a multimedia exhibit can be viewed of its formation at The Culture House on Hverfisgata) and has been designated a nature preserve since its inception. Surtsey is closed off to the public, only accessible to scientists studying its distinctive geology, as well as the flora and fauna of its surroundings. Plant life includes mosses and lichens; wildlife is comprised of a remarkable plethora of seabirds (approximately eighty-nine species of birds have been recorded) as well as nearby marine life.

Due to its unique existence, the island was newly added last week (July 7) to the United Nations Educational, Scientific and Cultural Organization's (UNESCO) list of World Heritage Sites, which are global places of exceptional "cultural or natural importance." UNESCO calls the island a "pristine natural laboratory" and is Iceland's second World Heritage Site after Þingvellir National Park.

While mainland Surtsey is closed to tourists, there is a guided boat ride that circumnavigates the island given by Viking Tours, a travel company in the Westman Islands. "It's an amazing tour," says Sigurmundur Gísli Einarsson, captain of the Víkingur tour boat. "We take 4-hour tours around the island. Surtsey has one of the biggest colonies of gannets, puffins and lots of killer whales also." The tours occur weekly, every Friday, costing 7,000 ISK for each person; tours also require at least 10 people on the boat with good weather permitting the journey. 

SIGHTSEEING

Viking Tours
Surðurgerði 4
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viking@vikingtours.is
More info at www.vikingtours.is.



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ÍSAFJÖRÐUR'S SWAMP-SOCCER MATCH IS BOUND TO GET DIRTY

Lose Your Moral Boundaries and Get Shitfaced!

It might seem a bit crazy, even ludicrous, that one weekend a year, the preceding weekend to The Labour Day public holiday (one Monday), Icelanders simply go berserk. Innumerable, both sweaty and innocuous, fetes around the country are thrown and on this cuckoo holiday people seem to be incredibly productive which entails in both more children being conceived and more women being raped on this weekend than over the whole year. But whether you're longing for a cosy family weekend or a physical abuse we have it all!



Department of Welfare
Borgartúni 10-12
105 Reykjavík
www.velferdarsvid.is

The department of welfare gives information and advice about social entitlements and provides support in cases of social or personal problems for registered residents in Reykjavík. For general information about operations in the City of Reykjavík and additional information on e.g. specific housing benefits, pre-school applications or financial aid, you should contact service centers in your own neighbourhood:

- Vesturgarður, service centre for the residents of Vesturbær district, Hjardarhagi 45-47, tel. 411-1700
- Miðborg and Hlíðar, service centre for the residents of the city centre and the district of Hlíðar, Skulagata 21, tel. 411-1600
- Laugardalur and Háaleiti, service centre for the residents of the districts of Laugardalur and Háaleiti, Sidumuli 39, tel. 411-1500
- Breiðholt, service centre for the residents of Breiðholt, Alfabakki 12, tel. 411-1300
- Ábær and Grafarholt, service centre for the residents of the districts of Arbaer and Grafarholt, Bæjarhals 1, tel. 411-1200
- Miðgarður, service centre for the residents of Grafarvogur and Kjalarnes, Langarími 21, tel. 411-1400



City of Reykjavík
Department of welfare

Borgartún 10-12
105 Reykjavík
Tel: 411 9000
www.reykjavik.is

The Nation's Festival in The Westman Islands

In 1874 Icelanders celebrated their 1000 year anniversary but infelicitously the weather conditions were so bad that the inhabitants of The Westman Islands were trapped in their secluded islands and couldn't join the mainlanders. And so they decided to throw their own festival and for some baffling reason they still celebrate it once a year. This festival is the most gruesome of em'all, and is also the most peculiar. This year the line-up includes country bands such as Í Svörtum Fötum and Land og Synir, but also prolific experimental numbers such as Dr. Spock. About half of the Icelandic population loves getting wet and dirty in the festival's sleazy campsite but the rest despise the festival on the whole. More info www.dalurinn.is Tickets at your nearest 10-11 supermarket.

Innipúkinn at NASA

Originally the festival was thrown for the gloomy 101-ers who couldn't imagine sleeping in a tent and boasted of international big-shots such as Blonde Redhead, but nowadays nobody really pays it any attention. The original operators soon realised the idea would soon get weathered and backed out, and so it has. The line-up this year consists of many interesting numbers such as Hjálmar, Dr. Spock, Múgsefjun and Dísá, so if you want to spend the weekend chilling out at this very limited chill-friendly venue, go ahead. More info and tickets at www.midi.is

Flight of the Sparks at Neskaupsstaður

Just a couple of weeks since the grand finale of Neskaupsstaður's Flight of the Testes is the launch of another flight, a more family-friendly one. The agenda is immensely energetic and massive which every member of the family should find appropriate to get busy with. The volley ball competition is always solid as is the hilarious annual performance by the long forgotten comedy duo Gunni and Felix. In the evening you can ease up with some performances by local bands and go crazy on the dance-floor until morning. Or at least till 3AM. And yeah, alcohol is not cool.

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Organ's One Year Anniversary

It might come as a shock to some, but this most expedient music venue of downtown Reykjavík has only existed for one year. And on this outrageous weekend they plan to celebrate, and celebrate they will. The festival will be layered but on the Friday night the Rock Gods will dominate things and bands such as Mínus, Skátar and Dikta will perform. The Saturday will be more electron-ish with Jeff Who?, amongst others, sustaining the riot. On the final night things will be cooled down with the dreamy chords of My Summer As A Salvation Soldier and Elín. More info at www.myspace.com/organreykjavik

The One That Has It All in Akureyri

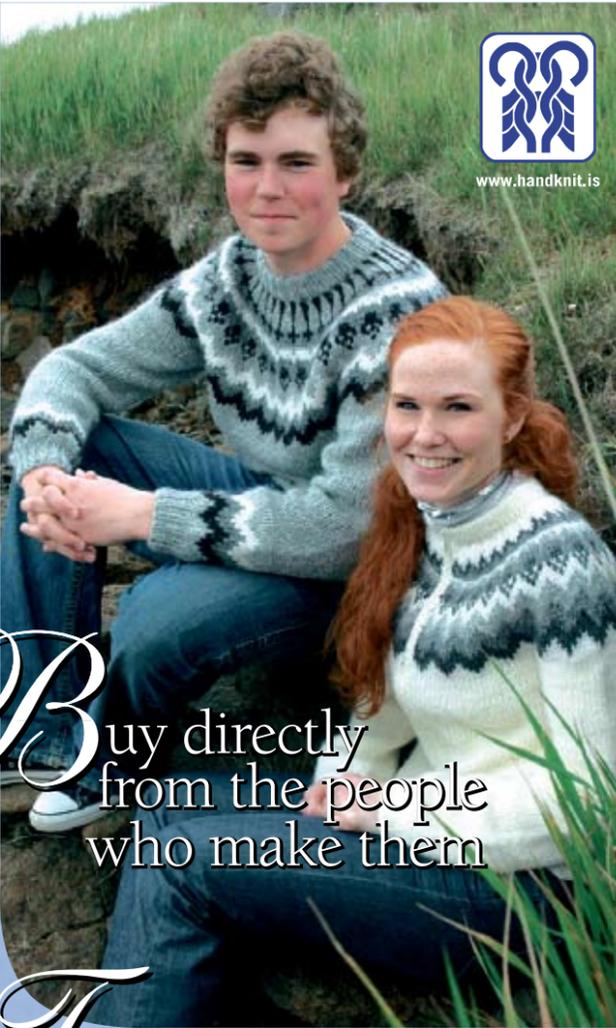
Akureyri, the Capital of the North, of course boasts of a festival of its own and over the years it has been quite a success. It used to be a sweaty and boozy raver combined with the family activities during the day, but the City Council decided that such a controversial festival didn't contribute to good PR. Of all the solutions available, they decided to ban people between the age of 18 and 26 from the campsite without parental guidance. What a bunch of clever people! So if you're 17 you can gather your friends and drink till you puke, but if you're 26 you'll have to get your parents involved if you wish to do the same. More info at www.akureyri.is

Ísafjörður's Swamp- soccer Competition

The annual European championship in Swamp-soccer will take place, as usual, in the Westfjord town Ísafjörður, organized by the Icelandic Swampsoccer Association. You don't have to be a football professional to kick a ball in the mud as this infamous event is all about having fun. Team up with your friends and head straight over, or just show up and one. Expect it to be muddy, violent and messy in all ways possible and make sure to bring loads of booze, your aggressive mood and you might be able to finish the fight. For more info and to register for the tournament see: www.myrbolti.com.



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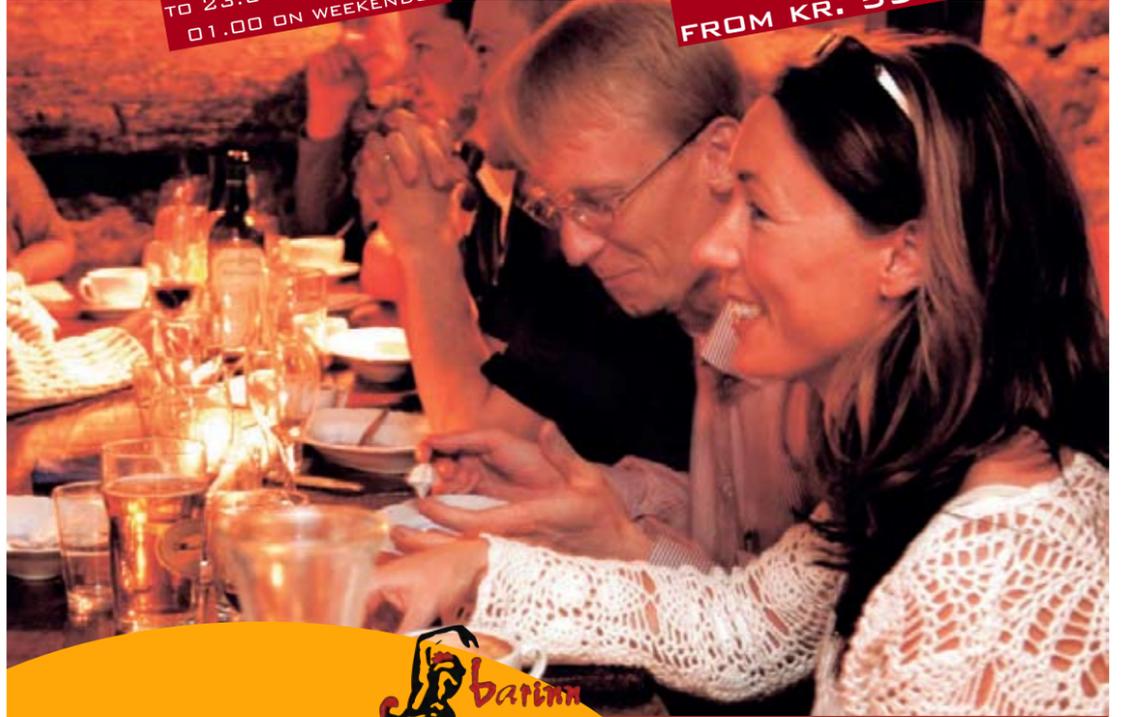
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TASIILAQ'S INHABITANTS HAVE THEIR PRIORITIES STRAIGHT, AND OPTED TO USE THE ONLY FLAT PLOT OF LAND IN TOWN FOR A FOOTBALL FIELD.

Go to Greenland. Now!

Majestic Greenland is only a couple of hours away from Reykjavík. You'd be dumb to miss the opportunity.

DISCLAIMER

Special thanks to Hotel Kulusuk (www.arctic-wonder.com) for providing accommodation, and Air Iceland (www.airiceland.is) for flying us over there.



There was an arctic fox hanging out on the porch of Hotel Kulusuk. He was just kind of lazing about; playfully jumping around as mountains larger than anything I've ever seen trembled in the fading light of a suspended midnight sun. That fox was noble and mysterious in his spring coat; he had a cat-like demeanour, and he approached me when I beckoned him with a catcall. The local Kulusuk women working the clean-up shift at the hotel poked their heads out of a window. "Dangerous!" they yelled, warning me about the perfidious fox and his biting ways. I laughed as I realised he probably had rabies. "Good old fox. You obvious metaphor, you. All mysterious, playful and treacherous; ready to launch your surprise attack. Just like Greenland's unforgiving nature."

Twelve hours into a 30-hour stay in East Greenland, I was already so awe-struck by the place that I found myself talking to an arctic fox. Laughing out loud at him. I will not be able to describe my experience of Greenland adequately in the written word, and serious attempts to do so verbally have thus failed me. Again, I urge you: go to Greenland. Now. If your time and money only allow for a day trip, do that. If you can stretch it further and stay a week or two: do it. The important thing is you go.

Now for an anecdote about arriving in Greenland: As the plane started its slow landing descent, I could see some mountains in the distance. "Look. That's Greenland," I said to Grapevine's photographer, sitting next to me. We gazed at the jagged mountain-scape and gaped at the amazing display of countless icebergs floating in the oceans surrounding it. "Judging by the distance of these mountains, our plane ought to land

in three minutes," I thought. Three minutes passed. We descended further, and those mountains got bigger. "Just touching down now," I thought. Our descent continued still. "These mountains are huge," I thought. "Is this real?" I thought. We finally landed in Kulusuk airport, surrounded by those monsters. It felt good, and they were welcoming. Like soaking in time.

CHECKING IN

Hotel Kulusuk has an excellent and friendly staff. Its charm lies rather in its homeliness (i.e. cartoon polar bear patterned carpeting) than any luxuries, but they certainly provide most things the discerning traveller might want for. Post check-in we made our way down the dirt road to town, passing several tourists on the way. Clear and sunny skies coupled with a soothing breeze made for a wholly unexpected climate that had us soaking our expensive mountain gear in sweat. The local kids we passed, playing in their T-shirts, seemed better accustomed to East Greenland's summer temperatures, but we were glad for our gear when it got cloudy the next day.

Entering Kulusuk, we find the town a sort of loosely knit collection of small, colourful (some faded) houses. Crushed beer cans were strewn casually about, remnants of a winter still in the process of fully passing. Shopping for a snack in the local everything-shop, Pilersuisoq, we encountered the mighty Einar, an Icelandic mountaineer that often guides climbers on expeditions in Greenland. He was shopping for a cartful of cheese, stocking up for a two and a half week excursion to seek out virgin peaks around the Knud Rasmussen glacier. He tells us that when he is done guiding the group

he will return to the peaks of Greenland for his honeymoon.

