

# FOLLOW THE VIKINGS

Visiting the Vikings  
SCM and Seminar in Iceland  
October 24th - 27th 2017

## Tuesday 24th Steering Committee meeting - Arrival day

SCM meeting location: *Hannesarholt (Grundarstigur 10)*

- 09:00-15:00 Steering Committee meeting (Lunch included)  
12:00 Lunch  
12:45-14:00 DVA board meeting  
13:30 - 16:00 Project Lead Partner and EU Grant contact meeting (closed meeting)  
14:00 - 15:00 Photographic Group meeting (closed meeting)  
16.30 Visit to Bessastaðir, reception by the President of Iceland at 17:00  
(Bus leaves Hotel Marina at 16.30 - Special registration for this event is required)  
18.30 Dinner at Restaurant Caruso in Reykjavík

## Wednesday 25th Seminar Day 1 and Technical visit to museums in Reykjavík

Seminar location: *The Nordic House in Reykjavík*

- 09:00 Registration  
09:15 Seminar opening
- **Misa Hay**, Heritage Manager of Shetland Amenity Trust, Lead Partner in Follow the Vikings project
  - **Rögnvaldur Guðmundsson**, Chairman of Icelandic Saga & Heritage Association
- 09:45- 10:45 Presentations  
**Alejandro Ramilo**, European Commission Executive Agency for Education and Culture: *“Cultural Heritage year 2018 and the Creative Europe programme”*.  
**Björn Buttler Jakobsen**, Chairman of Destination Viking Association and Director at Fotevikens Museum: *“Living with the Vikings in 35 years”*.  
**Geir Sør-Reime**, Rogaland County Council: *“Follow the Birth of Norway - The Viking Trail through Rogaland”*.  
10:45 Coffee break  
11:10 Presentations continued  
**Paul Whiting**, Marketing Manager, York Archaeological Trust: *“How We Ended the World! The Impact of Using Norse Mythology on the Marketing of JORVIK Viking Festival”*.  
11:30 **Inga Hlín Pálsdóttir**, Promote Iceland: *“Branding of Iceland as a tourism destination”*.
- Moderator: Ásborg Arnþórsdóttir, Director of Tourism South Iceland Inland
- 12:00 Thematic Workshops

**Workshop 1:** *Branding your viking site in the modern world of social media.*

**Workshop 2:** *How to take 360°s, get them online and use for promoting viking sites.*

Led by **Guðrún Helga Stefánsdóttir**, Marketing & PR Manager, Reykjavik City Museum and **Katarzyna Dygul** Project Manager at ISTA.

Led by **Skúli Björn Gunnarsson**, Director at Skriðuklaustur, Centre of Culture & History.

Introduction: Katarzyna Dygul, ISTA project manager

- 13:00 Lunch at the Nordic House
- 13:45-17:00 Technical visit to museums
1. National Museum of Iceland - a tour by **Ármann Guðmundsson**, National Museum
  2. Viking remains in the centre of Reykjavik – a walking tour by Reykjavik by **Guðbrandur Benediktsson**, Reykjavik City Museum
  3. Visit to the Settlement exhibition and presentation by **Jón Páll Björnsson**
- 18:00 Dinner & entertainment at Restaurant Matur og Drykkur (Saga Museum's restaurant) & Visit to The Saga Museum (*Grandagarði 2*)

### Thursday 26th Seminar Day 2 and Technical visit to West Iceland

Seminar location: Snorrastofa, Reykholt

- 08:15 Departure (pickup Hotel Marina)
- 10:00 Arrival in Reykholt Snorri Sturluson's site ( welcome coffee&cake)  
Welcome words and introduction to Snorri Sturluson's site: **Bergur Þorgeirsson**, Director of Snorrastofa and **Sigrún Þormar**, Site manager
- 11:00-12:30 Presentations  
**Kristján Guðmundsson**, Managing Director, West Iceland Sagaland: "*West Iceland - The Sagaland*".  
**Óskar Guðmundsson**, Author of Snorri's biography: "*Snorri and Reykholt*".  
**Gísli Sigurðsson**, Research Professor at The Arni Magnusson Institute for Icelandic Studies: "*Myths of the vikings set in the sky: A unifying factor for Viking tourism across ages and continents*".
- Moderator: Edmund Southworth, Director Manx National Heritage, Isle of Man
- 12:30 Lunch at Fosshotel Reykholt
- 13:15 Presentations continued  
**Cat Mihos**, Writer and Director of Development for Neil Gaiman & **Jouni Koponen**, Artist from Finland: "*Educating Through a Graphic Novel (or a Comic Book...) LORE OF THE HAVAMAL*".
- 13:45 **Katarzyna Dygul**, Project Manager, Iceland Sagatrail Association : "*Using FTV materials in local promotion*".
- Moderator: Edmund Southworth, Director Manx National Heritage, Isle of Man
- 14:00 Thematic Workshops

**Workshop 3: New ways of presenting the vikings.**

Presentations by:

**Eamonn McEaney**, Director at Waterford Treasures: "*3D virtual exhibition in recreating the viking time of Waterford*".

