



APPLICATION CITY OF REYKJAVIK

FESTIVAL AND EVENT CITY AWARD PROGRAM



Section I. Community Overview

General Information.

Reykjavik is the capital of Iceland and the country's largest city. It is located on the south west peninsula of Iceland, a 40 minute drive from the international airport in Keflavik.

The total population of Iceland is 318.000. In Reykjavik the total population is 120.000 but 200.000 in the greater capital area, which includes the towns Hafnarfjörður, Garðabær, Kópavogur, Seltjarnarnes and Álftanes, home of the President of Iceland.

Venues

All the main venues in Reykjavik and Capital area are listed in appendix # 1

What follows is an introduction to the most important ones.

Harpa



Reykjavik's new concert and concert hall opened on May 6th 2011 and has hosted numerous concerts and conferences since. It was an important venue, both at The Reykjavik Arts Festival in May as well as the country's largest festival, The Reykjavik Culture Night in August.

Eldborg, Harpa's main hall, features state-of-the-art facilities for concerts and extraordinary acoustics for all kinds of music. The hall features a large stage and orchestra pit, and the balconies behind and to the sides of the stage can be used as well. Eldborg can accommodate 1,600 seated guests and can be expanded to 1,800 if all seating options are utilised. The hall has a top-quality sound system and lighting equipment, as well as interpreters' booths. It is specially designed for concerts but is also very suitable for international conferences and lectures.

Besides Eldborg there are three more halls, Norðurljós which accommodates 450 seated guests, Silfurberg – the conference hall, which seats 750 guests and Kaldalón – the fourth hall which accommodates 195 seated guests.

Laugardalshöll



Hall A & B

Laugardalshöll sports hall has been the venue for both sports, concerts, exhibitions etc. for many years. It's located just east of the city center and has good parking facilities as well as being accessible for public transport. Hall A (built in 1966) has a total capacity of 5500 standing or 3000 seated, while Hall B (built in 2005) has a total capacity of

11.000 standing and 4500 seated. Perhaps the most prominent event to be held at Laugardalshöll was the World Chess Championship 1972, often dubbed the "Match of the Century", in which American challenger Bobby Fischer defeated the Russia champion Boris Spassky.

Reykjavik Arts Museum – Harbour House



Harbour House, located in downtown Reykjavik, serves as the Reykjavik Art Museum's institute of contemporary art. The Reykjavik Art Museum took possession of its portion of Harbour House in April 2000. Hafnarhús was built in 1932-39 for the offices and warehouses of Reykjavik Harbor and was at that time one of the largest buildings in the country. The museum comprises six galleries, the courtyard, and a multi-purpose room. The Courtyard has been a venue for many cultural events and has played an important part in festivals such as Iceland Airwaves, Reykjavik Design Festival and

more. A standing capacity in the Courtyard is approximately 900.

Háskólabíó

Háskólabíó (The University Cinema) is a multi cultural house, being used interchangeably as a cinema, concert house and conference venue, and has for almost 50 years housed The Iceland Symphony Orchestra. Háskólabíó is located in the university area along with the National Museum, National Library of Iceland and the Nordic House and is in a 10 minute walking distance from the Reykjavik downtown area. The University Cinema has hosted regular domestic and international events for many years. The biggest of the seven halls seats 970.



Main outdoor areas

Lækjartorg / Arnarhóll

Lækjartorg is a square right in the heart of Reykjavik joining the main shopping street Laugavegur / Bankastræti with Lækjargata, the street running from the waterfront to the City Pond. Arnarhóll is a hill next to Lækjartorg and can function as a natural arena for big outdoor events. Lækjartorg / Arnarhóll has been the location for many big outdoor concerts and other events; National Day, Gay Pride, Reykjavik Culture Night and others. Arnarhóll / Lækjartorg has a combined capacity of about 50.000.



Austurvöllur



Austurvöllur is a lovely small park located in front of the House of Parliament and the Reykjavik Cathedral in the heart of Reykjavik. Austurvöllur is surrounded by cafés and restaurants and is one of the most popular spots to sit down and enjoy a sunny afternoon with friends and family. It is also a favorite spot for demonstrations, smaller concerts and has been the location for the Lighting of the Christmas Tree for 60 years. Capacity approximately 6 – 8000.

