

SITES OF MERIT IN ICELAND - VARDA

Mission for Ministry of Industries and Innovation, Department of Tourism

Mission Final Report – Graphic Documents

Volume 2A / INTRODUCTION

Collecting shared references for the workshop, First landscape exercise in Seljalandsfoss, Collective work on the ground

November 2021

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In cooperation with



CONTENT OF THE FINAL REPORT

VOLUME 1 Synthesis of recommendations for Sites of Merit approach

Context, objectives of the mission and programme

Proposal for an innovative approach

- Natural & cultural sites and Sustainable development
- Sites of Merit Commitments

Testing the Grands Sites de France approach and methodology in Iceland

- A method based on the recognition and experience of the values of the site
- The key points of the method
- The interest of the exercise
- Translating these elements into action: the Landscape Intention Scheme

Recommendations for translating the Sites of Merit commitments to each site

- The vision, the principles for action in the sites
- The working method at each Site of Merit
- Site development

Recommendations for national policy steering

- Steering and governance at national level
- Position of the 4 test sites in relation to the Sites of Merit commitments
- The labelling process
- What types of sites should be involved in the Site of Merit Policy ?
- Involvement of private partners and private owners of the sites
- Local governance of projects
- Involve architects, landscapers and contractors
- Create a site managers network

Conclusion

Annexes: List of documents transmitted to MII, Programm, List of Participants

VOLUME 2 Graphic Documents (drawings, photos, Landscape Intention Schemes)

2A Introduction

2B Jokulsarlon

2C Geysir

2D Gullfoss

2E Thingvellir

Note 1: In Volume 1, numbers in brackets refer to Volume 2 slides.

Note 2: In this document, "Sites of Merit" and "Varda" are used interchangeably.

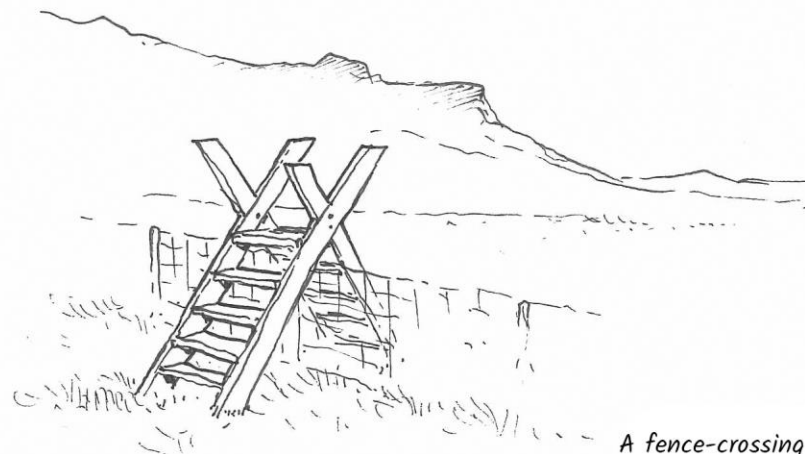
Note 3: All drawings, maps and LIS are by Alain Freytet.

COLLECTING SHARED REFERENCES FOR THE WORKSHOP

September 4, 2021
Krysuvikikaja



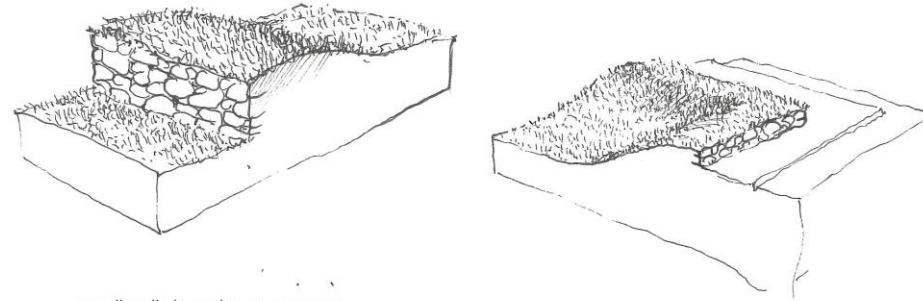
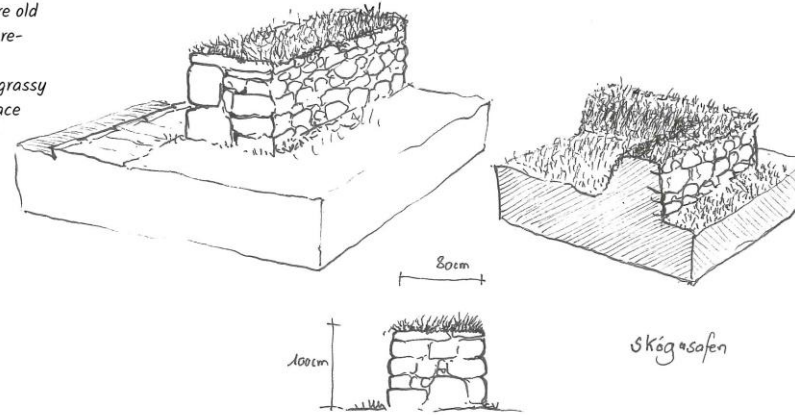
The small black wooden chapel testifies to a missing hamlet. An elegant dry stone wall squares around the grass plinth. The rounded angles give a great softness to the mound.