FINDING GEORG UTUAQ

Preparing for the trip, I rang up Jóhann Brandsón, an Icelander who runs the Kulusuk souvenir shop with his wife Guðrún. They've lived there for ten years. Upon hearing my travel plans, Jóhann gave some basic advice. "Just go to Georg Utuaq. He'll arrange for you to take a boat trip to the glacier. If you give him a bit more money, and the conditions are right, he might take you to Ammassalik. Don't worry about finding him. That won't be a problem"

And it wasn't. Stepping out of Pilersuisoq, I used my broken Danish to ask a local where to find Georg. "Over there," he said and pointed to a house thirty metres in the distance. There stood Georg, amidst piles of wet sleigh-dogs, caring for a grounded boat of his. We told him we'd like to go on a boat trip. That wasn't complicated at all. "Go to the hotel pier," he said. "Either me or my son will be there in an hour to pick you up."

BASKING IN TASIILAQ

After walking around the town for a while, wondering how the inhabitants of those small houses spent their days, we made our way to the pier. Georg's 21-year-old son Justus welcomed us aboard his small speedboat before wordlessly racing off towards the unnamed island that hosts the Apusiajaak glacier. He deftly swerved between the icebergs, stopping for the occasional photo op. By the glacier, all fell silent, and we revelled in it.

We stopped by in Kulusuk on our way to Ammassalik, where we picked up Justus' 19-year-old girlfriend, Saalannuaq, and her friend. The trip was smooth and beautiful, and we barely believed our eyes when our boat docked at the town of Tasiilaq. Tasiilaq is East Greenland's largest township (and first Danish colony), and looked positively gorgeous in the 7 PM sunlight. Basically a larger, better maintained version of Kulusuk, Tasiilaq used what little flatland it has for a football field and thus its houses are scattered all over the hillside. We spent

two hours in town, walking around, talking to the locals and just plain basking in its quaintness. This trip had a lot of basking in it.

A SLIDESHOW

On our way back to Kulusuk, as we passed through the outsea fog, Justus and Saalannuaq pulled out their ultra modern cell-phones to show us a slide show of their life in Kulusuk. Their eighteen-month-old daughter featured prominently in the pictures, as did various scenes from their home life. They depict a happy life, full of love and laughter, one that honours their roots yet is firmly footed in the present. They told us about their life, about Saalannuaq's growing up in Tasiilaq and Justus' job at the Kulusuk airport. And how they spend their days.

When we returned to Kulusuk, we immediately got on a jeep driven by our fabulous hotel manager Lassi. He took us to the top of a mountain, where the U.S. Army used to monitor the Cold War through their radars. The sun was setting, and it was breathtaking. We drove silently back to the hotel, where our friend the arctic fox was rooting through some trash, looking for nourishment. We talked to him for a bit before heading to bed. Tomorrow would bring more adventures. We were beat, and awe-struck. 🐾

TWELVE HOURS INTO A 30-HOUR STAY IN EAST GREENLAND, I WAS ALREADY SO AWE-STRUCK BY THE PLACE THAT I FOUND MYSELF TALKING TO AN ARCTIC FOX. LAUGHING OUT LOUD AT HIM."

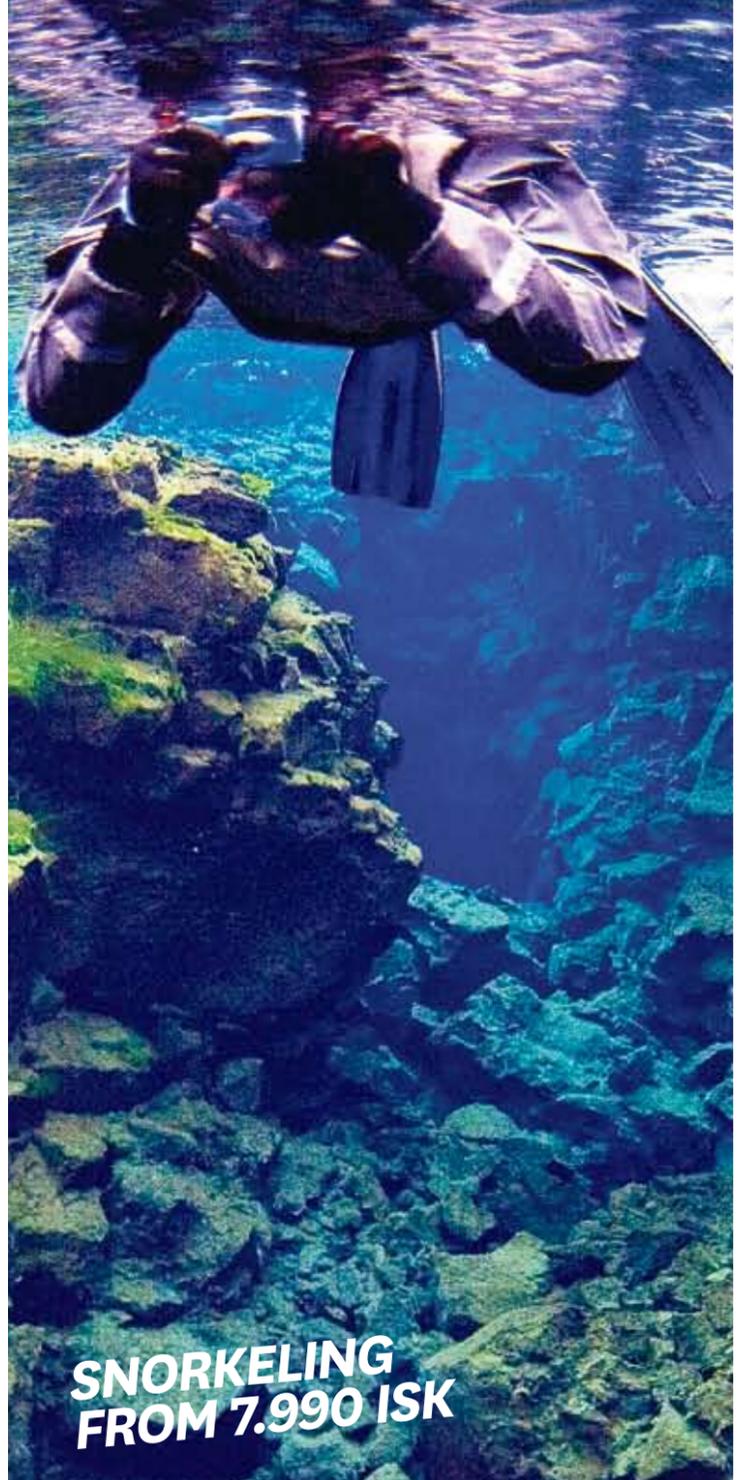




FINDING APPROPRIATE LAND TO PLOT GRAVES IN EAST GREENLAND IS HARD WORK.

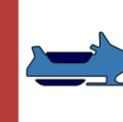
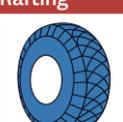


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TOP 5 SPOTS IN ICELAND *by Lucas Quesnel Keller*



Lucas is currently working as a chef at La Primavera and trying to finish up a four piece series for a young man who saw his work at Cafe Hljómalind. His friends at Noland and The Reykjavík Skate Shop just got their screen printing studio up and running, so he's looking forward to doing some cool stuff with them. Noland also has some of his paintings on display, so his advice is for people to go buy some gear and an original LQK painting today. He is an avid skateboarder and got himself a nice long gash up his shin when he was out filming with some friends the other week. His girlfriend made him sleep on the couch until it healed a bit. Lucas is also open for any special requests for art work and can be contacted at lqk@hotmail.com or www.myspace.com/fashionvictimdesign.

- 1 DILLON**
Because of the diversity of the people and the laid back vibe. There are so many bitching characters there, Vincent and Jón Þór, for example. And there is this super hot bar tender there, Iris Ann, I believe her name is.
- 2 KAFFIBARINN**
It is just a cool place except for all of the people who take themselves way too seriously, in my opinion.
- 3 LA PRIMAVERA**
My work place. Great food, great people and Leifur's (head chef and co-owner) love and respect for authentic Italian food is beautiful.
- 4 LANDMANNALAUGAR**
One of the first and most beautiful places I have been in Iceland. But to be honest I love all the countryside I have seen here; it is such a dramatic difference from back home.
- 5 THE FOREST**
Oh wait I must be mixed up, anywhere close to the sea is good place to get away from it all.

TOP 5 ICELANDIC DESIGNERS *by Anna Clausen*

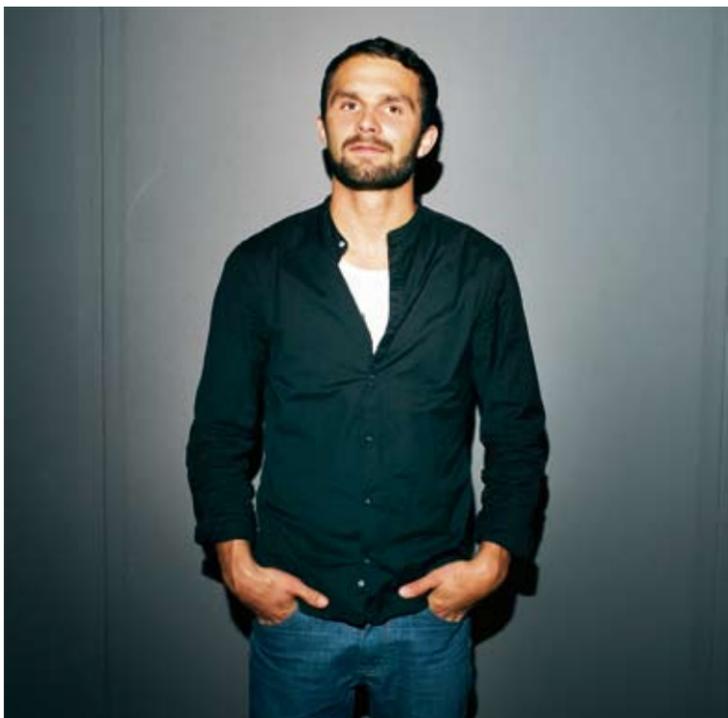


Anna Clausen is a Stylist and co-owner of Belleville menswear store on Laugavegur 55 (www.myspace.com/belleville). She was born in Copenhagen and is half Danish and half Polish.

After finishing her studenterek-samen (Entrance examination into University) she moved to London to study Fashion Media Promotion and Fashion Photography & Styling at the London College of Fashion. She started her early career as a stylist working for magazines such as Purple, Dazed & Confused, Nylon, Lodown and Exit magazine. She now runs Belleville with Bjarni Einarsson, and teaches fashion at LHÍ and EMM School of Makeup and works as a stylist on commercials and in collaboration with local talented Icelandic designers on an array of different projects. In addition to the brands named above, Anna also gives a shout out to Hidden Goods, Eygló and STEINUNN.

- 1 ÁSTA CREATIVE CLOTHES**
Her knitwear and skins have a Gothic twist that I appreciate.
- 2 AFTUR**
Because it is an original in the Icelandic fashion history.
- 3 STARKILLER**
It's cyber punk.
- 4 RAXEL**
I'm so excited to see her shoes!
- 5 E-LABEL**
If Batman were a woman she would wear E-label.

TOP 5 ICELANDIC ALBUMS *by Benedikt Freyr Jónsson*



Benedikt Freyr Jónsson, better known as DJ B-Ruff, is a well-known character in the Icelandic music and nightlife scene. A seasoned turntablist, B-Ruff is a member of hip-hop group Forgotten Loes and also the electro band Bloodgroup. He recently came back home to Iceland from the Roskilde Festival where he and Bloodgroup performed for approximately 5.000 at the Pavillion Junior. They will also perform at the LungA festival as well as the upcoming Grimmeste festival in Denmark, followed by a concert in Berlin. Up until recently, Benni could be found working at Skífan during the day and setting dance-floors upside down by night, but he is now focussing on a new job and upcoming projects.

- 1 SUBTERANEAN – CENTRAL MAGNETISM**
This album marked a turning point in Icelandic hip-hop and paved the way for a lot of what's happening today. Great beats and enjoyable rapping from Magse, Cell 7 and Charlie D as well as tracks featuring Blackfist and Bounce Brothers.
- 2 EMILIANA TORRINI – FISHERMAN'S WOMAN**
Fisherman's Woman was to me the Christmas album for the 2005 holidays, a comfy record that you could put on to relax. Great lyrics and sound. Emiliana Torrini surprised me with this album.
- 3 BJÖRK – VESPERTINE**
A little heavy but it's really impressive how well Björk's voice mingles with Valgeir Sigurðsson's instrumentals. My favourite Björk album.
- 4 SKÚLI SVERRIS – SERÍA**
A fun, relaxing album that I listen to now and again.
- 5 EINAR SCHEVING – CYCLES**
I haven't completely made up my mind about this album but it still springs to mind. A really well made album worth a second look.

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Stuffed with stuff

"My 2 Birds have just begun to fly and have the whole world ahead of them."

Director Rúnar Rúnarsson on his new award-winning short-film

PAGE 8

Whether swivelling your head with the moshers in front of the stage or kicking it back at the bar with a triple whiskey on the rocks (which has to be the official festival drink), you were all part of the same big, happy metal family.

A Grapevine reporter experienced the power of metal at the Flight of the Testicles

PAGE 16

"It's all about doing it at the actual location. The location is almost more important than the story as the places are very much central to the action. For the first shoot, I'm going to Snæfellsjökull where I will dress up as Bárður (Snæfellsás) and have a cup of tea."

Artist Fergal McCarthy plans to follow in the footsteps of Vikings

PAGE 26

Amazed by the colours as the incredible underworld landscape that appeared underneath me with neon-green algae, beige rocks and spooky caves, I was soon lost in my own thoughts, lazily scouting for curious sights in the water.