**Ellen Marie Næss**, Archaeologist, The

**Workshop 4: Mapping sites and history recreation.**

Presentations by:

**Lemke Meijer**, Interaction Designer at Gagarin: "*Storytelling through interactive media*".

**Emily Lethbridge**, Research Lecturer at The Arni Magnusson Institute for Icelandic

Viking ship museum: *“When archeology goes to the Movies”*.

**Ea Stevns Matzon**, Head of Communication, Museum Vestsjælland: *“How to present a long history on 4 meters and in 90 minutes”*.

Studies: *“The digital footprint of saga pilgrims”*.

**Steinunn Anna Gunnlaugsdóttir**, CEO of Locatify: *“Smart audio guide indoors and outdoors - immersive user experience”*.

Moderators : Torfi Jónsson, Manager, Þingvellir National Park and Sheila Dooley, Curator, Dublinia

15:30	Coffee break and visit Snorrastofa
16:30	Departure to Borgarnes
17:15	Visit to The Settlement Center in Borgarnes
18:00	Dinner & entertainment
21:00	Departure to Reykjavík

### Short abstracts about the presentations:

**Alejandro Ramilo**, European Commission Executive Agency for Education and Culture: *“Cultural Heritage year 2018 and the Creative Europe programme”*.

This presentation will introduce the concept and plans for 2018 Year of Cultural heritage and discuss how the European Commission has been providing support to heritage through the Creative Europe programme.

**Björn Buttler Jakobsen**, Chairman of Destination Viking Association and director at Fotevikens Museum: *“Living with the Vikings in 35 years”*.

Will discuss the past, newest developments and involvement in the last 35 years in terms of vikings in Europe. The concept of viking, the destinations, archaeological open museums, handcraft, mediation, live interpretation, methods, quality assurance, organizations, EU projects, marketing, and more.

**Geir Sør-Reime**, Rogaland County Council: *“Follow the Birth of Norway - The Viking Trail through Rogaland”*.

The presentation will outline the story how the Viking Trail through Rogaland was initiated and how it developed from the very beginning in 1995.

It will discuss how an inter-municipal project was formed and how project visits allowed sharing best practice.

Geir Sør-Reime will go into the process for selecting sites that were included, the ideas for physical and virtual access to these sites, the interpretative panels produced, and the guide booklets produced.

**Paul Whiting**, Marketing Manager, York Archaeological Trust: *“How We Ended the World! The Impact of Using Norse Mythology on the Marketing of JORVIK Viking Festival”*.

In November 2014 the team behind JORVIK Viking Festival announced that the world was to end in 100 days as signs of the Norse apocalypse, Ragnarok, had been witnessed across the world. What followed was a 3 month countdown that not only promised to break the world in half but nearly broke the internet! From hard rock events in New York to references on serious news programmes the #Ragnarok2014 marketing campaign created a hype that projected the festival and the wider JORVIK brand into the stratosphere. In this talk Paul Whiting will outline the rationale behind using the Viking end of the world myth for the festival, the impact and challenges on the marketing and insights on how to use mythology to reach audiences.

**Inga Hlín Pálsdóttir**, Promote Iceland: *“Branding of Iceland as a tourism destination”*.

Tourism in Iceland has grown rapidly in the last few years especially in the off season. In this presentation, an overview of branding and promotion of Iceland as a destination will be presented. The focus will be on



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the shift in focus from nature, to culture and creativity. As well as showing the latest developments in promoting the country in a successful way under the brand of Inspired by Iceland in cooperation with stakeholders.

**Workshop 1: Branding your viking site in the modern world of social media.**

A workshop led by Guðrún Helga Stefánsdóttir, Marketing & PR Manager, Reykjavik City Museum and Katarzyna Dygul, Project Manager at ISTA.

In the workshop participants will learn which social media is most important and useful for their sites. They will have short lesson in how to use different media to promote and to be in better contact with their audience or target group.

**Workshop 2: How to take 360°s, get them online and use for promoting viking sites.**

A workshop led by Skúli Björn Gunnarsson, Director at Skriðuklaustur, Centre of Culture & History.

In the workshop participants will be given examples of how 360° images can be used both for promotion and information and which platforms are used for different context. 3D models and AR technology will be address briefly. Participants will be instructed and taught simple technical things in taking 360° with their smartphones and getting them online. It is recommend that those who attend the workshop have downloaded Google Street View App to their phones in advance and opened an account.

**Kristján Guðmundsson**, Managing Director, West Iceland Sagaland: *“West Iceland - The Sagaland”*.

Tourism in West Iceland has been growing for the last years. Characteristics of West Iceland is its' history, that's why we call it Sagaland. Lonely Planet announces West Iceland to be in the 'top ten regions' for 2016 and Scenic destination of Europe 2017 by Luxury Travel Awards.

**Óskar Guðmundsson**, Author of Snorri Sturluson's biography: *“Snorri and Reykholt”*.

Reykholt is one of Iceland's main historic sites, a cultural centre past and present. Snorri Sturluson, a famous medieval historian, politician and chieftain settled in Reykholt in 1206 and was killed there 1241. As an author and poet, Snorri preserved the Norse cultural heritage in his work. Snorri wrote some extraordinary fine literary works in Reykholt, such as Snorra – Edda, Heimskringla ( a history of the Norse kings) and Egils Saga.

