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People in Bristol know who they are

▷ Bristol is like the Hotel California. "You can check out, but you can never leave."



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there's
more*





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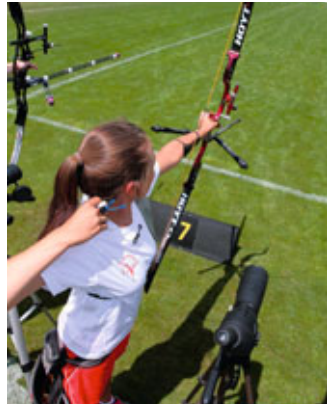
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If your photos are a surprise even to you, sharpen your skills and see yourself through new eyes



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ADDITIONAL ARTICLES, TRAVEL TIPS, INTERACTIVE MAPS, VIDEOS, AND MUCH MORE ON SCANDINAVIANTRAVELER.COM

WHERE CHEFS EAT

In recent years, chefs have become a highly sought-after Nordic export. From New York to London, Berlin and San Francisco, Scandinavians are bringing their unique brand of gastronomy to some of the world's best restaurants. And who better to recommend restaurants than the people whose job it is to live and breathe good food?

Scandinaviantraveler.com asked five experts to share their top tips on where to eat in their cities.




Life in Hong Kong

Let the locals guide you to the best places and hangouts in Hong Kong. See the movies at scandinaviantraveler.com

TRULY TURKISH

When in Side or Alanya on vacation, there are plenty of things to do besides your regular hotel, beach, and bar-routine. Get all the inside tips at scandinaviantraveler.com



EATING OUT IN GOTHENBURG JUST GOT BETTER

For far too long, depressing beer deals and overhyped gourmet burgers have dominated the restaurant scene in Gothenburg. There's a new breed of restaurants in town offering Gothenburgers what they have been looking for all along! Read about it at scandinaviantraveler.com



CLEAN EATING AND GREAT BEER IN CHICAGO

Not only is Chicago embracing the clean-eating trend, no other US city does beer better than the Windy City. At scandinaviantraveler.com we let you know all the best places to visit if local, seasonal and organic food is your thing, as well as if you're on the lookout for a great beer.



TERRACES OF BARCELONA

The city of Barcelona has got everything. Gastronomy, culture, the beach, shopping, parks, architecture... But as the sun starts to set on another action-packed day, what could be better than relaxing with a cocktail and enjoying the view from one of the city's spectacular rooftop bars? Check out the list at scandinaviantraveler.com.



PSSST, DON'T TELL ANYONE ABOUT THESE COPENHAGEN SPEAKEASIES

London has them, New York has them, why wouldn't Copenhagen have them too? These secret bars don't look like much from the outside, but they hide innovative drinks and interiors to match on the inside. Go to scandinaviantraveler.com for the password to get your hands on the city's best cocktails.

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▷ Journalist and writer working for both newspapers and magazines. She has also contributed to an award-winning cookbook. For this issue, she met entrepreneur Jan Vardøen who runs almost a whole borough. "While most city planners take years to develop a plan, Jan Vardøen just does it."



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▷ Swedish photographer based in New York. He shoots portraits, travel and architectural work for magazines and advertising agencies around the globe. In his book project *Suburbia gone Wild* he photographed model homes built for the new upper middle class in emerging economies around the world.



Mauro Rongione

▷ Photographer living in Stockholm and specialized in travel, portraits, architecture, and interiors. A regular contributor to Swedish dailies and lifestyle magazines. In this issue, Rongione traveled to Bristol. "Being an indie music fan, I like seeing Bristol's independent spirit everywhere."



Øystein Tronstad

▷ Oslo-bound journalist with a passion for media, music, fitness, and the printed format. "If I've learned anything from life, it's that the past is a strange place and we never really see what the future holds. That's the fascinating part about technology. It has always, and will continue, to grow and surpass our imagination."

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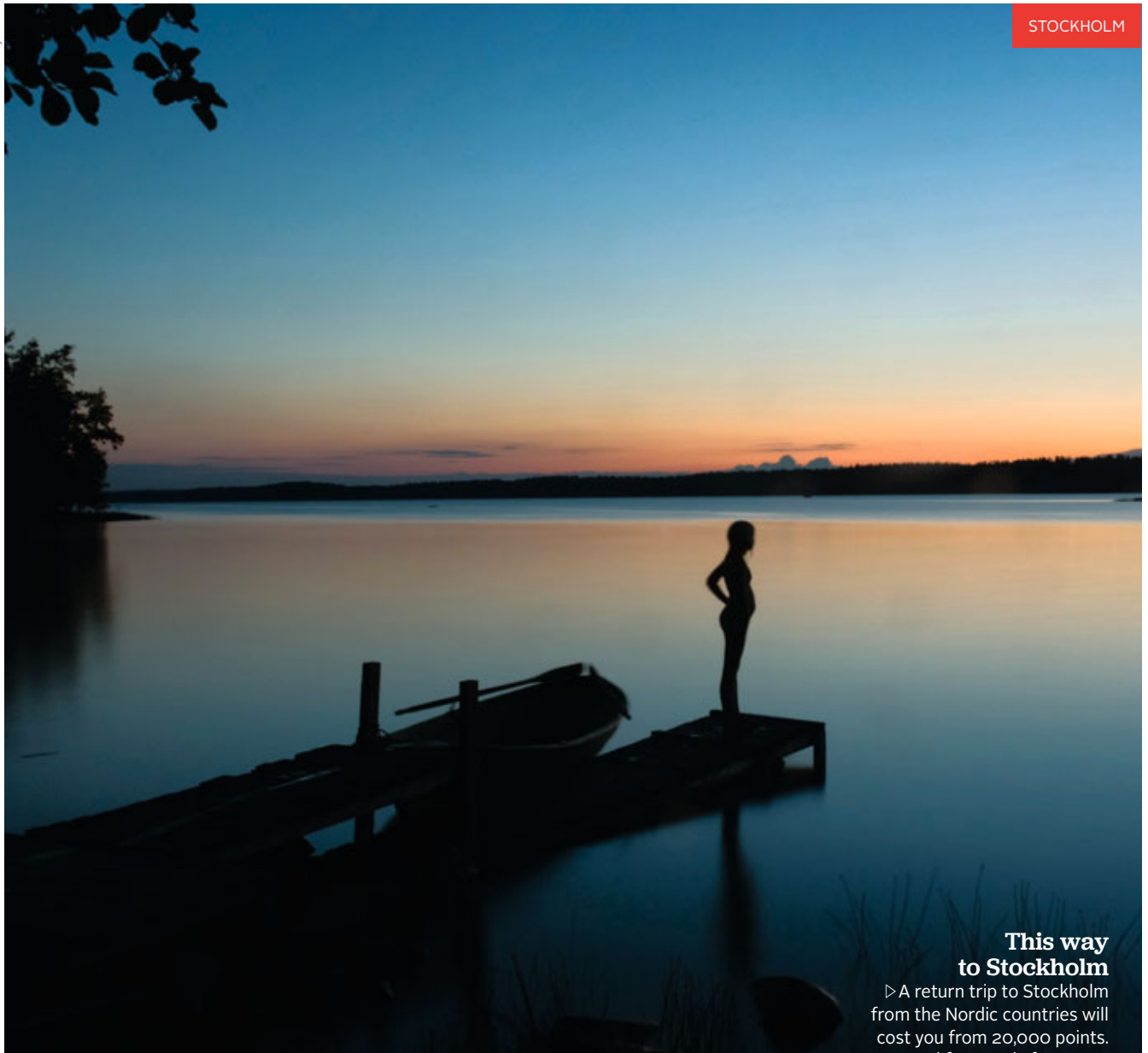
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SHORTCUTS

WHITE NIGHTS | NATIONAL DAYS | CULTURAL CAPITALS | SAILING EVENTS | SUMMER SPORTS

Photo by Johnér

STOCKHOLM



This way to Stockholm

▷ A return trip to Stockholm from the Nordic countries will cost you from 20,000 points. Taxes and fees apply from €30. Book at Flysas.com

IT'S ALL WHITE

White nights are bright nights. This magical phenomenon is created by the sun reflecting off atmospheric particles. Head north for an illuminating experience

IN THE SUMMER of 1908, an asteroid or comet exploded in the atmosphere above Tunguska in Siberia, producing a particularly bright glow at night for several weeks in Sweden. Reports tell of a light so bright that it cast shadows. The event was the biggest collision between the Earth and a foreign

celestial body in the past 100,000 years. Luckily you don't need a big explosion to experience light nights. In the summer, the areas north of the Arctic Circle exchange their pitch-black winter months for days that never end.

Emma Olsson




ICELAND

This way to Reykjavik
 ▷ A return trip to Reykjavik will cost you from 30,000 points in SAS Go. Taxes and fees apply from €30. Book at Flysas.com

HIKING, VOLCANO STYLE
 Go on a summer adventure in the original winter wonderland – for those who've done it all, try a White Night Volcano Hike.

▷ **Iceland**
 April 14–October 1
 goecco.com



ST. PETERSBURG

LIGHT NIGHT ROMANCE
 Each year, St. Petersburg holds a White Nights Festival from late May to July. Experience truly romantic white nights of classical ballet and music of all kinds. From carnivals to fireworks displays, there really is something for everyone.


▷ **St. Petersburg (multiple locations), Russia**
 May 23–July 10
 planeteu.com



VÄSTERÅS

CLASSIC CARS AT MIDNIGHT
 The Midnight Sun Rally. Take part or just watch, either way a great event organized by the Swedish Royal Automobile Club (KAK).

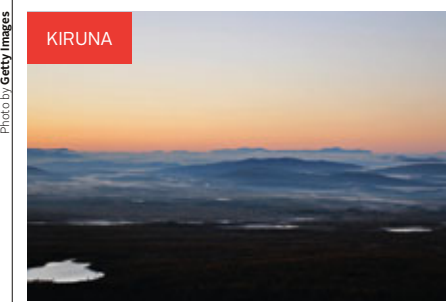
▷ **Västerås, Sweden**
 June 24–27
 midnattssolsrallyt.com



TROMSØ

MIDNIGHT GOLF
 The pearl of Norway offers light nights and the midnight sun. Take the opportunity to visit Tromsø and play a memorable round or two of golf any time of the day or night. Just don't forget to get some sleep.

▷ **Tromsø, Norway**
 May 20–July 22
 visitnorway.com



KIRUNA

HIGH LIGHT – TREKKING HIGHER
 Enjoy a Midnight Sun Trail. A 4.3km hike takes you up the mountain of Luossavaara for the perfect way to experience the light nights at 724m above sea level.

▷ **Kiruna, Sweden**
 May 27–July 15
 Kirunalapland.se



PARIS

FRENCH WHITE NIGHTS?
 Taking its lead from St. Petersburg the Nuit Blanche in Paris may not be until the fall but the format is the same: free culture for all as most institutions keep their doors open for this wonderful all-nighter.

▷ **Paris, France**
 October 4–5
 intrendezvousenfrance.com

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PARIS

A DAY TO CELEBRATE

Newer countries mark their national day as the day of their independence, older countries use the day to remember an event of special significance. Here's a round up of some of the best



This way to Paris

▷ A return trip to Paris will earn you from 3,000 points in SAS Plus. Book at Flysas.com

Photo by Getty Images

FRANCE

Formally known as La Fête nationale or The National Celebration, Bastille Day, on July 14, commemorates the beginning of the French Revolution in 1789, which kicked off with the Storming of the Bastille. Wreaths are laid at war memorials,



while the oldest and biggest annual military parade in Europe is held on the Champs-Élysées in Paris, with the President of the Republic along with numerous French dignitaries and foreign guests in attendance. The Paris fireworks are magnificent and two great spots to view

them are near the Eiffel Tower or on the Champs de Mars. You could also opt for a river cruise and enjoy a fabulous meal while drinking in the display.

▷ **Bastille Day**
July 14, Paris
en.parisinfo.com



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SPAIN

On October 12, 1918, the Spanish government decided to celebrate Columbus' arrival in the Americas. Originally called *Fiesta de la Raza* (Feast of the Race), it was renamed *Día de la Fiesta* (Day of the Race) in 1940, then *Fiesta de la Hispanidad* (Feast of the Hispanic Culture) and is now known as *Fiesta Nacional de España*. If that isn't confusing enough, it is also the Armed Forces Day, the Feast Day of the Virgin of Pilar, and the Festival of the Guardia Civil. As a result, you'll have plenty of options when it comes to things to do. In Madrid, the biggest event is the massive military parade that draws huge crowds to the palace where the King and various dignitaries watch the procession and the aerobatics show.

▷ **Fiesta Nacional de España**
 October 12
 Madrid, Spain



MADRID

Enjoy free entry to the Louvre on Bastille Day

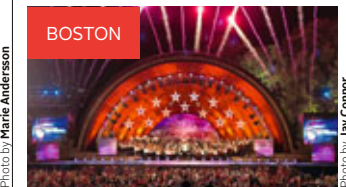
Photo by Getty Images



SYDNEY



STOCKHOLM



BOSTON



COPENHAGEN

AUSTRALIA

Australia Day celebrates the 1788 arrival of the First Fleet of eleven convict ships in Port Jackson. It's the biggest public celebration of the year and is marked with hundreds of parties across the country. It's also the day when many newcomers receive Australian citizenship. If you're in Sydney on the day, head on down to the harbor where you'll be treated to music, great food, and one of those legendary Australian fireworks displays.

▷ **Australia Day**
 January 26
 Sydney
australia.com

SWEDEN

Sweden's National Day dates back to 1523 when King Gustav Vasa was crowned following the country's break from Danish rule. It's also the day Sweden signed its Constitution in 1809. A recent survey showed most Swedes do nothing to mark the day, preferring to relax, but if you are in the mood for some celebrating, go to Skansen, where there'll be folk music and children wearing traditional costumes presenting the King and Queen with flowers.

▷ **Swedish National Day**
 June 6
 Skansen, Stockholm
skansen.se

UNITED STATES

The Fourth of July, or Independence Day, marks the adoption of the Declaration of Independence, in which the colonies said "no" to Great Britain. Towns hold parades and people have barbecues or go on picnics with family and friends. Boston takes its Fourth of July celebrations seriously, and one of the best events is the Boston Pops Orchestra Fireworks Spectacular, held on the Charles River Esplanade.

▷ **The Fourth of July Celebrations**
 July 4
 Boston
boston.com

DENMARK

Denmark doesn't have an official National Day, although what the Danes call Constitution Day is observed on June 5. This commemorates the 1849 signing of the Constitution and celebrates the adoption of Denmark's constitution in 1953. Most offices and stores close at noon, and while you might see some political rallies and meetings, Danes also celebrate Father's Day on June 5, so the focus tends to be on dad.

▷ **Constitution Day**
 June 5
 Denmark (throughout)
denmark.dk

Next time,
you could land at

a completely
different latitude

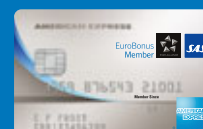


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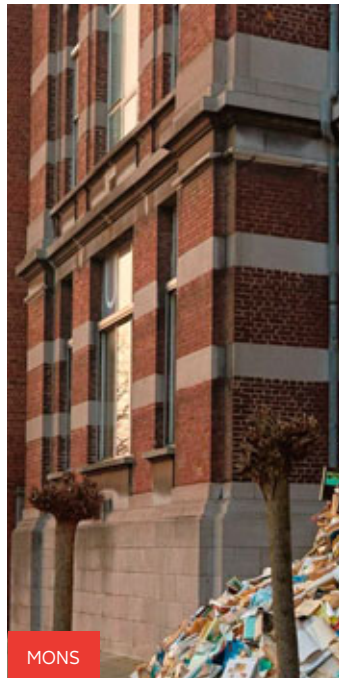
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CULTURAL HERITAGE TIMES TWO

Normally there is just one Cultural Capital of Europe each year, but 2015 sees two cities dusting off the best of the best, offering plenty of great art - and great beer

DIGITAL ART and street performances? Incredible exhibitions at newly opened museums? Folklore, architecture, and rock concerts? Both Mons in Belgium and Pilsen in the Czech Republic are pulling out all the stops to give you the experiences of a lifetime. And did we mention there's beer? Yes, there is beer.



MONS

BIOGRAPHIAS

With five new museums opening during 2015, Mons is making sure everyone is in on the secret. Installations will pop up in squares, alleys, and maybe just as you turn a corner. Be prepared to stumble upon great urban art.

▷ Biographias

Art en Ville, Place Warocqué
mons2015.eu



More on Pilsen and Mons:

pilsen2015.cz
mons2015.eu



PILSEN

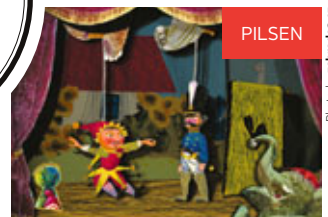
Photo by Pilsner Urquell

TOUR THE BIRTH-PLACE OF PILSNER URQUELL

What more needs to be said? Enjoy the tour, learn the traditional craft of brewing, then sit back, sip and say ahhh.

▷ Brewery museum tour

U Prazdroje 7
pilsnerurquell.com



PILSEN

Photo by zahrada2.cz

TRNKA'S GARDEN

Czech animated cartoons were a great part of growing up in the sixties and seventies. Pilsen is paying homage to the art as well as one of its true masters, local hero Jiri Trnka.

▷ West Bohemian Museum in Pilsen

Until May 24
 Kopeckého sady 2
zahrada2.cz



MONS

Photo by Wikimedia

DUCASSE DE MONS

At this annual medieval feast the town's citizens gather to fight a greedy dragon named Doudou. A man dressed as St. George 'finishes off' the dragon with a pistol - although it's all in good fun and no one gets hurt.

▷ Ducasse de Mons

May 31
 Main Square
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WIND IN YOUR SAILS

An old sea dog or a finely tuned racer, there's something for everyone in sailing, so check out these great summer events



Photo by Matt Knighton / Volvo Ocean Race



Gothenburg

Photo by Anna-Lena Elled / Volvo Ocean Race

THE BIG ONE

The Volvo Ocean Race is one of the biggest sailing competitions in the world. Seven teams sail a route of 38,739 nautical miles. At the end of June, a few days before the first boats are expected to sail across the finish line, the festivities begin. This year, Gothenburg will host the celebrations surrounding the competition. Enjoy big screen live coverage, entertainment on stage, and the chance to go aboard the Volvo Ocean boats once they have crossed the finish line.

▷ **Volvo Ocean Race**
Gothenburg, June 21–28
volvoceanrace.com



Marstrand

Photo by Dan Ljungsvik

CLASSIC SAILING

The picturesque archipelago island of Marstrand, just 40 minutes outside of Gothenburg, attracts thousands of sailors every summer. The classic Stena Match Cup begins at the end of June. The competition has grown over the years to become one of Sweden's largest international sailing events and for an entire week, the island is transformed into a mecca for nautical enthusiasts. As well as the competition itself, there's always great entertainment and the vibrant nightlife.

▷ **Stena Match Cup Sweden**
Marstrand, June 29–July 4
stenamatchcupsweden.com



Amsterdam

Photo by Wim Haze

A HISTORIC CELEBRATION

The Netherlands was one of the main seafaring nations in days gone by. This glorious past is celebrated every five years with the entry of historic sailing ships into Amsterdam harbor. Sail Amsterdam held its first events in 1975 as part of the celebrations to mark the city of Amsterdam's 700th anniversary. This year, the city will stage the festival in August. Set your sails for the capital of the Netherlands for a true maritime celebration this summer.

▷ **Sail Amsterdam**
Amsterdam, August 19–23
amsterdam.info



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SAS

SUMMER = SPORTS

The world's a playground and when the sun shines, it makes it that much more fun. Why not get out and see some of the sporting sights?

By Johanna Ståhl

THE PLEASURE AND THE PAIN

Fighting the unforgiving minute every kilometer of the way, cyclists battle it out to prove themselves worthy of the famed yellow jersey or *maillot jaune*. Sit by the roadside, sip wine, and enjoy a baguette and some camembert as the racers speed by.

▷ Tour de France

July 4–26
Netherlands–France
letour.com

12 million +

The number of spectators that line the route of the Tour de France – making it the largest sporting event in the world



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LONDON

Enjoy a glass of Pimms while watching old and new tennis players compete for the coveted trophy

Photo by Al Bello / Gettyimages



Photo by Shutterstock

TENNIS FOR PURISTS

Classic and dignified, Wimbledon is for true tennis fans. Watch the biggest stars slog it out on perfectly clipped lawns at the All England Club. If you're in luck, the sun will shine and strawberries and cream will be enjoyed by all. If not, trust the British spirit to overcome and enjoy the game despite rain and grey skies.

▷ **Wimbledon**
June 29–July 12
All England Lawn Tennis & Croquet Club
Wimbledon, London, England
wimbledon.com



Photo by FISA, Igor Meijer

SAVOIE

ROW, ROW, ROW YOUR BOAT

Now that the Oxford–Cambridge boat race is over, why not head for new waters in France? The world's greatest will be pulling hard and hoping to get ahead of their muscle bound rivals.

▷ **2015 World Rowing Championships Aiguebelette**
August 30–September 6
Lake Aiguebeutte, Savoie, France
worldrowing.com

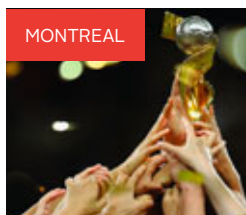


Photo by Fifa

MONTREAL

BIG FOOTBALL, BIG COUNTRY

Football will be gripping Canada as the FIFA Women's World Cup 2015 takes center stage in the home of the Rockies.

▷ **FIFA Women's World Cup 2015**
June 6–July 5
Montreal, Winnipeg, Vancouver, Ottawa, Moncton, and Edmonton, Canada
fifa.com/womensworldcup



Photo by milanworldcanoesprint.com

MILAN

MAKING A SPLASH

These paddlers like canoeing of the speedy variety. To see just how fast, why not head to the Italian capital of style and enjoy a little of the watery action?

▷ **Canoe Sprint World Championships Milan**
August 19–23
The Idroscalo Club, Milan, Italy
milanworldcanoesprint.com

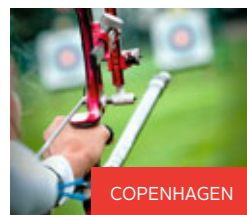


Photo by World Archery

COPENHAGEN

BULLS-EYE! BOWS AND ARROWS

Indulge your inner Robin Hood and enjoy the aces of the archery world as they draw bows and take aim in the grounds of the magnificent Christiansborg Castle.

▷ **Copenhagen 2015 World Archery Championships**
July 26–August 2
Christiansborg Castle, Copenhagen, Denmark
worldarchery.org



Photo by netherlands2015.fivb.org

THE HAGUE

BEACH BALL HIGHS

For real summer sport fun, head to the Netherlands where the Beach Volleyball World Championships will take place. Games will be held in towns throughout the country during the tournament.

▷ **FIVB Beach Volleyball World Championships**
June 26–July 5
The Hague, Amsterdam, Rotterdam, Apeldoorn, The Netherlands
netherlands2015.fivb.org



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BOMBAY SAPPHIRE – WHAT’S THE *difference?*



A highlight of the Bombay Sapphire Distillery are the two stunning glasshouses. They are a symbol of the brand's careful, skillful and creative approach to crafting gin. Within the glasshouses, you have the chance to experience the ten exotic botanicals infused into the spirit through two separate structures providing both a humid environment for the four spices that originate from the tropics, as well as a dry temperate glasshouse for the six Mediterranean plants.

What is it that makes *Bombay Sapphire*® the world number one premium gin*?

Is it the fact that the master of botanicals, Ivano Tonutti, travels the world to select the unique botanicals featured in every bottle of *Bombay Sapphire*?

Or is it because it's based on a recipe created in 1761 by Thomas Dakin?

Or is it the blue color of the bottle? It's all because of this. And more. It's all about the details.

To find out more, let's take a trip to Laverstoke Mill, the home of *Bombay Sapphire*.

The mill, which dates back to the 10th century, has been completely renovated by the Bombay Spirits

Company Limited, undergoing a multi-million Pound restoration to the brown-field site which covers two hectares of the British countryside and is steeped in natural beauty, astride the crystal clear River Test. Every effort has been made to ensure that Laverstoke Mill is transformed into a state-of-the-art premium gin distillery, encompassing the highest standards in design, functionality and sustainability.

