



1238

**THE BATTLE OF ICELAND**



# The Idea

- Creating a new magnet to promote Sauðárkrókur as a tourist destination
- Adding it to an already rich variety of tourist stops for heritage lovers in Iceland
- Bring to life the Sturlunga saga and its main events, battles that took place in Skagafjörður and the surrounding area
  - Battle of Örlygsstaðir
  - Battle in Húnaflói Bay
  - Battle of Haugsnes
  - Flugumýri Arson
- Events that took place in the 1200's in Iceland and can only be called a Civil war and ended up costing us our independence that took us about 700 years to gain back



# The Method

- Use the latest virtual reality technology (VR) and Augmented Reality (AR) to tell these dramatic stories
- Use more traditional exhibition technology as wall texts and remakes of objects as well as a sets
- The main thing:
  - Create an interesting museum with a help from technology (not for technology!)
  - Create an interesting experience by being true to the story!
- Set up in old factory buildings with a rich history.
- Reconstruction period 2017-2019 – opened 15 June 2019



## How we did it

- The municipality of Skagafjörður helped the project by renovating the houses used.
- Sýndarveruleiki ehf. financed the development of exhibitions, all production and installation, over 300 M IKR. ( ca. 2 M Euros)
- Sýndarveruleiki ehf. owns and runs the exhibitions
- Sýndarveruleiki ehf. rents houses from the municipality for 30 years, first 15 without money changing hands
- The municipality runs a tourist information centre in the same house – sharing of workers

