

PRESS INFORMATION

**ICELANDIC PARTNERS OF
THE 35th EUROPEAN FILM AWARDS**

Iceland:

Please visit this link for further information about Iceland:

<https://www.visiticeland.com/>

Reykjavik:

A little bit about the life in the northernmost capital city in the world.

Geothermal Living

Due to great leadership, foresight and innovation, the citizens of Reykjavík enjoy warm houses, long hot baths and a multitude of lights in the colder, darker seasons. Our local energy and district heating comes directly from the earth; from the geothermal power in our vicinity. In every neighborhood you will find a wonderful public swimming pool where every citizen learns to swim and everyone has the opportunity to enjoy a variety of hot and cold baths, saunas and steam rooms. In fact, outdoor bathing has become a cultural phenomenon in Iceland, something akin to local coffee house culture in warmer climates where people of all ages gather socially.

Contact: Hulda Gunnarsdóttir hulda.gunnarsdottir@reykjavik.is

Playing Outside All Year

Children in Reykjavík practice sports outside all year. That means soccer practice will take place outside no matter the weather. It also means that when it is freezing cold, snowing and dark outside throngs of warmly dressed children rush out to play on the school playground when the school bell chimes. The same applies to preschoolers who love playing outside all year, no matter the weather.

For photos of winter playtime:

<https://myndasafn.reykjavik.is/fotoweb/albums/Y3yT7vvT3dN19ldqvUvuSy2O1Qmo6KnYLLReKq/>

Contact: Hjördís Rut Sigurjónsdóttir hjordis.rut.sigurjonsdottir@reykjavik.is

Wildlife in the City

Reykjavík is not only known for its diverse and colorful humans, but is also home to interesting wildlife. It is popular among visitors to take short boat trips from the Old Harbour to see puffins and whales but less known is the [Elliðaá](#) salmon river that runs through the Elliðaárdalur valley, a popular outdoor recreation area within city limits. In downtown Reykjavík there is the Vatnsmýri nature reserve and the small but beautiful lake Tjörninn with its very diversified birdlife.

Contact: Inga Rún Sigurðardóttir inga.run.sigurdardottir@reykjavik tel. +354 6691158

School of Work

Icelandic teens have the opportunity to earn a little bit of pocket money through constructive employment offered by the City of Reykjavik each summer. The main function of the city-run program [School of Work](#) is to provide students from the upper grades of primary school with safe and educational job assignments, mostly involving gardening and maintenance but for the oldest participants also opportunities to work in preschools and summer camps for younger children. This is a beloved summer tradition dating back to 1951 in Reykjavík.

Contact: Inga Rún Sigurðardóttir inga.run.sigurdardottir@reykjavik tel. +354 6691158

Look up!- Wall art in Reykjavík

Wall art has a long and interesting history and in spite of often challenging weather conditions modern Reykjavík is rich in beautiful wall art. These diverse and colorful pieces of art are all around us, but in our daily lives we perhaps pay too little attention to them. Therefore, we have put together [„a treasure map“](#), which can be used to find many of these interesting and fun works of art. Note that wall art and graffiti are two different things! The latter is prohibited and the City of Reykjavík has worked closely with operators and building owners to paint over vandalism caused by graffiti.

Photos of wall art in Reykjavík:

<https://myndasafn.reykjavik.is/fotoweb/albums/Y3o3pPvT3dN18uKqFggHizCudT7B6RYfYHf6IQ/>

Contact: (for information and/or more photos):

Hrund Þórsdóttir [hrund.thorsdottir@reykjavik.is/](mailto:hrund.thorsdottir@reykjavik.is) tel. +354 8681325

Green housing of the future

The City of Reykjavik is working on different projects that are meant to accelerate the development of a more sustainable construction ecosystem within the city, both where the city is the direct client but also when the city allocates city-owned land for development. Reykjavik is keen to work with green incentives, democratic participation and other things that can materially and ideologically support the green development of the construction industry. During the last year an important prototype project has been ongoing – Green housing of the future. The city used an innovation tender system to find interesting partners to work on development of sustainable housing. The top teams are given structured contracts for developing these new projects.