*By value. Data sourced by IWSR (International Wine and Spirit Research)



“This is a truly exciting time for Bombay Sapphire as we open our doors to the public worldwide and share our story with them for the first time. Our aim was to create a world class distillery, built to mirror the fundamental principles of our brand - beauty, creation and integrity. Everything we do from our iconic blue bottle, to the ten exotic Bombay Sapphire botanicals and our unique Vapour Infusion process, demonstrate our commitment to quality and innovation in gin distillation.”

Valerie Brass , Global Marketing Director of Bombay Sapphire gin



Master Distiller
Nik Fordham.

In October 2014, Laverstoke Mill finally opened up its doors for the public for the very first time. Now the newly renovated site provides an opportunity for you to learn more about the illustrious history of Laverstoke Mill and the unique Vapour Infusion distillation process of *Bombay Sapphire* gin.

A visit to Laverstoke Mill allows you to follow the production of *Bombay Sapphire* and discover the botanicals-to-bottle story, exploring the unique production methods as well as the ten botanical ingredients that are handpicked to go into every bottle of this distinctive gin.

The recipe of *Bombay Sapphire* contains ten different botanicals that are carefully selected from all over the world. As a visitor at Laverstoke Mill you will discover the aromas and unique flavour profile of each of the botanicals and understand their role in the final bright, fresh character of each bottle of *Bombay Sapphire*. The exact amount of each botanical that goes into the still is one of the world’s best kept secrets, known by a selected few.

After experimenting with the harvested botanicals, you are ready to discover the true story behind the craftsmanship of *Bombay Sapphire*, with a behind-the-scenes experience inside the working still house.

The unique and revolutionary ‘Vapour Infusion’ distillation method, which was pioneered in 1831 by the Dakin family, continues to be a fundamental part of the production of *Bombay Sapphire* and is at the heart of Laverstoke Mill.

THE VAPOUR INFUSION DISTILLATION METHOD

This sophisticated method, that once signaled a new era of quality for gin, differs from the traditional gin distillation methods as rather than boiling the botanicals directly into the spirit, the **botanicals are instead held separately from the spirit** in perforated copper baskets. When the heated vapours rise, the distinctive flavours of each of the botanicals are captured by the spirit. This method is much gentler on the botanicals, and **allows the capturing of their most subtle essence**, resulting in an unmistakably balanced Gin with much more “fine notes” to it.

To compare it to an orchestra, *Bombay Sapphire* has a full set on stage, instead of just a performing with the Violin, Trumpet and Base. This is what gives *Bombay Sapphire* its extraordinary versatility.

The interaction between the spirit vapour and the botanicals creates a distinctly different gin with a brighter, more vibrant juniper character and makes it the ideal base for drinks, such as the Gin & Tonic, Collins and Sour.

Master Distiller Nik Fordham, or a member of his team, is on hand to monitor every stage of the production process at Laverstoke Mill, ensuring every bottle of *Bombay Sapphire* produced matches the exacting standards expected of the premium gin. So, how do you get the most out of your bottle of *Bombay Sapphire*? Once again, it’s all about the details. Bring your balloon glass, or big wine glass, and fill it with ice cubes. Squeeze a wedge of fresh lime over the ice. Pour *Bombay Sapphire* gin into the glass and stir to chill. Top with high quality tonic water and complete with a fresh lime wedge garnish.

Enjoy.
Let your journey begin!



The balloon glass maximizes the flavour experience, as it is designed to optimally capture the aromas of the gin and allows these to linger while the gin itself is kept cold, since the stem is held rather than the glass.

Find out more about Laverstoke Mill and plan your trip at www.distillery.bombaysapphire.com

‘IF YOU DON’T HAVE DREAMS, YOU DIE’

From a small town in Southern Sweden to the royal palaces of the world, Elisabeth Tarras-Wahlberg continues to live life to the fullest

By **Judi Lembke** Photos by **Magnus Glans**

WHEN I WAS GROWING UP I dreamed of traveling to foreign countries and loved languages. I speak English, French, German, and Swedish fluently. I also speak Skånska – and a bit of Spanish.

I ARRIVED IN AMERICA in 1969 to attend Mt. Holyoke College. I hold a BA in International Relations – Phi Beta Kappa.

IT WAS A SMALL sheltered college town, so when the black girls on campus occupied the switchboard as a protest, it was very exciting!

I WAS JUST A town girl from Skåne. My academic adviser became my mentor and pushed me to stand on my own two feet and live life fully. I went to Washington with her where I met Barry Goldwater, Ted Kennedy, and many other politicians.

I PLANNED TO GO TO GENEVA to be an interpreter after I got my degree.

ON A VISIT to the United Nations in New York I was told that UN interpreters had the highest rate of suicide in the country. I also realized being an interpreter wasn’t very creative so I came home and began working at the Swedish Institute.

AFTER THE KING MARRIED, Jan Mårtensson recruited me as a press assistant to the Swedish Royal Court. I worked with press and media relations at the Palace for 32 years. The most challenging aspect of my work was finding the right balance between the needs of the media and the needs of the Royal Family – making sure everyone was satisfied.

THE LAST THREE YEARS at the Palace were probably the most exciting. I was Marshal of the Court, building the office of the Crown Princess. Supporting a young woman as she prepared for this incredibly unique and demanding role, for which there are few role models, was immensely rewarding.

THE SWEDISH ROYAL FAMILY has always been very dedicated to seeing beyond the surface of countries we visited, so I’ve seen some amazing things, like the favelas of Rio with the Queen and the small villages of Bangladesh with the Crown Princess.



Elisabeth Tarras-Wahlberg

- ▷ **Born:** 1950, Kristianstad, Sweden
- ▷ **Family:** Two daughters
- ▷ **Career:** Press secretary to the Royal Court of Sweden, 1976–1995. Director of the Press and Information Department at the Royal Court, 1995–2008. The final three years: Marshal of the Court supporting Crown Princess Victoria’s preparations for her future role. International Relations Advisor to Emir Hamad bin Khalifa Al Thani of Qatar, 2008–2009
- ▷ **Today:** A senior public relations advisor, expert commentator on Royal Affairs for Sweden’s TV4

I HAD A STRONG INTEREST in the Middle East at college. My first paper in International Relations was on the Six Day War. When I worked for the Qatar Royal Family I took the opportunity to learn even more.

I’VE ALWAYS BEEN DEDICATED to my work but I have also always had my own life, with lots of friends and family, so leaving royal service was not that difficult for me. Now I am a senior public relations advisor, an expert commentator on Royal Affairs for TV4, and sit on a number of boards.

WHEN I WAS A CHILD there wasn’t mass travel like there is today. Moving to the US for college was my first big trip. I still remember waving goodbye to my parents at Kastrup in Copenhagen.

NOW, I HAVE VISITED too many countries to count. I still love traveling but I’m more picky these days. When you travel professionally you don’t have a choice, but when I can choose, I love the south of France. I also love going to the US.

I WANT TO GO BACK TO QATAR and see if the explosion of development it underwent is sustainable. I would love to go back to Japan as well. It’s so far away, yet quite similar to Sweden in many ways.

I’M NOT THE FIRST PERSON to say it but Hong Kong is the New York of Asia. I haven’t been there since the handover and would love to revisit the harbor, Stanley Market, the little alleyways, and the tall buildings.

I HAVE WRITTEN ELEVEN BOOKS, and co-written two more. My 13th book, a handbook on how to cope with the media, will be published this fall. It’s really basic rules of communication – a guide of sorts.

IF YOU DON’T HAVE DREAMS YOU DIE. Never stop being curious. Take a chance when you get it. Many people thought I was crazy when I went to Qatar but it was such an incredible experience, even though it turned out differently than I thought it would.

EVERY MORNING I take a few minutes to stretch, and think about what the day is going to bring me. Appreciate even the small things and take joy in your life. Don’t make life a chore. ○

‘Many people thought I was crazy when I went to Qatar, but it was such an incredible experience’



'When I was at the Royal Court I traveled much more than I do now, but I still fly at least 20 times a year – and it's always with SAS,' says Tarras-Wahlberg. 'I like to promote Scandinavian brands.'



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STRESSLESS SICILY



It's been called the perfect place to relax – a spot that will stay with you long after you leave. Just eat, sleep, perhaps wander a bit – and wallow in this magical place

By Fredrik Ölmqvist Photos by Dan Kullberg

When arriving in Palermo, it's not easy to ignore the dented cars and somewhat carefree style of driving. The man behind the car rental desk, when asked about the rules of the road, offers sage Sicilian wisdom.

"Just follow the rhythm of the traffic: if it's fast go fast, if it's slow, go slow. And if you're going to Catania, lock the doors! Even when you're driving."

In other words, just go with the flow. It's the perfect advice for the start of a stress-free holiday.

To the west, away from the hustle and bustle of Palermo, lies tranquility and dazzling natural beauty. First stop is the charming, sleepy seaside resort town of Castellammare del Golfo, where reveling in a perfectly executed caprese salad is a moment of perfection.

Writers, composers, and fashion photographers find inspiration here

The art of letting go ...

Next stop is Scopello, a town that is serenity itself. Mountain fields burst with colorful blooms, Faraglioni limestone surrounds turquoise waters, and above all there's an overwhelming sense of quiet solitude. The setting is perfectly designed for doing absolutely nothing.

Tonnara di Scopello, one of the most important historic Sicilian estates, was once the finest tuna fishery on the coast. During the past 10 years, Palermo-based architect Leonardo Foderà has been leading the tasteful restoration of the estate, with all 15 rooms undergoing restrained and respectful transformations.

Writers, composers, and fashion photographers continue to find inspiration here, with names such as Coppola and Roversi in the guestbook. The estate has also been the site of numerous film and



commercial shoots, including parts of *Ocean's Twelve*. Tonnara di Scopello is not an overly chic place, though. In fact, it's quite the opposite. The unsophisticated approach feels liberating, and the objective here seems to be focused on maintaining the unique atmosphere.

"One of our regular guests, a famous fashion photographer, compares the Tonnara with haute couture: it's an experiment," says Foderà.

Foderà sees himself as the keeper of a historical heritage. Rusty anchors from Roman and Byzantine periods rest in the courtyard, which is overlooked by two rugged Saracen towers designed to repel invaders. With the exception of a few vending machines there are no services provided – and there is no Internet. ▷

'A famous fashion photographer compares the Tonnara with haute couture: it's an experiment'



Palermo guide
Find out where to eat and stay at scandinaviantraveler.com



HOTEL CALM

Nothing can be more calming than a peaceful hotel on a Mediterranean island. Here are some truly relaxing Sicilian retreats.

▷ Tonnara di Scopello

A magic experience by the sea. Simple but tasteful apartments for rent for two to six people all with bathrooms and kitchens, but no TVs, telephones or air-conditioning. Doubles from €80.

Largo Tonnara, Scopello
tonnaradiscopello.com

▷ Hotel Torre Bennistra (3 stars)

Lovely terraces with sea views. Double rooms with mountain views from €85, sea views €100.
Via N. Roma, Scopello • hoteltorrebennistra.it

▷ B&B Talia

Intimate B&B with 1 single and 2 double rooms. Double rooms from €50 a night (€60 with sea view).

Via San Michele, 22, Scopello • talia-scopello.com

▷ Hotel Tempo di Mare (4 stars)

Located on the waterfront. This modern style hotel has standard rooms from €120.

Via Frascia, 6, Favignana • hoteltempodimare.it

▷ Hotel Cave Bianche (4 stars)

Located inside hundred-year-old quarries and surrounded by timeless sheer stone walls. Double rooms from 195€ a night.

Strada Comunale Fanfalo • cavebianchehotel.it

▷ Casa Il Carmine

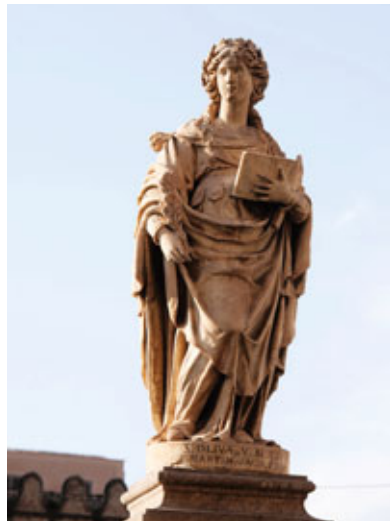
Fall into a deep medieval sleep in this converted convent. Simple en suite doubles cost from €60 a night, including breakfast.

Piazza del Carmine, 23, Erice • ilcarmine.com

▷ Tonnara di Bonagia

Four star hotel by the sea, located in a tuna fishery from the 1600s. Double rooms from €100.

Piazza Tonnara Bonagia – Bonagia, Valderice
tonnaradibonagia.it



Arabic influence mixed with the Italian flair for living – Sicily is full of surprises



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As evening falls, a drive up the hillside to the village of Scopello is in order. A street dog resting in the middle of the road hardly bothers to move aside. Just past Scopello the road ends and the Zingaro Nature Reserve begins. The reserve is home to buzzards and falcons, as well as palms, carobs, and the wild fennel used in the classic Sicilian dish *pasta con le sarde*. Wandering along the lower trail, *sentiero della costa*, several remote pebble beaches are waiting to be discovered. There are also three mountain refuges offering hikers free overnight accommodation, although during the summer months it may be a bit too warm, particularly on the higher trails, which reach up to 800 m.

“When our guests return from Zingaro they look happy,” says Matteo, who runs the Talia B&B with his girlfriend, Madhu. Matteo relocated from northern Italy three years ago, looking for a change of lifestyle and a better climate. The tiny village of Scopello, with fewer than 30 permanent residents, was exactly what he was looking for.

“Compared to my old life, I now understand what is important. There isn’t really much here, but there is great hiking and the sea is amazing. I get a lot from nature, a good feeling. There aren’t many of us here but we’re like a big family, always cooking food together. And I don’t know why, but every dog here in Scopello smiles.”

At the other end of the Zingaro Nature Reserve you’ll find the popular yet low-key summer town of San Vito lo Capo, which boasts what some call the most beautiful beach in Italy. Positioned on Sicily’s most westerly tip, the island’s Arabic heritage is reflected in the low-lying white houses and the astounding local fish couscous. It’s also one of the best places around for kitesurfing.

Back in Bonagia it’s time to celebrate western Sicily’s tranquil charm with a final feast at Sirena, a family-owned restaurant that for 55 years has prided itself on serving the best fresh fish on offer. Every dish is made with love – and if you’re looking for the perfect Italian dessert, look no further than the delicious *cassatella* with ricotta cheese and parfait *mandorle* (almond parfait), which of course must be served with Marsala wine and an espresso. Antonio, our cheerful waiter, keeps us entertained with jokes and wisdom “*La vita e un divertimento* (life is funny) – but thank god for air conditioning!”

As the rental car is returned and Sicily is left behind, it becomes clear that this perfectly formed island allows you to wander at will – and if you’re looking for the slow lane, you need not look further. Sicily will leave you feeling relaxed, rejuvenated, and stress free. ○



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This way to Sicily

During the summer, SAS flies direct to Palermo from Stockholm, Oslo, and Copenhagen, and offers connecting flights from elsewhere in Scandinavia.

“We’re like a big family, cooking food together. And I don’t know why, but every dog here smiles”

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RELAX – JUST DO IT

For a lot of people a stress-free holiday means sand, sea, and surf. While a great beach holiday is, well, great, there are plenty of other ways to de-stress while on vacation, even in the most popular cities of Europe

By **Judi Lembke**

No to ducks, yes to chess

❶ It's not known at the "City of Baths" for nothing. Budapest is one of the few places where you can experience traditional Turkish baths dating back to the 16th century. It's also the only capital in the world offering thermal waters with healing qualities. Széchenyi Baths boasts 18 pools, 15 of which are spring-fed thermal. This is also where you can indulge in a game of water chess, perfect for mind and body.

▷ **Budapest Baths**
Budapest, Hungary
bathsbudapest.com

Serene beauty

❷ Forget the heaving crowds at the Eiffel Tower and head to the Institut du Monde Arabe. It's centrally located on the banks of the Seine in the 5th arrondissement, and many people consider the award-winning design more beautiful than the Eiffel Tower. Visit the fascinating collection of Arabic art and design or go straight to the 9th floor where you can view Notre Dame, the Seine, and the fabulous rooftops of Paris. There's also an excellent restaurant.

▷ **Institut du Monde Arabe**
Paris, France
imarabe.org

Park life

❸ Tiergarten isn't exactly a hidden secret, but it's where you'll find an oasis of calm right in the middle of the city. Perfect for a day of walking or biking, you can also picnic by the lake or try one of the restaurants that surround it. It is truly an idyllic spot that delights you with unexpected surprises in the form of monuments and statues. Because of its size, you might want to jump on a tour bus to see the entire park from the comfort of your seat.

▷ **Tiergarten**
Berlin, Germany
berlin.de

Underneath the arches

❹ Just around the corner from the famed Borough Market, there is a tiny market tucked under the arches in Bermondsey on Maltby Street. This is where locals meet food artisans who offer tasty treats ranging from carved-to-order ham to black pudding Scotch eggs. Vendors change regularly and the best time to visit is on an early Saturday afternoon—when the more laid-back atmosphere leaves plenty of time to chat and grab a pint.

▷ **The Ropewalk**
London, UK
maltby.st



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5



7



6



8

Photos by Shutterstock

Puccini, palaces, pizzas

5 Perfect for a day trip from Pisa or Florence (and ideal for escaping the crowds!), Lucca is packed with ancient ruins as well as marvelous palaces and churches so elaborately designed they look like wedding cakes. This is the birthplace of Puccini so opera lovers should head to his home, which has been open to the public since 2011. The medieval city walls are popular for both walking and cycling and the Roman amphitheater is perfect for a sit-down for a rest.

▷ **Lucca**
Italy
lucca.info

A relaxed Riviera

6 Often called the Latvian Riviera, the coastal town Jūrmala lies just 25km west of Riga. With mud baths, mineral waters, and a 33km stretch of white sand beaches, relaxing is the key word here. Once you've had your fill of spas and beach time, there are great seafood restaurants and plenty of nightclubs where you can kick up your heels. For culture, visit the renowned concert hall Dzintari, or stop by one of the regularly scheduled art exhibitions.

▷ **Jūrmala**
Latvia
tourism.jurmala.lv

The simple life

7 This Unesco World Heritage site on the Baltic Sea straddles Lithuania and Russia, with a 98km long peninsula dating back to prehistoric times. While the pristine beaches are certainly a draw, hiking the towering dunes, cycling the winding paths, or sampling the local seafood will also be high on your list. Wandering the sparsely populated local villages will have you longing for simpler times.

▷ **Curonian Spit**
Lithuania/Russia
whc.unesco.org

Ancient wonders

8 Despite only having been planted in the early 1930s, the 400 hundred trees in Poland's Crooked Forest remain a mystery. Is the grove the result of man-made intervention or did nature create these unusual shapes? Magically hushed and mysterious, you'll find plenty of time for living in the moment here. The city of Gryfino, which dates back to 1254, is close by and perfect as your base for a relaxing and unusual holiday.

▷ **The Crooked Forest**
Gryfino, Poland
gryfino.pl

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Illustration: Enchanted Forest: An Inky Quest and Colouring Book, Published by Laurence King

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DISCONNECT: LIVE IN THE NOW

How to turn off, tune out, and truly enjoy life both at work and play

By **Judi Lembke** Illustration by **Johanna Basford**



We all know the drill: we plan our summer holiday, excited to leave the daily grind behind and finally kick off our shoes. No worries, no aggravation, just plenty of time to relax and recharge our batteries. But many people find that the moment they do kick back and get into holiday mode is often when they find themselves sprawled on a beach suffering from a raging headache or stuck in a hotel room battling the flu. If this happens to you, you are not alone.

Research at Tilburg University in the Netherlands shows that Leisure Sickness isn't a myth and unfortunately, more and more people are suffering from it. Medically speaking, there is a reason for this: when you are under stress – such as during your daily 9 to 5 – your body's immune system works especially well. It is boosted by extra outputs of adrenaline, which override everything else when you need to get things done. As soon as the stress and pressure to perform is removed and adrenaline levels fall, your immune system is more likely to collapse, leaving you vulnerable to illness. Your body recognizes that it's ok to get sick and then starts doing the necessary repair work – and this can ruin even the best-laid holiday plans.

One way to avoid this work-play dance of stress is to practice the art of mindfulness. Mindfulness, a movement that draws on Eastern techniques and philosophies, has been gaining more and more followers over the past few years, mainly because it is giving people the tools they need to de-stress and lead happier lives, both at work and at play.



Move over, sudoku

▷ *Enchanted Forest* is a coloring book filled with beautiful illustrations by Scottish Johanna Basford. What makes it special is the fact that it's aimed at adults. It may seem mundane, but coloring is found to generate wellness and quietness in the brain, while stimulating areas related to motor skills and creativity. Basford's books are Amazon best-sellers, and she recently signed a deal for two more books.

Victoria Gårder, Mindfulness Instructor and COO at Stockholm's Mindfulnessgruppen, says that many of us in the West 'live in our heads' full time, always connected, always following the same thought patterns, and thus suffering increasingly from stress-related illnesses and general unhappiness. She says the art of mindfulness can help us change these patterns by keeping us in the present and giving us new ways to react to any given situation.

"Our brain is a muscle and can be trained like any other," says Gårder. "Research shows that our brains grow paths and the more we use these paths the stronger they get. So if we are always thinking about work problems or stressing about what we need to get done, those paths will be our 'go-to places', and we'll find it difficult to get away from this so-called comfort zone, no matter where we are physically. Mindfulness is about laying down new paths, ones that give us the opportunity to move away from our set mental structures."

Gårder says that society teaches us to act on our thoughts and emotions immediately, instead of taking a moment to consider our actions and responses. She says that if we want to be more peaceful then we need to be more peaceful: think peaceful thoughts and peacefulness will start to come. Think happy thoughts and happiness is within your reach.

This isn't an overnight fix, of course. Instead, mindfulness is something that requires training and practice over time to get results.

"Mindfulness helps you to 'be' in a non-doing state," Gårder says. "We're owned by our thoughts, our emotions – and they drag us along with them, instead of the other way around. When practicing mindfulness we observe our thoughts or emotions or bodily sensations and instead of acting on them quickly, we step back and consider them. In doing this, we create a space within ourselves where we're more immune to bad thoughts or stress or emotions. This gives us a completely different platform from which to conduct our lives."



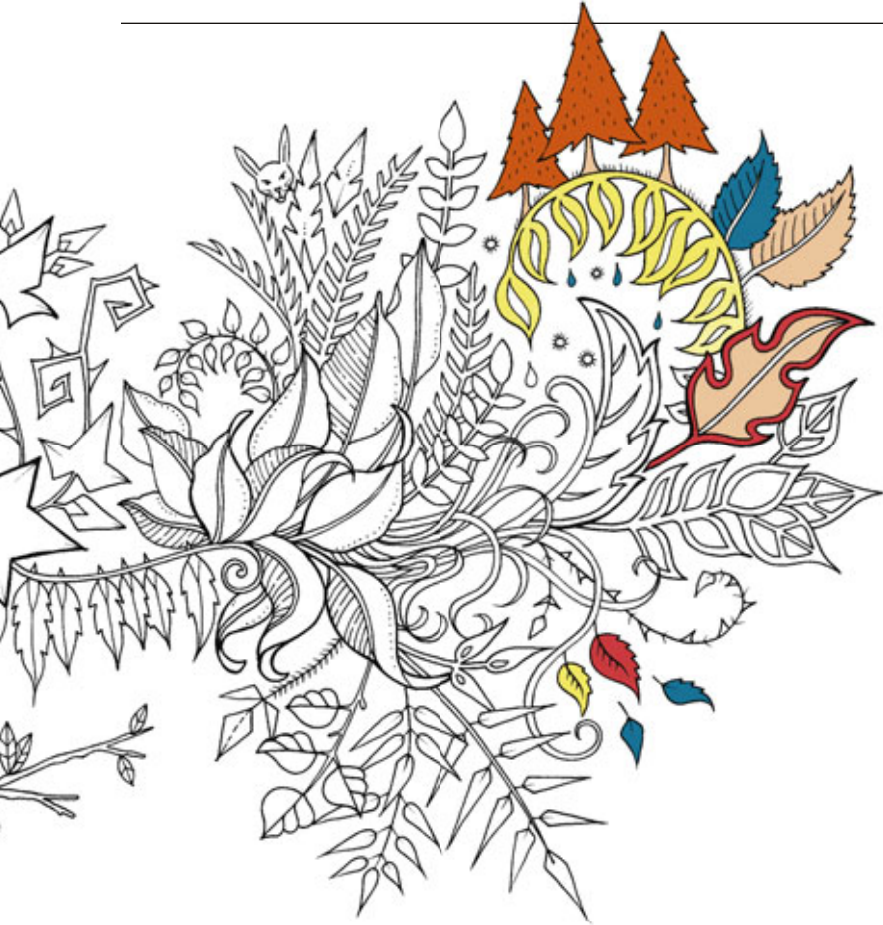
One way to start building that platform is when you go to bed. As you're lying in bed, just before falling asleep, look back on your day and instead of focusing on everything that has gone wrong or things that are worrying you, pick out three things that gave you pleasure during the day. This could be anything from landing that big account to having a very satisfying cup of coffee. Big or small, make sure you take a moment to reflect on those things that brought you some level of joy during your day. Then think about one or two things that you could look forward to tomorrow. Again, that could be something as simple as an extra 15 minutes of sleep or maybe you're meeting a good friend for lunch. The purpose is to start training your brain to follow more positive and pleasurable thoughts and by doing this nightly you will start laying down those new paths.