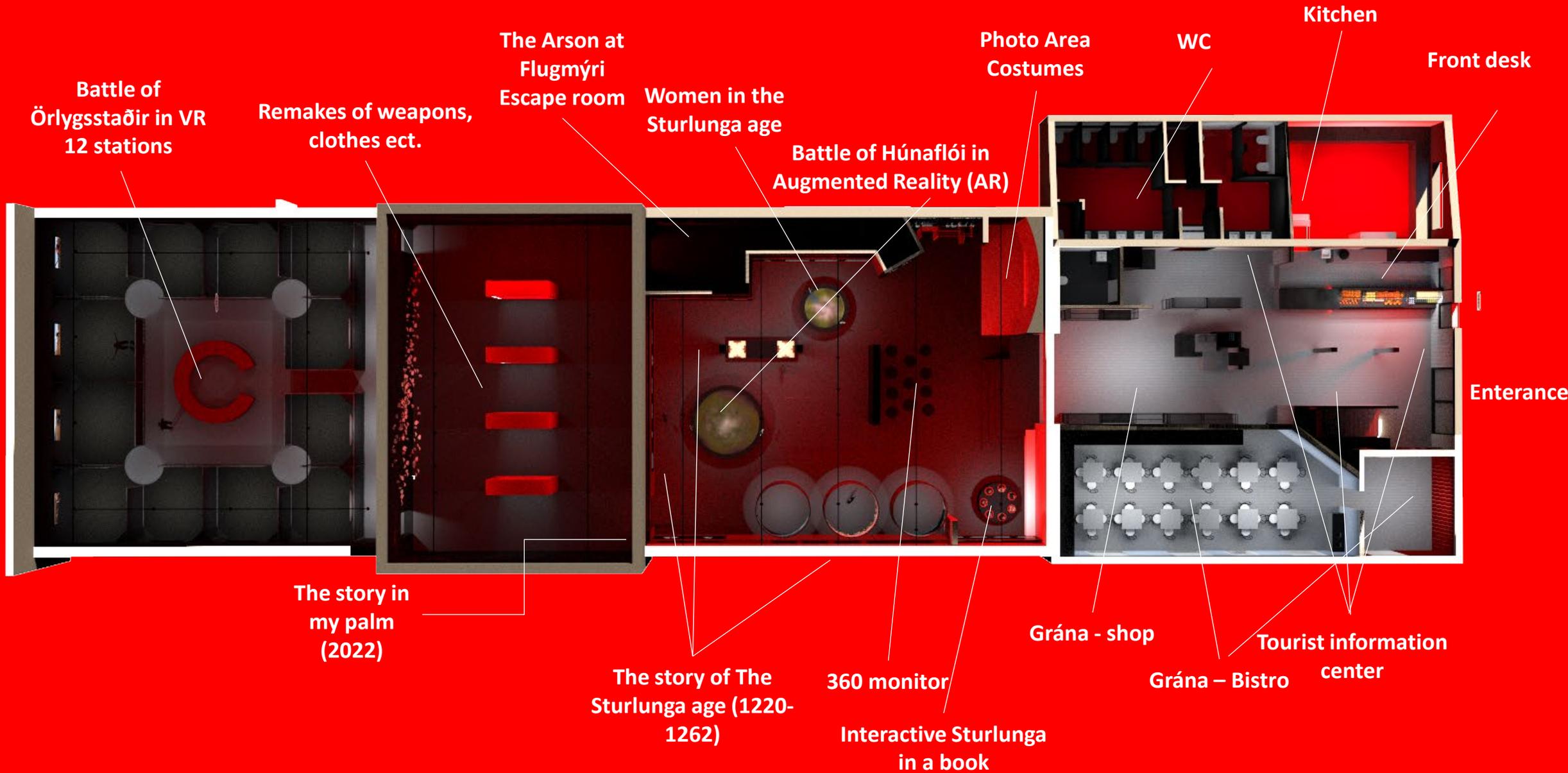
# Renovation





# 1238 – Battle of Iceland – the model

- Exhibition
  - Sturlunga saga, the focus on the main battles
  - A wide range of exhibition methods, technical and traditional
  - Support operations
- Grána Bistró
  - Local food
  - Simple, fresh, healthy
- Grána Shop
  - Historical souvenirs, environmentally friendly products, local products, food souvenirs.
- Tourist Information Centre
  - Cooperation with the municipality
- Focus on the experience!





# What makes us special

- Using Virtual Reality (VR) with Interactivity
  - Battle of Örlygsstaðir
  - 10 min. long experience
  - Not just watching, you get involved!
  - HTC Vive's most advanced devices and shockwests
  - Use of Augmented Reality (AR)
  - IPAD and 3D-cut and hand-painted landscapes





# During the Covid

- Interactive „Sturlunga“
  - Interactive book
  - Emphasis on literature in the Sturlunga Age





# Guiding Lights

- Create a good, positive and memorable experience
- Respect for history
- Create a good workplace
- Collaborate with locals; Sturlunga specialists, Regional Museum, Tour operators and other museums
- Bring more tourists to the area, more for everyone!
- Enhance the cultural life in the area - Events/activities/games
- Help build technical knowledge and use of virtual reality in teaching; Junior High School, Primary Schools, Fab Lab, Business, opportunities for Innovation
- Help others when it comes to using VR/AR with guests, challenges and important things



# Not „just“ a museum

- Development projects in progress
  - Digital Audio Guide with AR
    - Visitors play audio files in various languages, we create “virtual space” that plays the right files
    - Graphic AR guide included
    - Hope to have it up and running for the summer
    - The target is to develop a similar outdoor guide to use at the main destinations related to Sturlunga
  - More languages in VR section
- Increased emphasis on development projects outside the high season
  - School projects
  - Food-related projects
  - Events



# Not „just“ a museum

- Focus on international cooperation
- Guests (pop up) at other museums and historical places
  - Viking World in Reykjanesbær
  - Other places in progress
- European Award nomination "Heritage in motion" 2021
- Great reception from the local community
- Helps with funding development projects



# The Future

- Hopefully life after the pandemic!
- Slow growth in attendance in Sauðárkrókur
- Sauðárkrókur the main hub and development center for new products in AR/VR
- Keep on developing in collaboration with others
  - Viking World in Reykjanesbær – guests and bigger plans
  - Other ideas on the table
- Be in touch if you see something interesting
  - [1238.is](http://1238.is)