Ingólfstorg

Ingólfstorg is a downtown square which was redesigned in 1993 but has for decades been a place where people gathered together. It is now a popular spot for outdoor concerts, May 1st celebrations etc. The square has a capacity for 6 – 10.000.

Klambratún

Klambratún is a park east of the centre of Reykjavik and surrounds the Reykjavik Arts Museum – Kjarvalsstaðir. Klambratún, always a popular recreation area in the city, has in recent years become a popular outdoor music venue where large concerts, both classical and rock have been held, mainly on Reykjavik Culture Night. The concert area of the park has a capacity in excess of 35.000.



Hljómskálagarður

Hljómskálagarður Park was Reykjavík's first formally-planned park with the first trees planted in 1914. It is the south-part of the Reykjavík pond and a lot of ducks, geese and swans which are all waiting to be fed. It is a popular park and recreation area in the summer time with a play area for kids and barbeque where you can bring your own food and barbeque in the park. It has also been the venue for numerous outdoor events both sport's and cultural. Capacity 25.000.

Laugardalur

Laugardalur Valley, east of Reykjavik is the main sports area in Reykjavik with a football stadium, swimming pool, iceskating rink, sports hall etc. It is also the home of the Botanic Garden and the Family Petting Zoo. Although most often connected to sports, big outdoor events have also been hosted in the Laugardalur valley, most notably by Björk when she gave her free Nature Concert in 2007.

Hospital and emergency response

All large outdoor festivities in Reykjavik have to work with the emergency services; The Police Department, The Fire Department, The Ambulance Service, and the Rescue Teams.

Through the work with Reykjavik Culture Night, the countries largest festival, a Response Team has been created with all the aforementioned parties along with the ER, a representative of Visit Reykjavik and the festival organisers. The Response Team assesses the arrangement with respect to health hazards, safety etc.

Hotel rooms

Reykjavik offers a wide variety of accommodation, with a total of 3.655 rooms available. Icelanders are known for their warm hospitality, so wherever you choose to stay, you will feel right at home. All the main hotels and guesthouses are well situated within the city, with easy access to all the attractions of the downtown area. The international hotel chains, Best Western, Hilton, Park Inn and Radisson SAS all have hotels in Reykjavik.

Public Transport

Reykjavik is a quite compact city with most cultural institutions and events taking place in the center which is very accessible on foot.

The Reykjavik Public Transport System is comprised of a network of buses, very easy to navigate. The cost of one fare approximately \$ 3. The Reykjavik Public Transport System, locally known as Strætó has a comprehensive website designed to help you get to where you want to go: <http://straeto.is/english>



In 2010 public busses were free for the first time on Reykjavik Culture Night to encourage festival goers to use other means of transport than the private car.

Reykjavik is located 45 minutes from the Keflavik International Airport. The Flybus airport shuttle will take you from Keflavik International Airport to Reykjavik city and vice versa. The Flybus is connected to all arriving and departing flights at Keflavik airport. Seats are always guaranteed.

Parking Availability

There are 2600 paid parking spaces in the central controlled parking zone and a further estimated 4000 more parking spaces on the edges of the city centre. There are further more eight paid parking garages in the center with a total capacity of 1670 spaces. 40 disabled.

Walking Paths, Bicycle Lanes

Festival arrangers encourage guests to travel on foot or bike to events. 150 km (750) pedestrian.

Section II. Community Festivals and Events



Reykjavik enjoys a surprisingly energetic and inspiring community of artists, musicians, writers and designers. This creative group finds one of its outlets in the city's numerous festivals and events.

Reykjavik offers ongoing festivals and events throughout the year. The city is the home of around 30 festivals annually which focus on everything between tango and the Icelandic horse, design and cutting edge theater.

The autumn and winter bring the Reykjavik International Film Festival, the pop music festival Iceland Airwaves and the Reykjavik Jazz Festival, followed by the multicultural Winter Lights Festival and the gourmet feast Food and fun.

Spring and summer bring the prestigious Reykjavik Arts Festival, the Design March, the Festival of the Sea, the Gay Pride Parade, Reykjavik Culture Night and the Reykjavik Literary Festival – to name but a few.