So how can you apply mindfulness to your vacation time?

"When we go on holiday we have a lot of expectations. We're going to relax, we have a long to-do list, we feel there are things we 'have' to experience. We create pressure on ourselves when on vacation, just like we do in our daily lives."

Gårder says one important way to avoid a stressful holiday is to manage your expectations. Realize that you only have so many hours in your day and you don't 'need' to do everything. Paris will always be there. If you miss an exhibition it won't make a huge difference in your life in the long run, and if it rains at the beach there are plenty of other ways to enjoy your down time.

"It's important to think about why you feel you 'have' to do something. Do you want to go to a par-



We call it
'time off' for
a reason

Illustration: Enchanted Forest: An Inky Quest and Colouring Book, Published by Laurence King

SIMPLY STRESS LESS

Victoria Gårder from Mindfulnessgruppen has four suggestions that can help you relieve time stress.

- ▷ **Time is just a product of thought, a human construct.** If you put your hand on a hot stove one minute can seem like an eternity, but if you're doing something pleasurable, an hour can feel like a minute. We have only 24 hours each day. How do you want to spend them?
- ▷ **Live in the present.** We spend a lot of time and energy thinking about the past or worrying about the future. This creates anxiety and 'time urgency'. Now is the only time you have in your life so when you live in the present you drop the auto-pilot and time disappears. Make every moment your own.
- ▷ **Just be.** Intentionally and every day. Note in your calendar a time to do this each day, perhaps for meditating. When we meditate, we step out of time and into the eternal present.
- ▷ **Simplify your life.** When we look closely at our days, we realize we spend a lot of time reading the news, watching TV, or just being online. Be aware of how you prioritize your time and then consciously give up certain things to enjoy 'non-doing'.

particular museum because it interests you? Or are you planning to go because everyone on Facebook says it's the best one in London? Taking a moment to consider why you want to do something will free you to make choices that will lead to a happier experience. Get rid of the external expectations and cultivate 'your' thing, whatever that is."

Also important is to live in the present. We spend a lot of time thinking about the past or worrying about the future. We replay things in our minds, thinking, "I should have done that differently" or "Remember that great vacation we had last year - I hope it will be the same again."

Gårder says, "These are time thieves. Reliving the past or worrying about the future takes time and energy from the present, taking away from the enjoyment you should be feeling right now, or really seeing what is happening right now. 'Right now' is the only time we have to live our lives. The past is gone and while we can have thoughts about the future we don't know for sure what it is going to be like so now is the only time we have to live our lives."

Social media is another thing that interferes with our enjoyment of the present moment. Posting endless selfies or pictures of where we've just been detracts from truly enjoying our experiences and it stops you from being in the moment. Gårder sees these activities as ego-driven and suggests turning off devices for a certain part of each day so that you can just 'be.' There is plenty of time to post holiday snaps after you've had your great experiences.

'Our brain is a muscle and can be trained like any other'



Victoria Gårder

So remember: you can't control whether Phil from Marketing will deliver that important report while you're away and worrying about it will only steal pleasure from you as you enjoy spending time with friends and family at some far-flung destination. Take the time to create a balanced holiday, one that packs in enough things from your to-do list without leaving you running from place to place. Enjoy your vacation by remembering that each moment is here, right now - and once it's gone you can't get it back. So live in the present, take it at your own pace, and savor every moment as it happens. ○

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TOP TEN HOLIDAY STRESS-BUSTING TIPS



Illustration: 'Enchanted Forest', Published by Laurence King

Leave work behind

▷ Make sure your work is dealt with or delegated before leaving the office. Also make it clear to colleagues that it will be nearly impossible to contact you while you're away – and resist the urge to check emails or messages.

Take a breather

▷ Having a day off between your last day at work and your first day of vacation will give you that window to unwind and allow you to make sure you're well-rested for the journey ahead.

Suit your style

▷ Does lounging on a beach bore you to tears? Or is running from attraction to attraction your own personal nightmare? Ask yourself what you really like to do and then plan accordingly.

Prepare, prepare, prepare

▷ Put tickets and passports together in one easily remembered spot. A week before leaving, buy everything you might

need for the trip. And catch up on your laundry! No one wants to arrive at the hotel and realize that their best dinner outfit is still back home.

Get your house ready

▷ Nothing spells stress at the airport like worrying you've left the iron on or forgot to lock the front door. Make a list of everything that needs to be dealt with before you leave and go through the checklist one last time before heading out.

Involve everyone

▷ Most of us travel with others so let everyone choose at least one excursion – and then make sure you take pleasure in everyone's choices. You might be surprised by what turns out to be fun when someone else is leading the way.

Plan your journey

▷ Few things will raise your stress-levels like a mad dash to the airport, with the clock ticking and you unsure if you're going to make your flight. Plan your route to

the airport beforehand and give yourself margins.

Keep travel to a minimum

▷ When planning your destination think about what is close by. Try to choose a vacation spot that offers a good mix of activities so that you are less likely to start feeling at loose ends or the itch to 'do' something.

Value unscheduled time

▷ Have at least one 'free day' where nothing is planned. This is perfect for wandering the local area at leisure, discovering an out of the way eatery, and just enjoying the company of the people you're with.

Be flexible

▷ Even the best-laid plans can sometimes go awry so if something does go wrong just roll with it. Those unplanned moments are often when you'll have a once-in-a-lifetime experience – the one that will have you telling stories for years to come.





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STRAIGHT TO THE HEART

Emmylou Harris doesn't care about labels too much. All she wants to do is sing and tell stories with her songs. A lifetime of stories brought her the Polar Music Price in 2015

Interview **Olle Garp** Text **Risto Pakarinen**

You can't tell stories without looking back, because without looking back, you can never tell which way the story goes. In every story, or at least in every good story, there's a turning point. And often this is where the real story begins.

For Emmylou Harris, that moment was when Chris Hillman saw her singing at a Washington, DC Coffeeshop and suggested to former Byrds bandmate Gram Parsons that he check her out. Parsons was working on an album, and Hillman thought Harris would be an asset.

"When I got his call I didn't know who he was. We met at the train station, worked up a few numbers between sets and sang them to this tiny crowd. Gram said it sounded good and he'd call me. I thought, 'Oh, sure...,'" Harris has said.

She was on her way to the stars. The year was 1972.

They toured together while working on an album, even though Harris thought Parsons's destructive lifestyle might get in the way of the album. It didn't, but it did destroy Parsons who died in September 1973. *Grievous Angel* was released in 1974, and while it wasn't a commercial success at the time, *Rolling Stone* magazine had it on its list 500 Greatest Albums of All Time in 2003. ▷

1981

▷ *Mister Sandman* hits No. 37 on the Billboard Hot 100 chart

1987

▷ Platinum-selling *Trio* with Dolly Parton and Linda Ronstadt hits No. 1 on the US Country album chart and No. 6 on the Billboard album chart



1995

▷ Releases one of her most critically acclaimed albums, *Wrecking Ball*, produced by Daniel Lanois



1999

▷ *Trio II* sells gold

Parsons's death shocked Harris, who, while already in her twenties, came from a more organized world. Her father was a military officer and a Korean war veteran. The family had settled in Virginia where Harris went through high school and earned a drama scholarship to the University of North Carolina.

"I was a person who never had fun in high school because I was too busy being a grade-A student, and here I was with people who really knew how to enjoy themselves. I was very much the country mouse, trying to be professional, always turning up on time, ready to work, while Gram seemed very untogether," she has said in earlier interviews.

She may have had straight As in school, but something else had got a hold of the teenage girl. Music.

"I had a happy childhood, but there was a hunger in me for something. People told me I had talent, but I didn't feel special, I just did what I did," Harris says.

"Someone in my family had a guitar and I picked it up and started strumming, and all of a sudden I never wanted to put it down again. I could do so much with just three chords. I always wanted to sing, not be a lead guitarist. My outlet was in the singing and the lyrics," she added.

Harris's inimitable style has brought her 13 Grammys in five decades, the most recent one last year for her album *Old Yellow Moon*. She's worked with the biggest names in the industry including Bob Dylan, Dolly Parton, Linda Ronstadt, Neil Young, Roy Orbison, Bonnie Raitt, John Denver, Willie Nelson, The Band, Mark Knopfler, Steve Earle, Ryan Adams, and Elvis Costello.

"When I first started my serious career, I came through the country music door. I felt a connection with country music, although I know I don't have a traditional country voice," she says.

Maybe it was just that, the non-traditional voice, that made her special. Whatever it was, she had it and in 1976, that voice brought Harris her first Grammy award for Best Female Country Vocal Performance.

"There's no secret to the voice, you're either born with it or without it, but [if you are], you have to work with it. It's a muscle and if you don't use it, it's going to atrophy."

"I don't have a huge range, I work within a certain



Photo by Neil Krug

The Swedish connection

Swedish folk pop group First Aid Kit – sisters Johanna and Klara Söderberg from Stockholm – wrote a song called "Emmylou" with references to Emmylou Harris. They'll be performing at the Polar Music Prize ceremony when Emmylou Harris receives her million-kronor prize, which she'll donate to animal rescue work.

POLAR MUSIC PRIZE

The Polar Music Prize is a Swedish international award founded in 1989 by Stig Anderson, best known as the manager of ABBA. The award is given annually to one contemporary musician and one classical musician. Previous winners include Paul McCartney, Led Zeppelin, and Yo-Yo Ma. Winners from the last five years are::

- ▷ **2011:** Patti Smith and Kronos Quartet
- ▷ **2012:** Paul Simon and Yo-Yo Ma
- ▷ **2013:** Youssou N'Dour and Kaija Saariaho
- ▷ **2014:** Chuck Berry and Peter Sellars
- ▷ **2015:** Emmylou Harris and Evelyn Glennie

number of notes, but occasionally if a song goes up for one note, I can do it because if I really want to sing a song, very little can stop me. If you find the right song, it'll just happen. The challenge is to continue to find those songs, and the even bigger one, to write them," she says.

Harris is one of the best in the business, but she's famous for being a great interpreter of songs. She takes a song she believes in, adds her voice to it, and through osmosis the music and her voice become one.

"The voice is also an instrument, and you're being asked to add your sound to the song. It's collaboration and you never know what it's going to turn out to be, thankfully, because most of music is a surprise," she says.

Songwriting isn't easy, she says, and when she does it, that's all she wants to be thinking about.

"I can't do anything else. When I wrote *Red Dirt Girl*, I left my record company and let the band go. And I wrote. I have to clear everything else out and put in a certain amount of time," she says.

During her five and a half decades in music, she's covered several genres, from folk to pop, to bluegrass to country, and most recently, to Americana, an amalgam of all of the above.

The first six of her Grammys are filed under country, including her 1987 platinum success *Trio* together with her friends, fans, and idols, Dolly Parton and Linda Ronstadt.

*Have guitar,
will travel*



2000

▷ Wins a folk music Grammy, Best Contemporary Folk Album, for *Red Dirt Girl*

2006

▷ *All the Roadrunning* music with former Dire Straits frontman Mark Knopfler, reaches No. 8 in the UK and No. 17 in the US



2014

▷ Wins her 13th Grammy, Best Americana Album, for *Old Yellow Moon*

Rodney Crowell and Harris



2015

▷ Wins the Polar Music Prize



Photo by Jack Spencer

“When Linda and I first met, we asked each other who our favorite girl singers were – and we both said Dolly Parton,” Harris says.

Trio didn’t win Album of the Year – that one went to U2’s *Joshua Tree*. Coincidentally, it was in the Joshua Tree National Park that Gram Parsons had died 15 years earlier. In 1995, Harris switched gears with Daniel Lanois – the producer of *Joshua Tree* – who produced her album *Wrecking Ball*.

“Country and bluegrass have the same well spring, [but] *Wrecking ball* was the big sea change. I was ready for it. I needed a jump start,” she says.

That brought her another Grammy, this time for Best Contemporary Folk Album. And in 2014, Harris and Rodney Crowell won the Grammy for Best Americana Album for *Old Yellow Moon*.

“I became passionate about music through [the] folk movement, especially through Joan Baez and Bob Dylan, and to me everything runs together. There’s a simplicity in the melodic structure of country music and it tells as story, as do the words. It’s hard to write a good country song because you can’t do a lot of musical embellishment.

“[Country Music Hall of Famer] Harlan Howard used to say that country music was ‘three chords and the truth’. That’s about it. You have to go straight to the heart,” Harris says.

That’s where the stories live. ○

* Based on Olle Garp’s interview with Emmylou Harris for the Polar Music Prize ceremony.

WHO SHE IS AND WHAT SHE DOES

Emmylou Harris is an American singer and songwriter. She has sold almost six million records in the US alone.



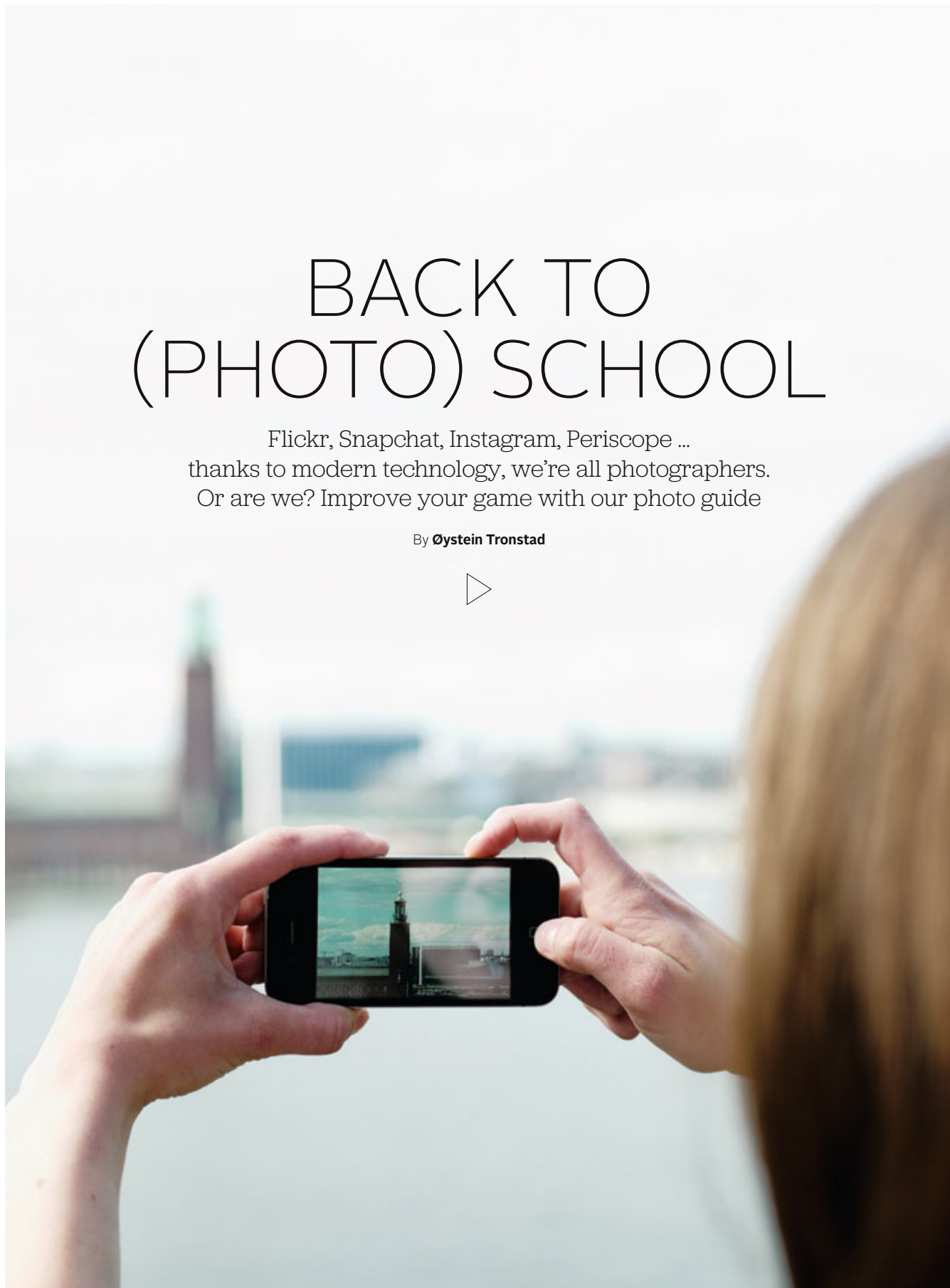
Emmylou Harris

- ▷ **Born:** April 2, 1947 in Birmingham, Alabama
- ▷ **Awards:** 13 Grammy Awards. The 2015 recipient of the Polar Music Prize
- ▷ **Hit singles:** Seven #1 singles on US country charts

BACK TO (PHOTO) SCHOOL

Flickr, Snapchat, Instagram, Periscope ...
thanks to modern technology, we're all photographers.
Or are we? Improve your game with our photo guide

By **Øystein Tronstad**





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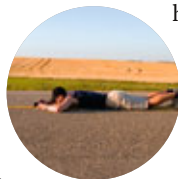
Photo by Getty Images

Know your light

There's no such thing as 'good' or 'bad' light

1 JUST DO IT!
We love the gadgets, the apps and the technology. But they can also be a burden and there are so many to choose from. American photographer and documentary filmmaker Robert Frank once said, "There is one thing the photograph must contain, the humanity of the moment." Forget about ISO setting, shutter speed, camera app or which filter to use. Just snap away and try to capture the heat of the moment.

2 COMPOSE
Think of your photo as your living room. If it looks messy, clean it up. Establish the frame, then fill it and simplify it. You cannot capture everything in the same photo. If certain objects are heavily emphasized on one side, consider incorporating another element to maintain more visual weight. It makes it easier for the viewer to know where to look.



Change perspective

3 KNOW LIGHT
In the words of George Eastman, the founder of Kodak and the handheld camera, "Light makes photography. Embrace light. Admire it. Love it. But above all, know light. Know it for all you are worth, and you will know the key to

photography." There really is no such thing as 'good' or 'bad' light, but learn the characteristics of natural light change due to the time of day, and you will find everything easier. And remember, the broader the light source, the softer the light.

4 ALL OR NOTHING
Now that photography has gone super mobile and everybody's taking snapshots of everything, we have lost something on the way. Make a choice! If there is a tree or a building in the horizon line, be conscious about whether you would like to have it in your photo or not. Half a tree, a cropped building or in the worst case – a headless person – can make a great shot look disorganized.

5 GET DOWN!
Changing your point of view is one of the easiest tricks to add something to your image. In photography, perspective is an illusion you use to produce photographs of quality composition.

What happens if you lie down on the ground, if you step up for some extra height, or if you just get down on your knees? Getting a bit lower is a brilliant trick if you want to quickly reduce a noisy (too much stuff) background. ▷

SOME STUNNING APPS

With the right apps, your smartphone is perfect (because it's always with you) for play, creativity or more professional use.

Priime



▷ A unique spin on the humble photo editing app that suggests filters for your shots based on the content of the image. It analyzes the color and type of photo (landscape, people, etc) to offer you filter suggestions. The filters are made by a community of selected photographers.

Manual



▷ Lets you fiddle with almost everything: focus, white balance, custom temperatures, ISO, shutter speed, and exposure bracketing. Not an app for beginners but perfect for those who love to play around.

WhiteAlbum



▷ Remember the excitement of waiting for manual film to be developed? This app gives you 24 pictures. You take one and it disappears into the film roll. When you have taken all 24, they are printed and mailed to you.

Whitagram



▷ Ever had a great shot that gets cropped on Instagram? This is the easiest app for Android/iOS to upload the original size photo. It tweaks your landscape and portrait shots so that they fit, and it is free!



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6 SHOOT FIRST (IN HIGH QUALITY)

Ask questions later. Shoot in a high quality format and then you will have more to work with later. Memory cards are cheap nowadays and it's good to consider taking an extra one. You cannot go back and fix a bad JPEG file, but you might be able to with RAW. If you shoot with your smartphone, be aware that certain apps like Instagram only save a low quality image. It is better to take a high quality picture and then upload it to Instagram.

7 FLASH ATTACK, CAREFUL

It is no wonder that celebrities avoid the machine gun flash of the paparazzi. It is not very flattering. If you lack natural light, go for low shutter and blender. ISO can also be high, but note that too high will result in a grainy result. The one place you should go for the blitz is if you are at the beach with



More tips
Get more helpful photo tips at scandinaviantraveler.com

Nowadays we take as many photos every two minutes as humanity as a whole did in the 1800s

the sun behind your object. Then you can use the blitz for the 'shadow' to lighten the object.

8 BREAK THE RULES

Now that you have established a useful toolbox to improve your memories, it is time to think outside of the box! When you know where and what the rules are, you also know when to bend and break them (or how to use them to your advantage). Experiment with colors, contrast, perspective, light, and composition. There is only one rule that matters: if it is working, you can get away with it. Have fun! ○

THIS IS WHAT THE COOL KIDS ARE DOING

Action cam

1 It's all about the action cameras these days. Now even sports and news media have started to use them since they can go where regular cameras cannot. The bullet style, with the likes of Contour and the iON Air, is still popular, but it is hard to challenge the Go-Pro and their flagship model, the Hero4, although 4K video at 30 frames per second and 1080p at up to 120 fps may just be overkill for the regular user.

Drones

2 Welcome to the age of the drone. Remote-controlled flyers dominated the end of 2014 and now they are not just for paparazzi and film crews. There are simple models for beginners and more complex ones with customizable features. If you want to pretend you're Tony Stark, try the Iris+ from 3D Robotics. You can create GPS-guided flight plans and reconfigure them to do literally anything you want, like tracking your dog out on a walk.



MIRRORLESS VS. DSLR

Let's clear a few things up – what's a mirrorless camera? What's a DSLR? Does it matter? Well, the mirrorless is just a digital camera with no mechanical mirror involved. A DSLR has a thicker body because it still uses a mirror. The jury's still out as to which is best, just consider what you are using it for.

TEAM DSLR: Sony Alpha 77 M2

3 It's been nearly three years after the A77 mark one and Sony hasn't let us down. The M2 can shoot 12 frames per second for up to 5 seconds. That's fast! Especially for the price. And the camera can refocus for every shot, even in burst mode.

TEAM MIRRORLESS: Nikon 1 J5

4 Small camera, small sensor, but a balance of size, controls, design, and price. It acknowledges the age of the selfie with a 3-inch touchscreen, which can be adjusted and flipped for self-portraits. 20 MP, Wi-Fi, NFC pairing and video at 1080p.

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The soundtrack of your travels

Music has the emotional punch to enhance experiences, which is what traveling is all about. With additional smart features from Spotify, your phone, tablet or computer become vaults of vacation memories; mood machines to put the high points of your trip in lockstep with your favorite music.

All packed? Don't forget to ...

- ✓ Synch your favorite songs, albums and playlists to the Offline mode and you can enjoy them whenever you want throughout the trip. Easily find the option at the top of your collected playlists.
- ✓ Create a collaborative playlist so you can share your newly discovered tracks with family and friends. Simply go into the menu of the desired playlist and choose to make it collaborative and share the link.
- ✓ Browse through the top tracks at your destination by using Charts within Spotify's start menu.
- ✓ Find the perfect playlists for all your travel moments with Spotify's already curated playlists in the Start menu.