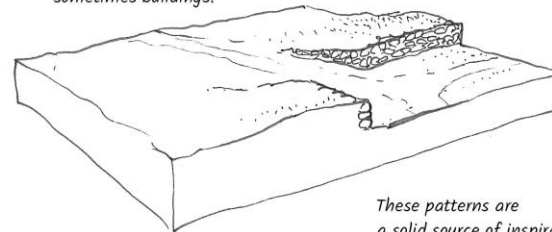
A fence-crossing spans the wire fence

7 September, 2021

In the public space and in the places where old houses have been reconstructed. Multiple forms of grassy walls limit the space with subtlety and depth.



Small walls leaned against grassy slopes allow to embed developments with great elegance : road junction, picnic area, sometimes buildings.



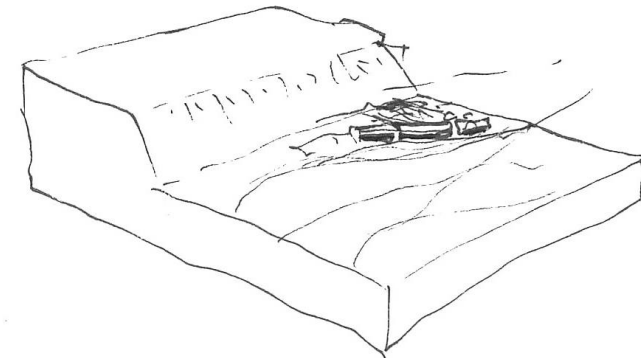
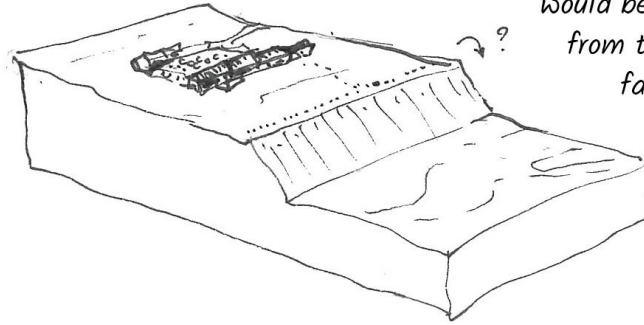
These patterns are a solid source of inspiration for landscaping projects. They talk about Iceland. They are made with local materials. They resist the forms and arrangements that overwhelm tourist sites around the world, leading to standardization and trivialization of the landscape.