Reykjavik does not yet have a strong destination brand although it has grown considerably stronger in the last decade. Festivals and events are an important part of a Reykjavik's image as a vibrant, creative and cultural city and the festivals are definitely used to present and market Reykjavik as an interesting destination in an innovative way.

In 2002 Visit Reykjavik was founded by the City of Reykjavik, bringing together a festival office and the destination marketing office for the city. Reykjavik's administration, advice and support of festivals and events in the city has strengthened since then and the goals clearer.

The festival office of Visit Reykjavik produces a number of festivals as well as giving free advice to other festival producers and acting as contact to all other city departments. Reykjavik does not charge festival and event's producers for parks or other public spaces.

On the Visit Reykjavik website is a comprehensive culture calendar which presents all events in the city, for both locals and guests.

All annual and biannual festivals are listed in appendix #2

Section III Governmental Support of Festivals and Events

The City of Reykjavik produces many of the city's largest festivals and is a proud and important sponsor of many more.

In 2002 The Visit Reykjavik Office opened and its role was to be the city's Event's office as well as being a Destination marketing office. In 2004 City Council approved a Tourism Policy (2004 – 2010) which supported the importance of festivals and events for the city's image as a young, cultural and vibrant city. Earlier this year, Reykjavik City Council approved of the new Tourism Policy (2011 – 2020) which further emphasises the importance of festivals and events playing a major role in portraying Reykjavik as an attractive destination all year round.

Visit Reykjavik is the first stop for new festival planners to get advice and information about sponsorship, funding, permits etc.

All city funded festivals are listed in appendix #3 These are only support of the annual and biannual festivals, the City of Reykjavik, often through Visit Reykjavik supports many other events, either financially or in kind.

Section IV. Non-Governmental Community Support of Festivals and Events

Controlled and supervised volunteer work is quite young and unexperienced in Iceland although the trend is certainly growing. The traditional volunteer work in both cultural and sporting events is much stronger in the communities outside the capital. A number of festivals in Reykjavik have been building up a volunteer program, both with local participants and also in collaboration with international volunteer organisations, SEEDS (See beyond borders) and Friends of the World.

Before the financial crunch in October 2008, Icelandic companies were actively involved in many festivals and events. Their support in cultural events had been growing steadily since Reykjavik was the European Capital of Culture in 2000 and was in 2008 become a significant part of many festivals budget. Banks, telephone companies, insurance companies were key players in financial festival involvement. After the financial crisis sponsorship has been cut back but is slowly getting back on track again. The city's involvement in festivals and events became even more important at that time.

Many festivals, especially those held in the city centre get various support from businesses there.

There are three daily newspapers in Reykjavik, many radio stations and three local TV stations. Most annual festivals have media partners although social media is getting increasingly important.

Section V. Leveraging 'Community Capital' Created by Festivals & Events

As stated before, festivals and events have an increasing role in building up Reykjavik's image as a cultural city. Reykjavik is not a strong destination compared to many other European capitals. It is a relatively young city and quite small in comparison to our Scandinavian neighbours. It can not boast of historically known and renowned cultural institutions but has a very creative and lively cultural life which blossoms during the cities various festivals .

In recent years the tourism industry in Reykjavik has come to recognize the value of festivals and are increasingly using information about festivals and events to promote the city as an all year round destination.

The local airlines, Icelandair and Iceland Express are more progressively, in collaboration with festival producers and often Visit Reykjavik, planning FAM trips and inviting international journalists to Reykjavik while a festival is taking place – to make the experience of the stay more memorable.

Location Fact Sheet

Location name	Laugardalshöll Hall A / Hall B
Address	Engjavegi 8, 104 Reykjavík
Contact Name	Óli Öder, oli@ish.is
Telephone	+354 585 3300, +354 896 1072
Web	www.laugardalsholl.is

Description of Location

Size	Hall A: 1.600 m ² (floor capacity + 1290 seats in balcony)	Hall B: 5.000 m ²
Capacity standing	Hall A: Total 5.500, 4200 standing (floor) + 1290 in seats in balcony	Hall B:: Total 11.000 standing
Capacity sitting down	Hall A: Total 3.000 (max capacity considering view ability) including 1290 in balcony, i.e. approx 1700 seats on floor	Hall B: 4.500 seats max

Restaurant	No
Wardrobe	9 sports dressing rooms, 6 conference rooms (variable sizes) from 40 m ² - 100 m ² plus smaller rooms, with bathrooms, some with showers.