To this day, I can't hear ABC's *All of My Heart* without seeing myself at the end of a train set leaving Zurich on a warm summer evening in the late Eighties. The city, the adventure and a beautiful girl from Genoa are all wrapped in that song. Back then, I had *All of My Heart* on a cassette tape. When I travel today it's on Spotify, together with dozens of other songs that mean something to me. And over 30 million more that still haven't been assigned to memory.

Plus, as a Spotify Premium user I don't have to worry about roaming fees and hidden surcharges, which can easily suck the fun out of pairing music with travel. Adding playlists in the Offline mode eliminates the risk of getting a triple-dollar-digit phone bill when I get back home.

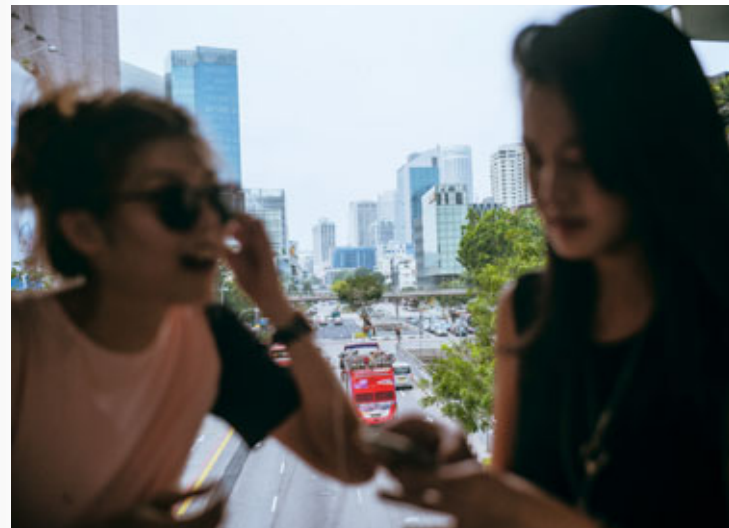
So how do you travel with streamed music? As with many other issues related to making the enjoyment of music easy, Spotify has some good answers.

Portable music has become an ever more integrated part of travel. You may pack lighter and smaller headphones, but the question of whether or not to bring music at all is seldom up for discussion. It's coming with you.

And thanks to Spotify, it can really be all the music you need. You can listen to your own playlists and playlists from the people and artists you follow, plus discover virtually unlimited amounts of new music.

By saving your playlists Offline before you go, you can listen to them anytime without internet connection, making it perfect for those long hours on airplanes. You can even add already curated playlists like Cool, Calm & Collected or TransAtlantic Lullaby if flying in general is not your favorite activity.

A few ambitious travelers may be learning Swahili or listening to the history of Zanzibar on their phones, but a safer bet is that they are tagging memories to music. All that



stuff your camera can't record – the sweltering heat, the smell of the butcher's market, the mindblowing exhibition, the world's hottest habanero and the tingle of a morning flirt at the coffee house – can be hung up on musical pegs and summoned at will back home.

Take Berlin, for example. It's one of the world's great cultural capitals, thick with everything from history – good and bad – to a kicking EDM scene. In other words a great target for an true multi-cultural summer weekend. One that deserves tailor-made music.

Whether you're in an art gallery or winging an architectural bike ride through Kreuzberg, a city of Berlin's stature needs more than a single playlist. Anybody using Spotify regularly at home will have at least one of these, but it's worth spending a little extra time compiling a few different ones.

A daytime stroll through imperial Berlin, past sights like the Reichstag and Brandenburger Tor, demands music with a certain gravity. A Cold War Tour should include intense spy music, maybe some vintage James Bond, and doomsday tunes like Vera Lynn singing *We'll Meet Again* while nuclear annihilation gets underway at the end of Dr. Strangelove.

Finally, a day broadening your mind on Museum Island will benefit from whichever music opens your particular mind to new input. Maybe the playlists Brain Food, Nature Noise or Music On, World Off would be of service?

Another city is New York, that full-on, goes-to-eleven assault on your senses that can floor you just by being itself. Sometimes your regular playlist just doesn't resonate when everything around you is a whirr of new stuff. Then again, when your senses are nearing overload after a few days, nothing but your well-worn oldies will balance the buzz.

Your usual Spotify playlists can take care of this last situation. If you need a background track for a picnic in Central Park, though, the playlists for different Moods found on the Start page will make the job easier. All you need to remember is to choose a few killer playlists (Picnic in the Park and New York Groove come to mind) and mark them for the Offline mode while you are still on Wifi, at home, in the coffee shop or in your hotel room. This allows you to really enjoy the moment instead of fiddling with your phone.

Should you feel like tapping into what's playing locally, the Charts feature provides the best middle ground. You are bound to find some current East Coast hits there, but also local artists from Spanish Harlem or Williamsburg you've never heard of.

Summer vacations in major cities are all good and well, but sometimes you're just looking for that sweet mix of a great city with great weather and a great beach. The Mediterranean has dozens of them, and when top lists are made, Palma de Mallorca almost always places in the top three.

These relaxing getaways typically last longer than an extended weekend, and so require longer playlists, as well as activity-specific ones like Workout, Dinner and Chill. Or Sleep, if that's your preferred mode of relaxation. When Spotify recently analyzed more than 2.8 million sleep-themed playlists compiled by its users, it found that Ed Sheeran's *Thinking Out Loud* was the most streamed goodnight song globally.

To find the right playlist, just go to the Spotify start page and start browsing. Going to the gym, or for a jog along El Molinar beach? You're sure to find a playlist to help you go the extra mile. Hosting a dinner or getting ready for a big night out in El Arenal? Regardless of whether you need an upbeat boost or something more relaxing to wind down to – Spotify has you covered.

In short, music and travel still belong together. Of course. Spotify has only made the relationship smoother. Pressing play both helps us create great travel memories and



returns us to them when we get back home. For example, nothing ever came of that Italian fling in Zurich, but I still remember her name. And I think I have ABC to thank for that.

LEARN A LANGUAGE

“Disculpe, ¿me podría, por favor, indicar hacia la parada de bus más cercana?” Brush up your vocabulary with some new phrases from many of Spotify's crash courses to popular languages around the world. Just search for “Learn Spanish,” “Learn German,” etc. and browse through their many playlists.

We music fans all have our favorite genres — the ones that most resonate with our personal taste, and that we always return to. Hip hop fans, metalheads, EDM enthusiasts, country fans, rockers, reggae lovers, etc. might dabble with other genres, because there's just too much amazing music out there. Still, there are some genres that have very loyal fans. Here are some examples:

Germany

- Kabarett
- Neue Deutsche Harte
- Liedermacher
- German Pop
- German Indie

Spain

- Spanish Punk
- Cantautor
- Flamenco
- Spanish Classical
- Spanish Pop

USA

- Regional Mexican
- Latin Pop
- Native American
- Emo
- Metal

Source: Spotify Data Insights



KYGO

Kygo is a Norwegian DJ and music producer whose career has skyrocketed over the last year. His first original track *Firestone*, released at the end of 2014, has over 150 million plays on Spotify. Kygo also holds the record for "Most played song in one day" in Norway.

With sold out shows in North America and Europe, Kygo is now traveling more than ever and his music is always with him. We caught up with him between flights to ask him how he travels with music.

The recent year has been hectic for you. Have your listening habits been influenced by all your travels?

– Yes, I am always on the move. I have a lot of time to listen to music while I am traveling, and visiting so many different countries has really broadened my musical horizons.

What is the most important item when you travel?

– Definitely my laptop and headphones. I love being able to work on new tracks while going from place to place. It's actually hard for me to get the amount of time in a proper studio that I would like, so the fact I can do so much of it on the move is great.

What music do you listen to when you fly?

– I listen to all sorts of music onboard – from the classics to very new DJ sets. Both inspire me to produce new material.

Find all of Kygo's latest tracks and remixes in this playlist: <http://spoti.fi/kygoplaylist>

BOASTING ABOUT BRISTOL

A stone's throw from London and bordering the counties of Gloucestershire and Somerset, Bristol has been a long time favorite of big city weary creatives, and it didn't take us long to find out why

By **Anna-Lena Ahlberg** Photos by **Mauro Rongione**

Enjoy the panoramic views from the bar at the Avon Gorge Hotel in Clifton Village

Historically a maritime city that earned its money through the slave trade, the Bristol of today attracts people for entirely different reasons. It's a creative mecca that has not only produced a wide range of artists and musicians, but also acts as a magnet for visionary souls in general – even discarded ones to some extent. For many, the city is probably best known for its 1990s music scene (dubbed The Bristol Sound) boasting bands like Portishead and Massive Attack, and its related street art, with graffiti artist Banksy one of the main draws. But it also has a reputation in the design, media, and film industries, with Aardman, famous for its animated films about Shaun the Sheep and Wallace & Gromit leading the way. Last year, *The Sunday Times* named Bristol Britain's best city to live in, thanks to 'its great shopping, great scenery and great social scene.'

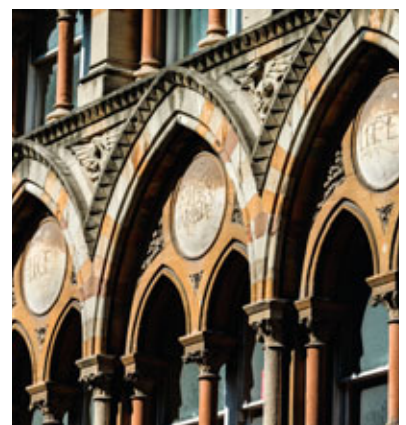
"Bristol is fun and friendly," says Martin Booth, editor of Bristol 24/7, a website and magazine that covers everything going on in the city. And he should know. Living and working in the harbourside, he is in the very epicenter of Bristol's cultural and creative environment. Here in the old docks district, along the banks of the Floating Harbour, film and television companies nestle alongside arts centers such as Watershed and Arnolfini, as well as galleries, restaurants, and pubs. In the background, a row of pastel-colored houses winds along the cliff edge – a classic and oft-photographed view.

Martin guides us around the modern buildings of the harbourside, Millennium Square, and Lloyds Amphitheatre, where many of the city's festivals are held. It's not for nothing that Bristol is known as The City of Festivals. There's always something happening, every week, all year round. Everything from special exhibitions of handmade bicycles to the major crowd-pullers in theater, music, and food. And people come from far and wide to be part of it. "I have friends who travel for hours," says Martin.

He doesn't get tired of it all, though. He has his favorites, of course, but he is clear about wanting to discover new things. "Like Morris dancing. There's nothing like it and it certainly puts a smile on your face."

If the harbourside is flourishing, you could also say the same of the nearby Old City – one of Martin's favorite areas. As the name suggests, this part of the city has an entirely different character, with its narrow alleyways, cobbled streets, and houses dating back hundreds of years.

Bristol is a village city, both relaxed and bustling





I rarely go to the same place twice. There are so many things to discover, so there's no reason going back if it's not absolutely fantastic'



Martin Booth

"It's starting to come alive with a lot of new bars, restaurants, and cafés. Three to five years ago, I wouldn't go to the Old City, but now I love to hang out here," he says. It is home to attractions such as the 18th-century St. Nicholas Market, a popular haunt for lunching locals, where the long lines often coil around the bright arcade. Business has also been given a boost with the many small independent stores that have moved here. Martin is pleased that he can once again find his local grocer here, driven out in the past by the large supermarket chains.

One thing is abundantly clear – Bristolians love their city. The large number of prosperous, well-patronized small stores and traders, and the city's own currency – the Bristol Pound – very much symbolize the local patriotism. Or as Martin puts it, "I don't always use the Bristol Pound, but it makes me proud."

With just under half a million residents, Bristol is the largest city in south-west England, but despite its size, it really feels like a small town.

"It has a village feel but it's still a city. You bump into friends on the streets; that's what draws people here," says Martin as he chats with the guests at Full Court Press café, a favorite among locals.

Stokes Croft is another famous part of the city, and one that feels light years away from the modern harbor life and old town charm. Yet it is only a short walk from the city center. Its buildings adorned with graffiti, Stokes Croft is the very symbol of the alternative Bohemian lifestyle in Bristol. The area is home to several music clubs and is popular with late-night revelers.

"It's a great place to go out in the evening. A lot of music is happening here," says Mark Wheatley, who works at MixRadio, a music streaming service founded by Peter Gabriel.

Mark lives near Stokes Croft. When he moved here, the locals called this area 'Stabbing Alley' ow-



St. Nicholas Market is a popular lunch spot



Try the local (strong) cider at The Apple

ing to problems with violence and drugs. Today he thinks the area is almost too safe and boring.

“It used to be more edgy. Musicians and artists lived here because it was a creative area, and because house prices were cheap. Now people are moving further out.”

Much of the dance and electronic music of the 1990s that came from Stokes Croft centered around the Lakota nightclub. According to Mark, the area still produces great dance music, although the music scene has evolved and broadened. “Bristol is hard to pin down as one scene, there is more of an underground scene at the moment.”

One example is techno band Fuck Buttons that have enjoyed success in both Europe and the United States.

“With a name like that you’re never going to the top ten lists, or get played on the radio,” says Mark, adding that this is a typical ‘Bristol approach.’ Massive Attack, Portishead and even today’s artists

would rather stay here than move to London, which has prevented many of them from making a breakthrough.

“Bristolians have that kind of ‘screw you London attitude’. The celebration of being an outsider, not necessarily chasing success, is what makes the charm of the city. It gives it its edge – and the music scene definitely has an edge,” says Mark.

With more working musicians per capita than anywhere else, Bristol has the highest music concentration in the UK and attracts musicians like bees to honey.

“If you go into an office, or a bank or insurance company, you will find DJs, musicians, singers, and poets among the staff,” says Mark, who describes himself as ‘a failed musician.’ The large number of students also contributes to the vibrant music scene.

“It’s a young city. It’s all thanks to them we have this music scene, and that all the gigs happen.”

Mark Wheatley's favorite Bristol bands

- ▷ **The Fauns**
thefauns.com (rock band)
- ▷ **Thought Forms**
thought-forms-band.tumblr.com (rock band)
- ▷ **Fuck Buttons**
fckbttns.tumblr.com (electronic duo)



Mark Wheatley

Others who know Stokes Croft well include Tristan Hogg and Jon Simon, founders of the pie restaurant, Pieminister. Twelve years ago, they opened their first restaurant here, together with Romany, Tristan's sister and later Jon's wife.

"The whole street was derelict. Nobody would start a business here, but we did," says Tristan. "We often say that we made the area cool," says Romany, adding, "The area is very artistic and Bohemian, and people are very independent-minded and protective. That's why the Tesco was nearly chased out of here after protests from the locals."

The idea for Pieminister actually came from Australia. During a trip Down Under, Jon discovered that Aussie pies were something cool and appreciated by young people. And a far cry from the traditional British pies with their unidentifiable contents. After a few detours they literally rolled up their sleeves, renovated some run-down premises, and got baking. Success was not long in coming. Nor were the awards. They sell around 50,000 pies each week in their own restaurants, in pubs, and at markets and festivals such as Glastonbury, as well as in prestigious stores such as Harrods in London.

Although Bristol has a lot of restaurants with plenty of cuisine available to suit all tastes, Pieminister enjoys a mixed crowd of fans, from students and regulars to long-distance visitors.

"The Deputy Prime Minister will come here next week with a party of 30, but they will have to pay," Romany laughs.

"The secret is in the casserole," says Romany as we sample 'Moo,' the steak and ale pie that has been on the menu since the restaurant opened. The pies are made using good-quality meat and the best ingredients they can afford. Which is why they like to support local producers and farmers, as well as local breweries such as the Bristol Beer Factory. The pies themselves are made only a couple of blocks away.

Although they no longer live in Stokes Croft, they cannot imagine leaving the city.

"It's a laid back city, like what San Francisco is to New York. It's more about lifestyle here," says Tristan. "I love going to London for inspiration, but I love coming back. Everyone comes back to Bristol." ○

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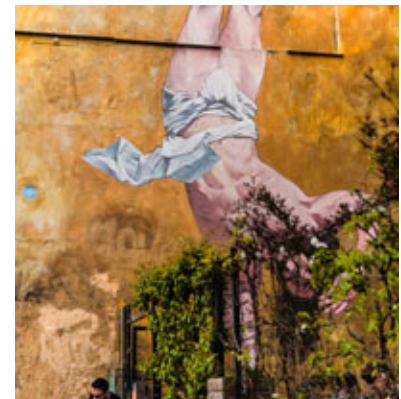
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Tristan Hogg, one of the owners of Pieminister, whose pies can now be found all over UK



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LET'S GO BRISTOL

Bristol's hard to beat for culture and food



Meet the Casamia chefs
 Read about the Michelin-starred brothers Sanchez-Iglesias at scandinaviantraveler.com



Arnolfini

1 Internationally renowned contemporary arts center, presenting dance, theatre, film, music and visual arts.
 16 Narrow Quay, Harbourside
arnolfini.org.uk

St. Nicholas Market

2 Old covered market and glass arcade with food stalls and independent shops. Chosen by *The Guardian* as one of the ten best markets in the UK.
 The Exchange, Corn Street
stnicholasmarketbristol.co.uk

Pieminister

▷ An institution when it comes to pies, with locations in Stokes Croft (where it all started) and St. Nicholas Market.
 24 Stokes Croft
pieminister.co.uk

The Ox

▷ Hidden in a cellar, this restaurant is known for its steaks and cocktails. Not necessarily together, however same owner as the bars Hyde & Co and Milk & This-tle.
 The Basement, 43 Corn Street
theoxbristol.com

Small Street Espresso

3 Speciality coffee shop and café, opened by a coffee connoisseur.
 23 Small Street
smallstreetespresso.co.uk

Small Bar

4 Craft beer bar serving the best beers from the South West.
 King Street
smallbarbristol.com

Casamia

5 Former trattoria, now a Michelin-starred restaurant just outside Bristol, run by brothers Sanchez-Iglesias.
 38 High St, Westbury on Trym
casamiarestaurant.co.uk

Bristol Harbour Festival

▷ Music, food, fireworks, and ships and flotillas heading into the harbor. This is Bristol's biggest free event that sees tens of thousands of visitors.
 July 17-19 • bristolharbourfestival.co.uk

More Bristol tips
 Explore the city's restaurants, bars, and summer festivals at scandinaviantraveler.com

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SOS CULTURE

Ancient stone buildings are one thing, but how do we protect 'intangible' concepts such as food and traditions? Unesco has a plan and now Scandinavia is starting to make its contribution

By **Oskar Ekman** Photo by **Johnér and Getty Images**

'Our work has attracted considerable attention as it is regarded as being a little out in left field'

Eating herring, drinking snaps and then dancing in a ring during the light summer nights - is that typically Swedish?

Yes, perhaps.

But a Swedish tradition that is equally important as the midsummer celebrations is the much more mundane 'fika,' getting together with a friend (or friends) to enjoy a cup of coffee, but not for a lengthy period of time or in such a way that it inconveniences the person extending the invitation.

In both cases, the issue at hand is one of 'intangible cultural heritage,' things that cannot be physically touched such as traditions, stories, music, dance, and craft skills. Norwegians would perhaps highlight their custom of 'gå på tur' - going on excursions on foot or on skis. In Denmark, everyone knows what 'hygge' is - to spontaneously enjoy the good life with the people you love.

But let's go back to where it all began.

In 1972, Unesco, the education, science and culture agency of the United Nations (UN), adopted a convention for the protection of important world cultural heritage. The problem was that there was a built-in injustice right from the get-go: Compared to Africa and Asia, a disproportionately high number of items in Europe were appearing on the protected list. Therefore, the question that had to be asked was, from a broader human perspective, were ancient, inanimate stone buildings really the only things worth protecting?

Of course not. This is why, in 2003, Unesco adopted a convention to 'preserve the intangible,' and many developing-world countries were quick to get their traditions included on the official list. But it would take almost 10 years for "Convention for the Safeguarding of the Intangible Cultural Heritage" to be ratified by the Scandinavian countries - and it is only now that work has begun in earnest.

Annika Sjöberg is responsible for coordinating the work of the agency in Sweden. She has been, and

continues to be, inundated with suggestions of intangible cultural heritage worthy of protection, submitted by committed citizens and organizations wanting to see their particular traditions included on the list that should be ready sometime in the next couple of years. Only once this work is complete may the process of nominating one or more of these suggestions for inclusion on the official Unesco list begin.

"Of course, many people have suggested midsummer celebrations, as we expected. One tradition that I personally think is particularly exciting is children's schoolyard games. These include clapping and singing games such as Bro bro breja and So makaroni that have been passed down from generation to generation but not documented particularly well."

The smörgåsbord and the Swedish tradition of fika have also attracted a number of fervent advocates, as have ålafisket [eel fishing], nyckelharpan [hurdy-gurdy], and fäbodkulturen [Nordic nomadic culture]. Suggestions have also been received pertaining to various maritime traditions: old shipwright skills such as the building of wooden hulled vessels, are in decline and at risk of being lost forever.

"Our work has attracted considerable attention as it is regarded as being a little out in left field," says Sjöberg. "In addition, it's also opened people's eyes to the fact that the things we can't physically touch indeed have a major bearing on the way in which we live. Even in an urbanized society, there is knowledge we carry with us that we've inherited from previous generations - knowledge that's important to preserve and take care of."

Sjöberg goes on to explain that the point is not to preserve this cultural heritage in a stony, rigid form, as traditions must be allowed to change and evolve. She also emphasizes that her work should not be interpreted as a nationalistic project, rather as a

*Have your fika
and eat it!*





*The summer night
has a smile of light*

**Is Swedish midsummer
in need of protection?**



*Gå på tur or going on a good
excursion in Norway*

**Unesco
does a lot more
than protect
old stone
buildings**



**Smørrebrød, beloved
by the Danish**



OUR HERITAGE – WHAT IS WHAT?

Intangible cultural heritage should not be confused with ...



Kronborg Castle in Helsingør, Denmark

World heritage

▷ A list of 1,007 different sites/objects in 161 countries that are considered to be “of such importance that their protection is essential to humanity.” These include both cultural heritage (such as buildings, caves, and cultural landscapes) and natural heritage (such as geological formations and unique plant and animal habitats). World heritage is governed by the World Heritage Convention, which was adopted by the Unesco General Assembly in Paris in 1972. Countries “undertake, in perpetuity, to protect, bring to life, and hand over to future generations” their world heritage.

▷ **Scandinavian examples:** Røros Mining Town (Norway), Kronborg Castle (Denmark), Laponian Area (Sweden).

Memory of the World

▷ Unesco’s Memory of the World program began in 1992, but it is not legally binding. The goal is to preserve valuable archives and library collections for future generations.

▷ **Scandinavian examples:**

Manuscript by author Hans Christian Andersen (Denmark), the archive of adventurer Thor Heyerdahl (Norway), the archive of author Astrid Lindgren (Sweden).



Thor Heyerdahl

The Seven Wonders of the World

▷ Originally an ancient Greek list from 100 BC, usually ascribed to the poet Antipatros of Sidon. The only one of these



wonders still in existence is the Pyramids at Giza in Egypt. The “Seven New Wonders of the World” came about after a global vote held online during 2007 and includes the Great

Wall of China, the Colosseum

and the Taj Mahal.

▷ **Scandinavian examples:** No. There are no wonders here, at least not in the eyes of the rest of the world ...



Enjoying Hygge in Denmark

means of multicultural dissemination. She is supported by her colleague Hildegunn Bjørgen of the Arts Council Norway, which is actively working to bring inclusivity to various minorities in the country.

“What we don’t want is to end up in a situation where we say ‘this is Norwegian, but this isn’t Norwegian’. What happens when the state decides to rubber stamp one piece of cultural heritage, but not another? It’s actually a matter of documenting the knowledge that exists in the various traditions. What is most exciting is the diversity that now exists and the ways in which different cultures interact with each other.”

Bjørgen explains that craft skills and folk dancing already occupy prominent positions in the Nordic consciousness, and several committed interest groups have close working relationships with Unesco. Therefore, it is more important than ever to focus on the traditions of aboriginal people and national minorities, as well as sections of society such as the gay community.

