It's a dog's life
Why Cannes is the world's best place to be a dog

Are you going...
to San Francisco? San Fran uncovered, from beatniks to burritos

No more gloss
The old travel magazine is dead – meet the future

By Norwegian
May 2014
Issue 17

Made in Svalbard

We took the whole team to Svalbard to create this special issue – what we discovered blew us away

We won! → *Launch of the Year 2013* → *British Society of Magazine Editors Awards*

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Velkommen

Brand-new aircraft benefit passengers and the environment

Investing in new aircraft is a win-win for passenger comfort, the environment and the company's overall costs, says CEO Bjørn Kjos

At Norwegian, we are committed to being progressive and thinking long-term. That's why this year alone we will take delivery of 14 brand-new Boeing 737-800 aircraft, as well as four 787 Dreamliners. Last year, we took delivery of a total of 17 aircraft and next year we will welcome another 11 aircraft to our fleet. And with 265 aircraft on firm order, we will continue to introduce brand-new aircraft to our fleet over the years to come.

For us, it is crucial to have brand-new, cost-efficient aircraft with lower fuel consumption. Not only does this enable us to offer our passengers cheaper fares, but the passenger comfort is much higher and our passengers are able to fly one of the greenest fleets in Europe.

New aircraft with better capacity and range also mean we can offer passengers new and exciting destinations even further afield than before. And I'm not just talking about our long-haul aircraft, the 787 Dreamliner. Norwegian's brand-new Boeing 737-800 aircraft can also fly long distances; our Oslo-Dubai route, for instance, is the world's longest route operated by a Boeing 737.

We also have some very exciting future plans: from 2017, we will begin taking delivery of the even more efficient Boeing 737 MAX aircraft – yet another game changer. These aircraft will enable us to fly between many more continents and offer some fantastic new destinations; the possibilities are endless, so make sure you watch this space.

Norwegian is committed to actively engage in and support a sustainable environmental policy and we take deep pride in being able to offer one of the most environmentally friendly fleets in Europe. We are constantly looking for ways to improve our passengers' travel experience. New aircraft are mandatory in that endeavour.

Thanks for flying Norwegian!

Design winner

Norwegian has won another award, this time for its inflight entertainment (IFE). The IFE system on the 787 Dreamliner won the award for "Best Interactive Design" from the Norwegian Design Council. The jury said: "Norwegian's Dreamliner has an innovative system in an industry characterised by old-fashioned technology."

Time to Connect

See this box and go further with Norwegian's onboard WiFi

Norwegian offers free WiFi on more than 70 per cent of its flights. When you see this Connect box, it will tell you where you can go to explore more about our stories online, whether it's a Twitter feed, a website or more information on our destinations.

How to log in on board **1** → Activate your WiFi device at an altitude of 10,000 feet or more. **2** → Connect to the wireless network "Norwegian Internet Access". NB If you are using a smartphone or a tablet, you will have to open a browser window to log in. **3** → It's as easy as that! You can now surf, chat or work until we commence our approach.

con n ect

Contributors

Our Svalbard photographers

We've sent three photographers to Svalbard over the course of the past year. Tom Robinson (*above right*) stayed at the remote Nordenskiöld Lodge, Svalbard's most northerly commercial cabin, where heat comes from burning wood and the water comes from the glacier of the same name. He also donned this rather attractive suit for a kayaking trip. Rebecca Marshall (*left*) had a more civilised time in Spitsbergen on the Hurtigruten ship *MS Fram*, seeing whales, polar bears and walruses when she wasn't drinking cocktails in the on-deck Jacuzzi. Finally, Tim E White (*top left*) was with the entire Norwegian team when we spent just over a week in Longyearbyen at the end of March. He took more than 7,000 photos, just about avoiding frostbite in his fingers – admittedly, quite a few were of us larking around, but the lion's share were of Longyearbyen's stunning scenery and hardy, fascinating inhabitants.

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Websites ink-global.com, goferslogistics.com

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noted/ When we went to Svalbard

The *N by Norwegian* team. From l–r: sales managers Martin Hoel and Nils Rosvall, sales director Pär Svälas, publisher Petter Polar Bear, editor Toby Skinner, deputy editor Mandi Keighran, art director Rickard Westin, sales manager Oliver Gately

For this Svalbard special issue, we relocated the whole magazine to Longyearbyen – both the editorial and sales team set up shop at Mary-Ann's Polarrigg, the wonderful old miner's rig run by the inimitable Mary-Ann. We did work, though there was a lot of snowmobiling, dog-sledding, laughing and eating great food thrown in, too.

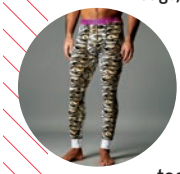
Partly, we wanted to create the northernmost issue of an inflight magazine ever made (we think we did), but we were more driven by curiosity. We made this issue in late March/early April, dragging wooden recreations of our logo around the place, but over the past year we've also sent writers and photographers to Svalbard in the summer months. We hope this story will be valid whether you go to find midnight sun, total darkness or something in between (as we did). Turn to page 40 to see why we decided to devote 30 pages to this remarkable and often very surprising place. We hope we do it justice, and we hope you enjoy reading.

The *N by Norwegian* team

We got four "Ns" made, and took them everywhere – on Spitsbergen Travel's snow cat, to an old trapper's hut at Fredheim (*centre*) and to the Russian town of Barentsburg (*bottom, centre*)

Our Svalbard survival kit

We wouldn't have survived in Svalbard without getting some generous assistance with our kit. Fjällräven sorted us out with sleeping bags, stylish base layers and Barents Parkas, which we can confirm keep you toasty at -15°C.



Viking provided us with their super-tough Icefighter boots, with thick soles and wool/polyester linings. At the slightly less hardcore end of things, we looked sharp under our trousers with tiger-print Frank Dandy long johns, and kept our skin nice and protected with skincare kits from Clinique and Origins, which included Moisture Surge Intense Skin Fortifying Hydrator, SPF 45 Sunscreen and Repairwear Intensive Lip Treatment. ***Check out our full survival kit at norwegian.com/magazine***

→ *fjallraven.com, frankdandy.com, vikingfootwear.com, origins.com, clinique.com*

Connect with us

→ Get the most out of our stories with exclusive online content at *norwegian.com/magazine*. This month, we've got lots of extended coverage from our Svalbard trip, and a preview of the new Lykke Li album.

→ Send us a shot from the plane, and we'll publish the best ones. Email editor Toby Skinner right now at *toby.skinner@ink-global.com*

It's going to be in Copenhagen from 6-10 May

Look familiar?

We run the rule over some of the contestants for this month's Eurovision Song Contest

The transvestite
Austria's Conchita Wurst
↓
The verdict
Better lashes than tunes.
See previous
Israeli transsexual Dana International won the contest in 1998.

The "joke" band
Iceland's Pollapönk
↓
The verdict
Punkier, and better, than expected.
See previous
In 2002, Greece's Michalis Rakintzis sang *SAGAPO* with his group in suits of armour.

The sisters
Russia's Tolmachevy Sisters (they're twins)
↓
The verdict
Excessively schmaltzy, even by Eurovision standards.
See previous
Armenia's Ashakyan Sisters came 10th in 2009.

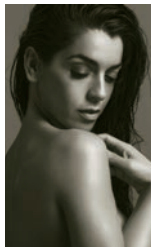
The Everyman
Norway's Carl Espen
↓
The verdict
Decent, James Blunt-esque weepie tunes.
See previous
Ireland's Johnny Logan, who won in 1980 and 1987, and penned a third winner for Linda Martin in 1992.

The "urban" act
Poland's Donatan ft Cleo
↓
The verdict
My Slowianie is actually not bad, with shades of MIA and a knowingly ironic video.
See previous
Who See?, Montenegro's rapping astronauts, who failed to make the final in Malmö last year.

The cheeseball
Belarus's Teo
↓
The verdict
The suited Teo comes off like a Z-list Robin Thicke.
See previous
Russia's 2008 winner Dima Bilan was fond of the white jeans and open shirt look.

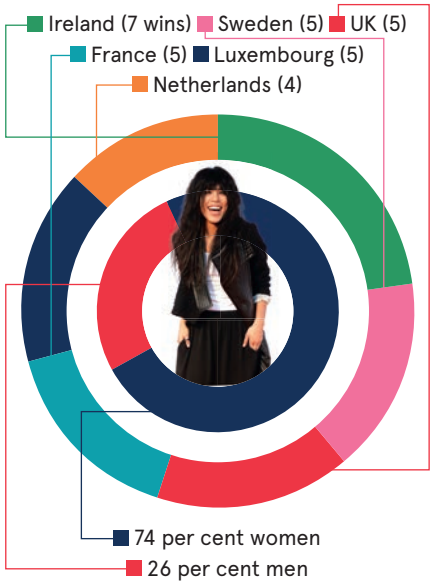
In the wrong competition
Holland's The Common Linnets
↓
The verdict
(Not bad) nu-folk duo who got lost on the way to see Mumford & Sons.
See previous
France's 1965 entry was written by Serge Gainsbourg.

The sultry songstress
Spain's Ruth Lorenzo
↓
The verdict
A touch of '80s power balladry, in a good way.
See previous
Greece's 2005 winner Elena Paparizou.



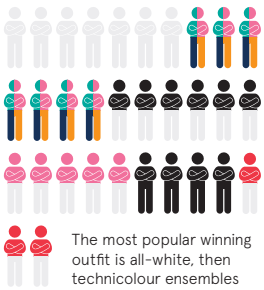
What size of band wins?

The top winners



What colour winners wear

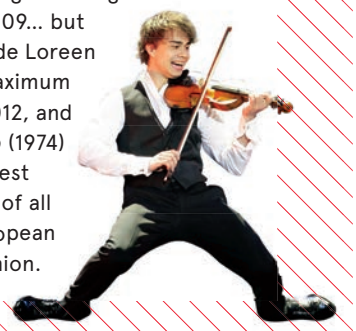
(since colour TV)



The most popular winning outfit is all-white, then technicolour ensembles

The best song ever?

Baby-faced Norwegian fiddler-singer Alexander Rybak got the highest-ever score in 2009... but multi-culti Swede Loreen got the most maximum scores (18) in 2012, and Abba's *Waterloo* (1974) was voted the best Eurovision song of all time by the European Broadcasting Union.



We've come so far (not)

← From Malmö — To Copenhagen →

Moving the competition from Malmö to Copenhagen represents the shortest distance between competitions since Dublin hosted successive Eurovisions in 1994 and 1995.

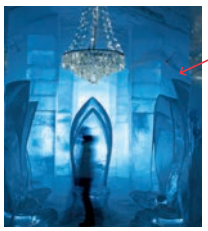
PA PHOTOS; CORBIS

HOLEBROOK
SWEDEN

Agenda/ Ten things to do around the network

Play shuffleboard

Florida comes to Brooklyn at the Royal Palms Shuffleboard Club, with competition-size shuffleboard courts, Florida-themed cocktails, and a rotating selection of New York's best food trucks. → *royalpalmsshuffle.com*



Design a hotel room

Sweden's Icehotel is offering prospective guests the opportunity to design and help construct their own suite from ice, which is then theirs for the winter months between December and March. At SEK1.5m (NOK1.4m), it's one of the most expensive hotel rooms in the world. → *icehotel.com*

To Tuscany

It's not just the Chianti that's drawing visitors to Antinori's new hillside winery, just an hour's drive from Pisa, Tuscany. The winemaker's cantilevered headquarters, designed by renowned firm Archea, is luring architecture buffs too. → *antinorichianticlassico.it*

To Paris

Celebrated Russian artists Ilya and Emilia Kabakov are the latest artists to be invited to transform the Grand Palais with a large-scale installation for the biennial Monumenta event, which runs from 10 May to 22 June. They have created a maze-like, imaginary town, titled *The Strange City*, in which visitors can lose themselves. → *grandpalais.fr*

Read

Lillehammer might be best known these days as the hideout of Frank "The Fixer" Tagliano in *Lilyhammer*, but from 20-25 May the town is home to the largest literature festival in the Nordic countries. Speakers include Norwegian crime writer Jo Nesbø, and controversial Danish rap poet Yahya Hassan. → *litteraturfestival.no*

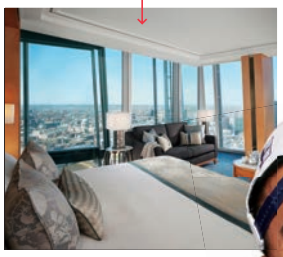
Do Go Taste Stay n

Milk and cookies

Dominique Ansel, the New York-based pastry chef behind the Cronut mega-trend, has launched his latest creation – the milk and cookie shot. It's a simple chocolate-chip cookie shot glass filled with vanilla-scented milk, but it's got New York hipsters lining up around the block. → *dominiqueansel.com*

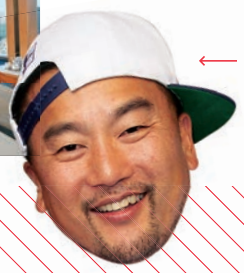
In The Shard

The luxury Shangri-La resort chain opens its first hotel in the UK on 6 May – in Europe's tallest building. Shangri-La At The Shard occupies floors 34-52 of architect Renzo Piano's 87-storey spire near London Bridge, with an indoor infinity pool on level 52. → *shangri-la.com*



At the world's highest eco-hotel

Located on Russia's Mount Elbrus, at 3,912m above sea level, LeapRus 3912 can lay claim to being the world's highest eco-hotel. Designed by Italian architects Leap Factory, the hotel is run by the North-Caucasian Mountain Club and offers accommodation for up to 40 climbers. → *caucasus.ru*



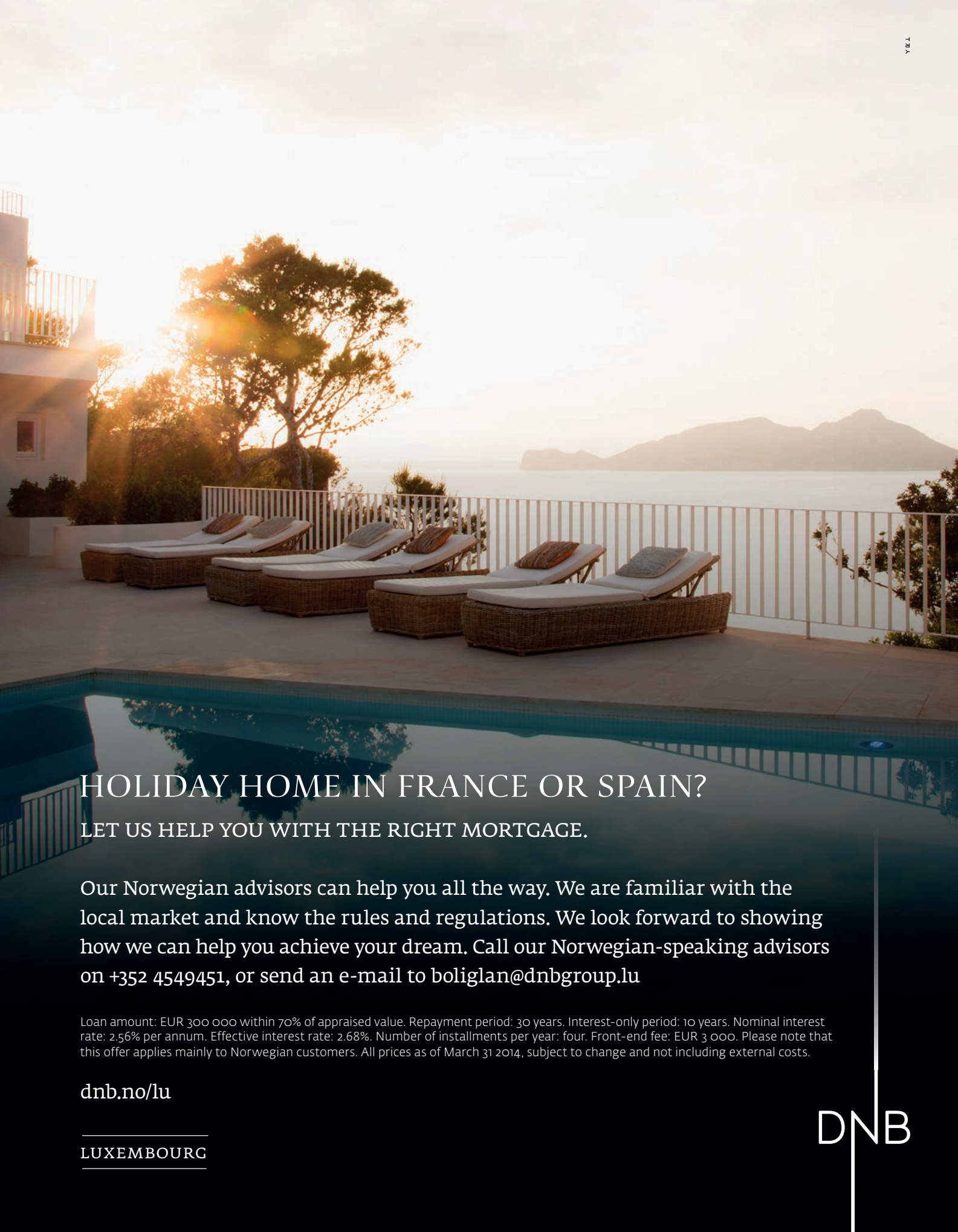
In Koreatown

One of the hippest neighbourhoods in LA, Koreatown now has an appropriately cool place for hipsters to rest their heads. The new boutique hotel, called The Line, is peppered with nods to Korean-American culture. The flagship restaurant, Pot, is headed up by Roy Choi, famous in LA for his Korean taco truck. → *thelinehotel.com*

Bean to bar

Chocolate is undergoing something of a renaissance in the UK, with many chocolatiers grinding their cocoa beans on site. London chocolatier Paul A Young takes his "bean-to-bar" concept to the next step, including the usually discarded shell of the cocoa bean to capture the taste of the entire bean. → *paulayoung.co.uk*

RÉUNION DES MUSÉES NATIONAUX-GRAND PALAIS/MIRCO MAGLIOCCA, CORBIS; PA PHOTOS; ROBERT HARDING; THOMAS SCHAUER



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dnb.no/lu

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The scene/

Burano, Italy

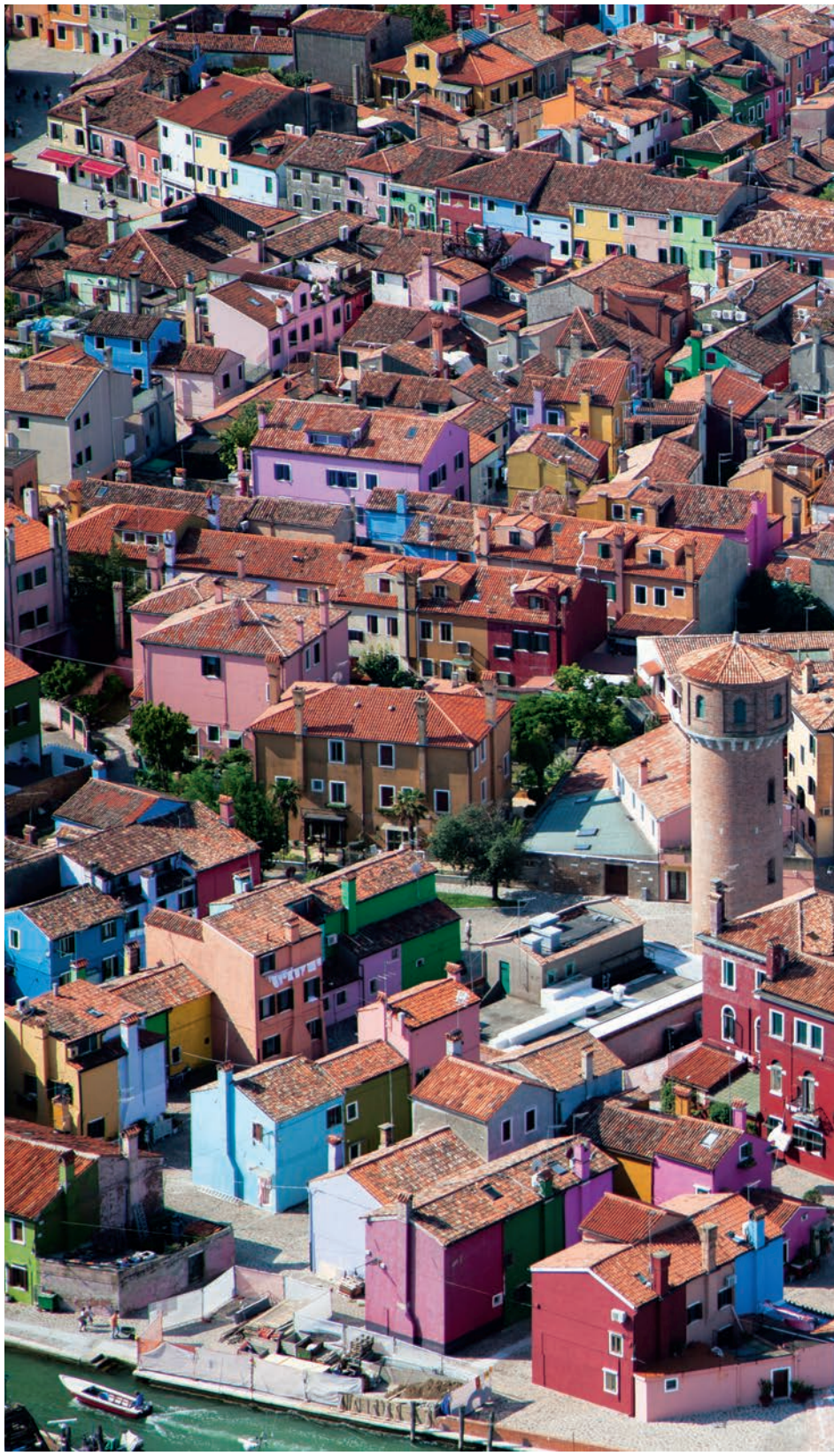
There's more to this island a short boat ride from Venice than its famous, painted houses

It's one of the world's most colourful towns – according to legend, Burano's buildings were painted so brightly so that fishermen could recognise their homes when they were out at sea. Now, if you want to decorate your house, you have to apply to the local government for a list of permitted colours. The most famous is the Casa Bepi Suà – the former home of local sweet seller and projectionist Giuseppe Toselli, whose multicoloured design has been preserved since his death in 2002.

But Burano is also known for its lace – lacemaking developed on the island in the 16th century; head to the central Piazza Galuppi and its lace museum, Museo del Merletto, to admire local work. The square is also home to the San Martin Bishop's Church, with its leaning bell tower and Baroque work by 18th-century artist Gianbattista Tiepolo. You can buy glassware from Murano at nearby stalls, while there are plenty of trattoria on the island to enjoy seafood dishes, and indulge in the local Bussolà and Esse biscuits.

Like Venice, Burano is an archipelago. It's made up of five districts, or *sestieri*, corresponding to five original islands, although the canal between the islands of San Martino Destra (to the left in this picture) and San Martino Sinistra was filled in. → *isoladiburano.it*

Burano is a 40-minute boat ride from Venice; Norwegian flies to Venice from Oslo, Copenhagen, Stockholm and Helsinki. Book flights, a hotel and a rental car at norwegian.com



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This month's key questions answered

Are wooden rollercoasters the best? P. 18

The couple behind the next crime hit? P. 21

Are Israel's cooperatives making a comeback? P. 23

How do you grow a jacket? P. 26

Will your next ride be a rickshaw? P. 29

1

Are wooden roller coasters the best?

As Tivoli returns its 100-year-old wooden roller coaster to its original state, we ask if wooden coasters are having a moment

2

A century ago, the *Rutschebanen* ("roller coaster" in Danish) was a marvel of engineering and design. It was designed by the "father of the gravity ride", LaMarcus Adna Thompson, to replicate a trip through snow-capped mountains, and was originally unveiled at the 1914 Baltic Fair before it moved to Copenhagen's Tivoli Gardens amusement park the next year.

The world's second-oldest continually running roller coaster (the oldest is at Luna Park in Melbourne) is still going strong – so much so that it's Tivoli's most popular ride, with 1.5 million passengers a year. What they get is one of the world's very few side-friction coasters – there isn't a set of wheels under the track to prevent cars from becoming airborne – and one of only four on the planet that still uses a brakeman in the car, meaning that no two rides are exactly the same.

And this year it's been returned to its original design. In the 1920s, local authorities got rid of the ride's mountain peak, arguing that visitors arriving at the central station should see city buildings rather than fake mountains. But this year the mountain's back, meaning that you're essentially riding the Rutschebanen as it was in 1914 – almost.

3

Words / Ed Frankl

According to Jonathan Gress Wright, senior architect at Tivoli, only "about five to 10 per cent of the wood on Rutschebanen is actually 100 years old. We refurbish 10-15 per cent of the ride every year with new wood. In the old days they used fir, but now we use oak. It was barely built to last 10 years, but Tivoli just kept it going – even now, it's one of the smoothest wooden roller coasters in the world."

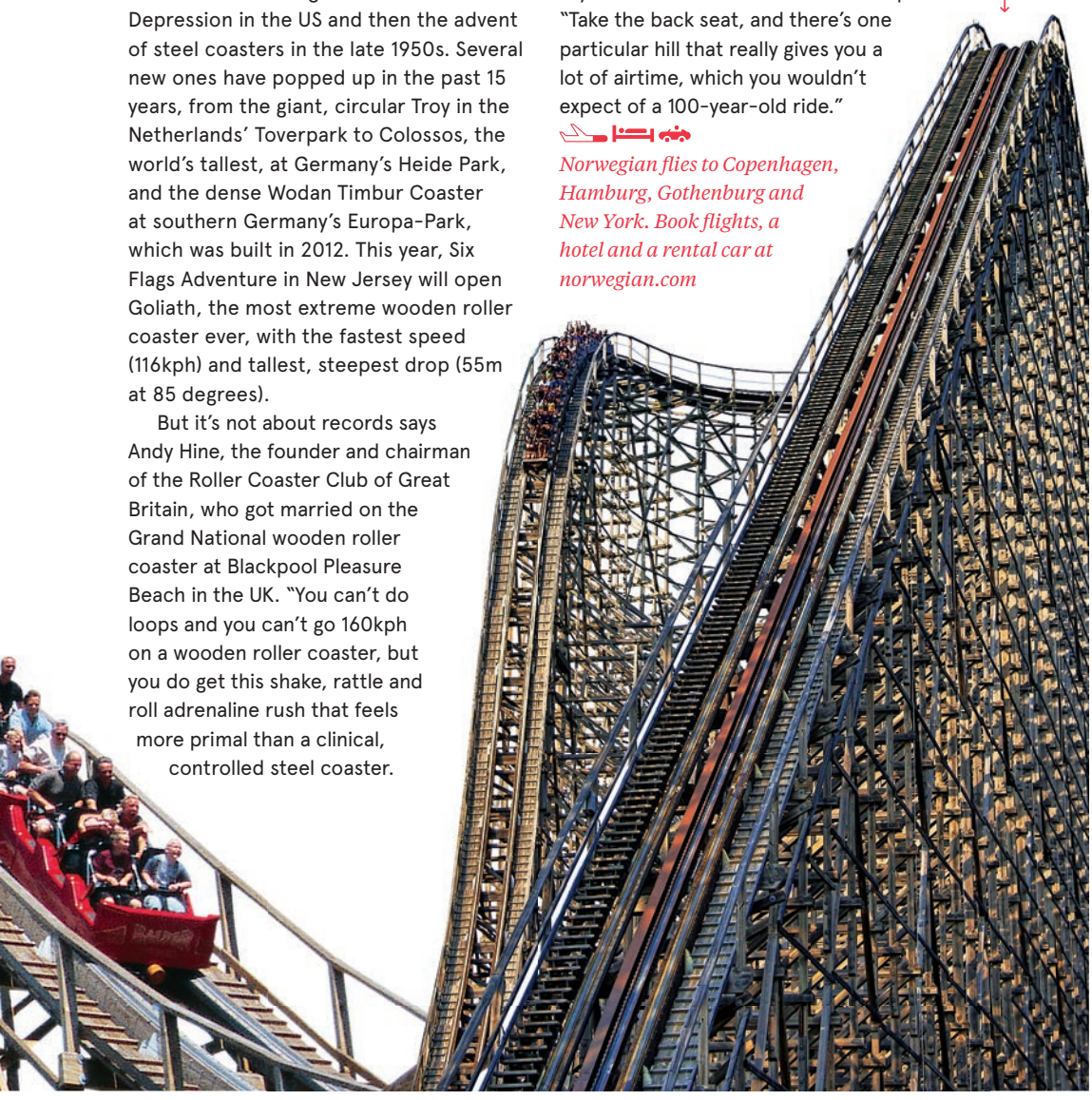
Rutschebanen is part of a renaissance for wooden roller coasters, which had their golden age in the 1920s but fell out of favour through first the Great Depression in the US and then the advent of steel coasters in the late 1950s. Several new ones have popped up in the past 15 years, from the giant, circular Troy in the Netherlands' Toverpark to Colossos, the world's tallest, at Germany's Heide Park, and the dense Wodan Timbur Coaster at southern Germany's Europa-Park, which was built in 2012. This year, Six Flags Adventure in New Jersey will open Goliath, the most extreme wooden roller coaster ever, with the fastest speed (116kph) and tallest, steepest drop (55m at 85 degrees).

But it's not about records says Andy Hine, the founder and chairman of the Roller Coaster Club of Great Britain, who got married on the Grand National wooden roller coaster at Blackpool Pleasure Beach in the UK. "You can't do loops and you can't go 160kph on a wooden roller coaster, but you do get this shake, rattle and roll adrenaline rush that feels more primal than a clinical, controlled steel coaster.

Once you get to the top of the lift hill, with all that tension building, the 'k-k-k' noise as it goes up, then it's all released, and the train's completely out of control – it's just pure fun. The key thing coaster enthusiasts like is 'airtime' – that weightless feeling of being pushed out of your seat."

Gothenburg's Liseberg amusement park's Balder coaster, which opened in 2003, has twice been voted the world's best wooden coaster, not because of its height or speed, but because of the high percentage of airtime on the ride. And Hine says that the Rutschebanen can compete. "Take the back seat, and there's one particular hill that really gives you a lot of airtime, which you wouldn't expect of a 100-year-old ride."

Norwegian flies to Copenhagen, Hamburg, Gothenburg and New York. Book flights, a hotel and a rental car at norwegian.com



The four to try

1 Rutschebanen/ Tivoli Gardens
One hundred years old this year, it's one of few coasters to employ a brakeman and use side friction – but it's Tivoli's most-visited attraction because it's so fun.
→ *tivoli.dk*

2 Colossos/ Heide Park
The tallest wooden coaster in the world is this monster in Germany's Heide Park, 45 minutes south of Hamburg. It's 60m tall and reaches over 100kph for almost 1.5km of track.
→ *heide-park.de*

3 Balder/ Liseberg
Balder, in Gothenburg's charming Liseberg Park, cost SEK100 million (NOK93m) when it was built in 2003 – roller coaster geeks love it for its high percentage of "airtime", with nine opportunities to experience zero gravity.
→ *liseberg.com*

4 El Toro/ Six Flags Great Adventure
The 55m-high El Toro is one of the stars of this New Jersey theme park, just over two hours from New York. But even that will be put in the shade this year by new boy Goliath, with the world's fastest speed (116kph) and tallest, steepest drop (55m at 85 degrees).
→ *sixflags.com*

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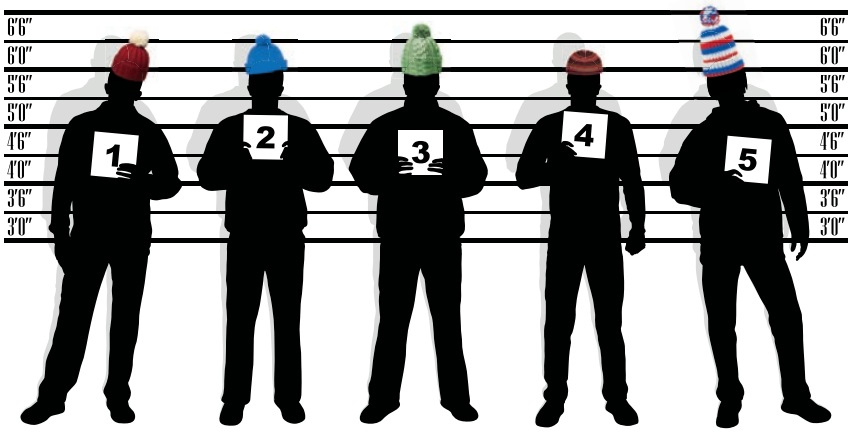

The next Scandi crime sensation?