Snorkelling in the Silfra fissure

PAGE 32

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What:

[A Century of Stórval](#) **(B6)**





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Music

THE CUBAN ENSEMBLE UNITES ONCE MORE

The original album by the veteran Cuban musicians in Buena Vista Social Club is said to be the biggest selling world-music album ever. With a colourful and creative history, The Buena Vista Social Club was a members club in Havana, Cuba, during the 1940s. In the 1990s, nearly 50 years after the club sounded its last note, Cuban musician Juan de Marcos González and American guitarist Ry Cooder made fresh recordings with traditional Cuban

musicians, some of whom were original members of the club during its heyday. Luckily for us, the legend of Buena Vista Social Club goes on. After a short absence, the jazz and world music community of Iceland is proud to pay host to these inspirational musicians, and once more welcome the amazing brass, passionate rhythms and sensational melodies into our ears and hearts. Tickets cost 4.900 ISK and can be bought at www.midi.is

What:
The Buena Vista Social Club
When:
July 24
Where:
Vodafone höllin



Music

MUGISON RETURNS

Visitors looking for a taste of true Icelandic rock music must be sure to take in Mugison at NASA on the 25th. With a gig count of over 50 shows in the last few months and the trustworthy task of touring with sound warriors 'Queen Of The Stone Age', Mugison and his band will unite for a final gig for a while a. Tickets cost 1.000 ISK

Where:
NASA, at Austurvöllur
When:
July 25

1 E6

Music

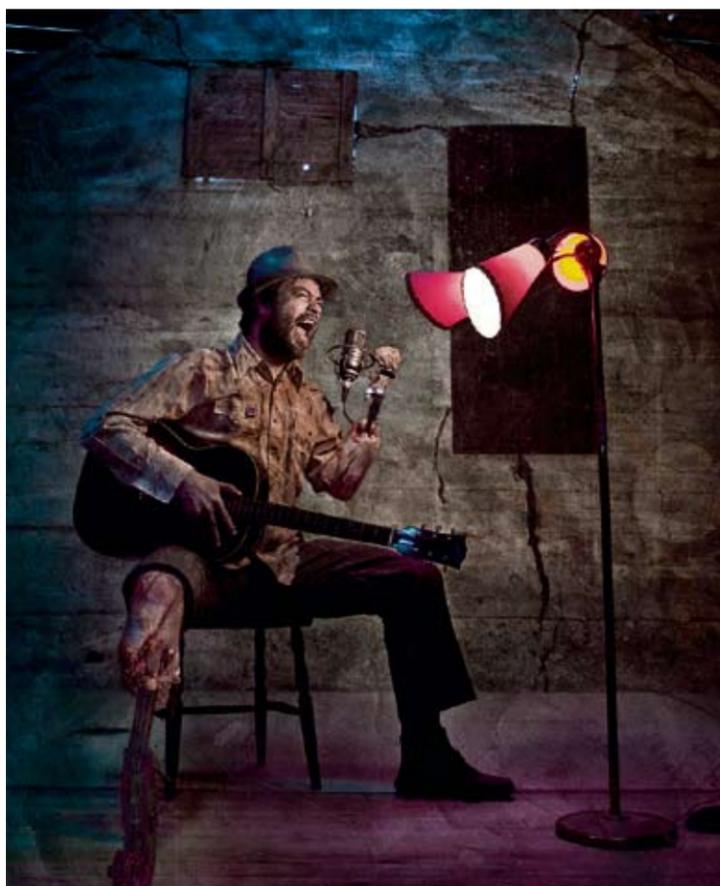
KIMI'S MUSIC TRAIN PARKS AT NASA

For a look at the pure musical talent that Iceland has to offer, Kimi Records' Summer tour has played Iceland's freshest venues for the past few days, bringing the loud and funky beats to people around the country. The tour has featured four main bands signed with the label, Benni Hemm Hemm, Borko, Morðingjarnir and Reykjavík!. The train drove off in Stokkseyri and concludes in the epitome of the Reykjavík music scene, NASA. On July 18, the group will play at the art festival LungA in Seyðisfjörður, followed by a show in Höfn í Hornafirði (where the lobsters are as hot as the music).

To catch the final laps of the tour, more information can be found at kimi-records.net/tour. T-shirts, CDs and other music paraphernalia will be sold at the concerts so patrons are advised to bring lots of cash for all the goodies available before and after the show. Special discounts are offered on Kaldi so a good thirst for beer as well as music is a must. The concerts start at 20:00 and the admission fee is 1.000 ISK.

What:
Borko, Benni Hemm, Hemm, Morðingjarnir and Reykjavík!
When:
July 23
Where:
NASA, at Austurvöllur

2 E6



If you would like to be included in the Grapevine listings, free of charge, contact the Grapevine by email at listings@grapevine.is.

Music & Entertainment

FRIDAY JULY 18

- **Iðnó**
Dísa concert. For more info see www.midi.is
- **Kaffibarinn**
Alfons X
- **Prikið**
Jenni & Franz followed by Danni Deluxe.
- **Sólon**
DJ Brynjar Már
- **Organ**
DJ Maggi Lego – Italo Disco night
- **Vegamót**
DJ Jónas Óli
- **Q-Bar**
Sexual Chocolate & Hressi Svenni. Pop and House music night.
- **Tunglið**
Jón Jónsson presents: Trentemøller and Kasper Björke

SATURDAY JULY 19

- **Hallgrímskirkja**
The International Organ Summer – Performance by the Norwegian organist, conductor and composer Bjørn Andor Drage. Admission is 1.000 ISK and the concert starts at noon.
- **Kaffibarinn**
DJ Árni Sveinsson
- **Prikið**
Ladies Night: DJs Anna, Rósa and Sara.
- **Organ**
Singapore Sling Concert featuring The Way Down and Kid Twist. Starts at 10 PM.
- **Sólon**
DJ Brynjar Már (upstairs) and DJ Rikki G (downstairs).
- **Q-Bar**
Steed Lord Concert. Admission is 1.000 ISK.
- **Vegamót**
DJ Símon
- **NASA**

DJ Adam Freeland. Tickets (2.000 ISK) can be bought at Mohawks shop on Laugavegur. Starts at midnight.

SUNDAY JULY 20

- **Hallgrímskirkja**
The International Organ Summer – Performance by the Norwegian organist, conductor and composer Bjørn Andor Drage. Admission is 1.500 ISK and the concert starts at 8 PM.
- **Prikið**
Hangover Cinema – starts at 10 PM.

MONDAY JULY 21

- **Prikið**
Jón Tryggvi

TUESDAY JULY 22

- **Prikið**
Performance by Fuck You I Won't Do What You Tell Me.
- **Q-Bar**
Open Mic Night with Elín Ey and Myrra. Starts at 10 PM.

WEDNESDAY JULY 23

- **NASA**
Kimi Records Summer-joy featuring Benni Hemm Hemmm, Reykjavík! Borko and Morðingjarnir
- **Prikið**
Performance B Party.
- **Sólon**
110 Electronic Session featuring DJ Andres

THURSDAY JULY 24

- **Dómkirkjan (The Reykjavík Cathedral)**
The International Organ Summer – Performance by Svafa Þórhallsdóttir, horn and Sigrún Magna Þórsteinsdóttir, organ. Admission is 1.000 ISK and the concert starts as a quarter past noon.
- **NASA**
Damien Rice Concert. (Sold Out)
- **Organ**

- Performance by DLX ATX
- **Prikið**
DJ Jón Atli
- **Sólon**
DJ Ingó
- **Q-Bar**
50's night with Diva de la Rósa.
- **Vegamót**
DJ Danni Deluxe
- **The Vodafone Field**
Buena Vista Social Club concert. For more information see www.midi.is

FRIDAY JULY 25

- **Café Cultura**
DJ Lazer
- **Kaffibarinn**
DJ Jack Schidt
- **NASA**
Mugison concert. Admission is 1.000 ISK.
- **Prikið**
Búðabandið followed by DJ Kári.
- **Sólon**
DJ Brynjar Már
- **Q-Bar**
Disco night with Hunk of a Man
- **Vegamót**
Mr. Gorilla Funk/Hlynur

SATURDAY JULY 26

- **Café Cultura**
DJ Maggi Lego
- **Hallgrímskirkja**
The International Organ Summer – Performance and improv by the Finnish concert organist Kalevi Kiviniemi. Admission is 1.000 ISK and the concert starts at noon.
- **Kaffibarinn**
Alfons X
- **Prikið**
Performance by Hit Me Baby One More Time followed by Danni Deluxe.
- **Sólon**
DJ Brynjar Már (upstairs) and DJ Rikki G (downstairs).
- **Q-Bar**
Studio 54 Night. Starts at 10 Pm.
- **Vegamót**
Gullfoss og Geysir

SUNDAY JULY 27

- **Hallgrímskirkja**
The International Organ Summer – Performance by the Finnish organist, arranger and composer

Music & Entertainment | Venue finder

22 Laugavegur 22 | **G7**
A popular place among the city's party scenesters, this three storied bar makes for a great night out with chatting upstairs and dancing downstairs with regular DJs.

Amsterdam Hafnarstræti 5 | **E6**
Kaffi Amsterdam seems to have been around forever, though recently it's been reinvented as a live venue. Good music, cheap beer, and colorful characters to be found.

Apótek Austurstræti 16 | **E5**
Sporting a chic and pristine interior with a blend of modern minimalism and ornate baroque, a decent spot with eager service and an international menu.

B5 Bankastræti 5 | **F6**
By day a chic little bistro with good food and a prime location for Laugavegur people watching | by night a stylish bar with a "whiskey room" and manhattanesque clientele.

Bar 11 Laugavegur 11 | **G6**
A happening Rock hangout right on Laugavegur, brings in the Iceland rock scene whether on the jukebox or in person mainly on Tuesdays but throughout the week.

Belly's Hafnarstræti 18a | **E5**
Belly's deserves praise for having the cheapest bar prices around. Good for anyone looking for a deal, there are enough tables for everyone and TVs for sport | watching.

Boston Laugavegur 28b | **H6**
A fresh addition to the Reykjavík bar scene. Roomy bar floor, nice sofas and stylish interior make this a comfy café as well as a tavern with good, unintrusive music.

Café Cultura Hverfisgata 18 | **G6**
Situating in the inter-cultural centre, Cultura is a café/bar with a cosmopolitan feel. The menu features all sorts of international dishes, alongside the staple salad and sandwich.

Café Paris Austurstræti 14 | **E5**
With an outdoor terrace, this café gets busy on sunny days. With a cosy interior, fine menu and attentive service, it makes a fine spot for evening dining as well.

Café Victor Hafnarstræti 1-3 | **D4**
A hangout for older foreigners, Victor attracts a diverse crowd, both in age and origin, a rule that extends to the musicians that play there.

Celtic Cross Hverfisgata 26 | **H6**

Arguably the most authentic Irish pub in town, a very lively space with live music every night, sometimes two bands playing at once.

Dillon Laugavegur 30 | **H7**
The quintessential rock pub Dillon serves moderately priced drinks, and has pretty good music, too. The mix of students and tattooed tough guys always creates a fun atmosphere.

Domo Þingholtstræti 5 | **F6**
The elegantly decorated Domo serves delicious French-Asian cuisine, excellent sushi and has a great wine list. A sure choice.

Dubliner Hafnarstræti 4 | **E5**
The city's main Irish pub attracts quite a lot of foreigners, though there's an influx of locals on weekends. Good if you're looking for the darker stuff on tap.

Glaumbar Tryggvagata 20 | **E4**
The premier sports bar in town, though after the final whistle, DJs take the floor and begin a night of feverish dancing.

Grand Rokk Smiðjustígur | **G6**
As its Viking theme accurately displays, this hardcore chess hangout is no place for the lily | livered. Take the

pub quiz on Fridays at 17.30, the winner gets a free case of beer!

Hressó Austurstræti 20 | **E5**
With a spacious neutral interior, pleasant courtyard and a varied lunch menu, Hressó attracts no specific type of crowd. Tap beer and music makes a fair hangout on weekends.

Hverfisbarinn Hverfisgata 20 | **G6**
After a long line, you'll get in and wonder what all the fuss was about. You may end up here if you're still going at 4 on a Sunday morning, in which case it's just as good as any.

Kaffi Hjómáland Laugavegur 21 | **G6**
This organic, free-trade café prides itself not only on great food and coffee but being a strong cultural center, hosting live music as well as lectures and poetry nights.

Kaffibarinn Bergstraðastræti 1 | **F6**
A popular place to grab a drink after work, this daytime coffee joint roils with nighttime activity on weekends with live DJs. Parties often pound until dawn.

NASA Þorvaldsenstræti 2 |
The cornerstone of Reykjavík nightlife, NASA has multiple bars and hosts some

of Reykjavík's best bands. Shows go on all night long on weekends.

Næsti Bar Ingólfrstræti 1A | **F6**
On nights where queues snake down Laugavegur, Næsti Bar can be great place to sneak off to and chat with friends over a beer. Frequentated also by the literary and acting elite.

Óliver Laugavegur 20A | **H7**
This stylish nightclub attracts a glamorous crowd of crazy dancers that may not be for everyone. In which case, air | conditioning and fine food make Oliver a good lunch spot.

Ólstofan Vegamótastígur | **G6**
No tricks here. You'll want just simple beer in this simple pub. Also the hangout for Reykjavík intellectual circles.

Organ Hafnarstræti 1-3 | **E4**
This trendy bar and concert venue presents a wide range of international and local musicians from all levels of renown. Shows 4 times a week, lasting late on weekends.

Prikið Bankastræti | **F5**
Part of the Reykjavík bar scene for decades, this café/bar has a fairly cheap menu and attracts a mix of students and old regulars.

R&B and Hip-Hop plays on weekends.

Q-Bar Ingólfrstræti 3 | **F6**
A roomy gay/straight bar and a welcome addition to downtown nightlife. Some of the best DJs in town play regularly, making it an especially lively space on weekends.

Rex Austurstræti | **E5**
Rex is quite fancy and you may feel out of place if you don't dress up a bit. Definitely one of the more posh spots in town.

Sólon Bankastræti 7A | **F5**
Truly a jack | of | all trades establishment. By night a decent restaurant, by day a café/bistro and on Friday and Saturday nights a nightclub. Art exhibitions on the walls to top it off.

Thorvaldsen Austurstræti 8 | **E5**
Dress formally for this fancy spot, and come before 12 to avoid a long line. DJs play Thursdays, Fridays and Saturdays.

Vegamót Vegamótastígur 4 | **G6**
Vegamót's kitchen is open until 22.00 daily and sports an appealing lunch menu. Come for a tasty brunch on weekends. If you like Óliver, try Vegamót and vice versa.

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Appr. 1-3 hour without guide. Particularly interesting possibility for families and individuals, where participants can explore by themselves the amazing labyrinth of the swamp. Map of the area is in the reception. Notice that the area is absolutely safe.



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Listings

Kalevi Kiviniemi. Admission is 1.500 ISK and the concert starts at 8 PM.

