

Tradition. Identity. Culture.

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The key messages of our journey

Preserving tradition:
What remains when everything gets faster? For us, tradition is not a contradiction to progress, it is its foundation. In Iceland, we visit places where old knowledge is lived - in the skyr factory, in farming crafts, in dealing with nature and time.

Experience identity:
Who are we - and why? Identity is not a status. It is movement. In Iceland, we encounter a culture that is formed from extremes: Wind, stone, fire, ice. Those who live here live consciously. This characterizes people, mentality and opinions. Iceland stands for a self-image that needs no explanation. Those who are here feel it.

Understanding culture:
Culture thrives on sharing. From listening. From marveling. This journey is a dialogue - about values,

roots and paths into the future. We listen, we exchange ideas, we marvel. We meet people who live with their traditions. People that share their values. Who take us on a journey through time, faith, language and symbolism. Who realize that what unites us is often greater than what divides us.

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