What happens when the king and queen of Scandinavian crime drama write their first novel? A smash hit, surely

Amid the current glut of Scandinavian crime dramas it can be hard to know where to turn for the next *Mammon*, *The Killing* or *The Bridge*. May we suggest *Spring Tide*, the first novel by husband-and-wife writers Cilla and Rolf Börjlind, which is set to become a 10-part TV series next year.

It's fair to say the Börjlinds have pedigree. Scandinavia's most highly rated crime-drama writers have written 26 films around the fictional Swedish detective Martin Beck, wrote scripts for *Wallander* and were the writers behind *Arne Dahl*, the most recently exported Scandi crime smash. But they wanted a change. "We wanted to do something completely our own," says Rolf of *Spring Tide*, which came out in Swedish two years ago (as *Springfloden*) but was released in English this spring. "We wanted to play god and create our own universe."

That universe does have many of the elements familiar to anyone who knows their Scandi crime. It opens with a sadistic murder on a beach in the Koster Islands, Sweden, before we're introduced to central characters Tom Stilton, a former cop, and Olivia Rönning, who fulfils the strong, quirky woman quota – the trainee policewoman has a squint, a pet cat called Elvis and a white Mustang inherited from her dead policeman father.

The Börjlinds have worked together for 20 years since they met at Sweden's STV broadcaster in 1989 – Rolf was already established as a screenwriter while Cilla started out as a script girl. They quit together and began writing scripts for the *Beck* dramas based on the novels of Maj Sjöwall and Per Wahlöö, another husband-and-wife writing team. "It's not that unusual in Sweden for couples to write together, especially crime novels," says Rolf, now a very youthful-looking 70. "It's easier for two people to deal with all the logistics involved, and you can test your ideas and the structure. We complete each other."

They took a break from *Arne Dahl* to write *Spring Tide*, holing up in their 105-year-old house just outside Stockholm. "We knew we wanted the main characters to have very different ages and sexes," says Cilla, "and we were tired of police stations, so we wanted to create something outside that."

A second book featuring Rönning and Stilton, *Den tredje rösten* (*The Third Voice*), has already been published in Sweden, and the Börjlinds are working on a third. "We're in the crime business," says Cilla, before Rolf adds, jokingly, "We have an affection for murder."

Spring Tide *is published by Hesperus*

→ *hesperuspress.com*

Words/Omer Ali → Photo/Thron Ullberg

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Are Israel's cooperatives making a comeback?

Tel Aviv's Bar Kayma is more than a meeting point for vegan hippies – it's a sign the Israeli cooperative is back in vogue

Israel has always done cooperatives, associations that come together for mutual economic and social benefit. Since the early days of Zionism in the late 19th century, the kibbutz and moshav agricultural communities were central to society, and many of Israel's largest companies have been cooperatives.

But since the 1970s, government legislation and a wider shift towards pure capitalism has placed the old co-ops on the endangered list. The kibbutzim have struggled financially and the likes of Egged – Israel's largest bus company – have reduced cooperative members and employed more regular employees.

"In its early days, Israel was a cooperative empire," says Yifat Solel, an Israeli lawyer who specialises in civil and social rights issues, and has helped to set up many of the new generation cooperatives. "Much of its industry was cooperative, most of its supermarkets and department stores, some of its cultural life – publishing houses and theatres – almost everything was cooperative. But increasingly they've disappeared – they're no longer considered relevant."

Then, in 2011, Israel saw widespread protests against rising house and food prices, and a new generation of cooperatives started springing up again. A year after the protests, more than 40 new cooperatives had formed, from the Ha'agala co-op grocery store in Mitzpeh Ramon to a social workers' cooperative and one in northern Israel comprising teachers employed by manpower companies. One of the most interesting is Bar Kayma in Tel Aviv's Florentin neighbourhood. Yigal Ramban and Julian Feder, both leading activists in the social protests, had the initial idea for a cooperative bar-restaurant. By the time a space had been found and renovation started the group had grown to 50; at opening time in May 2012 there were 150 members, and today there are more than 400. »

Tel Aviv tips

Life's a beach

National Geographic rates Tel Aviv as one of the world's Top 10 beach cities – the 13km stretch on the Med is just steps from the city. Head to the central Gordon-Frischman Beach for its saltwater pool or the northern Tel Baruch to get away from it all.

Bauhaus wonder

Built in the 1930s by emigré architects, the 4,000 buildings in Tel Aviv's White City make up the world's largest concentration of Bauhaus buildings. Open House Weekend is a good opportunity to see inside some, from 22-24 May.
→ *batim-il.org*

Party town

Tel Aviv is known for its nightlife - clubs and bars tend to come alive around 11pm and stay open till morning. It's also celebrated for its gay scene – the city's 16th Gay Pride Parade is on 13 June.
→ *gaytlvguide.com*

SIMON BAJADA, ROBERT HARDING

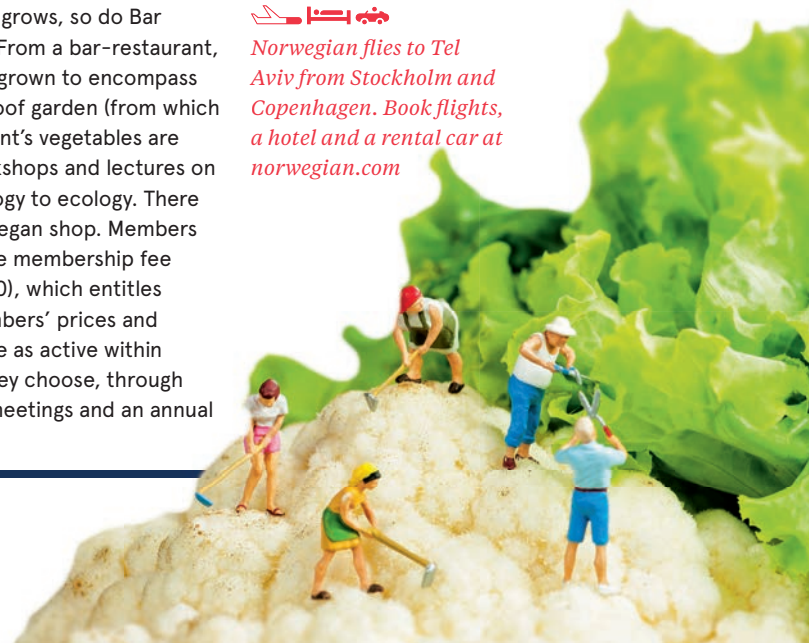
Above
Bar Kayma cooperative members Aharon Porath, Michael Gindin and Tamar Lev (*top right*); chef Raz Levy tucks into the restaurant's food (*top*)

"We wanted to propose a solution to the problems we were shouting about in the streets," says Dafna Brenkal, an activist who was part of the founding group of Bar Kayma (Hebrew for "sustainable"). "The beauty of this place is that it's not a pyramid, it's a circle, and we are a community."

As the community grows, so do Bar Kayma's aspirations. From a bar-restaurant, the cooperative has grown to encompass weekly concerts, a roof garden (from which some of the restaurant's vegetables are harvested), and workshops and lectures on anything from astrology to ecology. There are now plans for a vegan shop. Members pay a one-off lifetime membership fee of ILS1,000 (NOK1,720), which entitles them to special members' prices and the opportunity to be as active within the community as they choose, through monthly members' meetings and an annual general assembly. "There are assigned jobs," says Brenkal, "but no hierarchy – everybody's voice is the same."

So far so hippy, but it's not quite that simple, says Brenkal. "Like any community, we have our disagreements. This is good, though. If we didn't have criticism within the community, this place would be as bad as anywhere else. We've had some really hard discussions – a few people have even left because they didn't agree. That's okay – we're 400 people, and even if we were five people it would be hard for everyone to agree."
→ *barkayma.co.il*

Norwegian flies to Tel Aviv from Stockholm and Copenhagen. Book flights, a hotel and a rental car at norwegian.com



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How do you grow a jacket?

The future of fashion, according to designer and researcher Suzanne Lee, is being grown in laboratories around the world

Imagine leather that grows in a lab into the form of a dress, or sportswear that neutralises odours. From lab-grown leather to microbial cellulose material grown in vats of green tea, and fibres produced with inherent anti-microbial properties, luxury fashion houses are interested in the potential of materials manufactured using living systems – and Suzanne Lee is connecting the dots between high-end fashion and cutting-edge research.

Lee is the founder of BioCouture, the world's only living-materials consultancy, bringing living and bio-based materials to fashion, sportswear, and luxury brands. "We turn today's science fiction into tomorrow's reality," she says.

Lee's interest in the world of living materials has its roots in her work as a fashion designer and research consultant for some of the world's most technology-driven fashion houses. Most notably, she has worked with Hussein Chalayan, who found fame by burying his graduate collection in a backyard and then exhuming it.

In 2007, Lee published *Fashioning the Future: Tomorrow's Wardrobe*, in which she predicted today's obsession with wearable technology. "I was looking at the future of fashion – not in terms of what we might be wearing next season, but what we might be wearing in five or ten years." A conversation with a biologist during her research led to the realisation that "harnessing living systems is the answer to a more sustainable future," and BioCouture was born.

"BioCouture turns today's science fiction into tomorrow's reality"

BioCouture is about more than fashion, and also works with companies interested in living and biomaterials for furniture, automobiles, architecture and consumer products. "One of the companies we work with," Lee says, "grows bricks using bacteria."

Some of these biomaterials are already in everyday use. If you order a Dell computer, the packaging is made from mushrooms and waste crop materials rather than oil-based Styrofoam. But fashionistas eager to wear ethically produced leather still have a few years to wait before biomaterials find their way to high-street boutiques. And when they finally do make an appearance, these materials won't be cheap.

"As with any new technology, it will be expensive when it first enters the market," Lee says. "But, obviously something produced this way should be cheaper, as you're saving on very complex supply chains, and the economy of scale should give us better performance materials at a lower cost, but that will take time."

To help speed the process, BioCouture is holding the world's first conference in the area of living and biomaterials in New York at the end of the year. "It's a whole new industry," says Lee. "We want to help people navigate this emerging landscape." → *biocouture.co.uk*

Norwegian flies to New York from Oslo, Bergen, Copenhagen, Stockholm and London. Book flights, a hotel and a rental car at norwegian.com

The BioBomber is made from a cellulose material grown by BioCouture

Photo: Gary Wallis

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Will your next ride be a rickshaw?

Meet the Zbee, a modern autorickshaw inspired by Mumbai and designed in Gothenburg »

Photos Per Kåreheд

Below/**Clean Motion CEO Göran Folkesson with the Zbee, which he hopes families will use as a second car**

What's the big idea? A Zbee.

→ **A what?** Okay, it's basically an electric-powered, three-wheeled rickshaw for a driver and two passengers. At 230kg, it is six times lighter than a medium-sized car and uses seven per cent of the energy. It can travel near-silently up to 50km on one battery charge, at a maximum speed of about 45kph.

→ **How did it come about?** Founder Göran Folkesson has worked as an electrical engineer in the automotive industry his whole career, including stints at Volvo and an arm of IBM that creates software for cars and aircraft. He says the idea had been in the back of his head for 20 years: "I thought it was absurd that we use this huge, 1.5-tonne machine for everyday transport. A huge portion of trips are only a few kilometres with a single passenger."

"No one's really made an effort to engineer the rickshaw since the first Piaggio in 1948"

→ **What happened next?** In 2007, Folkesson started to make concrete plans for a lightweight, zero-emission vehicle. "My early sketches were basically a micro car on four wheels," he says, "but it was a real challenge to get the weight down."

→ **Is a "Eureka!" moment coming?** It sure is. Folkesson was in Mumbai in 2008 and saw autorickshaws everywhere. "I realised that, first of all, Mumbai's traffic would be a disaster if these nimble rickshaws were replaced by cars. Secondly, it occurred to me that no one's really made an effort to engineer the rickshaw since the first Piaggio design in 1948 – Mumbai's autorickshaws were heavy (400kg), crudely engineered and polluting because of these horrible two-stroke engines."

→ **Enter the Zbee...** Folkesson formed the Clean Motion company in Gothenburg in 2009, and set about a design that was, in his words, "simple, clean, lean and safer than anything in its class," using the best available technology. Most of the engineering and manufacturing is outsourced, and Clean Motion has just five full-time employees in Gothenburg, with more in Indonesia and India. Folkesson adds, "We don't want to replace the family car; we want the Zbee to be the second car, the one you use to do the groceries and drop the kids off."

→ **So where can I get one?** A limited number have been made available in Sweden, costing €9,000 (NOK74,000), but it's not widely available yet. When we spoke, the first of a batch being made in Indonesia was coming off the factory floor. "We think the Zbee will be a natural fit in temperate countries and emerging markets," says Folkesson, who also plans to launch the Zbee in India before expanding to other parts of Asia. He also hopes to have an impact on Europe. "In five years, we hope to have factories in Spain and Italy, and to have made a real mark on cities like Delhi and Jakarta." → *cleanmotion.se*

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When *N* went to Svalbard
P.40

Meet the new breed of travel magazines
P.78

How Berlin went technicolour
P.35

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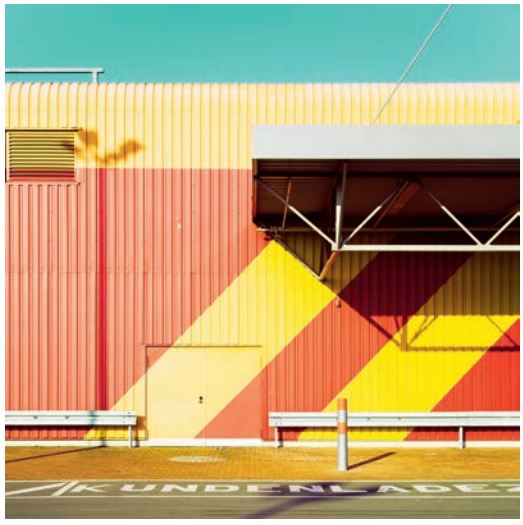
This is Berlin

The German capital is more used to being shot in grainy grey. Photographer ***Matthias Heiderich*** tells us why he sees his home city differently »

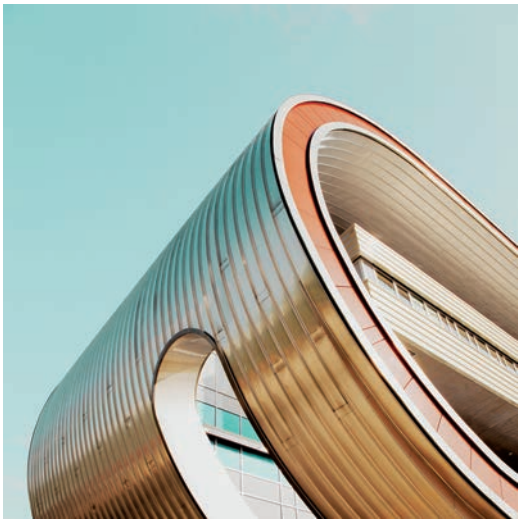


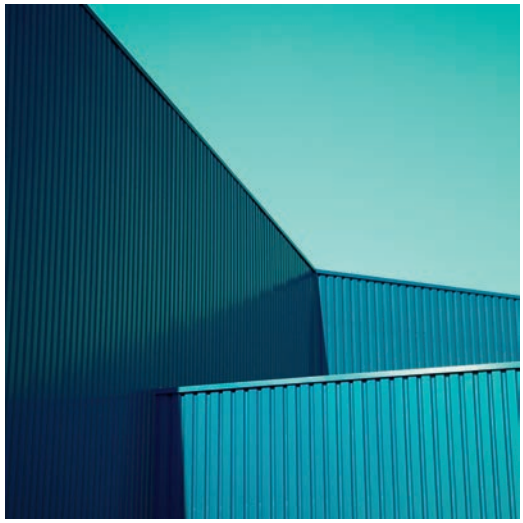
For all the vibrancy and beauty of Berlin, "colourful" is not necessarily the adjective everyone would use to describe it. Rio, Marrakech or Burano are colourful places; think Berlin and you might conjure up warehouses, checkpoints and communist kitsch gone hip.

Photographer Matthias Heiderich sees his adopted city differently, though. He bought his first camera in 2008 just after he'd moved to Berlin for a thesis on linguistics. "I was spending long days exploring the city. I discovered that I'm not so much interested in photographing people, but enjoyed taking pictures of architecture, especially colourful architecture," he says. "I have always liked that slightly dreamy quality of Polaroid and Kodachrome photos from the 1950s and '60s. In the beginning I was trying to imitate that style with digital post-processing, but quickly realised I have to work with film and different processing techniques to achieve the quality I wanted. My style got more and more minimal, and I became obsessed by all the weird buildings in Berlin."

Photography soon took over from linguistics, and after becoming a full-time photographer in 2010, Heiderich has created distinctive portraits of Dubai and Madrid, among others, and exhibited across the world, from San Francisco to St Petersburg. "Generally, I find locations just by walking around cities," he says. "I try to find places I haven't seen before, and that other photographers haven't shot much."

His first love, though, is Berlin. As for depicting the German capital in sharp, primary colours, he insists he's not reinventing any wheels. "You can find very old postcards portraying Berlin in a very cheerful and colourful way. Sure, I have also seen »





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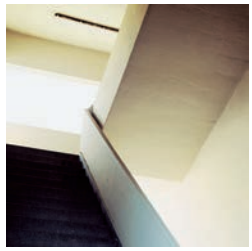
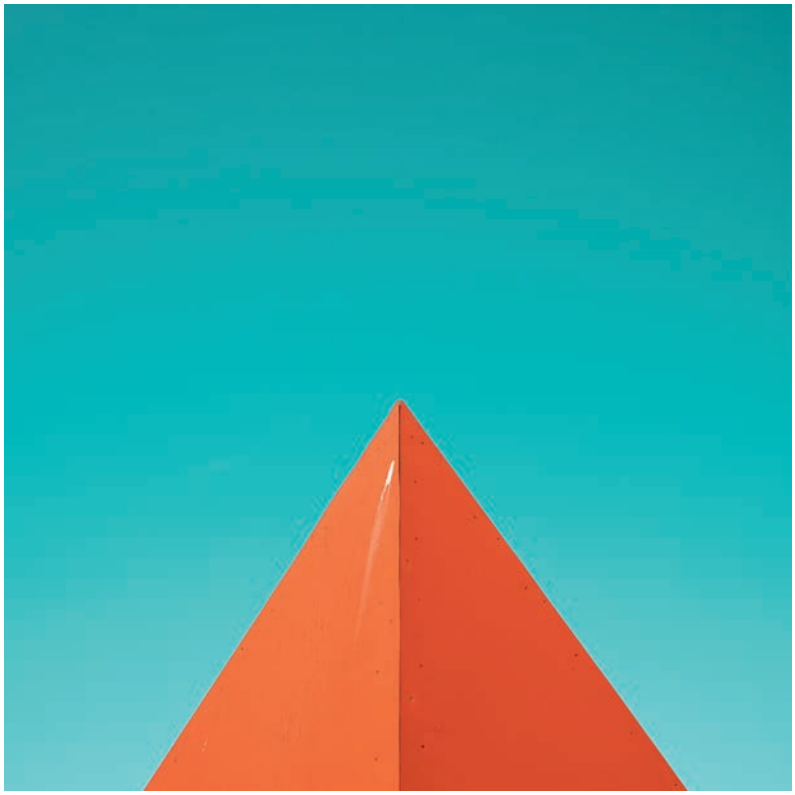
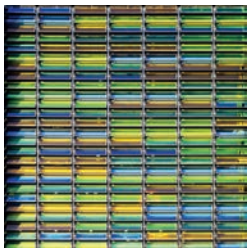






monochromatic photos of Berlin, as in all cities, but in fact it's a pretty colourful city, with the colourful underground stations and the painted facades, especially in the eastern part."

"I have always liked the quality of Polaroid and Kodachrome photos from the 1950s and '60s"

If you want to get a glimpse of Berlin à la Heiderich, the photographer loves the *Bierpinsel* ("beer brush"), the iconic but currently unoccupied building by the Schloßstraße U-Bahn station. "It used to be orange, but then they had it all painted by artists – I preferred it before, but it's still quite a sight." Another favourite is the candy-coloured Meininger Hotel near Grünbergallee station, whose exterior is made up of lines of bright colours. "I found it by chance one day during one of my photo trips, and just thought: This is perfect."

More generally, he says Berlin is still one of Europe's great cities. "It's been this cultural playground that has attracted young people, artists and alternative projects over the past few decades. While it has started to attract the odd cash-hungry investor, it's still one of the most eclectic cities in Europe, and you can find almost anything here from underground parties in abandoned warehouses to international fashion events. I really hope politicians will manage to preserve that Berlin and not sell the city out." → *matthias-heiderich.de*

Norwegian flies to Berlin from nine destinations. Book flights, a hotel and a rental car at norwegian.com

Sunny Berlin

Beach bars

Berlin pretty much invented the concept, and there are more than 30 these days, most on the banks of the Spree. Try the Badeschiff, where they transformed two boats into a swimming pool. → *arena-berlin.de/badeschiff*

Free concerts

If the al fresco Summer Concerts series in the Englischer Garten is too sophisticated for you, try the legendary karaoke by the flea market at Mauerpark, also every Sunday. → *konzertsommer-berlin.de*

Runways

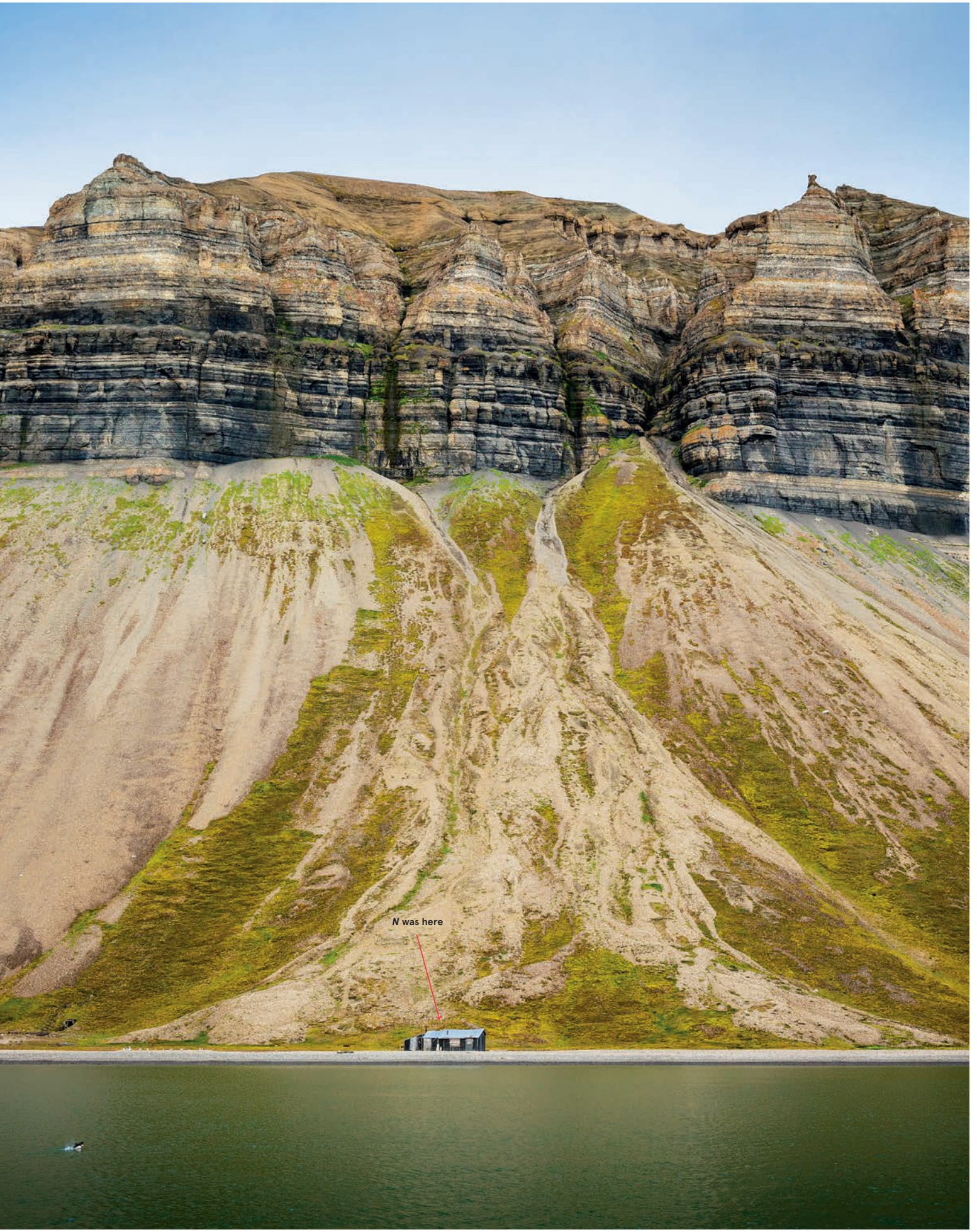
The disused airport of Tempelhof is now one of Europe's quirkiest parks – enjoy a barbecue by the runway or join the skaters. → *tempelhofer freiheit.de*

ALAMY, SUPERSTOCK

This magazine was made in Svalbard

We took the whole *N by Norwegian* team to Svalbard to make this special issue, meeting many of its biggest characters and soaking up one of the more beautiful and surprising places we've ever visited. Meet your next destination

Photos/Tom Robinson, Tim E White & Rebecca Marshall


N was here

Intro

“We expected a ‘Holy crap’ destination... but it’s better than that”

The *N by Norwegian* team expected natural beauty – but not quite the level of sophistication we found in Longyearbyen

A lot of people in Svalbard call it the Arctic Bug – when you come here, they say, you feel this intense urge to come back. As a team, we didn’t expect to catch it. We made the decision to do a special Svalbard issue mainly because we’ve been fascinated by it since we made it the cover story of our first issue in January 2013.

It was the the polar bears, the shotguns, the windswept glaciers and the abandoned Russian mining towns that piqued our interest. We expected it to be spectacular – but also a sort of novelty trip, where we’d take Instagram photos of polar bear warning signs and send postcards from the Arctic.

We found all this, but it was just a fraction of what makes Svalbard such an exciting and special place. Yes, there’s a “Holy crap” around every corner: the muffled beauty of travelling by dog sled; the sheer joy of putting pedal to metal on a snowmobile and whizzing through gigantic glacial valleys; the weirdness of finding toys in abandoned Pyramiden – but it’s so much more than that.

One thing we definitely didn’t expect was that the main town of Longyearbyen – a town built on mining, which has also become a hub for science and tourism – would be quite so cosmopolitan and sophisticated. The food and service at Huset, the best restaurant in town, would stand up to scrutiny in London or New York, not to mention the wine cellar, which boasts 25,000 bottles and a Two Wine Glass rating, the wine equivalent of two Michelin stars. In town, the Karlsberger Pub looks at first like a classic man pub, with rock ’n’ roll playing on the stereo and Rankin-esque black-and-white portraits of miners on the walls – but then you look behind the bar and see northern Europe’s widest range of single malt whiskies and Cognacs. You can find Thai or sushi here; artisanal chocolates and great lunches at Fruene; tasting menus at the Funktionærmessen Restaurant (which also boasts more than 70 types »

Svalbard basics

Population: 2,642

It lies between 74 and 81 degrees north, with capital Longyearbyen the world’s northernmost permanent residence

Svalbard is an archipelago, but Spitsbergen is its only inhabited island

Norwegian flies direct from Oslo to Longyearbyen (pop: 2,040)

1/Longyearbyen
The capital and main town, which is a surprisingly cosmopolitan and lively place

2/Ny-Ålesund
Home to 35-180 researchers (depending on the season), it's got the world's northernmost post office

3/Pyramiden
Russian mining town abandoned on a single day in 1998 – now an eerie ghost town

4/MS Fram
If you want to get round Spitsbergen, take a cruise (spitsbergentravel.com, hurtigruten.no)

5/Nordaustlandet
14,443km² of tundra and surging glaciers, populated by Arctic deer, walruses – and no humans

6/Barentsburg
The last Russian mining town – a Soviet-style town of 490 or so making interesting attempts at tourism

7/Sveagruva
300 workers live on-off at Svalbard's most productive coal mine, one of Europe's largest underground mines

8/Hornsund
This southern fjord hosts the Polish Polar Station, which covers everything from glaciology to geomagnetism

9/East coast
If you want polar bears, go east – the Gulf Stream doesn't reach here, so more ice means more bears

10/Edgeøya
The unoccupied Edge Island, discovered by whalers in 1616, is a haven for seals, walruses and mating polar bears

How far north?/
It's 2,047km from Oslo to Longyearbyen; Biarritz is closer

Longyearbyen at a glance

of Champagne); and dishes like the stunning smoked whale at the wood- and fur-bedecked Kroa. These are not small-town venues, and there's not a Peppe's Pizza or T.G.I. Friday's in sight.

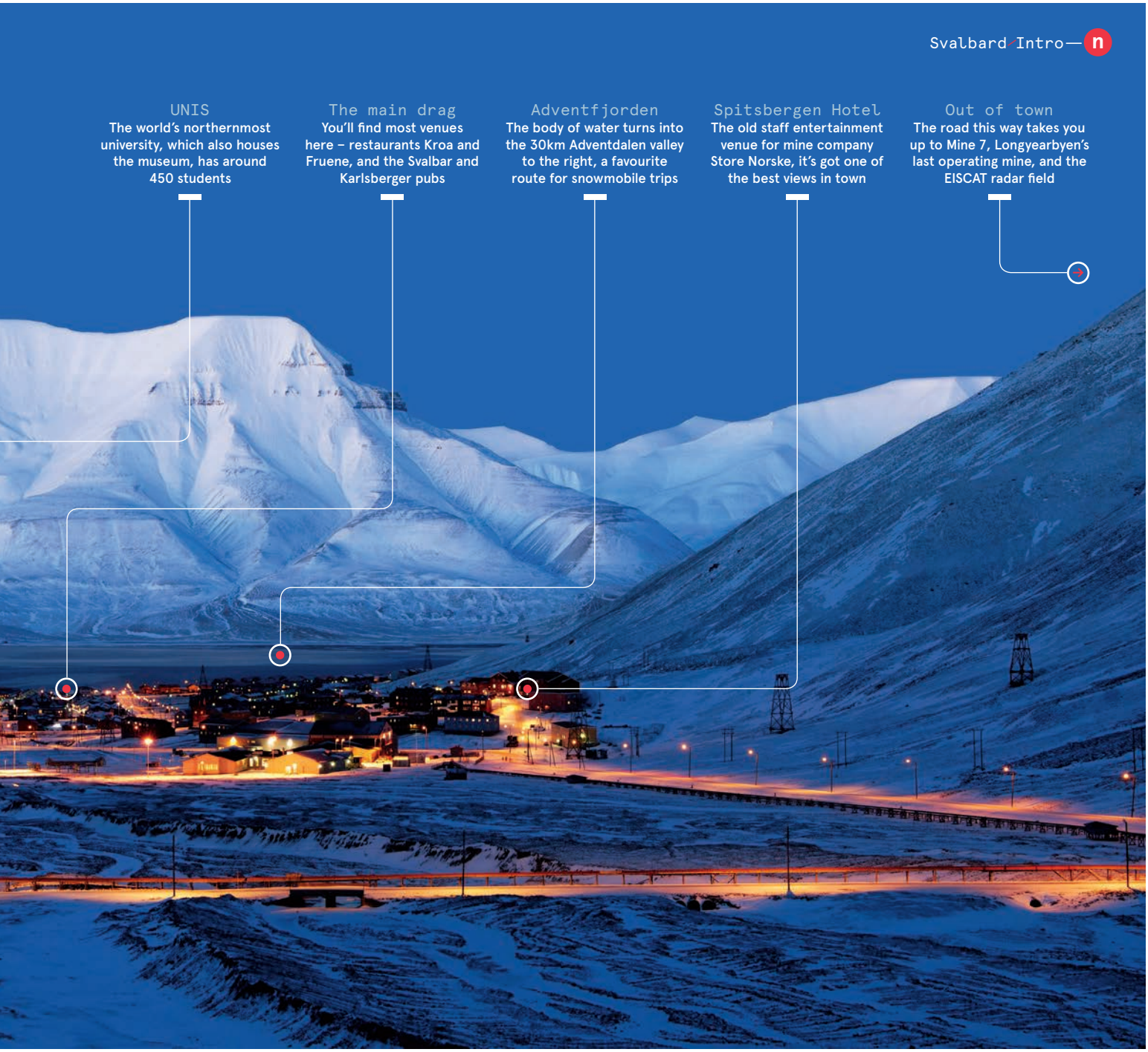
Then there are the hotels. Mary-Ann's Polarrigg is the town hostel, but really defies categorisation. The theatrical Mary-Ann is a wonderfully colourful character, and has poured all of that into this old miner's rig, dotted with bizarre calendar shots of naked women with polar bears and Mary-Ann herself in full vaudeville mode. There's great food (including the obligatory seal and whale); a wood-fired outdoor hot tub overlooked by a busty statuette; a smoking area in an old mining bus; and, of course, a stuffed polar bear watching over the fun from his permanent seat at the dining table. Quirk aside, the Radisson Blu, Trapper's Hotel and Spitspergen Hotel are all world class, and the second place we stayed – the new Svalbard Hotell – is a smart, modern mid-range hotel, all WiFi, Nespresso and clean, airy design.