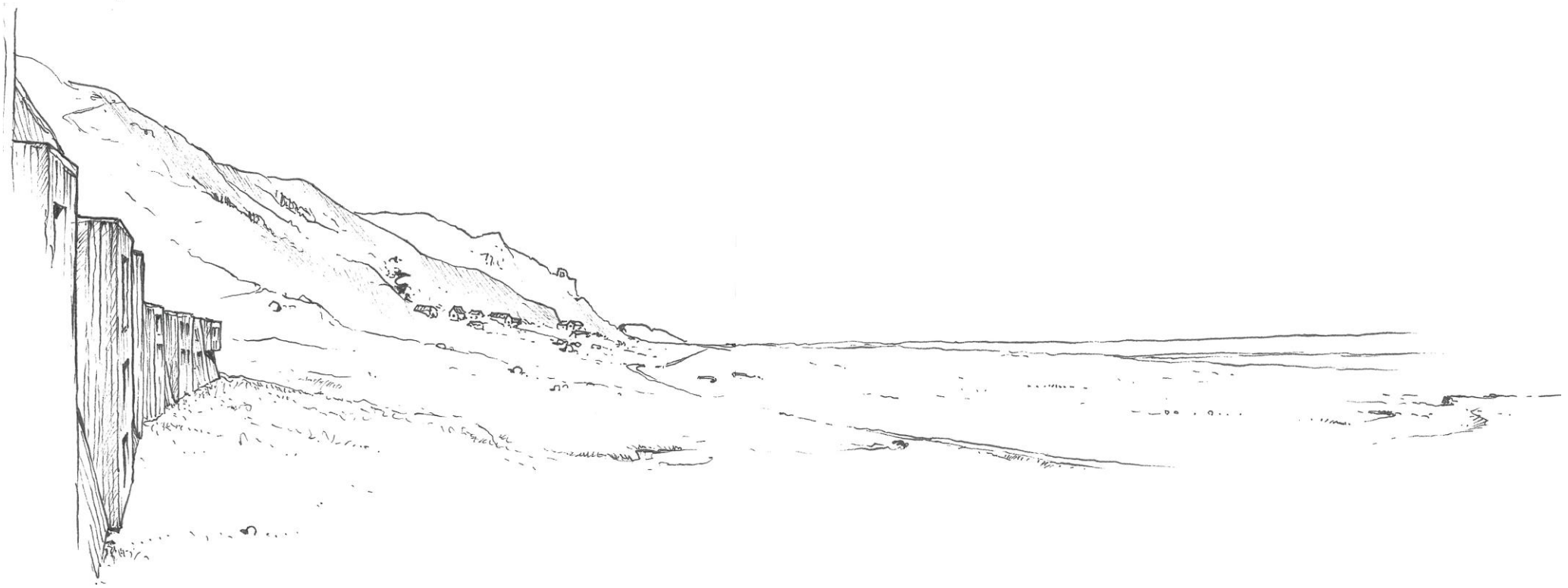


In Iceland traditional buildings are built at the foot of cliffs.

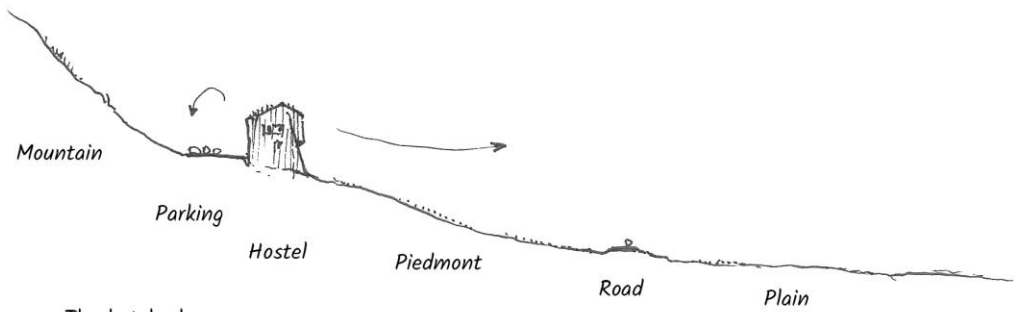
An example to ponder for the Jökulsárlón development project

The establishment on the upper terrace would be very visible from the road, from the lake, little sheltered, too far from the lake, forcing a large part of visitors to take the bus