- **Prikið**
Hangover cinema – starts at 10 PM.

MONDAY JULY 28

- **Prikið**
Performance by Jude.
- **Q-Bar**
Open Mic Night with Elín Ey and Myrra.

WEDNESDAY JULY 30

- **Prikið**
DJ Rósa
- **Sólon**
110 Electronic Session featuring DJ Andres and guest DJs.
- **Organ**
FALK concert featuring Oberdada von BRÜTAL, Krakkbot, Auxpan, AMFJ and DJ Djammhammar.

THURSDAY JULY 31

- **Dómkirkjan (The Reykjavík Cathedral)**
The International Organ Summer. Performance by Kári Þormar, organ. Admission is 1.000 ISK and the concert starts at a quarter past noon.
- **Organ**
The Tommy Gun Preachers
- **Prikið**
Kárius & Baktus
- **Sólon**
DJs Ingó and Einar Ágúst
- **Vegamót**
DJ Símon

Art

- **101 Gallery**
July 4 – August 15
Aðlögun (Adaptation): Exhibition by Jóna Hlíf Halldórsdóttir
- **ASÍ Art Museum**

June 21 – August 24
Currents: Masterpieces from the ASÍ Art Museum Collection

- **The Culture House**
Permanent exhibitions:
–Medieval Manuscripts; The Library Room.
Current exhibitions:
–Surtsey / Genesis
The exhibition traces the emergence and evolution of the island Surtsey until the present day and predicts its geographical and ecological development over the next 120 years.
–From Beyond the Oceans
Translations and original writings by Helgi Hálfðanarson
–The thematic exhibition currently on view in the Library Room is dedicated to Helgi Hálfðanarson's translations and original writings.
–The Late View – Halldór Laxness' Photographs
–Nobel Laureate and cosmopolitan Halldór Laxness was better known for his writing but proved to be also a good photographer. This is an exhibition of his works.
–Exhibition Series
Ásta Ólafsdóttir displays her artwork at the Culture Shop.
- **The Einar Jónsson Museum**
Permanent exhibition:
The work of sculptor Einar Jónsson.
- **Fotografi**
July 5 – August 2
Mist: Photographic exhibition by Berglind Björnsdóttir
- **Gallery StartArt**
July 3 – July 30
Exhibition by Berit Lindfeldt.
April 16 – July 30
Heima: Exhibition by Anna Eyjólfsdóttir, Ása Ólafsdóttir, Magdalena Margrét Kjartansdóttir, Ragnhildur Stefánsdóttir, Þórdís Alda Sigurðardóttir and Þuríður Sigurðardóttir.
- **Gallery Ágúst**
July 5 – July 26
Summershow: Overview of the gallery's first year.
- **Gallery Fold**
Current exhibition: Gallery Fold's summer exhibition. Paintings

- by Ásgrímur Jónsson, Jón Stefánsson, Jóhannes S. Kjarrval, Finnur Jónsson, Þorvaldur Skúlason, Jóhann Briem and Nína Tryggvadóttir
- **Gallery Ibiza Bunker**
July 18
Sigla á ný mið / Blóð og tár: Eagle vs. Raven exhibition
August 1
Ibiza Breeze in the Bunker: Ragnheiður Káradóttir and Sigríður T. Túlinius exhibition
- **Gallery Kling & Bang**
July 4 – August 8
Artist on the Verge of Something II
- **Gallery Turpentine**
Current Exhibition:
Paintings by Stórvall
- **Gel Gallery**
July 5 – July 22
Effervescent Delights: Exhibition by Namita Kapoor
- **Gerðuberg Cultural Centre**
May 3 – Sep 7
Between Mountain and Shore: Exhibition of landscape paintings from popular-artist couple Michael Guðvarðarson and Ósk Guðmundsdóttir
May 3 – Sep 7
Magical Beings From the Folk Tales of Iceland: Drawings from Jón Baldur Hlíðberg
4 March – 7 September
A Date with Collectors III: All of the exhibition pieces are connected with music in one way or another!
- **i8 Gallery**
July 10 – August 9
Exhibition by Hamish Fulton
- **Living Art Museum**
May 26 – August 2
Dieter Roth's Bookwork Exhibition
- **The Lost Horse Gallery**
Jun 17 – July 22
Independence Day Painting Exhibition (Curated by Davíð Örn Halldórsson and Alexander Zaklynsky): Features works by a group of Icelandic painters
- **The National Film Archive of Iceland**
The National Film Archive of Iceland screens old movie classics and masterpieces twice a week for 500 ISK per ticket.



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Numismatic Museum



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Situated in the Central Bank's main building in Kalkofnsvegur 1, Reykjavík. Open Mon.-Fri. 13:30-15:30. Free admittance.

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Art | Venue finder

- 101 Gallery**
Hverfisgata 18A | **F6**
Thu-Sat 14-17 and by appointment
www.101hotel.is/101hotel/101gallery/
Located in the 101 Hotel, features a broad selection of international and local contemporary art.
- Artótek**
Tryggvagata 15 | **D5**
Mon 10-21, Tue-Thu 10-19, Fri 11-19, Sat and Sun 13-17
www.sim.is/index/islenska/Artotek
An Icelandic art exhibition space and art dealer. Pieces are available for purchase or lease.
- ASÍ Art Museum**
Freyrugata 41 | **G10**
Tue-Sun 13-17
Run by the ASÍ labour union, features mostly contemporary Icelandic art. Free entry.
- Árbæjarsafn**
Kistuhylur 4
An open-air museum featuring arts-and-crafts fairs and exhibitions in the summer.
- The Culture House**
Hverfisgata 15 | **F6**
Open daily 11-17
www.thjodmenning.is
A Museum of Icelandic cultural history, with an ongoing exhibition of the original manuscripts of the sagas and eddas.
- Dwarf Gallery**
Grundarstigur 21 | **H8**
Opening Hours: Fri and Sat 18-20
www.this.is/birta
An independently run basement Gallery. Gallery Dwarf hosts exhibitions which speak straight to the

- hearts of the "cute" generation.
- The Einar Jónsson Museum**
Eiríksgata | **G9**
Tue-Sun 14-17
www.skulptur.is
Features a permanent exhibition on the sculptor Einar Jónsson as well as temporary exhibits.
- Fotografi**
Skólavörðustígur 4a | **F7**
www.fotografi.is
Features photographic exhibitions by local photographers.
- Gallery 100°**
Bæjarháls 1
www.or.is/Forsida/Gallery100/
Open weekdays from 08:30-16:00
An art museum run by the Orkuveita Reykjavíkur energy corporation. Features contemporary art by Icelandic and foreign artists.
- Gallery Auga fyrir Auga**
Hverfisgata 35 | **G7**
Independently run art museum featuring Icelandic art.
- Gallery StartArt**
Laugavegur 12B | **G7**
Tue-Sat 1-17
www.startart.is
Contemporary Icelandic and foreign art. Admission is free and the gallery is run without any government funding.
- Gallery Ágúst**
Baldursgata 12 | **F9**
Wed-Sat 12-17
www.galleriagust.is
Galleri Ágúst is a contemporary art gallery in the centre of Reykjavík. With an

- ambitious programme of exhibitions, it also presents and sells artwork of Icelandic and international artists.
- Gallery Fold**
Rauðarárstígur 14-16 | **J9**
Mon-Fri 10-18 / Sat 11-16 / Sun 14-16
www.myndlist.is
More of an art auction than just a gallery, Fold also evaluates and exhibits art.
- Gallery Ibiza Bunker**
Þingholtsstræti 31 | **F7**
Open Fridays 17-20
www.myspace.com/ibizabunker
This gallery is actually a project by one of Hitt Húsió's creative summer groups. Art by the young folks, for the young folks.
- Gallery Kling & Bang**
Laugavegur 23 | **G7**
Thurs-Sun from 14-18
this.is/klingogbang/
Exhibits upcoming and established contemporary artists as well as hosting screenings, lectures and performances.
- Gallery Turpentine**
Ingólfrstræti 5 | **F7**
Tue-Fri 12-18 / Sat 11-16
www.turpentine.is
Houses a collection of Icelandic contemporary artwork as well as works from old Icelandic masters both for display and sale.
- Gel Gallery**
Hverfisgata 37 | **H7**
Mon-Fri 13-18 / Sat 11-16 / Sun 14-16
www.myspace.com/gallerigel
Both an art gallery and a barber shop. Way cool.

- Gerðuberg Cultural Centre**
Gerðuberg 3-5
Mon-Thu 11-17 / Wed 11-21 / Thu-Fri 11-17 / Sat-Sun 13-16
www.gerduberg.is
Located in Breiðholt, the Gerðuberg cultural centre hosts both exhibitions and events.
- Hitt Húsió**
– **Gallery Tukt**
Pósthússtræti 3-5 | **E6**
www.hitthusid.is
Initially thought of as a hobby centre to keep the youth from drinking, Hitt húsió is still operational and organises events as well as hosting art exhibitions in their Gallery – Gallery Tukt.
- i8 Gallery**
Klapparárstígur 33 | **G7**
Tue-Fri 11-17 / Sat 13-17 and by appointment. www.i8.is
Represents work by an eclectic mix of Icelandic and international contemporary artists.
- Living Art Museum**
Vatnsstígur 3 – **G7**
Wed, Fri-Sun 13-17 / Thu 13-22. www.nylo.is
A non-profit gallery that organises 8-10 larger exhibitions every year as well as other cultural events.
- Lost Horse Gallery**
Skólalátræti 1 | **F6**
Weekends from 13-19 and by appointment on weekdays.
Located in a renovated stable off Laugavegur, features work by local artists.
- The National Film Archive**
Hvaleyjarbraut 13
www.kvikmyndasafn.is
The National Film

- Archive of Iceland screens old movie classics and masterpieces twice a week for 500 ISK per ticket.
- The National Gallery of Iceland**
Frikirkjuvegur 7 | **E8**
Tue-Sun 11-17
www listasafn.is
Houses the national art collection and is the centre of research and documentation of Icelandic art.
- The National Museum**
Suðurgata 41 | **C9**
Open daily 10-17
natmus.is/
Established in 1863, this museum features exhibits on Icelandic cultural heritage.
- The Nordic House**
Sturlugata 5 | **C11**
Tue-Sun 12-17
www.nordice.is/
Explores and promotes Scandinavian culture with regular lectures, films and exhibitions.
- The Numismatic Museum**
Einholt 4 | **K9**
Open Mon-Fri 13:30-15:30.
Presents a cultural history of Iceland through analysis of collected coins, medals and books.
- Reykjavík 871+/-2**
Aðalstræti 17 | **D6**
Open daily 10-17
Museum on the founding of Reykjavík. Located in the oldest house in the city. Tours in English on Mondays and Saturdays at 14.00
- Reykjavík Art Gallery**
Skúlagata 28 | **H6**
Tuesday through Sunday 14-18
The city's public art

- gallery features works by Icelandic artists.
- Reykjavík Art Museum**
Open daily 10-16
www listasafnreykjavikur.is
Ásmundur Sveinsson Sculpture Museum
Sigtún Hafnarhús
Tryggvagata 17 | **E5**
Kjarvalsstaðir
Flókagata | **K11**
Specialising in contemporary art by local and international artists. Free entrance.
- Reykjavík City Theatre**
Listabraut 3
Presenting Icelandic music and dance performances as well as dramatic theatre, produces six new shows each year.
- Reykjavík Maritime Museum**
Grandagarður 8 | **C3**
With a fishing trawler-turned-exhibit space, educates on the maritime and fishing traditions of Iceland.
- Sigurjón Ólafsson Museum**
Laugarnestangi 70
Features a permanent exhibition of sculptor Sigurjón Ólafsson's works.
- Reykjavík Museum of Photography**
Tryggvagata 16 | **D5**
Weekdays 12-19 / Sat-Sun 13-17
www.ljosmyndasafnreykjavikur.is
Features work by local and international photographers, as well as an archive on the history of photography.

Music STEED LORD RETURN TO THE STAGE

Incredible dance icons Steed Lord feature in concert at the hottest gay-bar in Iceland, but this will be the band's first gig after a heavy car crash three months ago. Hipsters, divas, drinkers, non-drinkers and everyone in between are welcome to come and pay homage to these four fresh young and ridiculously hip talents. Self described as 'Crunk Electro House music with a slick gangsta twist',

it is impossible to ignore the amazingly produced work that goes into Steed Lord's loud and unmistakable sounds. Expect 80's synths, dance brakes and slamming guitar solos that will insure a great night for dance lovers and those who wish to party the night away. For a preview check out www.myspace.com/steedlord.

Where:
Q-Bar, Ingólfsstræti 3
When:
July 19

3 F7



Music EXPERIMENTAL MAYHEM AT ORGAN

On July 30, the new experimental artists collective FALK will bring you a crazy night of electronic creativity. FALK is the brainchild of Baldur Björnsson and Aðalsteinn Jörundsson who launched the company last December. They release music and publish and promote everything related to art. Its recent incarnation finds itself at Organ with four of Iceland's most creative noise artists; an audio phonic mix of the entrepreneurial band Auxpan who has been featured in WIRED magazine, Krakkbot, Oberdada Von Brutal and stunning newcomer AMFJ. This cocktail of experimental sound will also be layered with the

support of DJ Djammmhammar who will add his own flavours to the mix of fresh talent. FALK will reward the first signatures on their mailing list with some free recordings of the night, so better show up early. The concerts start at 21:00 and admission is free.

When:
July 30
Where:
Organ, Hafnarstræti 1-3

4 E6



Art EXPLORE PUBLIC ART ON THE STREETS

Working out what Iceland is can be quite confusing. In summer, the streets are warmer, the sky is constantly bright and the natives are interspersed with tourists in bright anoraks who seemed blown away by what they see. Then in winter, it is dark, far quieter, covered with snow and harsh at the best of times, its creature comforts and beautiful architecture seemingly overshadowed by the darkness. For so many people flocking here to see 'what Iceland is' this becomes a mixture between braving harsh weather and mixing with those who live here, who choose to fit, and have always just gotten on with it and those who decided to break the mould and create an Iceland that can be seen in a number of different and challenging ways. Surrounding these people is a city that has been described as an epically sized artist's canvas. The art that grows up around and in some cases encapsulates Reykjavík had been seen as a creative mix by some and almost a battle by others, between the corporate statues and sculpture and the urban art that has kept Iceland's image fresh and alive. In some cases just cold graffiti, but in most creative, individual and inspiring street designs that give the city an edge, a humour and an individuality seen nowhere else in the world. On July 24, Sigurlaug Ragnarsdóttir will lead a travel around the capital focusing on the legacy of the people's art and the capitals monuments in the centre of Reykjavík.