But what really blew us away were the people, who were remarkably kind and obliging to a slightly clueless and overenthusiastic magazine team. Take Jason Roberts, an Australian who's been here for 24 years. If you've ever seen a polar bear on screen, from the BBC's *Frozen Planet* to Hollywood movie *Far*

Did you know?

A litre of milk is more expensive than a litre of vodka here

It's illegal to own a cat, as they pose a danger to Arctic birds



North, he probably helped film it. He took the time to don an outfit based on the anorak worn by Amundsen during his South Pole conquest, and drove us out of town so that we could get the perfect shot.

There's a high turnover of people here, with the average resident staying for six-and-a-half years. There aren't generations of locals, and there aren't too many older folk, with little in the way of care for the elderly (the more mature folk we did meet are formidable characters, though). It's not necessarily easy living here, but what it means is a young, dynamic and interesting population of self-starters, not least because most of them made the decision to move to the world's northernmost permanent town. There's zero unemployment, practically zero crime; the average age is 34 and the average income is 23 per cent higher than mainland Norway, helped by the fact there's no VAT and minimal income tax. One caveat is that it's expensive, even without tax on alcohol and other goods.

The university, UNIS, is doing world-leading research into everything from glaciology to climate change and Arctic technology – the vibe is very much MIT with snowmobile suits and Fjällräven jackets, and the whole thing looks exciting and great fun. Competition for places at UNIS is intense – around »

Miner mail

Back when Longyearbyen was a pure mining town, miners would get mail once in the winter – it would be air-dropped, with letters often lost in the snow.

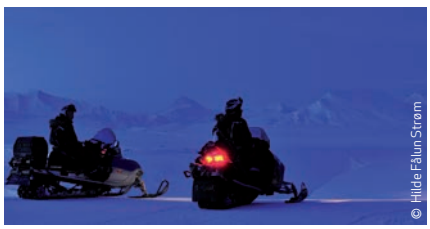
“The approach is one of the most beautiful you’ll ever see”

NEXT TO THE
NORTH POLE

winter on SVALBARD

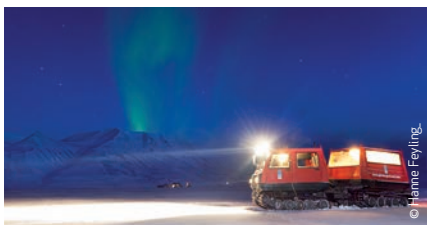
Choose your own Arctic adventure

© Hanne Feyling - Spitsbergen Travel



© Hilde Pålun Strøm

Northern lights, starlight and streetlights – dark winter in Longyearbyen makes for a surreal experience with 24 hours of magical darkness. Between November 14 and January 29 the Polar Night reigns on Svalbard, and you can explore it with snowmobiles, dog sleds or in our snow cat. Let the local experts, Spitsbergen Travel, help you find your perfect package with Norwegian's direct flights from Oslo.



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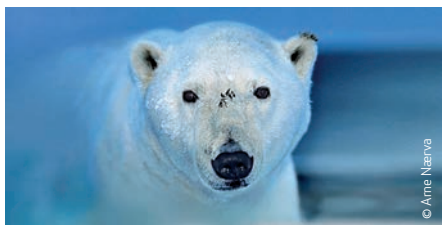

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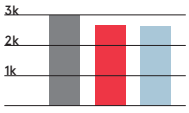
16 people apply for every position – so what you get are the brightest and the best. At SvalSat, the world's biggest satellite station a 20-minute drive from town, people walk around with "KSAT in Black" T-shirts (after the satellite company that owns it) and say their aim is to have "16 per cent more fun every day" – it's the slightly geeky joie de vivre you imagine at Pixar or the Googleplex, and it's hardly surprising given the sheer beauty of where they work.

Then there's the cosmopolitanism. In Longyearbyen, the second-biggest ethnic group are the Thais, who have their own supermarket and restaurant. Ah, the ever-smiling sous-chef at Kroa, is one of many who raves about what a great place Longyearbyen is to live in, even if it's a little different to Bangkok. What started with miners coming back with Thai brides has grown into a fully fledged community, who are welcomed as much as any group in Longyearbyen, with the caveat that every family here needs to be working.

It shouldn't be surprising, as Svalbard in general is an international place. The Svalbard Treaty of 1920 meant that 40 countries could conduct commercial activities on Svalbard without discrimination, albeit under quite strict Norwegian legislation (the governor, Odd Olsen Ingerø, admits there's even more bureaucracy here than on the famously bureaucratic mainland). The northern research town of Ny-Ålesund, home to the world's northernmost post office, is essentially a collection of scientists from across the world (winter population: 35; summer population: 180), while there's a Polish research station at Hornsund at the southern end of the archipelago.

Svalbard numbers



↑
Polar bears (3,000)
Snowmobiles (2,672)
People (2,642)

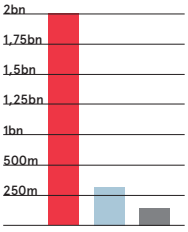
Then there are the Russians, who have been the dominant group on Svalbard for much of the time since World War II. Since the Grumant and Pyramiden mines have closed (in 1965 and 1998 respectively), leaving eerie ghost towns in their wake, Barentsburg is the only active Russian mine left. Of its 490 or so mostly Ukrainian inhabitants, it's said three speak English and two speak Norwegian. Arriving there on a snowmobile (or a boat in summer) is a bizarre experience (*see page 76*).

A trip to Barentsburg or Pyramiden – whose 1,000 inhabitants deserted the mine town in a single day in 1998 – makes a fascinating counterpoint to all the natural beauty on Svalbard, which is fiercely protected by some of the strictest environmental laws on the planet. Strangely, the one thing we didn't see »

Money and the capital

Until 1989, Longyearbyen was essentially run by the Store Norske mining company, which even gave Spitsbergen its own currency. After opening up in the 1990s, science and tourism emerged as the other main sources of income. In 2006, locals here earned an average of NOK495,000, 23 per cent more than on the mainland, which is made even better by the fact there's no VAT and relatively low income tax.

What makes the cash



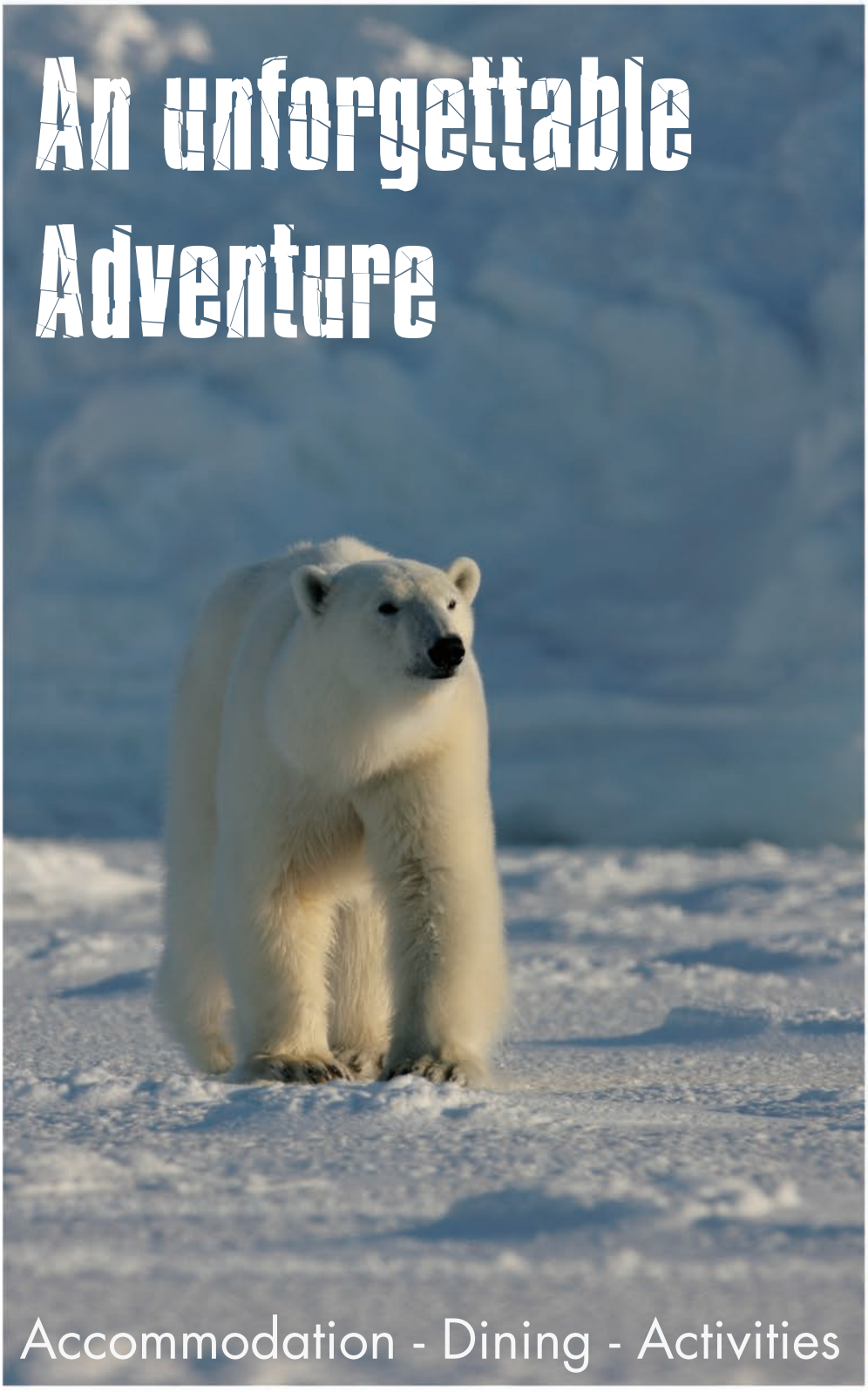
Mining: NOK2 billion
Tourism: NOK317 million
Research: NOK142 million
(2007 figures)

on our trip was a polar bear, despite the fact that in Longyearbyen you can barely walk 10 metres without seeing a picture of one. Everyone here loves a good polar bear yarn – "This one broke my door down, that one wrecked my snowmobile" – and at the Statoil petrol station, there's a series of photographs of a bear encircling a car with menacing intent.

For us, the weather was too bad to ride snowmobiles to the east coast, where you have the best chance of a sighting. Despite problems for the polar bear, from shrinking ice caps to oil spills and low reproductive rates, Svalbard is one of the few places where polar bear populations are actually rising (up to more than 3,000). Still, it's said that for every one you see (and it's not guaranteed, even on trips specifically for the purpose), nine will see you.

We didn't see any, but it didn't matter a bit. The polar bear may the symbol of Svalbard, but there are thousands of reasons to come here besides. Anticipating our trip, we expected to have cabin fever by the end and to be desperate to leave. Instead, we came back dreaming of snowmobile commutes, endless skies and a place where most people seem genuinely optimistic. We've even been daydreaming about what it would be like to permanently set up shop on Svalbard. In other words, we got it bad – we well and truly caught the Arctic Bug.

An unforgettable Adventure



Accommodation - Dining - Activities

Come and experience exotic Svalbard. Svalbard Booking covers a wide range of activities like snowmobile safaris, ATV safaris and boat trips. Accommodation at Svalbard Hotell and Svalbard Lodge, and dining at legendary Huset and Longyearbyen's hotspot Svalbar. Svalbard Booking also tailor overall experiences for groups and conference events. Svalbard Booking is Svalbard Adventure Group`s booking portal and one of the largest adventure-tour operators in Svalbard.

www.svalbardbooking.com
www.svalbardadventuregroup.no

SVALBARD BOOKING.COM

SVALBARD ADVENTURE GROUP

Freia has been here since
1968, and was the first
female guide on Svalbard

The razor-sharp Anne-Lise writes an annual cabaret revue which lampoons life in Longyearbyen

People

“If they come to carry me away, they’d better make sure I’m dead”

The fun but formidable duo of Freia Hutschenreuter and Anne-Lise Sandvik kick off our guide to the tough, resolute and fascinating people who call Longyearbyen home

Portraits / Tim E White

Freia

THE ALL-ACTION HEROINE SINCE 1968

We meet Freia Hutschenreuter on her daily visit to Huset, shooting the breeze with old friend Anne-Lise Sandvik (*see right*). Freia arrived in 1968 and Anne-Lise in 1973; both have been trailblazers for women on Svalbard.

"Since I was 12, I'd wanted my own boat," says German-born Freia. "I always wanted two things: to work at sea and to go as far north as possible. But everyone said, 'You're a girl, you can't get a job on a ship.'" She was finally accepted by a navigation school in southern Norway. "They said, 'This German girl is extreme, but not dangerous,'" she giggles. Then, she says, "I bought a boat and just went north. I don't know why." She worked, mostly on ships, in the Faroe Islands, Iceland and Greenland, spent summer holidays in Siberia and made audacious solo sails, like a journey from Hammerfest to Kirkenes. Svalbard was "just the next island north".

Aside from being the first female guide on the island, Freia's also known for her technique to scare off polar bears – most people here go out with a rifle or at least flares, but Freia's protection is a handkerchief with a dab of salmiak ammonium chloride. Does it work? "I've no idea!" she laughs. "I've never asked a polar bear what they think of it." Still, if a polar bear were to attack Freia Hutschenreuter, they should expect a fight.

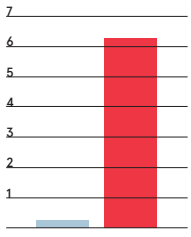
Ageist?

Only a handful of residents are above retirement age on Svalbard.

There are no elderly homes and no welfare payments.

It's famously illegal to die here, though that's a stretch. No one's been buried here since the 1930s, when it was discovered that bodies in the cemetery don't decompose because of the permafrost.

"I'll only stay three months"



How long most people plan to stay in Svalbard (3 months)
How long the average person ends up staying (6.3 years)

Anne-Lise

THE CULTURAL FORCE

Wry, witty Anne-Lise Sandvik is a force of nature. She arrived from Bergen in 1973, working as a waitress and cleaner. "I immediately joined a choir and a folk dance group," she remembers. Today, she's behind a lot of Longyearbyen's cultural life – she leads a local choir, and writes and organises the annual town cabaret revue, which pokes fun at most of Longyearbyen ("No one's safe," she says with a smile). With two children in town, she was one of the first women to get a family house after a divorce. "You have to support yourself and do things on your own terms," she says. "But I've made it my home. If they come to carry me away, they'd better make sure I'm dead."

Joachim

THE MINER

Walking into the canteen at Mine 7 is an intimidating experience. As we explain we're journalists, the black-faced miners stop eating and seem to be sizing us up. But then they all laugh and point us to Joachim Myrhvang, who seems to be the poster boy for Longyearbyen's last operating coal mine. Joachim, 25, has been at Mine 7 for almost three years, now working the continuous miner machine, and he's not what we expected. The former trainee carpenter from near Oslo is well-spoken, affable and obliging. "I love working here," he says. "It's not like a small town in Norway. It's super social, and you can spend weekends on a snowmobile." Any drawbacks? "It's not the best place to meet girls."

“I love living
and working
here... but
it’s not the
best place to
meet girls”

“I like it when people are laughing, dancing, singing”

Mary-Ann

THE HOSTEL QUEEN

The flirty, formidable Mary-Ann Dahle is one of Svalbard's great characters – and Mary-Ann's Polarrigg is the quirkiest stay in town. "I like it when people are laughing, happy, singing," she says. "Life shouldn't be so serious." But for all her levity, the Polarriggen has been a serious labour of love. Mary-Ann first came to work as a waitress at Kroa in 1997. She later started her own cleaning company, and soon came across the rig, which was being used as accommodation for contractors. "I thought: Wow, imagine what I could do with this." In March 1999, she managed to buy part of the building, and opened that October. "It filled up from the first day," she says. "We had miners outside waiting on the doorstep." She has been expanding bit by bit ever since, buying more gradually and adding more luxurious suites to the basic hostel rooms in the main part of the hotel, as well as a conference room and Aurora, the world's northernmost spa. "I've had to fight for everything," she says. "To serve food, to serve alcohol. Everything was a no, but I've made it a yes."

→ *polarriggen.com*

Things you'll find at Mary-Ann's

↓

A wood-fired outdoor hot tub overlooked by a busty statuette.

↓

An old Store Norske mining bus turned into a smoking room.

↓

Bizarre photos – think topless play-fighting miners, naked women with polar bears and Mary-Ann herself in full vaudeville mode.

↓

A taxidermied polar bear in the dining room.

↓

A slightly battered acoustic guitar that guests are encouraged to play.

↓

An Arctic restaurant in the "winter garden".

Finn

THE DRIVER

Finn Tangen may only have been here since 2012, after quitting a job as a psychiatrist in Tromsø – but he's a good man to know. Not only does he have the best moustache in Svalbard, but the Maxi Taxi driver-cum-tour guide knows everything that's going on in town ("Even the things I shouldn't know"). An hour's tour costs NOK650 and is a solid introduction to Svalbard. → *taxiguiden.no*

Terje

THE SHIPS GUY

Terje Aunevik, who runs the main port agency on Svalbard, is typical of a lot of local businessmen in that he's been around. He came here as a carpenter in 1998, building the gorgeous Trapper's Hotel and its Kroa restaurant for the Basecamp Spitsbergen tour company, before working for the company itself as a guide and manager. "We saw the cruise ships coming in, and I thought it was weird that no one was thinking about all those passengers arriving off the boat – there was so much potential there."

In 2001, Terje bought a local ship's agency for Basecamp, and in 2005 turned it into a separate company, Pole Position Logistics AS, widening its scope well beyond tourism. As well as sorting all the logistics for cruise ships, they help arrange Russian North Pole expeditions and ship everything from dead bodies to polar bear brains for scientific research. Terje says the traffic is only going to intensify: "Longyearbyen has become the capital of the Arctic – 80 per cent of all polar activity comes through here." → *pole-position.no*

Jason

THE POLAR BEAR MAN

Known as Mr Polar Bear, Jason Roberts has spent 24 years in Svalbard. Twenty of those years have been at the helm of Jason Roberts Productions, one of just a handful of production companies specialising in filming in the Arctic, working with everyone from the BBC to Hollywood.

It's a long way from the rural Australian farm where he grew up, or the stockbroking career he left at 24 to seek adventure, but there's no doubt Longyearbyen is now home. "People imagine this place at the end of the world to be nearly hell on earth," he says. "It's the complete opposite. There's no other community like it."

It was the early 1990s when Jason first found himself in Svalbard, working as a research assistant on a study into seals. A film crew asked him to take a camera with him during an ice dive, and he was hooked. "One job led to the next," he says. "It was word of mouth the whole way. At the beginning it was a way to get paid to do the extreme expeditions I wanted to do."

Jason is best known for his work with polar bears – dangerous work in a place where you're not allowed outside designated areas without a rifle. "You have to love what you do," he says. "I do like polar bears, although not as much as some people would imagine. They're cute and cuddly, but at the same time they want to tear you to bits." → *jrp.no*

Polar bears on screen

If you've ever seen a polar bear on television, or a Hollywood film set in the Arctic, chances are Jason made it happen.

Finding a polar bear is no easy task. Filming a polar bear hunting or mating is even harder. For six weeks in the field you get on average just three minutes of footage.

Jason spent 13 years filming the *Planet Earth*, *Frozen Planet* and *The Blue Planet* series for the BBC.

In 2002, Jason facilitated a crew of 230 in a remote Arctic location for the James Bond film *Die Another Day* – the biggest crew he's ever worked with.

Jason has worked on over 200 feature films and documentaries – everything from *The Incredible Hulk* to *The Penguin King*.

Torgeir

THE SATELLITE GUY

The Svalbard Satellite Station (SvalSat) – 31 satellite antennae clad in white globes on a hill near Longyearbyen airport – is an awesome sight. And operations manager Torgeir Prytz, who's been working here since 2006, still seems buzzed that he gets to work here. "It looks a bit like something out of *Star Trek*," says Torgeir, who's wearing a gloriously geeky "KSAT in Black" T-shirt (a *Men in Black* homage to the Norwegian company that owns SvalSat). Only half joking, he says the aim for SvalSat's 26 engineers is "to have 16 per cent more fun every day". Still, serious stuff happens here, and 24 hours a day – it's the world's largest polar satellite station, and is essentially a giant server for the images projected from around 70 satellites up in space. The weather images you see on the BBC and NRK come from here, and it plays a part in providing data for global crises, from Thai floods to Icelandic volcanoes – and most recently the search for flight MH370.

→ *ksat.no/node/77*

Karin

THE FATBIKE GUIDE

Like many people, Swede Karin Amby planned to come to Spitsbergen for five weeks back in 2004, fell in love with the place and ended up moving here for good in 2007. She studied Arctic biology at UNIS, Longyearbyen's university, and recently started FatBike Spitsbergen, running three-hour tours around Longyearbyen on what are essentially mountain bikes with super fat wheels that can ride on snow.

→ *fatbikespitsbergen.com*

“We try to have 16 per cent more fun every day”

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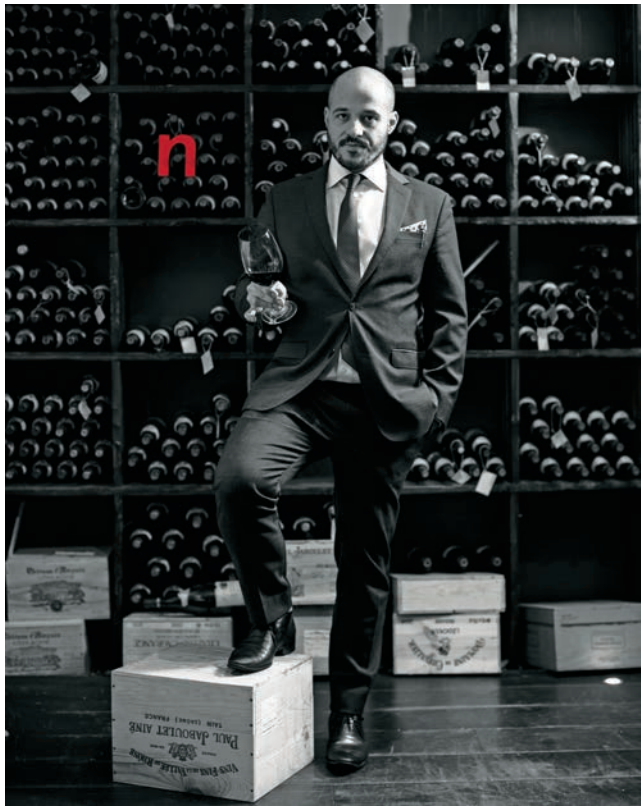


Tommy

THE SOMMELIER

Tommy Ørnewald is the kind of person we hadn't expected to meet in Svalbard. The general manager of Huset – an old community building that now houses Svalbard's best restaurant – is sharp-suited, suave and funny. If an urbane sommelier from Gothenburg seems an unlikely fit, Tommy explains: "I came to work in the wine cellar three years ago and I couldn't quit; I couldn't stop staring out of the window."

When he's not out in the wilderness (when we're there, he's just had a run-in with a polar bear outside his cabin), Tommy works 100-hour weeks overseeing Huset's restaurant, bar, theatre and club (it's *the* place to be on weekends), as well as Svalbar in town – but his labour of love is Huset's wine cellar, which is one of the biggest in Scandinavia, boasting 1,250 labels and 25,000 bottles. The cellar was the brainchild of former manager Hroar Holm, who was at Huset for 22 years, but Tommy has taken the cellar to the next level, bringing in four new sommeliers and modernising the collection. "You're always going to get a good reputation when you're the best in town," he says. "But we want to be better than that." → *huset.com*

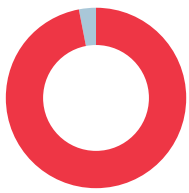
The best things we ate

Huset's six-course Arctic menu. Our favourites were the Svalbard reindeer sausage with celeriac, and a pea soup with pork and black pudding.
→ *huset.com*

Smoked Minke whale with red onion marmalade, mushroom and sour cream at Kroa.
→ *kroa-svalbard.no*

The seafood bisque at the Funktionærmessen Restaurant in the Spitsbergen Hotel.
→ *spitsbergen travel.com*

On the Karlsberger Pub stereo



Steve

THE ALL-ROUNDER

Steve Torgersen came to Svalbard 24 years ago, as a 15-year-old. "It was -32°C, and my breath was freezing. I thought: This is cool." Today, Steve has his fingers in many pies – he runs guide company Svalbard Explorer, co-owns an expedition boat for 12 people, and is involved in a massive project to renovate Gruvelageret, an old mining warehouse that he's turning into a restaurant and cultural centre. But for now he's still best known for local institution the Karlsberger Pub, a rocking Danish-themed man-pub that also claims northern Europe's best selection of whiskies and Cognacs, including 300 single malts. As Steve says: "I'm always busy, but life is good – why search for more?"
→ *svalbardexplorer.no*

Heiko

THE TOUR GUIDE

The drily witty Heiko Kuhr has worked with Spitsbergen Travel since 2004 and is also a gifted nature photographer. He drove us up the glacier in an snowcat, usually the transport for ice cave tours.
→ *spitsbergentravel.com*

TØY PHOTO: GUNN GRAVDAL ELTON OG ØYSTEIN KLAKEGG

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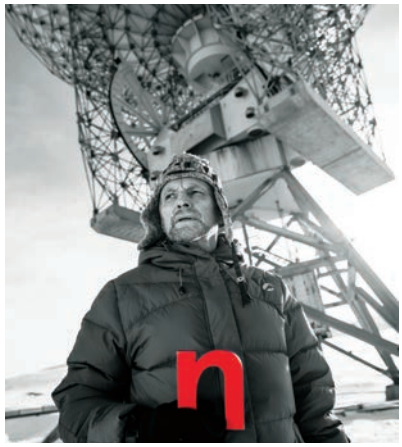
Ah

THE THAI CHEF

Apidej Prinkan doesn't seem to know how to stop smiling. Known around town as Ah, the sous-chef at Kroa (it's more whale and reindeer than Thai) moved to Longyearbyen from Bangkok 14 years ago with his wife. "I like the snow and lifestyle," he says. "There are good jobs here, too. Life in Bangkok is more up and down – we are very happy."

→ *kroa-svalbard.no*



Halvard

THE RADAR MAN

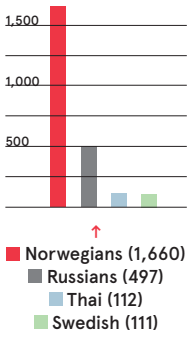
For 15 years, Halvard Boholm has been the site leader at EISCAT, one of 10 incoherent scatter radars on Earth.

→ *eiscat.se*

Thai town

One of the more surprising aspects of Longyearbyen is that Thais are the second-biggest ethnic group (after Norwegians). What started with Thai brides coming over to marry miners has matured into a real community. They oversee a Thai supermarket and a Thai restaurant, and many of the meals at Mary-Ann's Polarrigg are Thai. Every year in November, Svalbard's Thai community comes together to hold a festival showcasing their customs, with money raised from ticket sales going to a children's charity.

Ethno-graph



In the Norwegian settlements, 57 per cent of the population are male, and 66 per cent are aged 25–59.

Heidi

THE (VERY BUBBLY) GLACIOLOGIST

When we visited UNIS, the world's northernmost university, we were expecting to meet a few dry research types. Instead, we met Heidi Sevestre, a bubbly French PhD candidate. Heidi fell for the Arctic archipelago during a university exchange in 2008. "I came for one semester and couldn't get myself to leave – it broke my heart," she says. "I just wanted to live something extreme and different."

She returned to Longyearbyen in 2011 to complete her PhD on a phenomenon known as surging glaciers. And, with over 60 per cent of the landmass comprised of glaciers, Svalbard is a glaciologist's paradise. "We're right in the heart of a cluster of these funky glaciers," says Heidi. "It's the best place in the world to study them."

Typical field expeditions involve snowmobiles, helicopters, setting up camp on a glacier for up to two weeks, and, of course, the occasional polar bear encounter. As with most things in Svalbard, fieldwork follows the light. "During the light season we do the fieldwork and it's literally non-stop until the dark season," says Heidi. "When the dark comes, we can breathe and relax. Even nature relaxes." → *unis.no*

Olaf

THE ARTIST (WHO IS NOT SANTA CLAUS)

Olaf Storø is not just the most famous artist in Longyearbyen, he's something of a local legend – in the summer he wears shorts and flip-flops; come winter, his beard seemingly appears overnight. We meet in his impressive three-storey home/studio, which is dominated by a giant Steinmesse & Stolberg lithography press, on which he makes almost all of his art.

Svalbard, says Olaf, was "a dream growing up. I first came here in 1989 for an exhibition in Ny-Ålesund. Everything sold and it was a big success." He soon got a place on Svalbard, and moved to his current digs in 2000. When he bought the house it was a simple cabin, but he's built it up over the years. He still has a studio in Kristiansand, but Longyearbyen is home, and his 15-year-old daughter goes to the local school.

Svalbard, he says, is "an illness. It goes in through your feet and sticks in your heart. It's the silence, the colours, the darkness, the light, the friends, the stories. It's also a nice society to have a daughter in – if something were to happen, I'd have a call within ten minutes. I tend to hear what's going on." → *storoe.no*

What the police do

The short answer would seem to be: not a lot. In the past decade, the number of reported crimes on Svalbard was between 70–130. Governor Odd Olsen Ingerø says there are three to four violent incidents on the archipelago each year, and some crimes are "people taking the wrong shoes or jackets". The vast majority are traffic offences, including drink driving on snowmobiles (you'll be airlifted off the island immediately at your own expense if you're over the limit). The police do a lot more search and rescue missions – 70 to 80 a year. Ingerø admits his job is less about law-enforcement and more about granting permission. "You need permission for everything here," he says.

Odd

THE GOVERNOR

A lot of what happens in Svalbard goes through the *sysselmann*, or governor's office, whose main jobs are upholding the archipelago's brutal environmental laws and acting as the police. Former Kirkenes police chief Odd Olsen Ingerø is serving a second term as governor – he was in charge from 2001–2005, and came back in 2009 – overseeing a team of 26. "The environment laws essentially make all activity illegal," he says, admitting that Svalbard could be one of the most bureaucratic places on earth. "The challenge is to implement them so they allow people here to do what they need to do, whether it's tourism or science."

→ *sysselmannen.no*

Leif

THE PRIEST

Leif Magne Helgesen is the world's northernmost priest, and pleasingly unorthodox – the rugged 53-year-old Lutheran pastor oversees services at the small wooden church, welcoming Polish Catholics, Orthodox Russians, Buddhist Thais and godless scientists. "Everyone's welcome," he says. "This is a strong community and we stick together."

Keb Jacket

Keb Gaiter Trousers

Keb

The clothing in the *Keb* series is characterised by freedom of movement, maximum fabric functionality and durability.

The *Keb Trousers* have been named "Best outdoor trousers" in 2011 and the *Keb Jacket* has been awarded for its positive environmental qualities.

FJÄLL RÄVEN

You can hike on the Nordenskiöld glacier
Nordenskiöld Lodge is Spitsbergen's northernmost commercial cabin
After a Finnish sauna here, you can jump in the lake

To do

“There’s total silence except for the rumble of the glacier”

We’ve visited Spitsbergen’s northernmost cabin, taken a ferry round the island, visited abandoned mines – and much more

The remote cabin

NORDENSKIÖLD LODGE

On Svalbard, solitude is a badge of honour. This is a place that reveres trappers, the hunters who spend months alone in the ice and snow. For total cut-off, albeit in comfort, Nordenskiöld Lodge is Spitsbergen's northernmost cabin available to visitors. There's no phone reception, heat comes from burning wood and the icy fresh water comes from the nearby glacier. Yet it's a gorgeous Scandi-chic cabin – think blonde wood, sharp design and a traditional Finnish sauna, which you can alternate with exhilarating dips in the frigid lake beside it.

We went in August with tour operators Basecamp Explorer. It's two hours or so by boat from Longyearbyen, and we were followed across the cobalt sea by curious puffins and seals. It took some getting used to the midnight sun and the near-total silence, punctuated only by the Nordenskiöld glacier rumbling away.

Activities included glacier-hiking, kayaking (*see right for both*) and a trip to Pyramiden, the Russian mining town that was abandoned in a single day in 1998 (*see overleaf*). But really, it was about turning everything off, staring into the deep blue of the glacier – and just being quiet.

Read more at norwegian.com/magazine

→ *basecampspitsbergen.com*

Call that isolation?