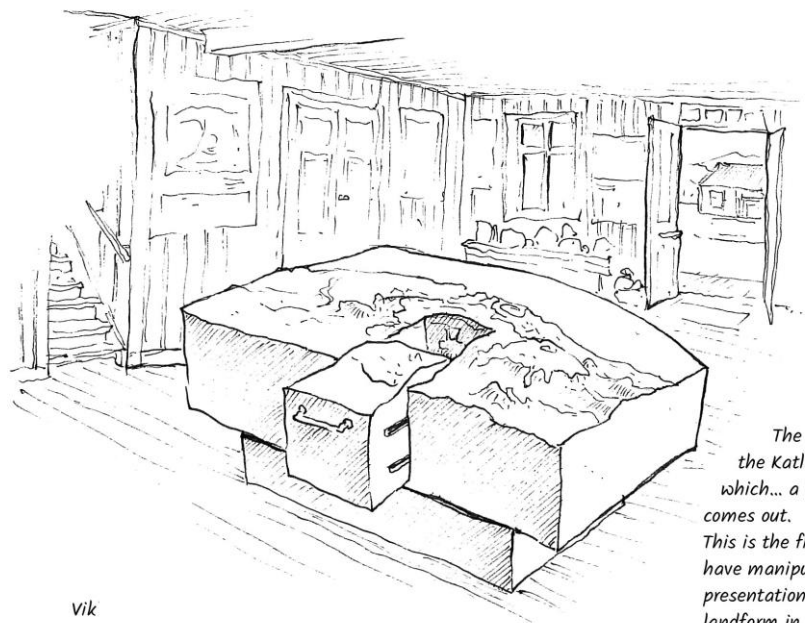
September 7, 2021
Foss hostel



The hotel where we are staying is a fine example of a location, letting the landscape express itself in its scope.

7 September, 2021

Vik



The large model of the Katla massif from which... a block diagram comes out.

This is the first time that I have manipulated this representation of the landform in relief and in real life.