Where:
Departing from Reykjavík Museum, Hafnarhús.

When:
Thursday July 24 at 8 pm

5 E6

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31 May - 31 August 2008



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Reykjavík Museum of Photography



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Listings

○ **The National Gallery of Iceland**

July 10 – September 28
Exhibition: Highlight of Icelandic Art

○ **The National Museum**

Permanent exhibition:
The Making of a Nation
June 6 – January 21
Over the Ocean and Home:
Icelandic artefacts from Sweden.
May 16 – Sept 14
Endurkast (Reflection):
Cooperative photography
exhibition between eight Icelandic
photographers.
May 16 – Sept 14
In the Mist: Exhibition by French
photographer Thomas Humery.
May 15 – Sept 1
Lífshlaup: Cooperative project
between The University of Iceland
and the National Museum.

○ **The Nordic House**

June 14 – August 31
An exhibition celebrating the 40th
anniversary of the Nordic House.

○ **The Numismatic Museum**

Permanent exhibition:
The Central Bank of Iceland and
the National Museum of Iceland
jointly operate a numismatic
collection consisting of Icelandic
notes and coins.

○ **Reykjavík 871 +/- 2**

Permanent exhibition:
The Settlement Exhibition

○ **Reykjavík Art Gallery**

Current exhibition:
Magnús Tómasson, Pétur Már
Pétursson and Tolli

○ **Reykjavík Art Museum – Ásmundur Sveinsson Sculpture Museum**

May 20 – August 10
The Shape of Line
A new retrospective of works
by Ásmundur Sveinsson. The
exhibition focuses on abstract
works from 1945 onwards.

○ **Reykjavík Art Museum – Hafnarhús**

May 15 – August 24
Hafnarhús – Experimental
Marathon Reykjavík: Hafnarhús
turns into a major laboratory
where leading artists, architects,
film-makers, and scientists
will create an environment
of invention through various
experiments and performances
(in English). Curated by Hans
Ulrich Obrist and Ólafur Elíasson.

○ **Reykjavík Art Museum – Kjarvalsstaðir**

18 May – 31 August
Dreams of the Sublime and
Nowhere in Contemporary
Icelandic Art:
This exhibition includes many
new works of photography
and video art by Iceland's most
outstanding artists, building on
their disparate ideas about nature
as a phenomenon.

18 May – 20 July
I Hate Nature/Aluminati:
Installation by Martha Schwartz

18 May – 31 August
Where Am I?: An exhibition in
which children and adults can
contemplate their planet, their
country, and the landmarks of
their environment.

18 May – 31 December
Jóhannes S. Kjarval – Key
Works: The current exhibition
in Kjarvalsstaðir's east gallery
features key works from the
museum's collection along
with works on loan from the
Labor Unions' Art Gallery and
from the collection of Ingibjörg
Guðmundsdóttir and Þorvaldur
Guðmundsson.

○ **Reykjavík Maritime Museum**

Current Exhibitions:
Living Museum by the Sea;
Arterial for Country and City;
From Poverty to Abundance; The
Shark – Light and Life Energy;
Hidden Craftsman.

○ **Reykjavík Museum (Árbæjarsafn)**

Current exhibitions:
Building Techniques in Reykjavík
1840-1940; Disco and Punk –
Different cultures?; Christmas is
Coming; History of Reykjavík –
from farm to city; Memories of a
House; Living and Playing

○ **The Reykjavík Museum of Photography**

May 31 – Aug 31

Skovbo: Exhibition by Viggo
Mortensen
June 5 – July 29
The Lodgers: Photographs by
Anne Kathrin Greiner
○ **Sigurjón Ólafsson Museum**
Permanent exhibition:
Works of sculptor Sigurjón
Ólafsson.

>>>OUTSIDE REYKJAVÍK

○ **Hafnarborg**

May 29 – July 21
Hundrað (Hundred) –
Photographic exhibition
featuring photographs spanning
Hafnarfjörður's 100-year history
June 1 – July 21
Hafnirfjörður – Photographic
exhibition by Árni Gunnlaugsson
focusing on long time residents of
Hafnarfjörður

○ **The Icelandic Settlement Centre**

Permanent exhibitions:
The Settlement of Iceland; The
Saga of Egill Skalla-Grímsson
Current theatre productions:
Brák – a monologue by Brynhildur
Gudjonsdóttir
Mr. Skallagrímsson – a monologue
by Benedikt Erlingsson

○ **Vatnasafn / Library of Water**

Permanent exhibition:
Roni Horn installation. She has
replaced stacks of books with
glass columns containing water
gathered from Iceland's glaciers
and glacial rivers.

○ **Akureyri Art Museum**

July 5 – August 24
Summer Exhibition: Guðmundur
Ármann Sigurjónsson
retrospective exhibition

○ **GalleriBOX**

July 26 – August 16
Alexander Steig exhibition

○ **Veggverk**

Current exhibition:
Painting by Bridget Kennedy

○ **Kunstraum Wohnraum (Home gallery)**

July 5 – 20 September
Huginn Þór Arason exhibition

○ **Skaftfell**

June 7 – September 14
Audiovision: Various artists exhibit
at the west-wall. In this series of
exhibitions the curators choose
together visual artist and sound
artists as a pair. Curators are
Ingólfur Arnarsson and Elísabet
Indra Ragnarsdóttir. On July 19,
Ólóf Helga Helgadóttir and Kira
Kira open their exhibition.
June 28 – August 3
Summer Exhibition: Curating
this year is Guðmundur Oddur
Magnusson.

○ **LÁ Art Museum**

Current Exhibition: Exhibition on
the works of visual artist Magnús
Kjartansson.

Movies

○ **Big Stan**

Regnboginn, Borgarbíó, Sambíóin
Keflavík

○ **Deception**

Sambíóin Álfbakki

○ **Hancock**

Smárabíó, Sambíóin Álfbakki,
Háskólabíó, Laugarásbíó, Reg-
nboginn, Borgarbíó, Sambíóin
Keflavík, Sambíóin Selfoss

○ **Hellboy 2: The Golden Army**

Smárabíó, Háskólabíó, Laugarás-
bíó, Borgarbíó, Sambíóin Keflavík

○ **Indiana Jones and the Kingdom of the Crystal Skull**

Sambíóin Álfbakki, Sambíóin
Kringlan

○ **Kung Fu Panda**

Smárabíó, Sambíóin Álfbakki,
Háskólabíó, Sambíóin Kringlan,
Laugarásbíó, Sambíóin Keflavík,
Sambíóin Akureyri, Sambíóin
Selfoss

○ **Mamma Mia!**

Smárabíó, Háskólabíó, Laugarás-
bíó, Borgarbíó

○ **Meet Dave**

Smárabíó, Regnboginn

○ **Sex and the City**

Háskólabíó, Regnboginn

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Reykjavík 871 ±2
Landnámssýningin
The Settlement
Exhibition

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www.reykjavikmuseum.is



Experience Viking-Age Reykjavík at the new Settlement Exhibition. The focus of the exhibition is an excavated longhouse site which dates from the 10th century AD. It includes relics of human habitation from about 871, the oldest such site found in Iceland.

Multimedia techniques bring Reykjavík's past to life, providing visitors with insights into how people lived in the Viking Age, and what the Reykjavík environment looked like to the first settlers.

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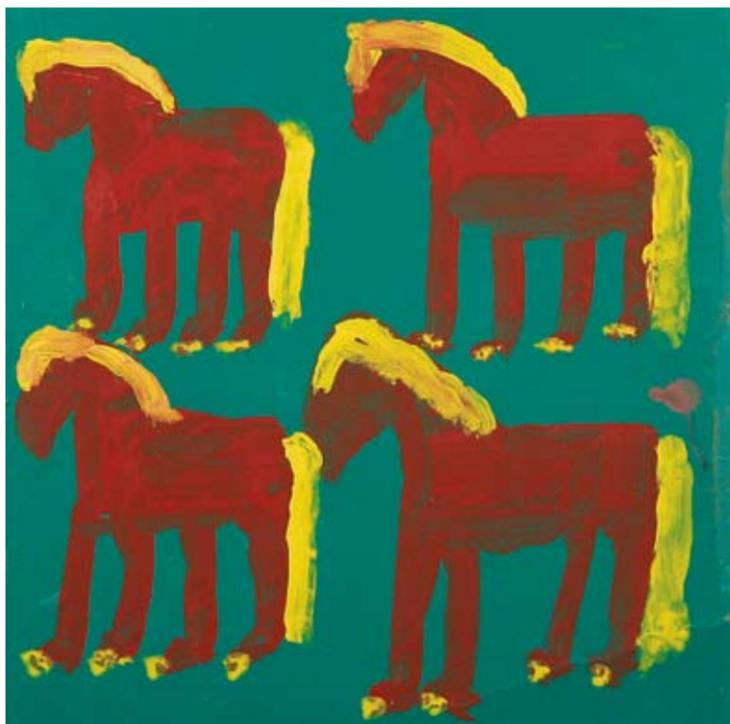
Art A CENTURY OF STÓRVAL

Gallery Turpentine's current exhibition is dedicated to local farmer-turned-landscapeartist Stefán from Möðrudalur (1908-1994), most commonly known as Stórval. The retrospective exhibition celebrates what would have been the artist's 100-year birthday and features paintings that cover a big part of his successful career, ranging from 1948 up to 1992. His most famous paintings are colourful exaggerations of Mt. Herðubreið, but he painted hundreds of

them. You can see one on the info cover. The exhibition is open until July 26.

When:
July 11 to July 26
When:
Gallery Turpentine,
Ingólfsstræti 5

6 F7



○ The Bank Job

Sambíóin Álfabakki, Sambíóin Kringlan, Sambíóin Selfoss

○ The Chronicles of Narnia: Prince Caspian

Sambíóin Álfabakki, Sambíóin Kringlan, Laugarásbío, Sambíóin Akureyri

○ The Dark Knight

Sambíóin Álfabakki, Háskólabío, Sambíóin Kringlan, Laugarásbío, Sambíóin Keflavík, Sambíóin Akureyri, Sambíóin Selfoss

○ The Happening

Regnboginn

○ The Incredible Hulk

Smárabío

○ Wanted

Sambíóin Álfabakki, Sambíóin Kringlan, Laugarásbío, Sambíóin Akureyri

○ Zohan

Regnboginn

will come to a climatic finish this weekend with a series of concerts and performances. What started as a small group of around 20 young artists has now become the main art event for rural Iceland. Amongst those performing on the final weekend will be Bloodgroup, BangGang, FM Belfast and Trentemöller and Kasperbjörke, internationally renowned Scandinavian DJs. For more information see www.lunga.is or www.midi.is.

○ Jack Live Outdoor Festival

Friday - Sunday August 1-3
Some people like to go out to the country to celebrate Labour Day Weekend (Verslunarmannahelgin) while others are not charmed by the large crowds, revelry and high cost which entails leaving town. For those of us not willing to face the nightmarish landscape of Vestmannaeyjar on this blessed weekend, there is of course Innipúkinn and the Organ anniversary but now Dillon, in cooperation with Jack Daniels and Live, have organised an inner city outside festival: The Jack Live Festival. Three days of food, drink, music and entertainment. A ticket for the entire festival costs only 2.000 ISK but single nights cost 1.000 ISK. For more information see www.midi.is or call Vilhjálmur at 697-6333 or Franz at 820-1975.

○ Studio 54 Night

Saturday Jul 26
Who hasn't dreamt what it would be like to go out for a crazy night of drinking and dancing at Studio 54, rubbing shoulders with the likes of Michael Jackson and Mick Jagger, two-stepping your way over the man in the moon with the cocaine spoon while Rick James beats up Charlie Murphy? Well now those dreams can come true! Q-Bar will be hosting another one of its hugely successful theme nights, this time with Studio 54 as the inspiration. The operation is as of yet highly confidential but what is known is that Karius and Baktus as well as legendary disc jockey Maggi Hermanns will be amongst the DJ's performing.

Events

○ Immigrant Radio

The Radio for Immigrants 97.2 FM is now available through myspace (www.myspace.com/radiohafnarfjordur). The site is still under construction but soon the shows will be posted there too. The Radio for Immigrants will be up on holidays until mid August. They are currently looking for people who are interested in helping them run this project in all languages. For more information you can contact Xavier Rodríguez at radio@ahus.is This email address is being protected from spam bots, you need Javascript enabled to view it or you can call Xavier at 659-9588 or Dóri at 856-5857.

○ LungA

Friday July 18 - Sunday July 20
LungA, the premiere art festival for young, up and coming artists in Seyðisfjörður and the surrounding countryside,

Listasafn Reykjavíkur
Reykjavik Art Museum



Kjarvalsstaðir

May 18 - August 31

**Dreams of the Sublime and
Nowhere In Contemporary
Icelandic Art**

Curated by Aesa Sigurjónsdóttir

May 18 - August 31

Where am I?

May 18 - August 31

**Martha Schwartz -
I Hate Nature - 'Aluminati'**

May 18 - December 31

Jóhannes S. Kjarval

Reykjavik Art Museum



Hafnarhús

May 15 - September 7

**Experiment Marathon
Reykjavik**

Curated by Hans Ulrich Obrist
and Olafur Eliasson

Ásmundarsafn

March 31, 2007 - August 31, 2008

The Shape of the Line

Kjarvalsstaðir, by Flókagata
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Hafnarhús, Tryggvagata 17
Open daily 10 a.m. - 5 p.m.
Thursdays to 10 p.m.

Ásmundarsafn, by Sigtún
Open daily 10 a.m. - 4 p.m.

Free admission.



Serpentine Gallery



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Police: 444 1000
Medical help: 1770
Dental emergency: 575 0505
AA: 551 2010
Information: 118
Telegrams: 146

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Aðalstræti 2, Tel: 564 6400
www.icelandrefund.com

Opening Hours

Bars and clubs: According to regulations bars may be open until 01:00 on weekdays and 05:30 on weekends.

Shops: Mon-Fri 10-18, Sat 10-16, Sun closed. The shopping centres Kringlan and Smáralind as well as most supermarkets and tourist shops have longer opening hours.

Swimming pools:

weekdays 06:30-22:30, weekends 08:00-20:30 although some may be open an hour longer.