When it comes to being alone, the trapper – a traditional hunter who spends months at a time alone on the ice – is king. Here are three of the most famous...

1/

Russian Pomor trappers dominated hunting on Svalbard between 1700 and 1850, and the best-known was Ivan Starostin, who spent 39 winters alone here.

2/

The Norwegians took over in the second half of the 19th century, later pioneering spring guns that would lure polar bears with bait. Henry Rudi was the most famous bear hunter, killing 713 in the 1930s and '40s, including 115 in a single year.

3/

The most longstanding trapper is Hilmar Nøis, who spent 38 winters on Svalbard until 1973. You can still visit his main station at Fredheim, an outpost where he once left his wife to give birth alone, an experience that is said to have driven her insane.

Kayaking

By the time you hear tonnes of ice crash into the sea, you've already missed the action – all you'll see is a wave. Such is kayaking on Svalbard, where dodging ice is a constant preoccupation. We went in August, spotting languid seals overlooked by the mighty Nordenskiöld glacier, but you can go on trips from Longyearbyen to the abandoned mining settlement at Hiorthhamn (yes, there are a few of these). You're unlikely to see polar bears on most kayak trips, which is probably for the best – they can be very curious, and swim at a fairly impressive 10kph.

→ *basecampspitsbergen.com, spitsbergentravel.com*

Glaciers

Around 60 per cent of Svalbard's land mass is covered by glaciers, and most locals know their moraines from their drumlins (us neither). If you want to climb one, as we did, it's worth knowing that those little rivulets you see from a distance can be deep ravines. Climbing the Nordenskiöld glacier with ice axes and crampons, tied to each other (and guide Magnus Lauge), was an exhilarating but at times terrifying experience - not least because the ever-shifting topography means guides can't learn exact routes.

→ *basecampspitsbergen.com, spitsbergentravel.com*

“By the time you’ve
heard the ice crashing
into the sea, you’ve
missed seeing it”
N was here (beneath the
Nordenskiöld glacier)

Clockwise from main pic/ **The main sign at the abandoned Pyramiden; the waitress at the Barentsburg Hotel; Barentsburg schoolgirls Julia and Karina; an abandoned phone book**

Soviet Svalbard

BARENTSBURG, PYRAMIDEN & GRUMANT

Whether you travel by boat or snowmobile, arriving in Barentsburg is surreal – if feels like you've just stepped off in Soviet Russia, because in many ways you have. There's the brutally austere architecture, the statue of Lenin, and the propaganda murals exhorting miners to "use their strong hands to create heat and light". Of the roughly 490 mostly Ukrainian miners here (the rest are Russian and Tajik), it's said that three speak English and two speak Norwegian. When they're not working, many go to the gym, a throwback with a murky green saltwater pool. Day-tripping tourists have buffets at the "five-star" Barentsburg Hotel (hint: don't eat the whale), buy overpriced T-shirts and kitsch art at the souvenir shop, and drink 2.5 per cent ABV beer at the world's northernmost brewery.

Russian hunters were a feature on Svalbard in the 17th century, and in the early 20th century Russia starting building up its coal mining presence on Spitsbergen – establishing the Grumant mine in 1912, Pyramiden in 1927 and Barentsburg in 1932. During the Cold War, more than two thirds of Svalbard's 4,000 population was Russian, almost all of whom worked for the state-owned company Trust Arktikugol.

But with Grumant closed in 1965 and Pyramiden deserted on a single day in 1998, that presence seems under threat. The Barentsburg mine – essentially still run as it was in Soviet times – has struggled with declining output (these days it sells low-grade coal to Western Europe rather than giving it back to Russia) and been beset by problems. An accident in 1997 killed 23 miners, while a damning 2005 report found that 17.5 per cent of man-hours were spent resolving accidents. With Arktikugol the last state-owned Russian coal company, it's not hard to imagine Barentsburg going the way of Pyramiden, whose architecture, Lenin statue and mosaic murals are strikingly similar.

We went to Pyramiden and Barentsburg by boat and snowmobile with Spitsbergen Travel, Basecamp Explorer and Better Moments

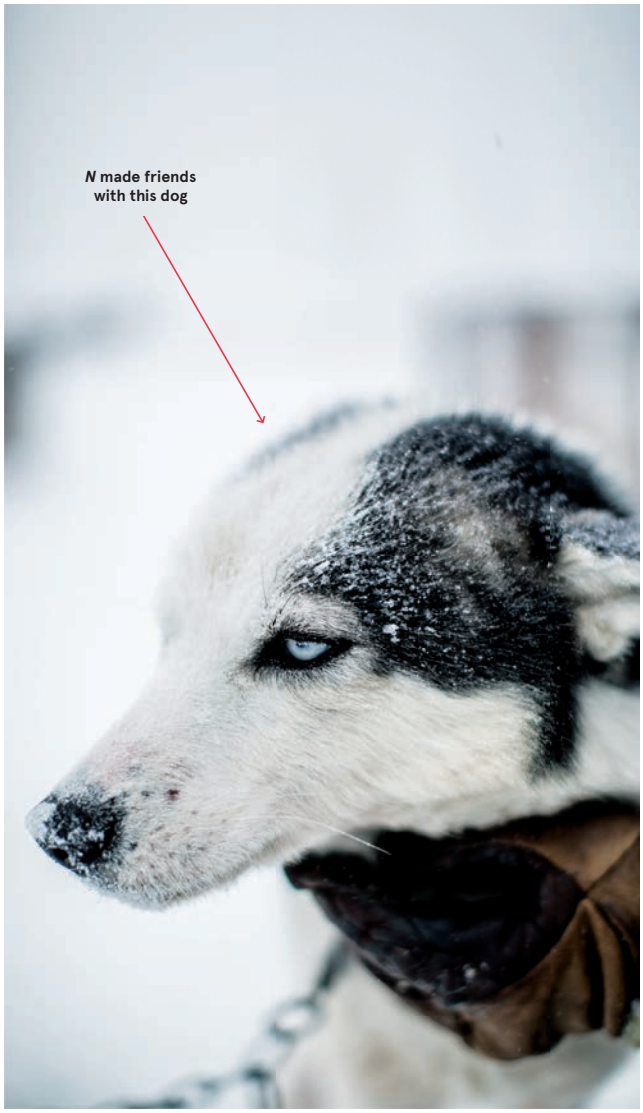
→ *spitsbergentravel.com, basecampspitsbergen.com, bettermoments.no*

***N* did not stay here (though we did have the lunch buffet)**

Tourism, Soviet-style

According to Anastasia, the only English-speaking guide in Barentsburg, the Barentsburg Hotel is "as good as hotels anywhere in the world". That could be said for the hotels in Longyearbyen, but not alas for Barentsburg's offering. The brutalist structure was built in the '90s by state-owned mine company Trust Arktikugol, who wanted to diversify from their struggling mine – the hotel has lost money ever since, not surprising when its website warns visitors of "liability issues". Similarly, the world's northernmost brewery isn't quite nailing it – because of local laws, its beer can only be 2.5 per cent ABV. Still, at least vodka's cheaper than milk on Svalbard.

“It’s not hard to imagine Barentsburg going the way of the abandoned Pyramiden”



Dogs

Connoisseurs say the best way to see the Svalbard landscape in winter is by dog. Snowmobiles are loud, but Alaskan huskies don't make a sound as they drag you across the frozen landscape (they bark like hell when they stop, though). We took a tour with Svalbard Husky, which has 50 or so very happy dogs, each with its own named wooden hut.

Apart from the dreamy quality of dog-sledding, the real joy of it is getting to know the very friendly dogs, who like jumping and licking – you put on their harnesses and feed them after your tour. If you go with Svalbard Husky, beware the slightly crazed Dingo, and his offspring Iran and Irak (sic) – we liked the more sedate ones, like Froya and Sol.

→ *svalbardhusky.no*

Tourist Svalbard

The first Arctic tourists arrived on cruise ships as early as the 1890s.

John Munro Longyear (the founder of Longyearbyen) first visited Svalbard on a tourist cruise in 1901.

In 2008, more than 40,000 tourists arrived in Svalbard by plane and around 30,000 came by sea. Over 70 per cent are Norwegian.

There are more than 600 dogs on Svalbard, half of which are owned by tourist enterprises.

Cruise ships come ashore at over 160 different locations, and when they pull into Longyearbyen can more than double the town's population.

Svalbard has 1,383 cultural heritage sites, and all traces of human activity from before 1946 are protected.

Motors

Snowmobiles may be fast and noisy, but in winter they're by far the most efficient way to get around – and ridiculously fun. There are few things in life more thrilling than sitting before a powdery glacial valley and putting finger to throttle, something you can do on any day trip from Longyearbyen. As with all things, though, respect for the environment is everything – the local government has strict rules on where guides can take you. And woe betide anyone caught over the alcohol limit – you'll be immediately taken off the island by helicopter, which you'll have to pay for, along with a hefty fine. Don't drink the night before, then.

→ *svalbardbooking.com*

Ice caves

With almost two-thirds of its land mass permanently covered in ice, some strange things happen. Melting glacier water from the summer freezes to form spectacular formations in caves around Spitsbergen. We couldn't go on our trip because the cave near Longyearbyen had collapsed (sorry), but Spitsbergen Travel runs dog-sledding and snow cat tours to ice caves, including one that turns into a meltwater river in the summer.

→ *spitsbergentravel.com*

The ship

MS FRAM

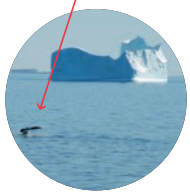
Svalbard is bigger than Denmark, Holland or Switzerland, and if you want to see it all (just about), a cruise is the only way to do it. The Hurtigruten's *MS Fram* was completed in 2007 and designed specifically for polar waters. It's got 128 roomy cabins, a smart Italian-designed interior, outdoor Jacuzzi on the top deck and a near-limitless supply of Prince of Norway cocktails (a refreshing mix of vodka, lime and apricot brandy). If you really wanted, you could spend a leisurely nine days onboard, sipping libations interrupted only by the odd tannoy announcement of a Finn whale, polar bear or walrus sighting.

Of course, it's a lot more than that. We went in August, on the "In The Realm of the Polar Bear" trip, which travels the west coast of Spitsbergen, taking in everything from visiting the eerie graves of 17th-century whalers to crossing the 80th parallel, as well as stops in Longyearbyen and the Russian mining town of Barentsburg. You can hike up or kayak to a glacier, join the ship's officers fishing for supper or sleep on deck under the Arctic sky.

What made it for us was the crack team of onboard ornithologists/zoologists/geologists/historians/guides, who take time off their research schedules to bring the archipelago alive – from 400-year-old human traces to cliffs and rocks that can be 1.8 million years old. It was a great learning experience as much as an almighty tick off the bucket list.

→ *spitsbergentravel.com*

N **saw humpback and fin whales, plus polar bears, cubs, walruses and more from the MS Fram**



Onboard lessons

Five species of tree grow in Svalbard, but they are only a few centimetres in height.

Arctic terns hold the migration record for birds – they fly up to 40,000km from breeding grounds in Svalbard to winter in the Antarctic.

Polar bears can swim 100km, survive up to eight months without food and live up to 25 years. They're also loners.

Though Beluga whales are known as the canaries of the sea because of the song-like noise they make, they're silent in Svalbard. No one knows why.

Svalbard is one of three places in the world where eider duck down is collected and sold.

There are nearly 450 species of lichen, moss and fungi on Svalbard; some grow only 1cm every 100 years while certain species of lichen can live for up to 5,000 years.

The bones

BELLSUND

Of all the places you can visit on the *MS Fram*, Bellsund on the west coast might be the strangest. A whaling station since the early 17th century, today you can see the bones of around 550 Beluga whales, most dating back to the 1930s. In the summer, the whales would come into the bay in schools, only to be captured in nets attached to rowing boats, then shot or lanced. The remains are protected, and may not be touched or moved.

Swimming

MAGDALENAFJORD

If you fancy ice-swimming, there are few more beautiful places to do it than the sheltered Magdalenafjord, an old whale and walrus hunting ground – a crew member in a balaclava will meet you with a towel and a certificate...

Index

We round up where you need to sleep, eat, drink and get active around Longyearbyen

Who'll sort your trip

Spitsbergen Travel

Svalbard's biggest and longest-running tour operator can be a one-stop shop, offering hotels to day trips, overnight expeditions or even cruises. Trips range from two-hour local hikes to Spitsbergen Extreme – an epic ski from the northern to southern tip of Spitsbergen.
→ *spitsbergentravel.com*

Svalbard Booking

As well as putting on a huge range of activities, from quad biking to Pyramiden boat trips, Svalbard Booking is associated with top restaurant Huset and the excellent Svalbard Hotell.
→ *svalbardbooking.com*

Basecamp Explorer

Basecamp specialises in trips with a difference, often in quirky accommodation – like the Trapper's Hotel, the remote Nordenskiöld Lodge and the Ship in the Ice, a gorgeous old boat frozen into Tempelfjorden in the winter.
→ *basecampspitsbergen.com*

Where to sleep

Mary-Ann's Polarrigg

The quirkiest stay in town – a hostel with some luxe rooms in an old mining rig.
→ *polarriggen.com*

Radisson Blu Polar Hotel

A classic high-end hotel, with deluxe sauna and fully equipped event rooms.
→ *radissonblu.com/hotel-spitsbergen*

Spitsbergen Hotel

A smart updated miner's residence with a sauna, a great restaurant and one of the best views in town.
→ *spitsbergentravel.com*

Trapper's Hotel

Run by the Basecamp travel group, its 16 rooms are high-end with character – think driftwood, sealskin and slate. → *basecamp spitsbergen.com*

Svalbard Hotell

The newest hotel in town is a great mid-priced option – all crisp design and Nespresso coffees.
→ *svalbardbooking.com*

The Ship in the ice

Where to eat

Huset

The best restaurant in town, with a six-course Arctic menu and a world-renowned wine cellar.
→ *huset.com*

Kroa

Cosy wooden bar-restaurant with food ranging from great pizzas to smoked whale and klippfish.
→ *kroa-svalbard.no*

Funktionærmessen

Seven-course menus and the biggest range of Champagnes in town, in the Spitsbergen Hotel.
→ *spitsbergentravel.com*

Fruene

Longyearbyen's best lunch, with pizza, lasagne and salad sets – and great homemade chocolates.

Trapper's Hotel

Polarriggen

Where to drink

Karlsberger Pub

An earthy miner-inspired pub, with rock on the stereo and 300 single malt whiskies behind the bar.
→ *karlsbergerpub.no*

Svalbar

A young crowd, great service, craft beers and very decent pub food.
→ *svalbar.no*

Huset

It's a bar and café at all times, but is best known for wine-tasting in the cellar, and raucous Friday and Saturday club nights.
→ *huset.com*

Barents Pub & Spiseri

Happy hour drinks and a pub-grub menu at the Radisson Blu.
→ *spitsbergentravel.com*

Svalbard Hotell

Kroa

The rest

Svalbard Museum

A decent introduction to the archipelago, especially its early explorers and hunters, with as many taxidermied animals as you could hope for. → *svalbardmuseum.no*

Maxi Taxi

If you need a cab or a day tour, we like Maxi Taxi – tour guide Finn is very entertaining. → *taxiguiden.no*

Svalbard Kirke

If you want the world's northernmost (non-demoninational) church service, the Svalbard church welcomes all.
→ *svalbardkirke.no*

Norwegian flies to Longyearbyen from Oslo. Book flights and a hotel at norwegian.com

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That's Svalbard sorted

Whether you want to stay, eat, see the sights or go on an expedition, this lot will have you covered

Mary-Ann's Polarrigg

When a group of wooden barracks originally built for Svalbard's miners and construction workers came up for sale, Mary-Ann Dahle was quick to realise their potential to be a hotel like no other on the islands. Taking care to maintain their unique history and character, they've now been upgraded with both basic and luxury rooms and suites, meeting rooms, homemade Arctic food in the Winter Garden restaurant, and the AuroraSpa – the world's northernmost spa.

→ *+47 79 02 37 02* → *polarriggen.com*

Huset

The last 70 years have seen a symbol of culture, community and elegance tucked away deep inside the Arctic Circle, which only a few connoisseurs and explorers have discovered. Nestled at the end of a snowy valley, in Longyearbyen, Svalbard, you'll find Huset Restaurant. Not only is this location completely breathtaking, but inside, Tommy Örnewald and his staff present gourmet cuisine from the Arctic, complemented by one of Europe's largest existing wine cellars.

→ *+47 79 02 50 02* → *huset.com*

Svalbard Wildlife Expeditions

These exciting excursions provide the freedom to explore the wilderness of Svalbard on a thrilling kayak trip, go on an exhilarating spring skiing expedition or venture far further afield on a snowmobile safari. Day trips are available, while the summer wilderness camp offers a combination of kayaking, glacier hiking and trekking. With activities all year round, this once-in-a-lifetime opportunity is not to be missed.

→ *+47 79 02 22 22* → *wildlife.no*

Svalbard Maxi Taxi

Regular taxis and minibuses able to carry one to 16 passengers make this the easiest way to get around Svalbard, with sister company Svalbard Busservice catering for larger groups and special transport also available for wheelchair users. Twice per day, two-hour sightseeing trips are organised, taking in the area around Longyearbyen with regular stops to photograph the spectacular views of the town, old mines and across the Advent Valley. 295 NOK per person.

→ *+47 79 02 13 05* → *taxiguiden.no*

Svalbard Husky

What better way to explore the incredible Svalbard archipelago than by driving your own dog team? Svalbard Husky offers guided tours and dogsledding through the Arctic wilderness, giving visitors the chance to spot reindeer, polar foxes and possibly even a polar bear, all in their natural environment. Book during the winter months and, if the skies are clear, you'll have the opportunity to experience the beautiful aurora borealis.

#svalbardhusky

→ *+47 98 87 16 21* → *svalbardhusky.no*

Kroa

Home to a true sense of history and Longyearbyen's most relaxed and welcoming restaurant atmosphere, Kroa is a delightful venue for a good dinner or a drink with visitors and locals alike. The walls are adorned with pictures and equipment from the trapping period that took place on Svalbard 100 years ago, while the chefs and waiting staff create terrific meals out of the finest seasonal ingredients. A must-visit for those seeking to experience the real Svalbard.

→ *+47 79 02 13 00* → *kroa-svalbard.no*

Alternatively, read this

Forget glossy hotels, spas and azure seas – the travel magazine is changing. We hear from the new breed of indie mags doing things very differently

Photos/Liz McBurney

Boat

THE MAGAZINE ABOUT A SINGLE CITY

Boat was formed in 2011 when Erin and Davey Spens took their entire London creative agency to Sarajevo to make a magazine showcasing their commercial work. The seven gorgeous issues have been produced on location, from Detroit to Reykjavík and Lima – look up author Jeffrey Eugenides' piece on ruin porn in Detroit.

→ *boat-mag.com*

Flaneur

THE MAGAZINE ABOUT A SINGLE STREET

Created in June 2013 by 24-year-old Berliner Ricarda Messner, *Flaneur* is a creative riot of a magazine about a single street. The first two issues have focused on Berlin's Kantstraße and Leipzig's Georg-Schwarz-Straße, and have featured varying paper stocks, and everything from musical scores to illustrated stories about 1920s car parks.

→ *flaneur-magazine.com*

Cereal

THE MAGAZINE THAT'S BRUTALLY (AND BEAUTIFULLY) MINIMALIST

Launched in Bristol in 2012 by editor Rosa Parks and art director Rich Stapleton, *Cereal* is a beautifully disciplined greyscale meditation on travel. Five issues in, the magazine takes the form of five or six themed chapters on such varied themes as Kraków, "Grains" and "Honey", with covers featuring empty seas and solitary pine cones.

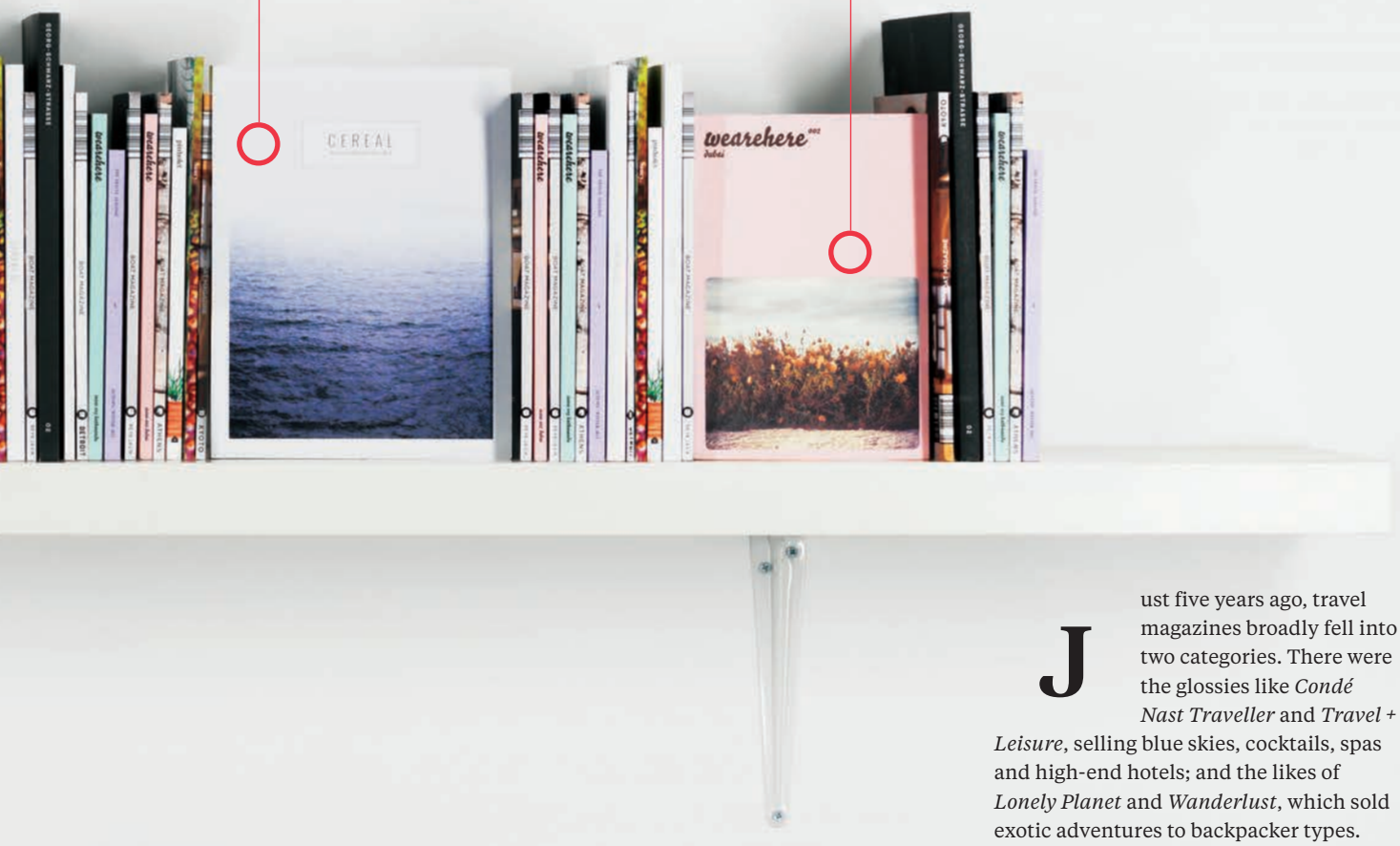
→ *readcereal.com*

We Are Here

THE MAGAZINE MADE BY ONE MAN WITH AN IPHONE

Dubai-based Conor Purcell launched *We Are Here* in 2012, doing all the (iPhone) photography, design, sales and much of the writing himself. The four issues have focused on a single place – from Dubai to Kathmandu and Bangkok's Nana Plaza red light district, with warts-and-all stories on the likes of bodybuilders and serial killers.

→ *wearehereмagazine.com*



Just five years ago, travel magazines broadly fell into two categories. There were the glossies like *Condé Nast Traveller* and *Travel + Leisure*, selling blue skies, cocktails, spas and high-end hotels; and the likes of *Lonely Planet* and *Wanderlust*, which sold exotic adventures to backpacker types. But a new breed of independent travel magazine is challenging the orthodoxy – the likes of *Boat*, *Cereal* and *Flaneur* aren't really travel magazines in the traditional sense, but magazines centred around a place, be it a city, a street or even a red light district. Many of the new breed are produced on location, and their remit is to discover a place, not sell it. »

“People are seeing through that glossy depiction of a place”

Boat →

Flaneur →

Cereal →

“Lots of independent magazines emerge as a response to the mainstream,” says Steve Watson of independent magazine subscription company Stack, which sends out different independent magazines to subscribers every month. “People see the magazines on the shelf in their local shops don’t reflect their view of the world and feel inspired to make something that represents them. Most mainstream travel magazines trade on pictures of luxury hotels and pristine beaches, which feel very distant to most people. You see certain common themes running through independent travel magazines – a desire to get off the beaten track, to show the ‘real’ version of a place, and to do that by building stories around the people they find there, rather than the iconic sights and tourist attractions.”

Conor Purcell, the one-man team behind *We Are Here*, goes further. “With a lot of travel magazines, it feels like PR – like you’re being sold something,” he says. “I think people are seeing through that glossy depiction of a place, and wanting something truer.”

Part of the reason for the recent glut may be it’s cheaper and easier than ever to make a magazine. Purcell, who used to edit the *Open Skies* inflight magazine for Emirates, spent around £3,000 (NOK30,000) creating and printing his first quarterly issue on Dubai in November 2012, taking all the photos on his iPhone 5. “It’s cheaper than ever to make a magazine,” he says of his project, which is now tentatively profitable. “Ten years ago, you’d need US$50,000 (NOK300,000) to make and market a magazine, but I launched this on a shoestring.”

For *Boat* magazine editor Erin Spens, part of it has been a reaction to the world going digital. “Suddenly it’s like people thought: Oh crap, that physical sensation of reading a magazine was really nice. There’s no real replacement for that.”

Boat was one of the first of the new breed of indie travel mags when it came out in 2011, initially as a side project for the creative agency of the same name – but it’s gained a cult following and now has a print run of 7,000. The draw is not just great photography and writing, often from world-renowned authors, but little touches like presenting the Athens issue in paper used by local fish markets.

But much of the reason for launching a magazine is personal. Ricarda Messner, the 24-year-old communications graduate who publishes *Flaneur* magazine, was inspired by her disorientation at moving back to Berlin after a stint in New York. “I was struck by a line in the film *Hiroshima, Mon Amour*: ‘Looking closely at things is something that has to be learned,’” she says. She admits, “for the first issue I didn’t know what the hell I was doing”. Despite or because of that, the magazine is a slightly confusing riot of paper stocks and cryptic standfirsts, almost more like a giant prose poem than a series of stories. It’s not for everyone, but the first issue sold out its 2,000 print run, leading to copies selling on eBay for €45/NOK370 (the cover price is €11.50). When we spoke, Messner was about

← We Are Here

to move to Montreal with her team for issue three of the biannual magazine.

It's a similar story for Rosa Park, the Canadian co-founder of the very different *Cereal* magazine, which she launched in Bristol with art director Rich Stapleton in 2012. The magazine's gorgeous minimalist aesthetic has drawn admirers across the world – after five issues, the magazine's Instagram account has almost 120,000 followers. "I've always been surprised how few independent travel magazines there are, especially compared to fashion or interiors," Park says, although *Cereal* was never consciously part of a movement. "It's our very personal take on travel, with a certain aesthetic. We're wary of being typecast as a trendy indie mag. For us it was a very personal, intuitive thing, based on our own experience of travelling."

That, in a way, is what unites these magazines most – they feel personal. A bit like good travel should. → *stackmagazines.com*

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Foto: Tord-Erik Andresen

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All dogs go to Cannes

With the Palm Dog award a feature of this month's film festival, the town is also a haven for pampered pooches

Words & Photos/Rebecca Marshall

If the winner of this year's Palm Dog – the award for the year's best canine performance at the Cannes Film Festival – deigns to turn up, he or she will find no shortage of glamour. Cannes would surely rank high on any doggy quality of life index – 50 per cent of the hotels accept dogs (the figure in London is eight per cent), and there are no fewer than 11 dog pampering parlours here.

France is a nation of dog owners – there are more pets here than anywhere else in Europe, and owners spend €4.2 billion (NOK34.6bn) in total a year on their furry friends. In Cannes, that doesn't just mean food – it means aromatherapy treatments, perfume spritzes, leopard-print panties and designer chihuahua pouches.

Perhaps the most luxurious dog spot is For VIP Dogs, a few steps from the InterContinental Carlton on the Croisette, Cannes' famous seafront promenade. This high-end grooming parlour doubles as a boutique. One of the pink-painted walls is devoted exclusively to doggy clothes, with ballerina dresses jostling for space with shiny gold sequinned bomber jackets and fur coats; another is devoted to an astonishingly creative range of designer collars and »

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Prime Palm Dog pooches

The Palm Dog award was set up in 2001 by Briton Toby Rose to recognise the best performance by a dog (or group of dogs) in a film screening during the Cannes Film Festival. The first winner was Otis from the film *The Anniversary Party*, whose writer-director Jennifer Jason Leigh picked up the award.

Other winners have included Uggie (*above*), who starred in *The Artist* in 2011, headliner Lucy from *Wendy and Lucy* (2008) and the animated Yuki in *Persopolis* (2007).
→ *palmdog.com*

leads in all colours. You will find no cheap imitations here – owner Fanny Lamarque buys only the very best accessories from Italian and French designers.

Among the items on sale are bottles of canine eau de parfum that go by the names "Angel" or "Bonbon", and leopard-print crotchless underwear for terriers. Sunglasses

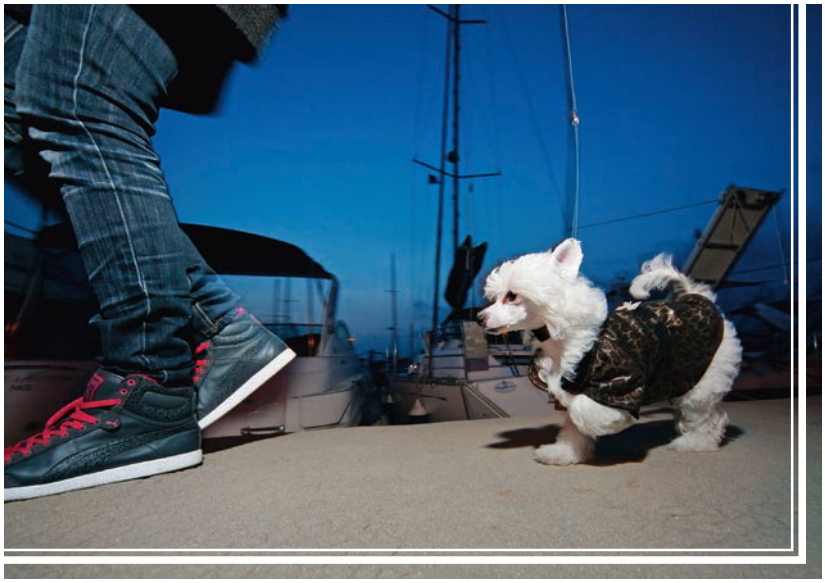
> ***"Gouffy is a natural-born star, people stop to photograph her"***

are already on order for the summer season: "Down by the sea or on board their yachts, dogs' eyes need protection too," advises Lamarque. In summer, the shop has a lot of seasonal visitors, Russian clients being among the most extravagant. Some will spend up to €3,000 (NOK24,640) in a single shopping spree for a wardrobe of winter dog-wear they can't buy at home. One of the best-selling items is a €371 (NOK3,050) pink and cream, fluffy Italian handbag designed to slip a chihuahua into.

Looks are not everything, though. For VIP Dogs will soon offer doggy aromatherapy, adding to the existing options for canine massage and homeopathy provided by another salon in Monaco, a few kilometres up the coast. Dogs here can already get a basic makeover worthy of a trip to the Palm Dog – a wash, cut and blow dry for a cocker spaniel will set the owner back €90 (NOK740), slightly more than the human hairdresser next door. At least the dog gets an anti-static, volumising shampoo and spritz of perfume included. "Sweet scents are the most popular," says Lamarque, as she touches up the purple claw varnish on Queenie, a poodle on her monthly visit to the salon.

Perhaps predictably, the Croisette is also a prime dog-watching spot. We meet Monsieur Desroches Perreault, who is somewhat upstaged by Gouffy, a Cannes »

Previous page, clockwise from top left/**Gouffy on the Croisette; items at For VIP Dogs, including a crotchless thong and perfume; Yorkshire terrier Marilyn**
This page, clockwise from left/**On the Croisette; Fanny Lamarque giving a cocker spaniel a haircut and blow-dry; mini Yorkshire terrier Harmony; detail on a dog-carrier**



Clockwise from left/**Chinese crested puppy Iloha in the port; a tomb stone in the Alpes Maritimes pet cemetery, Cagnes-sur-Mer; an Irish wolfhound in Cannes; collar at For VIP Dogs**

born-and-bred Chinese crested dog. "People stop to photograph Gouffy all the time," he says. "She's a natural-born star."