**Gísli Sigurðsson**, Research Professor at The Arni Magnusson Institute for Icelandic Studies: *“Myths of the vikings set in the sky: A unifying factor for Viking tourism across ages and continents”*.

The presentation will look at the sky above and the mythological material in the Gylfaginning of Snorri Sturluson's Edda. There it is said that the sky is a gigantic dome, explained as the inside of the head of Ýmir, where the mighty ash of Yggdrasil can be observed as a white transparent stem in and above the sky. By reading Snorri's mythology literally in the context of ethnic astronomy we are able to understand why mythological stories with roots in the Viking past were still told in the 13th century, just over 200 years after the official acceptance of Christianity. Today, we can still share the same stories with our guests and point up to the same sky as the tellers of these myths saw above them in the time of the vikings and saga writing in Iceland.

**Cat Mihos (writer) & Juoni Koponen (artist):** *“Educating Through a Graphic Novel (or a Comic Book...) Lore of the Havamal”*.

From the shores of Los Angeles, California to the lakes and forests of Hämeenlinna, Finland, Cat and Jouni are sharing files over the wires and creating an educational comic book.

It is our hope to further educate on the Norse mythology and Viking wisdom (we are not talking about actual viking history, just their gods, myths and sayings), by bringing it to a new generation via the format of the Graphic Novel. The presentation will show the process from start to finish and try to! answer any questions from the audience.



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**Workshop 3 : New ways of presenting the vikings.**

**Eamonn McEneaney**, Director, Waterford Treasures: *“King of the Vikings, the World’s First Virtual Reality Viking Adventure”*.

In 917 King Reginald led a huge fleet of Viking longships into Waterford Harbour where he built a fort and laid the foundations of Waterford, Ireland’s oldest city. Reginald’s Tower, Waterford’s iconic landmark, is the only monument in Ireland named in honour of a Viking. Today it houses the archaeological treasures of Viking Waterford and of the upriver Viking site at Woodstown dating to c840. In June 2017 with support of the national tourism agency and of Waterford Council, Waterford Treasures Museums opened a visitor attraction to complement the exhibition – the world’s first Virtual Reality Viking Adventure. Now, with the latest virtual reality technology, the momentous epic story of Reginald, King of the Vikings, and the story of the Vikings coming to Ireland, is spectacularly brought to life.

**Ellen Marie Næss**, Archaeologist, The Viking ship museum: *“When archeology goes to the Movies”*.

The Viking Ship Museum’s new visual experience “Vikings Alive” takes its visitors on a unique visual journey into the past history of a Viking ship using CG animation (computer-generated imagery). In this talk, Ellen Marie Næss will address the process of collaborative creation that made this film possible and if the museum succeed in foregrounding precious, real, Viking artefacts, and helped visitors realize the amazing past life they represent.

**Ea Stevns Matzon**, Head of Communication, Museum Vestsjælland: *“How to present a long history on 4 meters and in 90 minutes”*.

While a historian, archaeologist or other tells the story, an illustrator draws what is told. Through a collaboration of one of Denmark’s skilled cartoonists and the Museum’s Ph.D. in Viking age and the Medieval a great event of telling and drawing the story was created and it is now being further developed into use at schools for children to learn history in a new, engaging way. A short review with illustrations and a description of the possibilities.

**Workshop 4: Mapping sites and history recreation.**

**Lemke Meijer**, Interaction Designer at Gagarin: *“Storytelling through interactive media”*.

The challenge to convey scientific and / or historic information by scholars to the general public has in recent times been met with innovative techniques in interactive media. These exhibits often result in media design and technology that overshadow the story to be told.

Lemke Meijer will share Gagarin’s approach on how to use interaction as a tool in storytelling to engage visitors and create memorable experiences.

**Dr Emily Lethbridge**, Research Lecturer at The Arni Magnusson Institute for Icelandic Studies: *“The digital footprint of saga pilgrims”*.

Saga tourism in Iceland is not a new phenomenon. In the 19th century, a significant number of 'saga pilgrims' travelled to Iceland in order to visit sites mentioned in the sagas, and they often wrote and published accounts of their travels. A recent development of the Icelandic Saga Map project has involved geo-referencing some of these accounts, and adding them to the website ([www.sagamap.hi.is](http://www.sagamap.hi.is)). This presentation will discuss some of the aims and results of this part of the bigger saga-mapping project.

**Steinunn Anna Gunnlaugsdóttir**, CEO of Locatify: *“Smart audio guide indoors and outdoors - immersive user experience”*.

Locatify's CEO along with the Chief technology Officer, Leifur Bjorn Bjornsson, will present how to engage visitors through thoughtful Multimedia Guides and cutting edge Indoor GPS Technology, leaving you inspired by what can be achieved with the latest technology. The Icelandic software developers have a proven track record with location based tourism and educational museum installations.



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