Vik

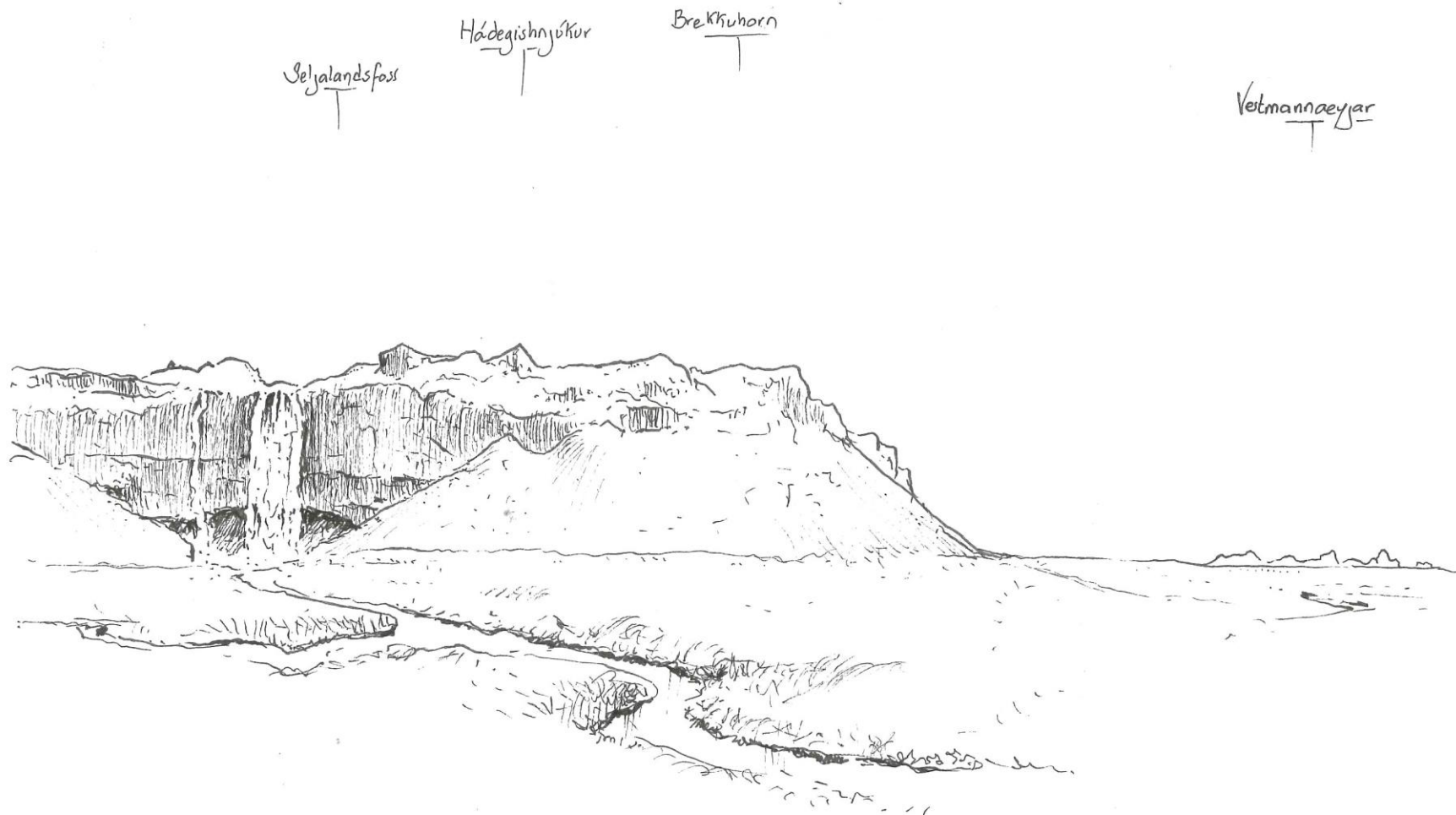
Kötlusetur

Katla Visitor Center

This warm, pleasant, patinated, place to refocus harmoniously by mixing a simple and inventive scenography, without a computer, a well-oriented shop, a café and a meeting place



FIRST LANDSCAPE EXERCISE IN SELJALANDSFOSS



On the way to Jokulsarlon, in Seljalandsfoss, first exercise for the group: lecture of the landscape



On the way to Jokulsarlon, in Seljalandsfoss, first exercise for the group. Lecture of the landscape: how to make it simple!

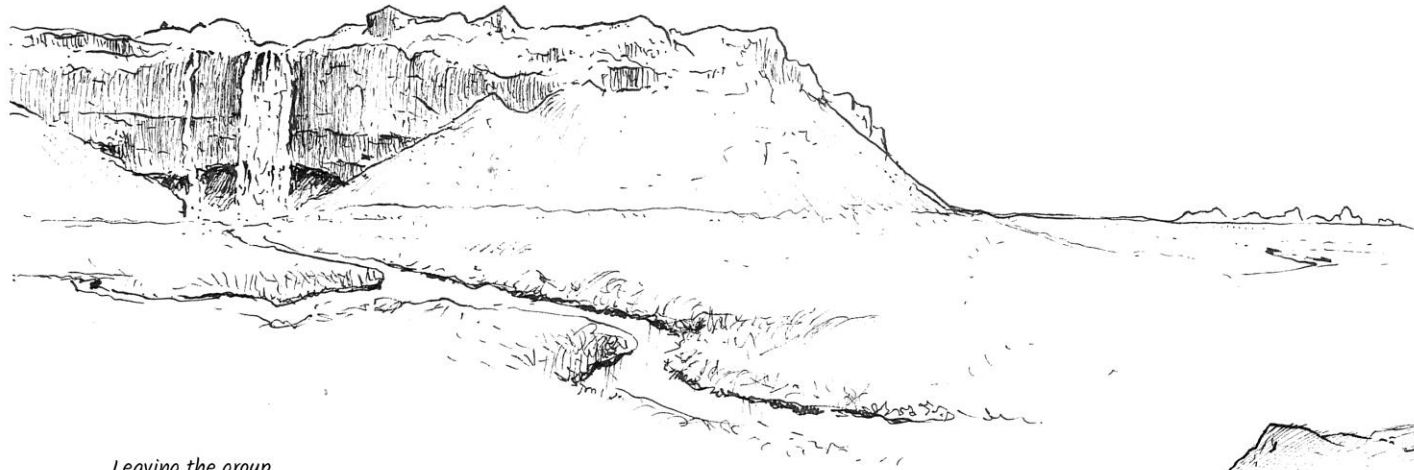


How photoshop makes it magic!

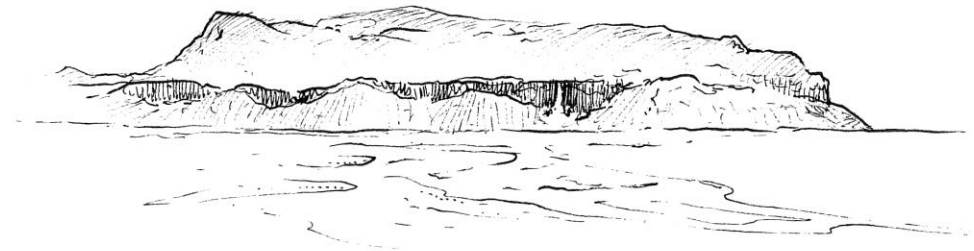


How photoshop makes it magic!