Another relevant project is Reykjavik's participation in two rounds of Reinventing Cities which is a project organized by C40. That process has illustrated how the city, to a much

higher degree, can affect the green development in the city and the green transition of the building sector.

[Green Housing of the Future | Reykjavik](#)

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Visit Reykjavík is the official marketing agency of Reykjavík city, responsible for worldwide marketing. We are the first point of contact for tourism, marketing, information and events in the Reykjavík Capital Area. You can find more information at the link.

<https://visitreykjavik.is/media-center>

7 Ways Reykjavík Perfectly Combines Nature & City Life. If you're looking for a place that effortlessly intertwines the conveniences of city life with the restorative powers of nature, look no further than Reykjavík. The progressive city culture, exciting art scene, delicious cuisine, and abundance of outdoor activities have gained Reykjavík a reputation for perfectly combining its raw natural surroundings with cosmopolitan comforts. You can find more information at the link.

<https://visitreykjavik.is/7-ways-reykjavik-perfectly-combines-nature-city-life>

11 Little Known Facts About Reykjavík Reykjavík is Iceland's charming and vibrant capital that's brimming with artefacts, historical buildings, and fun activities that give you deeper insight into the country's culture, history, nature, and language. While some of what the city has to offer is obvious, there are plenty of things in Reykjavík that are hidden in plain sight. You can find more information at the link.

<https://visitreykjavik.is/11-little-known-facts-about-reykjavik>

Itineraries for the city. There is so much to do in Reykjavík! With many museums, art galleries, nature spots, activities, shops and restaurants, it's easy to keep busy. But don't worry we've put together a few itinerary ideas which you can use to help explore our beautiful city! You can find more information at the link.

<https://visitreykjavik.is/itinerary-ideas-reykjavik>

Festivals and events. Reykjavík City is a hotbed of activity all year round, with a remarkable number of annual festivals and seasonal events attracting countless festival goers and media attention from around the world. Festivals include Reykjavík Culture Night, Winter Lights Festival, Reykjavík Pride and Iceland Airwaves. See more information at the link.

<https://visitreykjavik.is/see-and-do/reykjavik-festival-city>

Activities in the city. Summer or winter, it doesn't matter; if you're feeling adventurous you can easily action-pack your stay in Reykjavík. From boat tours, hiking, skiing, and helicopters,

to theaters, golfing, horse riding, and music venues. There is just so much to do. You can find more information at the link.

<https://visitreykjavik.is/see-and-do/activities>

Food and drink. Reykjavík capital area has so many great restaurants & bars to choose from. From fast food to fine dining you will not be able to resist grabbing a hot dog or an elegant fish dish, or taste one of our many delicious Icelandic brewed beers! You can find more information at the link.

<https://visitreykjavik.is/eat-drink/restaurants>

Museums and galleries. Despite the capital area's relatively petite size, Reykjavík is a city that is famous for its devotion to the arts and culture. Visitors to Reykjavík will find themselves with a plethora of choices, including more than 60 museums, exhibition spaces, and galleries on almost every corner. You can find more information at the link.

<https://visitreykjavik.is/see-and-do/museums-galleries>

Shopping in the city. For a relatively small city, Reykjavík is a shopper's paradise. There is literally something for everyone, charming little street boutiques, beautiful local and international design stores, or large shopping malls with a great variety of stores. You can find more information at the link.

<https://visitreykjavik.is/see-and-do/shopping>

The Christmas celebrations or Yuletide are the biggest holiday in Iceland. Many traditions may be familiar, but some perhaps a bit peculiar, like that children put shoes in their bedroom window for 13 days in the hope of getting presents from mischievous yule-lads. So how do Icelanders celebrate the Yuletide and how can travelers participate in the festivities? You can find more information at the link.

