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### New this year in Swedish Lapland: the Snow Magic Ice Wall at Nalovardo Ski Centre, Sorsele



Nalovardo Ice Wall, Sorsele

Ice climbing in Nalovardo has been successful. It was part of the **Nalovardo Snow and Ice Event** organised in February 2006 in cooperation with Nalovardo Ski Centre (Lapplandskåtan AB) and the students at the Mountain Guide College, Folkhögskolan in Storuman. The 8 m high outside wall can now be used every year, just being covered with ice.

The event included a Snow Magic recreation day 16.02.2006 for more than 200 pupils and students from Storuman High School and Folkhögskolan and a Snow Magic weekend 18-19.02. The other proposed activities were Ice Sculpting, Snow Fun at the Snow Castle and Slide Show on Saturday evening, Snow Safaris and Big Air (show and competition of snow board jumps and figures).

The success of the **Snow Igloo** was repeated with even more visitors enjoying the magical atmosphere created at the occasion of cocktails offered to mainly foreign incentive groups as part of a tourist package with **Sorsele River Hotel**. The Igloo is gaining followers and a new business activity is born since a similar one has already been constructed in a neighbouring municipality.



Snow Igloo on the Vindel River, Sorsele



Kindergarten at Snow Arena, Blattnicksele

Other realisations were: **Snow Sculpting** by the Vindel River in Sorsele and Blattnicksele by the local schools and at Ammarnäs Ski Centre by the local school as well as Columbian refugees; a **Snow Arena** in Blattnicksele built in cooperation with the Village Community Association where two events took place on the Vindel River: Power Event 11.03 for young people and Family Event 18.03; a **Snow Park** at **Ammarnäs Ski Centre** with the help of a course offered by a consultant and snow activities.

In order to promote the project locally, the Snow Magic logotype has been weaved to be attached on clothes.

### A new Snow Village in Rovaniemi, Finnish Lapland

Since the previous winter went well, a new **Snow Village** was opened in mid December in Santa's Village with slides, igloos, snow ball pool, snow sculpting area, ice art, snow moulds... A new experience was "hoijakka" a kind of sledge on ice. More over, in **Santa's Village** there were five snowmen, of which three were in the central square. Their scarves had the colours of the three partner countries. The Rovaniemi Marketing Cooperative involving about 15 companies from the Santa's Village co-ordinated the work with three primary schools. The pupils with the help of their teachers designed, constructed and took care of three slides situated in the central square. Media groups visited Santa's Snow Village like Korean TV, MBC and BBC.



Santa Claus Village, Rovaniemi

The project also arranged a competition for the **Village Societies** of the Rovaniemi region to get more villages involved. Three proposals involving snow, fun and children were selected: the Village Society of Narkaus, the

Village Society of Hirvas in co-operation with the sport instructor students of the Sport's Institute of Lapland and the Parents Association of Vanttauskoski school. Altogether there were three villages proposing snow constructions and snow happenings in February-March 2006.



Santa Claus Village, Rovaniemi

A **Photo Competition** in the Snow Village for the international students was arranged with the International Department of the University of Lapland. The competition took place in February 2006 and a transnational jury made of

the three Snow Magic project leaders selected the three best photos.

Lastly, **Snow Magic DVD** was included in the new Santa Claus DVD of Santatelevision. The souvenir version of the DVD has been sold in 5 000 copies, mainly in Lapland but also in Helsinki and some other places.



Santa Claus Village, Rovaniemi

## Discover the Yule Lads with Snow Magic Mývatn, Iceland!

Because of the lack of snow and cold and also because of the unstable weather, the Snow Magic Mývatn project focused more on the **Yule Lads** project and **Advent** co-operation.

As a direct result of the Snow Magic project, Mývatn participated in the **International Christmas Exhibition in Rovaniemi** with the 13 Icelandic Yule Lads (local Santas) presented with handicraft and photos.