Norway is currently looking at the possibility of drawing up a national overview, ideally pedagogic in nature and available to the general public via a digital archive.

“Oftentimes, when we start talking in general terms about ‘intangible cultural heritage’, most people simply glaze over. However, if we talk about various traditions in concrete terms that can be seen in the context of real events and people’s everyday lives, the situation is somewhat different.” ○

Intangible heritage

Sometimes culture and tradition are right there before your eyes. Sometimes it’s more of a feeling.

▷ **Turkey’s coffee culture**

Turkish coffee is considered an integral part of the country’s cultural heritage. It’s celebrated in song and literature, and is an important part of ceremonial occasions.

▷ **France’s gastronomic traditions**

While not singling out any particular meal or recipe, Unesco has recognized France’s food rituals for their importance in the lives of individuals and groups.



What’s protected? Find out more about protected customs at scandinaviantraveler.com

A CONTEMPORARY TAKE ON WOOL

— GRY: BASETWO PANTS, GREY MELANGE & BASEONE HENELY, DARK DENIM — ROGNsBAKKEN, VOSS —

— PHOTO: VIRRE DAHL — STYLING: KARNA HJELMEVOLD — LAYOUT: PAPERPLANE —



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Pork belly bao at the aptly named Little Bao



Katie Keiko working on a blog post at Ah Yat, a seafood restaurant



HONG KONG TASTY

Give the mullet a chance!

Looking for adventurous fast food in an exotic, intoxicating setting? Look no further, Hong Kong's foodies will tell you. Take out or dine in, this is the place to be



By Marcus Joons Photos by Martin Adolffson

With the highest rents in the world, 30,000 licensed restaurants, innumerable unlicensed hole-in-the-wall nooks, and street food vendors, competition in the Hong Kong restaurant business is cutthroat.

Despite this, there is usually an atmosphere of near hilarity, or at least the sound of loud giggling. Some restaurants, such as Dim Dim Sum, shape

'The island is home to the most millionaires in the world and is a magnet that attracts countless of tourists every year'

their bundles of pork dumplings into the head of a cute little pig with a snout. Others, such as Little Bao, take what are known as 'Taiwanese hamburgers,' or baos, and go all the way to the US for inspiration, making their patties with organic meat from grass-fed animals, and serving them with ketchup, cheese, and mayonnaise, accompanied by roasted onion, sesame oil, and shiso leaves, with a side of truffle fries. Easily the best fast food in Hong Kong

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*'Fat man dancing'
is always on the
menu*

There's always room for Mexican places like Brick House

and perhaps the most luxurious hamburger joint in Asia, if it can be called that. All from nothing more than just a hole in the wall.

Nobody in Hong Kong is closer to the true spirit of the city than Alvin Leung. Since the self-taught cook opened Bo Innovation in the Wan Chai district in 2003, his brand of deconstructed Chinese food, which he terms 'x-treme Chinese food', has made his restaurant one of five in Hong Kong to be awarded three Michelin stars. But most staggeringly, this former engineer has shown Hong Kong residents – and the rest of the world – that it is possible to fuse the Chinese heritage of the city with the international influences that continually flow into the financial capital to create some truly unique food experiences.

"I don't think it's surprising that I've succeeded. I think it's more surprising that nobody got there before me," says Leung self-assuredly as he sits in the shade on the terrace of his restaurant, escaping the humidity of the Hong Kong spring. He's wearing his signature \$2,000 glasses and smoking his equally characteristic cigar.

"Because I was born in London and grew up in Canada, I always saw Hong Kong from the perspective of an outsider. Before I became a cook – which only happened in 2003 after I'd become disillusioned with engineering – I thought that the city was underperforming in terms of its food culture. Of course, there were good Chinese restaurants, but

'There is usually an atmosphere of near hilarity, or at least the sound of loud giggling'



Alvin Leung, the self-proclaimed 'Demon Chef', is British-born and Canadian-raised

what struck me was the thought that here's a city of 7 million people living in tiny apartments who, quite naturally, have to go out to eat lunch and dinner. Add to that the fact that the island is home to the most millionaires in the world and is a magnet that attracts countless of tourists every year, and you have a potential that doesn't exist in many other places in the world. And although there were good Chinese restaurants, they weren't very exciting. Nobody wanted to experiment. So I decided to give it a shot."

When we drop by Bo Innovation for a seven-course taster lunch, we are served scallops with rice that, after having been steamed and dried, pop like popcorn in your mouth. This is followed by a brown gelatinous ball that, when chewed, explodes and releases a taste of Chinese bao, which is a traditional Chinese pork meat faggot, or steamed bun. The course that Leung himself is most proud of is called mao tai and is a mix of sea buckthorn, lemon grass and passion fruit served in a ceramic pot with a pipe that is lifted to drink the stock with your eyes focused on the ceiling above. Everything, says Leung, is designed to take diners out of their comfort zone.

"Not completely out of that comfort zone, but enough to get your thoughts to flow. That's the goal here, I want diners to think more."

Hong Kong, says Leung, is now on the threshold of change, moving from being a nation of food lovers to being a nation of foodies. The difference, he says, is that that food lovers feel good when they eat, while foodies are curious. They think about what they eat and how it fits into a larger context.

Katie Keiko is one of the new generation of Hong Kong foodies. She writes the K's Luxe Dining Table ▷



Bo Innovation is the home of 'X-treme Chinese cuisine'



Go behind the scenes
What's it like living in Hong Kong? Check out the movies at scandinaviantraveler.com

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Anything is possible inside the mazelike fish market that is Lei Yue Mun

blog, where she photographs and writes about her visits to restaurants with Michelin stars in Hong Kong and around the world. She is also one of the main contributors to the Swedish-produced documentary *Foodies – the Culinary Jetset*, which has been shown in cinemas and at movie festivals the world over.

“I first started to blog about food because I liked taking pictures and began to notice that more and more restaurants were opening in Hong Kong where the food served up was a real work of art and merited photographing. It was stunningly beautiful,” says Keiko when we meet at Ah Yat, a traditional Cantonese restaurant located on the roof of a shopping mall in the Kowloon hotspot Tsim Sha Tsui. The reason for meeting here is that Keiko wants to show us local Chinese food from the Cantonese culinary tradition that is far detached from monkey brains and shark fins (even if the latter does appear on the menu).

According to Keiko, Cantonese cuisine is largely about consistency.

She orders suckling pig, oxtail and abalone, the latter of which is a member of the oyster family and one of the most expensive foods in the Cantonese larder. It is an extremely luxurious food (some of the dishes on the menu containing it are priced at over \$1,200). Therefore, it is a little surprising that they are served in what, to me, appears to be traditional Swedish cinnamon bun paper. ○



Dumplings at Dim Dim Sum

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‘I became a cook in 2003 after I’d become disillusioned with engineering’



1

A FOODIE GUIDE



2

For \$90, Bo Innovation's molecular Cha Siu Bao gives you a taste explosion

Ah Yat

▷ The place that wealthy Chinese go to enjoy the best abalone in Hong Kong. Prices range from about \$40 to over \$1,200. But if you aren't a connoisseur of Cantonese cuisine, there are other better value-for-money Cantonese restaurants in the city, although probably not with the same Bladerunner-esque view that you get here, 29 floors up in the I-square skyscraper.
iSQUARE, Tsim Sha Tsui

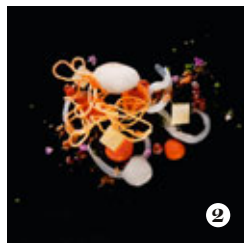
Mrs. Pound

▷ This restaurant probably has the hardest to spot entrance in all of Hong Kong. The entire frontage is covered by stamps from the philately store that once stood here. You have to press the right stamp to open a sliding door.

Your eyes then fix on an American diner and bar as depicted in the series, *Mad Men*.
6 Pound Lane, Sheung Wan, mrspound.com

Kinsale

1 Last winter, when the metro line was finally extended out to Kennedy Town in the far northwest of Hong Kong island, a number of restaurants quickly sprouted up along the water's edge. There's nothing strange about this since the spot catches the afternoon sun and the spectacular view of Victoria Harbor. Kinsale is a place reminiscent of the British colonial period with a menu featuring a first-class fish gratin and fish and chips.
Shop 2, New Fortune House, Kennedy Town, kinsale.com.hk



2

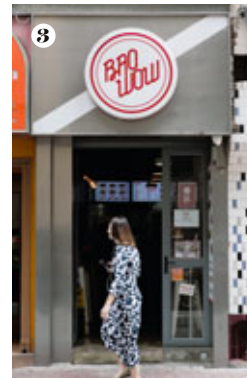
Bo Innovation

2 It's in the evening that things really start happening here. But if you're not willing to part with \$250–350 on Alvin Leung's deconstructed Chinese food and still want to get a taste of his famous dishes, the seven-course lunch priced at around \$100 is an excellent alternative.
60 Johnston Road, Wan Chai, boinnovation.com

Little Bao

▷ May Chow, who previously worked at Bo Innovation, serves fast food at its best. Tables cannot be reserved, so come as early as 6–7pm in order to

make sure that you don't have to queue.
66 Staunton Street, Central, little-bao.com



Bao Wow

3 A faster food version of Taiwanese baos. They are served here as tacos, with the bao bread replacing the tortilla.
28 Tai Wong Street East, Wan Chai

Dandan Soul Food

▷ Hong Kong residents want super-fast and super-tasty food for less than \$10. That's what you get here. It may not be the most charming of places, but all that fades into insignificance when the powerfully Sichuan-spiced noodle soup lands on your table. Bear in mind that the cuisine of the north-eastern Sichuan province of China is extremely spicy.
181 Queen's Road, Sheung Wan, dandanhk.com

Dim Dim Sum

▷ Mong Kok is most famous for its market quarter, but it also conceals this dim sum eatery where the pork dumplings look like cute pigs.
112 Tung Choi Street, Mong Kok

 **More tasty tips**
See more Hong Kong eateries at scandinaviantraveler.com

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THE CLOSER

Becoming NYC's number one real estate agent was never Fredrik Eklund's dream. He just wanted to move to 'the capital of the world' – so he made it happen

By **Sofia Zetterman** Photos by **Martin Adolfsson**



Fredrik Eklund has secured over three billion dollars in closed residential sales over the past five years. Rated as the number one agent – out of 30,000 – in New York City by *The Real Deal* in 2014, he set record sales in 28 buildings in Manhattan last year alone, breaking yet another record for his firm, Douglas Elliman, with more than \$371 million worth of closed sales last year. Another \$705 million in contracts signed pending to close put Eklund, and his business partner John Gomes, at a jaw-dropping \$1 billion in combined sales in 2014 alone.

Still it was the city – not the job – that made the 37-year-old Swede move across the Atlantic by himself 13 years ago.

“I always dreamed about moving to New York and once I was here I said to myself: which job is the most ‘New Yorky’ of all jobs? Where I get to really be one with the city?”

Real estate was the answer, and through hard work, grit and force of personality, he quickly climbed to the top of his game.

Eklund’s first job in the business was as an agent with the real estate, J C DeNiro, where he had sales of \$50 million in his first year and was nominated ‘rookie of the year’ by The Real Estate Board of New York.

Today he is the number one broker at Douglas Elliman, the nation’s fourth largest real estate company, which dominates the East Coast market.

As far as his A-list clients go, you’d be hard pressed to find any bigger, Eklund has sold apartments to celebrities such as Jennifer Lopez, Sarah Jessica Parker, John Legend and Daniel Craig. Now his main focus is new developments and on changing the skyline of the city he loves. ▶

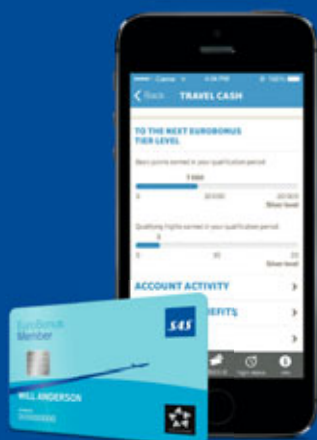
WHO HE IS AND WHAT HE DOES

Fredrik Eklund

- ▶ **Age:** 37
- ▶ **Live:** In a 240 square meter €43 million luxury apartment on Manhattan. Building two more residences in Madison Square Park and Tribeca
- ▶ **Family:** Husband Derek Kaplan and dachshund Fritz
- ▶ **Education:** Stockholm School of Economics but never graduated
- ▶ **Job:** Top broker at Douglas Elliman, TV-star in the reality show *Million Dollar Listing New York*
- ▶ **Motto in life:** Be yourself – always and in every way! Find the little you as a kid, before we all grew up, and became adults and boring, and bring that real, fun you back again

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SAS

“I came here with nothing, but today I am part of changing the market in the city of all cities. I am part of creating new developments, together with the architects and I am engaged in every detail from scratch to the interior design details”, says Eklund.

Eklund gets involved early in the process and involves himself in everything right down to choosing the bathtub. The buildings themselves are luxurious, complete with built-in dog spas, indoor and outdoor swimming pools, private parking, food elevators, and top-notch restaurants, such as the 51-story 5 Beekman, 11 Beach or 11 North Moore – all record-breaking new buildings.

In 2009, Eklund founded his own brokerage, Eklund Stockholm New York AB, which has offices in Stockholm and Oslo, with the objective of making it Scandinavia’s first international luxury agency. Now the company has more than 60 employees, closed \$1 billion in 2014 and has quickly become a real game changer on the Scandinavian real estate market.

“The goal was to become an international player with a focus on the luxury segment and new developments. And we have succeeded. We have sold apartments for an all-time-high square meter price in Stockholm and have a new building coming this summer with penthouses.”

But few people know that the real reason Eklund started a business in Stockholm was to spend more more time with his family in Sweden.

“I have lived abroad for 13 years and miss everything back home. My family and my brother’s kids have been growing up while I’ve been away. Now I come home more often.”

When asked about how the Scandinavian and American real estate markets differ, Eklund says, “They have different laws and regulations and the role of the real estate agent is different in New York compared to Sweden. But the market, the supply and demand, the pricing, and the competition are pretty much the same. I actually see more similarities than differences, like the appetite for luxury and new architecture. Stockholm is perhaps unexpectedly expensive, and almost as expensive as New York. And central Oslo is actually a more expensive per square meter than the average downtown New York apartment. We sell houses in the Nkr 50–60 million price range every month there.”

Selling is what it’s all about in Eklund’s world. So it should not be surprising that his book *The Sell: The Secrets of Selling Anything to Anyone* released earlier this spring, climbed immediately to number one on the charts on Amazon and Barnes & Nobles months before the release date.

“It’s really a guidebook for anyone on how to become successful. It sums up what I have learned on my journey from small-town Sweden to the very top



I always dreamed about moving to New York and once I was here I said to myself: which job is the most ‘New Yorky’ of all jobs?’



of the most competitive market in the world, New York. It’s a lot about having the courage to find and be yourself – it sounds easy but it is pretty damn hard.”

Along with his ‘never-say-die’ attitude Eklund has also managed to remain true to himself: his eccentricity, high kicks, colorful socks and humor certainly make sure nobody forgets him.

“It takes a big personality to stand out and be remembered among 30,000 New York based real estate agents. I don’t hold back anymore. The more I give of myself, the more open and honest I am, the better things go for me. People love to be around a fun person, and that attracts more success.”

Once again, it was no real surprise when in 2011, Eklund also became a reality tv star. The grand finale of the fourth season of the Emmy-nominated reality show *Million Dollar Listing New York* is being shot the very night of our interview. It airs in over 110 countries, is watched by countless millions of people and follows Eklund in real-time doing one deal per episode.

“One thing is sure: I don’t have a nine-to-five job. I never did,” Eklund says with a laugh. “The dream of moving to New York has already been fulfilled – and then some.”

But Eklund has one big dream left, perhaps the biggest of them all: to have a daughter. This year the dream will become a reality when a surrogate mother will carry his and husband Derek’s child.

“This has been a dream of ours for years. I have always pictured myself with a little girl. It’s time for new priorities in my life. It’s time for my own family! Hopefully I can still stay number one in New York, but if I don’t, that’s okay too. Because I will be the number one dad to her.” ○

FREDRIK'S NYC

your star guide



'Make your mark in New York and you are a made man'
Mark Twain



ABC Kitchen Restaurant

▷ Fabulous lunch restaurant run by Michelin-starred Chef Jean-Georges Vongerichten. 35 East 18th Street abchome.com

Gramercy Tavern

① Opened in 1994 by legendary restaurateur Danny Meyer in an historic landmark building. 42 East 20th Street gramercytavern.com

Perry Street

③ Offers an exquisite blend of French, American, and Asian cuisine. Classy but not uptight. 176 Perry Street perrystrestaurant.com

Crosby Street Hotel

② Great atmosphere, great brunch. 79 Crosby St. firmdalehotels.com

The Mercer

▷ Soho's most luxurious hotel. A taste of NYC loft living. 147 Mercer St mercerhotel.com

Soho House

▷ A space for eating, drinking and meeting. Don't miss the rooftop pool! 29-35 9th Ave, Meatpacking District sohohouse.com

Interior design fan? Don't miss the big 5

④ Soho is your destination! These are the five streets you shouldn't miss: *Green Street, Elisabeth Street, Mott Street, Mulberry Street, and Prince Street*

Suits that suit you

▷ Emporio Armani, 601 Madison Ave/West 5th Ave
⑤ Ralph Lauren Mansion, 867 Madison Ave/ 71 St


 **New York, New York!** For more hints and tips on The Big Apple visit scandinaviantraveler.com

Photo by Ralph Lauren, Marcia Muchalski

Photo by Francesco Tonelli

"IT'S A COMPLETELY different city today than when I moved here. But then again, I'm different, too. New York is one of the fastest changing cities in the world. I love standing in the middle of that change and being part of it. You always feel a few steps behind; no one can keep up with New York, and that's why she is so addictive. Yesterday, I heard about a new restaurant under the Highline in West Chelsea that everyone is trying to book for dinner, but tomorrow there will be a new place in demand. And that's just how I like her, the best city of all: ever-changing."



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The secret of the dried grapes



Inspired by the popular Amarone of Veneto, a new generation of winemakers in Italy have discovered how a few weeks of waiting can make a huge difference

Italians have always had their own way of doing things. They invented pasta, risotto, pizza and the espresso coffee. And the appassimento method of winemaking. Never heard about appassimento? It's the X-factor of the famous Amarone della Valpolicella, and it means that the grapes dried before they go into the winemaking.

Who else than the Italians would ever think of making wine from dried grapes? The result has been overwhelming and Amarone has conquered the world and become one of Italy's most exported quality wines.



Scipione Giuliani

Nowadays, a new generation of winemakers, like 44 year old Scipione Giuliani, inspired by the success of Amarone, is trying out the appassimento method in other regions of Italy.



What is today one of Italy's most celebrated wines, was in fact created by accident in the winery almost 80 years ago. In the past the most appreciated wine produced in Valpolicella was the Recioto, a sweet dessert wine made with dried grapes, still produced in Valpolicella today.

With the drying process water drained away and the grapes became sweeter with more intense flavours. Fermentation of the juice was deliberately stopped when about half of the sugar had been fermented to alcohol, creating a wine with high levels of residual sweetness.

From time to time, the winemaker was not able to stop the fermentation and ended instead up with a very dry and almost bitter wine. In Italian amaro means bitter, so the wineries labeled this wine Recioto Amaro (bitter recioto).

Legend has it that in 1936 one cellar master lost track of a barrel of Recioto. The natural yeasts had started fermenting again, and most of the remaining sugar had been converted into alcohol.

The cellar master tasted the wine and

was so pleased with the result of the "accident" that he exclaimed "questo non è amaro, questo è un amarone!!" (this is not bitter, this is a great bitter). The name Recioto Amarone was born, and the rest is history.



Scipione Giuliani was born in 1970 in the Veneto region, home to the famous Amarone wine. After graduating from Scuola Enologica in Conegliano, Italy's oldest and most prestigious wine school, in 1991, he has worked with wineries all over Italy.



Primitivo vineyards in Apulia

"The more I worked with various wine making regions, the more I wanted to apply the appassimento method to grapes outside of Veneto," says Scipione. "Amarone is an expensive wine for special occasions and I wanted to create a wine similar in style, but more affordable".

"It is during the appassimento process magic happens. Water evaporates and natural enzymes add flavours that wasn't there in the first place."

Scipione Giuliani



Scipione knew that Apulia, the region in the heel of Italy's boot, was ideal because of its warm and dry climate, and he knew about the extraordinary potential of the Primitivo, one of the signature grapes of this region. So this is where he started his search for the right vineyard plots.

"Appassimento is a difficult process with risk of rot in the grapes, so I followed several quality criteria, like the age of the vines, position of the vineyards and the soil," he says. Hence, many of the vineyards he selected were planted with old bushvines with low yields and healthy grapes with thick skin.




Deliberately pushing the limits, Scipione demanded the growers to wait to harvest until the grapes were almost overripe, because this would help him to create the bold and sundried flavor he was looking for. The best grapes were hand-picked and laid in small cases. Grapes were then dried for 4 weeks. As Scipione puts it: "It is during the appassimento process magic happens. Water evaporates and natural enzymes add flavours that wasn't there in the first place. The result is a very ripe, rasy, full bodied wine. Scipione was so pleased with the result he named the wine "Amore Passo". Amore because it's made out of passion for Italian

wines. Passo because of the Appassimento method.



Primitivo grapes laid down for drying

Just like their predecessors, the inventors of Cappucino, Parma ham and Lasagna, Scipione Giuliani and fellow winemakers continue to apply their creativity into their work and are now re-inventing Italian winemaking. Thanks to an absent-minded cellar master 78 years ago.



Old England's characteristic iron façade, built in 1899, is a wonderful example of Art Nouveau

IN THE ART OF EUROPE

Brussels doesn't have a museum of modern art, but in a way, the city itself is one. It houses some of Europe's finest examples of Art Deco and Art Nouveau buildings, many of them open to public

By **Marit Fahlander** Photos by **Bea Uhart**



Egyptian architecture serves as inspiration at Villa Empain

We may not be far from the majestic Grand Place, but the medieval buildings of the city center seem a long way away. Next to the canal is the Citroën building, designed in 1934 by Alexis Dumont. The structure is a functionalist modern building with a hint of Art Deco and represents a time when the center of Brussels was still home to industry. In those days, the Citroën building was used as an exhibition hall and office building. Today, it has been bought by the city and there are plans to turn it into a museum of modern art.

“Brussels has the highest density of art collectors in the world, but no museum of modern art,” says Ward Verbakel who, nonetheless, is one of those who believe that the building is particularly unsuitable for the purpose.

“There are no walls to hang the art on – the entire building is glass,” he says. “Instead, we should make it a meeting place for creative activity. Brussels does not have many places where you can create.”

The way in which people move and function in the city is key to Brussels-based architect Verbakel’s approach to buildings. He returned to Brussels in 2006 after spending several years studying and working at Columbia University in the US. But then the climate for the new ideas of young architects began to improve in Belgium, and Verbakel wanted to be a part of it.

As we move closer to the city center, we see more from an architect who really made an impression on the city – Victor Horta. Horta lived in Brussels and was one of the leading exponents of Art Nouveau. His style developed towards Art Deco over the years: organic shapes became geometric, undulating lines became straight.

Horta’s Center for Fine Art – or Bozar as it is known – was completed in 1928 and it is an example from hit Art Deco period. We choose the Rue Ravenstein entrance, but there are several others – something that is typical of Horta buildings.

Verbakel talks about how Horta departed from the standard template and positioned the rooms in new ways to facilitate the movement of people and take into account the way the light enters the building. In Horta’s approach, you can already see the beginning of modernist concepts. ▷

‘Brussels became a center for science and the arts. It attracted people such as Einstein and Chagall’



Debate continues over the future of the Citroën building



Ward Verbakel

- ▷ **Age:** 35
- ▷ **Lives:** Brussels
- ▷ **What he does:** Architect at his own firm, plus office architects, professor at the University of Leuven. On the editorial board of the magazine *A+ Architecture*

Across the street from Bozar is Galerie Ravenstein. Here we step into something resembling an atrium. Mosaics adorn the walls and the light flows in from above through a glass dome with a circular pattern. The building was designed by Alexis and Philippe Dumont in the 1950s and also serves as a passage to Brussels Central Station, which is another Horta masterpiece.

Brussels has an abundance of Art Nouveau and Art Deco buildings. The reason? Quite simply, because people could afford it, and the country's economic prosperity attracted creativity from all over Europe.