<https://www.visiticeland.com/article/christmas-in-iceland>

UNESCO City of Literature: Reykjavík is home to Icelandic medieval literature, including the Sagas of the Icelanders and the Poetic Edda, landmarks of world literature still widely read and translated today. This literary heritage is the core of the nation's identity and narrative art is the single most important part of its cultural history. The Árni Magnússon Institute for Icelandic Studies in Reykjavík is the centre of this heritage. It preserves manuscripts, conducts research on them and publishes texts for the public, in addition to offering research facilities and tutoring to foreign scholars and students. The Arnarnaglean Manuscript Collection was added to the UNESCO Memory of the World Register on July 31st 2009. See info at the link or contact kjartan.mar.omarsson@reykjavik.is

<https://bokmenntaborgin.is/en>

Reykjavík Music City: Reykjavík has long been known for its vibrant music scene and massive creative output. Internationally revered musicians such as Björk, Of Monsters and Men, Sigur Rós, Ásgeir, Emiliana Torrini, múm, Kaleo, Ólafur Arnalds, and Gus Gus along with composers like Hildur Guðnadóttir, Víkingur Heiðar, Anna Thorvalds, and the late Jóhann Jóhannsson

have all played a part in establishing Reykjavík's reputation as a unique place to enjoy live music. The city is home to an eclectic collection of genres, venues, events, and performers that makes any music experience memorable. No matter what time of year, a visit to Reykjavík is not complete without exploring its unique music scene! You can find more information at the link or by contacting vilborg.asa.dyradottir@reykjavik.is

<https://visitreykjavik.is/reykjavik-music-city>

Photos from Reykjavik city. Photographer Ragnar Th. Sigurdsson.

https://myndasafn.reykjavik.is/fotoweb/albums/Y3zl_PvT3dN19MB6eTjWzkBPig-ZcNjtvVlqJw/

Photos from Reykjavik city. Copyright Visit Reykjavík

https://drive.google.com/drive/folders/1zGENbXorz1GatR9CgBD1TFMWNmSnYMQM?usp=share_link

Icelandic Film

Since the famous 9th and 10th century sagas, Iceland has been a nation of storytellers. Iceland has a population of only about 360,000 — and yet produces more films per capita than any other country in the world. The country is home to amazingly talented, creative and collaborative people, showing the world their unique perspectives and delving into the inner lives of people who call this remote and scenic island home.

Recent internationally acclaimed Icelandic films include Godland, Lamb, Beautiful Beings, Cop Secret, A White, White Day, Woman at War, Virgin Mountain, Rams, Under The Tree, Let Me Fall, The Last Autumn and A Song Called Hate; and international hit TV series include Trapped, Katla, Black Sands, The Valhalla Murders, Blackport and The Minister.

These projects come to life thanks to crucial support from The Icelandic Film Centre, a public institution that provides funding for Icelandic films, promotes them abroad and nurtures film culture in Iceland by supporting festivals, seminars, workshops and other networking opportunities for film professionals.

The Icelandic Film Centre also provides funding for co-productions, working with the Nordic countries, France, Germany, Poland, Canada, the United Kingdom and other countries. Some recent co-productions include End of Sentence, Grand Marin, Valhalla, Winter Brothers, Innocence and Margrete-Queen of the North.

Iceland also hosts a number of international film festivals including Reykjavik International Film Festival (September) and Stockfish (March). Bio Paradis is the country's acclaimed art-house cinema, located in downtown Reykjavik. Iceland also boasts one of the world's most active cinemagoing populations per capita.

For more information about the Icelandic film industry, visit <https://www.icelandicfilmcentre.is/about/icelandic-film-industry-at-a-glance>

International Filmmaking in Iceland

With a 35% refund on production costs, experienced film crews and a stunning variety of locations, filming in Iceland offers a unique opportunity for all filmmakers.

Iceland has daily flight connections to most major hubs on both sides of the Atlantic. Iceland's other-worldly landscapes include endless black sand beaches, imposing glaciers, snow-capped mountains, rugged lava fields, powerful waterfalls, lakes, and lagoons packed with icebergs.