If life in Cannes is pretty good for a dog, the departure to a better place (if that's possible) is also well catered for. Animal Respect, in the hills above Cannes, is one of France's very few pet crematoriums,

> ***"I used to eat my meals at a low table to be together with my dog"***

and accepts everything from dogs to goldfish. Pre-ceremony, pets are brushed and prepared (deep freezing is de rigeur if the cremation occurs more than 48 hours after death), and a wide choice of exclusive designer urns are available. One customer from Monaco had their chauffeur drive the body of a recently deceased terrier in a stretch limousine to the crematorium, with strict instructions to burn him with the Louis Vuitton bag she had rushed out to buy that morning as a container for his corpse.

For those who can't bear the idea of their pooch disappearing into an oven heated to 650°C, or simply prefer a resting place in the ground, the nearby seaside town of Cagnes-sur-Mer is home to one of France's largest dedicated pet cemeteries, where on average one pet funeral is held every week.

On a quiet Thursday afternoon, one mourner, a women in her forties, is arranging flowers and lighting candles over the grave where her Westie, Cara, was buried (along with her blanket and favourite toys) last winter. "She was a daughter to me, we were never apart," she says. "I even used to eat my meals at a low table on the floor so we could eat together. It is good to have somewhere I can still come to be with her."

→ *for-vip-dogs.fr*

Cannes is 30 minutes' drive from Nice; Norwegian flies to Nice from 10 destinations. Book flights, a hotel and a rental car at norwegian.com

Catching the Cannes Festival

Established in 1946, the 67th Cannes Film Festival (it's skipped a couple for budgetary reasons) runs from 14–25 May. Following criticism about the representation of women at the festival in the past, this year's jury is led by New Zealander Jane Campion, the only woman director to have won the Palme d'or – for *The Piano* back in 1993.

Early tips to look out for at press time could include Paul Thomas Anderson's adaptation of writer Thomas Pynchon's noir-ish *Inherent Vice*, starring Joaquin Phoenix alongside Reese Witherspoon, and the latest from French prodigy Mia Hansen-Løve, *Eden*. Winners are announced on 24 May.

→ *festival-cannes.com*

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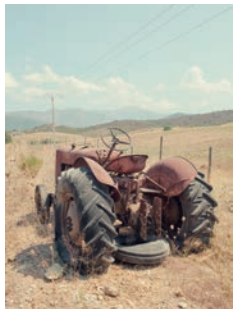
The great beauty

Photos/Anton Renborg

One of *Peter Crawley*'s first, teenage, experiences of Corsica was a shoot-out on the beach, yet he has been going back ever since and has written a novel about the island. He explains why he fell in love



Paris-based Swedish photographer Anton Renborg travelled to Corsica each summer for four years from 2006–9 taking photos. "I enjoyed getting lost, not looking at the map," he says of his drives around the island. "It's a good way to discover Corsica." Renborg started taking his Corsica photos on analogue, portrait film, though later he replicated the look digitally. These women (*below*) were photographed on the beach in Calvi, to the north-west of the island

What started as a crush has matured into a life-long love affair. Through my teenage years of the late 1960s and early '70s, I spent one month each summer camping in the south of Corsica near Porto-Vecchio, a rural community steeped in tradition and bathed in mysticism.

I teamed up with a German and a French lad of similar age and most evenings we would walk the couple of miles to a local disco and return to the camp at dawn to go octopus fishing out near a rock in the bay. We would give our catch to the camp chef, who, in return, would cook us dinner for free. Octopus, though an acquired taste for some in those days, was not considered as adventurous as other local delicacies like *mèrula* – blackbird – or *ghialaticciu* – stuffed pig's stomach.

The campsite was owned and run by an old hero of the Resistance who fell out with one of his comrades when the man eloped with his daughter. Even though the man had committed a cardinal sin, he could not resist sailing into the bay every now and then to cock a snook at his former friend by tooting the hooter of his boat.

One night – a night I remember because the heat in the tent became so unbearable I stole down to the beach and dug myself a shallow grave in which to sleep – the man was lured ashore at the northern end of the beach. The campsite owner, with his henchmen, occupied the southern end and a firefight erupted between the two. »

For what seemed like an eternity, I lay stock still in my dugout and watched the bullets whizz above my head.

In the morning, when the *gendarmes* arrived and scratched their heads in dismay, the ageing *roué* who had eloped with our host's daughter was found dead among the pines behind the beach. In keeping with the Corsican bandits of old, the campsite owner fled to the mountains and was only much later persuaded back by his family. Many thought the judge was unduly lenient in his sentencing of our host to nothing longer than a few months in prison.

It was at the end of my last summer there that an old lady presented me with a book of proverbs and local histoy. It was how I first learned of the *mazzeri*, the Corsican fortune tellers, or foretellers of death, mostly women who would hunt animals at night and see in their dead eyes the face of the next person in the village to die. These figures of folklore formed the basis of my novel set on Corsica.

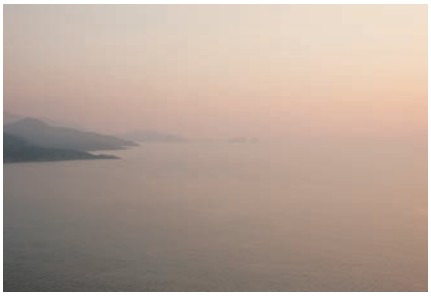
And since those teenage years, I've been drawn back to the island many times – she is still as beautiful as the Corsica of my youth, and the beaches thankfully quieter. The beach at Campomoro, near Propriano in the south-west, stretches away over a kilometre and the beach at Ile-Rousse, in the north-west, boasts fine, golden sand and plays host to a range of water sports. The most famous, though, is at Palombaggia in the south-east; the combination of white sand, red rocks, turquoise waters and the shade from the pines that back the beach is unbeatable.

For somewhere to stay, the 17th-century boutique hotel U Palazzu Serenu (upalazzuserenu.com) is half an hour from the busy port town of Bastia, overlooking the Gulf of St-Florent. Anish Kapoor etchings hang on the walls here, and the swordfish and charcuterie are to die for.

Near Ajaccio, the colonial facade of the Hotel Les Mouettes (hotellesmouettes.fr) backs both a sandy beachfront and an elegant, terraced pool. There is no restaurant, but the hotel is less than a 15-minute stroll from the thriving city, where, at A Nepita (+33 4 9526 7568) on the rue San Lazaro, you will find modern and creative takes on *foie gras poêlé aux lentilles* and *filets de rougets*.

"The ageing roué who eloped with our host's daughter was found dead behind the beach"

In Bonifacio, on the southern tip of the island, you can stroll up to the citadel and glory in the view across the strait to Sardinia. For me, there are few more welcoming hotels than the Hotel Colomba (hotel-bonifacio-corse.fr), tucked away in the steep cobbled alley that is the rue Simon Varsi in the Haute Ville. Dinner at L'auberge Corse (+33 4 9510 8655), just round the corner, is a feast of Corsican delights. Be sure to try the *Piattu Spuntinu* of Bonifacio aubergines, *beignets aux courgettes et poireaux*, and particularly, the *cannellonis au brocciu* – tubes of pasta filled with local ewe's milk cheese. But ask your host to recommend the wine: he knows his stuff. »



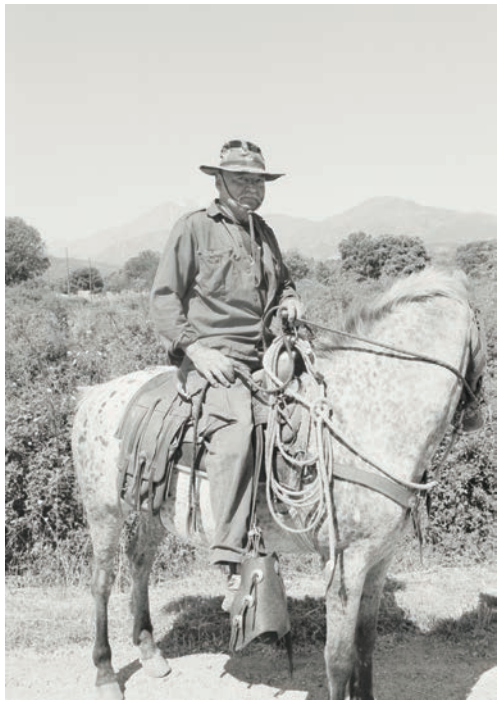
Opposite/**Renborg recommends the mountain streams formed by melting winter snow as the ideal place to cool down from the beach**
Top/**Boys on the Ile-Rousse, to the north of Calvi; the coast at Ile-Rousse pictured at sunset (*above*)**
Right/**Showering in Calvi; partying at outdoor music festival Calvi on the Rocks (calviontherocks.com), which this year takes place from 5–10 July**

Inspiring islands

Spetses magic
In 1951, British writer John Fowles, then 25, moved to Greek island Spetses – about two hours by boat from Athens – to teach English. He met his wife Elizabeth there – she was married to another teacher – and was so struck by the island's atmosphere, he set his first novel, *The Magus*, there. It was published in 1965 and made into a film starring Michael Caine three years later.

Sicilian crime
Italian Andrea Camilleri's 20 novels featuring Inspector Salvo Montalbano are set in Sicily, with a special emphasis on the cuisine. They've been made into a popular TV series filmed largely in the city of Ragusa (*above*).

Capturing Cephalonia
British writer Louis de Bernières' *Captain Corelli's Mandolin* – set in war-time Cephalonia – proved such a sensation the inevitable film followed, starring Nicolas Cage and Penélope Cruz, drawing tourists to the Greek island.



Photos taken from Anton Renborg's *Notices de la Corse*, published by Filigranes on 23 June
→ *filigranes.com, antonrenborg.se*

These days Corsican wines compete with the best of young Bordeaux and Burgundy. Patrimonio, predominantly pressed from the Nielluccio grape and grown in the Nebbio on the south-western base of Cap Corse, is a sophisticated, elegant, dry and herby wine. And the Oriu, from Torracia in the south-east and pressed in greater percentage from the Vermentiu, is a wonderful, full-bodied white with hints of citrus, cherry and prune. But there are other, delicious wines, too, from the Ajaccio, Calvi, Sartène and eastern coastal regions. And, if sweet wines are your preference, look no further than a glass of Muscat du Cap Corse from the island's northern peninsula; it is perfect with the soft, white *brocciu* cheese.

Trekking and cycling are popular here, too. The GR20, a long-distance trail that runs from Calenzana, in the north-west, across the mountains to Conca, in the south-east, is a test for even the keenest hiker, and the air in the mountains around Levie and Zonza is restorative and heavily perfumed with the arbutus, juniper, myrtle and rosemary of the *maquis* shrubland.

Touring the island is a favourite pastime, though renting a car can be expensive. But it's worth it if it means you get to discover pretty mountain villages and sip from a rose-shaped glass of Cap Corse or a cool bottle of Pietra, the chestnut-flavoured beer.

Some divide the island into two distinct halves, as separated by the mountains: *Di la dai Monti* as it is known in Corsu, or *Au-delà-des-Monts* in French, to the south and south-west, and *Di qua dai Monti*, or *En-deçà-des-Monts*, to the north and north-east. While I spent my teenage days in the more pastoral south, the north is the busier, due to its proximity to the more industrial northern half of Italy and its closer links to the French mainland. There is much agriculture and fertile land in the region, and the groves of the Balagne, the garden of Corsica, are renowned for their olives.

For me, though, the chance to sit beneath the plane trees in the Haute Ville of Bonifacio during the *veillée* (evening) is all any reasonable man can wish for.
Mazzeri, Love and Death in Light and Shadow – A Novel of Corsica, *by Peter Crawley, is published in paperback and ebook by Matador* → *peter-crawley.com*

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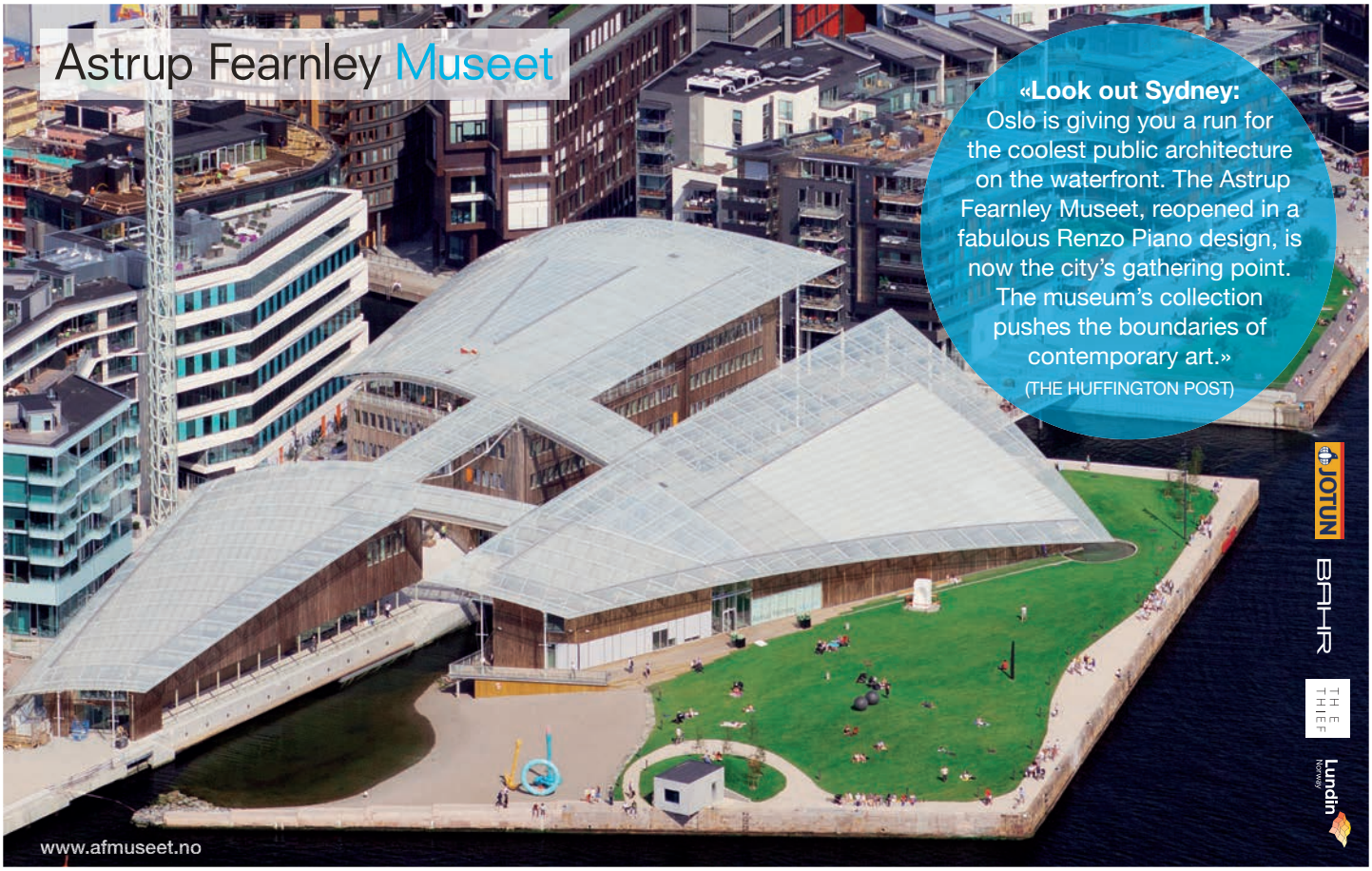

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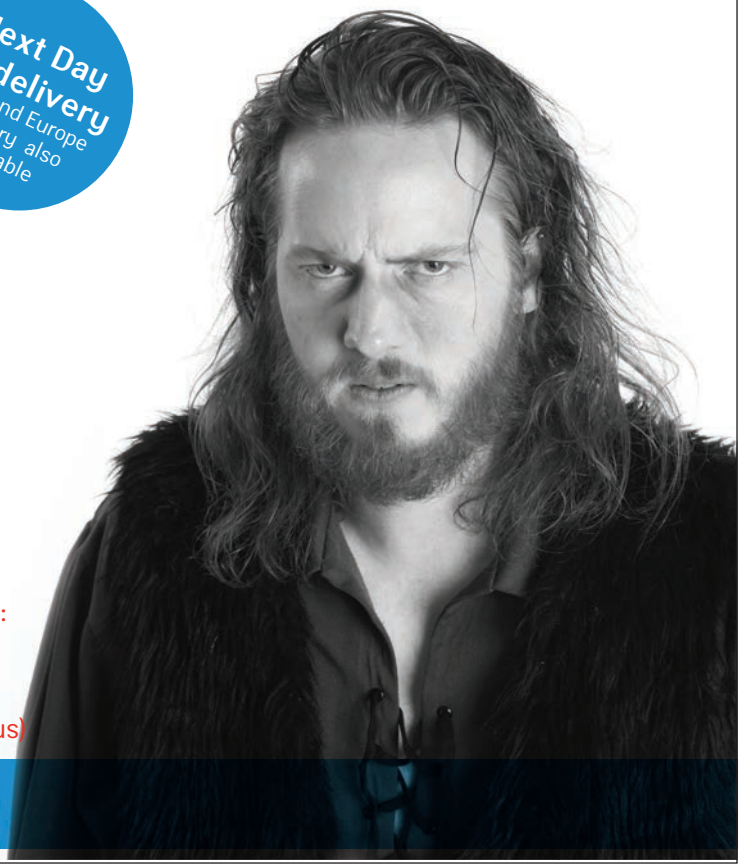

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Bring home some Danish design

A sense of history and an attachment to nature provide the inspiration for some of Denmark's finest homeware

1:The Organic Sheep/Committed to sustainable and ecologically friendly design, The Organic Sheep has always cherished its relationship with the environment. "In harmony with nature" reads its motto – and creations inspired by Nordic surroundings is evidence that this is a claim that the company can and will vouch for. Every The Organic Sheep product has its own natural identity, with a range covering plaids, cushions, carpets and much more. → *theorganicsheep.com* **2:Solwang**/A dish cloth with a history. Dorte Soland Wang's grandmother used to knit dish cloths for her, but when she was no longer around and the last cloths were worn out, Dorte couldn't seem to find anything nearly that functional. So she began knitting them for herself. Years later, she was inspired to set up production on a larger scale, allowing her to share her fantastic products with so many across Europe. → *solwangdesign.dk*

3:Nordstjerne/The Danish interior design brand Nordstjerne was established in 2012. The philosophy behind each design is clearly inspired by raw Scandinavian landscapes, while also being influenced by the joy that comes from travelling and experiencing the world around us. Nordstjerne mainly works with natural materials and the current collection is brimming with stunning products made from one of the hottest materials of our day; marble. → *nordstjerne.eu* **4:Eos by Vita**/Vita was founded in Copenhagen in 2008 and has since spearheaded the Danish designer lamp industry with its affordable products made from A-grade materials and packed in flat boxes. EOS, for example, is a beautiful oval-shaped lamp made from paper and authentic goose feathers and available in three sizes. Prices start from €69. → *vitastore.dk*

Words/Matthew Lee

San Francisco

/By Norwegian

Hip, quirky and still wonderful, the San Francisco Bay Area is more fun than an LSD trip at the Googleplex featuring a giant burrito

At a glance

Norwegian flies to Oakland-San Francisco from Oslo and Stockholm. From the airport, you can reach Oakland in 15 minutes or San Francisco in less than half an hour.

The San Francisco Bay Area encompasses nine counties and many cities including San Francisco, Oakland, Berkeley and San Jose. It has a population of more than 7 million.

San Francisco is the second most densely populated city in the US after New York. Its 837,500 inhabitants are packed into just 121km^2.

While the two cities are close enough to be connected by a bridge, San Francisco is 4-5°C cooler than Oakland.

The map 02

Berkeley
There's a calm air to Berkeley, home to one of the country's best universities. But a walk down Telegraph Avenue with its assorted eccentrics shows the city hasn't abandoned its radical roots.

Fisherman's Wharf
San Francisco's waterfront is unashamedly touristy, but the journey here from downtown on one of the world's last manually operated cable cars is unmissable.

Haight-Ashbury
While you'll still hear the odd Grateful Dead record blaring in this historic hippy enclave, most of the neighbourhood has moved on. Great for boutiques, cocktails, and people-watching.

The Mission
Nowadays hipsters complain of being priced out of the Mission by wealthy tech workers. It's still the place for thrift-store bargains, happy-hour beers and the Mission burrito, though.

North Beach
Fifty years after being flattened by the great earthquake of 1906, North Beach became a counterculture capital when City Lights bookshop published Ginsberg's generation-defining poem *Howl*.

Oakland
Sky-high San Francisco rents have triggered an exodus to the East Bay, and Oakland rivals any mid-sized US city when it comes to culture. Don't miss First Fridays – a huge art festival at the start of each month.

01 The travel brochure shot

The Golden Gate Bridge links San Francisco to Marin County, and when built in 1937 was the world's longest suspension bridge (a title it held until 1964). The iconic red colour of the bridge was suggested by engineer Irving Morrow who thought grey was too boring. → *goldengatebridge.org*

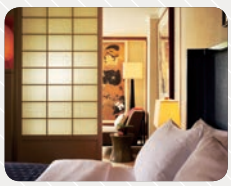
03 ↗ Strange days

In California, strange is perfectly normal. At ***Alcatraz*** you'll hear stories about mass brawls, brutal executions, ghosts and escape attempts worthy of the Darwin Awards. Make sure to book early, as tours sell out weeks in advance.

The prison was shut down in 1963, shortly before *One Flew Over the Cuckoo's Nest* author Ken Kesey and his buddies left San Francisco in a multicoloured bus to spread the word about LSD. The bus kicked off the hippy movement and is the inspiration for ***Magic Bus***, a misty-eyed attempt to recreate the idealism of the summer of '67 when the world's dreamers flocked to Haight-Ashbury.

Only one tour combines the Bay Area's two favourite leisure activities: cycling and eating tacos. The ***Oaklandish Tour de Taco*** is a gluttonous bike ride through the taco-truck heaven of Fruitvale led by Cyrus Farivar, a tech journalist who describes himself as a guy "who likes bikes and likes tacos", which is just as well really. → *alcatrazcruises.com, magicbussf.com, vayable.com/experiences/5557*

04 ↘ Where to check in...



For a taste of Tokyo

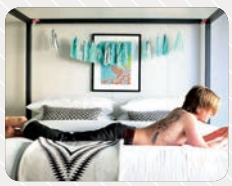
Hotel Kabuki

At this hotel in North America's biggest Japantown, the gardens, bathhouse, koi pond and traditional art imported from Osaka are all the real deal, as is the sushi at acclaimed on-site eatery O Izakaya.
→ *jdvhotels.com*

For the budget conscious

Fisherman's Wharf Hostel

This historic building offers postcard views of the Golden Gate Bridge and Alcatraz. The 24-bed co-ed dorms can get a bit crowded, but for price and location it's a steal.
→ *sfhostels.org/fishermans-wharf*



For rock 'n' roll soul

Phoenix Hotel

This Mid-century motor lodge in the grungy Tenderloin district is a slice of LA in the middle of San Franciso. Everyone from David Bowie to the Red Hot Chilli Peppers has stayed in the 1950s-inspired rooms.
→ *thephoenixhotel.com*

For old-school glamour

Fairmont

A San Francisco landmark with an extravagantly marbled lobby and the surreal Tiki-themed Tonga Room in the basement, where a Tex-Asian cover band plays on a boat in the indoor swimming pool.
→ *fairmont.com/san-francisco*

05 ↓ How to do the Bay Area if you're...

Joshua Norton

Move from England to San Francisco, declare yourself Emperor of the United States in 1859, issue a decree formally abolishing Congress, be totally ignored by most but revered by the people of San Francisco.

↓

MC Hammer

Get spotted rapping in an Oakland club in 1988 and be signed to Capitol Records, make one of the bestselling rap albums of all time, file for bankruptcy, become a preacher.

↓

Mark Zuckerberg

Rent a cheap office in Palo Alto to develop a little business you started in college, become a multibillionaire, take over the entire planet.

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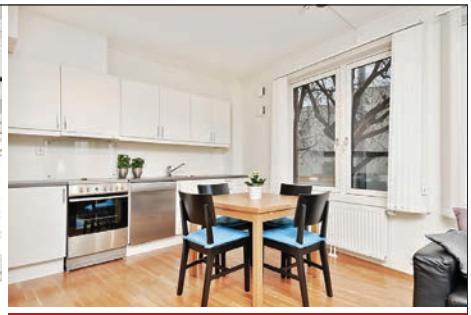

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06

Reserve a table here...

Gary Danko

Time and again, Gary Danko tops local chef popularity contests, so it's hard to get a seat in his cosy, costly Fisherman's Wharf restaurant – but it's worth it. If you're feeling flush consider Danko's showstopping signature dish, the roast Maine lobster with potato purée, black trumpet mushrooms, edamame and tarragon.

→ *garydanko.com*

Brown Sugar Kitchen

When Tanya Holland opened Brown Sugar Kitchen in a gritty corner of Oakland in 2008, she never thought her take on soul food would be hailed for helping to revitalise the area. She draws on her African-American heritage and French culinary training to create dishes such as oyster po-boy sandwiches and creole BBQ shrimp with baby spinach.

→ *brownsugarkitchen.com*

The Trouble Coffee & Coconut Club

In 2014, no food is trendier than toast. Yes, toast. Posh, artisanal bread, sliced an inch thick and coated in sugary goodness. The craze began in this dauntingly hip Outer Sunset café where owner Giulietta Carrelli put cinnamon toast on the menu because she finds it comforting in troubled times, hence the name.

→ *troublecoffee.com*

07↘ The gang guide

Eccentricity and nonconformity are in the Bay Area's blood. But the region doesn't speak with a single voice; instead it consists of numerous tribes, each with their own means and ways of sticking it to the man. Here's a chronological guide to Bay Area subcultures...

↘ 1950s Beatniks

Goal Reject materialism and conformity; embrace drugs and spirituality.
Spiritual home North Beach, San Francisco, in the Vesuvio bar and the City Lights bookshop.
Current membership At least one: at 95, City Lights poet and co-founder Lawrence Ferlinghetti is still going strong.

↓ Hells Angels

Goal Brotherhood, tattoos, the open road, fist fights.
Spiritual home South Oakland, home to the group's first clubhouse.
Current membership Quite big, with over 100 chapters in 29 countries, but no longer very scary.

↘ 1960s Hippies

Goal Peace, love and rock 'n' roll.
Spiritual home Haight-Ashbury, San Francisco, home of the Summer of Love in '67.
Current membership A few survivors who don't know what year it is now. Most succumbed to the lure of destructive drugs and/or Reaganomics.

↓ Black Panthers

Goal Civil rights for African-Americans; revolutionary socialism.
Spiritual home North Oakland, where the movement was founded in 1966.
Current membership None. Dissolved in 1982.

↘ 1970s Nudists

Goal Normalising the naked body.
Spiritual home The intersection of Market and Castro, San Francisco.
Current membership Only the severely clothes-intolerant. San Francisco passed a public nudity ban in 2012.

↘ 1980s Yuppies

Goal Wealth, material gain.
Spiritual home The Financial District, San Francisco.
Current membership Almost everybody in San Francisco, even if they don't know it yet.

↘ 1990s Techies

Goal Cyber domination.
Spiritual home Silicon Valley, although none of them actually live there.
Current membership Enormous. They can be seen piling onto Facebook and Google shuttle buses every morning.

↓ Stoners

Goal The legalisation of cannabis.
Spiritual home Oaksterdam University, Oakland, which offers "quality training for the cannabis industry".
Membership Large, but held back by a lack of motivation.

↘ 2000s Hipsters

Goal To be cool.
Spiritual home Mission district, San Francisco.
Membership Priced out of San Francisco, booming in Oakland.

↘ 2010s Hacktivists

Goal Hacking computer systems to promote free speech and human rights.
Spiritual home "Anarchistic educational hackerspace" Noisebridge in the Mission district.
Current membership They are legion, apparently.

↓ Anarchists

Goal Smashing the system.
Spiritual home Downtown Oakland.
Current membership Down from 2011, when thousands of Occupy protesters temporarily shut down Oakland's port.

↓ Locavores

Goal To promote a diet based on locally produced, sustainable food, usually organic and vegan.
Spiritual home Berkeley – the world capital of dietary restrictions.
Membership Enormous. You almost risk your life by serving milk in Berkeley, let alone meat.

Yosemite National Park

08 Escape the city

John Vlahides, author of Lonely Planet's northern California guides, recommends trips for day trippers, overnighters and long-weekenders...

One day → Sonoma
"You can reach Sonoma in under an hour from San Francisco and the journey includes a beautiful drive over the Golden Gate Bridge. It's the start of wine country and its historic town plaza is one of the few places in California where you can drink alcohol in a park legally, which is convenient because there are plenty of wineries and tasting rooms nearby."

Two days → Point Reyes
"You can easily do Point Reyes, two hours north of San Francisco on the Pacific Coastal Highway, as a day trip but it's worth taking the extra time to enjoy the hiking, whale-watching, kayaking and fantastic food. Don't miss the lighthouse, which dates back to 1870, and the Tule Elk Reserve, a wonderful place for viewing wildlife. The town itself is a cute little place with an old-fashioned Main Street."

Two nights → Yosemite National Park
"If you have time, a trip to this national park is a must. I love Tuolumne Meadows, a resort where you stay in tent cabins with wood stoves and eat meals with total strangers. It's just like going to camp, a piece of classic Americana 2,620m above sea level. For a far more luxurious experience, stay at The Ahwahnee, a grand 1920s hotel on the floor of Yosemite Valley."

09 If you have kids

Musée Mécanique is a museum of penny arcade games, antique slot machines, machines from the golden age of pinball, and early versions of Space Invaders. It's a place where adults are overcome with nostalgia, and kids stand wide-eyed with disbelief that computer graphics used to be so utterly terrible. The wonderful ***Exploratorium*** has moved to Pier 15, and there are now even more opportunities to explore, play and discover. Or head for the ***California Academy of Sciences***, a Renzo Piano-designed complex that boasts the world's largest digital planetarium dome, an indoor rainforest, a natural history museum and 40,000-plus animals. → *museemechanique.org, exploratorium.edu, calacademy.org*

connect

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→ *sanfrancisco.travel*
→ *visitoakland.org*
Book your tickets
→ *norwegian.com*

10 Burrito wars

San Franciscans are obsessed with burritos. But few are as obsessed as Charles Hodgkins, who reviewed 1,000 stuffed tortillas for his website Burritoeater.com before stunning his followers with retirement. We've coaxed him into action one last time to nominate his top three burritos in the city...

Super Carne Asada, Papalote
"This slab is Papalote's most precise bullseye at the San Francisco taqueria archery range. Pillowy melted cheese cushions almost every bite, you get loads of smoky beef, and it all arrives in a respectably burly, grilled tortilla package."
→ *papalote-sf.com*

Super Pollo Asado, La Espiga de Oro
2916 24th St
"San Francisco's finest tortilla cradles juicy grilled poultry, spice that could summon several neighbourhood fire engines, a whole slew of note-perfect sliced avocado and that certain *yo no se que* we all seek in burritos."

Super Chile Verde Pork, Gordo Taqueria
2252 Clement St
"A mighty, weighty burrito that's a holding tank of impeccable refried beans, perfectly complementary spiciness and a spectacularly smooth ingredient mix."

ALAMY; ; AWL-IMAGES.COM; AXIOM PHOTOGRAPHIC; CORBIS; GETTY; REX FEATURES; ROBERT HARDING; TOPFOTO

Summer in Hallingdal

There are four activity parks in the Hallingdal Valley. Hallingdal Feriepark has the largest children´s playground between Oslo & Bergen. Tropicana Aqua Land is at Pers Hotel in Gol, Langedrag Nature Park has a wide variety of animals to see or there is the Bjørneparken (The Bear Park) with the magical "Hakkebakkeskogen" show which is a famous Norwegian children´s story.

Opplev Hallingdal

4 ADVENTURE PARKS

Visit one park and children receive **50% discount** on entrance to the others

www.opplevhallingdal.no

One of the best ways to explore the system is with a paddling tour

Push the boat out

Norway's Halden Canal offers a splendid mix of culture and relaxation

Stretching from north-western Europe all the way to the Pacific Ocean in East Asia, and then across the Bering Strait and throughout the northernmost parts of the American continent, the sprawling forests of the taiga represent the biggest lung in the planet's respiratory system and the perfect habitat for a remarkable array of plants and animals.

Europe's rapid expansion meant that its western brim, in Norway, was the first spot to be truly colonised. Today, you can still see the elaborate facilities built for the floating of timber down to the waterfalls and sawmills close to the harbour of Halden, from where it was exported.