The State owned ÁTVR liquor stores:
Mon-Thu 11-18, Fri 11-19, Sat 11-18. Banks in the centre are open Mon-Fri 09-16.

Tourist Information

Icelandic Travel Market
Bankastræti 2, Tel: 510 5700,
www.kleif.is

Information on day tours, accommodations, car rental and everything else you need to know when travelling in Iceland.

Tourist Information Centre

Aðalstræti 2, Tel: 590 1550,
www.visitreykjavik.is
Offers information for tourists as well as providing internet access, booking service, a phone centre, money exchange service, tax refund and selling the Reykjavík Tourist Card. The Reykjavík Tourist Card gives admission to city busses, various museums, Reykjavík swimming pools, The Family Park and Reykjavík Zoo, The Culture House and the National and University Library.

Getting Around

Public Transport

The only public transport system in Reykjavík is the bus. Most busses run every 20 minutes and price per fare is 280 ISK for adults and 100 ISK for children. Complete route map at: www.bus.is. Tel: 540 2700
Busses run from 07:00-24:00 on weekdays and 10:00-24:00 on weekends

Taxi

Hreyfill-Bæjarleiðir,
Tel: 553 3500 or 588 5522

BSR, Tel: 561 0000

For disabled travellers:

Reykjavík Group Travel Service,
Brunastaðir 3, Tel: 587 8030,
www.randburg.com/is/reykjavik_group_travel_service/

Airlines

Air Iceland, Reykjavíkflugvöllur,
Tel: 570 3030, www.flugfelag.is

Air Vestmannaeyjar,
Tel: 481 3255, www.eyjaflug.is

Bus Terminal

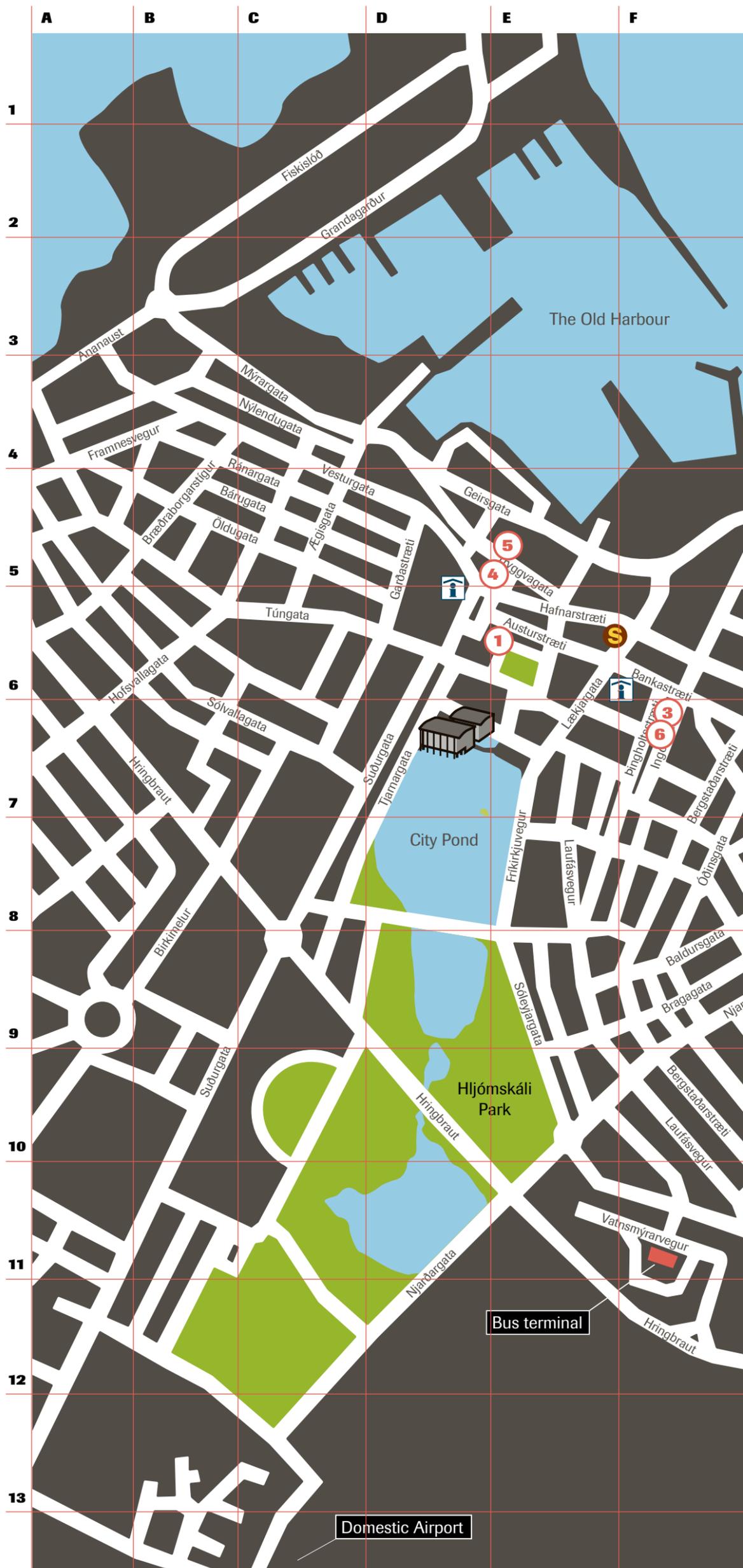
BSÍ, Vatnsmýrarvegur 10,
Tel: 562 1011, www.bsi.is

Flybus

Busses run daily from the BSÍ Bus Terminal to Keflavík International Airport in connection with all departing flights. Departures daily from 04:45 to 15:00/16:30 (every 15 - 60 minutes). For Flybus time schedule see: www.flybus.is

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**Reykjavík
Center
City Map**

**What's this
thing?**



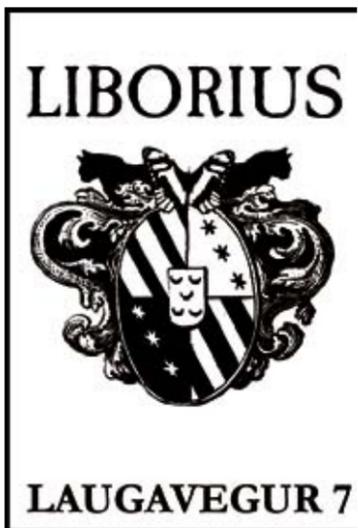
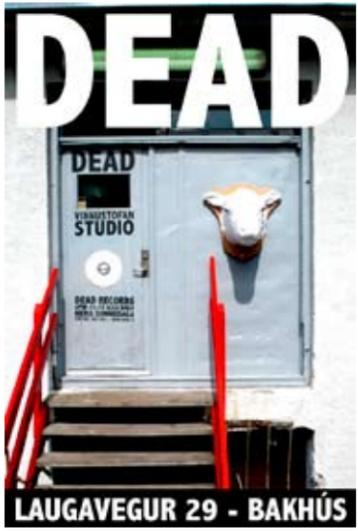
These things are pretty useful, check it out: Every venue that's mentioned in our info section gets a little marker like this, which will help you locate it on our map. Say you want to try out "Loki" after reading our review - no problem, sir, just look up the corresponding icon on the map!



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Stylist: Erna Bergmann — Models: Eva & Geiri — Photographer: GAS

Geiri wears:

Vest: Number Nine, Liborius
T-shirt: Off Bowery, Belleville
Shorts: Henrik Vibskov, Kronkron
Camera necklace: Kisan
Book: The Grapevine Guide to Reykjavík
Bag: Fred Perry, Kronkron
Sunglasses: Optic Studio
Shoes: B shoes, Kronkron



Eva wears:

Head scarf: Anna Soffía (myspace.com/annarama)
Camasole: Chloé Sevigny for Opening Ceremony, Kronkron
Dress: Eygló, Liborius
Tights: Falke, Cobra
Shoes: Sonia Rykiel, Kronkron
Bag: Hidden Goods, Trilógia,
Monkey: Rosendahl, Epal

Shopping | Venue finder

- 12 Tónar**
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 Laugavegur 23 | **G7**
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- Álafoss**
 Laugavegur 1 | **F7**
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- Belleville**
 Laugavegur 25 | **G7**
 Stuffed with trendy streetwear designs as well as funky magazines and media.
- Blue Lagoon Store**
- Laugavegur 15 | G7**
 All the natural skincare products from the famous geothermal spa at their outlet here.
- Brim**
 Laugavegur 71 | **H7**
 Enormous surf wear, skate wear, and snowboard shop.
- Börn Náttúrunnar**
 Skólavörðustígur 17a | **G8**
 The basement children's toy store sells clothes and toys only made of organic products as well as books about childcare and parenthood.
- Cintamani**
 Laugavegur 11 | **F7**
 Featuring quality Icelandic outdoor gear, you can even book an excursion on the spot.
- Dead**
- Laugavegur 29 | G7**
 Artist Jón Sæmundur Auðarson's own hand-printed Rock and Roll label, Dead, plus others.
- Dogma**
 Laugavegur 32 | **H7**
 Dogma offers street clothing with interesting prints. Hooded sweaters and T-shirts made by both Icelandic and foreign designers can be found.
- Fígúra**
 Skólavörðustígur | **G8**
 This shop features Icelandic designer wear, everything from street clothes to party dresses.
- Friða Frænka**
 Vesturgata 3 | **D5**
 A real treasure chest of antique furniture and vintage accoutrements
- to perk up your apartment.
- G-Star Raw**
 Laugavegur 86 | **I8**
 A store for the Dutch jeans brand, an edgy collection with innovative details and washes.
- Galleri Sautjón**
 Laugavegur 91 | **I8**
 Stocking many hip labels, a unisex store offering casual business wear to evening dress wear.
- Gilbert**
 Laugavegur 62 | **H8**
 Watchmaker Gilbert Guðjónsson has sold watches and clocks on Laugavegur for over 40 years. Recently, Gilbert designed his own line of wristwatches.
- Glamúr**
 Laugavegur 41 | **H7**
 A flashy vintage clothing shop with everything from necklaces to fur coats to kimonos.
- Green Apple**
 Laugavegur 20 | **G7**
 The tiny shop combines massage and other relaxation products with organic products.
- Gyllti Kötturrinn**
 Austurstræti 8 | **E6**
 One of a few second hand shops that have popped up in recent year, Gyllti Kötturrinn also offers some pieces by locals.
- Handþrjóna-sambandið**
 Lækjargata 2A | **E6**
 All sorts of hand knit woollen clothing as well as fine yarns and knitting supplies.
- Iða**
 Lækjargata 2A | **E6**
- A great source for all kinds of reading material, with restaurants on the second floor.
- Kisan**
 Laugavegur 7 | **F7**
 An interesting mix of items from all around the world you won't find anywhere else.
- Kisuberjatréð**
 Vesturgata 4 | **D5**
 A lovely gallery/gift shop run by ten artists and designers where they sell their products.
- Kolaportíð**
 Tryggvagata 19 | **E5**
 Open on weekends, you can get a bargain on almost anything at this indoor flea market.
- Kraum**
 Aðalstræti 10 | **D6**
 Featuring the best in contemporary Icelandic design of everyday items of any kind.
- Kronkron**
 Laugavegi 63B | **I8**
 This hip new shop stocks the latest trends in everything from socks to sweaters.
- KVK**
 Laugavegur 27 | **G7**
 Small yet stuffed designer shop KVK, which stocks a nice selection of local designs.
- Liborius**
 Laugavegur 7 | **F7**
 One of a kind, very high-end shop featuring the latest, crispest designs for both sexes.
- Marimekko**
 Laugavegur 56 | **H8**
 Finnish designer brand Marimekko has found its spot on Laugavegur. The Marimekko concept store stocks
- a wide selection of the colourfully printed designer products.
- Mál og Menning**
 Laugavegur 18 | **G7**
 A multi-level store with games, books, souvenirs and a bustling café on the top floor.
- Nakti Apinn**
 Bankastræti 14 | **F7**
 Offers an amazing array of colourful designer wear as well as contemporary media.
- Nexus**
 Hverfisgata 103 | **I8**
 The biggest comic book and gaming store in Reykjavík has something for everyone.
- Noland**
 Laugavegur 32 | **H7**
 A new skate shop offering fresh tees and sneakers from Krew, Supra and more.
- Rokk og Rósir**
 Laugavegur 17 | **G7**
 Second-hand clothing for the fairer sex at a reasonable price.
- Skarhúsið**
 Laugavegur 12 | **F7**
 Glittery accessory shop stuffed with cheap jewellery, bags or other small items.
- Skifan**
 Laugavegur 26 | **G7**
 Selection of CDs, DVDs and computer games as well as some Icelandic films with English subtitles.
- Spúitnik**
 Laugavegur 32 | **G7**
 One of the best second-hand shops in the country, with recycled clothes at a range of prices.
- Systur**
 Laugavegur 70 | **H7**
- For whatever women's lingerie needs you might have, this is the store to satisfy them.
- Trilogía**
 Laugavegur 7 | **F7**
 A collection of trendy designer wear fills the shop, summery dresses, sweaters and skirts.
- The Viking**
 Hafnarstræti 3 | **E5**
 This large tourist shop sells all sorts of smart souvenirs to bring back home.
- Borsteinn Bergmann**
 Skólavörðustígur 36 | **G8**
 Since the 1940s this small store has offered a huge selections of household supplies for a laughable low price.

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THE TALE OF AUDUN AN ICELANDIC SAGA

Audun was a poor Icelandic young man from the Western Fjords. He was lively and much appreciated. Audun was adventurous and wished to get out and have a look around in the world, but he was in the service of a Norwegian man, Tore, who spent the winter in Iceland. He worked for Tore all that winter, and in payment he was going to be allowed to go away with him on his ship. Now that spring had come, and the ice was breaking, the ships were equipped and made ready in all harbours. Everybody wanted to get out to find... wealth, adventure, new land! Audun hopes to return home from his travels after three years. Tore and Audun heads for Greenland and there Audun byes a domesticated polar bear. He has an idea to give it to King Svein of Denmark. On his way to Svein he meets King Harold of Norway, Sveins worst enemy. But in spite of that, with his courage and conviction he makes Harold to give him permission to go to Svein with the bear. King Svein is grateful and gives Audun money to go to Rome. At King Sveins Audun gets both friends and enemies! On the way back from Rome Audun becomes ill and nearly dies, but manage to get back to Denmark. But King Svein doesn't recognise him anymore. What shall he do? He has done everything he promised. Everything he wanted to do.