Equipment	<p>Total electricity of venue. 3 x 3.000 amp – 400V. 3 phases neutral and ground (earth)</p> <p>Hall A: stage area: S/R lighting 3 x 300 amp – 400V</p> <p>Hall A: stage area: S/L Sound 3 x 125 amp – 400V</p> <p>Hall A: 30 ETC channel dimmer 2000W per canal</p> <p>Hall B: Total 3 x 600 amp – 400V, (easy to arrange more if needed)</p> <p>Hall A: 100 channel ETC dimmer 2000W per canal (spread over area)</p> <p>Sound system in booth halls is only for public address (PA)</p> <p>Att: No other stage equipment included must be rented.</p>
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Distance from City Centre	10 minute drive from the City Centre
Busses	no 2 & 15
Parking space	450 spaces at venue. In all 3000 spaces close by.

Other	Venue can support all services needed, such as sound, light, and production. Experience from over 50 international artists and events.
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Laugardalshöll



Annual and Biannual Festivals in Reykjavik

Festival	Description	Contact	e-mail	Number of years festival has been produced	Dates	Recurrence Cycle	Estimated attendance	Volunteers	Targeted marketing effort
Dark Music Days	A contemporary music festival, held by the Iceland Composer Society in collaboration with most of Iceland's finest performers.	Kjartan Ólafsson	composer@simnet.is	21	Four days in late January	Biannual since 1980 - 1998 and annual since then	ca 3000	10 - 15, all musicians	Primarily local although a number of international journalists visit the festival
Winter Lights Festival	A three day multicultural festival - no admittance fees, involving both cultural institutions, schools etc.	Sif Gunnarsdóttir	sif@visitreykjavik.is	10	3 - 4 days in early February	Annual since 2002	ca 30.000	No special volunteer program	Primarily local but useful as a low season event.
Museum Night	Friday night in early February - part of the Winter Lights Festival	Sif Gunnarsdóttir	sif@visitreykjavik.is	7	Friday night in early February	Annual since 2005	ca 10.000	No special volunteer program	Primarily local but useful as a low season event.
Food and Fun	Gourmet food festival	Sigurður Hall	siggihall@siggihall.is	10	Four days in early March	Annual since 2002	ca 20.000	No special volunteer program	Attendance is local but with a lot of foreign press
Design March	Design Festival with furniture, architecture etc. the program of DesignMarch includes a wide range of exciting events, exhibitions and lectures.	Halla Helgadóttir	halla@honnunarmidstod.is	3	Four days in late March	Annual since 2009	ca 30.000	No special volunteer program	Attendance is mainly local but with a growing interest from abroad.
Reykjavik Fashion Festival	Reykjavik Fashion Festival is an exciting mixture of fashion, design and music at venues around the city	Ingibjörg Finnbogadóttir	imba@rff.is	2	Long weekend early April	Annual since 2010	ca 1000	Many volunteers - students etc.	Attendance is local and international professionals