Constructed in the 1850s, the Halden Canal remains fully functional and is recognised as a site of national technical-industrial heritage. The canal is 80km long with three elaborate lock systems – one of which, in Brekke, is the highest in north Europe. The Canal Museum at Ørie offers an overview of its history and functions, while a boat trip aboard M/S Strømfoss provides the opportunity to enjoy a cosy meal and hear the story of Engebret Soot, the legendary canal builder.

One of the best ways to explore the system is to take a paddling tour, staying overnight at one of the quality hotels, campsites or bed and breakfasts, or you can even bring your own boat of up to 3 tonnes. Canoes and bicycles are available at a reasonable price.

The communities along the Swedish border are linked as part of a Regional Park within easy reach of Oslo, offering a fantastic combination of nature, culture, physical activity and plain peace and quiet.

This same tranquillity would have been much harder to find prior to 1814, when the region was continually in the middle of fighting between the Nordic countries. This led to the construction of a string of defensive fortifications, most notably Halden's 17th-century Fredriksten fortress – a must-see when visiting the city. Although besieged several times, it was never taken or destroyed, and is now the venue for events such as opera performances and the location of the popular TV series, *Allsang På Grensen* ('Singing on the Border'). It also contains a fine historical museum and boasts a diverse range of activities for children.

→ *visithaldenkanalen.no* HALDENKANALEN Regionalpark

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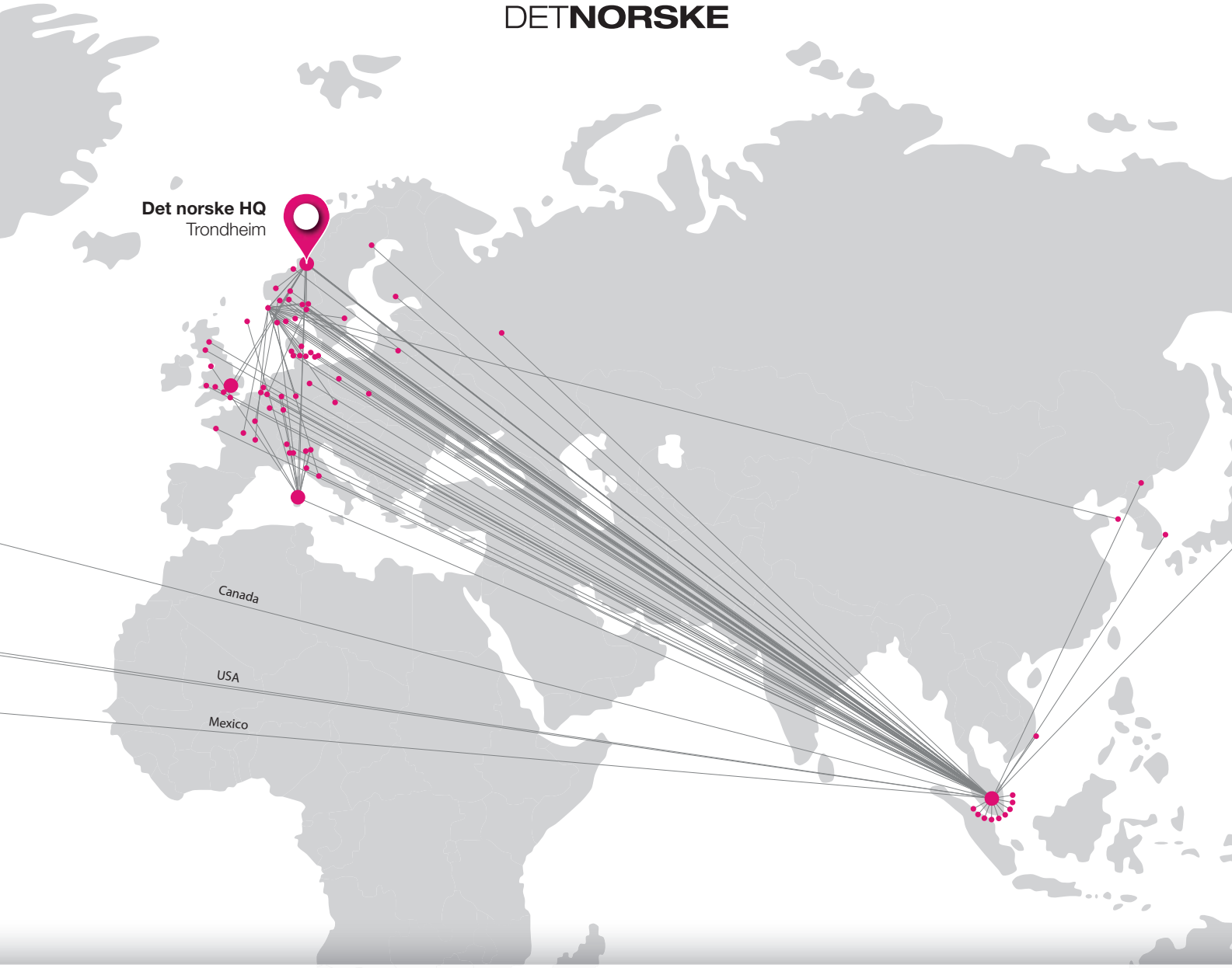

Ivar Aasen – using world-wide expertise

Ivar Aasen travelled all over Norway to create a national language based on rural Norwegian native speech, *nynorsk.* Det norske is using resources from all over the world when developing the Ivar Aasen field in the North Sea. Our route map includes more than 150 destinations, where different parts of what is to become the Ivar Aasen field installations are being constructed.

While Ivar Aasen developed cultural values for Norway as a nation, Det norske is developing the Norwegian Continental Shelf to generate value for Norwegian wealth and welfare.

Det norske – always moving forward to create value on the Norwegian shelf.

detnor.no

A sobering thought

The Dräger Interlock 7000 promises to take drunk drivers off the road

With an estimated 21,000 people driving while drunk in Norway every day, how do you know for sure that your driver is sober?

The answer: an alcohol ignition interlock device, which not only can prevent the car from even being started, but also is shown to have a significant effect on drivers' attitudes towards alcohol.

Companies across the country are installing such interlocks in order to clearly signal that their representatives are sober. And for those companies, there is only one interlock of choice – Dräger.

The release of the Dräger Interlock 7000 marks the rise of a new generation of such devices, with the model setting itself apart from the field on a number of key selling points. To begin with, it's able to distinguish between different types of alcohol, ensuring that there will be no false breath tests triggered by the presence of washer fluid or hand sanitiser. In addition, it does not look like a typical interlock, instead blending harmoniously with the interior of any vehicle. Plus, it's ready when you are, so the driver doesn't have to wait any longer before providing a breath sample. And finally, it works – every time!

Dräger has over 60 years' experience in alcohol detection, during which time it has developed an impeccable reputation for quality and service. As a result, police forces and government agencies all across the planet now depend on the company's products, while all of its alcohol interlocks are thoroughly tested in order to meet the automotive industry's demanding requirements.

As the Dräger Interlock 7000 premieres this May, representatives of the company will be on hand at Oslo Gardermoen Airport throughout the month, providing the perfect chance for you to check out this revolutionary new device for yourself. Dräger breathalisers are marketed and sold via KG Knutsson AS.

facebook.com/Drageralkolasalkotester
www.dræger.no

SUWAŁKI BLUES FESTIVAL

From 10-12 July, 2014, Suwałki will host the seventh edition of its live blues festival, which in just six years has established itself as the largest and most important outdoor blues festival in Poland and north-eastern Europe. And it's growing in popularity year after year, with nearly 20,000 expected to converge on the city this summer.

Over three days, blues will fill the whole city as it's played live around the clock. Starting with early morning breakfast blues, each day will then feature chamber concerts in the clubs and on the streets, large open-air concerts and intimate evening jam sessions. Alongside this, photographic exhibitions, workshops, publications and equipment presentations will delve into the unique culture that surrounds the genre.

The festival is set to attract world-class performers from the US, the UK and beyond, including Ginger Baker Jazz Confusion, the Chris Duarte Group in its only Polish concert, Nikki Hill and Earl Thomas & the Royal Guard.

Admission to outdoor concerts is free of charge.

suwalkiblues.com

STYRKEPRØVEN

The first tour race from Trondheim to Oslo was held in 1967, when 121 cyclists lined up to tackle the 560km route. Of these, 115 arrived in the capital within the 48-hour time period, beginning a tradition that continues to this day. Five distances are now open to riders – from Trondheim (540km), Dombås (348km), Lillehammer (188km), Gjøvik (133km) and Eidsvoll (57km) – meaning there's a challenge suited to anybody who wants to compete and test their endurance.

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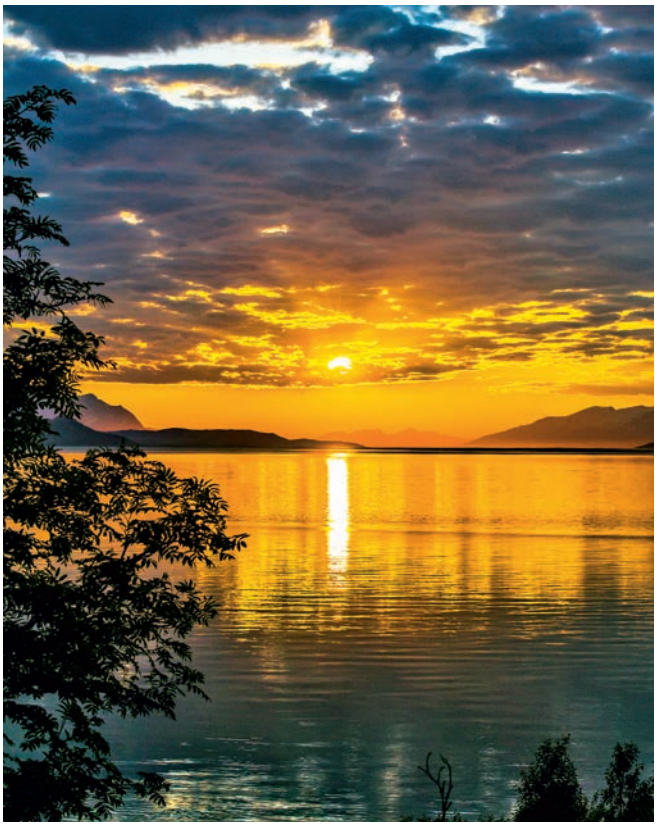

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These adventures pose a personal challenge as you will be out exploring the Arctic wilderness in small, intimate groups. And the views are phenomenal, with the spectacular mountainous scenery through which you walk only bettered by the midnight sun that never goes down.

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LYNGSFJORD
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The historic Blå Porten restaurant and cafe in Djurgården has become a favourite haunt of Stockholm's culture enthusiasts and young art lovers, attracted by the unpretentious atmosphere, wonderfully diverse crowd and unique environment. With its fantastic selection of delicious cakes and snacks, it is the ideal spot for a quiet coffee or lunch in the sunshine when visiting the island. Open every day from 11am.

64 Djurgårdsvägen, Stockholm, Sweden
+46 8 663 87 59, blaporten.com

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A mainstay on the Bergen restaurant scene for close to 20 years, Naboen is a favourite among locals and visitors alike. The chefs have a loving touch and treat every ingredient with utmost respect as they prepare a fantastic seasonal menu steeped in Nordic tradition. Naboen also offers a wide selection of Norwegian craft beers and a wine list that features bottles from all across the world.

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The fantastic location of Ravda gives you the freedom to choose: you can enjoy lazy days by the pool or on the beach, go for lunch in the village or join the pulsating life in Nessebar and Sunny Beach.

Prices are expected to develop with the same pace as we saw in the Spanish property boom in the 80s and 90s, with analysts naming Bulgaria as one of the best property investments in Europe.

Ravda Sun Sea Resort 3 will be completed by 31 May, 2015, and prices start from €89,000.

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The firm also provides legal assistance and expenditure advice for people wanting to purchase property in Norway – an increasingly popular investment among British people.

"What differentiates us from our competitors is that we help the buyer through the A-to-Z process of purchasing a property," says Olav Hana, solicitor at Hana Estate Agents. "We will assist our clients in choosing the perfect property and guide them through the different choices of solicitors and estate agents."

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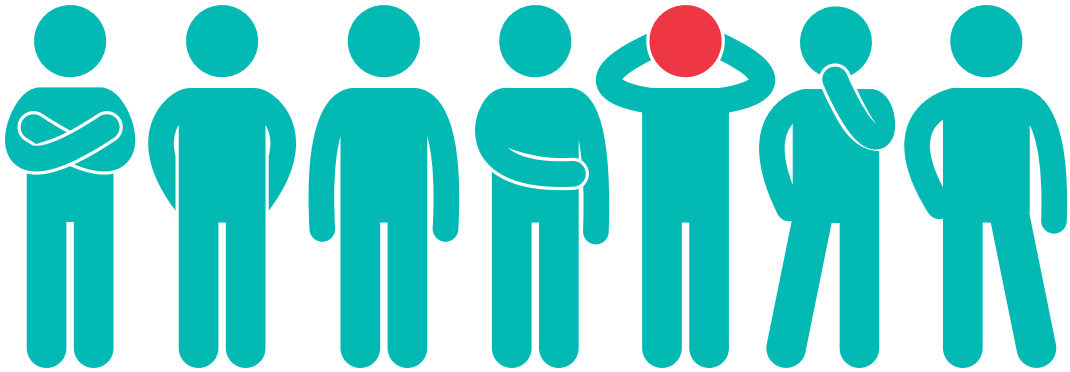

Don’t let a red face hold you back

A drug-free solution to your blushing problems

Once upon a time, when life was far more dangerous, blushing was a clear indicator of keen survival instincts – the by-product of a defence reaction vital to staying alive. When faced with a physically threatening ‘fight or flight’ situation, the human body experiences a sudden surge of adrenaline, fuelled by the release of an extra source of energy. This energy is generated by an increase in blood circulation, which almost doubles as the heart begins to beat faster, blood pressure rises significantly and the skin and muscles fill with blood. At this point, the body is at its peak condition to handle the threat in whatever way it sees fit.

Yet today, in a society free from the many dangers that plagued our ancestors, blushing is less likely to be a blessing. Blushing and shyness may act as an obstacle to forming the relationships required to progress and find fulfilment in work and at home. Now that we face far fewer physical threats, these problems are increasingly caused by psychological concerns. In many cases, we don’t even recognise the true causes, which often date from a childhood incident.

However, there is now good news for sufferers, as specialists have refined a treatment that will quickly rid them of their affliction. The complex reaction described can be particularly attributed to the actions of the sympathetic nervous system, and so it follows that controlling this system is essential in any attempt to resolve a patient’s blushing problem. This can be achieved with an endoscopic sympathetic block (ESB). This gentle, exact and drug-free treatment can be performed as day surgery under light anaesthesia, and is shown to have a significant beneficial effect on blushing, as well as a wide variety of other conditions.

These include problems with excessive sweating on the face and hands, which can be alleviated by compressing, even just minimally, the sympathetic chain with tiny clips. And, if the patient should later feel discomfort in any way, these clips can be removed and the situation can be reversed.

The procedure can also help address social phobia, panic attacks and common fears such as flying, heights or the dark. It can reduce stuttering and trembling, and even assist with alcoholism or drug withdrawal, since these are often linked to social anxiety.

Sympatix, under the guidance of Dr Timo Telaranta, is a world-leading specialist clinic in sympathetic block treatment and operates across multiple locations in both Finland and Italy. Visit the website for further information and fill in the questionnaire, available on the front page of the website, to receive prompt feedback on how the treatment could benefit you. And don’t delay – this month, the questionnaire (*snipurl.com/28sw7et*) and your first consultation at the clinic are completely free of charge.

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Kari Krogh, Finance Manager at the newspaper Kyst og Fjord

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AND MADE ANOTHER 95,700 OTHER CHANGES TOO.

Next time you check in at Scandic, you might be in for a surprise, if not utterly confused. That's the sort of thing that can easily happen when you've completed the biggest hotel renovation in Swedish history. We've renovated 26 of our hotels and built even more. One example is Scandic Ferrum whose lobby and restaurant are set to become Kiruna's new living room, a place to enjoy a good drink and eat Norrland-inspired tapas. And you can even fly there too thanks to Norwegian's direct flights from Stockholm Arlanda. See you there!

scandichotels.com

Scandic

"I have lots of energy, sleep better at night and want to eat healthier food"

Say goodbye to body fat!

How a new natural tablet helped Chloe lose fat and boost her energy

Whatever she tried, Chloe just couldn't seem to shift her stubborn body fat – but that all changed the day her mother introduced her to a new natural supplement.

"A month ago, my mom gave me a pack of Chili Burn tablets, and it changed my life," says Chloe. "In just seven days, I had lost 6kg. I now have lots of energy, sleep better at night and want to eat both healthier and better food."

Her experience is mirrored by fellow users across 20 countries in Europe, Asia and North America, with Chili Burn rapidly becoming one of the most popular natural fat burners in each of these regions.

The supplement was invented by the New Nordic laboratory in Sweden, building on promising clinical studies that investigated how to reduce body fat. It's based on a natural compound sourced from chillies and green tea, and so, unlike medicinal products, can be taken without any prescription.

Chili Burn is suitable for men and women of all ages, and should be started as soon as possible when body fat begins building up in order to achieve the best possible results. The product has been thoroughly tested to make sure it can deliver exactly what it promises – a rare claim in the fat-loss market.

The red-coated tablets come in hygienic blister cards packed in a red box. Each box is equivalent to one month's use, costs around 245 kr and can be found in pharmacies and health stores in most European countries – including Life, VITA and Sunkost in Norway; Matas, Helsam and Helsemin in Denmark; and Life and Halsokraft in Sweden. New Nordic offers worldwide shipping, plus a money-back guarantee if ordered from the official Chili Burn web store.

New Nordic AB, Malmö, Sweden
→ *newnordic.com*

15% off Exclusive Norwegian deal

Order via newnordic.no, .dk, or .se and use the coupon code 'NorwegianChiliBurn' to receive an exclusive 15% discount.

Offer valid until 31 May.

Destination/Orlando (for water fun)

Orlando's Typhoon Lagoon, one of two water parks at Walt Disney World, is the most-visited water park on the planet, pulling in more than two million visitors in 2012. As well as slides like the Crush 'n' Gusher (fun fact: the water on one slide could fill a home swimming pool in a minute), its central lagoon is one of world's largest wave pools. Designed in 1988, it was the first theme park to produce surfable waves – today, it hosts regular surf contests and you can take surf lessons before the park opens.

→ *disneyworld.disney.go.com/destinations/typhoon-lagoon*

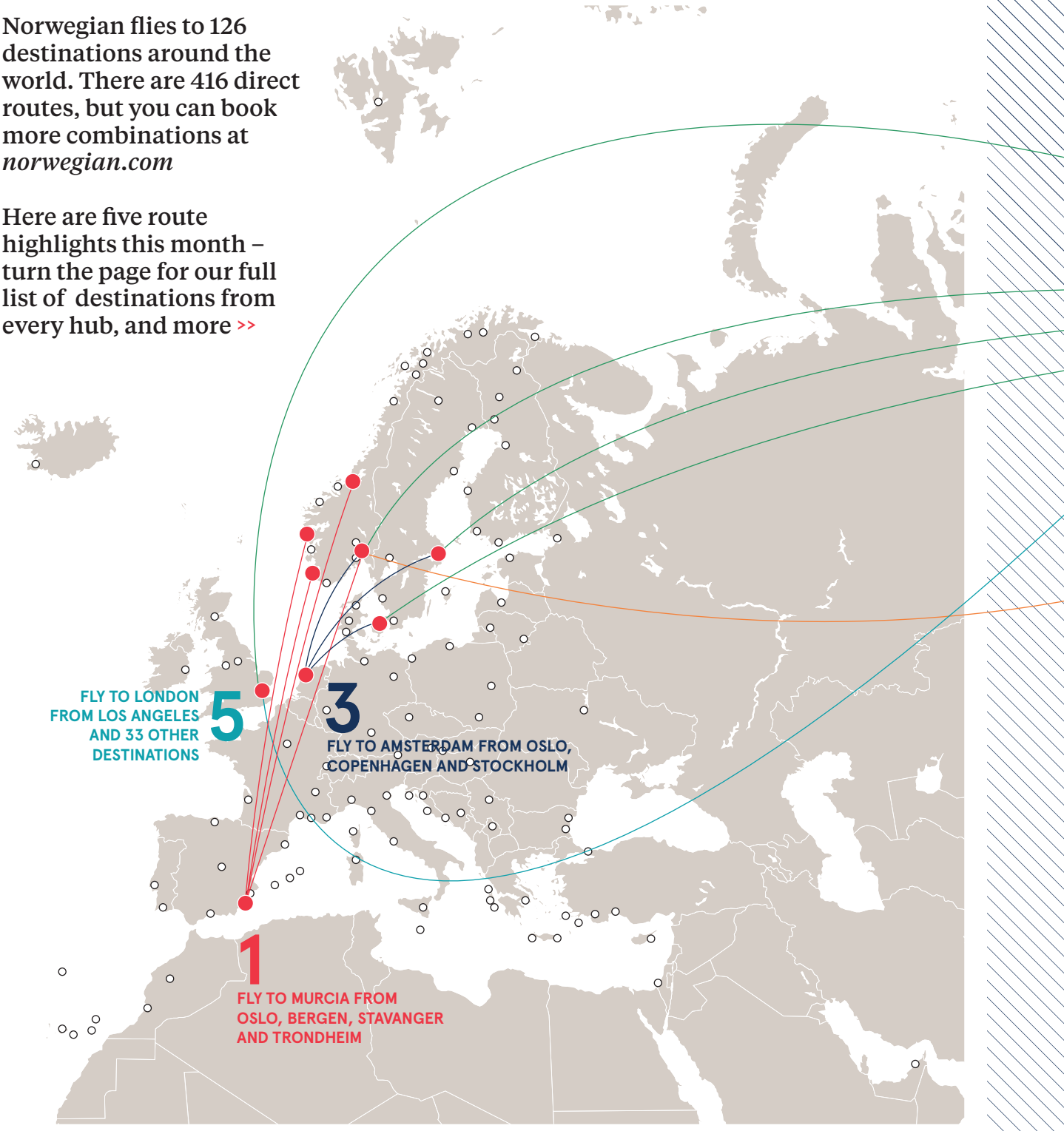
Norwegian flies to Orlando from Oslo from 29 May. Book flights, a hotel and a rental car at norwegian.com

ALEX MACLEAN

Route network/Europe

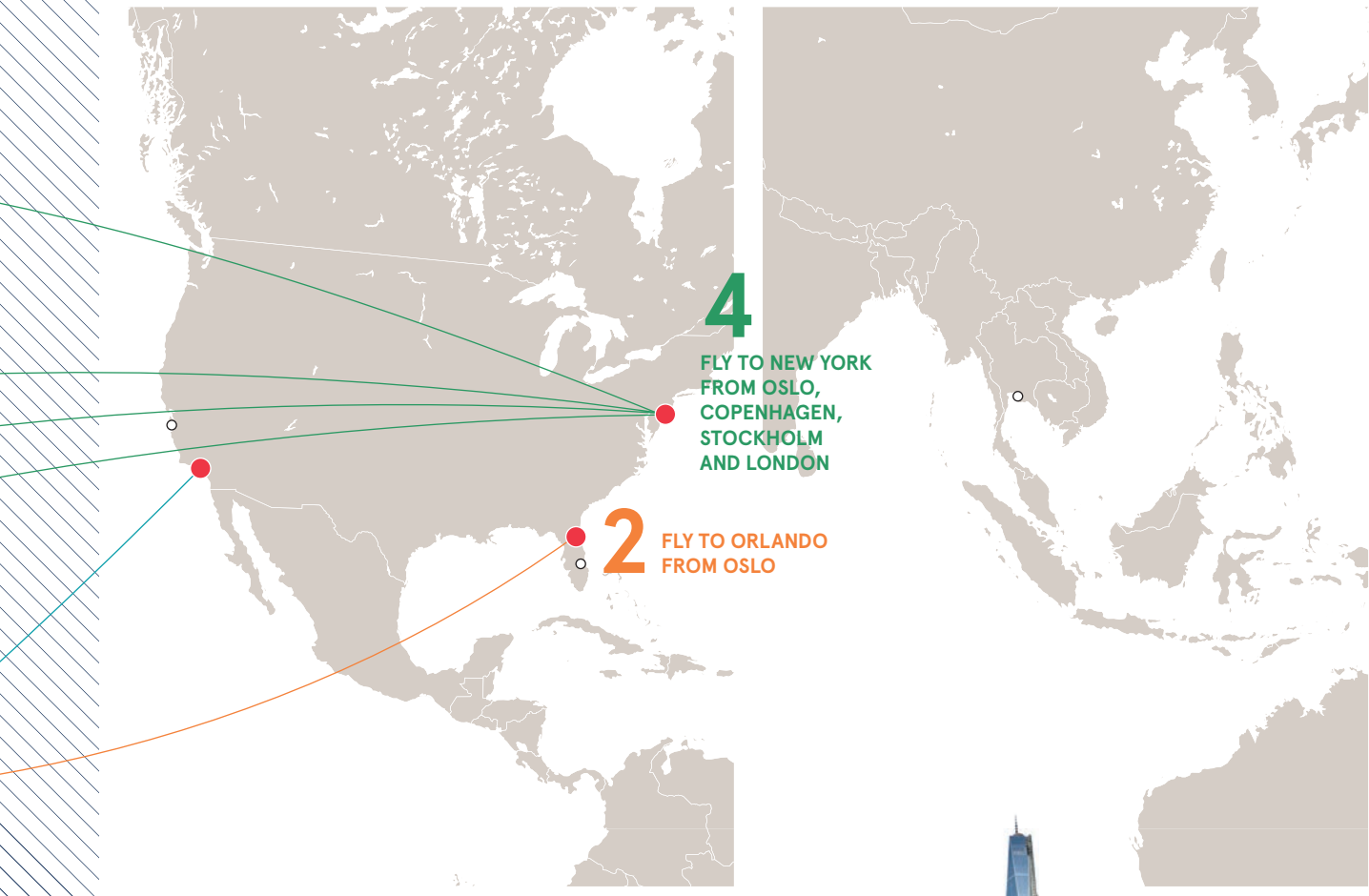
Norwegian flies to 126 destinations around the world. There are 416 direct routes, but you can book more combinations at *norwegian.com*

Here are five route highlights this month – turn the page for our full list of destinations from every hub, and more >>



The USA

Asia



1

Summer starts here

The Kooks, Phoenix and Damon Albarn (*below*) are among those kicking off the festival season at Murcia's Estrella de Levante SOS 4.8 music festival from 2-3 May. → *sos48.com*

2

More Orlando wizardry

Universal Orlando's Wizarding World of Harry Potter is set to expand across two resorts this summer thanks to the new Diagon Alley – connected by the Hogwart's Express. → *universalorlando.com*

3

Beguiling blockheads

See Lego human and dinosaur figures, plus 3D versions of Vermeer and Rembrandt works, in *The Art of the Brick* at Amsterdam Expo from 28 May. → *amsterdam expo.nl*

4

9-11 Memorial opens

New York's 9-11 Memorial Museum opens on 21 May. At the heart of the Twin Towers site, it features artefacts, stories and tributes to the nearly 3,000 victims. → *911memorial.org*

5

Fly London-LA

In early July, Norwegian starts flying from London to three destinations in the US: Los Angeles, New York and Fort Lauderdale-Florida. You can book now. → *norwegian.com*

Where to go from...

Scandinavia

From Norway

From Alta
→ Oslo
→ Tromsø

From Bergen
→ Alicante
→ Antalya
→ Barcelona
→ Berlin/Schönefeld
→ Crete/Chania
→ Copenhagen
→ Corfu
→ Dubrovnik
→ Edinburgh
→ Gran Canaria/ Las Palmas
→ Harstad/Narvik (Evenes)
→ Kraków
→ London/Gatwick
→ Malaga
→ Mallorca/Palma
→ Murcia
→ New York/JFK NEW
→ Nice
→ Oslo
→ Paris/Orly
→ Prague NEW
→ Reykjavik NEW
→ Rome/Fiumicino
→ Salzburg
→ Sandefjord/Torp
→ Split
→ Stavanger
→ Stockholm
→ Tenerife
→ Trondheim
→ Warsaw
→ Ålesund

From Bodø
→ Gran Canaria/ Las Palmas
→ Oslo

From Harstad/Narvik
→ Alicante
→ Bergen
→ Gran Canaria/ Las Palmas
→ Oslo
→ Trondheim

From Haugesund
→ Gran Canaria/ Las Palmas
→ Oslo

From Kirkenes
→ Oslo
→ Tromsø

From Kristiansand
→ Oslo

From Molde
→ Alicante
→ Oslo

From Oslo
→ Agadir
→ Algarve/Faro
→ Alicante
→ Alta
→ Amsterdam
→ Andenes
→ Antalya
→ Athens
→ Bangkok
→ Barcelona
→ Bardufoss
→ Belgrade
→ Bergen
→ Berlin/Schönefeld
→ Bilbao
→ Billund
→ Bodø
→ Bordeaux
→ Bratislava
→ Budapest
→ Burgas
→ Cologne/Bonn
→ Corfu
→ Corsica/Ajaccio
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→ Crete/Chania
→ Crete/Heraklion
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→ Dubrovnik
→ Edinburgh
→ Ft Lauderdale-Florida NEW
→ Fuerteventura
→ Gdańsk
→ Geneva
→ Gran Canaria/ Las Palmas
→ Grenoble
→ Hamburg
→ Harstad/Narvik (Evenes)
→ Haugesund
→ Helsinki
→ Ibiza
→ Istanbul/Sabiha
→ Kefalonia
→ Kiev
→ Kirkenes
→ Kos
→ Kraków
→ Kristiansand
→ Lanzarote
→ Lakselv
→ Lefkada
→ Lisbon
→ London/Gatwick
→ Longyearbyen
→ Los Angeles NEW
→ Madeira
→ Madrid NEW
→ Malaga
→ Mallorca/Palma
→ Malta
→ Manchester
→ Marrakech
→ Menorca
→ Milan/Malpensa
→ Molde
→ Munich
→ Murcia
→ New York/JFK
→ Nice
→ Oakland-San Francisco NEW
→ Orlando NEW
→ Palanga/Klaipeda
→ Paris/Orly
→ Pisa/Tuscany
→ Prague
→ Pristina
→ Pula
→ Reykjavik
→ Rhodes
→ Riga
→ Rijeka
→ Rome/Fiumicino
→ St Petersburg
→ Salzburg
→ Santorini
→ Sarajevo
→ Sardinia/Olbia
→ Sicily/Catania
→ Split
→ Stavanger
→ Stockholm
→ Szczecin
→ Tallinn
→ Tenerife
→ Tivat NEW
→ Tromsø
→ Trondheim
→ Varna
→ Venice
→ Vienna
→ Vilnius
→ Visby
→ Warsaw
→ Ålesund

From Oslo/Rygge
→ Alicante
→ Gran Canaria/ Las Palmas
→ Malaga
→ Tenerife

From Sandefjord/ Torp
→ Alicante
→ Antalya
→ Barcelona NEW
→ Bergen
→ Gran Canaria/ Las Palmas
→ London/Gatwick
→ Malaga
→ Mallorca/Palma
→ Nice
→ Tenerife
→ Trondheim

From Stavanger
→ Alicante
→ Bergen
→ Berlin/Schönefeld
→ Dubrovnik
→ Gran Canaria/ Las Palmas
→ Kraków
→ London/Gatwick
→ Malaga
→ Mallorca/Palma
→ Manchester
→ Murcia
→ Nice
→ Oslo
→ Salzburg
→ Split
→ Warsaw

From Tromsø
→ Alta
→ Alicante
→ Gran Canaria/ Las Palmas
→ Kirkenes
→ London/Gatwick
→ Oslo
→ Trondheim

From Trondheim
→ Alicante
→ Antalya
→ Bergen
→ Berlin/Schönefeld
→ Copenhagen
→ Corfu
→ Dubrovnik
→ Gran Canaria/ Las Palmas
→ Harstad/Narvik (Evenes)
→ Kraków
→ London/Gatwick

Turn the page for more destinations from Norway and all routes from the rest of Scandinavia >>

What to do around the network this month

Manger le steak

Good steak has never gone out of fashion in Paris, but a new wave of restaurants has got locals talking. Le Ballroom du Beef Club near Les Halles is part cocktail bar, part steak house (mini cheeseburgers, *pictured*), while Atelier Vivanda in the posh 16th calls itself a "temple to meat". Nearby, you can pick up a prime cut at "butcher to the stars" Hugo Desnoyer's eponymous shop.
→ *eccbeefclub.com, ateliervivanda.com, hugodesnoyer.fr*

Get down in the 'dam

There's a lot going on in Amsterdam this month, starting with the Souk Dutch Arabic Music & Dance Festival from 1–2 May. Indie showcase London Calling runs from 7–10 May, while house fans can enjoy the likes of Todd Terry at Pacha Festival on 17 May. Then the Amsterdamse Bos is taken over on 30 and 31 May for more dance in Diynamic and Amsterdam Live on Stage. → *souk.nl, londoncalling.nl, pachafestival.com, diynamicfestival.com*

SVALBARD

JOIN POLARQUEST ON AN UNFORGETTABLE EXPEDITION CRUISE!