13 new costumes were designed for the Yule Lads that were very active in Mývatn, and surroundings, during the Advent. These figures were promoted as well as their territory, Mývatn, through articles in Icelandic newspapers. 13 men were hired to work in December as well as 2 actors, to work for 10 weeks. People came to **Dimmuborgir** (Dark Castle) to visit the Yule Lads who also were on the road around the village. The Yule Lads visited children in schools and kindergarten in Thingeyjarsýsla Region as well as a museum in neighbouring county. New postcards with the Yule Lads, both in Icelandic and English version were published, as well as one minute long DVD. See <http://www.santatelevision.com/world/en0238/en0238.html>. Finally, one of the Yule Lads participated in a fair in Reykjavík for tourist companies in Iceland and two of them, Candle Beggar and Stubby, joined the project leader to pay a visit to the president of Iceland, Mr. Ólafur Ragnar Grímsson and got good results.



Yule Lads in real, Mývatn



Yule Lad handicraft, Mývatn

### Interview with Jóna Matthíasdóttir, project assistant, Snow Magic - Mývatn

#### *Jóna, first of all, who are really the Yule Lads?*

The Yule Lads are 13 brothers who live with their parents, Grýla and Leppalúði, in Dimmuborgir in Mývatn. One by one they arrive to towns, the first of them 13 nights before Christmas. Children put a shoe on the windowsill and if the children have behaved well, they will get a little gift into their shoes and if they have been naughty they will get an old potato. The Yule Lads carry strange and funny names according to what they like to eat or to do. Their names are for example Gully Gawk, Meat Hook, Candle Beggar, Door Slammer, Stubby or Pot Scraper.

#### *What can we expect to experience next winter in Mývatn?*

We will continue with our co-operation during the Advent. Visitors to Mývatn can have the opportunity to experience traditional Christmas for example regarding to our food. Our Yule Lads will visit the Nature Bath where they take their annual Christmas bath. A visit to the Nature Bath during winter time, with the Northern Lights dancing above your head is something to remember.

Hopefully we will be able to hold a course in ice sculpting. In co-operation with the junior school in Mývatn we are going to hold a Snow Magic day where we present our work and new ways to work with snow and ice.

#### *Snow Magic is celebrating its two years anniversary. What has this project led to so far in your area and what do you expect to be viable after the project?*

A good co-operation between companies in our area, as well as international co-operation has given us new opportunity to promote the area during wintertime. Local people got a very positive vision of the project thanks to new ice and snow creations. Young people are involved into the project through story collecting and drawing competition we held last winter as well as with upcoming Snow Magic day. We have been gathering stories and information from elder people in Mývatn and we hope we will be able to promote these stories in one or another way.

The Yule Lads have become a big success as well as good marketing tools for coming winter. In the name of Snow Magic, companies now welcome tourists to "Mývatn – the Magic Land of Christmas". Mývatn is only one part of the Snow Magic team and it's my belief people all over Europe and in Asia will be aware of the magic treasures of Mývatn, Sorsele and Rovaniemi.



Ice lantern, Mývatn

### The databank "Snow Magic Treasures" is born!

It is a **media bank** where stories, scripts, photos, videos, etc. related to snow and ice are stored. You get access to it by a click from [www.snowmagic.eu](http://www.snowmagic.eu). It is in construction and will be enriched regularly with new material. Not to miss our Snow Magic Events, an activity calendar has also been created there.

The **website** is updated regularly with new information and pictures, in particular with news. A photoblog was launched with funny comments and photos. Have a look!

A common **flyer** presenting the project, areas and activities, is available in electronic version on the website in different languages or printable for various promotional occasions like fairs. A **post card** has been designed with beautiful pictures from our snowy landscapes and creations. It is coming very soon on the website and as an edited version. Ask for it!

Among other joint activities, the **Second Transnational Workshop** was held in Sorsele and Ammarnäs in Swedish Lapland in February 2006 and focused on the theme Snow and People – Local Involvement. You will find the report on our website. Before the Third Transnational Workshop that will take place in Rovaniemi, an extra partner meeting will be organised in Rovaniemi in late August 2006.

**Welcome to experience Snow Magic! Read more on [www.snowmagic.eu](http://www.snowmagic.eu)**