Experienced production service companies are ready to assist. A short drive away from the centre of Reykjavik, Baltasar Kormakur's new RVK Studios is one of Europe's largest studio complexes and a budding creative village.

Iceland offers a modern, connected, and stable infrastructure. A full range of professional services is available, including location assistance, crew, equipment rentals, casting, post-production, VFX houses and more.

Some of the many international films to shoot in Iceland include The Northman, Eurovision Song Contest: The Story of Fire Saga, The Fate of the Furious, Captain America: Civil War, Star Wars: Rogue One, Interstellar, Oblivion, Noah, Star Trek: Into Darkness, The Secret Life of Walter Mitty, Prometheus, Flags of Our Fathers and Die Another Day, and TV shows including Game of Thrones, Sense8 and Succession.

Stunning locations

In Iceland, filmmakers will find stunning and diverse landscapes which are often only a few miles apart. The locations range from black sand beaches, barren landscapes and lava fields to waterfalls, mountains, glaciers and more. Smaller towns are scattered around the coast and Reykjavik, Iceland's capital, is increasingly becoming a filming attraction due to its unique atmosphere and architecture.

Modern infrastructure

Experienced production service companies and crews are ready to assist. Their portfolio includes an impressive range of large-scale productions. The full range of professional services available includes assistance with locations, crew, equipment, casting, studios, permits if needed, postproduction, VFX and more.

RVK Studios offers 3 sound stages accompanied by production service facilities.

Fossa Studios offers 2 sound stages accompanied by production service facilities.

Renewable energy in Iceland

Filming in Iceland benefits from a reduced footprint as Iceland is the world's largest green energy producer per capita. For more than a century, Iceland has harnessed renewable energy like geothermal, generated by heat from earth's core, and hydropower, generated by water.

Today, 100 percent of Iceland's electricity and house-heating needs are met with renewables, including studios and stages.

For more information visit filminiceland.com.

Iceland is a leading country in sustainability

Iceland is leading country in the utilization of renewable energy and plan to be carbon neutral by 2040. The country has more than a century of experience in the utilisation of renewable energy.

For over a century, Icelanders have sustainably harnessed both hydro and geothermal power. Meeting our energy needs with renewables proved instrumental in transforming our poor island nation into one of the most advanced societies in the world.

Iceland is a leader in geothermal energy, producing 30% of its electricity and 90% of house heating with geothermal energy.

In Iceland 100% of both electricity production and house heating is provided with renewables.

Our experience in utilising hydro and geothermal resources has made Icelandic experts sought-after worldwide and put Iceland at the forefront of innovation in the energy and sustainability sectors.

It has attracted major international players looking for greener alternatives and allowed us to develop ground-breaking technologies in areas such as carbon capture and cascading use of geothermal resources.

These goals are driven equally by the public and private sectors.

European Film Awards - The ceremony

Unnsteinn Manuel is the artistic director of the European Film Awards 2022.

Unnsteinn Manuel is a singer and composer who has toured over 30 countries with his band Retro Stefson, among others. Born in Portugal to an Angolan mother and an Icelandic father. He has been a professional musician since the age of 18. His music career led to TV and documentary work, his documentary series Hæpið ran for three seasons on Icelandic pub-Caster RÚV. He has received numerous nominations at the Icelandic Film and Television awards and won the award for Broadcast Journalist of the year in 2018 and Documentary

Television show of the year in 2015. In 2018 he founded a production company and radio station, 101 Productions, in co-operation with Vodafone Iceland, producing television and radio shows for various media outlets. In 2021 he graduated from the Serial Eyes screenwriting fellowship at the German Film School, Dffb.

The Art Carpet:

The Art Carpet is an installation that will be exhibited in Harpa during the European Film Awards. Instead using the traditional red carpet that would have been shipped from abroad, it was decided to make an experience and an art installation. The art carpet is made from local products and materials collected from local stores, to reduce the carbon footprint. The installation is designed to have a second life, not only for this one day event.

The architecture of Harpa, where the European Film awards will take place, is inspired by Icelandic nature and the structure is based on columnar basalt. Therefore the artists decided that the art carpet should bring the unique Icelandic nature within the walls of Harpa.