Halfway between Norway's mainland and the North Pole lies Svalbard – one of the world's most magnificent wildernesses. This vast glaciated archipelago invites to midnight sun, pack ice and dramatic mountain chains. Not to mention extraordinary wildlife! Unlike many other places in the Arctic you will find that the animals in Svalbard are fairly fearless of humans, even curious at times. There are around 3 000 polar bears in the area and during an expedition cruise with PolarQuest the chances of seeing some of them, as well as walrus, whales, Arctic foxes and Svalbard reindeers, are very good.

Established in Sweden in 1999, PolarQuest is a world leading operator of small ship expedition cruises in Svalbard. Travelling with us is a unique experience and our aim is that each passenger will have the trip of a lifetime!

Our small expedition ships are built for the Arctic waters. A smaller ship offers you an entirely different experience than you get on a larger and more conventional cruise ship. Nimble and flexible, they allow us to make landings each day with our sturdy Zodiacs, explore the polar wilderness and encounter some of its magnificent wildlife.

The key to a successful expedition is knowledgeable and enthusiastic guides. On our expeditions you will meet both English and Scandinavian speaking guides with vast experience of the Polar Regions and a genuine love for the Arctic.

Naturally delicious meals and comfortable cabins are also parts of our trademark.

DATES, INFORMATION & CONTACT

Duration: 9 - 14 days.
Dates: May - September 2014 and 2015.
Group size: 12, 53 and 78 passengers, depending on ship.
Price: From USD 5 690 per person.

To order our brochures or to send a booking request please visit www.polar-quest.com or www.polarquest.se (for information in Swedish). You are also welcome to call +46 31 333 17 30.

PolarQuest
www.polar-quest.com
www.polarquest.se (Swedish)

PHOTO: ADAM RHEBORG, HELBILD.SE, MATTIAS HENNINGSSON, RONALD VISSER.

Where to go from...

Scandinavia

- → Malaga
- → Murcia
- → Nice
- → Oslo
- → Riga
- → Sandefjord/Torp
- → Split
- → Tenerife
- → Tromsø

From Ålesund
- → Alicante
- → Bergen
- → Gran Canaria/ Las Palmas
- → London/Gatwick
- → Oslo

From Denmark

From Aalborg
- → Alicante
- → Copenhagen
- → Gran Canaria/ Las Palmas
- → London/Gatwick
- → Malaga
- → Mallorca/Palma

From Billund
- → Alicante
- → Gran Canaria/ Las Palmas
- → Oslo

From Copenhagen
- → Aalborg
- → Agadir
- → Algarve/Faro
- → Alicante
- → Amsterdam
- → Athens
- → Barcelona
- → Belgrade
- → Bergen
- → Berlin/Schönefeld
- → Bratislava
- → Budapest
- → Burgas
- → Corfu
- → Crete/Chania
- → Crete/Heraklion
- → Cyprus/Larnaca
- → Dubai
- → Dublin
- → Dubrovnik
- → Edinburgh
- → Ft Lauderdale-Florida NEW
- → Geneva
- → Gran Canaria/ Las Palmas
- → Grenoble
- → Helsinki
- → Ibiza
- → Karup
- → Kos
- → Kraków
- → Lisbon
- → Liverpool
- → London/Gatwick
- → Los Angeles
- → Madeira
- → Madrid
- → Malaga
- → Mallorca/Palma
- → Malta
- → Marrakech
- → Marseille
- → Milan/Malpensa
- → Montpellier
- → New York/JFK
- → Nice
- → Oslo
- → Paris/Orly
- → Pisa/Tuscany
- → Prague
- → Rhodes
- → Riga
- → Rome
- → Salzburg
- → Santorini
- → Sarajevo
- → Sardinia/Olbia
- → Sicily/Catania
- → Split
- → Stockholm
- → Tenerife
- → Trondheim
- → Venice
- → Vienna
- → Zagreb

From Finland

From Helsinki
- → Alicante
- → Athens
- → Barcelona
- → Budapest
- → Burgas
- → Copenhagen
- → Corfu
- → Crete/Chania
- → Dublin
- → Dubrovnik
- → Gran Canaria/ Las Palmas
- → Ivalo
- → Kittilä
- → London/Gatwick
- → Madrid NEW
- → Malaga
- → Mallorca/Palma
- → Nice
- → Oslo
- → Oulu
- → Paris/Orly
- → Prague
- → Rhodes
- → Rome/Fiumicino
- → Rovaniemi
- → Salzburg
- → Santorini NEW
- → Split
- → Stockholm
- → Tenerife
- → Venice
- → Vienna

From Oulu
- → Alicante
- → Gran Canaria/ Las Palmas
- → Helsinki
- → Tenerife

From Turku
- → Alicante

From Vaasa
- → Stockholm

From Sweden

From Gothenburg
- → Alicante
- → Barcelona
- → Crete/Chania
- → Gran Canaria/ Las Palmas
- → London/Gatwick
- → Malaga
- → Mallorca/Palma
- → Nice
- → Pristina
- → Rome/Fiumicino
- → Salzburg
- → Stockholm
- → Tenerife

From Karlstad
- → Alicante
- → Gran Canaria/ Las Palmas

From Malmö
- → Gran Canaria/ Las Palmas
- → Stockholm

From Stockholm
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- → Algarve/Faro
- → Alicante
- → Amsterdam
- → Athens
- → Bangkok
- → Barcelona
- → Belgrade
- → Bergen
- → Berlin/Schönefeld
- → Bordeaux
- → Budapest
- → Burgas
- → Copenhagen
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- → Cyprus/Larnaca
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- → New York/JFK NEW
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- → Oakland-San Francisco NEW
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- → Paris/Orly
- → Pisa/Tuscany
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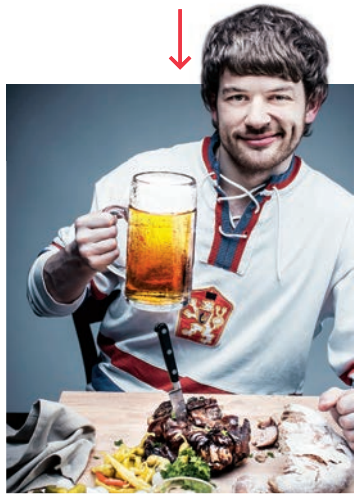
- → Pula
- → Rhodes
- → Riga
- → Rome/Fiumicino
- → Salzburg
- → Santorini
- → Sarajevo
- → Sardinia/Olbia
- → Sicily/Palermo
- → Split
- → Tel Aviv
- → Tenerife
- → Umeå
- → Vaasa
- → Venice
- → Vienna
- → Visby

From Umeå
- → Alicante
- → Gran Canaria/ Las Palmas
- → Stockholm

What to do around the network this month



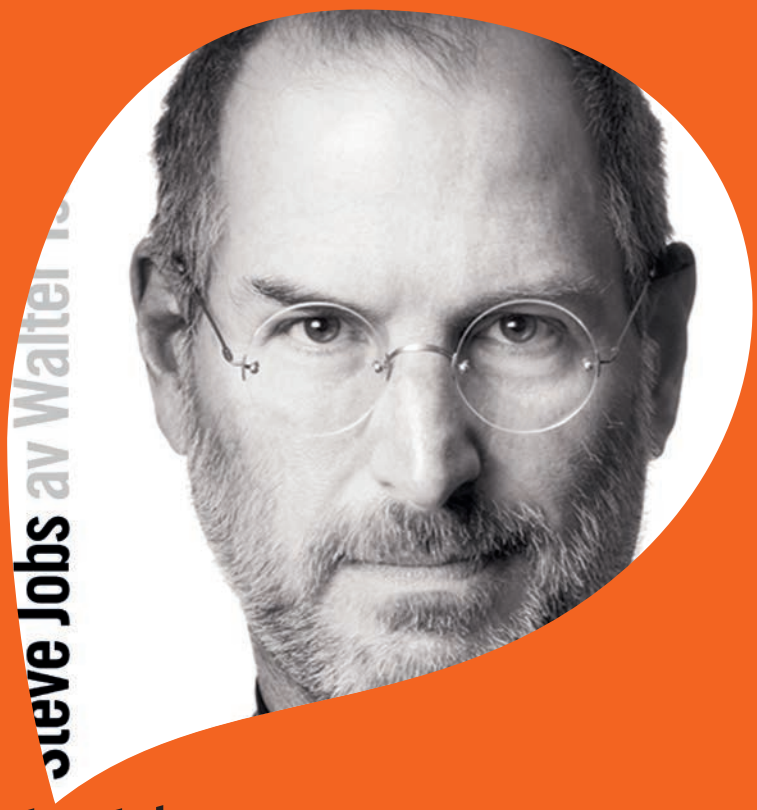
Tapping into Prague

Czech beer needs little introduction, but the Czech Beer Festival in Prague from 15-31 May is a chance to indulge in popular brews as well as discover tipples from new micro breweries. Nearly 50 regional breweries are serving up at the festival, now in its seventh year, plus there's food and music.

→ *ceskypivnifestival.cz*

Stay in Palm Springs

Boasting unbeatable views over southern California's Coachella Valley and San Jacinto Mountains, the Ritz-Carlton Rancho Mirage is set to open 15 May. Just two hours' drive from LA, opening prices for the 244 rooms and suites perched on a 200m bluff start at US$379 (NOK2,270). → *ritzcarlton.com*



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Where to go from...

Rest of the world

From Germany

From Berlin/ Schönefeld
→ Barcelona NEW
→ Bergen
→ Copenhagen
→ Gran Canaria/ Las Palmas
→ Oslo
→ Stavanger
→ Stockholm
→ Tenerife
→ Trondheim

From Cologne/Bonn
→ Alicante
→ Gran Canaria/ Las Palmas
→ Malaga
→ Oslo
→ Tenerife

From Hamburg
→ Alicante
→ Barcelona NEW
→ Gran Canaria/ Las Palmas
→ Madrid NEW
→ Malaga
→ Oslo
→ Tenerife

From Munich
→ Alicante
→ Gran Canaria/ Las Palmas
→ Malaga
→ Oslo
→ Stockholm
→ Tenerife

From Spain

From Alicante
→ Aalborg
→ Bergen
→ Billund
→ Cologne/Bonn
→ Copenhagen
→ Gothenburg
→ Hamburg
→ Harstad/Narvik
→ Helsinki
→ Karlstad
→ London/Gatwick
→ Molde
→ Munich
→ Oslo
→ Oslo/Rygge
→ Oulu
→ Sandefjord/Torp
→ Stavanger
→ Stockholm
→ Tromsø
→ Turku
→ Umeå
→ Ålesund

From Barcelona
→ Bergen
→ Berlin NEW
→ Copenhagen
→ Gothenburg
→ Hamburg NEW
→ Helsinki
→ London/Gatwick
→ Oslo
→ Sandefjord/Torp NEW
→ Stockholm
→ Warsaw NEW

From Bilbao
→ Oslo

From Fuerteventura
→ Oslo
→ London/Gatwick

From Gran Canaria/ Las Palmas
→ Aalborg
→ Bergen
→ Berlin
→ Billund
→ Bodø
→ Cologne/Bonn
→ Copenhagen
→ Gothenburg
→ Hamburg
→ Harstad/Narvik
→ Haugesund
→ Helsinki
→ Karlstad
→ London/Gatwick
→ Malmö
→ Oslo
→ Oslo/Rygge
→ Oulu
→ Sandefjord/Torp
→ Stavanger
→ Stockholm
→ Tromsø
→ Trondheim
→ Umeå
→ Ålesund

From Ibiza
→ Copenhagen
→ London/Gatwick
→ Oslo

From Lanzarote
→ London/Gatwick
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→ Stockholm

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→ Helsinki NEW
→ London/Gatwick NEW
→ Oslo NEW
→ Stockholm NEW
→ Warsaw NEW

From Malaga
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→ Bergen
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→ Copenhagen
→ Gothenburg
→ Hamburg
→ Helsinki
→ London/Gatwick
→ Munich
→ Oslo
→ Oslo/Rygge
→ Stavanger
→ Stockholm
→ Trondheim

From Mallorca/ Palma
→ Aalborg
→ Bergen
→ Copenhagen
→ Gothenburg
→ Helsinki
→ London/Gatwick
→ Oslo
→ Sandefjord/Torp
→ Stavanger
→ Stockholm

From Menorca
→ Oslo

From Murcia
→ Bergen
→ Oslo
→ Stavanger
→ Trondheim

From Tenerife
→ Bergen
→ Berlin
→ Cologne/Bonn
→ Copenhagen
→ Gothenburg
→ Hamburg
→ Helsinki
→ London/Gatwick
→ Munich
→ Oslo
→ Oslo/Rygge
→ Oulu
→ Sandefjord/Torp
→ Stockholm
→ Trondheim

From the UK

From Edinburgh
→ Bergen
→ Copenhagen
→ Oslo
→ Stockholm

From London/ Gatwick
→ Aalborg
→ Algarve/Faro
→ Alicante
→ Barcelona
→ Bergen
→ Budapest
→ Copenhagen
→ Cyprus/Larnaca
→ Dubrovnik
→ Ft Lauderdale-Florida NEW
→ Fuerteventura
→ Gothenburg
→ Gran Canaria/ Las Palmas
→ Helsinki
→ Ibiza
→ Lanzarote
→ Los Angeles NEW
→ Madrid NEW
→ Malaga
→ Mallorca/Palma
→ New York/JFK NEW
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→ Oslo
→ Rome/Fiumicino
→ Sandefjord/Torp
→ Santorini
→ Sicily/Catania
→ Split
→ Stavanger
→ Stockholm
→ Tenerife
→ Tromsø
→ Trondheim
→ Ålesund

From Liverpool
→ Copenhagen

From Manchester
→ Oslo
→ Stavanger
→ Stockholm

From the USA

From Ft Lauderdale-Florida
→ Copenhagen
→ London/ Gatwick NEW
→ Oslo
→ Stockholm

From Los Angeles
→ Copenhagen
→ London/ Gatwick NEW
→ Oslo NEW
→ Stockholm

From New York/JFK
→ Bergen NEW
→ Copenhagen
→ London/ Gatwick NEW
→ Oslo
→ Stockholm

From Oakland-San Francisco
→ Oslo NEW
→ Stockholm NEW

From Orlando
→ Oslo NEW

What to do in Scandinavia this month

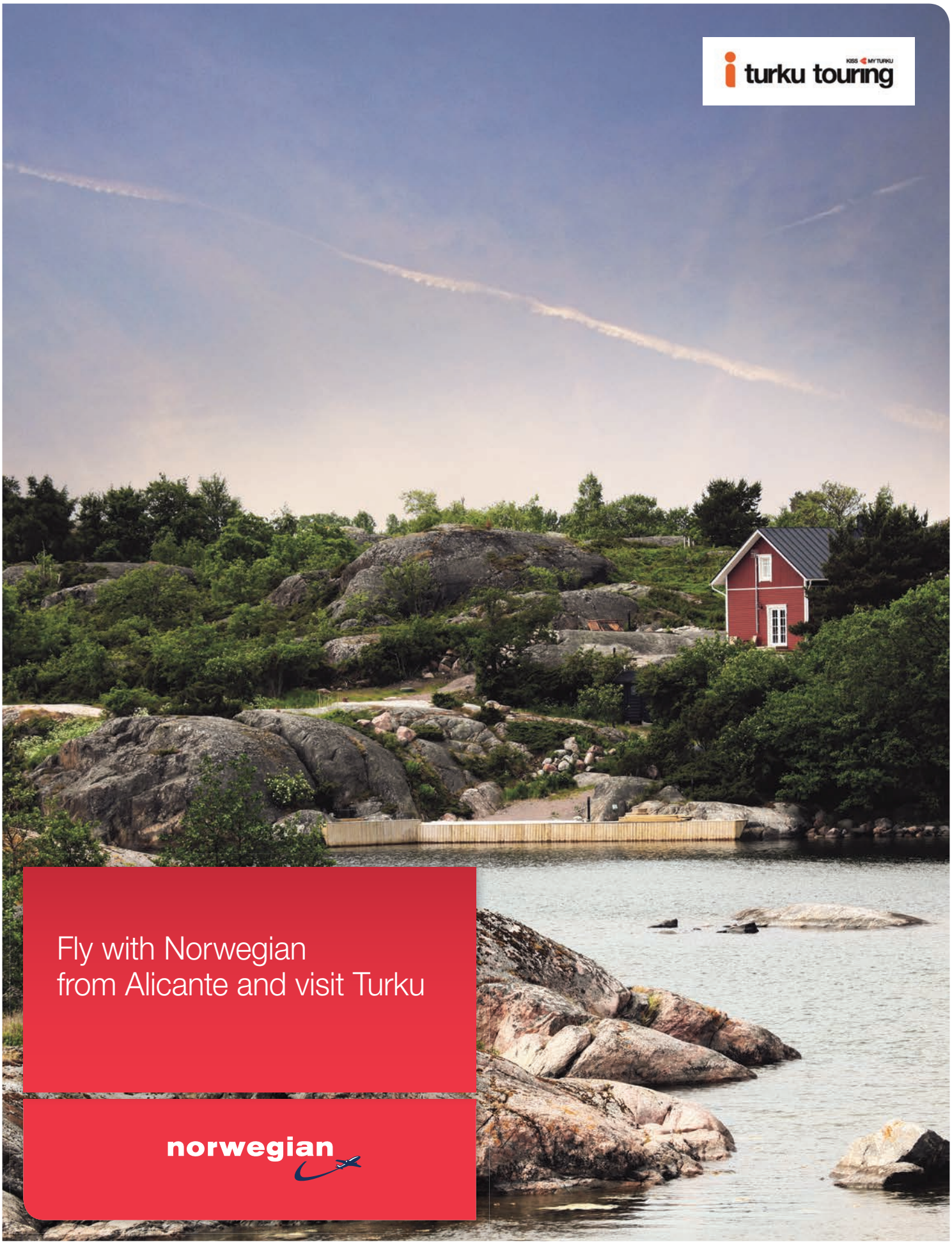
Freedom in the fjords

This year's Bergen International Festival features such varied guests as composer Steve Reich and Pussy Riot (*above*). The line-up for some 200 events set against the fjords from 21 May to 4 June also includes Norwegian pianist Leif Ove Andsnes, while Orlando Gough premieres a piece inspired by the festival's theme: freedom. → *fib.no*

Blooming Moomins

Mad about the Moomins? To celebrate the 100th anniversary of the birth of Tove Jansson, Ateneum in Helsinki is hosting a major exhibition of work by the popular characters' creator until 7 September. The show includes Jansson's early, surrealist paintings, her satirical, anti-war illustrations and, of course, a wealth of material connected with the Moomins. → *ateneum.fi*

FINNISH NATIONAL GALLERY / YEMA EWEIS / TOVE JANSSON ESTATE; NANCY DE GORIAINOFF; PETR HAVLAN; ALAMY; REX FEATURES; SEMMEL CONCERTS; UNIVERSAL ORLANDO RESORT


turku touring
KISS MY TURKU
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from Alicante and visit Turku
norwegian

The airline/New aircraft

The Sky Interior is inspired by the Boeing 787 Dreamliner

Norwegian has one of Europe's newest and most modern fleets: in February, the airline took delivery of Boeing's 1,000th 737-800 aircraft with the Sky Interior, which means Norwegian now boasts the largest Sky Interior fleet in Europe. The Sky Interior is based on the Boeing 787 Dreamliner and boasts LED mood lighting. And this year Norwegian will take delivery of four new Dreamliners and 14 Boeing 737-800s – adding nearly 4,000 seats. → *norwegian.com*

Five more reasons to fly Norwegian

Low Fare calendar
Our easy-to-use, Low Fare calendar at norwegian.com makes it easy to see the best-value flights.

Central airports
We only fly to centrally located airports – you can check on our website or the mobile app.

Onboard WiFi
We're Europe's first airline to offer onboard WiFi – just set your device to "Flight mode" to surf the web.

Green planes
By 2014, we'll have 70 new, cleaner aircraft – we're on track for a 30 per cent reduction in CO_2 emissions.

Flex tickets
You can change your ticket up to 30 minutes before departure – Flex tickets can be changed for free.

How to get in touch with us

From Norway 815 21 815 **From Denmark** +45 7080 7880 **From Sweden** +46 (0)770 457 700
From Finland +358 (0)9 2310 1600 **From Spain** +34 902 848 080 **From the United Kingdom** +44 (0)843 3780 888
From the United States +1 800 357 4159 **From other countries** +47 2149 0015 → *norwegian.com*

Planes

Boeing 787-8 Dreamliners

The new Dreamliner serves Norwegian long-haul flights.

Number of aircraft: 3 ⁄ Seats: 291 ⁄ Crew: Two pilots and six cabin crew ⁄ Engines: Rolls-Royce Trent 1000 ⁄ Max start weight: 227,900kg ⁄ Length: 57m ⁄ Height: 17m ⁄ Wingspan: 60m ⁄ Engine thrust: 70,000lbs per engine ⁄ Cruise speed: 903kph

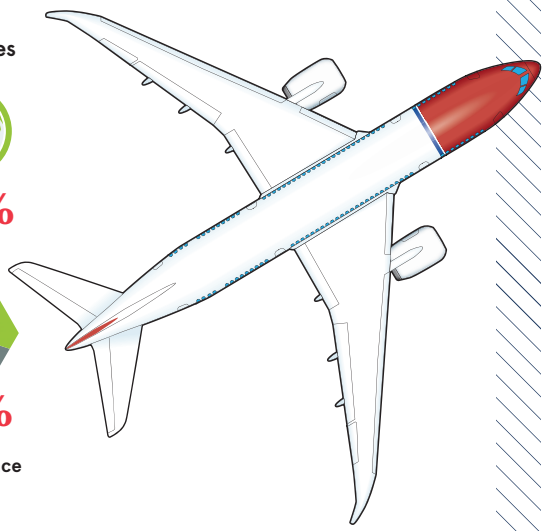
It's better than Boeing's previous mid-sized planes

20% lower fuel consumption

40% better range

60% smaller noise footprint

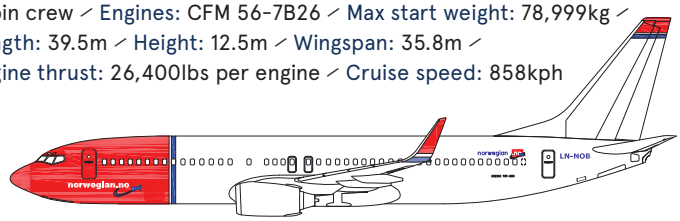
30% lower maintenance costs



Boeing 737-800s

The Boeing 737-800 serves most routes in Norwegian's network.

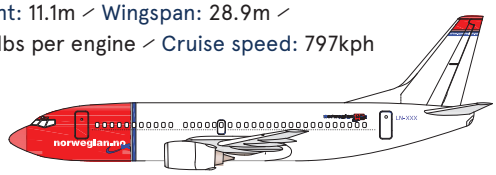
Number of aircraft: 76 ⁄ Seats: 186/189 ⁄ Crew: Two pilots and four cabin crew ⁄ Engines: CFM 56-7B26 ⁄ Max start weight: 78,999kg ⁄ Length: 39.5m ⁄ Height: 12.5m ⁄ Wingspan: 35.8m ⁄ Engine thrust: 26,400lbs per engine ⁄ Cruise speed: 858kph



Boeing 737-300s

The Boeing 737-300 serves some of Norwegian's European routes.

Number of aircraft: 10 ⁄ Seats: 148 ⁄ Crew: Two pilots and three cabin crew ⁄ Engines: CFM 56-3 ⁄ Max start weight: 61,915kg – 63,276kg ⁄ Length: 33.4m ⁄ Height: 11.1m ⁄ Wingspan: 28.9m ⁄ Engine thrust: 22,000lbs per engine ⁄ Cruise speed: 797kph



Our story

1993
→ Norwegian Air Shuttle ASA is incorporated. Operates as a regional airline on behalf of Braathens SAFE with six Fokker F-50 aircraft.

2000
→ Norwegian starts operating helicopters and ambulance aircraft through its subsidiary Lufttransport AS, which was spun off in 2002.

2002
→ SAS notifies Norwegian all contracts with the SAS-acquired Braathens are terminated.
→ Norwegian starts direct competition against SAS on domestic routes in Norway.

2003
→ Listed on the Oslo Stock Exchange.
→ Becomes the first provider of ticketless and point-to-point travel in Scandinavia.

2005
→ The low-cost jet operation reports a profit for the first time.

2006
→ A new system for ticket sales and distribution is launched, reducing distribution costs.

2007
→ Norwegian places the year's largest aircraft order in Europe.
→ The Stockholm base is established.
→ The full-scale internet bank Bank Norwegian is launched.

2008
→ Delivery of the first Boeing 737-800.
→ The Copenhagen base is established.
→ Phone company Call Norwegian is launched.

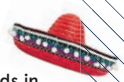
2009
→ Named market leader of the year at the ATW Airline Industry Achievement Awards.

2010
→ Launch customer of the new Boeing SKY aircraft interiors.

2011
→ Launch of high-speed inflight internet broadband.
→ The Helsinki base is established.

2012
→ Norwegian purchases 222 new aircraft. This is the largest-ever aircraft acquisition in Europe.

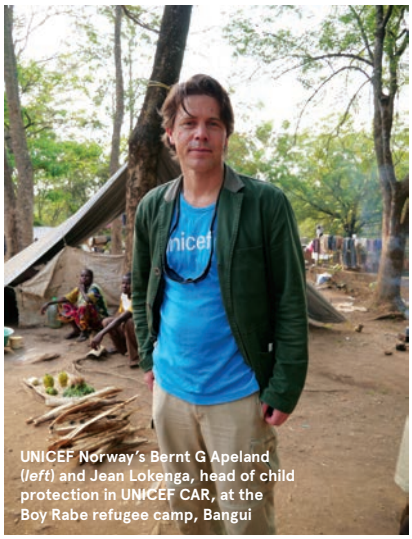
2013
→ Voted Europe's best low-cost carrier by SkyTrax World Airline Awards.
→ Norwegian opens new hub at London Gatwick and expands in Germany.
→ Long-haul flights launch to Bangkok, New York, Fort Lauderdale-Florida, Los Angeles, Oakland-San Francisco and Orlando, from Scandinavia and the UK.



2014
→ Norwegian expands in Barcelona and Madrid.
→ Norwegian is awarded best European low-cost airline by AirlineRatings.com and is voted best low-cost airline of the world by the 2014 Air Transport News Awards.

Unicef / When life becomes a horror movie

Bernt G Apeland, executive director of UNICEF Norway, experiences the conflict in the Central African Republic



UNICEF Norway's Bernt G Apeland (*left*) and Jean Lokenga, head of child protection in UNICEF CAR, at the Boy Rabe refugee camp, Bangui

Young people in the Boy Rabe refugee camp gather around my colleague Jean. Closed fists are bumped firmly into each other in a friendly greeting followed by cheerful laughter. He asks how they are. Eagerly, they all answer at once. It's a hot afternoon in Bangui, the capital of the Central African Republic (CAR). A tree provides us with much-welcome shade.

Suddenly the sound of gunfire makes everybody stop. It's almost like someone hit the pause button on a remote. Ears perk up. Was it gunshot? New rounds of shooting confirm our fear, as do the many people fleeing with anxiety in their eyes. Some of them are looking over their shoulders as they run, others gaze straight ahead. Within a few minutes the calm evening has turned into a nightmare.

This is the insecurity the people in CAR face every day. The only thing they know for sure is there will be more violence. But they don't know where and when, or who will be the next victim.

The country has been ravaged by conflict for several years but during the last 12 months the situation has gone from bad to worse. Thousands have been killed, more injured. The brutality of the violence has increased and the conflict has moved further along ethnic and religious lines. Muslims attack Christians, and Christians attack Muslims.

During my visit, I met a Muslim woman at Bangui paediatric hospital, where all the other patients were Christian. The woman's one-year-old daughter suffered from severe acute malnourishment and was in dire need of life-saving medical care, but the mother feared she would be killed if she stayed. Though she was probably safe at the hospital, I can understand why she was afraid. Both Christians and Muslims have seen their loved ones being maimed and killed in the most horrific way. This fuels hate and you don't want to wait around to be next.

The bestial violence makes headlines, the consequences less so. A humanitarian crisis is unfolding in CAR. In February I saw a big increase in malnutrition and the school system has collapsed – no public schools are open in Bangui. The health system has fallen apart and no one can feel safe.

In this situation, UNICEF is the difference between life and death for thousands of people who have fled their homes. We feed the malnourished children, we vaccinate, organise mobile health clinics, provide safe water for the refugees, help traumatised children cope and construct temporary schools for children to continue building their future through education. This would not have been possible if it wasn't for you.

Still we have to try to do more. The main reason why UNICEF and other organisations can't scale up their efforts is lack of funding. I'm doing my best to change that and I hope you will join in.

UNICEF has worked in CAR since 1968. We were there when the conflict started and we are still there, helping its people. We will be there for the many years to come to build a future for children.

To donate visit the websites → unicef.no, unicef.org

Norwegian and UNICEF have been working together for children since 2007. As a Signature Partner to UNICEF, Norwegian supports the organisation's work giving children the best possible start in life, and a safe and happy childhood.

unicef

PHOTOS: HELENE SANDBU RYENG

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THIS SUMMERS MAIN EXHIBITION:

"Enchanting Encounters" - a photo exhibition by Arne Nævra **10. May - 24. August**

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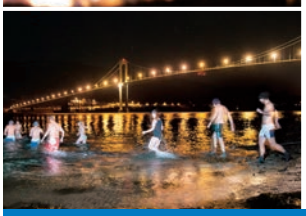

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Hair Loss?

How a new pill can boost your hair and self-confidence

Scientists in Oxford promise that they can help keep your hair thick and healthy. Their pill, TRX2, is currently Europe's most popular hair loss treatment and sold in over 100 countries. TRX2 is based on organic compounds and compared to medicinal products for hair loss has no side effects whatsoever.

"Your hair will look much bigger; it becomes heavier and thicker. You maintain your healthy hair," says Oxford Biolabs CEO Dr Thomas Whitfield.

Hair loss treatments often promise a lot without delivering, but TRX2 is backed by cutting-edge science and has been thoroughly tested. According to a study, TRX2 works for 87% of men and women.

The results can be impressive – hair thickness may increase by 22.5 % after nine months and 38.7 % after 18 months of treatment. Start TRX2 as early as possible in order to increase the chances of fully regaining your hair.

TRX2 is suitable for men and women of all ages. The crystalline white capsules come in a brown glass bottle, which is sufficient for one month of treatment and costs approximately €49. The manufacturer offers a money-back guarantee if ordered via TRX2's official website, and ships worldwide.

www.trx2.com
contact@trx2.com Oxford Biolabs Ltd, The Oxford Science Park, Oxford, UK

Order via **www.trx2.com** and use the coupon code 'Norwegian' to receive an exclusive 5% discount

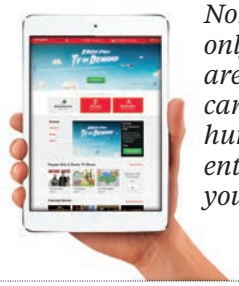
Entertainment/

Boeing 737-800 / Go undercover with Video on Demand

Clockwise *Spy Kids 3*, Jessica Chastain in *Zero Dark Thirty*, and Sean Connery in *Goldfinger*

Spies in various guises feature in our Video on Demand line-up. Jackie Chan leads the family line-up in ***The Spy Next Door*** while younger viewers can catch up with the first three ***Spy Kids*** films, directed by Robert Rodriguez, and starring Antonio Banderas, Carla Gugino and Alexa Vega. There's a host of classic Bond films, too, including ***Goldfinger***, and director Kathryn Bigelow's award-winning ***The Hurt Locker*** and ***Zero Dark Thirty***. You can also watch the Oscar-nominated ***Philomena*** alongside children's favourites and more – check the digital listings for further inspiration.

Norwegian is the first airline in the world with in-flight entertainment for your tablet, laptop and smartphone. The service is available for 24 hours on Norwegian aircraft for only €7. All you need are your device, credit card and headset – and hundreds of hours of entertainment are at your fingertips.