Seljalandsfoss Hádegishnjúkur Brekkuhorn
Vetmannæyjar



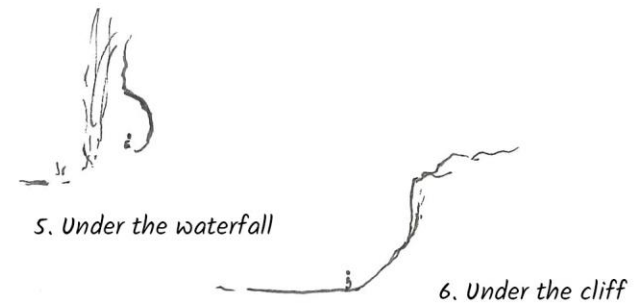
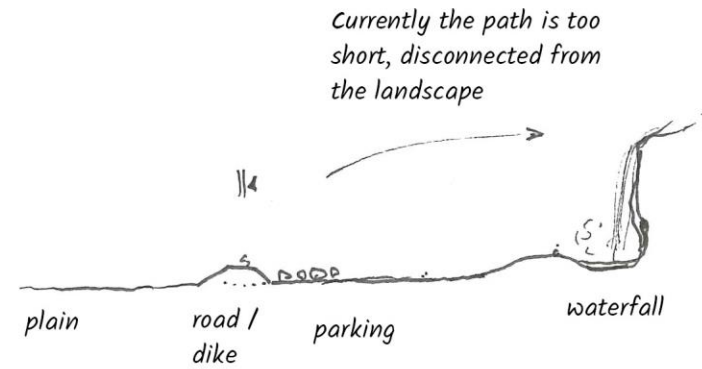
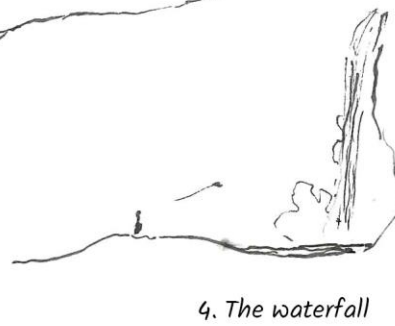
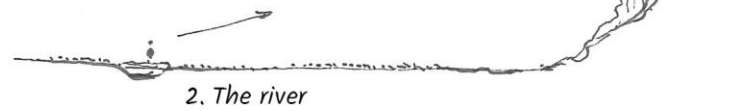
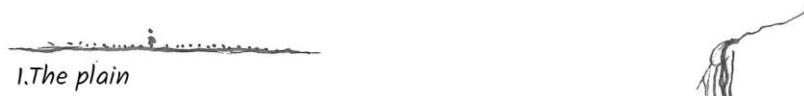
*Leaving the group
to move towards the waterfall,
i turn my back, resisting the attraction
of the fall to find the right distance allowing the landscape
patterns to dialogue together: the plain, the river, the mountain, the cliffs,
the islands and of course the waterfall which then comes out of its repetitive monologue.
Hildur wonders about my strange attitude*



*Seljalandsfoss splits the black line of the
cliffs with a white and valiant white line. The
mountain rests on the great alluvial plain with
its plaited channels reminiscent of the finely
worked hair of certain Icelandic women.*

September 5, 2021
Seljalandsfoss

The 6 stages of discovery enrich perception, anchors it in memory.



COLLECTIVE WORK ON THE GROUND



All together, walking around the site, taking time, having the visitor experience of the site.



Experiencing the site, and sharing ideas and impressions, together.



Writing workshop. Express in writing your emotions towards the site:
What, for you, makes the power and beauty of the site of Jokulsarlon?
How do you dream Jokulsarlon to be in the future?



*Principles for the
landscape intentions
scheme of Jökulsárlón*

*1 - Disperse attendance at a fixing point to
promote a calm and solitary perception*

*2 - Make the installations (buildings, parking,
etc.) discrete since the paths, the water, the
road*

*3 - Respect the traces of the old glacial flows and rely on
these natural structures for the design of the installations*

*4 - Promote the discovery on foot and not even by electric
buses and offer loops of different lengths*

*5 - Concentrate interpretation and information on the reception
center and on a few singular places (end of the dike, abutment of
the bridge, etc.)*

The identification of the site's values and the collective expression of wishes for the future become the basis of the project. From ideas to action: five key points for the further "Landscape Intention Scheme" in Jokulsarlon, based on the writings of participants in the workshop.

SOME LEARNINGS...