The inspiration for the art carpet is drawn from the uniqueness of the Icelandic landscape, for example the lava fields covered with woolly fringe moss. This special moss makes the landscape look unearthly. The artists put emphasis on capturing the otherworldly elements from nature with variety methods, for example tufting Icelandic wool, using geotextiles and saw dust.

The art carpet will be an art installation leading the guests to Eldborg where the award show takes place, creating unique experience for the nominees and other guests. The artists have collaborated the local perfumery Fischersund that have made a special perfume, capturing the scent of the Icelandic nature.

The Art Carpet is designed and made by Tanja Levý, Lilý Erla Adamsdóttir and Sean O'Brien.

Tanja Levý (1989) is the creative director and designer of the art carpet. She is a multi disciplinary designer mostly working in films and theatre.

www.tanjalevy.com

IG: [instagram.com/tanjalevy/](https://www.instagram.com/tanjalevy/)

Lilý Erla (1985) is a textile artist and a designer. She is the textile designer and maker of the tufted wool of the installation.

www.lilyerla.com

IG: www.instagram.com/lilyerla/

Sean O'Brien (1985) is a multi disciplinary artist. He is the designer and the maker of the structure and the texture of the installation.

www.seanob.com

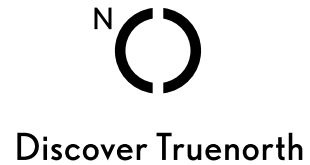
IG: www.instagram.com/foreverywhere/

Pictures:

<https://wettransfer.com/downloads/9bbf144ceb50ddb19a5cca08aa920bb520221127172522/4a22ef8a4957bd7c89d23edf6a9a361120221127172546/229472>

<https://we.tl/b-P3niCmqyJc>

Icelandic sponsors of the European Film Awards



BLUE LAGOON
ICELAND



Landsvirkjun

Landsvirkjun is the National Power Company of Iceland, fully owned by the people of Iceland, and generates over 70% of electricity generated in the country. It generates exclusively from renewable energy sources, i.e., hydropower, geothermal power and wind power and currently has 18 power plants around the country. Landsvirkjun has negligible carbon footprint and will be carbon neutral by 2025.

Landsvirkjun's emissions are only 3.6 grammes per kilowatt-hour (per energy unit), which is among the lowest globally. In comparison, the criteria for green energy generation is 100 grammes per kilowatt-hour.

Landsvirkjun was the first Icelandic company to receive the grade A- at the Carbon Disclosure Project, or CDP, in 2020. Landsvirkjun is the only Icelandic company on the Financial Times' list of Europe's Climate Leaders.

Landsvirkjun has been awarded the PWC's Golden Badge for Equal Pay Certification 7 years in a row. Landsvirkjun's employees are proud of the Company's success in reaching its goals in equal rights affairs and aim to do even better. Landsvirkjun has a Program of Action for Equal Rights Affairs.

Landsvirkjun's Executive Board is gender balanced and the Company is approaching its goal of proportion of female managers.

Icelandair: We bring the spirit of Iceland to the world

With Iceland as its hub and home, the heart of Icelandair's business is its extensive international route network, centered around the unique geographical location of the country. With over 50 destinations, Icelandair provides great connections to and from Iceland as well as between Europe and North America. Iceland is known as a unique and refreshing travel destination but for those who are traveling across the Atlantic, Icelandair offers its popular stopover program where travelers can stop in Iceland for up to a week on their way.

Alongside its international passenger operations, the airline also operates a domestic network, an airfreight and logistics business through Icelandair Cargo as well as aircraft leasing and consulting services through subsidiary Loftleidir Icelandic.

Iceland's unique location makes the country the perfect connecting hub between Europe and North America and allows Icelandair to operate a 24-hour network. Icelandair's aircraft depart to Europe early in the morning and return to Iceland in the afternoon. Flights depart to North America late afternoon, arriving early evening and returning to Iceland at dawn of the next day, just in time to depart for Europe again.