"Brussels became a center for science and the arts. It attracted people such as Einstein and Chagall," says Verbakel.

The bourgeoisie invested money in this new style of building, and these still adorn the streets of Brussels today, more or less intact. The vast majority are not museums, but the homes of ordinary people, including perhaps one or two Eurocrats.

The districts of Ixelles and Saint-Gilles are home to some of the grandest structures.

In Saint-Gilles we enter The Hôtel Hannon, which despite the name, is not a hotel. When it was designed in 1904 by architect Jules Brunfaut, it was as a residence for Eduoard Hannon, an engineer and amateur photographer. It is perhaps fitting that today, the building houses a photography museum.

The large windows with their swirling ornamentation are typical of the age, but Verbakel tells us that Art Nouveau architects did not use clean, closed circles. Instead, the curves change direction in the middle of their movement, giving a 'whiplash' effect, because the line closely resembles the shape of a whip. Art Nouveau also took inspiration from the plant world.

"The building is like a wooden tree growing out of the ground," says Verbakel, pointing to the curvature of its foundations.

Hôtel Hannon is open to visitors, as is Horta's own house just a stone's throw away. To understand Art Nouveau properly, it is important to also look beyond the facade, because the buildings are an example of Gesamtkunstwerk or 'total work of art'. The architects designed the interiors themselves or in collaboration with furniture designers, carpet makers and other trades.

The Villa Empain is just one example of the many impressive villas that line Avenue Franklin Roosevelt. Many are embassies, but the Art Deco treasure that is the Villa Empain is today owned by the Boghossian family and is a museum of contemporary art. It was designed by the Swiss architect Michel Polak and completed in 1930, and it should not be missed by Deco enthusiasts.

"Art Deco is the abstraction of pure shapes," says Verbakel, as he points to the palm leaves in the panels that run along the ceiling – a typical example of the Egyptomania of the time.



Palais Stoclet (left): named a world heritage site by Unesco



"The building is like a wooden tree growing out of the ground"

We conclude our tour with a visit to the Palais Stoclet where it is interesting to discover that Austria's finest Art Nouveau building is actually in Brussels. The architect, Josef Hoffman, was Austrian in any case. The building's rectangular shapes and asymmetry ran counter to the style of the day and laid the foundations of both Art Deco and Modernism. On the inside, the walls are decorated with mosaics by Gustav Klimt. Unfortunately, the building is not open to visitors. It is still owned by the Stoclet family who only lend their palace out on special occasions, such as presidential visits. Verbakel longs to take a look inside – he has pulled strings and made inquiries. So far his efforts have been in vain, but even from the sidewalk the building is impressive. ○

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COLD BRINGS US TOGETHER

BROWSING IN BRUSSELS

Brussels has a wide range of flea markets, antiques stores, and vintage shops. You'll also find exclusive fashion boutiques selling the latest Belgian designs



Photo by Massimo Borchini / AOP

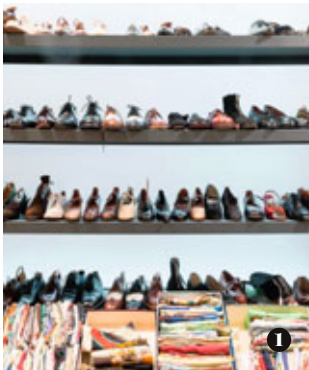
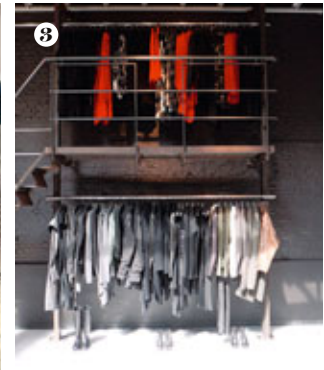


Photo by Jérémie Javière



The antique market at Place du Grand Sablon

▷ Europe's oldest antique market where items must be at least 30 years old. Open Saturdays from 9am to 5pm and Sundays from 6am to 2pm.

Place du Grand Sablon
sablons-antiques-market.com

Modes

① Vintage boutique at Jeu de Balle that only sells clothes from before 1960. Ring the doorbell for admission. Open Tuesday through Sunday from 10am to 3pm.

Rue Blaes 164
modes-antique-textiles.com

The flea market at Place du Jeu de Balle

② Everything from antiques to knick-knacks. The market is open every day from 6am to 2pm on weekdays and until 3pm on weekends. When you've seen enough at Jeu de Balle, you can stroll along Rue Blaes or Rue Haute up towards Sablon and explore countless stores selling antiques and retro items along the way.

Place du Jeu de Balle

Hunting and collecting

▷ Just a few hundred meters from Stijl, this boutique is about more than just selling clothes, shoes, and accessories. It is also an art gallery. Every six months the

store is redesigned along different themes that are reflected in both the interior and its range. Open Tuesday through Sunday from midday to 7pm.

Rue de Chartreux 17
huntingandcollecting.com

Stijl

③ This was the first boutique in Brussels to sell Belgian design when it opened in 1984. Since then, the street has developed into the city's epicenter of fashion and is the haunt of designers and artists alike. Home to both well-established brands and up-and-coming ones. Open Monday through Saturday from 10.30am to 6.30pm.

Rue Dansaert 74 • stijl.be

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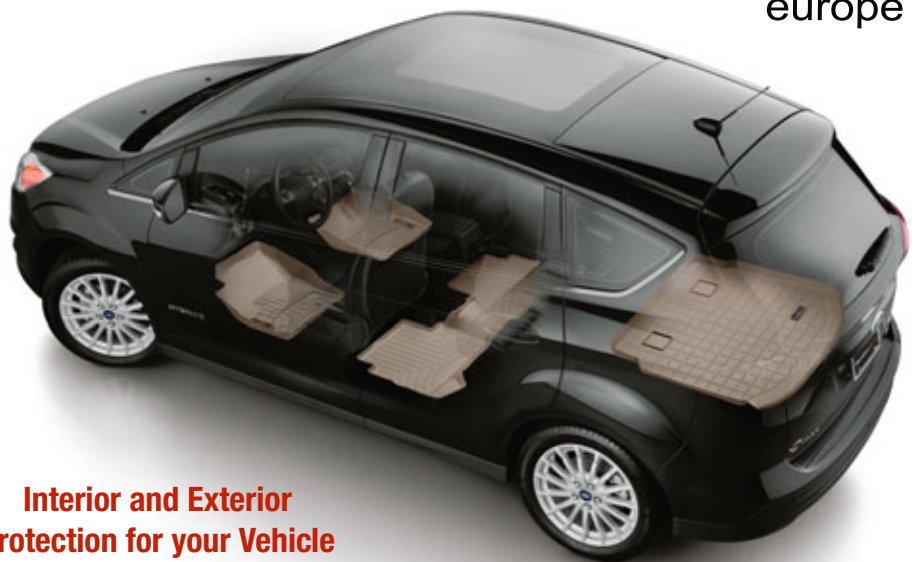
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Vardøen on the couch he upholstered himself at Bar Boca. 'I'm not interested in design, but in creating a good atmosphere and providing functionality,' the craftsman says

HANDY JAN

Entrepreneur Jan Vardøen built a business empire from scratch and went on to transform the old working-class neighborhood of Grünerløkka

By **Inga Ragnhild Holst** Photos by **Hans Fredrik Asbjørnsen**

Jan Vardøen breathes in the scent of the old streets of Grünerløkka, Oslo. It's a heady mix of wood lacquer, leather and freshly baked bread. Within just a few blocks are no fewer than ten businesses he's built up literally by hand. Sporting a black shirt that Johnny Cash would have been proud of, he walks between his bars and restaurants. Style comes naturally to Vardøen, and you can see inspired vintage touches from the 1940s, 50s and 60s in all the places he's touched.

Vardøen, who split his time between his father's home in England and his mother's in Norway until his 20s, arrived in Risør in 1988, having talked himself into a boat building course.

"Boat building is a fine skill," he says, "one that everyone should learn. It teaches you problem solving. You're also working with aesthetics, so you develop your personal style. And you need to be precise, or the boat might sink."

Risør soon felt too small, so it was off to Oslo and Grünerløkka. Back then, Grünerløkka was a downbeat working-class area. There were still residential buildings where several apartments shared a communal bathroom. People were poor, and living on Markveien or Nordregate was not something to boast about.

But Vardøen has a thing for rough neighborhoods. In London, for example, he lived in a Brixton squat. He was quick to see the potential of Grünerløkka.

"It's a soulful neighborhood," he says, "with a nice mix of parks and old buildings. Everything is very relaxed here and there is a sense of unity. It suits me well."

In 1996, Vardøen helped open a small Mexican



Build it and they will come

'I have an interest in food, diners, tiki culture, and brewing. Suddenly there I am, owning lots of places'

restaurant, Mucho Mas, which became Grünerløkka's first hip eatery. After that, things snowballed. Vardøen took over another place on Thorvald Meyers gate and opened Bar Boca, which was an immediate success. It had some of the city's toughest bartenders, but they were mixing colorful cocktails decorated with cherries. The place was packed to the rafters on Friday nights. Then came the cozy pizza restaurant Villa Paradiso, the US-style Nighthawk Diner, a microbrewery, a bakery, and more.

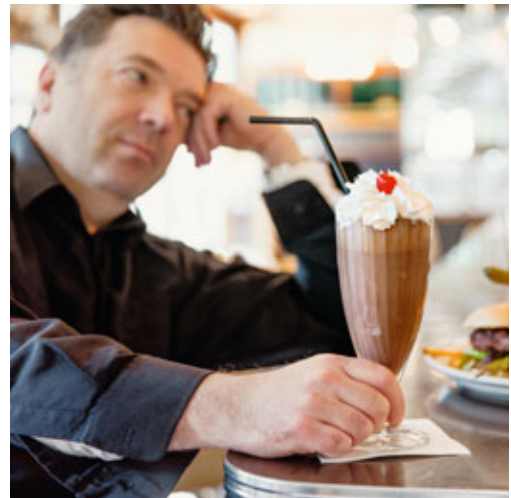
Today, Vardøen's empire also includes a record label, a film production company, a publishing house, an import business and an accounting firm. He employs over 300 people.

"It's a strange feeling," he says. "I see everyone ▶

WHO HE IS AND WHAT HE DOES

Jan Vardøen

- ▷ **Age:** 52
- ▷ **Family:** Partner and two children, aged 5 and 8
- ▷ **Lives:** Nesodden, Akershus county. Apartment in Grünerløkka
- ▷ **Occupation:** Boat builder, entrepreneur, restaurateur, musician, director, author. Owner of a variety of restaurants, a publishing company, a record label, a film production company, an accounting firm and an import business. He has released several albums and has made three movies, with a fourth in production.



The playlist at Nighthawk Diner is packed with classics, including Nina Simone’s “Ne me quitte pas” and “Beast of Burden” by The Rolling Stones

‘Everything is very relaxed here and there is a sense of unity. It suits me well’

Vardøen’s favorite spots in Oslo

- ▷ **The Crossroad Club**
According to Vardøen, the nightlife in Oslo is better than in Stockholm and Copenhagen. Places like this lively music venue will show you why.
*Maridalsveien 3
thecrossroadclub.no*
- ▷ **Emanuel Vigeland Museum**
Artist Emanuel Vigeland (1875–1948) had an unusual double purpose for this building, combining an exhibition space for his work and a mausoleum.
*Grimelundsveien 8
emanuelvigeland.museum.no*

gathered for Christmas lunch and I think: ‘I pay all these people’s wages!’”
Vardøen has been instrumental in making Grünerløkka the vibrant and desirable area it is today. In fact, property prices have tripled since he arrived. But he’s modest about his part in the transformation.
“Had it been intentional, I would have been happy. But it was never my aim to build a neighborhood. I just pursued the things I like. I have an interest in food, diners, tiki culture, and brewing. Suddenly there I am, owning lots of places. I’m an enthusiast, and I believe in following through on my plans.”
He has quite literally built this empire with his bare hands.
“I’ve done all the carpentry myself,” he says. “And laid the floors. I’ve even painted the signs. I wouldn’t have got things off the ground if I’d needed to pay someone else to do the work.”

Vardøen is skeptical of the concept of design. “It just makes things more expensive,” he says. “I don’t see why I should hire an interior designer – building a restaurant is not too different from building a wooden boat. Once you master a technique like that, you can use it for many other things.”
You get the feeling that Vardøen’s days have more than 24 hours. In addition to keeping his empire running and opening a new branch of Villa Paradiso, he recently found time to direct his third movie, *Autumn*



Vardøen’s pizza restaurant – Villa Paradiso

Fall. The secret, he says, is not putting things off.
“It’s like being a bartender in a packed bar. It’s easy to be overwhelmed, and you might feel tempted to look down at the floor instead of dealing with the customers. But if you keep your head up and get things done, you find you can manage it. That’s what my days are like.” With that, he walks on to the next restaurant. ○

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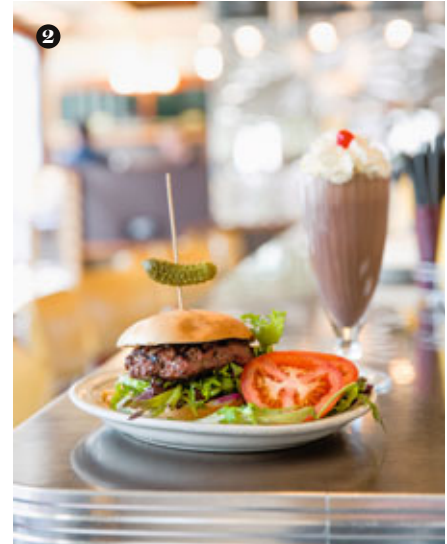
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A TASTE OF OSLO

Vardøen brews, mixes, bakes, and roasts to keep Grünerløkka happy



Grünerløkka - a diamond in the rough

Villa Paradiso

1 Villa Paradiso pizzas and snacks. Beer, wine and Aperol spritz. A great atmosphere and a full house every day. A new branch is also open at Sommerrogata 17, Frogner, in the west end of Oslo. [Olaf Ryes plass 8 villaparadiso.no](http://OlafRyes plass 8 villaparadiso.no)

Aku-Aku Tiki Bar

▷ Transport yourself to a South Sea island beach without leaving Thorvald Meyers gate. Give one of their bathtub-sized drinks a try. Thorvald Meyers gate 32 akuaku.no

Bar Bellini

▷ Next door to Villa Paradiso. Serves hams, cheeses, and Italian wines. Weekly concerts. Olaf Ryes plass 8 barbellini.no

Focacceria

▷ The focaccia is arguably at least as good as you will find in Liguria. Choose from a range of toppings, including salty Italian anchovies. Markveien 34 focacceria.no

Vespa

▷ Cozy café in a lovely old building right next to the Freia chocolate shop. Relax with an

espresso and a sandwich while browsing the newspaper. You can also buy a few goodies to take home with you. Københavngata 2 cafevespa.no

Bar Boca

▷ Vardøen's first establishment. The skilled and friendly bartenders here have been mixing and serving fresh, colorful drinks since it opened. Unsure of what to choose? They'll talk you into trying something you probably wouldn't have imagined. Torvald Meyers gate 30

Nighthawk Diner

2 Burgers, milkshakes, pancakes and pies served in an authentic atmosphere. Vardøen had American artist Edward Hopper's painting *Nighthawks* in mind when he created this restaurant. Open from 7am. Seilduksgata 15 (entrance on Thorvald Meyers gate) nighthawkdiner.com

Grünerløkka Brygghus

▷ Microbrewery that supplies several restaurants and cafés in Oslo, including Vardøen's other establishments. You can also buy its beer at Vinmonopolet, the government-owned alcoholic beverage retailer. Københavngata 2 bryggus.no

Smelteverket

3 Gastropub in Oslo's new food hall at Vulkan, right next to the AkerSelva river. Maridalsveien 17 smelteverketoslo.no

More tips
Find more hotspots in Grünerløkka at scandinaviantraveler.com

«Statsbygg» has taken on the most far-reaching construction project in modern Norway. – A democratic enterprise that requires our absolute best, says CEO Harald Vaagaasar Nikolaisen.

Historical rebuilding of Norway's government quarter

“How will one of the world's highest developed countries arrange to house its own central administration?” This is the key question when Norway in the coming years will build new headquarters for the government in the heart of Oslo. The previous buildings were heavily damaged in 2011, when a terrorist bomb was detonated in the midst of the quarter. Statsbygg is the Norwegian government's key advisor in construction and property affairs, and is the builder of the new government quarter.

“Everybody would like to be without this chapter of our history, but today we are looking at an extremely interesting project that shapes the future work of the central administration,” says Harald Vaagaasar Nikolaisen, CEO of Statsbygg.

Tough decisions

Assisted by external projectors, architects and entrepreneurs, Statsbygg is aiming to incorporate as various qualities as security, future capacity and functionality, city development and environment into the new government quarter.

“The stakeholders and participators are numerous and highly interested, and we strive to take all relevant regards into consideration. Still decisions need to be made and someone will get disappointed, but we are prepared to engage in the public debate throughout”, Nikolaisen reassures.

So far, the government has decided to keep the landmark “H-block”, housing the Prime Minister's office. Other major buildings are being replaced or refurbished.

Today, the state administration is spread



The new government quarter in Oslo as proposed by Snøhetta. is a bid for the future, carried out by Statsbygg, the Norwegian government's key advisor in property affairs. (Photo: Snøhetta)



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Learn more: www.statsbygg.no



Harald Vaagaasar Nikolaisen heads Statsbygg, which runs the rebuilding of Norway's new government quarters in Oslo. (Photo: Trond Isaksen/Statsbygg)

over several areas, but Statsbygg's project will collocate a future pool of 5,700 workplaces from all ministries except the Ministry of Defence. This solution is embraced by national security authorities.

Architectural exhibition

Starting in April, six selected national and international architects exhibit their visions for a new government quarter. The exhibition is not a competition but a demonstration of possibilities, according to Nikolaisen.

“We deploy the complete range of our expertise into this project, but 95 percent of the workload will still be handled by contractors and advisors. What is at stake is the efficiency and quality of the central administration for the next 50 to 100 years,” Nikolaisen concludes.

De Historiske – Historic Hotels & Restaurants of Norway

Gems of Norwegian hospitality

Historical surroundings, genuine local cuisine and hearty service. De Historiske revives the dream of real Norway.



De Historiske is an exclusive brand of Norwegian hospitality, comprising 50 hotels, 19 restaurants and two historic vessels situated across the country. Each and every of the institutions have passed through the eye of a needle, both in terms of a genuine historical site, local cuisine and impeccable guest service.

“Last year we received applications from 32 hotels, but only one was qualified by our standards,” says CEO Nils Henrik Geitle in De Historiske.

Quality guarantee

A high proportion of visitors to Norway wish to experience the country’s famous natural beauty. De Historiske combines nature with authenticity and local culture. “The destination itself, with its genuine local cooking, attractions, culture and architecture is presented to the guest in a perfect way”, Mr. Geitle says. All member institutions are evaluated on a continuous basis.

“Every year two independent secret inspectors visit each institution to make a report on guest service, environment, and food. If a hotel or restaurant fails to comply with our standards two years



CEO Nils Henrik Geitle in De Historiske – Historic Hotels & Restaurants of Norway

Further reading and booking:
www.dehistoriske.no



in a row, it is suspended. We stand as a guarantee for all our guests at De Historiske”, Mr. Geitle asserts.

Rising guest numbers

The concept of welcoming guests to genuine Norwegian estates serving local traditional cuisine is increasingly popular among Norwegian and international visitors alike. Last year, the number of US guests rose by 47 %, while visitors from Germany increased by 60 %.

“We are also delighted to see a rising number of guests from Denmark and Sweden”, Mr. Geitle says.

Arendalsuka August 12-18:

Expanding the dance floor for Norwegian democracy

“Arendalsuka” in August gathers a record pool of political leaders and decision-makers from all sectors.



Arendal is host to the biggest political meeting place outside of Stortinget, the national assembly, in Norway. (Photo: Arendalsuka)

“ We have created the largest annual political meeting place outside of Stortinget (the national assembly). Our aim is to strengthen democracy through an open and free discussion,” Mr. Øystein Djupedal, County Governor of Aust-Agder, states. Together with Arendal’s mayor Einar Halvorsen he hosts an annual event exceeding all previous expectations, attracting large audiences and ministers of the Norwegian government, leaders of political parties, former PMs like Gro Harlem Brundtland, as well as executives of all major interest organisations, trade unions and employer organisations of Norway.

“The entire program is free of cost and available to all, and our topics cover broad interests and relevance to the society at large,” Djupedal says.



County Governor of Aust-Agder Øystein Djupedal is host to the annual Arendalsuka, which holds its biggest event ever August 12-18. (Photo: Arendalsuka)

arendalsuka
politisk møteplass
www.arendalsuka.no

Outreach

The 2015 program includes debates on immigration and demography, infrastructure and construction, legal rights for exposed groups, public welfare and health services, black economy, municipality reform, education, and several cultural events. The debates are all attended by major stakeholders.

“Imagine a wide dance floor of contemporary debate, where we play into the national and European agenda,” Djupedal says.

The County Governor represents the state in the county of Aust-Agder. Mr. Djupedal himself is a former Minister of education and research, and a member of several committees in the national assembly for the party Sosialistisk Venstreparti.

“I am going to attend all the debates, but the TV-transmitted panel discussion of the party leaders on Monday August 17 is the most important event”. In the latest national election year of 2013, the party leader debate during Arendalsuka was the most seen of all such debates.

Promotion of Arendal

As a host city Arendal boasts a warm summer climate, good connections, a large new-built culture center, as well as competent technical organizers from the city municipality. The financial burden is handled through a massive collaboration of volunteers and sponsors.

“We all work for free to arrange the Arendalsuka, and our financial contributors commit to pure sponsorships in the spirit of democracy and equal treatment in the program. We still have a few gaps to fill, and I look forward to sign a few more contracts”, Mr. Djupedal adds.

Nammo:

Rocket engineering for real



The Bloodhound SSC Show Car. Photo: Stefan Marjoram.

Precision engineering has made Nammo provider of the hybrid rockets for a world record attempt at stunning 1609 km/h speed on land.

“We are definitely approaching the absolute limit for speed on land”, says Morten Brandtzæg, the Executive Vice President Missile Products Division in the Nammo Group. He oversees the development and testing of the customized hybrid rockets for Bloodhound SSC, a British-built vehicle intended to drive at 1,000 miles per hour, or 1,609 km/h. This is well above the current speed record of 1,228 km/h. The record attempt will take place on a dry lakebed in South Africa next year, after painstaking analysis and testing by the British and Norwegian teams.

“Nammo was picked because it is reckoned to be world-leading in the field of hybrid rockets, which is the safest rocket technology available for a supersonic speed record attempt on land,” Brandtzæg asserts.

Great workplace

Nammo Group is a technology-driven aerospace and defense group headquartered in Raufoss, Norway. Its Missile Products Division delivers



“Our motive was to create a rocket engine with a gas pedal, without risk of explosion”

- Executive Vice President Missile Products Division Morten Brandtzæg

www.nammo.com
www.bloodhoundssc.com



“ World-leading in the field of hybrid rockets, which is the safest technology for supersonic speeds on land.

advanced rocket motors for air-to-air, ground-to-air and space applications, including thrust vector control systems and advanced warheads. Nammo’s areas of ammunition, demilitarization, space and technologies attract ambitious engineers from a range of disciplines. Nammo offers abundant opportunities for professional development among its staff. “The Bloodhound project is a way to demonstrate some of our abilities, since most information about our military technology is undisclosed to the public”, Brandtzæg states.

Safer technology

Nammo’s hybrid rocket is originally developed for the scientific North Star Rocket Family to be launched from Andøya Space Center in Norway.

A hybrid rocket is not to be confused with hybrid car-technology of electricity and burning fuel. It rather comprises liquid fuel that oxidizes solid fuel, enabling shutdown and restart of the rocket.

“Our motive was to create a rocket engine with a gas pedal, without risk of explosion”, Brandtzæg says.

Former jet fighter pilot Andy Green will drive Bloodhound at the world record attempt.

“I’m pretty certain that the difference between success and failure with Bloodhound is down to Nammo’s involvement”, Mr. Green says.