Will he be able to come back to Iceland? Will he survive? Is this how he was supposed to live the rest of his life as a beggar? The Tale of Audun: A company of four actors plays all the characters from Greenland in the west to Rome in the south in this Viking age "road saga" from 10 century!

Food CAFÉ LOKI

Reviewed by **Nathaniel Flagg**

Just opened, Café Loki is a needed addition to Reykjavík's restaurant scene. Since I got to Reykjavík, I have long been looking to sample traditional Icelandic cuisine, with no success in finding something both affordable and tasty. Café Loki does all that and more. With a neat, airy décor and a splendid view of Hallgrímskirkja, Café Loki is the perfect place to take a load off your feet and enjoy some solid homemade Icelandic food.

We began our meal with a spelt bagel with smoked trout, spinach and cottage cheese, and a sheep's head jelly with carrots and peas in a cream sauce. My bagel with trout was tasty and basic, and surprisingly light for what I expected to be a pretty dense starter. The flatbread with sheep's head jelly that my comrade ordered was even better. The jelly (something neither of us had tried before) was savoury and salty, the fatty stickiness balanced by the thin and creamy sauce with the peas and carrots.

Content with our starters, we looked forward to our next dish, something on the menu called "Icelandic Plate II." The Icelandic plate II covered all sorts of Icelandic staples. We had

more smoked trout with cottage cheese along with a delicious fish stew with chives, this time on slices of rye bread. In little bowls, we had a sampling of fermented shark, cut into little cubes, and some dried fish with Icelandic butter. Our first time trying either of these things, we were delighted with the dried fish and butter, and vaguely repulsed by the fermented shark, certainly an acquired taste, but actually not as bad as either of us had anticipated. At last, we were served thin pancakes with jam and cream – a sweet end to a wonderful meal.

Stepping outside into the bright summer day, patting our full and satiated bellies, we agreed that this had been a really excellent meal. With a menu of light and tasty things in a great setting for an unbeatable price, this fresh-faced new restaurant can really deliver. Whether you're a foreigner looking to sample the national cuisine or a local just looking for an old favourite from your childhood, Café Loki is a great little spot just to sit back and enjoy yourself. We wish them the best of luck. 🍷

Where:
Lokastígur 28
101 Reykjavík

7 G9

How much:
500-1500 ISK
What we think:



Food CENTER HOTEL ARNAHVOLL

Reviewed by **Nathaniel Flagg**

Appearances can be deeply deceptive. In the case of the exterior of the recently-opened Arnarhvoll, this is a welcome realisation as the outside is a mush of grey stone with barely more than an average front door to welcome guests. In contrast, take the lift to the top floor restaurant and you'll forgive the monochrome building as one of Reykjavík's finest mountain views floods into the snowy white dining room whilst the outside terrace is even more extraordinary. I chose to have the three-course menu as I'd previously eaten lunch at the Arnarhvoll and found the main course portion sizes to be amusingly small ("I didn't order a starter... oh") but skilfully presented and completely delicious.

The first course – a plate of goat's cheese, Parma ham, beetroot, caramelised baby onions and tiny slices of crisped bread accompanied by assorted foams and dashes of sauce – was the very essence of nouvelle cuisine. Little actual cooking had gone into the dish, but each tiny island of beetroot or parcel of ham and cheese was presented with a surgeon's eye for precision and which equally satisfied the eye and taste bud with the smooth,

rich cheese proving to be the perfect foil for the tart ham and the onions bursting with rich juice. The addition of the chef's trick du jour, fluffy foam served in extravagant flourishes around the plate, was unnecessary but showed that the cook really cared about elevating his food above the sum of its ingredients.

Icelandic lamb is one of the country's national treasures and the main course did it justice with a delicious medium-rare fillet served in a burnt butter reduction alongside, most memorably, a lambs tongue. Whilst the fillet was rich and tender, as expected in a top restaurant, the tongue was a revelation with its dense meat providing a perfect balance between texture and flavour. The two carrots and two chips accompanying the dish suggested, however, that the idea of minimal nouvelle cuisine has been taken a little too seriously. The dessert was a standard chocolate mousse served with a divine but minuscule helping of coconut ice-cream. Less may be more in some cases but when the food is this good, less is simply dinner deprivation. 🍷

Where:
Ingólfsstræti 1
101 Reykjavík
Tel.: 595 8540

8 F6

How much:
1.000-3.000 ISK
What we think:



Food & Drink | Venue finder

Aktu Taktu

Skúlugata 15 | **K8**
This drive-in destination in 101 Reykjavík is busy day and night and the burgers are especially tasty. The caramel shakes are a local favorite.

American Style

Tryggvagata 26 | **E5**
With a soft bun and lots of veggies, you can settle into a booth and eat for hours. Big portions for authentic American dining.

Argentina Steakhouse

Barónstígur | **I8**
True to its name with tender steaks and flamingly vibrant South American décor. Generous portions, fine wine, liqueurs and cigars make an excellent choice in fine dining.

Austurlanddraðlestin

Hverfisgata 64A | **H7**
Though a bit expensive for take-away, it is well worth it for a spicy bite of this Indian cuisine. A few tables to the side for those who choose to dine in.

Á Næstu Grösum

Laugavegur 20B | **G7**
Regarded by many to be the best vegetarian place in town, "First Vegetarian" offers a healthy and tasty menu of vegetarian and vegan dishes. Indian theme on Fridays a hit.

B5

Bankastræti 5 | **F6**
By day a chic little bistro with good food and a prime location for Laugavegur people watching | by night a stylish bar with a "whiskey room" and manhattanesque clientele.

Babalú

Skólavörðustígur 22A | **G8**
It's tough to miss café Babalú walking up Skólavörðustígur. A cozy place for coffee and cake, the well-worn, homey ambience makes it difficult to leave.

Bæjarins Beztu

Tryggvagata | **E6**
The oldest fast-food in Iceland, it is feebly the best hot dog stand in Europe. Don't be

intimidated by the perpetual line in front – an absolute must and worth the wait.

Café Cultura

Hverfisgata 18 | **G6**
Situated in the intercultural centre, Cultura is a café/bar with a cosmopolitan feel. The menu features all sorts of international dishes, alongside the staple salad and sandwich.

Café Paris

Austurstræti 14 | **E6**
With an outdoor terrace, this café gets busy on sunny days. With a cosy interior, fine menu and attentive service, it makes a fine spot for evening dining as well.

Café Roma

Rauðarárstígur 8 | **J9**
Roma, an Italian deli and café offers a variety of breads, soups as well as tempting desserts. For a good bargain, come at lunchtime for the specials.

Café Victor

Hafnarstræti 1-3 | **D6/E6**
A hangout for older foreigners, Victor attracts a diverse crowd, both in age and origin, a rule that extends to the musicians that play there.

Domo

Pinghóltsstræti 5 | **F7**
The elegantly decorated Domo serves delicious French-Asian cuisine, excellent sushi and has a great wine list. A sure choice.

Eldsmíðjan

Bragagata 38A | **G9**
Totally satisfying oven-baked pizza with a wide choice of toppings | snails an unusual speciality. Well worth the cost. Order, take away or eat comfortably among the paintings.

Fiskmarkaðurinn

Aðalstræti 12 | **D6**
Run and co-owned by the national team of chefs, this establishment specializing in Japanese cuisine has everything planned to the last detail, ensuring a relaxing evening.

3 Frakkar

Baldursgata 14 | **F9**
A seriously Icelandic atmosphere and traditional Icelandic dishes prepared in the good old-fashioned way. RSVP and keep your ears pricked for wild whaling tales!

Geysir Bar/Bistro

Aðalstræti 2 | **D6**
Situated in the dignified Geysir Building at the corner of Vesturgata and Aðalstræti, this stylish bistro is always a good place to grab a tasty bite for a reasonable price.

Garðurinn

Klappastígur 37 | **G7**
"Ecstasy's Heart" is a simple, friendly, family-run vegetarian restaurant on Klappastígur. Offers an ever-changing menu of specials and soup du jours, alongside a basic menu

Grái Kötturinn

Hverfisgata 16A | **G7**
Legendary for its early opening hours, Grái attracts a diverse crowd, both in age and origin, a rule that extends to the musicians that play there.

Great Wall Restaurant

Vesturgata 6-8 | **D5**
This Chinese restaurant features a staggering 100+ dishes in traditional Szechuan, Peking and Cantonese styles. Great service and good food make this one a fine choice.

Grillhúsið

Tryggvagata 20 | **E5/E6**
With a menu of reasonably priced homestyle food, Grillhúsið has satiated hungry regulars since 1994 with juicy burgers, sandwiches, steaks and fish dishes.

Hamborgarabúlla Tómasar ("Bullán")

Geirsgata 1 | **D5**
Considered by some to be the best real hamburger in Reykjavík, "Bullán" does serve some mysteriously delicious burgers, guaranteed to take the edge off any hangover.

Hlölla Bátar

Ingólfstorg | **D6**
The first sub sandwich shop in Iceland, Hlölla Batar has a large selection of creatively named sandwiches with equally imaginative contents. Good for an adventurous bite.

Hornið

Hafnarstræti 15 | **E6**
Since 1979, this Italian restaurant has been a longtime Reykjavík staple. Famous for its pizza and stuffed calzons, it proudly offers an affordable menu of high-quality dishes

Hótel Holt

Bergstaðarstræti 37 | **F7**
Housing Iceland's most renowned restaurant, The Gallery, an evening here is an unforgettable experience. Delicious French-inspired cuisine and fine wines await.

Humarshúsið

Ammtmanstígur 1 | **E7**
One of the oldest restaurants in the country, the lobster house is known of course for its lobster and also its impressive cognac lounge. Fine intimate dining.

Hressó

Austurstræti 20 | **E6**
With a spacious neutral interior and a varied lunch menu, Hressó attracts no specific type of crowd. Tap beer and music makes a fair hangout on weekends.

Icelandic Fish & Chips

Tryggvagata 8 | **E5**
Not your average fish'n'chips joint, but a healthy restaurant using only organic vegetables and quality fish products. The spiced skyr side a special treat.

Indian Mango

Frakkarstígur 12 | **H8**
Specializing in delicious dishes from the Goa region of India, honed to perfection in the owner's period as head chef at the Four Seasons. Incredible service as well as food.

Jómfrúin

Lækjargata 4 | **E6**
These days, good Smör-

rebröd can be an elusive delicacy. Lucky for us out in the colonies, it's alive and well at Jómfrúin with fresh eel imported specially from Denmark.

Kaffi Hjómaland

Laugavegur 21 | **G7**
This organic, free-trade café prides itself not only on great lunches and food but being a strong cultural center, hosting live music as well as lectures and poetry nights.

Kaffitár

Bankastræti 8 | **F6**
Kaffitár celebrates good coffee, and serves it in abundance, along with sweet treats and tasty if pricy special blends. Eat in or to go, a great way to enjoy your morning boost.

Kaffivagninn

Grandagarður 10 | **D1**
By the harbor, this lunch and coffee place is a gathering place for all sorts of tough folks. If you want traditional Icelandic food, a great place to see another side of Reykjavík.

Kofi Tómasar Frændu

Laugavegur 2 | **F7**
Nestled in a basement location, Uncle Tom's Cabin has the feeling of a back-alley London Café. On weekends it becomes a happening and diverse bar.

Krua Thai

Tryggvagata 14 | **D5**
We dare you to find a better meal for the same price anywhere else. Every dish is delicious. Just eat what looks best to you on their colorful menu.

La Primavera

Austurstræti 9 | **E6**
Though it sounds strange, La Primavera serves delicious traditional North Italian cuisine using only local produce. A startlingly tasty combination and a local favorite.

Mokka

Skólavörðustígur 3A | **F7**
Operating since 1958, Mokka is the city center's oldest cof-

fee joint and founder of Icelandic coffee culture. Regular art exhibits are always worth a look.

Nonnabiti

Hafnarstræti 9 | **E6**
"Nonna" is one of the more popular junk-food places in town, renowned for its greasy sandwiches and its unique Nonni-sauce. Open late for a midnight cravings.

O Sushi

Lækjargata 2A | **E6**
Also called "The Train", O Sushi's most intriguing feature is a conveyor belt that runs around the entire restaurant delivering a buffet of authentic sushi straight to your table.

Pizza King

Hafnarstræti 18 | **E6**
This little place serves not only the cheapest but largest slices downtown. A local favorite, and open until 6 on Friday and Saturday nights.

Pizza Pronto

Vallarstræti 4 | **D6**
With a convenient location and late hours, a good place to snack in between bars. Three sizes of pizza with a good selection of toppings. A cheap, if unhealthy, choice.

Prikið

Bankastræti 12 | **F6**
Part of the Reykjavík bar scene for decades, this café/bar has a fairly cheap menu and attracts a mix of students and old regulars. Mostly R&B and Hip-Hop on weekends.

Raðhúskaffi | D7

Tjarnargata 11
Located in the City Hall with a great view of the pond, this café has a good selection of pastries and a good place to relax. Regular art exhibits add to the aesthetic.

Sægreifinn

Verubúð 8, Geirsgata | **D5**
Right next to the harbor, Sægreifinn fish shop is like none other in the country. With a diverse fish selection, exquisite lobster soup and good service, an absolute must-try.

Segafredo

Lækjartorg | **E6**
The Italian coffee chain makes its way to Lækjartorg Square, bringing strong espresso and Italian lunch snacks to grab on the way to work or just to enjoy on the spot.

Shalimar

Austurstræti 4 | **E6**
Shalimar sports the conceit of being the northernmost Indian restaurant in the world and has fine daily specials. We recommend the quite addictive chicken tikka masala.

Sjávarkjallarinn

Aðalstræti 2 | **D6**
Elegant Seafood Cellar focuses on gourmet seafood and tantalizing asian-fusion dishes. Share the exotic menu, courses selected by the chef, with a friend for the most fun.

Sólón

Bankastræti 7a | **F6**
Truly a jack-of-all trades establishment. By night a decent restaurant, by day a café/bistro and on Friday and Saturday nights a nightclub. Art exhibitions on the walls to top it off.

Sushibarinn

Laugavegur 2 | **F7**
Deceptively ordinary Sushibarinn has recently become the talk of the town among Reykjavík sushi lovers, serving, in our opinion, the very best rolls in city.