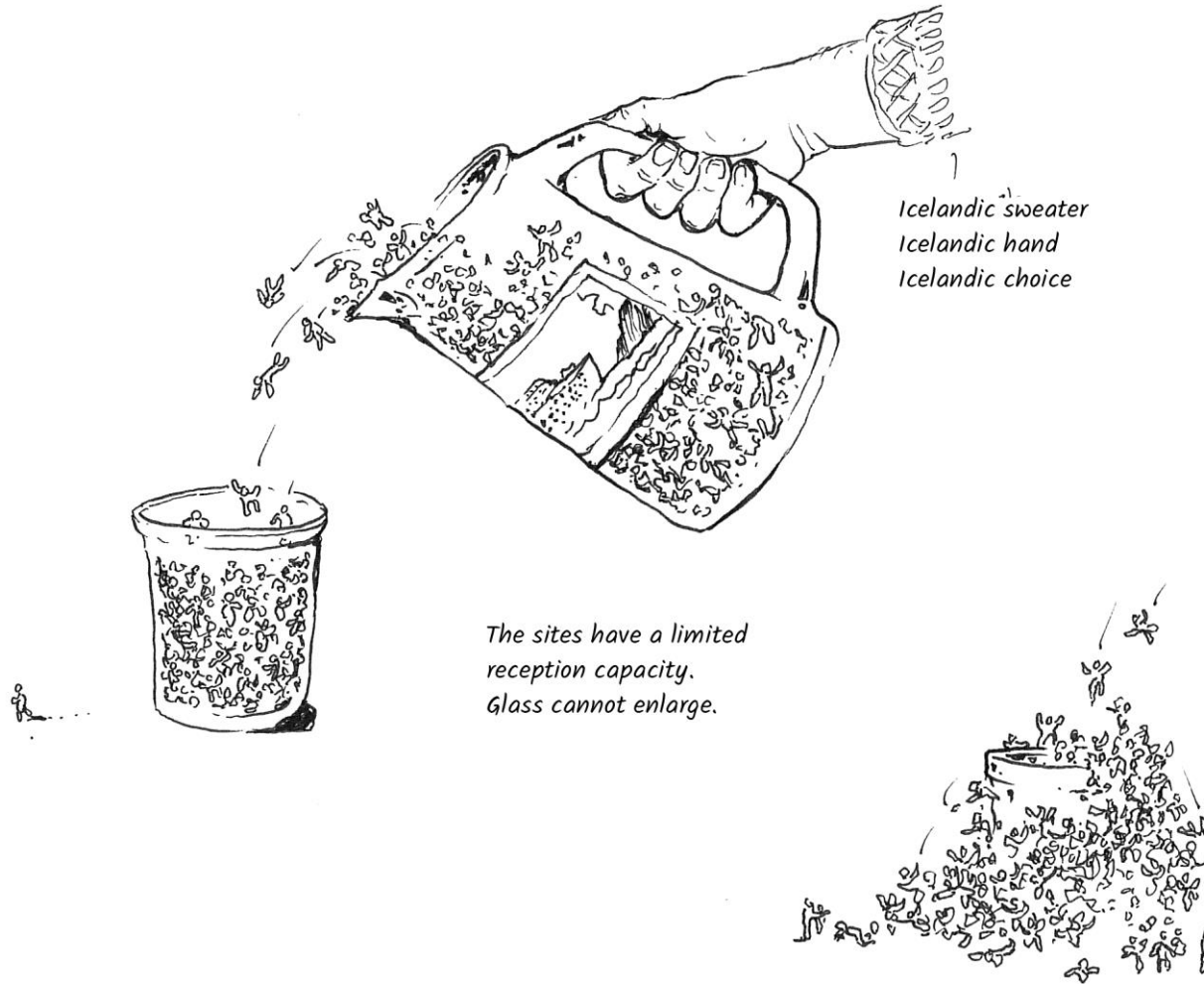
Is the spirit of the place
not threatened ?



Inspired by Brian Pilkington's
drawings of Icelandictrolls

Sustainability cannot be based on a ready-made grid of objective criteria, such as good environmental practices (waste sorting, electrical outlets for cars, etc.) or tourism (high-level services, first-class visitor centres, etc.).

September 7, 2021



*Icelandic sweater
Icelandic hand
Icelandic choice*

*The sites have a limited
reception capacity.
Glass cannot enlarge.*

*When the glass overflows,
the site no longer breathes,
visitors are squeezed,
angry, lost and they
consume less. Iceland's
reputation is declining,
but a reputation is much
easier to destroy than to build.*