EL-PROFFEN:

A responsible choice of electrician



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"The weight of a national network is paired with local ownership securing personal service in customers' homes and businesses", CEO Stein Fossner says.

Responsible employer

EL-PROFFEN provides electrician services to a number of sectors, including private homes, offices, data rooms, cables, ships and rigs, offshore installations, and telecommunications. With size and coverage comes responsibility and accountability.

"Our policy is a marked attitude against black market work and social dumping, which sometimes is a problem in the craft industry", Mr. Fossner states.

By hiring an electrician from EL-PROFFEN, the customer promotes a responsible industry which in turn means better quality of the job. Combined with our professional buyers, a solid supplier

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Stein Fossner bases Norway's biggest electricians' chain EL-PROFFEN on the principles of accountability and quality.

network and major purchases, EL-PROFFEN provides a competitive service to all.

Once you know EL-PROFFEN, your needs for electrician services will always be covered.

Safety and security

EL-PROFFEN's electricians are trained to help customers improve safety and reliability in a cost effective manner. By installing heating cables, changing fuse box, replacing sockets, implementing power saving measures, and securing the premises against fire, the electricians from EL-PROFFEN are ready to improve everyday life for private persons and businesses. Everything is carried out according to leading industry standards.

"Our strategy for 15 years has been to achieve the leading position in Norway, which enable us to improve standards of quality, framework, accountability and ethics in the whole electrician industry. The winners are our customers and the market," Mr. Fossner concludes.



Peder Nærbø in Bulk is building the world's largest and Norway's first datacenter campus only on renewable energy.

Cleaning up the cloud:

The new industry of Norway

The enormous datacenter campus "N01" in Southern Norway marks the start of a new Norwegian industrial sector, headed by Bulk Infrastructure.

A huge green datacenter campus in Vennesla outside southern Norway's main city of Kristiansand is on everybody's lips these days. The entrepreneur is environmental promoter Peder Nærbø (46) and his company Bulk Infrastructure.

"Our mission is to reduce the heavy environmental footprint of logistics and datacenters," Mr. Nærbø states. He made his career in shipping and finance before entering industrial real estate in 2006 with his partners in Bulk.

After building several sophisticated warehouses, logistic parks and infrastructure Bulk has emerged as a leading real estate developer, providing substantial yields to investors every year since start-up.

"Bulk is curious and has a fearless approach, and I see a unique new opportunity for our team of highly qualified people".

Fossil trap

In 2010 and 2011, international consultants contacted Nærbø on several occasions in search for land for datacenters in Norway.

"I decided to get familiar with the industry, and I was shocked by what I learned," Mr. Nærbø admits. Currently, the datacenter industry consumes about 3 % of the world's power production. About 98 % of this comes from fossil

” The largest datacenter providers now move into the colder Nordic countries to get “free cooling” for their server-parks.

sources like diesel and coal power.

“The datacenters are mainly far away from the power production sites, causing big losses during transmittance. In addition, small and inefficient corporate datacenters in office buildings waste power. Given that the amount of data doubles every 18 months like now, the statistics become horrifying,” Mr. Nærbø says.

Renewable demand

Many of the world’s most profitable and influential companies are found among the large-scale suppliers of data storage. They often carve out local renewable energy sources in order to justify their increase of local power consumption. In reality they make it harder for the local power grid to substitute fossil fuel with renewable energy, according to Mr. Nærbø. He doubts the industry is willing to pay a “green premium”.

“The competition makes the industry less concerned about environment than profit. They prefer tax incentive locations, like Ireland, rather than locations with a surplus of renewable energy”.

Companies who buy “certificates of origin”, or pay taxes for “offset carbon” or “renewable energy”, remain in their fossil fuel powered location because there are few alternatives. Nærbø predicts that the industry will change only when a renewable energy datacenter is far more cost-effective than existing alternatives.

“Bulk’s cost-effectiveness program for design and building of industrial real estate and infrastructure, together with 300 hectares of land next to Norway’s largest hydroelectric power hub, might just change this”, Mr. Nærbø states.

Offers access

The largest datacenter providers now move into the colder Nordic countries to get “free cooling” for their server-parks. These companies have been under pressure to commit to the environment.

“Bulk offers the same solution to the broad market, this time in Norway, where we have 98 % renewable energy from hydroelectric production.” Mr. Nærbø expects interest from Europeans who want to reduce nuclear power.

“Between 55 and 80 % of the power in other cold Nordic countries like Sweden, Finland and Denmark consists of



The N01 datacenter campus is Norway’s first to combine high-speed fiber connections with huge storage capacity supported by cheap and renewable hydroelectric power.

nuclear and coal power. Norway, however, expects 40-50 TWh surplus of renewable power in 2020, and the prices will keep falling. Bulk’s location is already in the lowest spot market priced area in Europe.”

N01 datacenter campus

Over the last four years Bulk has secured strategic infrastructure such as subsea fiber cables, in order to prepare the “N01 datacenter campus” in Norway. The site is being equipped with 2 x 100 MW supply of hydroelectric power, as well as 48 pairs of high-speed fiber connected to the main European cities by Bulk’s own network and partners. Bulk schedules 400 MW of power supply in 2017, but the potential is close to indefinite, due to the nearby 3.6 GW hydroelectric power station.

“We are pioneers in connecting all the components of network and data storage in Norway and our prices will be surprisingly low. We accept no risk to fail in this project, as this industry is going to be a source of living after the oil era”, Mr. Nærbø states. Bulk ambitions are expressed in their slogan “High Performance Future”.

bulk
high performance future

Learn more on www.bulk.no

The original spare part

Every other car produced in Europe has automotive glass from Sekurit as a standard. This is the same glass that we use in all of our affiliates when we replace windshields, says Chain Manager in Norway, Pål Hagstrøm. Glasdrive is one of the biggest auto glass chains in Norway and has approximately 90 affiliates from Alta in the north to Kristiansand in the south.

- We have very good accessibility of affiliates across the country and we have highly efficient logistics. Our main warehouse is located in Oslo, but we also have warehouses in Kristiansand, Bergen, Sandnes, Mo i Rana and Trondheim. Glasdrive is owned by Saint - Gobain, one of the world's largest glass manufacturer which celebrates its 350th anniversary this year. Many people experience a small chip or crack in their windscreen, and this is reason no. 1 to both repair

and replacement of windshields. It's important to take a small chip or crack seriously. One should repair the damage before it develops into a big crack. A cracked windscreen leads to reduced visibility and safety for you and your passengers and others using the road. The windscreen stands for more than 35 % of the vehicle's torsional stiffness; that is yet another reason to take glass damage seriously. All Glasdrive affiliates focus on fixing the windshield before replacing it, because repairing a chip is less time consuming and cheaper for you. If the windshield cannot be repaired and must be replaced, you can be sure that you get a new windshield with very high quality. Glasdrive uses glass from Sekurit and puts the car back to its original condition again. If you're unlucky and get a chip in your glass, just call Glasdrive and we will take good care of your car.

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PLAY A PRODIGY

So you always knew you could beat the world champion in chess? Your move

FANCY A GAME of chess with a world champion during your flight? Thanks to a collaboration between SAS, the Norwegian World Chess Champion Magnus Carlsen, and Play Magnus, you can make this particular dream come true.

In early 2015, SAS sponsored the Play Magnus Live Challenge in New York, where 12 chess players from all over the world got to take on Carlsen, after having qualified by playing him on the Play Magnus app.

A similar event later this year will let EuroBonus members, who qualify through the app, play against the champ in his native Oslo. Thanks to the Wi-Fi on board long distance SAS flights, travelers will be able to measure their skills against Magnus on board. There are also plans to develop the app to let passengers play other passengers on the same or on a different flight.

"We want to make chess more accessible, so we are very excited about our collaboration with SAS. We look forward to creating some exciting experiences for EuroBonus members," says Kate Murphy, CEO at Play Magnus.

Soon 'B4 to D8' doesn't mean you have to switch seats

Mental gymnastics on board SAS





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Evelyn Glennie

GET CLOSE TO THE MUSIC

SAS collaborates with the Polar Music Prize

SAS IS THE OFFICIAL CARRIER of this year's Polar Music Prize laureates – Emmylou Harris and Evelyn Glennie. This collaboration between SAS and the Polar Music Prize also contains some unique opportunities for Euro-Bonus members.



**Emmylou
Harris**

Stefan Hedelius, vice president of branded marketing at SAS, reveals that a few lucky Euro-Bonus members will get the chance to attend the Polar Music Prize awards ceremony and the accompanying gala dinner afterwards.

"We want to get close to the music. A few of our most frequent flyers will be able to participate in the Polar Music Prize festivities. It's a chance to give our members access to unique experiences," says Hedelius.

The collaboration is part of SAS ongoing focus on music. Earlier this year members could get exclusive access to Melodifestivalen in Sweden, and looking ahead SAS will continue to bring travelers exclusive content and behind the scenes material, like the interview with Emmylou Harris in this issue of *Scandinavian Traveler*.

At home,
you
decide



Delta Adventure

ELLE MELLE Foto: Johan Holmquist



Amanda



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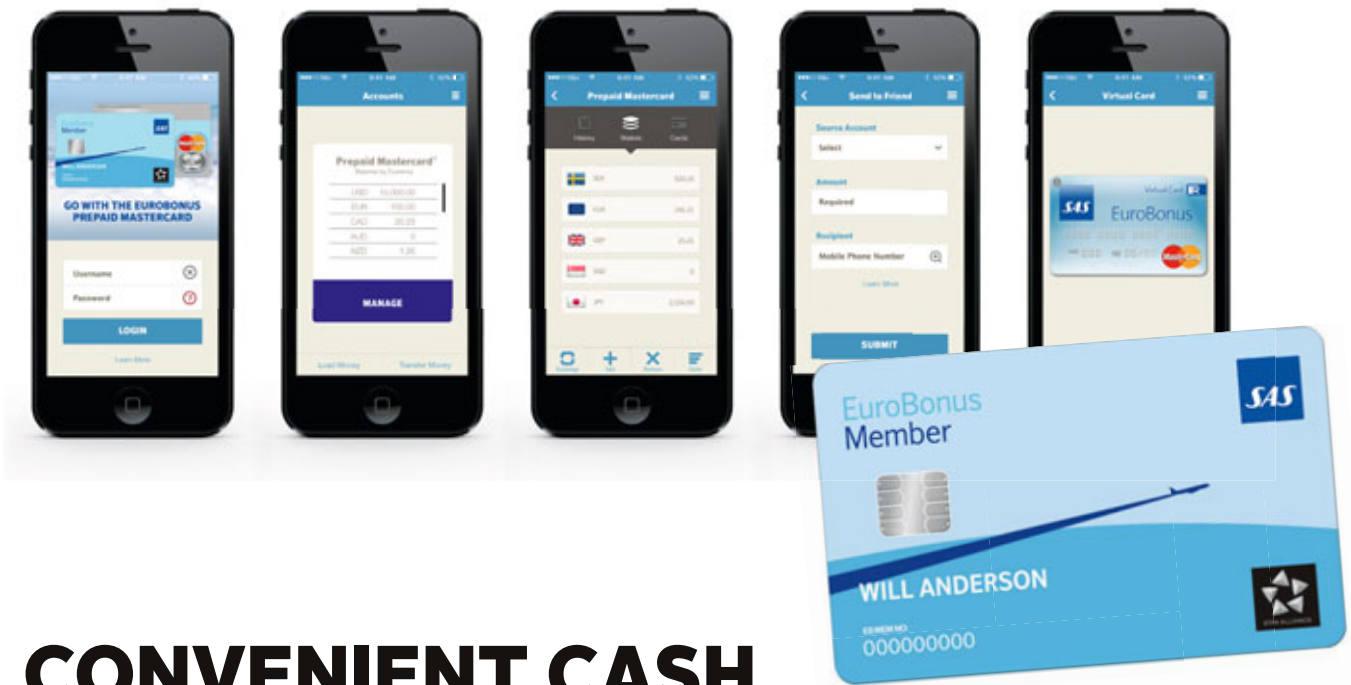
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CONVENIENT CASH

With the knowledge and experience that comes with being Northern Europe's number one airline SAS knows what their 3.8 million EuroBonus members need: hassle-free access to local currencies, while earning points at the same time

By **Judi Lembke** Photos by **SAS & Getty Images**

One of the many reasons SAS remains Northern Europe's leading airline is its ability to innovate – and the latest innovation is Travel Cash, a new feature to your EuroBonus card. Perfect for both the business and pleasure traveler, Travel Cash is designed to make paying in local currencies easy and convenient, doing away with inflated exchange rates and the headache of trying to convert local currencies.

“When you go abroad today you normally go to the foreign exchange office to buy local currency. This comes with fees and the exchange rates usually aren't great.

“On top of that you're carrying cash on you during the whole trip and once you return you might be stuck with excess cash in different currencies. Travel Cash removes all of this hassle, and saves you those extra costs while bringing you super convenience,” says Nils Lindhe, Head of EuroBonus.

Using Travel Cash is easy: you simply transfer money from your bank account, exchange whatever currency you need, and use it as you would a normal payment card. Alternatively, you can go to a local ATM at your destination and withdraw cash. What makes Travel Cash different is that you do all this in



Travel Cash's prepaid functionality means you are in control!

the local currency. This means that you know before you leave how much local currency you have, there are no hidden fees, and if you need to replenish your funds while traveling you simply go to the Travel Cash app and upload more.

“You know what you're spending each step of the way so you avoid surprise charges when you return home.

“And you can pull up the app or go to our website at any time and see what you have left of any of the currencies you've loaded on to the card, and if you're running low, you can load up more via the Travel Cash app,” Lindhe says.

If you don't use all the money you've uploaded you can either save it for your next trip to a particular destination or switch it to another currency.

“If you have Euros left from that trip to Germany and are not traveling in the Eurozone any time soon, but do have a trip planned to London or New York, go to the app and buy pounds or dollars for the Euros you have left,” says Lindhe. “This makes it very easy to keep local currencies on hand when traveling, particularly for the frequent business traveler.”

Another bonus for the frequent business traveler ▶



Photo by Getty Images

Heading out on a backpacking adventure? EuroBonus' new Travel Cash feature will simplify your funds as you travel the globe

is that Travel Cash simplifies expense reports. Since you exchange in advance you know the rate and exactly what you've spent in the local currency. This means no more waiting for your monthly credit card statement in order to figure out your expenses, then struggling with exchange rates.

Earn EuroBonus points every time you use Travel Cash

Travel Cash can be used from age 18 and up, so it's also great for SAS's youth travelers. EuroBonus Project Manager Ulf Berg says, "A lot of younger people study abroad. The Travel Cash allows parents to send them money when needed, while also making sure that their son or daughter isn't overspending."

For the under-26's who take a gap year backpacking around the world, Travel Cash is ideal.

Travel Cash also features contactless payment, which means, for example, that if you're taking the tube in London you can pay with your EuroBonus Travel Cash card in place of London Underground's 'Oyster Card' - perfect for when you want to act like a local.

Additionally, you earn EuroBonus points every time you use Travel Cash. Abroad you earn ten points for every 100 SEK purchase, and domestically five points for every 100 SEK spent.

SAS has a long list of 'firsts' to show for. EuroBonus' new feature Travel Cash is the first one in Europe, and to make sure that they stay ahead of the game SAS is fully future-proofing this service, with new features being added as payment systems develop.

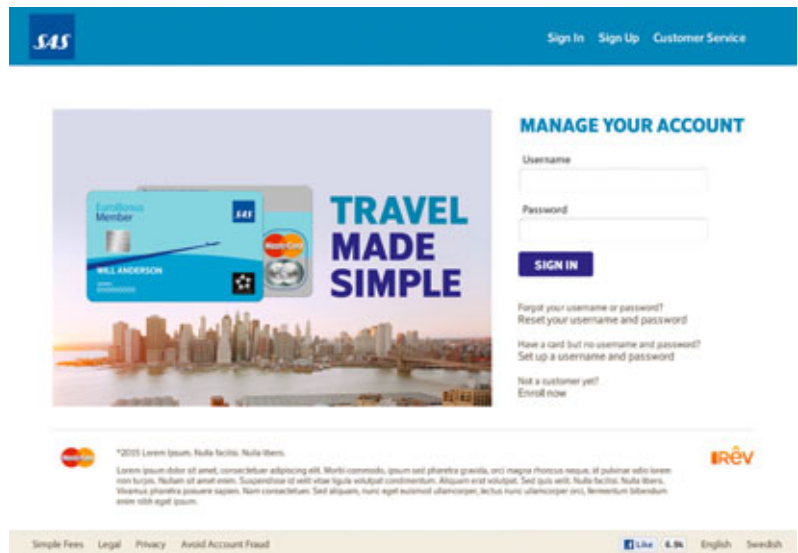
Travel Cash will be launched in June, with select EuroBonus members automatically being offered the card.

If you'd like to apply for the feature Travel Cash you can do so at Flysas.com/travelcash. ○

FACTS

If you choose to combine your EuroBonus card with MasterCard, you can also use Travel Cash, EuroBonus' new feature. It's easy to use, full of great benefits, and available in Denmark, Finland, Norway, and Sweden to EuroBonus members aged 18 and above.

- ▷ **It's prepaid:** Control your spending by using only the money you load on the card, while reloading as often as you like.
- ▷ **Accepted worldwide:** Use Travel Cash anywhere MasterCard is accepted, including ATMs worldwide. Remember, though, Travel Cash is not a credit card.
- ▷ **Earn miles:** Get EuroBonus points every time you use your card for purchases: 10 points for every 100 SEK spent abroad, 5 points for every 100 SEK spent domestically.
- ▷ **Locked-in rates:** Know and lock in the exchange rates for the various currencies you'll be using on your travels.
- ▷ **Manage on the go:** Easily transfer more money to your account while traveling via the app or site, and manage currency exchange as you need it.
- ▷ **Fully integrated:** Travel Cash is fully integrated into your EuroBonus card, meaning you can, for example, still swipe when going through fast track and lounge.



Keep the funds flowing via the Travel Cash app or online at Flysas.com/travelcash



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ON THE GROUND

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FLEXIBLE CHECK-IN

SAS offers several alternatives to standing in line at the check-in desk:

- ▷ **On the web** Go to [Flysas.com](https://flysas.com) or use the check-in email received 22 hours before departure
- ▷ **Via your phone** Answer YES to the check-in text message received 22 hours before departure. Go to [Mobile.flysas.com](https://mobile.flysas.com) or use the link sent with the check-in text message
- ▷ **SAS App**
- ▷ **Airport self-service** check-in kiosks

MOBILE SERVICES

If you check in via text message, the SAS Mobile site, the SAS App, or the web, you can choose to use our Mobile Boarding Pass on selected routes.

To keep you informed about the status of your flight we'll send a text message with news of any cancellation or delays within 22 hours of departure.

AIRPORT LOUNGES

There are 13 SAS lounges at 9 different airports in Europe and America. As part of Star Alliance, SAS EuroBonus Gold and Diamond members have access to all Star Alliance lounges as well as contracted lounges. SAS also offers SAS Business and SAS Plus passengers access to Star Alliance lounges and contracted lounges at SAS destinations (US excluded for SAS Plus passengers). SAS Go passengers can use the SAS lounges at Copenhagen, Stockholm-Arlanda Terminal 5, Gothenburg, Oslo, Helsinki, Paris, and Brussels airports for a €28 fee.

FAST TRACK

SAS Fast Track is the quickest way through security when flying in SAS Business or SAS Plus. EuroBonus Gold and Diamond members in Copenhagen, Oslo, Stockholm, and Gothenburg can take along one guest, or family members, if they are traveling on a same-day ticket with SAS or with any Star Alliance member carrier.

SAS SMART PASS

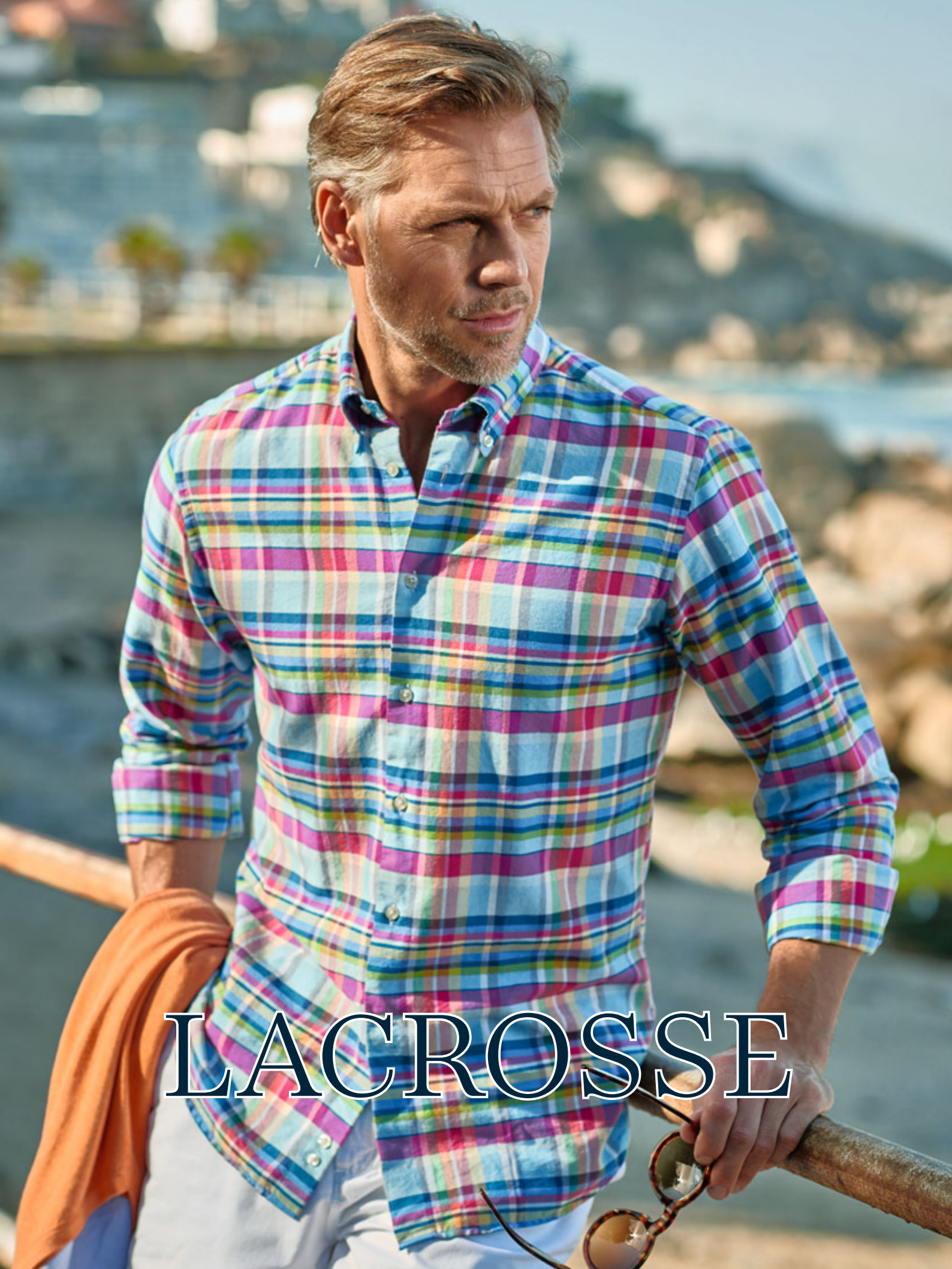
SAS Smart Pass is a sticker you can attach to your smartphone for identification at self-service kiosks, security, lounges, and the gate. SAS Smart Pass is available to Scandinavian EuroBonus Gold and Diamond members when flying within Scandinavia and to Schengen member countries.

FREE CHECKED BAGGAGE

EuroBonus Silver, Gold, and Diamond members get an additional baggage allowance.

SAS GO	SAS PLUS	SAS sBusiness
▷ 1 checked bag (23 kg) + 1 carry-on (8 kg)	▷ 2 checked bags (23 kg) + 1 carry-on (8 kg)	▷ 2 checked bags (32 kg) + 1 carry-on (8 kg)

Photo by Getty Images



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UP IN THE AIR

Once we get going, you can lean back and exhale. We'll do the rest. (Well, other than write that report for you)

SEATING

From luxurious Business Sleepers to ergonomically designed seats with adjustable neck and leg rests for passengers traveling on an SAS Go ticket, we make sure you are sitting comfortably.