Sustainability at the core

Air travel is important for the world – it connects people, cultures, is crucial for trade and is the cornerstone for tourism. It is especially important for island nations like Iceland that count heavily on efficient flight connections. In 2019, 9.5% of Iceland's GDP came from tourism and aviation. Having a positive economic, social and environmental impact is at the core of Icelandair's strategy. The Company supports the United Nations' Sustainable Development Goals (SDGs) and has chosen four of the goals as key sustainability focus areas. They are decent work and economic growth, climate action, gender equality and responsible consumption and production.

Icelandair has set ambitious goals to reduce carbon emissions by 50% per operational ton kilometer by 2030 compared to 2019 and to reach net zero by 2050. To achieve these goals a combination of four key measures is needed. They are new technology, operational efficiencies, implementation of Sustainable Aviation fuels and carbon offsetting.

Icelandair is currently replacing its fleet with new, more fuel efficient and environmentally friendly aircraft and is also involved in the development of future aircraft technologies. With short flying distances and ample access to green energy, Iceland is in the perfect position to be at the forefront when it comes to true zero domestic flights. Icelandair believes this could become a reality in this decade – either through hydrogen-powered and/or electric-hybrid aircraft - a field in which Icelandair is participating in through [two interesting projects](#).

Fish skins are normally disposed of as a waste product from fishing, but in the making of COLLAB it is repurposed by extracting the pure marine collagen. That way it's not only the extraction of high quality collagen from fresh, wild caught sources – it also helps reduce the waste from the seafood industry. Each can of COLLAB contains 5.9 grams of protein and gives a short-term energising effects in balance with collagen benefits for your future.

COLLAGEN – CAFFEINE – SUGAR-FREE

Omnom

Icelandic chocolate maker Omnom is known for its innovative chocolate creations inspired by Icelandic culture and nature. This award-winning chocolate maker uses the best possible ingredients from near and far to make some seriously creative chocolate.

www.omnomchocolate.com

Discover Truenorth

Discover Truenorth is a high-end event and luxury DMC tasked with the most ambitious leisure travel and event planning in Iceland. Discover Truenorth has its origins in the film industry, with expert Producers, Event Managers and Luxury Travel Specialists comprising the team.

Sharing offices, connections, knowledge, and resources with Iceland's leading film production company, Discover Truenorth can move mountains and make the impossible happen.

Discover Truenorth has planned trips for a multitude of celebrities and other VIP clients including royal families, as well as events for major brands such as Netflix, Dom Perignon, 20th Century Studios, Warner Bros, Mercedes Benz, Toyota, Nike and Coca-Cola to name a few.

Iceland Hotel Collection by Berjaya

Iceland Hotel Collection by Berjaya is a leading hotel provider in Iceland.

Through our collection of unique Icelandic Hotels we offer the most extensive and diverse range of hotel brands in Iceland.

We secure a wide choice of accommodation, restaurants, and spas to cater to a broader clientele with a portfolio of seventeen brands that consists of seven hotel brands, eight restaurants and soon three health and wellness spas.

We are cosmopolitans with knowledge of the needs of guests from the different cultures of the world. We are also locals who open the doorway to a true, Icelandic experience our guests have come to enjoy.

Come and explore Iceland with us!

Sky Lagoon

Sky Lagoon is an all-new geothermal spa inspired by Icelandic nature, heritage, and history. It is located only minutes away from the city centre at the oceanside and offers dramatic yet stunning views across the North Atlantic Ocean.

Feel yourself relax and unwind as you take in the dazzling sunsets and moody skies and, if you're lucky, the dancing Northern Lights will put on a stunning show. Then, take your relaxation deeper with the Ritual, a unique seven-step experience that guides you through the history of Icelandic bathing culture. Over the centuries, we've developed a way to combine the healing powers of warm water, cold water, warm steam, dry heat and fresh air. We use our traditions to integrate these natural elements to promote our wellbeing, inside and out. Those traditions are integral to Icelandic way of life and are at the core of the Sky Lagoon journey.