Boeing 737-800 / On the monitors

Outbound shows

Flights from Denmark, Finland, Norway, Spain, Sweden and the UK

Rooted, Just for Laughs, Epic TV: Lines of Control, Shaun the Sheep, Mr Bean, Uncle Max, Caminandes

Inbound shows

Flights to Denmark, Finland, Norway, Spain, Sweden and the UK

Oggy and the Cockroaches, The Morph Files, Luigi's Pizza Ride, Passing Hearts, Epic TV: Sub Zero, Zig and Sharko

Boeing 787-8 Dreamliner / Android Inflight Entertainment System

Choose from hundreds of hours of free entertainment, right at your fingertips thanks to the world's first Android Inflight Entertainment System on the Boeing Dreamliner 787-8. You can enjoy the best new movies or albums, or even play games – plus use the digital snack bar to order snacks (on long-haul and selected short flights). On the Dreamliner, the seatback monitor is also used to call the flight attendant or turn on your reading light.

Navigate by touching and swiping the screen like any Android tablet

GOD STREK

Scan code for more info:

For the first time in Norway: Experience Highland Games World Championship
27 - June 29, 2014
www.whe2014.com

New attraction: Explore the Northern Lights from space onboard the Space-ship Aurora!
www.spaceshipaurora.no

Let this summer become your whale summer!

THE LAST 25 YEARS, Whalesafari at Andenes have guided tourists from all over the world to see the world's largest toothed whale – the Sperm Whale.
This year it is your turn to experience these ocean giants in their element.
The new direct flight from Oslo-Gardermoen airport to Andenes airport makes it cheaper, faster and easier than ever, to visit the arctic kingdom of whales.
The midnight sun experience, the arctic fairy tales and the northern hospitality comes for free. **Book your whale plane today!**

WORLD'S GREATEST WHALE SAFARI:
The Whale and Dolphin Conservation Society (WDCS), that has specialized in publishing reviews of this type of tourism all over the world has given us the following commendation: **"The world's largest, most successful Arctic whale watching operation is Hvalsafari AS (Whalesafari Ltd.) in Andenes".**

www.whalesafari.com

More about Whale safari or Amazing Andøy at: **www.andoyturist.no**

Menu/

Norway domestic flights
Only available on flights over 1 hour

Combo deals	NOK
Breakfast bag & hot drink*	90
Hot drink & Lefse	40
Wine & chips	80
Snack bag & hot drink*	85
Candy box & Capri-Sonne	85
Breakfast bag*	75
Snack bag*	65
Snacks	
Cashew nuts	25
Gott & Blandat	25
Boxer chips	25
Candy box	70
Nutrilett chocolate chip cookie	30
Wasa Sandwich	25
Freia Ego milk chocolate	20
Lefse	20
Hot drinks	
Nescafé Americano, cappuccino, tea or hot chocolate	25
Soft drinks	
Nutrilett Nordic Berries Smoothie	35
Pepsi or Pepsi Max	25
7UP	25
Water (still or sparkling)	25
Capri-Sonne Safari	20
Peela fruit juice	20
Alcoholic drinks	
Red or white wine	60
Beer	50
Prosecco	80

Sweden and Finland domestic flights

Combo deals	SEK	EUR
Breakfast bag & hot drink*	100	11
Hot drink & Mazarin/Daimboll	50	5
Wine & chips	90	9.50
Snack bag & hot drink*	95	10
Candy box & Capri-Sonne	95	10
Breakfast bag*	85	9
Snack bag*	70	7.50
Snacks		
Cashew nuts	30	3
Gott & Blandat	30	3
Boxer chips	30	3
Candy box	75	8
Nutrilett chocolate chip cookie	30	3
Wasa Sandwich	30	3
Daimboll	25	2.50
Toblerone	25	2.50
Twix Xtra	25	2.50
Hot drinks		
Nescafé Americano, cappuccino, tea or hot chocolate	30	3
Soft drinks		
Nutrilett Nordic Berries Smoothie	40	4
Pepsi or Pepsi Max	30	3
7UP	30	3
Fanta	30	3
Water (still or sparkling)	30	3
Capri-Sonne Safari	25	2.50
Orange juice	25	2.50
Alcoholic drinks		
Red or white wine	65	7
Beer	55	6
Prosecco	85	9

Express International flights under 1 hour 20 minutes

Combo deals	NOK	DKK	SEK	EUR
Breakfast bag & hot drink*	90	85	100	11
Hot drink & Mazarin/Daimboll	40	40	50	5
Wine & chips	70	70	80	9
Snack bag & hot drink*	85	80	95	10
Candy box & Capri-Sonne	85	85	95	10
Breakfast bag*	75	70	85	9
Snack bag*	65	60	70	7.50
Snacks				
Cashew nuts	25	25	30	3
Gott & Blandat	20	20	25	2.50
Boxer chips	25	25	30	3
Candy box	70	70	75	8
Nutrilett chocolate chip cookie	30	30	30	3
Wasa Sandwich	20	20	25	2.50
Daimboll	20	20	25	2.50
Toblerone	20	20	25	2.50
Twix Xtra	20	20	25	2.50
Hot drinks				
Nescafé Americano, cappuccino, tea or hot chocolate	25	25	30	3
Soft drinks				
Nutrilett Nordic Berries Smoothie	35	35	40	4
Pepsi or Pepsi Max	25	25	30	3
7UP	25	25	30	3
Fanta	25	25	30	3
Water (still or sparkling)	25	25	30	3
Capri-Sonne Safari	20	20	20	2.50
Orange juice	20	20	20	2.50
Alcoholic drinks				
Red or white wine	50	50	55	6.50
Beer	40	40	45	5
Prosecco	70	70	75	8

International menus are distributed onboard

* Breakfast bags are served before 10am, snack bags after 10am.

On domestic flights within Norway, Sweden and Finland, we prefer payment by credit card.

On Express flights we only accept payment by credit card.

Acting in the name and for the account of Inflight Service Europe AB.

We prefer

VISA MasterCard

Water

Nutrilett Nordic Berries Smoothie

Peela fruit juice

Boxer chips

Hot drinks

Soft drinks

Nutrilett chocolate chip cookie

Chocolate bars

Gott & Blandat

Wasa sandwich

Combo deals

Snack bag & hot drink

Candy box & Capri-Sonne

Breakfast bag & hot drink

Tail fin heroes/Bjørnstjerne Bjørnson

Norwegian's tail fin heroes celebrate great Nordic personalities including Bjørnstjerne Bjørnson, who wrote Norway's national anthem

The Norwegian national anthem was first performed 150 years ago, on 17 May 1864, to mark the 50th anniversary of Norway's constitution (*see also p 138*). *Ja, vi elsker dette landet* ("Yes, we love this country") was based on a poem by writer Bjørnstjerne Bjørnson (1832–1910), and set to music by his cousin, Rikard Nordraak (1842–66).

Bjørnson was an admirer of another Norwegian tail fin hero, Henrik Wergeland, and had been involved in politics from an early age (fearing a charge of high treason in 1881, he fled briefly to Germany). Bjørnson is noted for renewing Norwegian storytelling, particularly for elevating peasant tales; in 1903 he was awarded the Nobel Prize in Literature and is considered one of *De Fire Store* ("the Four Greats") of Norwegian literature (*see below and right*).

Bjørnstjerne Bjørnson's home in Aulestad, where he lived from 1875 until his death in 1910, became a museum in 1935; it is open from 20 May to 30 August → *maihaugen.no*

Aulestad is three hours' drive from Oslo; Norwegian flies to Oslo from nearly 110 destinations. Book flights, a hotel and a rental car at norwegian.com

Norwegian's tail fin heroes

When Norwegian entered Norway's domestic market in 2002, we challenged a well-established and long-lasting airline monopoly. So it felt natural for us to adorn the tails of our aircraft with Norwegian personalities who have pushed the boundaries, challenged the established order and inspired others.

Norwegian has expanded and established bases far beyond Norway's borders; as a Nordic company we now celebrate heroes from all the Nordic countries – from Swedish actress Greta Garbo to Finland's national poet, Johan Ludvig Runeberg.

Read more about our heroes on our website → *norwegian.no*

Number of Great Four film adaptations

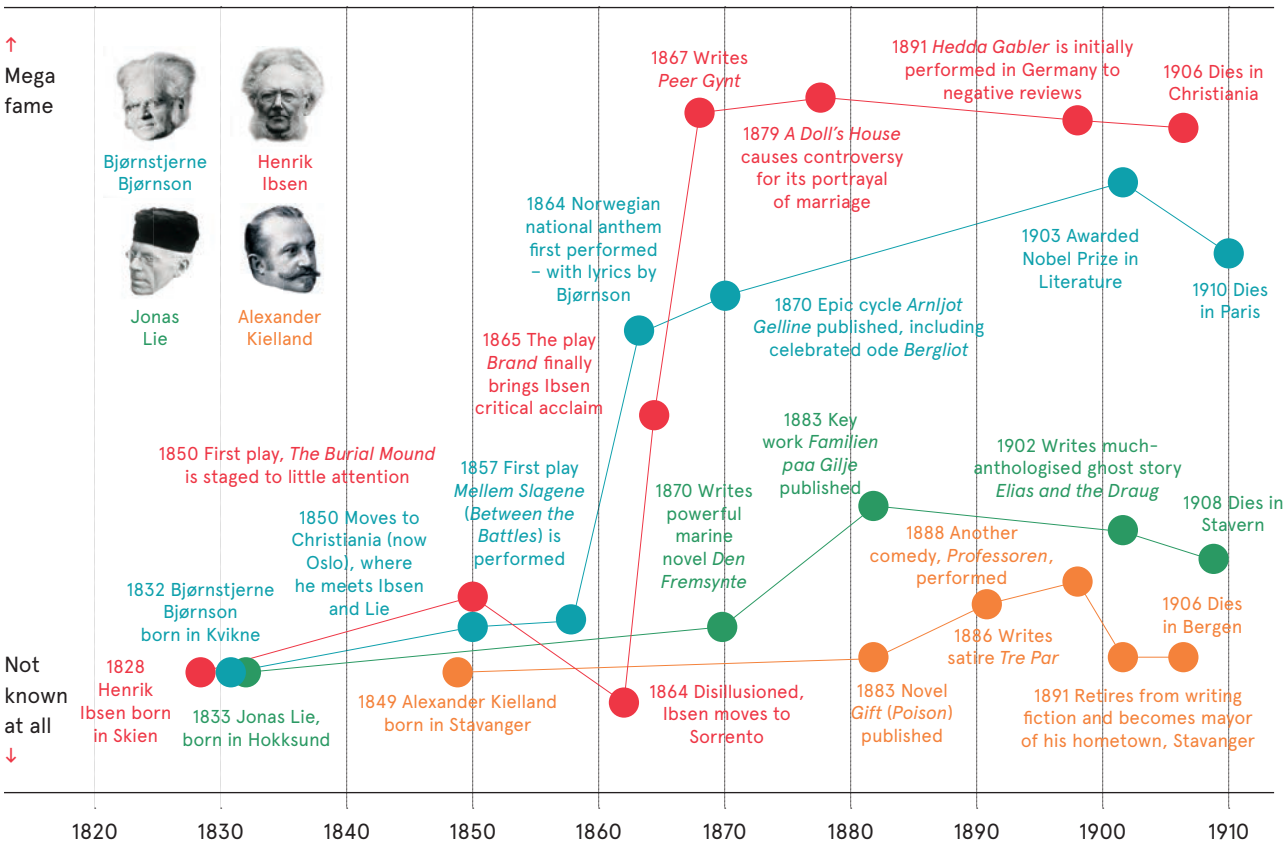
- → Bjørnstjerne Bjørnson (14)
- Henrik Ibsen (224)
- → Jonas Lie (3)
- → Alexander Kielland (7)

Steve McQueen in 1978's Ibsen adaptation, *An Enemy of the People*

AKG-IMAGES.COM; CORBIS; EVEVINE; MARY EVANS PICTURE LIBRARY; TOPFOTO

The Four Greats

Bjørnstjerne Bjørnson is known as one of the "Four Greats" of 19th-century Norwegian literature – how do they compare?



Our heroes

Ivar Aasen
Norwegian linguist
Niels Henrik Abel
Norwegian mathematician
HC Andersen
Danish writer
Peter Christen Asbjørnsen
Norwegian folklorist
Jens Glad Balchen
Norwegian professor
John Bauer
Swedish artist
Elsa Beskow
Swedish author
Kristian Birkeland
Norwegian scientist
André Bjerke
Norwegian writer
Villhelm Bjerknes
Norwegian meteorologist

Bjørnstjerne Bjørnson
Norwegian writer
Karen Blixen
Danish author
Victor Borge
Danish comedian
Tycho Brahe
Danish astronomer
Georg Brandes
Danish literary critic
Ole Bull
Norwegian violinist
Erik Bye
Norwegian artist
Minna Canth
Finnish writer and activist
Ivo Caprino
Norwegian film director
Anders Celsius
Swedish astronomer
Camilla Collett
Norwegian writer
Aril Edvardsen
Norwegian evangelist
Thorbjørn Egner
Norwegian writer

Sam Eyde
Norwegian entrepreneur
Johan Falkberget
Norwegian author
Kirsten Flagstad
Norwegian opera singer
Wenche Foss
Norwegian actress
Greta Garbo
Swedish actress
Edvard Grieg
Norwegian romantic composer
Helmer Hanssen
Norwegian polar explorer
Piet Hein
Danish philosopher
Sonja Henie
Norwegian figure skater
Thor Heyerdahl
Norwegian ethnographer
Ludvig Holberg
Danish-Norwegian writer
Henrik Ibsen
Norwegian playwright
Helge Ingstad
Norwegian explorer

Anton Jakobsen
Norwegian politician
Gidsken Jakobsen
Norwegian aviator
Ludvig Walentin Karlsen
Norwegian preacher
Søren Kierkegaard
Danish philosopher
Christian Krohg
Norwegian painter
Oda Krohg
Norwegian painter
Selma Lagerlöf
Swedish author
Carl Larsson
Swedish artist
Jenny Lind
Swedish opera singer
Carl von Linné
Swedish natural scientist
Max Manus
Norwegian resistance hero
Jørgen Moe
Norwegian folklorist
Edvard Munch
Norwegian artist

Fridtjof Nansen
Norwegian explorer
Asta Nielsen
Danish actress
Carl Nielsen
Danish composer
Christina Nilsson
Swedish soprano
Regine Normann
Swedish author
Aasmund Olavsson Vinje
Norwegian writer
Harry S Pettersen
Norwegian resistance
Fredrikke Marie Qvam
Norwegian campaigner
Povel Ramel
Swedish entertainer
Knud Rasmussen
Danish arctic explorer
Johan Ludvig Runeberg
Finland's national poet
Aksel Sandemose
Norwegian author
Gunnar Sønsteby
Norwegian resistance hero

Amalie Skram
Norwegian author
Georg Sverdrup
Norwegian philologist
Otto Sverdrup
Norwegian polar explorer
Evert Taube
Swedish poet
Frederik "Frits" Thaulow
Norwegian painter
Geirr Tveitt
Norwegian composer
Sigrid Undset
Norwegian writer
Jørn Utzon
Danish architect
Gustav Vigeland
Norwegian sculptor
Henrik Wergeland
Norwegian poet
Anders Zorn
Swedish artist
HC Ørsted
Danish physicist

The big event/Norwegian Constitution Day

On 17 May, Norway will celebrate Norwegian Constitution Day exactly 200 years after the constitution was first signed at Eidsvoll in 1814. As Norway was still in a union with Sweden, celebrations of the day were initially banned, until the Battle of the Square in Christiania (now Oslo) in 1829, when the army intervened in the celebrations, causing outrage. With the launch of the first children's parade in 1864, the celebrations became more firmly established – today, children's parades, marching bands and traditional costumes are at the core of the celebrations. That, and everyone getting quite merry.

Things people eat on Constitution Day

Hot dogs (Obviously)

Ice cream (After a hot dog?)

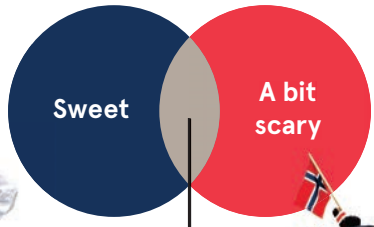
Kebabs (Really?)

Bunad multi-tasking

Hulda Garborg (1862–1934) kindled interest in the traditional *bunad* costume with her 1903 book *Norsk klædebunad*. She did other stuff too...

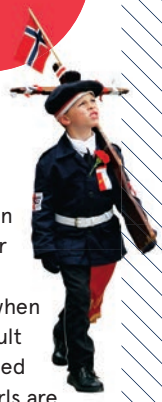
→ Novelist → Poet → Playwright → Prominent feminist → Left-wing politician → Theatre founder → Folk dancer

Buekorps Venn



Buekorps

Neighbourhood youth marching groups the Bergen *buekorps* – "bow corps" or "archery brigade" – date back to the 19th century, when children would imitate adult military drills. The new breed are aged about 7–20, and girls are allowed to join in, too (since 1991).



Russ: the essentials

The *russefeiring* ("*russ* celebration") is a drunken rite of passage for Norwegian final-year high-school students, who celebrate finishing term with a near-continual party from 1–17 May. Here's what you need...

A uniform
Matching overalls are key – most opt for bad red dungarees emblazoned with funny names. Comedy accessories are welcome.

A ride
Whether it's a bus, a van or a VW camper, you need to pimp it – spray-paint it, and fill it with eardrum-shattering speakers.

Knots
You get knots on the string of your russ cap for doing certain deeds – think spending a night in a tree, eating a Big Mac in two bites or making out with 10 people in a night.

Stamina
During russefeiring, you'll drink a lot, won't sleep much and may be asked to spend a day crawling. You have been warned.

Norwegian flies to Oslo and at least 15 other destinations in Norway. Book flights, a hotel and a rental car at norwegian.com

NTB SCANPIX, ALAMY

URBAN LIVING

IN LILLESTRØM, 20 KM FROM OSLO, AN IMPRESSIVE NEW HOME GETS ITS FINISHING TOUCHES THIS MONTH. WE MEET THE OWNERS AND CO-CREATORS IN THE LIGHT AND ROOMY LIVING ROOM.

The fireplace is prominent in the space, dividing the kitchen and living room areas. The surrounding Accoya® wood enhances the elegance of the fireplace.

Trine Dehli Cleve is 4 times world champion of ballroom dancing, 9 years as a judge on Dancing with the stars and is running her own business, Concept House AS, which has the distributing rights for the Italian kitchen company Arrital in Norway. Her husband **Thomas** is the owner of Digital Thinking, a modern consultancy with strong understanding of digital media.

-We had a kind of a vision but did not know how it would materialize, says Thomas. -We dreamed about something unique, functional and maintenance free. Online, we came across Urbanhus as a builder of functional homes, and noticed that they listed testimonials from two people we already knew and trusted. Urbanhus offered us the flexibility to create our own interior design, including room layout, and allowed us to work closely with their architects every step of the way.

We owned a large house for several years, and we know the work involved in maintaining regular wood and concrete surfaces. From the start, we challenged Urbanhus to come up with unusual materials. At that time, they had just started looking at Accoya, and invited us over to take a look.

ACCOYA® - WOOD WITHOUT COMPROMISE

Accoya is made by putting fast growing softwood through a chemical acetylation process that hardens the wood, increasing its bending strength, durability and stability. The result is environmentally friendly, non-toxic and weather resistant wood.

- We were immediately in love, says Trine. - Accoya is guaranteed maintenance free for 50 years! Accoya has this lush, silver gray lustre, with a color scheme that changes over time, as sun, rain and air does its best. At the same time, the wood stays smooth and plain, mimicking a hardwood floor. As a dancer, I have a close relationship to floors, Trine smiles.

We have been fortunate, says Thomas. With a home out of the ordinary from Urbanhus and wood out of the ordinary from Accoya, we feel we have achieved the extraordinary home of our dreams. ■

TEXT: KETIL BERG
PHOTO: ANNE GRETE NOGVA & FREDRIK WARBO

Facts

Located in Haugesund, The **URBANHUS GROUP** enjoys great success building affordable designer houses in Norway, from Kristiansand in the south, to Trondheim in the north. All homes are custom built to reflect the identity of the owner.

At their factory near Sandnes, **PROFFTRE AS** has evolved their specialist expertise on maintenance free wood since 2007, focusing on Accoya as their main product. Profftre AS is the official distributor of Accoya wood in Scandinavia.

WORRY-FREE FLOW OF GOODS

ACCELERATOR AS IS A SHIPPING COMPANY THAT OFFERS OLD SCHOOL, PERSONALIZED SERVICE IN AN INDUSTRY TRENDING TO INTERNATIONAL MERGERS AND ACQUISITIONS.

CAM Siw Evenstad Larsen manages shipping operations at Accelerator AS.

Located at Kalbakken about 10 km outside the center of Oslo, Accelerator offers international shipping including import and customs services, local distribution, and a storage facility.

-We are just the right size to give each customer personalized attention, says Key Account Manager **Siw Evenstad Larsen**. Larsen joined the company last November and is happy with her new job.

CEO Ketil Møller founded the company in 2002. He and his wife Linda Skarphol started out brokering for just a couple of customers, went on to hiring people, and moved in to their current facility in 2011.

According to Larsen, Møller keeps the entrepreneurial spirit alive. -To him there are no problems, only solutions. This is the attitude with which he built the company, and that is our approach today.

WORRY-FREE

Goods are transported internationally now more than ever, and since Norway is not part of the EU, every single shipment needs customs clearance. The timing and execution of a transport requires a lot of following up. –We execute millions of email, thousands of phone calls and make good use of the software tools of the trade, says Larsen. –For our customers, it is worry-free. All they need is to make one phone call to us.

We have several smaller customers who ship for as little as NOK 100.000 a year or less. Of course, we also need big clients that trade in big volumes, to keep our own volume up. However, we can customize in a way the bigger shipping companies cannot do, due to their systems.

-Most of our forwarders have been with us for a long time, and love their jobs. No day is alike; you deal with new people and new challenges every day. It can get quite hectic – and loud – on the broker floor as well as in the terminal, on some days with up to 10 trucks outside waiting to be unloaded.

Accelerator's storage facility serves about 20 customers. Storage customers pay only for the space they use at any time, and do not have to pay for empty storage space in between peaks, lowering total cost.

GROWTH

- We are doing just about a thousand orders a week, and serve 400 regular customers says Larsen. Our turnover for 2013 was NOK 50 mill. We expect to fall just short of our ambitious 2014 target of 70 million, because many of the new sales we do this year will only pay off fully in 2016. Accelerator is growing and we feel confident about the future. ■

TEXT: KETIL BERG
PHOTO: FREDRIK WARBO

Facts
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Web: www.accelerator.no
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Facts
IKOMM AS

Established 2003, located in Lillehammer with 60 employees, operating over 800 applications and has 12000 users in Norway, Sweden, Denmark and Finland.

2013 turnover 100 MNOK.

www.ikomm.no

Linda Svendsrud, Andreas Hammarstedt and Stian Undbekken.

STREAMLINING HEALTH INFORMATION SERVICES

IKOMM AS IS A FULL SERVICE IT COMPANY IN A UNIQUE POSITION TO HELP MUNICIPAL AND PRIVATE HEALTH PROVIDERS STAY IN ACCORDANCE WITH OFFICIAL RULES AND REGULATIONS. IKOMM IS A PRIVATE COMPANY WHOLLY OWNED BY THE MUNICIPALITIES OF LILLEHAMMER, ØYER AND GAUSDAL, LOCATED IN CENTRAL NORWAY AROUND LAKE MJØSA.

-The National Health Reform of 2009 put more responsibility on municipalities to provide healthcare locally, away from the regional hospitals, and set new and stricter regulations for the handling of sensitive information, says Senior Advisor **Stian Undbekken**. -The complex of rules and regulations can be overwhelming for small health care providers both public and private, and at Ikomm we are here to help.

-To detail and explain how to apply the complexity of laws governing this area, the Norwegian Directorate of Health publishes a 44-page standard for information security in the health sector called "Normen". Our service called "Helseflyt" (Health Information Flow) is a complete IT concept to implement this standard in any business.

Ikomm provides a full line of IT services to the health care industry, such as secure storage, managing applications, pc's and other hardware, service desk, and consulting.

INNOVATION

-We were the first to implement a common database between several municipalities, and the Health Department wrote a new regulation to allow for this, based on our suggestions, says Senior Advisor **Linda Svendsrud**.

-With our partners, we are implementing an entirely new smart card solution for health care professionals to use in their jobs. With it, they can log onto any online pc or terminal within the health care provider, and retrieve their session exactly where they left off on another device. We have spent hundreds of hours talking to doctors and nurses on the job to develop our system.

-Our ambition is to be a contributor on regional and national arenas. We take part in various professional groups and committees. In 2013, we held our own seminar with 18 municipalities and many private health care providers in attendance. We are doing the same this year.

CONSULTING

Consulting is the major growth area, and Ikomm has clients all over Norway. -Many private providers have not yet realized the extent of the new regulations, and have not allocated the resources necessary to comply, says **Andreas Hammarstedt**, Key Account Manager. -Now, companies need to document compliance even at the time of bidding for a new project. We can confidently say that our services provide a new level of security, availability and efficiency in the health care industry. ■

TEXT: KETIL BERG
PHOTO: FREDRIK WARBO

Imagine what good PEOPLE with uncompromised service ATTITUDE and highest level of COMPETENCE could do for your project?

JTA Connection is a service company assisting you to succeed in your demanding projects and tasks. We provide a comprehensive service portfolio ranging from engineering and project management to manufacturing, installations, commissioning and customer support. How can we help you? Email us: info@jtaconnection.fi

We are looking for talents for various positions and locations in Finland and Norway. Check our contact information, latest news and references from www.jtaconnection.fi

JTA CONNECTION *MAKES IT WORK*

PHOTO: FOTOGRAF JACOBSEN

PHOTO: TERJE AAMODT

HIGH ALTITUDE SUMMER

Conference facilities for up to 300 people.

IF YOU ARE LIKE MOST SCANDINAVIAN FAMILIES, SUMMER VACATION USUALLY MEANS YOU ARE HEADING TO THE BEACH, AMUSEMENT PARK, OR MAYBE EVEN A BIG-CITY ADVENTURE. BUT DON'T OVERLOOK THE FUN WAITING TO BE HAD AT A FOUR-SEASON MOUNTAIN RESORT!

One of the most traditional year-round resorts in Norway is Gaustablikk Høyfjellshotell, located above the town of Rjukan, in Telemark County.

After the snow melts and skiing is no longer an option, Gaustablikk transforms into a family-friendly summer playground. Kid camps, watersports, hiking, fishing, fine dining; there is something to do for every member of your family.

Located on a plane almost 1000 m.a.s.l, Gaustablikk offers stunning views over nearby peaks, especially the 2000 m high Mount Gaustatopp. Dramatic though it looks, the climb up to its peak is doable even for smaller children.

-In these vistas, you don't hike to get somewhere, you hike to hike, says General Manager **Ane Johnsen**. -Miles of more or less prepared nature paths will give you a lifetime of experiences in a days trip.

Near the hotel, nature itself provides a playground, with toy grounds, paved nature paths and a lake with rowing boats for guests. Inside, a wellness area offers rest and recreation, with Jacuzzi, sauna, steam bath and a heated pool.

Summer is not only about vacations, though. Modern conference facilities adapt to any size and form of learning, and the beauty of nature ensures restful digestion of information. A mountain expedition may be just right for teambuilding, or to kick-off your latest project.

-We have an arena near the hotel where we offer teambuilding competitions like Bordermelt, Braintwister, Tug-of-War, Archery, and Fishpond, all requiring teams to cooperate and forcing them to have fun, smiles Johnsen and gets exited: -New this year is a very special "survival" challenge, themed after the tv-show 71° North, called Gausta grader nord.

The interior design of the hotel is deeply rooted in its history, maintaining a distinct Norwegian alpine cottage style with lots of patina-rich wood, slate, 19th century arts and crafts décor, cozy fireplaces and large windows towards the mighty mountains.

Not to mention the 2 restaurants serving delicious food with local, seasonal ingredients and traditional as well as contemporary recipes created by the eminent Chef de Cuisine.

Gaustablikk wishes you a warmly welcome to summer fun! ■

TEXT: KETIL BERG

Facts
GAUSTABLIKK HØYFJELLSHOTELL

www.gaustablikk.no

- + 47 35 09 14 22
- Year Round Mountain Resort located in Rjukan in Telemark, 960 m.a.s.l
- Full board conference packages for 4-300 people
- Hotel rooms, cabins and apartments, 550 beds, 50 000 hotel guests a year
- 2 restaurants serving local traditional food, 2 bars
- Ski in Ski out alpine ski center with 12 lifts and 33 runs, ski rental, ski school, ski shop

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If you don't have control of your projects, you are probably not productive, warns Metier CEO Halvard Kilde.

IMPROVE SLEEP WITH PPM

PROFESSIONAL PROJECT MANAGEMENT (PPM) IS NEEDED MORE THAN EVER AS COMPETITION RISES AND PROJECTS GET MORE COMPLEX – EVEN FOR ORGANIZATIONS ALREADY COMPETENT IN THIS AREA.

Project Management (PM) is a profession, and should not be underestimated! **Metier CEO Halvard Kilde** launches straight into his favorite topic as we meet him in Metier's offices in Oslo. -To put it simply, PM is about choosing the right projects and executing them in the right way, every time. But it is complex: Once you start (after thorough analysis), you need control over all the details of your project, how it is structured, who does what when and how, control over time, cost and quality, and so on.

International studies like PMI's Pulse of Profession indicate that as much as 3 of 5 projects fail to meet their goals. These are projects amounting to more than 600 bill NOK in Norway alone. The upside to better projects is indisputable.

- In the end, Professional Project Management is about securing profitability. And by working the right way and gaining control, you also achieve other advantages: You become a dependable partner, and you increase the organization's ability to interact and cooperate. The latter also builds a strong culture that will attract and retain good people.

SPECIALISTS IN BOTH PROJECT HANDLING AND METHOD IMPROVEMENT

Metier has offices in Oslo, Stavanger, Trondheim and Ålesund, and more than 30 years' experience with full-range Project Management. 150 employees and a network of one thousand project professionals handle all aspects of project management.

-We focus on two scenarios: You have a concrete project and need help to quality assure it or execute it the best way possible to reach your goals; or you have an organization dealing with frequent projects and want to optimize PM practices. Either way, we know how demanding it can be, and what it takes to succeed and be productive.

-I know there are leaders out there right now who sleep a bit uneasy because of a particular project, or project issues, Kilde asserts. -If you are one of them, Metier is your project management house of choice. ■

TEXT: KETIL BERG
PHOTO: FREDRIK WARBO

Facts

Metiers' PPM best practices for those organizations that want to achieve successful projects, repeatedly:

1. Build project competence and implement a common project methodology systematically in the entire organization
2. Define the management's responsibility in project governance
3. Use a modern PM IT-solution to get a good overview of all projects
4. Ensure control of each individual project and that you have the right resources to pull it through

www.metier.no

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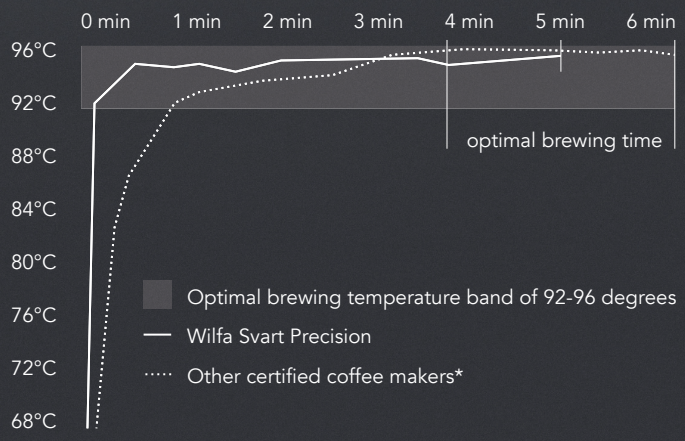
SAATCHI & SAATCHI

THE BEST COFFEE MAKER IN THE WORLD

Dark as night or light as tea. Jet fuel or velvet. With or without sugar, milk, cream or sweeteners, for that matter: there are as many perfect cups of coffee as there are people, so we're not telling you how to drink it. How to brew it well, on the other hand, is a matter of science. It shouldn't take longer than 4-6 minutes: 70% of the flavors and aromas are extracted during the first third of the brewing process, so the temperature between 92 and 96 degrees – has to be right from the first drop. What coffee you brew is up to you, but how clean and fresh the water is can be affected by your coffee maker. The SVART Precision has a fully detachable water container. By using this every time and not, say, an empty coffee pot, you'll avoid re-brewing any remaining stale coffee. It might seem obvious, but it makes a big difference.

Like you can see from the chart, most other certified coffee makers take much longer getting up to the right temperature. The result is that more crud is being extracted during that important first third.

The best drip coffee is made with precision. SVART Precision.



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