FOOD AND DRINK

Coffee and tea are always free on SAS flights. Depending on the destination and ticket type (included in SAS Plus and for purchase in SAS Go), the food and drink on board will vary, with a snack bar on flights within Scandinavia. Passengers on European routes can choose from salads, sandwiches, and hot meals, as well as smoothies, soft drinks, beer, and wine. On intercontinental flights, passengers are always served meals and drinks.

ENTERTAINMENT

Intercontinental flights offer movies, music, and games on personal screens. On-demand services are available to Business and SAS Plus passengers. Power outlets for your own devices are also available.

UNACCOMPANIED MINORS

No other airline takes better care of your kids than SAS. Our unaccompanied minor service makes sure your loved ones arrive safe and sound. While the service is meant mainly for children aged 5–11 it is optional for 12-year-olds and older. Read more at Flysas.com

... AND AS ALWAYS WITH SAS

With SAS, what you see is what you get. There are no hidden charges. Everything you need for your trip is included in the price of your ticket.

- ▷ Free checked baggage
- ▷ Child discounts at 25%–90%
- ▷ Newspaper, coffee, and tea onboard
- ▷ 24-hour money-back guarantee

We are always looking for ways to improve our service. Share your ideas at Flysas.com/mysasidea

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JOURNAL DU DAUPHINÉ

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CÔTES
DU RHÔNE

L'ORIGINAL

Au temps des Années Folles, les Parisiens étaient avides d'amusements, de fêtes et de spectacles. Les vins de la région du Dauphiné étaient populaires à cette heureuse époque, car leur style généreux et fruité pouvait être apprécié en toutes occasions.

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L'abus d'alcool est dangereux pour la santé. A consommer avec modération.



JOIE DE VIVRE

HINS
D
ALLÉE DU RHÔNE

SAS CREDITS FOR COMPANIES

SAS has programs for companies as well. Just like EuroBonus, SAS Credits is free to join and companies earn credits for every flight. It can also be combined with EuroBonus.

Benefits

- ▷ Every time you fly with SAS or Widerøe you earn credit, up to four percent of your ticket price, no matter whether it's a one-way or a return trip, and in all booking classes.
- ▷ Additional credits can be earned by staying at any participating Radisson Blu or Park Inn by Radisson Hotels throughout Scandinavia, Europe, and the Middle East.
- ▷ SAS Credits earned can be redeemed by anyone in your company on both new flights and hotel stays.



Photo by Getty Images

FLY WITH A BONUS

SAS EuroBonus is the Nordic region's leading loyalty program. There are countless reasons to join – both on the ground and in the air. Sign up at Flysas.com/eurobonus

Earn points on

- ▷ Flights with SAS, Star Alliance, and other airlines
- ▷ Hotel stays at over 8,000 hotels
- ▷ Car rentals from Avis, Budget, Hertz, and Sixt
- ▷ Special offers from many other partners
- ▷ Combine your EuroBonus Card with American Express, Diners Club, or MasterCard and earn points on your purchases

Call for free

EuroBonus members can call and text each other for free with the "Eurobonus Connect" app or by using their points for making phone calls – over Wi-Fi.

Use points on

- ▷ Flights with SAS, Star Alliance, and other partners
- ▷ Pay for flights with points/cash
- ▷ Seat upgrades on SAS or Star Alliance flights
- ▷ Car rentals
- ▷ Hotel bookings
- ▷ Purchases at the SAS EuroBonus Shop
- ▷ Shop on board

Not yet a member?

Anyone can join EuroBonus – there's no age limit. Sign up for free at Flysas.com/eurobonus

EUROBONUS LEVELS



Membership

▷ Members of SAS EuroBonus earn points on trips with SAS and our partners, and get special discounts and offers.



Silver

▷ Silver members get Business check-in and an extra piece of checked-in baggage. They also have access to Fast Track security and lounges in Scandinavia and Finland, and SAS

lounges worldwide when traveling with SAS and Widerøe in the summer period (July 1–August 31) and the Christmas period (December 15–January 15).



Gold

▷ Gold members have access to Business check-in, Fast Track security, and SAS and Star Alliance lounges when traveling with SAS. They earn 25% more Basic points

with SAS, Widerøe, and Estonian Air, get two extra pieces of checked-in baggage, have a greater choice of bonus trips, and can give away a Silver membership.



Diamond

▷ Diamond is SAS EuroBonus's new top-tier membership level. Your points last longer and you can give away Gold memberships.

New! ↗

Capture French or Spanish charm through Scandinavian funding



Purchasing a property in France or Spain and moving abroad for a shorter or longer period of time is a major decision, but rest assured Nykredit will assist you all the way.

As well as local representation and expertise, we offer qualified guidance and favourable loan terms through Denmark's largest mortgage bank. Reap the benefits of our local presence when you need advice in your new country.

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ASK EIVIND

SAS's Executive Vice President and Chief Commercial Officer answers your questions



Photo by Monica Kwale

IN 2013, WE set out a new strategy for SAS. We want to be the first choice for frequent travelers (those who fly at least 5 times a year) whether traveling for business or leisure, or both. Our focus is on those who travel a lot, so our aim is to make life easier for exactly those people. Every day, over 14,000 SAS employees step up and do their very best to make your life a little bit easier.

We know things don't always go as planned, and we're truly sorry when we don't manage to deliver on our promise.

At the same time, we're gradually building up a large community of people who really appreciate being a part of it. In Norway alone, our number of passengers went up by more than one million between 2013 and 2014 while our main rival increased its passenger numbers by 336,000.

Recent surveys of frequent travelers in all of the Scandinavian countries show that, compared to our biggest competitor, we're the preferred choice for almost twice as many passengers.

In April we were just 0.7% away from being

designated an airline with an Excellent Reputation (79.3%), and were among the companies that made the most progress.

In our first quarter of 2015, more than 50% of our revenue came from our EuroBonus members.

Our vision of creating a 'Membership Airline' is about to be realized, with each and every one of you on the team. We are incredibly grateful for the trust and loyalty you have shown us – and we're going to work hard to show you why we should be your first choice in the future too.

We have a lot of new things in the pipeline that we want to show you, so stay tuned, you're part of a Scandinavian community of true travelers.

Over the past year, we have seen SAS EuroBonus campaigns offering a discount of up to 50% when using points to fly. Can EuroBonus members expect to see more of these campaigns?

The answer to that is an emphatic YES. We will soon have four million loyal EuroBonus

members, and we will definitely be repaying that loyalty.

Late 2014 saw the first big EuroBonus campaigns with big discounts on travel to the United States. In March, a Business class travel to Houston on our direct flight from Stavanger was available for just 50,000 points (normally 90,000 points).

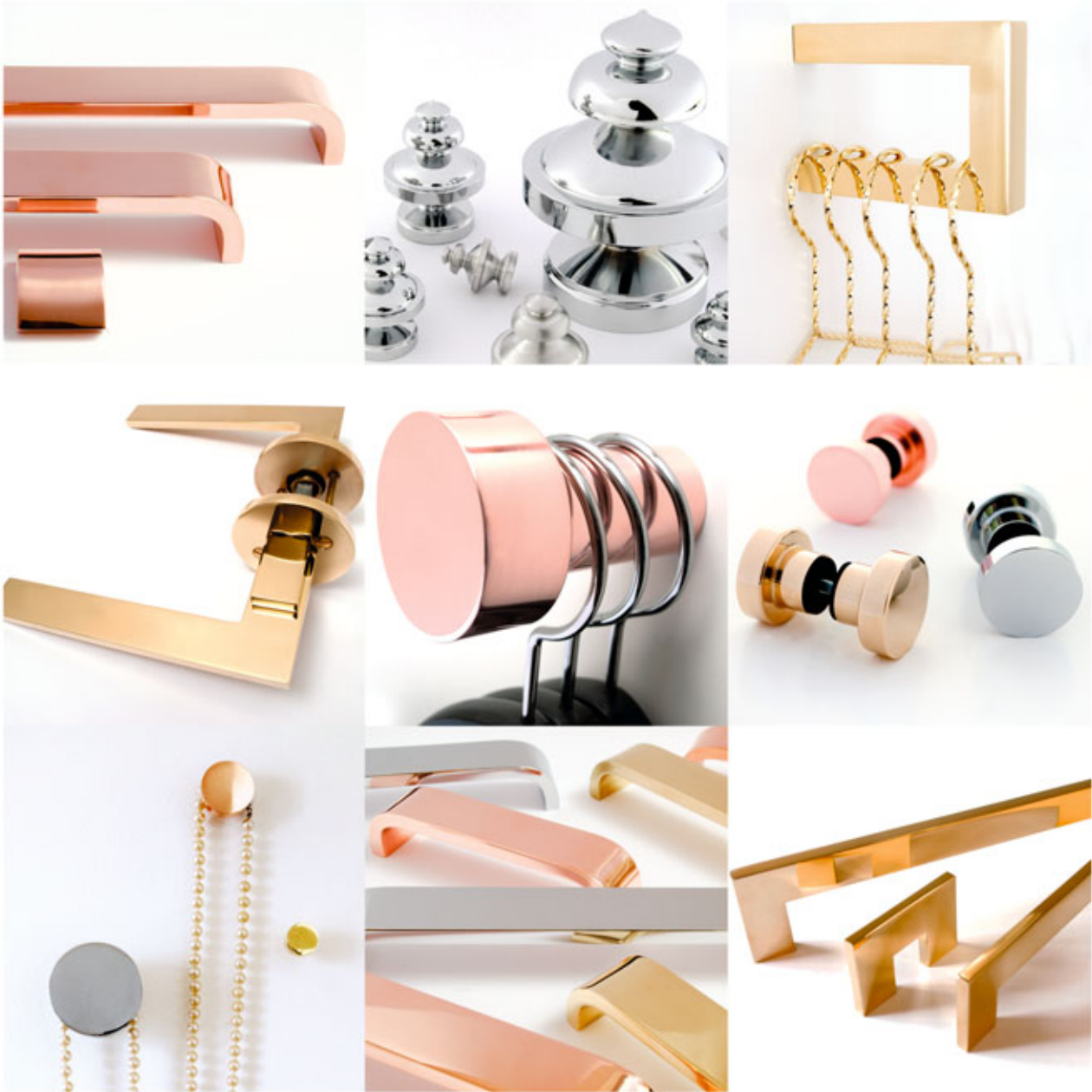
Going forward you can expect to see even more surprising offers from flights and products to services from our partners. Make sure you always have EuroBonus points in your account ready for when the campaigns are launched.

Happy travels!
Eivind

PS. Remember that you can earn EuroBonus points on all of your 'daily spend' when you use one of our co-branded cards, including EuroBonus Amex, EuroBonus MasterCard, and EuroBonus Diners Club.

Send your questions to ideas@scandinaviantraveler.com

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CURRENT FLEET

*Rome! Dublin! Berlin!
Take me there, SAS!*



Airbus A319/A320/A321

► Flies to European destinations from Denmark

Number of aircraft 4/13/8	Cruising speed 840 kmph/530 mph
Number of seats 141/168/198	Range 5,100/3,900/3,800 km
Max. takeoff weight 75.5/75.5/89.0 metric tons	Fuel consumption 0.033/0.029/0.029 liters per seat/km
Max. payload 16.7/18.0/23.0 metric tons	Engine IAE V2524-A5/V2527-A5/IAE V2530-A5
Length 33.8/37.6/44.5 m	
Wing span 34.1 m	



Airbus A330-300/Airbus A340-300

► Flies to USA and Asia from Denmark, and USA from Sweden and Norway

Number of aircraft 4/8	Wing span 60.3 m
Number of seats 266/245	Cruising speed 875 kmph/545 mph
Max. takeoff weight 233.0/275.0 metric tons	Range 9,600/12,800 km
Max. payload 44.5/44.1 metric tons	Fuel consumption 0.033/0.039 liters per seat/km
Length 63.7 m	Engine RR Trent 772B/CFM56-5C4



Boeing 737-600/700/800

► Flies to European destinations from Sweden and Norway

Number of aircraft 26/29/29	Wing span 34.3/35.8/35.8 m
Number of seats 123/141/181	Cruising speed 840 kmph/530 mph
Max. takeoff weight 59.9/69.6/79.0 metric tons	Range 2,400/4,400/4,200 km
Max. payload 13.2/15.2/19.6 metric tons	Fuel consumption 0.038/0.032/0.028 liters per seat/km
Length 31.2/33.6/39.5 m	Engine CFM56-7B

AIRCRAFT ON ORDER



A330-300 Enhanced (From 2015)/Airbus A350-900 (From 2018)

Number of aircraft (4)/(8)	Cruising speed 875 kmph/545 mph/910 kmph/570 mph
Number of seats 264/308	Range 10,400 km/13,800 km
Max. takeoff weight 242.0/268.0 metric tons	Fuel consumption 0.033/0.027 liters per seat/km
Max. payload 44.5/51.0 metric tons	Engine RR Trent 772B/RR Trent XWB
Length 63.7/66.9 m	
Wing span 60.3/64.8 m	



Airbus A320-NEO (From 2016)

Number of aircraft (30)	Wing span 35.5 m
Number of seats 168	Cruising speed 840 kmph/530 mph
Max. takeoff weight 75.5 metric tons	Range 4,600 km
Max. payload 18.0 metric tons	Fuel consumption 0.025 liters per seat/km
Length 37.6 m	Engine CFM Leap 1A

THE SAS ENVIRONMENTAL PROGRAM

SAS's overall goal is to reduce emissions 20% by 2015. Fleet renewal is an important part of that strategy. To date, SAS has taken delivery of 27 state-of-the-art Airbus A320 and Boeing 737-700/800 planes. These have replaced older models such as the MD-80, with fuel consumption and associated emissions in line with SAS's target. SAS's varied fleet of Boeing 737s and A320s allows it to adjust capacity to demand, and ensures

emissions are kept to a minimum. SAS also gives passengers and cargo customers the opportunity to offset their carbon emissions. The emissions calculator can be found at Sasgroup.net/miljo alongside the 2013 Sustainability Report. SAS has reduced carbon emissions by some 15% over the past eight years and is one of only a few airlines that is ISO 14001 certified, proof that it takes its environmental responsibilities seriously.

PROMOTION

EXCLUSIVE PASSENGER DEAL

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

Tired of Thinning Hair?

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 one of Europe's best-selling hair supplements and is sold in over 90 countries.

TRX2 is a food supplement based on organic compounds and compared to medicinal products has no side effects whatsoever. Also it does what it says.

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

Hair treatments often promise a lot without delivering, but TRX2 is backed by cutting-edge science and has been thoroughly tested. Three of

the key ingredients in TRX2 are officially recognised by the European Commission as contributing to the maintenance of normal healthy hair.* The effects can be impressive. Start TRX2 as early as possible in order to address your hair problem before it is too late.

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.

*selenium, zinc, biotin

"Your hair becomes much heavier and thicker. You maintain your healthy hair."



SAS FLIES 80,000 PASSENGERS WITHIN SCANDINAVIA DAILY

- SAS hub
- SAS destination
- Codeshare and interline destination
- Seasonal destination

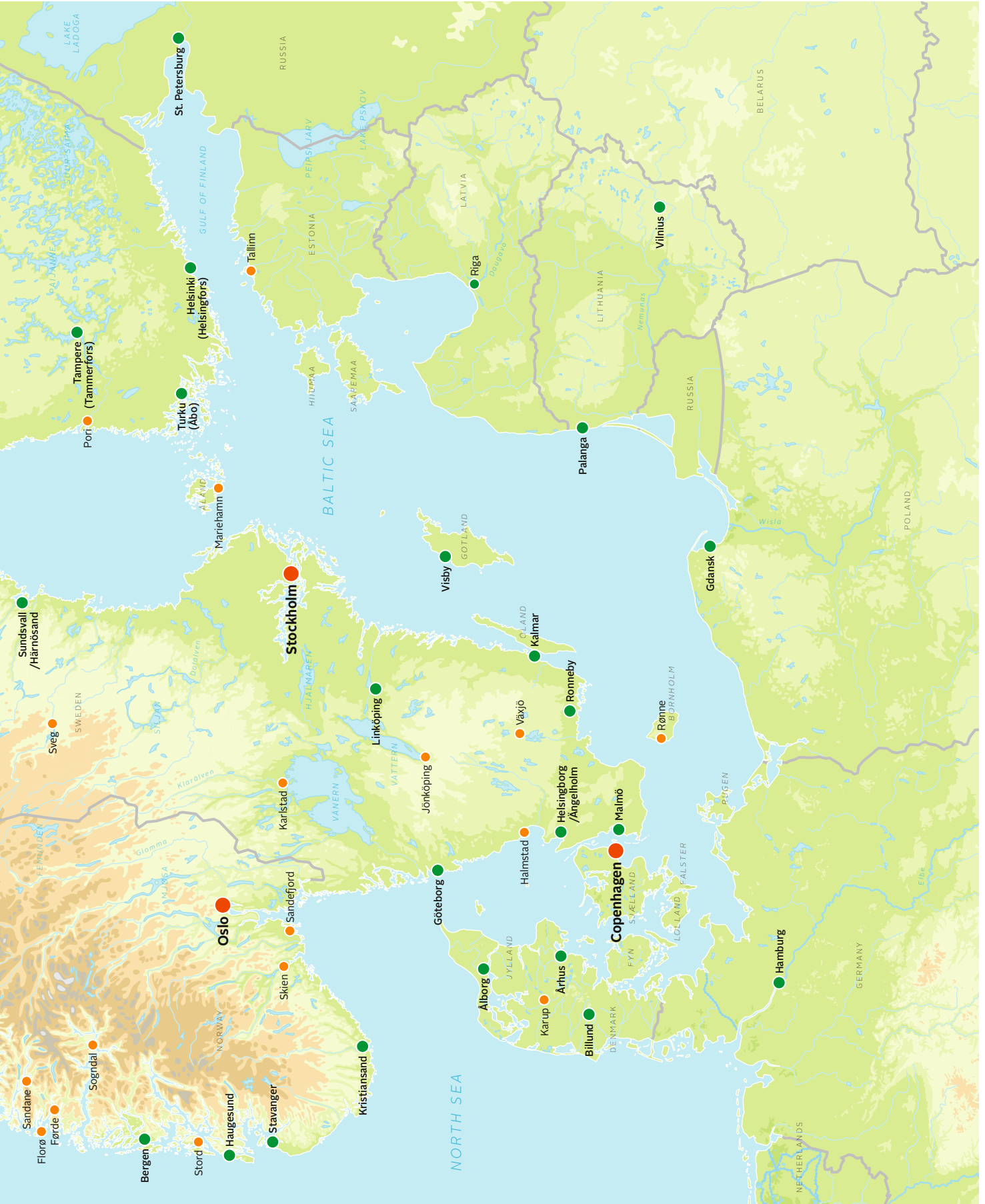
Reykjavik

▷ **Bus:** the Airport Express is a 24-hour service available 30-40 minutes after flight arrival. There is a door to door service to and from major hotels and guesthouses in Reykjavik, the transfer time is approximately 45 minutes. The Flybus/Flybus+ service is located outside the airport. The bus leaves 35-40 minutes after arrival of each flight. The journey into Reykjavik takes approximately 45 minutes. Flybus takes you to Reykjavik BSI Bus terminal and Flybus+ will take you directly to your destination. Rental cars and taxis are also available.

Riga

▷ Leaving the terminal on the 2nd level look for the stop located behind the car park P1, the bus leaves every 10-30 minutes and the journey time to city center is about 30 minutes. A ticket for one trip can be bought from the bus driver for €2.00, it's cheaper at the airport (services and tourism information bureau "Welcome to Riga") €1.15. Taxis to the city center are also available and cost €11.38-€14.23. The journey time is approximately 15 minutes.





WORLDWIDE REACH

SAS and its partners take you to 1,175 airports in 187 countries.

Star Alliance Members

▷ Adria, Aegean, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, Brussels Airlines, Copa Airlines, Croatia Airlines, EgyptAir, Ethiopian Airlines, EVA AIR, LOT Polish Airlines, Lufthansa, Shenzhen Airlines, Singapore Airlines, South African Airways, Swiss, TAP Portugal, THAI, Turkish Airlines, United.

Other Airline partners

▷ Airbaltic, Atlantic Airways, Estonian Air, Icelandair, NextJet, Widerøe.



GETTING TO AND FROM THE AIRPORT

Venice

▷ A public water bus (vaporetto) runs from the airport dock to Venice and the main islands (Murano, Burano, Lido). Tickets are available at: the Public Transport ticket office, in the Airport Arrivals hall, also at ticket machines at the baggage claim near carousels 3 or 5, at the ticket office at the dock (water bus landing stage), and on board the water bus itself. The bus leaves the airport from the arrivals hall exit.

Barcelona

▷ Barcelona is well served by bus the Aerobus service. It stops at all major stops (Pl. Catalunya and so on) and leaves from terminals 1 and 2 every 5 minutes, travel time is 35 minutes and a single ticket costs €5.9. The city's yellow and black taxi's are quick to the center and cost €20, however they can get caught in traffic if you're heading for a

specific destination (not central). Alternatively there is the train which runs from the airport to central stations in the city. You will most likely need to take a metro from the city train station to your final destination. You will need to get off at either Barcelona Sants, Passeig de Gracia or Clot to change to the metro.

Brussels

▷ **Train:** both national and international trains leave Brussels airport train station situated below the terminal (in basement level 1) and up to 6 trains an hour connect the airport to all parts of the city. Additionally there are direct trains to stations throughout Belgium and internationally. Buses leave from level 0 (one floor down from the arrivals hall). Hotel shuttles and taxis are also available.



ATLANTIC OCEAN



REACH 187 COUNTRIES AROUND THE WORLD

- SAS hub
- SAS destination
- Codeshare and interline destination
- Seasonal destination







Abu Dhabi

▷ **By bus:** green and white A1 bus buses leave from the lower curbside outside Terminals 1 and 3 and outside: Terminal 2, The Cargo Building and The Police Complex, every 40 minutes. All bus stops are clearly indicated with blue and white signs. A one-way fare is €1, and travel time to the city is approximately 45 minutes. Taxis are also available.

1,175 DESTINATIONS AROUND THE WORLD

- SAS hub
- SAS destination
- Codeshare and interline destination
- Seasonal destination



New route to Hong Kong

▷ In September 2015 there will be a direct route between Stockholm Arlanda and Hong Kong with five flights a week. Visit Flysas.com to book your flights now!



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Koenigsegg

MONITOR is a complete ERP system and we apply all aspects of it. It also provides us with a comprehensive view of our entire business. Our cars consist of thousands of components and therefore the materials control in MONITOR is especially important to us; it is how we keep track of what components to manufacture and what to purchase. To manage the wide range of alternatives that a customer can choose from, we use the MONITOR Product Configurator. This is an excellent tool to create unique combinations for a specific car. We use MONITOR because it is a powerful ERP system that is easy to use. We have never regretted our choice of ERP system!

Haldora von Koenigsegg
Koenigsegg Automotive AB



Monitor ERP System AB supplies the MONITOR ERP system which is a complete system optimized for small and medium-sized manufacturing companies. MONITOR is developed in close collaboration with our customers and is therefore both user-friendly and cost-efficient.

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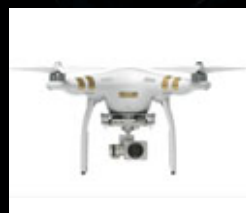
Shanghai

▷ The fastest and most efficient way to get to the centre is by using the Shanghai Maglev Train. The train (cost €7) leaves at intervals of 15 to 20 minutes and the whole journey takes just eight minutes. A taxi takes about 50 minutes and costs approximately €22 to the People's Square (at the center of the city). The Pudong Airport Shuttle Bus operates ten different bus lines from the airport to the center.

- SAS hub
- SAS destination
- Codeshare and interline destination
- Seasonal destination

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A JOURNEY THROUGH TIME – WITH RIMOWA

The 1920s marked the beginning of modern air travel and the golden age of Hollywood. In 1919, Hugo Junkers presented the world's first all-metal commercial aircraft. It was made using the aircraft aluminum alloy discovered by Alfred Wilm in 1906. In 1950, RIMOWA presented its suitcase with the unmistakable grooved design made of the same material – at the time, it was the lightest suitcase in the world. RIMOWA was a real pioneer in the sector, starting the trend for lightweight luggage back then.