Annual and Biannual Festivals in Reykjavik

The Festival of Sacred Arts	The festival focuses on the spiritual in the Arts in a varied and ambitious programme, embracing many forms of sacred art as portrayed in music, visual art, theatre, dance and literature.	Inga Rós Ingólfssdóttir	ingaros@hallgrimskirkja.is	12	Two weeks around easter	Biannual since 1987	ca.6000	No special volunteer program	Local attendance with both local and international artists
The Icelandic Horse Festival in Reykjavik	A new festival focusing on the special Icelandic pony			1	A week in early April	Annual since 2011	ca. 10.000	No special volunteer program	Local attendance.
Sequences	SEQUENCES real time art festival focuses on the broad spectrum of time-based arts.	Center for Icelandic Art	info@cia.is	6	Different dates	Annual since 2006		Volunteers from art schools	Local attendance with both local and international artists
Reykjavik Blues Festival	Blues-music festival with local and international artists	Halldór Bragason	blues@blues.is	8	The week before Easter	Annual since 2004	3000-5000	No special volunteer program	Local attendance with both local and international artists
Art Without Boundaries	A festival where all events are performed by disabled artists		listanlandamaera@gmail.com	6	Two weeks early May	Annual since 2006		Mostly done with volunteers	Local attendance.
Reykjavik childrens Festival	Multi cultural festival for children	Sif Gunnarsdóttir	sif@visitreykjavik.is	1	One week in late April	Biannual since 2010	ca 25000	No special volunteer program	Local attendance
Reykjavik Arts Festival	The Festival is one of Northern Europe's the oldest and most respected arts festivals. The purpose of the Festival is to promote Icelandic and international culture in all fields of art. The programs offer a range of concerts, theatre performances, exhibitions, dance and opera	Hrefna Haraldsdóttir	hrefna@artfest.is	25	16 days in mid May	It was held biennially from 1970 and annually from 2004		No special volunteer program	Local and growing international attendance

Annual and Biannual Festivals in Reykjavik

Festival of the Sea	Festival celebrating the sea and seamen. The oldest annual festival in Iceland.	Sif Gunnarsdóttir	sif@visitreykjavik.is	73	First weekend in June	Annual since 1938	ca 30.000	No special volunteer program	Local attendance
National Day - June 17th	Iceland's National Day, celebrated all over the country	Markus Guðmundsson	markus@hitthusid.is	67	June 17th	Annual since 1944	ca 40.000	No special volunteer program	Local attendance
Reykjavik Gay Pride	Festival celebrating the gay community in Iceland	Þorvaldur Kristinsson	thorvaldur.kristins@simnet.is	12	Second weekend in June	Annual since 2000	ca. 80.000	All work done by volunteers	Local attendance
Reykjavik Jazz Festival	Jazz music festival with local and international artists	Pétur Grétarsson	pegre@simnet.is	21	2 weeks in August/September	Annual since 1990		No special volunteer program	Local attendance
Reykjavik Culture Night	One day multi cultural festival in the city centre	Sif Gunnarsdóttir	sif@visitreykjavik.is	16	Saturday mid August	Annual since 1996	ca 100.000	No special volunteer program	Local attendance
LOCAL Theatre Festival	International theatre festival		local@local.is		Four days early September	Annual since 2008		No special volunteer program	Local attendance
The Reykjavik International Literary Festival	Many of the world's best-known authors have attended the Reykjavik Literary Festival in the 20 years since its inception in 1985		bokmenntahatid@bokmenntahatid.is	10	Five day early September	Biannual since 1985		Run by volunteers	Local and international attendance

Annual and Biannual Festivals in Reykjavik

Reykjavik International Film Festival	Film festival with growing European importance	Hrönn Marinósdóttir	hronn@riff.is		Two weeks late 8 September	Annual since 2004	ca 25.000	Volunteer program	Local and international attendance
Young Art Festival	Multi cultural festival produced by young people	Ása Hauksdóttir	asa@hitthusid.is		One week early 19 November	Annual since 1992		Run by volunteers	Local attendance
Iceland Airwaves	Hip and cool music festival		info@icelandairwaves.is		Five days mid 12 October	Annual since 1999	ca 7000	Volunteer program	International and local attendance

Reykjavik Festival funding in 2010

All numbers are in US \$

Reykjavik International Film Festival.....	70,000
Reykjavik Blues Festival.....	5,000
Reykjavik International Litterary Festival.....	13,000
Shorts and docs Film Documentary Festival.....	5,000
Design March.....	14,000
Iceland Airwaves.	51,500
Reykjavik Jazz Festival.....	16,000
Festival of the Sacred Arts.....	8,500
Art Without Boundaries.....	4,300
Reykjavik Arts Festival.....	292,000
Local Theatre Festival.....	13,000
Food and fun.....	7,800
Reykjavik Dance Festival.....	11,000
Reykjavik Fashion Festival	4,300
Sequences Arts Festival.....	7,800
Dark Music Days	10,300
Winter Lights Festival / Museum Night.....	7,800
Reykjavik Childrens Festival.....	51,500
Advent Festival.....	15,500
Reykjavik Culture Night.....	43,000
Total.....	651,300