Svarta Kaffi

Laugavegur 54 | **H8**
A cosy second floor café, their fame lies partly in their tasty Súpa í Braudí (Soup in Bread) and also in their romantic atmosphere. Good for a few early evening drinks.

Tapas

Vesturgata 3B | **D5**
For those with a bit of money and time to spare, Tapas serves course after course of delightful miniature dishes. Also serves tasty and unusually affordable lobster.

Thorvaldsen

Austurstræti 8 | **E6**
Dress formally for this fancy spot, and come before 12 to avoid a long line. DJs play Thursdays, Fridays and Saturdays.

Tíu Dropar

Laugavegur 27 | **G7**
An old-fashioned café with warm atmosphere and generous coffee refills. A thoroughly pleasant establishment.

Tjarnarbakkinn

Vonarstræti 3 | **D7**
Right above the líóno theater, an ideal place to go before shows. Nice views of the pond and outdoor dining in the summertime. The lamb comes especially recommended.

Vegamót

Vegamótastígur 4 | **G7**
Vegamót's kitchen is open until 22.00 daily and sports an appealing lunch menu. Come for a tasty brunch on weekends. If you like Óliver, try Vegamót and vice versa.

Við Tjómína

Templarasund 3 | **E7**
A Reykjavík classic with menu exclusively of traditional cuisine, as frequented by tourists as it is by locals. A perfect opportunity to try Icelandic delicacies.

Vítabar

Bergþórsgata 21 | **H9**
Really a bar, but best known for its hamburgers. Burger and fries for 500 one of the best deals in town, but Forget-Me-Not blue cheese and Garlic Extravaganza are also winners.

Vor

Laugavegur 24 | **G7**
Though perhaps a typical off-lobby restaurant/bar/café, don't let it fool you! It's run by an award-winning chef and has a tip-top menu | a wonderful culinary experience.

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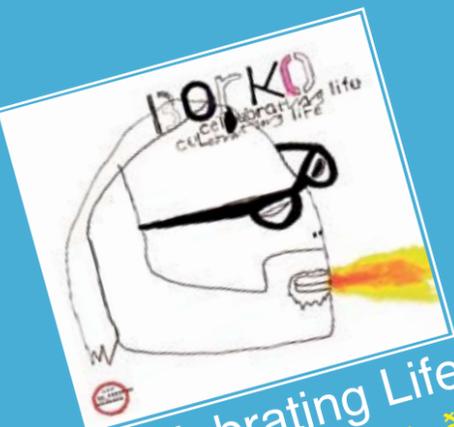
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13:00	13:00	13:00	13:00	13:00	13:00	13:00
			17:00	17:00	17:00	



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Practical Info

Services

Post Office

Post offices are located around the city as well as in the countryside. The downtown post office is at Pósthússtræti 3-5. For a full list and info on opening hours visit www.posturinn.is. Stamps are also sold in bookstores, gas stations, some grocery stores and tourist shops.

Embassies and Consulates

United States,

Laufásvegur 21,
Tel: 562 9100

United Kingdom,

Laufásvegur 31,
Tel: 550 5100

Russia,

Garðastræti 33,
Tel: 551 5156

China,

Víðimelur 29,
Tel: 552 6751

For a full list visit Ministry for Foreign Affairs: www.mfa.is/diplomatic-missions/icelandic-missions/

Internet Access

Most coffeehouses have wireless Internet access.

Computers with Internet connections are available at:

Ráðhúskaffi City Hall,
Tjarnargata 11

BSÍ Bus Terminal,
Vatnsmýrarvegur 10

Ground Zero,
Vallarstræti 10

The Reykjavík City Library,
Tryggvagata 15

The National and University Library,
Arngrímshöfði 3

Tourist Information Centre,
Aðalstræti 2

Icelandic Travel Market,
Bankastræti 2

Laundry Service

HI Hostel,
Sundlaugarvegur 34,
Tel: 553 8110, www.hostel.is

Úðafoss,

Vitastígur 13,
Tel: 551 2301, www.udafoss.is

Cultural Centres and Tourist Offices

The Intercultural Centre

The Intercultural Centre throws occasional cultural events and conferences but its main purpose is to be an information and counselling centre and serve as an advocate for the rights of immigrants in Iceland. Hverfisgata 18, Tel: 530 9300 www.ahus.is

The Icelandic Tourist Board

Lækjargata 3, Tel: 535 5500,
www.visiticeland.com
All information needed before travelling in Iceland.

Nordic House

Sturlugata 5, Tel: 551 7030,
www.nordice.is
The Nordic cultural centre organises various cultural events, conferences and exhibitions. All major tourist spots in Reykjavík also offer brochures, maps and information for travellers.

Transportation

Rent a Bike

Borgarhjól,

Hverfisgata 50,
Tel: 551 5653, www.borgarhjol.net

HI Hostel,

Sundlaugarvegur 34,
Tel: 553 8110, www.hostel.is

Tourist Information Centre,

Aðalstræti 2, Tel: 590 1550,
www.visitreykjavik.is

Car Rentals

Átak Car Rental,

Smiðjuvegur 1,
Tel: 554 6040

ALP,

Dugguvogur 10, Tel: 562 6060

Avis,

Knarravogi 2, Tel: 591 4000

Eurocar,

Hjallahraun 9,
Tel: 565 3800

A.G Car Rental,

Tangarhófi 8-12,
Tel: 587 5544

Atlas Car Rental,

Dalshraun 9,
Tel: 565 3800

Berg Car Rental,

Tangarhófi 8,
Tel: 577 6050

Hertz,

Flugvallavegur, Tel: 522 4400

Useful Information

Where to Learn Icelandic as a Foreign Language

Icelandic on the Internet,
www.vefskoli.is

Mímír Continuing Education,

Skeifán 8, Tel: 580 1800, www.mimir.is

Námsflokkar Reykjavíkur,

Fríkirkjuvegur 1, Tel: 551 2992

Fjölmenning,

Laugavegur 59, Tel: 511 1319, www.fjolmenning.is

The Icelandic College of Engineering and Technology,

Höfðabakki 9, Tel: 577 1400, www.thi.is

Iönskólinn í Reykjavík,

Skólavörðuholti, Tel: 552 6240,
www.ir.is

The University of Iceland –

Department of Continuing Education, Dunhagi 7, Tel: 525 4924,
www.endurmenntun.is

Language School Lingva,

The University of Iceland, at Sturlugata. Tel: 561 0351, www.lingva.is

Religious Movements

The national church in Iceland is the Evangelical Lutheran Church. Masses are generally held on Sundays at 11:00. Service in English is at Hallgrímskirkja every last Saturday each month, starting at 14:00. The Roman Catholic Church also has masses in English and Polish.

Other religious movements in Reykjavík are for example:

The Muslim Association of Iceland,
Ármúli 38

Ásatrú Association,
Grandagarði 8

Bahá'í,
Álfabakka 12

The Church of Evangelism,
Hlíðasmári 9

The Icelandic Buddhist Movement,

Víghólastígur 21

Reykjavík Free Lutheran Church,

Fríkirkjuvegur 5

Pentecostal Assembly,

Hátún 2

Roman Catholic Church,

Hávallagata 14

Church of Jesus Christ of Latter-Day Saints, Ásbraut 2

Jehovah's Witnesses,

Sogavegur 71

Seventh-Day Adventists,

Suðurlíð 36

Zen Buddhism in Iceland,

Reykjavíkurvegur 31

Independent Church,

Háteigsvegur 101

The Russian Orthodox Church in Iceland,

Sólvallagata 10

The Cross,

Hlíðasmári 5-7

Trade Unions

The Icelandic Federation of Labour,

Sættún 1, Tel: 535 5600,
www.asi.is

The Federation of State and Municipal employees,

Grettsigata 89,

Tel: 525 8300, www.bsrb.is

The Association of Academics,

Borgartún 6, Tel: 581 2090,
www.bhm.is

Efling,

Sættún 1, Tel: 510 7500,
www.efling.is

The Commercial Workers' Union,

Kringlan 7, Tel: 510 1700, www.vr.is

Union of Public Servants,

Grettsigata 89, Tel: 525 8340, www.sfr.is

Useful Websites

www.visitreykjavik.is

The official tourist website of Reykjavík

www.gayice.is

Information about the gay scene in Iceland

www.fjolmenningarsetur.is

The Multicultural Centre

www.hostel.is

Hostel International in Iceland

www.vinnumalastofnun.is

Public employment services

www.gulalinan.is

The yellow pages

www.leigulistinn.is

Rent a flat

www.ja.is

Icelandic telephone directory

Where to Get ...

Work and residence permit: The Directorate of Immigration, Skógarhlíð 6, Tel: 510 5400, www.utli.is.

Insurance and benefits: The State Social Security Institute, Laugavegur 114-116, Tel: 560 4400, www.tr.is

Icelandic citizenship: Unless you come from a Nordic country, foreign citizens have to have had an unrestricted residence permit in Iceland for at least seven years in order to get an Icelandic citizenship although some exceptions exist to that general rule. Applications are at the Ministry of Justice and Ecclesiastical Affairs, Skuggasund, Tel: 545 9000, www.domsmaladaruneyti.is

Unemployment benefits: Directorate of Labour, Public Employment Service, Tryggvagata 17, Tel: 515 4800, www.vinnumalastofnun.is

Icelandic social security number (kennitala): National Register, Borgartún 24, Tel: 569 2900, www.thjodskra.is

Driver's license: Applications at police stations. (Those who have a foreign license don't need an Icelandic one for the first six months.)

Tax card: Tax office, Laugavegur 166, Tel: 563 1100, www.rsk.is

Social Service: Information and service is provided by district service centres in Reykjavík. To locate the service centre in your neighbourhood see: www.reykjavik.is

Classifieds

Classified ads are free for individuals! If you want to place a classified ad, email class@grapevine.is

LÁ ART MUSEUM
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www.listasafarnesinga.is

Accommodation

Hótel Vík

Tel: 588-5588
Email: lobby@hotelvik.is
www.hotelvik.is
One of the best 3 star hotels in Reykjavík.

Hótel Varmahlíð

Tel: 003544538170
info@hotelvarmahlid.is
www.hotelvarmahlid.is
A small comfortable hotel of 19 rooms with private facilities and a restaurant concentrating on local cuisine from the Skagafjörður region.

Dimmuborgir Guesthouse

Geiteyjarströnd 1, 660 Mývatn
4644210
dimmuborgir@emax.is / www.dimmuborgir.is
Located right next to the peaceful lake Mývatn, surrounded by Iceland's most popular wonders of nature, the Dimmuborgir Guesthouse offers room and nice cottages for a reasonable price.

Húnaver

Tel: 4527110, email: hunaver@visir.is
Húnaver is a nice campingplace 25km away from Blönduós. We have a big campingplace with washingfacilities and electricity for caravans. We also offer sleepingbag accomodation for up to 40 people. There is also a playground and a footballfield in Húnaver. We also have a little pettingzoo here, and its possible to try the horses on a field for some rounds.
Prices: Camping per night for 1 person 400 ISK, Electricity 200 ISK, Kitchen use inside 300 ISK, Sleepingback accomodation 1000 ISK, Pettingzoo 300 ISK.

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gulavillan@net.is
www.gulavillan.is

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www.islandia.is/duna
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We are moving abroad and are selling lots of good stuff for cheap prices: Ikea kitchen table with cabinet and shelves, sofa, TV-table on wheels, 4 x black folding chairs, kitchen appliances and more. Please call 8439126

We will be selling our car in the end of august, as we are moving to Denmark then. As foreigners living in Iceland, we have really enjoyed having a car, and thereby getting the opportunity to get out and see this beautiful country for ourselves. The car is a dark blue, 5-door Mazda 323 from 1997, driven

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193.000 km. Recently checked, next check is September 2009. 200.000 ISK. We hope others will enjoy our wonderful car after we have left. Call 8645823 or e-mail: kasualty1403@hotmail.com

Italian Leather Sofa 3x2x1 with Center and coffee table 7 months old
Washing Machine, Microwave
Daihatsu Sirion 4WD
Audi A8
Computers, Printers and office tables
All things are in top condition, if interested Please call 8476602.

Car for sale. VW Polo 2000, 1.4L Manual.152,000 Km.Well maintained. New time belt, new sparks, Summer and Winter tyres. Price: 470,000 ISK / negotiable. Please call 8240310 or E-mail sverrir@dino.is

The monastic shop "Klausturvörur" is a store specializing in cosmetics, delicatessen and artifacts made by nuns and monks in monasteries across Europe. Herb

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Job needed

Photographer with experience. Family pictures, individual photo shoots, children photography, weddings, other memorial moments and low price. Please check my pictures on <http://picasaweb.google.pl/lukaszsallata>. Contact at chrumm@interia.pl or by phone: 6174321

My name is tory and i am a 30 year old Australian who loves Iceland, (almost more than the font helvetica.) i am looking to work in Iceland for the summer. i work in the festival + music realm, but before that I have worked in publishing and arts. i love to bake and sew, and make homemade cordial. Please let me know if you would like to adopt me for the summer - torybauer1@mac.com

Do you need to keep you memory intact in a professionally way and format? Your wedding, party, business speech or meeting can be professionally recorded on DVD.

Cameraman with 7 years experience in european television I offer my services for companies or individual who want movies on high standards. With friendly prices. Contact at profytv@yahoo.com.

Education

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Do you want to learn quickly Italian before you go to your summer vacation? My teaching method is based on everyday conversation with add of grammar. I am free to meet at your preferred place - home, work, cafe - any time! Just register on bellaitalia@visir.is or call Paola 857 4143!

Qualified English teacher (native British speaker) available for private lessons. Masters Degree Applied Linguistics and TESOL qualified (University of Cambridge). Call Russell 849 7337 or e mail: russellanderson@hotmail.com for further details

Accomodation wanted

Married couple, early 30's visiting from Toronto seek accomodation for fri August 22 + sat 23 of August in Rejkjavik. compensation \$\$\$, Pls. email 5deadlyrecords@gmail.com for discussion.

Other

I am a native British speaker and qualified PA with more than 10 years experience across a variety of business sectors, working at senior manager and director level. I am currently learning Icelandic and would be willing to consider working in exchange for help building my verbal and written skills. Please contact Linda Barton at email: reykjavik@btinternet.com

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Whose knees are frozen numb;
Meat and clean linen a man needs
Who has fared across the fells.*

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*From the Hávamál, 1300 AD



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